

## Members of GVSU Economics Club Compete in Fed Challenge

By Dr. Bradley Sturgill, Assistant Professor of Economics and Co-Advisor for the GVSU Economics Club



*L-R: Jason O'Brien, Nathanael Geers, Will Hibler, Ryan Meilstrup, Phil Elya*

Late last fall, five Seidman undergraduates put their knowledge of economic theory on display during the College Fed Challenge in Chicago, Illinois. Participants included Phil Elya, Nathanael Geers, Will Hibler, Ryan Meilstrup and Jason O'Brien. The competition, which this year included 20 teams from the best universities in the Midwest, requires students to collect and analyze economic data, make a monetary policy recommendation, and then defend that recommendation in front of a judging panel. The showing marked the fourth year in a row Grand Valley State University has competed in Chicago.

Non-graduating members of this year's team plan to compete again next year to attempt to dethrone the now seven-year reigning champs – Northwestern University. The competition and immense preparation beforehand are designed to help participants develop public speaking and analytical skills.

Each year, the Grand Valley Economics Club supports 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.

The Grand Valley Economics Club is open to all GVSU students who have an interest in Economics. The Club conducts numerous social and scholarly activities throughout the year including: panel discussions on current economic events and economic hot topics, presentations about job and internship opportunities for economics majors, "Dinner with Models" – social dinners with an economic perspective, presentations by faculty members about their current research, meetings with alumni from GVSU's undergraduate economics program, information sessions on graduate and professional school, and field trips including visits to the Chicago Board of Trade and Federal Reserve Bank of Chicago.

For more information, contact [econclub@mail.gvsu.edu](mailto:econclub@mail.gvsu.edu) or go online and visit the Grand Valley Economics Club at <http://www.gvsueconclub.com>.

## **CEO: Empowering Collegiate Entrepreneurs**

By Guy Schuil, CEO Vice President of Marketing

Did you know Grand Valley State University has an organization that pushes students to explore their full entrepreneurial potential? CEO is a student-led, faculty and advisor-mentored organization which connects driven students interested in exploring entrepreneurship as a career option. If you have a vision for your own business, CEO is here to make that vision a reality.

Over the course of a year, as a member of CEO, you can participate in weekly meetings that will connect you to established Grand Rapids entrepreneurs. Dave Engbers, founder of the Founders Brewing Company, and Danny Beckett, founder of Spearia Inc., are only two of the recent showcased leaders. Whether you are interested in life sciences or social media, you will find your place at CEO. This student organization has the goal to foster an environment of entrepreneurship that will empower students to become successful entrepreneurs.

CEO also runs the GVSU Idea Pitch Competition during the fall semester. This is a unique opportunity for collegiate entrepreneurs to shine and win up to \$1,500 in prize money. The process is judged by a panel of local investors and entrepreneurs and the experience of pitching your idea is of tremendous value. Ideas pitched at this competition have made it to the 'real world' and are still generating sustainable cash flows. As a member of CEO, you can also attend the CEO National Conference, which covers a wide spectrum of topics and provides a one-of-a-kind networking event for Midwest collegiate entrepreneurs.

Grand Valley's CEO chapter is constantly looking for ways to improve the resources available to those who have the entrepreneurial bug. If you are entrepreneurial at heart, CEO is the right place for you! We would love to have you join our ranks, and show our region what Grand Valley students are capable of. Check us out at [www.gvsuceo.com](http://www.gvsuceo.com).



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## Is This a Reliable Site?

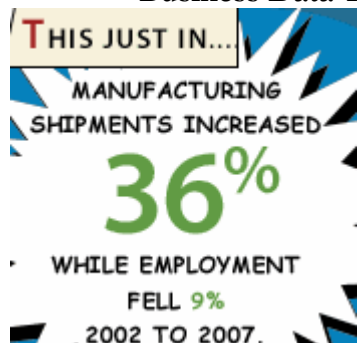
By Linda Masselink, Senior Librarian, Steelcase Library and Liaison to Seidman

Websites are plentiful, but can you trust them? Assess website for their currency, relevance, authority, accuracy and purpose. Does the website have a bias? The three websites mentioned below are recommended for answering questions you may have in your research. Try them out!

### E Corner - <http://ecorner.stanford.edu/index.html>

This website comes from Stanford University's Technology Ventures Program. The focus is entrepreneurship. The site provides a wealth of authoritative and free material that includes over 1,600 videos and podcasts related to all aspects of entrepreneurship. It is easy to search by format or topic. It is possible to subscribe to a topic of interest and receive material. Especially helpful for developing a business plan, E-Corner is a great place for researching innovation, product development, marketing, leadership or globalization.

### Business Data You Can Use - <http://www.census.gov/econ/census/index.html>



From the U.S. Census Bureau's Economic Census, this site makes business data more accessible to the user. The Economic Census is taken every 5 years in years ending in 2 and 7. It takes awhile for data to be released. Although the figures may not be current, the percentages are usually on target. The home page directs you to detailed 2007 industry data and to 2007 data for local areas in selected states (Michigan is included). Census data from this site is helpful when determining competitive intelligence and in finding business opportunities. Foreign trade statistics are not part of this site.

### AccountingCoach.com - <http://www.accountingcoach.com>



Harold Averkamp is an accountant, consultant, a professor of Accounting and the creator of this website. The value in this site is the basic accounting information and quick reference support it provides. It is designed for people without an accounting background who are looking for clear explanations of a broad range of accounting topics. Within the site, there is access to a dictionary of accounting terms. An Accounting Career Center provides information on job opportunities; an explanation of accounting degrees; CPA requirements and exam; CMA and other credentials. The Accounting Resources section provides further information on accounting organizations, societies; general accounting and business magazines; and state boards of accountancy. For someone interested in what an accounting career entails, this is a good place to start.

For more information about evaluating websites, view the CRAAP Test Power Point presentation at: <http://www.authorstream.com/Presentation/tccampa-375643-craap-test-websites-education-ppt-powerpoint>

Linda Masselink, Senior Librarian, Liaison to Seidman College of Business, Steelcase Library 331-7337 or email: [masselil@gvsu.edu](mailto:masselil@gvsu.edu).

## Seidman Professional Development for January-February

### Professional Development Fireside Chat with Dean Williams

Tuesday, January 25, 2011  
6:00-8:00 p.m.  
University Club, DeVos Center

Come and meet Dean Williams. Hear about his vision for Professional Development within the Seidman College of Business. Bring your question or a specific topic you would like to discuss.

### "The Early Bird Gets the Worm" with Lynann Byars

Thursday, February 17, 2011  
6:00-8:00 p.m.  
Room 2266, Kirkhof Center, Allendale

Are you looking at the job market and wondering how you are going to find the job of your dreams much less a job to help pay the rent? Come to this event and have Lynann Byars assist you in organizing your job search and career planning.

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## Save the Date!

### Finance Internship Expo

Looking for a finance internship? The Finance Department is hosting the third annual Finance Internship Expo where students will have the opportunity to meet with prospective employers from the West Michigan area. If you plan on attending and/or would like your résumé cd for participating employers, please RSVP to [scbfinance@gvsu.edu](mailto:scbfinance@gvsu.edu) with your résumé attached.

Refreshments will be served. Visit [www/gvsu.edu/business/finance](http://www/gvsu.edu/business/finance)

**Thursday, March 24, 2011**

**4:00-7:00 p.m.**

**Eberhard Center, Second Floor, Pew Campus**

### Barry Castro Lecture

#### "Why Ethics Matter: Local CEOs on Money, Managing and Morality"

CEOs presenting are:  
Shelley Padnos, Louis Padnos Iron & Metal Co.  
Fred Keller, Cascade Engineering  
Jeff Koeze, Koeze Co.

Tuesday, March 29, 2011  
6:00-8:00 p.m.  
Loosemore Auditorium, DeVos Center  
Pew Campus

### Come to the Dress for Success Fashion Show! For Men and Women

Are you looking for a job? Want to know how to dress to impress employers? Looking for great tips on how to find inexpensive or free professional clothing? Cheer on your fellow students as they model men's and women's contemporary business attire.

Sponsored by the Seidman Professional Development Program, LGBT and the Women's Center

To be scheduled for early April.  
Date, time and location to be announced.