



Seidman College of Business

Undergraduate Student Services Newsletter • DeVos Center, 1st floor
616-331-7500 • go2gvbiz@gvsu.edu

*A newsletter for undergraduate
students of business.*

• H. James Williams, Dean •
• John Reifel, Associate Dean • Leigh Brownley, Director Undergraduate Business Programs •
• Alexandra Schmid, Special Programs Coordinator •

Save the Dates: Seidman Professional Development Series Schedule

We look forward to seeing you at these events, which are open to all business students. At the Etiquette Dinner, a four course meal is provided and the cost is only \$10.00 per student. Payment is due in advance to Seidman Undergraduate Student Services. All other events are free of charge to students, and light snacks and beverages will be provided.

Dress for Success and What Not to Wear

October 12, 2006, 6:00 p.m. to 7:30 p.m.

Loosemore Auditorium, DeVos Center (Note Location)

Going on a job interview? Representing your company at a conference in Philly or a trade show in Florida?? What's appropriate: Professional dress or business casual?? Join us for this informative and entertaining fashion show, co-sponsored by Delta Sigma Pi, the interdisciplinary, coeducational business fraternity.

Career Pathways to Corporate America

Special Guest Presenter: Robert Tolbert

Manager, Corporate Source, NBC Universal

November 2, 2006, 6:00 p.m. to 7:30 p.m.

Second Floor, Eberhard Center

Presented in collaboration with the Office of Multicultural Affairs, Mr. Robert Tolbert (hometown of Grand Rapids, Michigan) will discuss the paths and opportunities open to students as they fulfill their career goals. Mr. Tolbert is currently the Manager, Corporate Sourcing for NBC Universal in New York, and has also held positions with Walt Disney Co., FedEx, and served as a small business counselor through Lansing's Small Business Development Center. Come hear his words of wisdom for finding your right career path!

Salary \$election: Choosing from Among Your Job Offers

February 8, 2007, 6:00 p.m. to 7:30 p.m.

Second Floor, Eberhard Center

Congratulations!! You've landed the job...in fact, your appropriate dress for success, and your proactive exploration of your career pathways opportunities have brought in several offers. Which is right for you? Should you relocate? How much money is enough?? Troy Farley of Career Services joins us to show you the tools to help you make this all important decision!

Etiquette Dinner: How to Eat in Front of Your Boss or Client (RSVP required 331-7500)

April 12, 2007, 6:00 p.m. to 8:00 p.m.

Second Floor, Eberhard Center

Learn the table manners needed to get you through a formal business dinner, whether it is with co-workers, bosses, clients, or prospective clients! Reservations are limited to 100, and preference will be given to students with sophomore or junior status, so **call right away!**

For information about any of the above events, please contact Seidman Undergraduate Student Services, 101B DeVos, 616-331-7500.

Seidman Undergraduate Advisory Board Needs Fresh Ideas and Fresh Faces!

By Chelsea Childs, President - Seidman Undergraduate Advisory Board

Your Seidman Undergraduate Advisory Board is preparing for a year full of projects and goals oriented toward making your Seidman College of Business experience the best it can be. The Board, made up of undergraduate business students of all classes and majors, meets monthly with Dean Williams to promote communication across the Seidman College of Business.

In addition to promoting communication, roles of the Board are to support Seidman's mission, to act as Seidman ambassadors, and to promote a closer relationship among students, faculty and staff. New ideas and suggestions from you about any aspect of the Seidman experience, such as curriculum, student organizations, student services, etc., are always encouraged.

To make the Board as accessible and representative as possible, a sufficient number of members are needed. The Board is seeking new members to replace those who recently graduated. Any interested undergraduate business student is



Dean Williams (back row, center) pictured with the 2005/2006 Seidman Undergraduate Advisory Board

invited to fill out an application. Applicants should be able to attend meetings once per month, as well as be able to dedicate some time outside of meetings. Applications are available in Seidman Undergraduate Student Services, 101B DeVos and will be accepted through September 22nd.

To voice an opinion or provide suggestions to the Seidman Undergraduate Advisory Board, please email childsc@student.gvsu.edu.

Beta Alpha Psi Goes to Washington!

Professor Dori Danko of the Accounting Department provides us with this update on Beta Alpha Psi.



Seidman College of Business Beta Alpha Psi members (front table), make up some PB&Js

Nine members of Beta Alpha Psi, the Seidman College of Business honorary accounting student organization, attended the organization's annual meeting in Washington D.C. this summer. They were Nick Farr, Erika Robinson, Heather Wittenmeyer, Anne Oxendale, Jamie Lettow, Rob Graham, Jeff Timmerman, Janet Bruner, and Jessica Potvin. Members had the opportunity to give two presentations: one on fundraising

(presented by Erika Robinson) and one on service projects (presented by Nick Farr).

The conference offered participation in several service projects, including making PBJ lunches for 4,100 homeless people, sewing toiletry bags for Katrina victims, and putting together school supply bags for needy children in the Katrina area.

Not only did the group have a chance to tour D.C. at night and see the monuments illuminated, but they also had the opportunity to tour D.C. in the day at 101 degrees. After walking the mall, they spent some time in the Smithsonian, where a few of them were enamored by the Hope Diamond and other National Jewels, and visited the National Archives, where everyone appreciated the cool dark atmosphere!

The group all cheered heartily when it was announced that Seidman's Beta chapter had again achieved Superior Status! For more information on Beta Alpha Psi, please email bap@student.gvsu.edu.

Berkshire Hathway Annual Meeting: A Trip to Omaha

By Alden Schaub, Portfolio Manager - Seidman IPO (Investment Portfolio Organization)

This summer, after school got out, five Seidman IPO members set out on a grand adventure: Attending the Berkshire Hathway Annual Meeting. Of course, most people might think that business students are lame, but we felt that this was certainly an adventure of epic proportions. With everything in place, we hopped into our minivan and departed from Allendale before the break of dawn, determined not to return until we had seen the man himself, Warren Buffett, Chairman and CEO of Berkshire.

It was going to be a long journey and we were prepared to make the sacrifice to see the oracle of Omaha in-person. In the van we got ourselves pumped for the "capitalist carnival" by watching classic investing movies, such as "The Smartest Man in the Room" and "Boiler Room." By the time we reached Omaha, we could hardly contain our excitement. I was forced to sleep with a copy of the Berkshire annual report under my pillow. Without it trapped under my head I would have attempted to read it again for the third time that day.

As we entered the Quest Center, we were instantly taken aback by the huge crowd that was at least 20,000 strong by 7 am. We were lucky to get a decent seat up front. Then it all started. The lights went down and the infamous corporate video took over the stage. No one is allowed to sell this movie; it was made exclusively for the Berkshire shareholders who were willing to make the trip. Then, the crowd went wild as Charles Munger, Vice Chairman of Berkshire, and Buffett took to the stage. Was this a group of decaying stockholders at an annual meeting or a fantastic rock concert? At that point we had no idea what to expect.

Buffett and Munger then conducted their eight hour question and answer session. They will take questions about any topic, totally unprepared. Anyone in the Quest Center who is willing to wait his or her turn in line can speak his or her mind. Everything imaginable was thrown at Buffett and Munger, but they dispatched each question with the detached power of Shaolin monks. The question that someone asks every year came up: What will happen when Buffett dies? Once again he explained that no one should worry, he's got it covered. Now it has come to light that the vast majority of Buffett's wealth will go the Bill and Melinda Gates Foundation. Everyone should be able to sleep at night with the knowledge that things are going to be fine.

Now let's get to the point. GVSU is becoming an amazing school. It's the people that make it great. We are becoming recognized for our athletic achievements and our business prowess among many other virtues. People are beginning to notice. Now the challenge is to maintain the progress and not get complacent. I am speaking to our business clubs directly (IPO included). We can always do more. Adventures such as the trip to Omaha are attainable, just use your imagination. We will eventually be moving from our academic environment to the real world. Don't settle for lame, cookie-cutter conferences designed to sap our school's money. Plan something epic. That's a challenge that I know we can all appreciate.

For more information on Seidman IPO, please email invest@student.gvsu.edu.

Careers and Curriculum in Finance

Thursday, September 14, 2006

Loosemore Auditorium and
Hager-Lubbers Exhibition Hall
DeVos Center

6:00 – 6:45 p.m. – Presentation and Question and Answer Session

6:45 – 8:00 p.m. Networking Opportunities and Information Tables

Please RSVP to the Finance Department by calling 616-331-7427, or by sending an email to scbfinance@gvsu.edu.

Careers and Curriculum in Economics/Business Economics

Thursday, September 28, 2006

Rooms 215/216 Kirkhof Center

Monday, October 2, 2006

University Club, DeVos Center

4:00 - 4:45 p.m. - Presentation and Question and Answer session

4:45 - 5:45 p.m. - Networking & information

Please RSVP to the Economics Department, 616331-7290 or economics@gvsu.edu.

Management Information Systems (MIS): For More Than Just “Techies”



Donald Bentley (left) and James Farmer (right) participated in IT internships at Owens Corning.

Systems was that it was a programming field. However, this couldn't be farther from the truth! MIS is much more than just a dull programming field. MIS allows you to use technology in a very creative way in coming up with ideas on how to accomplish certain business goals. It allows you not only to use technology, but also presents an opportunity to manage people, while at the same time working directly with technology and business processes. The thing that's most exciting about this field is that it's always different. You're always coming up with new ideas and new technology to link the business and programmers together. If you're interested in using technology and managing skills, as well as being creative and doing something new everyday, I highly recommend pursuing an MIS degree."

After completing his Owens Corning internship, Donald is now even more enthusiastic about his career of choice. He wants to share his passion and talk to other Seidman students about why they should consider majoring in MIS: *"To me, Management Information Systems was the logical choice for someone who couldn't decide between business and computer science. Surprisingly though, MIS is much more than just technology, it is about people and about problem solving. The exact combination of management and IT skills is what makes professionals in this field so valuable and successful in their careers."* Donald and James have both been offered further employment at Owens Corning, beating intern peers from Purdue, Penn State and Ohio State.

MIS graduates have a very bright future ahead of them. According to the [Bureau of Labor Statistics \(BLS\)](#), not only is IT the field with the highest job growth rate, but also the field with the highest entry-level salaries in business. No matter what functional area of business you are interested in, whether it is Accounting, Logistics, or Operations Management, MIS skills will set you apart from the competition and make you the ideal candidate for employers: a knowledge worker with an understanding of business processes and problem solving skills!

For more information about the MIS major and career opportunities, please contact: Dr. Simha Magal (magals@gvsu.edu, 403C DeVos Center).

This past summer, James Farmer and Donald Bentley, two Seidman students, participated in MIS internships at Owens Corning, a Fortune 500 company in Toledo, Ohio. James, a general management major, and Donald, an MIS and Marketing-Sales major, had two different objectives. James wanted to get a feel for business processes and Donald wanted to get a more in-depth experience in MIS. James, in particular, had no direct desire to major in this specific field. Now, four months later, he declared his new major: MIS!

James explains, *"Becoming a Management Information Systems intern at Owens Corning changed my view and perspective on management courses, more directly towards MIS. Originally, I chose general management because my view on Managing Information*



James and Donald are pictured with the other IT interns from universities from across the country.

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 Seidman Undergraduate Student Services, 101B DeVos Center. Telephone: 616-331-7500. Fax: 616-331-7391.
