



*A newsletter for undergraduate  
students of business.*

# Seidman College of Business

Undergraduate Student Services Newsletter • DeVos Center, First Floor  
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• H. James Williams, Dean •  
 • John Reifel, Associate Dean • Leigh Brownley, Director Undergraduate Business Programs •  
 • Alexandra Schmid, Special Programs Coordinator •

## Investment Portfolio Organization's Trip to Dayton, Ohio

By Brian Bakker, Junior Status in Finance and Economics and President of the Student Chapter of IPO



L-R Front Row: Pete Mondejar, Kristi Hall, Meg Messink, Anne Van Dam  
 L-R Back Row: Stephen Hopkins, Max Frantz, Nathan Biller, Todd Jennings,  
 Rodney Moore, Joe Young, Nened Ceric, Dan Lupo, Allen Koert

Seidman's Investment Portfolio Organization (IPO) often finds itself in a position to learn from the best of the best in the investment industry. Last March, the Club once again attended the R.I.S.E. (Redefining Investment Strategy Education) Symposium in Dayton, Ohio. The three-day event kicked off with an eight-hour marathon of keynote speakers providing transparency for current economic and investment trends dominating global financial markets today. Director of Stock Analysis at Morningstar Inc., Patrick Dorsey, Chief North American Economist at what was formerly Merrill Lynch, David Rosenberg, and even Christopher Gardner (the guy Will Smith portrayed in Sony Pictures' *The Pursuit of Happyness*) were among them. The day finished with a participation in a live "remote closing" of the NASDAQ Exchange.

The following two days were full of breakout sessions led by industry professionals. Sessions included topics such as portfolio strategy, fixed-income investing, private equity and mergers and acquisitions.

Just a month later, a select few IPO members had the privilege of attending Berkshire Hathaway's annual shareholders meeting. Thanks to donated passes from GVSU alumni shareholders, the attendees were graced by seven hours of Q&A from the Oracle of Omaha himself, Warren Buffet. Mr. Buffet, alongside longtime partner Charlie Munger, shed more than a hint of wisdom concerning Berkshire and broader market turmoil. Senior attendee Max Frantz stood just two feet away from Mr. Buffet only to be quickly deterred by a 230 pound body guard. "The fact that they [Warren & Charlie] take that much time to field shareholder questions was amazing. Being that close to such immense talent and success was inspiring," remember Frantz.

Both trips are once again on IPO's calendar of To-Do's this year. For more information about the IPO Club, simply visit [www.gvsu.edu/invest](http://www.gvsu.edu/invest).



Warren Buffet  
 Picture Courtesy of Nathan Biller

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## Voice Your Opinion About Seidman

By Sara Whitney, Senior Status in Finance and Member of the Seidman Undergraduate Advisory Board

Do you ever wish that you could make a suggestion directly to someone who can make a difference? The Seidman Undergraduate Advisory Board is back to work again this school year making that possible! If you have never heard of this organization, its mission is to serve as ambassadors to exchange the needs, concerns, and successes between Seidman students and Dean Williams thereby enhancing students' educational experiences. The Seidman Undergraduate Advisory Board has several events in the works for the current school year, so keep an eye out for ways to voice your concerns regarding the Seidman College of Business. The Advisory Board is always checking the Seidman suggestion box, located in the study area of the C Building on the Pew Campus. If you have a comment or suggestion you would like to submit, you can email them to [scbugradadv@gvsu.edu](mailto:scbugradadv@gvsu.edu). Feel free to visit the Advisory Board's website at [www.gvsu.edu/suab](http://www.gvsu.edu/suab). We are here to help you make a difference in the Seidman College of Business so use this resource to make your voice heard!

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## Seidman Announces Two New Business Faculty



Dr. Xiangling Hu

Meet Xiangling Hu, a new faculty member with the Management Department. Xiangling has a Ph.D. in Operations Management and an M.S. in Statistics from Washington State University, an M.B. in Management Information Systems from Tongji University and a B.A. in Mathematical Statistics from Fudan University. Dr. Hu previously worked in a bank and for an IT company. Her interest/research areas include supply chain management, pricing, purchasing and risk analysis. She chose GVSU for the balance of teaching and research it affords and is currently teaching three sections of MGT 366 Operations Management. An avid reader, she enjoys traveling, cooking, volleyball, badminton and swimming in her spare time.

Meet Bruce Bettinghaus. Bruce has a Ph.D. in Business Administration with a major in Accounting and minors in Economics and Finance from Penn State. He received his B.B.A. in Accounting with an Economics minor from GVSU. An alumnus, Bruce likes the teaching first focus that GVSU takes with its tenure track faculty and went into teaching to try to make a difference in people's lives. His own education was the result of many great teachers trying to help him and he thought it would be rewarding if he could do the same. Some of the best parts of his job are when students tell him how much they liked a class or how their education has changed them for the better. He returned to college in his 30's after working a variety of jobs such as a fast food manager/supervisor/owner, a car salesman and a car dealership service representative. He is currently teaching ACC 380 Ethics for Accountants and ACC 620 Accounting Theory. Having studied and taught financial reporting, Bruce is interested in management incentives that cause companies to bias their reports. When he's not in the classroom, Bruce enjoys boating, fishing and gardening.



Dr. Bruce Bettinghaus

### Society for the Advancement of Management (SAM-I) Important November Dates

November 4<sup>th</sup> at 9:00 p.m. – General Meeting, Room 109D DeVos

November 11<sup>th</sup> at 9:00 p.m. – General Meeting, Room 109D DeVos

November 17<sup>th</sup> at 7:00 p.m. – Etiquette Dinner Featuring Mexican Cuisine, Alumni House, Allendale, Casual Attire

November 18<sup>th</sup> from 6:00-7:30 p.m. – Innovation Series, Loosemore Auditorium, DeVos

November 19<sup>th</sup> from 6:00-7:30 p.m. ERP Speaker Series, Loosemore Auditorium, DeVos

November 25<sup>th</sup> at 9:00 p.m. – General Meeting, Room 109D DeVos

For more information, contact [gvsusami@gmail.com](mailto:gvsusami@gmail.com) or <http://pwna.scb.gvsu.edu/sami>.

## RefWorks

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

An important part of your research project involves tracking your sources, using in-text citations and compiling your bibliography. RefWorks helps you with all of this. The University Libraries provide a subscription to RefWorks for all current students. It is a software management tool that assists you with collecting, managing, storing and sharing information. *It can generate citations and create your bibliography!*

From the Library homepage ([www.gvsu.edu/library](http://www.gvsu.edu/library)) go to the “more” tab above the “Do We Own It” box, click on RefWorks.

The RefWorks tutorial will take you through the steps you need to know to set up your account and also guide you through the process of working with the program. It takes a little effort to learn to use the program, but it is well worth your time. Make sure you *sign up for your account from the Library page* for RefWorks (see the box below). You do not want to go to Refworks.com to create your account.

**RefWorks User Login  
for  
Grand Valley State University**

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Not your Organization?  
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**Login**



Linda Masselink

Popular business databases ABI/Inform and Business Source Complete, allow you to export articles directly to RefWorks. Google Scholar sources can be exported to RefWorks. You may also enter information into the system manually. Are you working on a group project? All members of your group can store their resources in a shared folder within this system. Just set up a group account where each member of the group adds to the file.

Watch for announcements from the Steelcase Library for classes on using RefWorks to learn more about using this great information management tool.

### ***Reception Planned for Graduating Business Students***

Commencement is a highlight in the lives of many students who have dedicated years of hard work and sacrifice to earning their college degree. The Seidman College of Business is pleased to invite all graduating business students to a special reception immediately following the commencement ceremony on **Saturday, December 6, 2008.**

The reception is an opportunity for Seidman College of Business graduates to celebrate their accomplishments with fellow Seidman graduates, faculty, and staff.

In what has become a Seidman tradition, the reception will be held at the top of The B.O.B., located directly across from the Van Andel Arena where commencement is held. Graduates are welcome to bring their commencement guests to the reception.

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## Seidman Undergraduate Professional Development Series for November

We look forward to seeing you at this event, which is open to all business students. This event will be held from 6:00 to 7:30 p.m. on the 2<sup>nd</sup> floor of the Eberhard Center, unless otherwise noted. It is free of charge to students and light snacks and beverages will be provided.

Thursday, November 20, 2008  
Emerging Markets: The Future of Business and Investing  
Special Guest Presenter: Euvin Naidoo

In collaboration with the Office of Multicultural Affairs Professionals of Color Lecture Series, we are proud to bring Euvin Naidoo to Grand Valley State University. Mr. Naidoo is described as "...a rising star in the field of global economics, a young, spell-binding speaker with a gift for taking the interrelated complexities of the global economy and making them easy to understand." In these volatile economic times, come learn about emerging markets and the role they can, and do, play in your life.



Euvin Naidoo

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## Mid-Michigan Blood Centers Challenges American Marketing Association GVSU Chapter

By Meghan Wardin, Senior Status in Marketing and Management, President of AMA Student Chapter

The American Marketing Association (AMA) GVSU Chapter was offered the challenge in 2007 to build a marketing plan for the Mid-Michigan Blood Centers at the Pew Campus. A group of volunteers met weekly to figure out what needed to be done to make the blood drives successful. Bernadette Walli, vice president of Community Service, who is in charge of the blood drive campaign for the current school year, observed that "students were getting too used to the usual posters announcing the upcoming blood drives and ignoring them altogether resulting in really low donations numbers." The AMA helped change that by developing new signs, recruiting, and raffling off prizes, just to name a few initiatives. The results were phenomenal last year resulting in a 46% increase in overall donations and a 93% increase in first time donors compared to the previous two year average. The AMA is looking forward to beating those numbers this year with additional ideas and many eager volunteers. Please look for announcements about the upcoming blood drives and donate a few minutes to save lives. If you would like to volunteer at this event, please contact Bernadette Walli at [wallib@student.gvsu.edu](mailto:wallib@student.gvsu.edu). The next blood drive is scheduled for:

Tuesday, November 11, 2008

10:00 a.m. to 4:00 p.m.

Building C – Pew Campus

The Seidman College of Business newsletter is published by the business school bi-monthly during the academic year and once each summer. It is compiled by the Seidman Project Assistant, Dean's Office, 250 Lake Huron Hall, Allendale, MI 49501.

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