GVSU Business Services

We all know that the Seidman College of Business is a great place for future business leaders to learn and expand their talents. What you may not know is that the college is also the home of a number of business services offered to local and national businesses. These business services are a way for Seidman College to stay connected with the local business environment and to help give back to the Grand Rapids community by providing information and research resources to businesses of all sizes.

The business services are offered through different centers within the university. Each center has a different area of expertise. Following are brief details about some of the business services offered by the Seidman College of Business to give you an idea of the resources that are available.

Continued on page 4

www.gvsu.edu/business/business-services-7.htm

GSAB Teams with Santa Claus

For Christmas this year, Santa Claus gave the little girls and boys of Grand Rapids new books to read and toys to play with. The Santa Claus Girls, that is.

Santa Claus Girls is a Grand Rapids Press-sponsored charity that, since 1908, has aimed to ensure no child in Kent County is left without a Christmas gift.

The Seidman Graduate Student Advisory Board of the Seidman College of Business at Grand Valley State University annually partners with this Kent County women’s organization for this event.

“This was a truly phenomenal organization to work with. Our contributions each year in toys, books, and clothing help ensure the children of Kent County have a Christmas,” said Claire Filiatreau, member of the GSAB.

Continued on page 3

www.santaclausgirls.org
Happy New Year!

Welcome to a new semester. We in the Graduate Business Office hope you are off to a great start for 2012 and that you have already taken advantage of our breakfast program and health care forecast. There’s more to come. We are committed to providing you opportunities for personal and professional growth beyond the classroom; so, please, take advantage whenever possible.

The Barry Castro Ethics Center is featuring a panel discussion on "Women, Ethics and Business" with panelists Janet Knaus, first woman partner at Warner Norcross Judd, and Christina Keller and JoAnne Perkins of Cascade Engineering. This panel will be held January 23. See the calendar in this newsletter for details.

You are invited to attend a Mergers & Acquisitions case competition between two Seidman graduate teams on Saturday, January 21. The winning team will proceed to intercollegiate competition on Saturday, February 25. Seidman has a proud tradition of excellence in this annual competition, which is sponsored across the nation by the Association for Corporate Growth. Perhaps you are considering participating next year. This will be a great preview for you.

The ever-popular “Pizza with the Dean” is coming up. Allow us to serve you pizza and soft drinks before your evening classes the week of February 27. As always, we’ll be in the University Club Room off the atrium. Dean Williams and our faculty members are looking forward to a social hour with graduate students.

Check out the calendar in this newsletter for important dates. In particular, please note the May session of the Washington Campus Program this year. Applications are due February 15 for this phenomenal program/course. For more information about this opportunity, go to www.washcampus.edu or call me. Breakfast programs are being planned, and you will receive information as it becomes available.

Have a productive and enjoyable semester. Please, always remember that the Graduate Office is here to serve you.

Best Wishes,

Claudia Bajema

Director, Graduate Business Programs
GSAB Teams with Santa Claus

The Santa Claus Girls this year raised $184,142.47. That’s $14,142.47 over its goal of $170,000. Last year, the group raised $188,115.98 and delivered gifts to 13,774 Kent County children.

Filiatreau added, “It was great to see the impact we can have as a community with many local organizations, such as The Grand Rapids Press, YMCA, and local schools, universities and churches all working together.”

The Santa Claus Girls began in 1908 when Park Congressional Church collected $85 and presented 150 children with gifts.

The Grand Rapids Federation of Women’s Clubs assumed control of the project in 1945.

Today, members of the Santa Claus Girls distribute presents to children six months to 12 years in age. The children receive one new item of clothing, one new toy, hats and mittens or one new book, such as those the gift drive will provide. Each gift costs about $25.

“The students and faculty of GVSU collected over 100 books, toys, and clothes and also $150.00 in cash donations,” said Filiatreau.

A special thanks to all of those who helped make Christmas a reality for so many young residents of Grand Rapids. Look for this partnership again in November of 2012.

West Michigan Healthcare Economic Forecast

The third annual Healthcare Economic Forecast event on Friday, January 6th, drew in such large crowds that overflow rooms had to be used after Loosemore Auditorium was filled to capacity. To begin, Grand Valley State University Economic professors Paul Isely and Hari Singh presented their findings and discussed demographic changes, cost trends, and job growth in certain medical fields. Each area was broken down into the KOMA region (Kent, Ottawa, Muskegon, and Allegan counties) and compared to the state of Michigan and the United States as a whole. Some of their focus was on key medical issues such as asthma, diabetes, and obesity, as well as the prevention of these high-cost diagnoses.

The second half of the healthcare forecast involved four panelists: Jeff Connolly – Blue Cross Blue Shield of Michigan, Geoff Hansen – State Senator, Roger Spoelman – Trinity / Mercy Health System, and Mitch Stapley – Fifth Third Bank. Each panelist had approximately ten minutes to present on key areas they thought relevant to the forecast findings. Their discussions ranged from disease prevention to how Health Care Reform (Patient Protection and Affordable Care Act) is going to impact costs for West Michigan. Following this panel discussion, questions from the audience inspired some very lively conversations and brought some differing viewpoints to light.

Healthcare costs are something to keep in mind moving forward as components of Health Care Reform are implemented each year. The audience at this Healthcare Economic Forecast event showed just how many people are interested. If you were unable to attend but want more information, the research findings of professors Isely and Singh titled “Health Check 2012” can be found on Grand Valley’s website.

www.gvsu.edu/gvnow/
The Center for Entrepreneurship and Innovation at GVSU is set up to promote an interest in entrepreneurial endeavors among students and among the Grand Rapids community as a whole. It has a wide variety of programming and services including seminars, connecting employers with interns, and publishing a biannual magazine called “Neu.” They also administer the Family Owned Business Institute, which provides family businesses with resources to help them succeed.

The Business Ethics Center provides a place for local business leaders to come together to share ideas on the topic of ethics in business. It promotes creative dialog concerning the obstacles prevalent in today’s business environment. Each year the Center features a speaker for the Barry Castro Business Ethics Lecture to discuss such topics. The center also regularly puts on seminars and workshops for local businesses.

The Van Andel Global Trade Center has been set up to assist local businesses by increasing the global business within the Grand Rapids community. It offers many services that assist businesses in competing on a global level including consulting, training, workshops, and resource development services. They also administer the Kent-Ottawa-Muskegon Foreign-Trade Zone, which assists local companies in lowering the cost of conducting international business.

The Michigan Small Business & Technology Development Center is a state-wide organization that has its headquarters located within GVSU’s Pew Campus. It specializes in small business services and offers counseling and training in a wide variety of topics ranging from how to write a business plan, to foreign trade.

Seidman Information Services provides area businesses with access to data such as demographics, competition assessments, site-ring analysis maps, and foreign trade data.

To tie them all together, there is a website that you can visit to see all the business services offered through the Seidman College. It is called the Business Resource Portal; it is an online tool to help businesses locate which center provides the services they are looking for. It can be found at this web address: 

http://www.gvsu.edu/businessresource/service.htm.

For links to all of GVSU’s business service centers websites, go to this web address: 

Many of these business service centers will find new homes in 2013 in the new Seidman Building, currently under construction. Having them all under one roof will provide Grand Rapids with a world-class hub of business information, resources, and learning.
The Graduate Student Advisory Board for the Seidman College of Business works hard to:

- Support the mission and vision of the Seidman College of Business.
- Promote a closer relationship and enhance communication between students and the faculty, staff and administration of the Seidman College of Business in ways that will foster and encourage student participation and constructive feedback among all parties.
- Strengthen existing graduate programs by identifying the needs of business students and the College’s role in preparing those students for professional careers.
- Provide input, advice, and counsel, where feasible, to the Dean and the Director of Graduate Business Programs of the Seidman College of Business.
- Serve as ambassadors for the Seidman graduate programs with both internal and external constituencies.

The Board is composed of graduate students in the MBA, MSA and MST programs with the following current members:

Dan Robertson (Chair), Kevin Rapes (Vice Chair), Layna Edington (Secretary), Jeremy Hess (Parliamentarian)
Keagan Rushmore, Claire Filiatreau, Dustin Cole, Jessica Lis, David Morgan, Dan Salvati, and Hazel Mutongerwa

Organizations for Graduate Students

By David Morgan

During the transition after undergraduate graduation, we tend to lose touch with academic and professional student groups that we can rely on to broaden our horizons and connect us with the appropriate professionals. A couple groups that graduate students can join are the Institute of Management Accountants at Grand Valley and Institute of Internal Auditors. These provide students a gateway into the professional world by offering plant tours, speaker series and workshops to build our resumes making us more appealing to employers.

IMA @ GV is an organization primarily for students interested in finance and accounting. Students are required to hold a valid national membership, which they can obtain at a student discount. This allows them to attend the Grand Rapids IMA Chapter meetings with local accounting professionals as well as the student chapter events. Students are also able to attend an annual leadership conference, where various employers hold interviews for internships and full time positions and sessions regarding leadership, accounting and job searching. Tentatively, the first meeting for the semester of the student chapter will be held on Thursday, February 2nd at 7:30 pm. For more information please contact David Morgan at david.gv.ima@mail.gvsu.edu.

IIA gives students a chance to experience how internal controls are kept within multi-million dollar companies. Similar to IMA @ GV, meetings include guest speakers, plant tours, and attendance at the annual Internal Audit Student Night where many employers are actively looking to fill internal audit positions. Again, students are able to enjoy membership in a national organization when they join IIA as well as being a member of a renowned student organization. The first meeting of the semester will be held on Tuesday, January 24th. For more information, contact Professor David Cannon at cannond@gvsu.edu.

By joining such groups as IIA and IMA, students are able to increase their networking opportunities in accounting areas of their choice.
EVENTS CALENDAR

<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT DESCRIPTION</th>
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<tbody>
<tr>
<td>Jan 6</td>
<td>West Michigan Health Care Economic Forecast and Breakfast, 7:30-9:45 a.m., Loosemore Auditorium</td>
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<tr>
<td>Jan 9</td>
<td>Classes begin</td>
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<tr>
<td>Jan 13</td>
<td>100% Tuition Refund for 14-week classes</td>
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<tr>
<td>Jan 18</td>
<td>Colliers Annual Economic &amp; Real Estate Forecast Breakfast* 7:30 – 10:00 a.m., DeVos Place (note DeVos Place is 303 Monroe Ave., not to be confused with DeVos Center on the GVSU Pew Campus). RSVP <a href="http://www.gvsu.edu/business/events">www.gvsu.edu/business/events</a></td>
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<tr>
<td>Jan 21</td>
<td>ACG Mergers &amp; Acquisitions Case Competition, Round 1, Seidman Teams, 9:00 a.m. – 11:00 a.m., Room 109D</td>
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<td>Jan 23</td>
<td>Panel Discussion “Women, Ethics and Business,”* 6:00 – 7:20 p.m., Loosemore Auditorium, refreshments at 5:30. No RSVP necessary,</td>
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<td>Jan 28</td>
<td>GMAT workshop*, 8:00 - noon (verbal review) 136 E (tentative)</td>
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<td>Feb 4</td>
<td>GMAT workshop*, 8:00 – noon (quant review) 136E (tentative)</td>
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<tr>
<td>Feb 3</td>
<td>75% Tuition Refund for 14-week classes</td>
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<td>Feb 4</td>
<td>PACES “The Art of Interviewing”* time TBD</td>
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<td>Feb 7</td>
<td>PACES &quot;Conducting a Successful Meeting,&quot;* 4:30-5:30, 303C DeVos</td>
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<td>Feb 15</td>
<td>Applications due for May session of the Washington Campus Program</td>
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<td>Feb 25</td>
<td>ACG Mergers &amp; Acquisitions Intercollegiate Case Competition*, Cornerstone University, time TBD</td>
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<td>Feb 27-Mar 1</td>
<td>“Pizza with the Dean*,” 5:00 – 6:00 p.m., University Club Room. (Pizza and soft drinks provided by Dean Williams)</td>
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<td>Mar 4-11</td>
<td>Spring Break</td>
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<td>Mar 9</td>
<td>Drop deadline for grade of W</td>
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<td>Mar 20</td>
<td>PACES “Pursuing PhD Studies,”* 4:30-5:30, 303C DeVos</td>
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<td>Mar 21</td>
<td>Registration begins for summer and fall 2012 and winter 2013</td>
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<td>Mar 23</td>
<td>Awards Program, Hager Exhibition and Loosemore Auditorium, tentative time 5:30 p.m. (by invitation)</td>
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<td>Mar 23</td>
<td>Beta Gamma Sigma induction (by invitation), Loosemore Auditorium, reception 6:45 p.m., program 7:30 (tentative)</td>
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<td>Apr 23-28</td>
<td>Exam week</td>
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<tr>
<td>Apr 28</td>
<td>Commencement, VanAndel Arena, 10:00 a.m.</td>
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*There is no charge for any of these events, but RSVP is requested.

If you are interested in studying abroad, contact Alexandra Schmid schmiale@gvsu.edu immediately for information.

If you are interested in the Washington Campus Program for May 14-18 session, contact the Graduate Office immediately for an application.

Check regularly the Graduate Business Info Center on your Blackboard for current information.

ENJOY CLASSES!
Questions or comments?
hessje@mail.gvsu.edu

THE SEIDMAN GRADUATE STUDENT CONNECTION IS A PUBLICATION OF THE GRADUATE STUDENT ADVISORY BOARD
EDITED BY JEREMY HESS AND KEVIN RAPES
WOULD YOU LIKE TO CONTRIBUTE AN ARTICLE? E-MAIL CLAUDIA BAJEMA AT BAJEMAC@GVSU.EDU