

## Marketing Students Win Three National Awards



L-R: Benjamin Burton, Megan Sutkiewicz, Jackie Hasso, Brittney Hannivan, Maria Landon, Kevin Lehnert, Anna Walz, Lee Constantine, Lauren Levy, and Tony Heydenburg

Student board members from Grand Valley's American Marketing Association Chapter won three awards at the National AMA Collegiate Conference in New Orleans. The team of seven board members won awards for Chapter Plan, Communication and Professional Development.

Those attending the conference were Lee Constantine, president; Brittney Hannivan, vice president; Megan Sutkiewicz, vice president of membership; Lauren Levy, vice president of programming; Benjamin Burton, vice president of professional development; Jackie Hasso, vice president of finance; and, Tony Heydenburg, vice president of advertising.

Burton and Levy presented at the conference, which had the theme, "Build Your Own Brand." Faculty advisors Maria Landon, Kevin Lehnert and Anna Walz also attended the conference.

## 5<sup>th</sup> Annual Business Plan Competition

Adam Ingraham, Graduate Assistant, Center for Entrepreneurship & Innovation

Grand Valley junior, Miles Smith, may seem like a typical student in the international business and marketing programs in the Seidman College of Business, but a shiny diploma frame is not enough to satisfy his aspirations. Miles is an entrepreneur and inventor who is in the process of commercializing his patent pending fishing lure component called the Break Away Coupling. This innovative product convinced judges that his business venture was the most viable among all competitors at the 2012 GVSU Business Plan Competition on March 29, 2012.

The competition is a springboard for new ideas and a funding opportunity for dedicated students who aspire to launch their business. Of the 58 students who registered for the four-month tournament, the top seven competitors were able to pitch their business venture to a panel of mock investors following three elimination rounds. Seed capital of \$10,000 was awarded to the businesses with the greatest potential.

The GVSU Business Plan Competition has produced other notable undergraduate student-run businesses in its five-year history. The 2011 winner, Luke Richard, has earned over \$10,000 in seed capital for his organic, hydroponic produce greenhouse in Cedar Springs called G.R. Greens. The 2010 winner, Joey Pohlen, launched his company JTP Management, and he now rents multiple houses to college students along the Lake Michigan Drive corridor. The 2009 winner, Tyler Way, operates his custom shoe and apparel label T. Way Collection. Notable clients include Lebron James, Chris Paul and Tayshaun Prince. His shirt designs can be found in the GVSU bookstore.

Because there is an entrepreneurial vigor among the Laker community, the GVSU Center for Entrepreneurship & Innovation works to provide programs like the Business Plan Competition for students who are passionate about their start-up. Entrepreneurship is a viable career choice and a catalyst for economic growth. University resources and community partners are waiting to support the next great idea. For more information, please visit [www.gvsu.edu/cei](http://www.gvsu.edu/cei) or contact via [cei@gvsu.edu](mailto:cei@gvsu.edu).



L-R: President Haas and Business Plan Competitors 2012

## Food and Feedback: Tell Us Your Ideas!

By Christina Helsel, President, Dean's Undergraduate Student Advisory Board

The Dean's Undergraduate Student Advisory Board (DUSAB) is excited for the start of a new semester! The mission of DUSAB is "to serve as ambassadors to exchange the needs, concerns, and successes between Seidman students and the Dean, thereby enhancing students' educational experiences" ...something we take very seriously! Therefore, DUSAB focuses on planning events that allow students to interact with DUSAB board members and the Dean.

Please join us for our **Food and Feedback Sessions** throughout the semester. The dates and times are listed below and each session takes place in the University Club (107C DeVos) from 11:30 a.m. to 1:00 p.m. Come, grab a bite to eat, share your feedback with other Seidman students, and meet the Dean! We look forward to seeing you there!

### Food and Feedback Session Dates – Mark your calendar!

**Wednesday, September 26, 2012**

**Tuesday, October 30, 2012**

**Wednesday, November 28, 2012**

For more information, contact Christina Helsel at [helselc@mail.gvsu.edu](mailto:helselc@mail.gvsu.edu).

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## Beta Alpha Psi: Kappa Beta Chapter of GVSU

By Kipchumba Chelilim, Vice President of Communications

The Kappa Beta Chapter of Beta Alpha Psi strives to guide students toward professional excellence in the field of accounting. To do this, our chapter organizes numerous professional networking opportunities, like the accounting firm visits that take place during the fall semester. Our biggest networking opportunity is the annual Pre-Recruiting event. Students get the opportunity to present themselves and their résumé to recruiters from over 20 accounting firms and corporations. In the past, this event has led to over 489 interviews for internships and full-time positions!

The Kappa Beta Chapter is also committed to being a service organization and actively seeks volunteer opportunities for our members. Our largest volunteer opportunity is participation in the Volunteer Income Tax Assistance (VITA) program. Through a partnership with United Way, our chapter operates a tax site on campus during the winter semester. Our members can become certified volunteer preparers with the IRS and prepare tax returns for low income households. This season was our second in operation and we more than doubled the results of last year. We processed 150 tax returns and produced over \$262,000 in refunds for the community! We're hoping to once again out-perform ourselves this winter.

For this fall, we already have a few days planned to work with Habitat for Humanity at their re-store and build sites. We are also participating in the ActiviDay 5K Run/Walk sponsored by the MSU chapter of Beta Alpha Psi, and the 5K Western Michigan VisionWalk. More events for the fall and winter are sure to follow.

If you'd like to have more information about Beta Alpha Psi, visit our Webpage: [www.gvsu.edu/bap](http://www.gvsu.edu/bap). Also, feel free to contact Aaron Hennessey, Chapter President, at [hennesea@mail.gvsu.edu](mailto:hennesea@mail.gvsu.edu) or Kipchumba Chelilim, vice president of Communications, at [chelilim.k@gmail.com](mailto:chelilim.k@gmail.com). We look forward to hearing from you.

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## GVSU Outstanding Educator Award for 2012



*Star Swift*

Star Swift, associate professor of Management, received the GVSU Alumni Association's prestigious Outstanding Educator Award at a dinner held on April 27, 2012 and was again recognized at the April 28 Commencement Ceremony. She joined the faculty in 1992 and currently teaches Labor and Employment Law, Arbitration and Collective Bargaining courses, among others. She earned a Bachelor of Arts degree from Nazareth College in 1975, a Juris Doctorate from Cooley Law School in 1979, and a Master of Labor and Industrial Relations degree in 1985 from MSU. When she is not working on new initiatives and presenting with the ooVoo team, she spends time outdoors. In 2000, she kayaked the waters of Lake Superior on an 80-day expedition.

## **Seidman Student Professional Development Program**

By Catherine Jones-Rikkers, Director and Associate Professor of Law

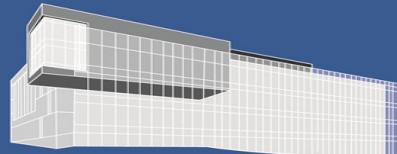
The Seidman Student Professional Development Program is all set for the beginning of the new academic year. Program Director, Catherine Jones-Rikkers, and Program Coordinator, Robbi Osipoff, are headquartered in 250 Lake Huron Hall and have been working hard setting up an exciting year of professional development opportunities for Seidman students. Included in these opportunities is the Student Professional Development **Passport Program**.

This program consists of specially selected seminars custom tailored to prepare students for today's competitive work environment. Once students have filled their "passport" or completed the necessary requirement of attending three elective events, four required events, and a mock interview, they are awarded a certificate of completion acknowledging their commitment to self-improvement and professional development.

As always, there is a full schedule of Professional Development activities that students can chose to attend at their leisure. For more information and other Professional Development opportunities, stop by the Allendale office or view the schedule at [www.gvsu.edu/business/stuprodev](http://www.gvsu.edu/business/stuprodev).

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## **MARY IDEMA PEW LIBRARY LEARNING AND INFORMATION COMMONS**



Coming fall 2013, you won't want to miss the new and exciting  
**Mary Idema Pew Library Learning and Information Commons**  
on the Allendale Campus of GVSU!

- Stop by the Knowledge Market for special services. Work with peer consultants to get help with your research, writing, or presentation.
- Expanded study space includes group study rooms, space on the open air plaza, café patio or rooftop garden.
- Flexible furniture supports any study style for your comfort.
- Argo Tea provides tea, coffee and delectable treats.
- For a perfect quiet place to study, relax by the 20-foot long fireplace. Two reading rooms offer more quiet study space.
- Multiple outlets allow you to "plug in" anywhere.
- Two learning labs/instruction rooms are also featured in this new LEED certified building. A multi-purpose room can accommodate groups of 100 and will host learning events. The Innovation Zone is designed to support group and individual creativity with white boards and more relaxed seating.
- Interactive touch screen displays will be located throughout the concourse and first floor with navigation help and event announcements.
- IT will host a help desk. In the Technology Showcase, IT will be scheduling displays and demonstrations for the campus to see (and touch) the latest software and hardware.

**Mary Idema Pew Library Learning and Information Commons – a great place to go on the Allendale Campus!**



**GRAND VALLEY  
STATE UNIVERSITY  
UNIVERSITY LIBRARIES**

**GVSU.EDU/LIBRARY/MARYI**

## Seidman Hosts Peter F. Secchia Breakfast Lecture Featuring John Russell, President and CEO of Consumers Energy

By Vonnee Herrera, Director of External Relations and Communications

Seidman students are invited to attend the first breakfast opportunity of the 2012-13 academic year with John Russell, President and CEO of Consumers Energy. John will deliver a timely talk, "Our Promise to Our Customers and to Michigan," as part of the Peter F. Secchia Breakfast Lectures on **Wednesday, September 19, 7:30 a.m. at the Loosemore Auditorium, DeVos Center**. Consumers Energy has been a big supporter of many Seidman programs at GVSU. We value this relationship and are pleased to showcase John Russell. No cost to attend so come and meet the speaker, Seidman alums and others from the business and campus communities. If you would like to attend, please RSVP at [www.gvsu.edu/business/events](http://www.gvsu.edu/business/events).

### First Annual Investment Portfolio Organization (IPO) Golf Outing

**When:** Saturday, September 15, 2012  
**Where:** Meadows Golf Course, Allendale  
**Format:** 18-Hole, 4 Person Scramble  
**Time:** Registration-7:30 a.m., Shotgun Start-8:30 a.m.  
Cookout-11:30 a.m.  
**Entry Fees:** GVSU Alumni-\$85; Business Professional-\$100.  
**Includes:** 18-Hole Scramble, free range balls, carts, cookout, drink coupons, and prizes.

**Sponsorships are available! For more information on sponsorships or to RSVP, please contact:**

Eric Graverson: [graverse@mail.gvsu.edu](mailto:graverse@mail.gvsu.edu) or 616-299-7315 or Turner Novak: [novaktu@mail.gvsu.edu](mailto:novaktu@mail.gvsu.edu) or 616-916-2849.

### 7<sup>th</sup> Annual Careers & Curriculum in Finance Night

**When:** Thursday, September 27, 2012  
**Time:** 6:00-8:00 p.m.  
**Where:** Loosemore Auditorium, DeVos Center  
**Dress:** Business Casual

Food and door prizes. Receive information about various finance careers. Learn about study abroad and internship opportunities. Meet finance department faculty advisors and finance business professionals. Meet IPO club officers---a student club that manages a \$35,000 portfolio.

Participating companies include: Mercantile Bank, Amway, Spectrum Health, Whirlpool Corporation, New York Life, Waddell & Reed, Fifth Third Bank, and The Charter Group.

**RSVP by September 19, 2012** to the Finance Department at 616-331-7390 or email [scbfinance@gvsu.edu](mailto:scbfinance@gvsu.edu).

### Seidman Activities for September-October

- Sept. 6, 11, 13-Accounting Recruiting Information Sessions**, Loosemore Auditorium (9/6 & 9/11) and Eberhard Auditorium, 2nd Floor (9/13).
- Sept. 13 & 14-Pre-Recruiting Events**, 5:30-8 p.m. (13<sup>th</sup>) and 1-5 p.m. (14<sup>th</sup>), 2<sup>nd</sup> Floor, Eberhard Center.
- Sept. 15-First Annual IPO Golf Outing**, Meadows Golf Course (see article to left for more information).
- Sept. 17-Study Abroad & International Internship Opportunities for Seidman Students**, 6-7:30 p.m., University Club, DeVos Center (Passport Program event).
- Sept. 19-Peter F. Secchia Breakfast Lecture**-featuring John Russell (see article above for more information).
- Sept. 19-Economics Open House**, 11:45 a.m.-1:15 p.m., Room 2266 Kirkhof Center, Allendale Campus. Meet faculty and get information about the economics major and minor. Win prizes. Free pizza. For more information or to RSVP, call 616-331-7290, email [economics@gvsu.edu](mailto:economics@gvsu.edu) or [www.gvsu.edu/econ](http://www.gvsu.edu/econ).
- Sept. 25-How to Find an Internship**, 5:30-7 p.m., Room 2270, Kirkhof Center, Allendale Campus (Passport Program event)
- Sept. 26-Food and Feedback Sessions**, 11:30-1 p.m., University Club, DeVos Campus.
- Sept. 27-7<sup>th</sup> Annual Careers & Curriculum in Finance Night**, 6-8 p.m., Loosemore Auditorium, DeVos Center. (see article to left for more info)
- Oct. 1-12-Accounting Recruiting, On-Campus Interviews** (each day/all day, at various locations).
- Oct. 4-What Can Career Services Do For Me?** 5-6 p.m., Location TBD (Passport Program event)
- Oct. 4-Intercultural Awareness Training**, 6-7:30 p.m., Room 2266 Kirkhof Center, Allendale Campus (Passport Program event).
- Oct. 19-Career Services Etiquette Dinner**, 6 p.m., Alumni House, Allendale Campus. Free tickets at 20/20 desk. Seating is limited (Passport Program event).
- Oct. 22-26-Business Ethics Week**-Opening Ceremony, 5-6:30 p.m., Loosemore Auditorium, DeVos Center. Watch for more events during the week.
- Oct. 24-Barry Castro Business Ethics Lecture**, 6-7:30 p.m., Loosemore Auditorium, DeVos Center (Passport Program event).
- Oct. 30-Food and Feedback Sessions** 11:30-1 p.m., University Club, DeVos Center.

### Honorable Mention

Congratulations to Dr. Kevin Lehnert, assistant professor of Marketing, who received the Teacher of the Month Award for January 2012 from the GVSU Inter Fraternity Council (IFC).

This newsletter is published by the Seidman College of Business bi-monthly during the academic year and once each summer. Contact Roberta Osipoff, Seidman Special Projects Assistant, 250 Lake Huron Hall, 616-331-3774 or email [osipoffr@gvsu.edu](mailto:osipoffr@gvsu.edu).