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# Seidman College of Business

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

*A newsletter for undergraduate  
students of business.*

• H. James Williams, Dean •  
• John Reifel, Interim Associate Dean • Leigh Brownley, Student Services Coordinator •  
• Alexandra Schmid, Special Programs Coordinator •

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## Seidman Welcomes New Dean

The Seidman College of Business is proud to introduce its new Dean, Dr. H. James Williams. After an extensive search, Grand Valley offered the position to Dr. Williams this spring, and he began serving as Dean on July 1, 2004.

Prior to joining Grand Valley State University, Dean Williams served as Assistant Professor of Accounting at the University of Notre Dame, Georgetown University, and Florida A&M University. He then served as Assistant Dean and Distinguished Associate Professor in the Tenneco Chair at Texas Southern University, Dean and Professor of Accounting at Delaware State University's School of Management, and Dean and Asa T. Spaulding Distinguished Professor of Accounting at North Carolina Central University's School of Business.



He received recognition for his outstanding teaching at Georgetown University, and three "Teacher of the Year" awards at Florida A&M University and Texas Southern University. For his work with students and student organizations, Dean Williams has received numerous recognitions and awards, including those by the National Association of Black Accountants, National Society for Minorities in Hospitality, Phi Beta Lambda, Inc., Future Business Leaders of America, and Big Brothers/Big Sisters, Inc.

Dean Williams earned a B.S. Degree in Accounting, at North Carolina Central University, an M.B.A. Degree in Accounting at the University of Wisconsin (Madison), a Ph.D. Degree in Accounting, at the University of Georgia (Athens), and J.D. and LL.M. (Taxation) Degrees, at Georgetown University Law Center. He is also a Certified Public Accountant and a Certified Management Accountant, with a wealth of practical experiences, having worked in the public accounting profession and in the legal profession (as a corporate and tax lawyer).

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## New Name and Logo for Seidman



Due to the university reorganization, the Seidman *School* of Business has become the Seidman *College* of Business, effective July 1. This change created the opportunity for an exciting new logo. Look closely to see the briefcase in the logo, reflecting Seidman's professionalism.

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## Magna Donnelly Internship/CES Trade Show



Amanda Bongard (right) and her supervisor at Magna Donnelly, Nicole VanderTuuk, also a Seidman alumna (left).

*(Amanda Bongard is a new Seidman Alumna, with majors in international business and marketing.)*

For the past year, I've had the opportunity to be an intern in the marketing department at Magna Donnelly in Holland, Michigan. This internship has given me invaluable information about working in the "real world" and has also shown me a side of marketing that I was not exposed to in a classroom.

Last summer the 5-Year Sales Forecast consumed our entire marketing team. We worked with the sales and finance departments to construct a forecast that was to be presented to our CEO and Board. My responsibilities included working

through our massive vehicle database, tons of editing, report building, and data analysis. My internship also included market research. I researched our competitors and suppliers. For some of the research, I actually went to dealerships and looked at parts of specific vehicles, which I really enjoyed!

My other favorite aspect of my internships was my participation in two trade shows. The first was the Eye of the Auto in Detroit. We had a model set up of our camera systems in a vehicle, to display how much better you can see the road around you with the assistance of the cameras. This was a good starting place to learn the tear down, set up and participation in a trade show in general. This helped me gear up for our largest trade show, the CES (Consumer Electronics Show) in January held in Las Vegas. This was a great opportunity for me to see a trade show on such a large scale. I was very involved with the whole process, from picking the sales people who would attend, reserving hotel rooms, and shipping our display materials, to networking at the show and explaining our product to potential customers. What an awesome experience!

Not only did my internship and trade show experience help me better myself and realize more about what I want to do, but they've also definitely strengthened my resume and given potential employers plenty to talk with me about. I've been going to many interviews and the internship and trade show have come up every single time. I've just secured a new position at Designed Conveyor Systems of Michigan, and they informed me that they were definitely impressed by my internship and trade show experience. I would encourage every student to complete an internship, even if it isn't a requirement. The experience you receive is invaluable. *If you are interested in learning more about the Seidman Internship Program, contact Seidman Undergraduate Student Services at 616-331-7500, or explore the Seidman website at [www.gvsu.edu/business](http://www.gvsu.edu/business) under "Undergraduate Programs" and then "Internships."*

## Notes of Distinction

Congratulations to **Crystal Escobedo**, a recent Seidman graduate with international business and accounting majors. She was named as a recipient of a Fellowship from Ohio State University's Graduate School. This prestigious award grants a full tuition and fee waiver, plus a \$1,200 stipend per month. Crystal will be participating in OSU's Master of Accountancy program in the fall of 2004.

Earlier this year, Seidman students participated in the 15th Annual Council of Logistics Management Quiz Bowl in Pittsburgh, Pennsylvania. The Seidman team, coordinated by Professor John Taylor of the Marketing Department, consisted of **Beth Hooker**, **Rhonda Dezeuw**, **Jason O'Brien**, and **Roy McCammon**. They competed against teams from universities such as Michigan State and Syracuse. Seidman placed second, falling just one question short of winning the championship. Professor Taylor says they look forward to returning next year and winning the championship. Congratulations to the team!

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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.

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## Seidman Professional Development Series 2004–2005 Line-up

The Seidman College of Business is pleased to offer four Professional Development Series events for the 2004–2005 academic year. Professional Development presentations use an interactive format to help you acquire business skills not typically covered in the classroom. We look forward to seeing you at these events, which are open to all business students. There is a \$10.00 per student charge for the Etiquette Dinner, which includes a full meal at the Amway Grand Plaza in downtown Grand Rapids. Payment is due in advance to Seidman Undergraduate Student Services in 101B DeVos. All other events are free of charge, and complimentary snacks and beverages are provided.

### Skill Building to Enhance Your Resume

*September 23, 2004, 6:00 p.m. to 7:30 p.m., 2<sup>nd</sup> Floor EC*

Join us for an informative session on the three big secrets to enhance your resume: Study Abroad, Internships, and Student Business Organizations. This lively session will provide information on all three opportunities, as well as a street fair where you can gather information on participation!

### A Day in the Life...

*November 11, 2004, 6:00 p.m. to 7:30 p.m., 2<sup>nd</sup> Floor EC*

Once you graduate, you may envision yourself going to an office each day in a large corporation from 8:00 a.m. to 5:00 p.m. Is that realistic? Join us for guest presenter Troy Farley, Assistant Director of Career Services. He will fill you in on the not-so-traditional aspects of the “office job” that are becoming more typical.

### Minding Your Money

*February 10, 2005, 6:00 p.m. to 7:30 p.m., 2<sup>nd</sup> Floor EC*

You’ve worked hard at earning your degree so that you can land a job making (hopefully!) good money. But how do you manage that money properly when you start earning it? Join us for guest presenter Dr. Gregg Dimkoff, Professor of Finance, as he gives you financial advice that you will use for a lifetime!

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

*April 7, 2005, 6:00 p.m. to 8:00 p.m. Amway Grand Plaza, 187 Monroe NW, Grand Rapids (Within walking distance of the DeVos Center. Directions will be provided when the \$10.00 payment is made.)*

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, and preference will be given to students with junior or senior status, so **call right away!**

## SAM 2004 National Conference



Thanks to a lot of hard work and the support of the Seidman College of Business, members of SAM (The Society for the Advancement of Management) were able to attend their national conference and case competition again this year in Baltimore, Maryland. **Crystal Rudolph, Jared Hoving, Amanda Bongard, Adrea VandDenBerge, Mike Kujawa and Mike Stewart** attended this event.

The conference consisted of networking, sessions on various business topics, and a case competition. During the opening session, Anthony Lewis, President of Verizon Wireless, spoke about “Prospering in Today’s Environment.” Students presented cases all day on the topic of

America’s seniors buying prescription drugs from Canada and how GlaxoSmithKline, a large prescription drug company, should restore their tarnished image after revoking their popular drugs from the Canadian market. Seidman’s SAM worked on this case since January and presented to three judges. The next day, students attended sessions that varied from “A Model for Win-Win Interviewing: The Five C’s” to “A Defense for Enron” to “Should We Abolish the Federal Reserve System?” At the awards banquet, the top three in each case competition category were recognized. Although Seidman’s SAM did not place in the top three, they were happy with their presentation and are excited to compete again next year.

As a result of this year’s conference, the graduating seniors of the group are forming a professional chapter here in Grand Rapids in order to further their participation in SAM and to assist future student groups with the case competition and in general. If you are interested in joining either the student or new professional SAM chapter, please contact [sam@student.gvsu.edu](mailto:sam@student.gvsu.edu).

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## Career Services Introduces New Assistant Director

My name is Troy Farley, and I am pleased to be the new Assistant Director for GVSU Career Services. My primary role is to work with students, alumni and faculty from the Seidman College of Business, and specifically, to assist with job search skills and strategies. These include résumé development, networking and interviewing skills.



Our office will continue to bring in employers for on-campus recruiting and to serve as a resource for students and alumni seeking internship and employment opportunities. In fact, both students and alumni can now enjoy free access to Career Connections, our online posting system for jobs and internships. Career Connections also allows students and alumni to upload their résumés, for viewing by potential employers. To register, visit the GVSU Career Services Web site at [www.gvsu.edu/careers](http://www.gvsu.edu/careers), then click on “Career Connections.”

Prior to joining Grand Valley, I spent 14 years in the private sector—most recently as the Vice President of Business Development with Archway Marketing Services. In this capacity I worked with some of the most recognized retail and consumer product companies in the United States, such as Fuji, 3M and Rubbermaid.

For your convenience, you can find my office at 125B DeVos Center. Please drop by at any time should you have any questions or just want to say hello. You can also reach me by telephone at 616-331-6708, or by email at [farleytr@gvsu.edu](mailto:farleytr@gvsu.edu).

### Coordinator's Corner:



*Leigh Brownley, Coordinator of Seidman Undergraduate Student Services, discusses issues that are pertinent to your business degree. This issue's topic: **Low Grade Point Average***

You are anxious to declare your official Seidman major and to start taking 300/400 level Seidman courses, but you don't yet meet the Seidman minimum grade point average (GPA) requirement. Now what???

Call the Seidman Undergraduate Student Services office (616-331-7500) to set an appointment with one of the Seidman academic advisors. The Seidman advisor will review your options with you, such as repeating courses, as well as help you to calculate the grades you need to earn in your current courses to improve your GPA. I

suggest that you also try one or more of the following resources:

- Advising Resources & Special Program (ARSP) Tutoring Center. The Tutoring Center provides free tutoring to all GVSU students in most 100- and 200-level courses. It also includes a Math Lab and walk-in writing assistance through the Writing Center. Call ARSP at 616-331-3588 for details!
- Counseling and Career Development. They have many seminars on study skills, time management, and academic success. They can be reached at 616-331-3266.
- Study Skills Links. There are links to many helpful study skills web sites listed at [www.gvsu.edu/business](http://www.gvsu.edu/business). Select Undergraduate Programs (at the left), then Advising Services, then Study Skills Links (both in the drop down menus). There are sites to cover different needs, such as assessing your needs, preparing for exams, and combating procrastination.

Our goal is to help you graduate with your Seidman degree, but you also need to ask for the help you need. To put it in a business context; if your boss gives you a project, and the deadline passes because you didn't know how to complete it, your boss is not going to be happy. If, however, you have been asking for the direction and guidance that you need all along, both you and your boss will be pleased with the results!

If you have any questions about preparing an action plan to improve your GPA or about your academic progress in general, please feel free to call the Seidman Undergraduate Student Services office (616-331-7500) to set an appointment with one of the Seidman academic advisors.

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