

**Seidman Faculty Award  
Recipients  
Faculty Convocation  
February 2012**



Maria Athans-Landon, Affiliate Instructor of Marketing, won a Pew Teaching Excellence Award.



Dr. John Reifel, Associate Dean for Academic Programs, received a Milestone Award for 40 Years of Service.



Dr. Stephen Margulis, Professor of Management, received a Milestone award for 25 Years of Service.

**CFA West Michigan Congratulates Team from GVSU**



L-R: Dr. Larry Blose, Kathy Vogelsang, Dr. Sri Sundaram, Hunter Lewis, Nick Curtis, Joakim Aske, Eric Bridges and Tim Halpin

The Seidman Finance Department's Global Investment Research Challenge (GIRC) Team won the local (Michigan and Ohio) competition on Saturday, February 11, 2012. The team will go on to compete in the regional (North and South America) competition in New York City on April 9-10, 2012. The trip will be funded by the CFA Institute.

The Global Investment Research Challenge required each university team to write an "Equity Analyst Report" on the CFA Society chosen company, Herman Miller. Student teams presented their final reports to a panel of judges that included the following industry professionals: Dave Cleveland, CFA of LVM Capital Management, Ltd.; Michelle Eldridge, CPWA, CFA of LVM Capital Management, Ltd.; Dave Mange, CFA of Greenleaf Trust; Mitch Stapley, CFA of Fifth Third Asset Management; Tim Anderson, CFA of Legacy Trust; and, Jay Wisentaner, CFA of Norris, Perne & French. In addition, Theodore H. Fuger, Jr., CFA, served as the society coordinator for the challenge.

GVSU's team competed and won against six other universities including: Bowling Green State University, Central Michigan University, Eastern Michigan University, Ferris State University, The University of Toledo, and Western Michigan University.

The GIRC competition was hosted this year by GVSU and sponsored by the CFA West Michigan Society.

## WARC (World Advertising Research Center)

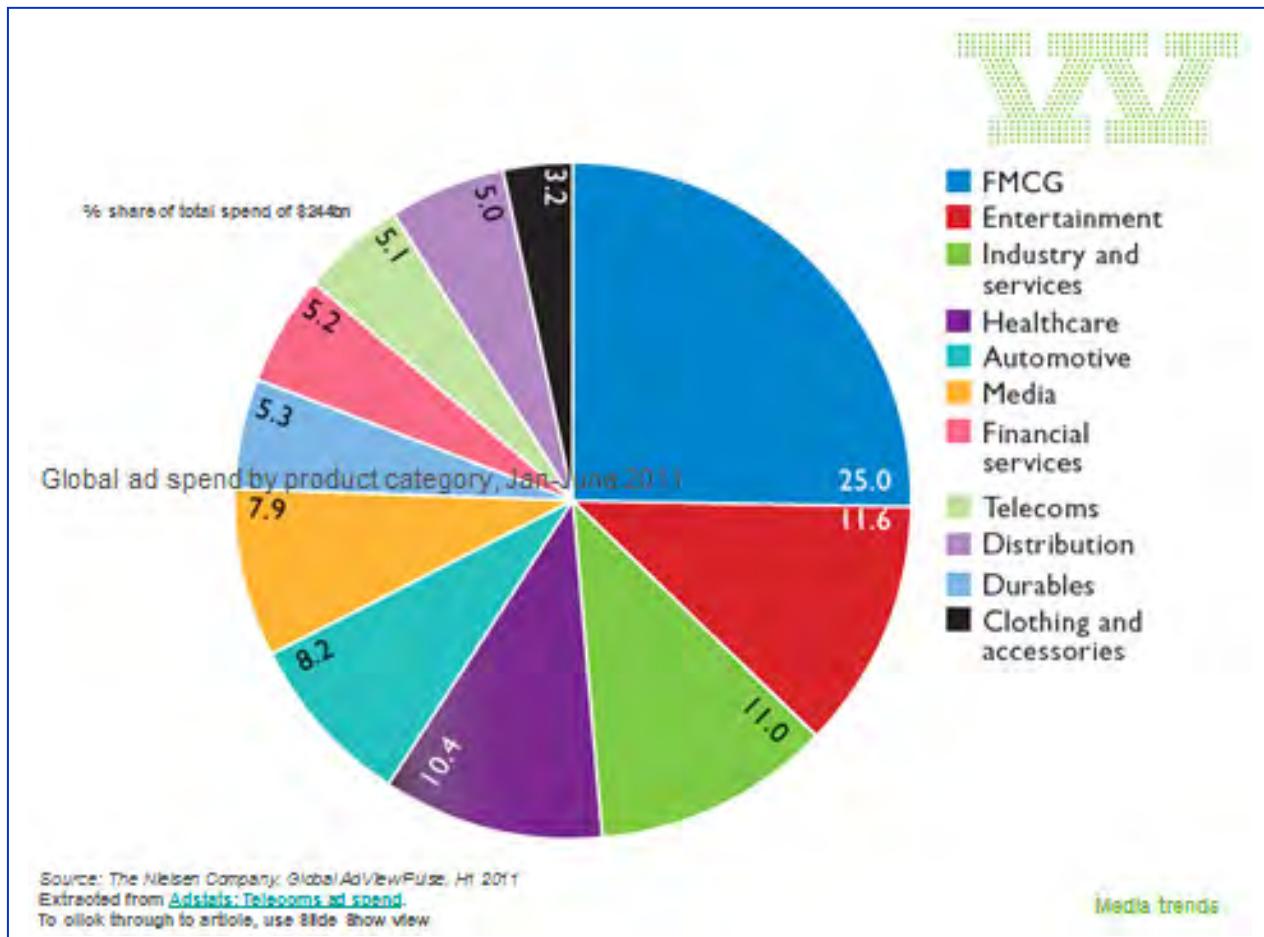
By Linda Masselink, Senior Librarian, Steelcase Library and Liaison to Seidman College of Business  
331-7337 or [masselil@gvsu.edu](mailto:masselil@gvsu.edu)



WARC combines marketing and advertising resources for national and international case studies and research in communications. Some content comes from partner publications such as *Market Leader*, the *Journal of Advertising Research*, *International Journal of Advertising*, and the *International Journal of Market Research*. Other content comes from the database research staff and international partnerships with organizations such as Euromonitor and Futures Company/Yankelovich.

Case studies are a feature of the database. Best practices and market intelligence can be found here. Areas of interest include topics and trends, market intelligence, news and opinion and forecasts. Find information on brands, consumer trends, global trends, as well as company profiles of major brand companies. Adspend statistics are highlighted as a graphic. Daily news provides key industry trends and gives updates on new content for the database. Takeaway charts may be used in presentations and papers.

### Takeaway Charts



## Seidman Maintains Prestigious AACSB Business Accreditation

The Seidman College of Business has maintained both its business and accounting accreditation by AACSB International—The Association to Advance Collegiate Schools of Business. Founded in 1916, AACSB International is the longest serving global accrediting body for business schools that offer bachelors, masters, and doctorate degrees in business and accounting. Only 643 schools of business, or less than 5% worldwide, have earned this distinguished hallmark of excellence in management education. And, only 177 institutions worldwide have achieved accreditation of both their business and accounting programs. To maintain accreditation, a business program must undergo a rigorous internal review every five years, during which the program must demonstrate its continued commitment to the 21 quality standards relating to faculty qualification, strategic management of resources, interactions of faculty and students, as well as a commitment to continuous improvement and achievement of learning goals in degree programs.

“It takes a great deal of self-evaluation and determination to earn and maintain AACSB Accreditation,” said Jerry Trapnell, vice president and chief accreditation officer of AACSB International. “Schools not only must meet specific standards of excellence, but their deans, faculty, and staff must make a commitment to ongoing improvement to ensure continued delivery of high-quality education to students.”

The Seidman College of Business has grown from 145 students in 1970 to more than 3,300 students today. “Receiving accreditation from the prestigious AACSB is a testimony to our exemplary faculty, superior students and outstanding business centers who serve both the local and broader communities,” said Dean H. James Williams. “We take great pride in having become a leader in business and accounting education in this region.”

The Seidman College of Business’s achievement will be recognized at the 2012 AACSB International Conference and Annual Meeting in San Diego, California on April 29.



## Student Chapter of Institute of Management Accountants (IMA)

By Nate Schultz, IMA Vice President

The Student Chapter of the Institute of Management Accountants (IMA) is dedicated to educating students of accounting and finance about the profession of Management Accountancy. The purpose of this organization shall be to provide networking, learning and career opportunities for students interested in management accounting. It encourages the highest ethical standards and promotes professionalism in the dynamic world of managerial accounting by networking with other students, faculty, and business professionals. Through professional events, such as guest speakers, lectures about current events in the fields of accounting and finance and recruiting events, students will gain valuable professional credentials along with various professional opportunities.

Winter semester 2012, Student Chapter IMA meetings are held every other Thursday at 7:30 p.m. at the Richard M. DeVos Center, Room 203E. All are welcome!



## Finance Internship Expo



### SAVE THE DATE

**Thursday, March 15, 2012  
4:00-7:00 p.m.**

**Eberhard Center, Second Floor**

The Finance Department is hosting the Fourth Annual Finance Internship Expo. Students will have the opportunity to meet and talk with prospective employers about their internship opportunities. Refreshments will be served.

## Follow the Seidman College of Business

### Twitter

Follow Dean H. James Williams at [http://twitter.com/dean\\_hjwilliams](http://twitter.com/dean_hjwilliams)  
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### Facebook

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GVSU Seidman College of Business Management Department  
GVSU Center for Entrepreneurship & Innovation  
International Business Programs @ GVSU  
GVSU Career Services

### Live Feed of the Construction of the New Seidman Center

[http://148.61.146.223/view/viewer\\_index.shtml](http://148.61.146.223/view/viewer_index.shtml)

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## Careers in Management Event

**Wednesday, March 21, 2012, 4:30-7:00 p.m., Loosemore Auditorium, DeVos Center**

**Keynote Address:** Laura Davis, director of Talent Acquisition & Employee Engagement at Amway.

**Panel Questions:** Representatives from Amway, Gordon Food Service, Herman Miller, Meijer, Spectrum Health and Wolverine World Wide will answer student questions.

**Networking:** Students will have the opportunity to network with the individual corporate partners. Feel free to dress professionally and bring your résumé.

**Reception:** An informal reception with refreshments will be held in the Meijer Regency Room adjacent to the Hager-Lubbers Exhibition Hall. This is a great opportunity to mingle and discover the numerous opportunities available in the greater Grand Rapids area.

**Corporate Partners:** Amway, Coca-Cola Refreshments, Enterprise Rent-A-Car, GFS, Haworth, Herman Miller, Lean Logistics, Louis Padnos Iron & Metal Co., Meijer, Mill Steel, Spectrum Health, Steelcase, Supply Chain Solutions, Sysco Grand Rapids, Transcor National Logistics, USF Holland, and Wolverine World Wide.

**Who Should Attend:** Highly recommended for students studying or interested in Operations Management, Human Resources, Logistics and Supply Chain Management.

Interested students are encouraged to attend the presentations in the Loosemore Auditorium and later network with the panel speakers as well as additional corporate partners at tables set up in the Hager-Lubbers Exhibition Hall immediately outside the auditorium.

Contact Teresa Miller at [millert@gvsu.edu](mailto:millert@gvsu.edu) with any questions.

## Seidman Upcoming Events for March 2012

### Thurs., March 15 –

Fourth Annual Finance Internship Expo, 4:00 p.m., Eberhard Center, Second Floor

### Tues., March 20 –

Meet H. James Williams, 6:00-7:30 p.m., University Club, DeVos Center

### Wed., March 21 –

Careers in Management Event, 4:30 p.m., Loosemore Auditorium, DeVos Center

### Thurs., March 22 –

International Business Career Night, 5:30-7:00 p.m., University Club, DeVos Center

### Wed., March 28 –

Dress for Success, 4:00 p.m., Room 2250 Kirkhof Center, Allendale Campus

### Thurs., March 29 –

Fifth Annual GVSU Business Plan Competition, 6:00 p.m., Loosemore Auditorium, DeVos Center

*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](mailto:osipoffr@gvsu.edu)