

GVSU Fed Challenge Team

By Dr. Bradley Sturgill, Assistant Professor of Economics



L-R: Nathanael Geers, Ryan Meyer, Will Hibler and Patrick Karabon

On November 16, 2011, four Seidman undergraduates put their knowledge of economic theory on display at the eighth annual regional College Fed Challenge in Chicago, IL. Participants included Nathanael Geers, Will Hibler, Patrick Karabon and Ryan Meyer. The competition, which this year included 17 teams from universities across the Midwest, requires students to collect and analyze economic data, make a monetary policy recommendation, and defend that recommendation in front of a panel of judges. The showing marked the fifth year in a row that Grand Valley has competed in Chicago.

Grand Valley performed well in the semi-final round but fell to Albion College, who eventually beat Northwestern University in the final round and won the Chicago regional. Harvard University won the national competition in Washington, D.C. Non-graduating members of this year's team plan to compete again next year and hope to dethrone Albion College.

Each year the Economics Club of Grand Valley and the Seidman College of Business support and fund the Fed Challenge team. The Economics Club meets on Monday evenings and serves as a liaison between the student body and professionals in the field of Economics. All majors and class standings are welcome. Seek the following for more information, <http://www.facebook.com/GrandValleyEconomics> or <http://www.gvsueconclub.com/>.

Fifth Annual GVSU Business Plan Competition

Witness the pinnacle of student innovation and talent at the Fifth Annual GVSU Business Plan Competition! Undergraduate and graduate student entrepreneurs will showcase their new ventures for an opportunity to win \$10,000 in total start-up capital. Each of the finalists has advanced through three preliminary rounds to earn his or her position in this tournament of ideas. We invite you to support and encourage these young entrepreneurs by attending the competition at 6:00 p.m. on Thursday, March 28, 2012, Loosemore Auditorium on the GVSU Grand Rapids Pew Campus. Attendance is free and open to the community. For more information, please visit www.gvsu.edu/cei/bpc, email cei@gvsu.edu or call 616-331-7582.

Professional Development Sets You Apart

By Liz Deller, Junior Status, International Business Major and French Minor

I didn't realize how beneficial professional development events are until I attended the International Business (IB) Career Night. If you didn't go, you missed out on a great opportunity to network with IB professionals! Students from many business majors, not just IB majors, attended the event. I appreciated that Alexandra Schmid, special programs coordinator for the Seidman International Business Programs, brought in five business professionals from various international functional disciplines and several cultural backgrounds. The professionals included John Ireland, vice president of Human Resources at X-Rite Inc.; Teresa Michanowicz, senior institutional relationship manager at GFT Global Forex; Joe Ysasi, international sales manager at AmerCable; Mark Bleckley, associate director at Van Andel Global Trade Center; and, Roland Schmidt, senior program manager at Whirlpool Corporation.

The evening started with an introduction from Carol Sánchez, professor of Management and director of Seidman International Business Programs. Next, the five speakers gave a brief background about their position within their company, the steps they took to get there, and valuable career advice. Afterwards, we were able to ask the presenters questions. I was curious to know how vital their language skills are (including German, French, and Spanish), and how often they use them. Every speaker's response was the same – their language skills are used on a daily basis and one presenter commented that up to five hours of his normal work day is spent speaking a foreign language. It's great to know that I will be able to continue improving my language skills even after I graduate from GVSU.

Every speaker has had some experience with either studying abroad or world travel. Whether growing up in another country besides the United States, or participating through Grand Valley's study abroad programs, each presenter had cultural experiences which have helped them succeed. John Ireland said that X-Rite would rather hire someone with a less than perfect grade point average who had a study abroad experience over someone who is academically very strong, but does not have any international activities. It is encouraging to hear that companies recognize the importance of international experiences via study abroad or internships. Study abroad paired with knowing another language is really going to set us apart from our competition in the business world.

After the Q&A, the round table break-up session gave us a chance to talk to each presenter in person, share stories, and learn additional information about their companies. The presenters were eager to share their tips and professional advice. It is truly remarkable to learn just how many opportunities there are available for International Business majors, and the IB Career Night showed me that I am a part of a valuable program here at GVSU. No matter which business major you pursue, you should realize that Seidman does a wonderful job of providing these professional development opportunities for students. Take advantage of these career events.

Seidman Business Ethics Center Presents “Women, Ethics and Business”

Monday, January 23, 2012, from 6:00-7:20 p.m., Loosemore Auditorium, DeVos

Featuring **Janet Knaus**, the first female partner at Warner Norcross Judd; **Christina Keller** and **JoAnne Perkins** of Cascade Engineering. Speakers will address the changing roles of women in the workplace and in education and the dilemmas they have faced in their careers. They will also touch on topics such as harassment, glass ceilings, and what difference, if any, gender balance makes in an organization. For further information, email Michael DeWilde at dewildem@gvsu.edu. Light refreshments will be served.

Winter 2012 Seidman Career Events – Mark Your Calendar!

Wednesday, February 15 at 11:45 a.m. - Economics Open House, Room 2266, Kirkhof Center

Thursday, March 15 at 4:00 p.m. – Finance Internship Expo, Eberhard Center, Second Floor

Wednesday, March 21 at 4:30 p.m. - Careers in Management, Loosemore Auditorium, DeVos

Thursday, March 22 at 5:30 p.m. - Seidman International Business Career Night, University Club, DeVos

Monday, March 26 at 4:30 p.m. - School of Accounting Backstage Pass: Careers in Accounting, Eberhard Center

SEARCHing Strategies

By Linda Masselink, Senior Librarian, Steelcase Library and Liaison to Seidman College of Business
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Make searching for information easier and faster with greater results by using some of the tips provided by the Library. From the Library Home page, www.gvsu.edu/library, click on **MORE** under the **FIND** heading to locate brief instructions on searching techniques.



Get Help

- Help Searching Summon
- Help Searching the Catalog

How to be a Super Searcher!

- **Get Help Now**

Apply the search strategies to the recommended databases listed in the **SUBJECT GUIDE** for the topic area of your research.

Under the **SERVICES** heading, discover how to request a book or article from another library (including another GVSU library); get information on borrowing a laptop that prints to a library printer; learn how to renew books online; and find help with citing sources. Make a recommendation for a new book you would like to have added to the library collection.

Many options to contact the library with any questions are found under the **ABOUT** heading on the library home page. Steelcase Library is here to help you have a successful research experience. Many resources are available online. The library is a great place to study and get help when you need it.

GVSU Makes “Best Business School” Guide

GVSU News and Information Services, Reprinted from www.gvsu.edu/business/module-news-view.htm, Posted Oct. 12, 2011

Grand Valley State University’s Seidman College of Business has been named by the *Princeton Review* as one of the “Best 294 Business Schools” for 2012.

The rankings are based on a survey of business school students conducted during the 2010-11, 2009-10 and 2008-09 academic years. The 80-question survey asks students about their school’s academics, student body and campus life, themselves and their career plans. At the time of the survey, 266 students were enrolled in the business school, 88 percent were part-time students. The average age at entry was 31.

Grand Valley graduate students in the MBA program said they truly appreciate their “smart” and “efficient” professors. They said professors work diligently to “instill real-world principles” in their students and know how to demonstrate “solutions to everyday business problems.” Students also said it is very clear that faculty “truly care about the students.”

The *Princeton Review* compiled its lists based on surveys of more than 19,000 students at the best AACSB accredited MBA programs in the world.

For more information, contact GVSU News and Information Services at (616) 331-2221, or visit www.princetonreview.com/business-school-rankings.aspx.

Seidman Professional Development Series Upcoming Events for Winter 2012

We look forward to seeing you at our popular Seidman Professional Development Series events. These events are free and open to all business students. The events for winter 2012 are given below. Light snacks and beverages are provided.

- Tuesday, February 7 – Intercultural Training with Sean Huddleston, 5:30-7:30 pm, Rooms 2215-2216 Kirkhof Center, Allendale Campus
- Tuesday, February 21 – Portfolio Development with Kim Monaghan, 5:30-7:30 p.m., Rooms 2215-2216 Kirkhof Center, Allendale Campus
- Wednesday, March 20 – Meet H. James Williams, Dean, Seidman College of Business, 6:00-7:30 p.m., University Club, DeVos Center, Pew Campus
- Wednesday, March 28 – Dress for Success, 4:00-6:00 p.m., Room 2250 Kirkhof Center, Allendale Campus. Co-sponsored by the Seidman Student Professional Development Program, LGBT and the Women's Center.

Please Join Us for the Careers in Management Event!

By Meagan Luttenton-Knoll, Affiliate Faculty, Management Department

This event scheduled for Wednesday, March 21, 2012, from 4:30-7:00 p.m. will be held in the Loosemore Auditorium, DeVos Center and is highly recommended for students studying or interested in Human Resources, Operations Management, Logistics and Supply Chain Management. The Seidman College of Business Management Department and Career Services at Grand Valley along with the student chapters of APICS and SHRM will be hosting this event. Students will be exposed to business professionals and personnel from several local companies will discuss the necessary skills and experiences required to be successful in these exciting fields.

Agenda for the evening

4:30-5:00 p.m. Keynote Address

5:00-6:00 p.m. Panel Discussion

6:00-7:00 p.m. Networking – Students will have the opportunity to network with corporate partners (listed below) and discuss career choices. This is a great forum to mingle and discover the numerous options available in the greater Grand Rapids area.

7:00-8:00 p.m. Reception – An informal reception with refreshments will be held in the Meijer Regency Room. Feel free to mingle and get to know the corporate sponsors better.

Invited corporate sponsors include American Seating, Amway, Atek Medical, Blackmer, CSCM, CH Robinson, dHayes Group, GFS, Haworth, Herman Miller, Irwin Seating, Knape & Vogt, Lean Logistics, Magic Steel, Meijer, Mill Steel, Lean Logistics, Louis Padnos Iron & Metal, Paulstra CRC, Priority Health, Spectrum Health, Steelcase, Supply Chain Solutions, St. Mary's Health Care, Sysco, Transcorr National Logistics, USF Holland, Wolverine World Wide.

Follow us on Twitter at GVSUBizMgtDept. For more information, contact Teresa Miller at millert@gvsu.edu.

Connections is published bi-monthly during the academic year and once each summer. If you would like to submit an article, contact Roberta Osipoff, Seidman College of Business, Grand Valley State University, 1 Campus Drive, 250 Lake Huron Hall, Allendale, MI 49401. 616-331-3774 (direct), 616-331-3286 (fax) or email osipoffr@gvsu.edu.