

Accounting • Business Economics • Economics • Finance • General Business •
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Seidman College of Business

Undergraduate Student Services Newsletter • DeVos Center, First 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 •

Beta Alpha Psi Trip to Anaheim, California

By Dori Danko, Instructor of Accounting and Assistant Department Chairperson

Professor Dori Danko, faculty advisor to Beta Alpha Psi, recently accompanied several Beta members to their national conference. Below is the update provided by Professor Danko. For more information on Beta Alpha Psi, please email www.gvsu.edu/bap.



*Top L-R: Chris Van Til, Sharon Gruner, John Manilla, Jon Wendt
Bottom L-R: Kate Griffes, Michelle Lager, Nicole Bedell, Lindsay Gilles*

We started off our conference by attending a night at Disneyland with Steve Goldberg, Chairperson of Seidman Accounting, and his son, Joe, meeting us there. The next day was Community Service Day and we all worked so hard in the California sun. We cleared a large section near a water reservoir the city intends to remake into a park; approximately 1,000 students and faculty participated. John Manilla and Jon Wendt led a 10-minute presentation on Leadership Qualities and I judged a case competition called "Project Run With It," a new project initiated by Beta Alpha Psi to assist actual nonprofits in solving some serious issues.

The students and I finished our conference by visiting the local beaches (Newport, Laguna and Huntington). While at Newport, we witnessed one of our Texas Beta Alpha Psi Chapter members being saved by a lifeguard while boogie boarding.

Please congratulate these students on a wonderful conference and representing Beta Alpha Psi and GVSU in a positive light. They worked hard all year and our Chapter continues to be strong and healthy. Jon Wendt even jumped in a dumpster to assist with waste disposal on Community Service Day. He won the dirtiest Beta Alpha Psi award that day!

Seidman Professional Development Series

We look forward to seeing you at our popular Seidman Professional Development Series events. These events are open to all business students. The first event of the year is announced below, and the remaining schedule will be out soon. This event is free of charge to Seidman students. Snacks and beverages will be provided.

I Can See What You Really Mean!

Thursday, October 9, 2008

6:00 to 7:30 p.m.

2nd Floor, Eberhard Center

We welcome Not So Basic Training presenter Mitzi Taylor, who will present the art of using body language to communicate. They describe this event as "...always fun and instantly useful."

For more information, please contact Seidman Undergraduate Student Services, 101BEV, go2gvbiz@gvsu.edu, 616-331-7500.

Seidman Logistics Students Place at Pittsburgh Quiz Bowl

By Dr. John C. Taylor, Associate Professor of Marketing

Grand Valley's Logistics Emphasis students recently participated in the 22nd Annual Council of Supply Chain Management Professionals "College Challenge" Quiz Bowl in Pittsburgh, Pennsylvania. Some 10 universities competed against each other in the Quiz Bowl, including Michigan State University, the University of Maryland, University of North Texas and Duquesne University. The Grand Valley students won their preliminary round before losing in the finals to eventual winner University of North Texas.



Top L-R: GVSU students Justin Gonnella, Teresa Clarke, Ross Dutmer and two UNT students. Bottom L-R: UNT student, Theresa Lowery and UNT student.

Grand Valley's team consisted of four students that included Teresa Clarke, Theresa Lowery, Ross Dutmer, and Justin Gonnella. These students and advisor, Dr. John C. Taylor of the Seidman Department of Marketing, flew to Pittsburgh for the all expenses paid trip with support of the Council of Supply Chain Management Professionals and the Pew Teaching and Learning Center. In addition, area companies and professional organizations including Delta Nu Alpha-Holland Chapter, CSSCMP-West Michigan, Concentrek Logistics, Supply Chain Solutions, Gordon Food Service, Perrigo and several other firms contributed at least \$350 each to support the team. This was Grand Valley's fourth year participating in the quiz bowl, and students will be flying to Pittsburgh again for the 2009 competition.

The Quiz Bowl consists of a series of multiple choice questions about supply chain management topics that students have just a few seconds to agree on and then post their joint team answer. Topics covered questions relating to transportation management and legal issues, purchasing, inventory control, warehousing, manufacturing operations, international logistics, and international trade documentation.

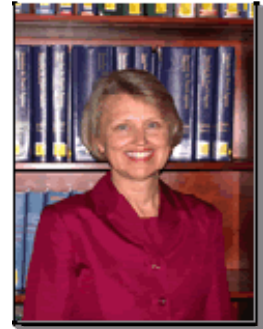
Following the competition, students had an opportunity to network with other students and logistics professionals from around the country before hearing a keynote talk by retired General Gus Pagonis who headed up Logistics for the first Gulf War and then became Senior Vice President of Supply Chain Management for Sears. The following day included an excursion on the Ohio River aboard a large dinner boat, tour of the Ohio River locks aboard the vessel, and a presentation by Ingram Barge Company on the Ohio River inland waterways transportation system.

The Distribution and Logistics Emphasis is a four-year-old program that is part of the Marketing Major within the Seidman Department of Marketing and includes some 65 students currently. Over the past year, students have held

paid internships or been placed into full-time career positions in their field at companies such as The Limited Brands, Norfolk Southern Railroad, Chrysler, Alticor, General Motors, Spartan Stores, Meijer, Haworth, Steelcase, Gordon Food Service, Brunswick, Lean Logistics, Transcorr, and many other national and Michigan firms. For information on the program contact Dr. John C. Taylor at taylorjoh@gvsu.edu.

A New Look

By Linda Masselink, Senior Librarian-Steelcase Library, Liaison to Seidman



Linda Masselink

University Libraries has a *new* online presence for your research. Check it out at www.gvsu.edu/library. Over the summer the library has changed to a new online catalog system. You will notice new options and search screens for finding books, journals, audio visual items and any other library resources you need. You may still request pick up at any campus for your convenience. Make sure your library bar code (on the back of your student ID card) works with the new system. If you encounter a problem, stop in at any library check out desk and we will reactivate your bar code. Then you can make requests off campus or at computers outside the library. You may request items from other libraries if we don't own it through document delivery. This service is provided for you free of charge. University Libraries are here to assist you and make your research experience successful. If you are new to GVSU or need some refresher guidance, do not hesitate to ask a librarian—either come into the library or connect online with “Ask a Librarian” from the library home page.

Another new feature this fall is the subject specialty Library Guides. These web pages are all new and updated with your research needs in mind. Let us know what you think of the new look and what could make them even better for you. We look forward to hearing from you. Library guides for business include the following subject areas: Accounting, Taxation and Finance; Business; Company & Industry Research; Economics; International Business/Country Research. You will find links to citing sources, information on finding articles, best databases to use for researching a subject area, and selected websites of value. Each guide provides a direct link to a helpful webpage on what you need to know about plagiarism.

Take note, in the “Do we own it?” search box on the Library home page, your search result will take you to a new look. The result page will have a similarity to Amazon.com. You will have assistance in narrowing your search from the column on the left; you will get titles from the catalog with pictures of the book covers in the center of the page; and on the right you will get tag searching with the more prominent topics in larger, bold print that is hypertext to a new search option.

The screenshot shows a search results page for the term "entrepreneurship". At the top, there is a search bar with the text "Search: entrepreneurship" and a search button. Below the search bar, it says "Searched: entrepreneurship (1- 25 of 661)". The results are sorted by Relevance and displayed in a list format. The first three results are:

- Entrepreneurship in emerging domestic markets : barriers and innovation** (2008). New York : Springer, c2008. AVAILABLE - STEELCASE ASRS - HB615 .E63345 2008. Request this title.
- The illusions of entrepreneurship : the costly myths that entrepreneurs, investors, and policy makers live by** (2008). Shane, Scott Andrew, 1964-. New Haven : Yale University Press, c2008. AVAILABLE - STEELCASE ASRS - HB615 .5478 2008. Request this title.
- The perspective of women's entrepreneurship in the age of globalization** (2007). Charlotte, NC : Information Age Pub., c2007.

On the left side, there are filters for "Refine by:" including Search Found In (Subject, Title, Author), Format (Printed Matl, Ebooks, Ejournals, Proj Medium, Computer File), Collection (Zumberge Library, Steelcase Library, Frey Foundation Learning Center, Special Collections & Rare Books, Curriculum Materials Library), Language (English, Danish), and Display Date.

On the right side, there is a "Recently Added:" section with book covers for "Entrepreneurial Finance", "The Monk and the Riddle", and "Obscene Profits". Below that is a "Refine by Tag:" section with tags like "business enterprises", "businesspeople", "businesswomen", "electronic books", "entrepreneurship", "high technology industries", "industrial management", "management", and "new".

Is Business the Right Major for You?

We know that you have been planning to major in business, and we would love to have all students major in a business field, but we want to give you a resource or two, just in case you want to explore other options or confirm that business is indeed the right major for you.

While we are the experts on helping you to fulfill the requirements for the business degree, the experts on career exploration are in the Counseling and Career Development Office. You are welcome to contact them for an appointment by calling 616-331-3266.

The site listed below is to help get you started and is based on the theory of a man named John Holland. Holland's theory is that you are most suited for careers and work environments that match your personality. Sounds simple, right? Well, the site is simple, so give it a quick try. It is as follows: <http://www.nycareerzone.org>

At that page, click on the "Career Information," then "graphics site" (box in the middle), and then the blue "Assess Yourself" button on the top. You will pick the three words out of the six shown that describe you most, allowing you to view various occupations that suit your personality.

Pick the two or three occupations that first pique your interest, and then explore them more through the resources:

O*NET - <http://online.onetcenter.org> - At O*NET, start by doing the Skills Search and Occupational Outlook Handbook - <http://www.bls.gov/oco/home.htm> - Use the alphabetical index here to find the occupations quickly.

If business is *it* for you, please give our office a call at 616-331-7500 to set an appointment with one of the Seidman Academic Advisors. The Seidman Academic Advisor will review with you the requirements you have remaining to earn your business degree, as well as refer you to a faculty member in your field of interest so that you may explore your major in more depth.

Seidman Business Department Events

Food and door prizes

Receive information about various Business careers

Learn about study abroad and internship opportunities

Meet faculty and business professionals

Meet IPO Club officers, a Finance student club that manages a \$35,000 portfolio

Careers & Curriculum in Economics/Business Economics

Wednesday, September 24, 2008

4:00-6:00 p.m.

Kirkhof Center – Rooms 215 & 216

RSVP by 9/23/08: 616-331-7290 or by
sending an email to economics@gvsu.edu

Careers & Curriculum in Finance

Thursday, September 25, 2008

6:00-8:00 p.m.

Loosemore Auditorium – DeVos Center

RSVP by 9/23/08: 616-331-7390 or by
sending an email to scbfinance@gvsu.edu

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