

Seidman Connections

A newsletter for undergraduate students of business



Accounting • Business Economics • Economics • Finance • General Business • International Business • Management • Marketing • Supply Chain Management

Nov/Dec 2013

Seidman IPO Visits Chicago

By Turner Novak, Student Member, Investments Portfolio Organization (IPO)



IPO Students Fall 2013

On Friday, October 18, 2013, 36 members of the Seidman Investments Portfolio Organization (IPO) traveled by Amtrak train to Chicago to visit the Board of Trade and The Federal Reserve Bank. Students watched live traders as the financial markets opened at 9:30 a.m., and were over at The Fed to learn about our nation's monetary policies by 11:00 a.m. Students were able to afford the trip due to support from the West Michigan community; including, Chemical Bank, Mercantile Bank, Norris Perne & French LLP, Waddell & Reed Inc., and the Seidman Dean's Office. For any students interested in getting involved in IPO and joining the trip to Chicago fall 2014, please email invest@mail.gvsu.edu.

Seidman College of Business – Department of Management Professional Mentorship Program

By Monica Allen, Professional Mentorship Program Coordinator, and Affiliate Instructor

The Department of Management's Professional Mentorship Program partners local professionals one-to-one with management students for career preparation assistance. Mentors and their students will meet throughout the academic year to discuss everything from study habits to career choices. Mentors will provide another voice that stresses the importance of a strong work ethic, a professional attitude, and effective time management. They will encourage students to watch them in action and teach them how to get the job done, as well as, serve as advisors and sources of industry information, discuss business projects, and help establish contacts in the business community.

Students: To be eligible, the student must be in good standing at the university; be a sophomore, junior or senior status with a major within the Department of Management; and, have a minimum 3.0 GPA.

Duration of the Program: 2013-2014 Academic Year

For more information, contact Monica Allen at allenmon@gvsu.edu or call her at 616-331-7442.

The application process began October 21, 2013.

What is Alpha Kappa Psi?

By Tanisha M. Kuykendall, Alpha Kappa Psi - Chapter President



In 1904, Alpha Kappa Psi was founded on the principles of educating its members and the public to appreciate and demand higher ideals in business and to further the individual welfare of members during college and beyond.



ALPHA KAPPA PSI

College men and women everywhere are discovering that Alpha Kappa Psi is much more than just another organization or club—it is a unique, prestigious association of students, professors, graduates, and professionals with common interests and goals.

Students join Alpha Kappa Psi to take advantage of valuable educational, friendship, and networking opportunities. Our members benefit from Experience, Friendship, Teamwork, and Professional Development.

When you join Alpha Kappa Psi, you join an elite group of professionals who are committed to keeping their skills sharp and careers on track. This is accomplished through professional programs at various levels. Fraternity programs include Principled Business Leadership Institute, The Academy, Case Competition, and the College of Leadership. Members gain many valuable skills on the local level as they operate their chapters as "franchises" of Alpha Kappa Psi. Such professional development, when marketed to employers, will set you apart from your peers.

How can YOU join? We are open to all majors. The Psi Xi chapter of Alpha Kappa Psi has Rush Week twice every academic year (fall and winter semesters). The week consists of daily events that allow the GVSU community to interact with the Brothers of Alpha Kappa Psi.

For winter semester, Rush Week is scheduled for January 27-February 2, 2014.

What is Beta Gamma Sigma (BGS)?



Beta Gamma Sigma (BGS) is the honor society for top business students at the undergraduate and graduate levels. Membership in BGS is the highest recognition a business student anywhere in the world can receive in a business program. Seidman College of Business students who are eligible for membership will receive an invitation letter near the beginning of winter semester. Eligible students are strongly encouraged to consider membership in this prestigious organization.

Did you know BGS is recognized throughout the business world as the leading honor society for business and management education and this distinction will be noted on your GVSU transcript? Membership in the society shows your commitment to excellence as well as your outstanding academic record. In addition to including BGS on your résumé, you will be able to network with over 675,000 members. Think of the job possibilities! With hundreds of thousands of members throughout the world, BGS gives you many opportunities to build your network. BGS also provides advice and resources to aid members in their professional careers. Lifetime BGS member benefit opportunities include discounted publications; insurance program, professional attire, and technology offers; test prep discount offers; and, real estate, moving, car sales, jeweler, pet, and career assistance offers. For more information and to view the BGS video, follow the link below:

<http://www.betagammasigma.org/prospectivemembers.htm>

15th Annual Accounting Alumni Scholarship Golf Outing

By Kathy Goralski, Accounting Programs Assistant, School of Accounting

The pictures below are from the 15th Annual Accounting Alumni Scholarship Golf Outing held at The Meadows at Grand Valley State University on September 20, 2013. This event was hosted by the Accounting Alumni & Friends Organization as a fundraiser for the various School of Accounting scholarships and Development account.



Getting Started



Beta Alpha Psi Volunteers



BDO Team



Baker Holtz Team



Crowe Horwath Team



Fifth Third Team

Student Chapter of ALPFA Coming to GVSU

By Patricia Naffie, Student Organizer

The Association of Latino Professionals in Finance and Accounting (ALPFA) is dedicated to enhancing opportunities for Latinos in the business profession by building relationships for its members with the community, and businesses while expanding Latino leadership in the workforce. ALPFA is the leading national professional association, consisting of chapters across the country, and Puerto Rico. ALPFA is dedicated to enhancing opportunities for Latinos in the business, accounting, finance, and related professions.

A student chapter ALPFA is being formed here at GVSU with the help of Associate Professor Dr. Denise de la Rosa and six Seidman College of Business students: Macy Dobleske, Alec Gonzalez, Juana Garcia, Sonia Huicochea, McKaela Myers, and Patricia Naffie. There will be an upcoming announcement for an information Q & A for any interested students. For more information, please contact either Patricia Naffie at colemanp@mail.gvsu.edu or Dr. Denise de la Rosa at delarosd@gvsu.edu or call Dr. de la Rosa at 616.331.7411.

Connections is compiled and published bimonthly during the academic year and once each summer by Roberta Osipoff, Special Projects Assistant, Seidman College of Business, GVSU, 1 Campus Drive, 250 Lake Huron Hall, Allendale, MI 49401-9403. Telephone: 616-331-3774.

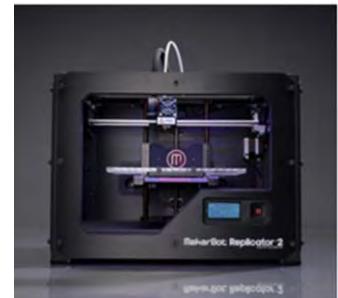
3D Printing

By Linda Masselink, Senior Librarian, Steelcase Library, Liaison to Seidman College of Business
masselil@gvsu.edu or 616-331-7337

Three dimensional printing is a trend to follow. It is innovative, has impact, and could influence new business practices through prototypes with data to download into finished products.

As a technology tool, 3D printing is not new, but it *is* new to GVSU University Libraries. You can use this new technology to design and build projects.

From entrepreneurs creating new products to established businesses looking for better supply chain management, 3D printing can assist both manufacturing industries and consumers. It is used for research and development processes. The technology has benefits in its cost effective methods. Challenges can arise in protecting intellectual property. For further information, the following articles located in the library databases may be helpful:



A five-step strategy for the 3D revolution. (2011). *Managing Intellectual Property*, Retrieved from <http://search.proquest.com.ezproxy.gvsu.edu/docview/912035238?accountid=39473>

Boulton, C. (2013, June 6). Barbies, Auto Parts Hot Off the Press. *Wall Street Journal - Eastern Edition*. pp. B1-B5.

Geelhoed, A. (2013). A World Shaped by 3D Printing: The Future Blueprint for Credit Risk Management. *Business Credit*, 115(7), 4-5.

Jang, G. S. (2013). Seven Disruptive Innovations for Future Industries. *SERI Quarterly*, 6(3), 94-98.

Maxwell, C. (2012, 06). 3D PRINTING: Taking business to another dimension. *Director*, 65, 60-63.

All disciplines have opportunities to discover uses for 3D printing. Be creative! Explore, design, and print in the Mary Idema Pew Library Makerspace (Allendale campus) on Mondays and Tuesdays from 7:30 p.m. to 10 p.m. and on Fridays from 12 p.m. to 3 p.m.

MIS Students Ready to Rumble

By Meagan A. (Luttenton) Knoll, Affiliate Faculty, Department of Management

Congratulations to Mitchell Grewer and Richard Niles! Finalists for the 2013 SAP Retail University APP Rumble



Mitchell Grewer and
Richard Niles

Their submission: "Buy the right product the first time and at a discount!" focuses on harnessing the power of the expanding mobile device market.

"The number of applications for mobile devices keeps expanding. The possibilities seem nearly endless. One industry that has been slow to adopt and leverage these new applications is retail. A ready-made infrastructure exists and the consumer is ready.

We are interested in developing an app to improve the consumer shopping experience and retailer customer experience and retailer customer service, while reducing costs for both the consumer and retailer. The app, designed on the SAP mobile platform, will leverage customer interactions, online expert opinions, real time data, and personalized sales to accomplish these goals.

The app will provide great benefit to the customer by allowing them to get an expert opinion on site in the store, read reviews from other customers, and get personalized specials. For the retailer, this will save costs of trying to maintain a product expert for each department, and increase product visibility through customer advocacy."

Mitchell and Richard will be working with SAP developers to prototype their app. They presented it at SAP's Retail Conference in Dallas the second week of October.