From the Dean

As the University and this West Michigan Community pause to observe the 50th Anniversary of Grand Valley State University's existence, we, here in the Seidman College of Business, take special cognizance of the College's role in the establishment, development, and evolution of this great University. Indeed, in this special 50th Anniversary Edition, the Seidman Update strives to capture and share some of the rich history and tradition that lies at the very heart-and-soul of Grand Valley State University and the Seidman College of Business. As in the case of Grand Valley State University, the “Seidman College of Business story” is one of the vision, commitment, discipline, struggles, and triumphs of individuals, aspiring to enhance and maximize their lives and talents—and those around them—by building a business-educational community to support this broader West Michigan Community.

First, and foremost, this 50th Anniversary Edition is a tribute to those who came before us, those who paved the way and established the foundation of excellence upon which we have continued to build. It is also a celebration of the current state of affairs and accomplishments that represent a continuation of the legacy and traditions that sustain and inspire faculty, staff, and students on a day-to-day basis.

Finally, and, perhaps, most important, this 50th Anniversary Edition attempts to capture some of the more concrete plans and aspirations of what promises to be an exciting and productive future for the Seidman College of Business.

Even pre-dating its formal establishment, the College has remained on the cutting edge of academic programs and pedagogies, including the emotional, virtual, and physical approaches and mechanisms for maximizing educational achievements. This fundamental instinct prompted two tremendously exciting current projects, with significant implications for the future: the construction of the new L. William Seidman Center to house the Seidman College of Business and the unique, new Full-Time Integrated MBA (FIMBA) Program. Read about them, both, in this 50th Anniversary Edition of the Seidman Update.

Of course, “Laker Nation,” this West Michigan Community, and Grand Valley's ever-expanding footprint of impact and influence have been, and will continue to be, prime facilitators of Seidman's excellence in business education. Therefore, I invite each of you to join us in our celebration. Come with us, as we reflect on the past with reverence, celebrate the present with humility, and look to the future with inspired hope and anticipation!

—H. James Williams
Dean, Seidman College of Business
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On the cover: architectural rendering of the new L. William Seidman Center

To view current and previous issues of the Seidman Update online, visit www.gvsu.edu/business/seidman-update

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Seidman College offers the Bachelor of Business Administration (BBA), Bachelor of Science (BS) or Bachelor of Arts (BA) in Economics, Master of Business Administration (MBA), Master of Science in Accounting (MSA), and Master of Science in Taxation (MST) degrees. The college is fully accredited by AACSB International.

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As Grand Valley State University celebrates its 50th Anniversary, we also reflect on the formation of the Seidman College of Business and the person who put in place the foundation for business education. Marvin G. DeVries was key to the introduction of business courses at Grand Valley, amidst concerns that the College was founded to provide liberal arts, undergraduate education. He was one of the first six faculty members appointed to serve in the new Grand Valley State College following L. William Seidman’s successful fundraising efforts to create the College in 1960. Through Bill Seidman’s continuing efforts and generosity, the Seidman Graduate College of Business was created in 1973, where Marv DeVries would serve as Dean from 1973 until 1988. In 1979 the undergraduate and graduate business programs were consolidated.

During a meeting with Dean H. James Williams in 2007, former “Dean DeVries” agreed to write a historical perspective on the Seidman College entitled Business Education at Grand Valley State University, The Formative Years, A Personal Reflection. The booklet was unveiled at a special reception during Homecoming Week 2010 in October. It can be found at www.gvsu.edu/business/devries.
The Seegers were GVSU faculty pioneers who retired in 2005.

Former GVSU President Arend D. (Don) Lubbers shares a laugh with “Dean” DeVries.

Grand Valley accredited by Michigan Commission on College Accreditation.


1965: Grand Valley State College course catalog includes “business administration” option for the first time.

1966: First Grand Valley graduation. Class of 138 seniors includes 86 members of Pioneer Class. Constitution of new Alumni Association accepted by Board of Control.

1967: School of Business and Economics established.

1968: Earl Harper joins the School of Business as assistant professor and associate director of the business internship program.

1969: Through a generous gift provided by the Seidman Family Foundation, the F.E. Seidman Graduate College of Business is formed.

1970: Donald J. Klein (Acc) and John O. Bornhofen (Fin) appointed faculty members.


1972: The Economics and Business Department includes 2 full time and 5 adjunct faculty, and offers 16 courses to students.

1973: Grand Valley accredited by Michigan Commission on College Accreditation.

Above and on facing page: Seidman’s first Dean, Marvin G. DeVries, and current Dean, H. James Williams.
Seidman’s five most senior faculty responded to specific questions as they reflected on their experiences at Grand Valley State University.

Why did you join such a new college, and what were the biggest challenges you faced as a new faculty member? What did you think the future held for Grand Valley when you were hired and did we attain it? Where do you see education moving in the future?

Samir IsHak, Professor of Management, 1968

I joined Grand Valley State College after an interview with then President James Zumberge. I joined for the challenge of introducing new areas of study, such as Public Administration, Middle East governments and politics, political and economic development and related courses. The personalities of the leaders, their style in dealing with faculty, and respect they gave were also part of my decision. I was encouraged by the opportunity to introduce new ideas and approaches to teaching.

In the beginning, there was a conviction that Grand Valley was a liberal arts college and professional programs that I was trying to introduce, such as Public Administration, Criminal Justice, Legal Administration, and Urban Affairs were not necessarily welcomed. This effort culminated in establishing the first professional school under the title School of Public Service after its namesake at Harvard University. It included five professional programs in Public Administration, Criminal Justice, Police Academy, Urban Affairs, and Legal Administration. I was appointed the first Director. Each of these is now a school, and all are flourishing. However, there were tremendous challenges. In the same year, Dr. Marvin DeVries and Dr. Marsha Boyles introduced the School of Business and Economics, and School of Health Sciences, respectively.

After being granted a Fulbright Senior Research Scholar appointment which I spent in England, Egypt, and Sweden, a reorganization of the university led to my reassignment to the then School of Business and Administration under Dean Marvin DeVries, who was one of the most congenial and effective leaders we have had. At that time I, along with Dr. Jitendra Mishra, introduced International Business and other courses to the school.

The future for the University is very bright. The professional programs introduced have proved very successful, and employers fully embrace the finished product. This has encouraged further growth and development. Even when budgets were reduced in the 1970s, the professional programs helped support the liberal arts courses.

I see that GVSU will continue to grow due to the momentum and expansion in the area, but at a much-reduced rate due to severe competition in education among the universities and community colleges. I believe that the professional schools, especially the Seidman College of Business, will need to carefully manage its use of part-time faculty in order to ensure that the highest standards of teaching are upheld. Increased emphasis on faculty research and publishing, along with accreditation requirements that are bureaucratic by nature, can be challenging to our strongest comparative advantage, namely teaching. In order to prepare for the future, the Seidman College will need to realistically assess its strengths and limitations and ensure that they are aligned with the primary mission of teaching.
After I interviewed at Oregon State and UC-Davis, the Grand Valley Provost at the time talked me into coming to Allendale to check out the school. Grand Valley was appealing because I saw an opportunity to help create something new and exciting. I gave up full tenure at the school where I was teaching in order to join Grand Valley. I knew it had a good chance to succeed. The faculty and leadership drawn to the new college brought with them a lot of energy and creativity. Many came from top schools on the east coast. The environment at the time was very much like that of a start-up venture.

One of the biggest challenges was establishing a new professional business curriculum. In the early 70s, Grand Valley was very focused on liberal arts. It was a fun period of experimentation and advancing new programs.

For many, an undergraduate education is one of only a few options left in today’s economy. That means education is vital. Grand Valley and the Seidman College of Business will need to remain vigilant to ensure the quality of the graduates is up to the highest standards. This is especially true in light of competition from other regional schools. With so many schools turning out graduates, Grand Valley must ensure that the students graduating are known for quality by potential employers.

Jitendra Mishra, Professor of Management, 1972

I was first drawn to the vision shared by Dr. Marvin DeVries and what he saw for the future of the school. Next, I was drawn to the opportunity to help build and shape a new school and develop a professional program. Through my report on the “Philosophy and Design of Undergraduate Business Programs” in 1972, I was able to substantially contribute to the formation of a new business curriculum at the college.

When I joined the college, one of the first challenges was establishing a new professional business curriculum. The idea of professional business classes focused on subjects such as marketing, accounting, and management was relatively new to the college. In addition, there were no other supporting organizations or programs focusing on the needs of business students, such as career placement services, business student organizations, internships, or lecture series. One of the challenges I undertook was to lead the effort to get those programs and organizations established at the college.

I saw a great future when I joined. It was not always easy, though. At one time in the 70s the state even talked about shutting down some colleges, including Grand Valley. Through the vision of several leaders, and the development of professional business programs, Grand Valley overcame those challenges. The professional programs are thriving now.

Grand Valley and the Seidman College of Business have a bright future. I believe Grand Valley will have a doctoral business program before too long. Competition from area schools will also increase. Grand Valley can set itself apart by looking to international programs, including internships abroad.
Faculty Pioneers

John Reifel, Professor of Economics and Associate Dean, 1971

Because I had not yet completed my dissertation at Michigan State University, I wanted a job relatively close. My initial intention was to stay at GVSU only as long as it took to complete the Ph.D. and then go back into the job market. By the end of my first year here I had completed the Ph.D., but folks had been so welcoming and I enjoyed working with Grand Valley students so much that I decided I could stay another year. One more year led to another. By then I was a Laker.

My biggest challenge was to prepare lectures for new classes while completing my dissertation. Addressing early-70s’ GVSU student expectations was also a challenge. I recall being asked by one of my introductory economics students in early November, “Will GVSU be closed next week?” I replied, “No, why do you ask?” The student replied, “Next week is the beginning of deer season.”

In the early 70s, faculty members were divided about what Grand Valley State College should become. It was established as a liberal arts college, and a sizable group of faculty members at that time were opposed to the introduction of professional programs. Having earned a B.A. degree in economics at Notre Dame, I was very supportive of a liberal arts education, but I also came to realize that the college could best serve West Michigan by offering professional programs. The pressing question was, “Can professional programs be introduced without sacrificing Grand Valley’s liberal arts base?” Today, all GVSU students receive a liberal arts education and, if desired, have the opportunity to build a professional program on the liberal arts base. Educationally speaking, we have achieved the best of all worlds.

Population demographics dictate nationally that in the coming decade the number of high school graduates will decline and colleges attempting to maintain enrollments or grow will need to be more competitive and/or grow programs that might entice older adults to begin or complete college degrees. Already, growing numbers of colleges are increasing the on-line component of their instruction. To date, Grand Valley has not moved aggressively in this area for good reason, namely that our comparative advantage (and reputation) lies in personal, small-sized classes where professors get to know their students. But, GVSU may implement more on-line instruction to maintain or grow enrollment. Another possible strategy to maintain enrollments in a declining domestic market may be to attract additional international students. In the long run, the number of high school graduates in Michigan will be tied to Michigan’s economic future. To the extent that Michigan’s economy can be revived and population losses reversed, the pool of Michigan-born graduating high school students will grow. With the great quality programs already in place, GVSU’s reputation for academic excellence will eventually be recognized nationally. GVSU has a super future ahead!
Gregg Dimkoff, Professor of Finance, 1975

I joined Grand Valley in the fall of 1975 to teach finance. The draw at the time was the opportunity to develop the curriculum for a new degree in finance. I was excited by the challenge, and also the freedom offered by teaching at such a new college. During my interview in Allendale, there was two feet of snow on the ground and I remember thinking, “This is good. I like this”. I liked the physical environment, and being in Michigan.

One of the big challenges was being the only finance faculty member, and spread thin by so many activities. I had to stay current in every issue related to finance. At one point I was teaching banking, insurance, finance, and management science. In addition, course materials needed to be developed in their entirety. I would often use sample business textbooks received from vendors in order to develop case studies and homework assignments. Students thought I was an expert on all of the subject matter when, in fact, I might have been only one chapter ahead of what they were studying, depending on the topic.

I had no idea what the future held when I joined. Since that time, I have seen many changes, however. Perhaps one of the most significant is the students. My first class had seven students. Now we have several sections offered for multiple courses. Grand Valley students are also now stronger in such areas as writing and analysis. This certainly reflects the larger student population, and the ability of Grand Valley to set criteria to draw the best students.

Technology will play a key role. When I first joined, the faculty did not even have calculators. Now everyone has flat screen computers. We will need to ensure we are always current with information technology resources in order to provide the cutting edge knowledge demanded of our students by the employer marketplace.
Seidman Faculty Retire

The Seidman College of Business bids farewell to three long-standing faculty members.

Dr. Richard Hall served as a dedicated faculty member of the Management department for 27 years. He will especially be remembered for his unique service to College and University governance, often filling vacancies in time-consuming committees that were avoided by others. He also played a major role in developing the operations management emphasis, the ERP Initiative, and the Supply Chain Management major at the Seidman College of Business.

Dr. Ben Rudolph arrived at Grand Valley in 1973 as the sole marketing faculty member in the School. While his mentors at the University of Illinois thought that Grand Valley was new and therefore unknown and risky, he is glad that he ignored their advice and took the position. He was able to design the original marketing curriculum. Those who know Ben will agree that he “never accepted the proposition that the ability to be entertaining and the maintenance of serious intellectual vigor were putatively mutually exclusive.” He has maintained extensive contacts in the regional business community over the years often utilizing alums as classroom speakers.

Dr. Jim Wolter transitioned into an academic marketing career at Grand Valley in 1981 following a year at the University of Illinois and 15 years with GE. He valued his new product development research with Dr. Frank Bacon (Michigan State University), a natural extension of prior work as a developmental physicist at GE. Jim helped to successfully acquire $8 million in grants to build the University’s MAREC Center, which he also helped design. He has shared his expertise in alternative energy, new product development, and business planning with many companies, leading to numerous patent filings—the most recent from his MAREC laboratory in June 2010, following retirement.
Business Ethics Center (BEC)

In 1997, Professor Barry Castro’s investigation of West Michigan business history helped launch the Center to provide opportunities for dialogue among students, faculty, staff, and the West Michigan business community.

Center for Entrepreneurship & Innovation (CEI)

Funded by an endowment from Richard and Helen DeVos in 1996, the Center was re-launched in 2010 with an expanded mission to support GVSU’s added strategic imperative for community outreach and economic development.

Family Owned Business Institute (FOBI)

In 1999, the Seidman College of Business and the Grand Rapids Area Chamber of Commerce raised $301,000 from a salute event to honor Jay Van Andel and Rich DeVos. This became the seed money for the Family Owned Business Institute, housed at the Pew Grand Rapids Campus.
Michigan Small Business & Technology Development Center (MI-SBTDC) serves small businesses statewide through counseling, training and market research assistance. In 2001 GVSU became the State HQ for the Michigan SBDC Network, where it had housed the West Michigan Regional Office since 1995. In 2003 the SBDC network was awarded the “T” Technology designation, second in the country. The SBTDC West Michigan Regional Center is also located at GVSU.

Van Andel Global Trade Center (VAGTC) In 1999 Jay Van Andel, co-founder of Amway Corporation, recognized that the GVSU’s DeVos Center would be a focal point for international business education and saw the opportunity to provide local businesses with access to valuable international resources that required during the early years of developing his business.

Over the past 10 years VAGTC
- Assisted Over 11,500 Individuals
- Received $521,000 of Federal Grants from Department of Education
- Presented 250 International Training Events
- Was supported by 128 VAGTC Members

1999 Van Andel Global Trade Center founded
1999 Became Kent-Ottawa-Muskegon Foreign Trade Zone Grantee Administrator
2000 Awarded First Federal Grant
2003 Awarded Second Federal Grant
2005 Founded West Michigan Trade Compliance Council
2005 Awarded “World Trader of the Year”
2005 Became City/State Partner, Export/Import Bank of US
2005 Established Global Career Center
2006 Created ChinaLink Service
2006 Awarded Third Federal Grant “Access China/India”
2007 Led India Trade Mission
2008 Led China Trade Mission
2009 Supported by over 160 active members

www.vagtc.org

Stimulating Business Across the Globe

Named after Jay Van Andel, co-founder of Amway and a pioneer of international business, the Seidman College of Business Van Andel Global Trade Center (VAGTC) was established as a facility dedicated to advancing international trade and supporting Michigan businesses as they prepare to enter and prosper within international business.
Mark Olesnavage has led Hopen L. S. Ventures (Hopen), a Grand Rapids based venture capital fund, since 2006. A veteran of the pharmaceutical and nutraceutical industries, he has led business divisions in the United States and international markets. He spent 24 years with Perrigo Company, where he held various senior management positions, including Executive Vice President and General Manager. During his tenure, Mark was very involved in many key acquisitions and saw the company’s sales grow from $70 million to $1.3 billion (in 2005). He currently serves as Chairperson of the Seidman Dean’s Advisory Board. He earned both his B.B.A. and M.B.A. degrees from Grand Valley State University.

Left: A Grand Valley “Laker” in the mid-70s
Below: Seidman Executive-in-Residence in 1994
Q: What advice do you have for aspiring entrepreneurs graduating from college today?

A: Try to network with folks who have “been there, done that” and be a good and proactive listener. Internships that expose you to a variety of activities in an organization are always a good idea, while still in school or right after you graduate. Make sure to be seen as someone who offers up ideas and works toward making a contribution. Don’t just wait to be assigned a project.

Q: What knowledge, skills, and abilities have served you best over the course of your successful career, and what role did your Grand Valley education play?

A: Grand Valley was a much smaller school back in the early ’70s when I was in school, but it was still focused on providing an education that was centered on preparing you for the real world and being able to hit the ground running. The class sizes really did give you a chance to develop a two-way relationship with the teaching staff.

Q: Please reflect on your time as a student at Grand Valley and your experience as an athlete.

A: Competing in any athletic sport while in college teaches the importance of the discipline needed to manage your time and activities. Effectively juggling multiple priorities is a skill set that has helped me immensely in my career. My experience at Grand Valley helped me appreciate this very early on.

Q: Hopen is targeting investment in pharmaceuticals, medical devices, and enabling technologies. What criteria do you use to assess whether a company or technology is worthy for investment?

A: Hopen invests in early-stage start-ups that could be involved with therapeutics, medical devices, personalized diagnostics, or enabling technologies. The science and/or technology behind the company must have the legs to make it through a sometimes very long development and approval process. Valid proof of concept data is very important. Having said that, you need to have strong and passionate leadership involved. Both a strong horse and jockey can make all the difference in any race.

Q: What are the one or two biggest areas that you see being underserved in medical and life science research and development?

A: There is a tremendous need and opportunity to organize medical records to better manage health care outcomes and costs. I would compare it to where the manufacturing sector was 35 years ago. There were no good automated systems or ways to easily integrate data across a company, let alone the whole supply chain. With the advent of integrated enterprise resource planning (ERP) systems such as SAP, all-important data was captured and used to better manage costs and efficiencies across town or across the globe. The tremendous increases in manufacturing productivity are a direct result. Current health care systems can learn a lot by looking back at what happened with ERPs.

Personalized medicine and health care is in its infancy, but I expect more and more will be coming in a fairly short time period. Managing for better and healthier outcomes can be possible while still controlling costs. It will probably take some kind of national health care ERP approach.

Q: What is your assessment of the State of Michigan’s legislative, economic, and entrepreneurial environment toward venture capitalists and start up organizations — particularly in life sciences — and what can be done to make it better?

A: The Michigan Economic Development Corporation (MEDC) has tried to make a difference in providing some capital for early-stage Life Science companies. Almost every state in the country is trying to attract Life Science investments and infrastructure. Michigan still needs to do more in the way of capital availability and providing the right environment for someone wanting to lay down roots with a start-up. We are making progress, but there is a lot of competition across the country, and we need to continue to strive to become more competitive.

Q: What do you say to people who believe that making a profit on medical care, pharmaceuticals, and related technology is unethical?

A: Profit need not be a dirty word when it comes to health care. The U.S. is the leader when it comes to innovation for almost every aspect of healthcare treatments. The day of “me too” products and services are gone. Innovation must bring better healthcare outcomes and hopefully lower total system costs. The risks of developing these new products are very large and without the profit incentive, you will not have people motivated to develop and fund new innovation. The proper risk and reward ratio needs to be in place if the U.S. wants to maintain leadership in this very important sector.
he Seidman Undergraduate Advisory Board appreciates the great job the Seidman College of Business does providing services and communicating with students, especially electronically. In fact, technology has transformed the way we do business, even the business we do in school, and we love it. However, because we are so comfortable with technology, we are bombarded with information and media. The “noise” that results can interfere with relationships.

As our members reflected on their own experiences as freshmen, we concluded that we wanted to reach out to incoming business students and make their transition into a business major more productive, and we wanted to avoid the “noise.” Students recalled that the beginning sets the stage for success, and orientation is the first step to a business community within the school. Thus, the inaugural, face-to-face orientation night for prospective business majors began.

Trust and friendship are built through life experiences and conversation. Our orientation facilitated a conversation between faculty and students. Supported by Dean Williams, we initiated Business Orientation, including refreshments and a detailed Business Orientation booklet. We hope it will move the students in the right direction and to the right information very early so they can make the best choices for their education and career goals.

Perhaps ironically, our raffle prize for this relationship-building, avoid-the-noise event was none other than an iPad, of course.

TAKING THE LEAD: Student Leaders Create Business Orientation
by Lindsey Quaderer, President, Seidman Undergraduate Advisory Board

by Lindsey Quaderer, President, Seidman Undergraduate Advisory Board
Students Retreat in Montana for Leadership Development

Ten members of the Seidman Undergraduate Advisory Board (SUAB) traveled to Montana in September for a retreat to build relationships and leadership skills. They were joined by H. James Williams, dean of the Seidman College of Business, and Don Klein, professor emeritus of accounting.

Harvey Gainey, a member of the Dean’s Advisory Board, graciously donated use of his Two Moose Lodge in Glen, Montana, for the retreat. Seidman College of Business shared additional costs with the students.

Klein, who taught from 1973 to 2000, helped the student board members create a vision statement and led sessions in breaking paradigms and resolving conflicts. Lindsey Quaderer, SUAB president, said: “Don forced everyone to re-evaluate their personal and leadership goals and redefine their way of thinking. As all 12 of us sat in a classroom, cut off from all distractions, leadership began to grow.”

Quaderer called the weekend a continual learning process and said all activities, including hiking, fishing and building campfires, contributed to lasting life lessons for the student board members.

The SUAB serves as ambassadors for the Seidman College of Business. At the retreat, Quaderer said board members established a leadership development committee to plan future events.

“...I couldn’t be more proud of how our board members handled the weekend,” Quaderer said. “They fully embraced the ideas and concepts that Don shared with us and fully met the challenge of the outdoor terrain. We developed memories and friendships that we will carry with us for the rest of our lives.”

In the winter semester the board will come under new leadership: Valeria Dittrich was named president, supported by Eboard members Matthew Geiger, vice president; Dan Lucas, secretary; and Doug Trudeau, treasurer.
Seidman students, faculty, and staff enjoyed an intimate discussion with the New York Times journalist and author during his recent visit to Grand Rapids.

Sorkin reflected that the same financial problems confronting banks are also plaguing states and even countries, such as Spain and Greece. He admitted that we will need to regain trust and engage in adult conversations about how our lives are going to change. “We are probably going to live at a lower level than our parents,” he stated. He also envisioned changes in social security age limits and Medicare. While riddled with controversy, Sorkin admitted that he was a fan of the bailouts and that we are in a much better place than where we could have been.

When a student asked Sorkin what business schools can do to prepare young professionals who want to work on Wall Street, he said, “I have to answer that with a question. Can you teach values? Can you teach morals? I’m afraid that’s something you’re either instilled with or not.”
When Seidman professor Monica Allen attended an event focusing on employment opportunities for economically challenged high school youth, she began to reflect on ways she could help. Fortunately for her, H. James Williams, Dean of the Seidman College of Business, was attending the same event and agreed to utilize Seidman College of Business expertise to assist these students.

As Monica explains, “An internship program has the potential to open another pipeline of students into the college, while providing support to a vulnerable segment in the community.” With only two weeks to fully develop the details and receive approval, Allen began to lay the foundation.

The 2010 Seidman Summer Intern Program would run eight weeks and consist of a blend of job preparation workshops, a work schedule lasting five hours per day, and exposure to college life—including enrollment in an undergraduate management class. With an eleventh-hour flurry of phone calls promising free help, Allen was able to land summer work for the interns at the University Bookstore, Human Resources, the Student Assistance Center, WGVU, and others. For their participation, each of the three students in the internship program was paid an hourly wage. The best part? Full funding for the interns—including wages—would be provided by community grants through Project COOL. Grand Valley would not pay a dime.

The 2010 Seidman Summer Intern Program consisted of three students from the Grand Rapids metropolitan area. One of the student interns, Lynnise Banks from Kelloggsville High School, said that she “enjoyed the experience of being on a college campus, and exposed to college life.” Another expressed how grateful he was for the opportunity to keep busy over the summer and learn skills in the process. For her part, Professor Allen found the experience “very fulfilling” and “appreciates the opportunity to work with high school kids.” She said that she is planning to continue efforts and believes it valuable for GVSU to continue with the community outreach efforts.

Project COOL is a Christian nonprofit organization that places high school students in paid summer internships with companies and organizations.
Wile Grand Valley State University’s Athletic Director Tim Selgo lauded the achievements of many legendary coaches at a recent breakfast, one cannot dismiss the contributions that he has made to athletics these last 15 years at GVSU. Selgo is known for successfully transforming the Lakers into one of the nation’s premier collegiate athletic programs. In the 2009–10 season, Grand Valley won its twelfth straight President’s Cup, the all-sports trophy for the GLIAC conference. Grand Valley also won its seventh straight Directors’ Cup, the national all-sports trophy for Division II athletics. This accomplishment is a first for any Division II school.

Selgo observed that business and athletics really are quite similar: Both teach competitiveness. He shared that, in preparation for the event, he was reminded of Bill Seidman’s message that to lead in the economic world, we need an educated workforce. However, we also need to be competitive in policies, taxes, and have a competitive spirit. It was the competitive spirit that resonated.

“You win with people.” With that declaration, Selgo segued into a brief history lesson of legendary coaches Woody Hayes and Bill Walsh. At the collegiate level, Hayes’ assistant coaching staff included such legends as Lou Holtz, Ara Parseghian, and Bo Schembechler. At the pro level, Walsh led the San Francisco 49ers to three Super Bowls. Selgo pointed out that what Hayes and Walsh both had in common was that each studied talent and understood the people in their organizations were the foundation of the teams’ success.

“It’s not about the Xs and Os.” To emphasize the point that success was not a result of elaborate planning or play calling, Tim shared a personal story about meeting John Wooden at Wooden’s California home a few years back. Wooden was Selgo’s coaching hero growing up, and is legendary for winning 10 national basketball championships in 12 years at UCLA. Upon their meeting, 95-year-old Wooden shared with Selgo that he did not do anything special with the UCLA play calling. Instead, he kept things simple but had exceptional talent executing on fundamentals. His players worked hard every single day and were committed to doing the little things well. Making the linkage to business, Selgo stated, “You have to have good products, but people are going to make them successful.”

“Whatever the fundamentals are in your business, that’s what you need to go to work on.” Selgo added, “Technology has made things more complicated in many ways, and easier in some, but it is still only a tool. There is no substitute for hard work.” He stressed this in stating, “You cannot point and click your way to success.”

1. Hard Work and Commitment
2. Be Positive
3. Be Unselfish
4. Have Balance in Your Life

Article continues on-line at www.gvsu.edu/business/seidman-update, where you may also view Tim Selgo’s full Seidman Alumni Breakfast presentation.
Health Care Reform
What It Means to Spectrum Health and Grand Rapids

“Health reform is here to stay.”

This would be a recurring theme of Rick Breon’s health care reform presentation. Breon, the President and CEO of Spectrum Health in Grand Rapids, was the featured speaker at the latest Peter F. Secchia Lecture Series. Speaking to a standing-room only crowd, Breon highlighted features of the legislation and its impact on Spectrum Health and West Michigan.

Thirty-two million people without insurance will soon have coverage. In addition, a number of benefits, such as preventive care, will no longer have co-pays associated with them. Certain groups can no longer be denied coverage for preexisting conditions. As he explained, while these and other benefits are welcome changes, the reforms “don’t really get at the cost of health care.” In fact, Breon noted that the expansion of services and benefits would actually drive up insurers’ costs and employee health premiums. Government budgets will face added burdens.

For example, mechanisms to expand Medicaid eligibility in Michigan by 600,000 people will add significantly to the state’s budget pressures. “Who is going to pay for it?” he asked, noting that Michigan already suffers chronic budget shortfalls. “It will be a burden on the State of Michigan.” Breon also pointed out that changes to Medicare, including rate reductions scheduled to occur under the legislation, have traditionally been politically untenable and questioned whether the savings projected would really materialize.

Expansion in the number of insured will create new demand on health providers and community resources. Existing shortages of primary care physicians may lead people to seek primary care in emergency rooms, placing further strain on the system.

Breon noted that West Michigan, and Grand Rapids specifically, are well positioned for the changes that health care reform may bring. The sub-acute network of nursing homes, hospice providers, and other community care organizations help provide high-quality cost-effective care. Compared with a nationwide median, health care cost of $8,304 per person, while Grand Rapids is significantly lower at $7,830. Breon indicated that other professionals such as nurse practitioners and physician assistants will play a larger role in managing costs and providing effective care.
ALUMNI NOTES

1970s

Robert Hollander (B.B.A. ’77) was named Michigan retail market manager at Comerica Bank.
Michael E. Ricco (B.B.A. ’78) earned a Doctorate of Business Administration from the University Of Phoenix School Of Advanced Studies.

1980s

Ray DeWinkle (B.B.A. ’88) is senior Vice President of Global Business Development for the Lansing Economic Area Partnership.
Amy L. (Hoofman) Heisser (B.B.A. ’85, M.B.A. ’92) was named chair of the Muskegon Area Chamber of Commerce for 2010.
Michael A. Lamfers (B.B.A. ’88) is a partner at Plante and Moran PLLC in Grand Rapids.

1990s

Sean V. Black (B.B.A. ’99) is an agent at Farm Bureau Insurance in Kentwood.
Dean J. Feenstra (B.B.A. ’97) is partner at Plante and Moran PLLC in Grand Rapids.
Jason C. Marvin (B.B.A. ’97) is partner at Plante and Moran PLLC in Grand Rapids.
Patrick B. Molney (B.B.A. ’98) is a mergers and acquisitions advisor at Blue Rock Advisors Inc. in Grand Rapids.
Chris A. Rigan (B.B.A. ’95) is president of Tailored Management LLC in Grand Rapids.
Scott Turnbull (M.B.A. ’95) is partner at Crary Buchanan law firm in Stuart, Florida.

2000s

Lindsay N. (Miracle) Anes (B.B.A. ’04) is director of business development for Owen Ames. Kimball Co. in Grand Rapids. She is also public relations director for the Grand Valley Chapter of the American Institute of Architects.
Lauren K. Auto (B.B.A. ’09) is a human resources associate for Domino’s Pizza Corporate World Resource Center in Ann Arbor.
Peter J. Boldt (M.B.A. ’08) is director of engineering for Power Efficiency Corp in Las Vegas, Nevada.
Lori A. Burkett (B.B.A. ’08) is cost accountant for Alcoa Howmet in Whitehall. She has been with the company since 2009.
Milinda C. Ysasi Castanon (B.B.A. ’03) earned Senior Professional in Human Resources certification. She was also named a 2010 Leadership Grand Rapids fellow.
Steffany J. Dunker (M.B.A. ’02, M.S.T. ’09) is an attorney for Mika Meyers Beckett and Jones PLLC in Grand Rapids. She received the Graduate Deans Citation for Academic Excellence from Grand Valley.
Levi Gardner (B.B.A. ’07) is the Community Gardens Manager for the Sustainable Community Development Initiative at Grand Valley State University.
Andy George (M.B.A. ’05) is the account lead for the west Michigan clients of Resources Global based in Southfield, Michigan.
Kelli A. Harp (B.B.A. ’07) is a logistics analyst for BAE Systems in California.
Stephen A. Hopkins (B.B.A. ’09) is head teller for Lake Michigan Credit Union in Grand Rapids.

Asa J. Lakeman (B.B.A. ’02) was named 2009 Investment Sales Leader by VantagePointe Financial Group.
Deborah L. Mahoney (B.B.A. ’09) is an accountant for Andrews Hooper and Pavlik. She is also a Peter Cook Leadership Academy fellow.
Rachel M. Maris (B.B.A. ’01) is a talent acquisition consultant for Randstad, a global staffing company in North Carolina.
Ashley M. Norris (B.S. ’08, B.B.A. ’08) is winner of the 2010 Daniel Rosenthal Legislative Intern award.
Lindsay A. Raap (B.B.A. ’09) is financial service associate for Prudential Insurance Co. in Grand Rapids.
Bart D. Shrode (M.B.A. ’03) is director of Perrigo Michigan Quality for Perrigo in Allegan.
Dashawna D. Sloan (B.B.A. ’01) is a wage and investment accounts management representative for the U.S. Department of Treasury.
Ben A. Webster (BBA ’04) is an associate for Baker Hostetler in Orlando, Florida. He had been a clerk at Young van Assenderp, PA.

Please send us news about you! Send your information via e-mail to busalumn@gvsu.edu.

While Nathan Biller (B.B.A. ’09) is enjoying his position as Senior Supply Chain Analyst at Steelcase—working on the Strategic Projects team within Global Sourcing—he is also enjoying his creative outlet of photography. His niche of photography is called high dynamic range, as displayed in a recent invitation to a showing of his works in Grand Rapids. Biller hopes that his work can be showcased in the future at other prominent locations in Grand Rapids and on the GVSU campus. Check out his Web site at billerimaging.com.
New to Seidman 2010–11

Kelly Cowart, Assistant Professor of Marketing  
Ph.D. in Business Administration - Florida State University  
Teaching: marketing research and integrated marketing communications. Current Research: the role of social stereotypes in the determination of customer behavior and marketing strategies.

Joe Little, Assistant Professor of Marketing  
Ph.D. in Marketing and International Business - St. Louis University  
Teaching: sports marketing and multinational marketing. Current Research: cross-cultural consumer behavior focusing on consumer animosity and ethnocentrism, sports marketing, e-commerce, and marketing strategy.

Kevin Lehnert, Assistant Professor of Marketing  
Ph.D. in Business Administration - Saint Louis University  
Teaching: marketing ethics and marketing strategy. Current Research: consumer responses to advertising creativity, skin tone representations in advertising, consumer goal focus, and religiosity and materialism.

Brad Sturgill, Assistant Professor of Economics  
Ph.D. in Economics - North Carolina State University.  

Sharon Ward, Global Resource Specialist, Van Andel Global Trade Center. B.A. degree with double majors in economics and social work. National University of Singapore. Responsibility for the Center’s programming and marketing efforts as well as providing consulting services on foreign cultures and business etiquette.

Peter Whitehead, Visiting Instructor of Management  
J.D. Michigan State College of Law  

Luis Carlos Reyes, Visiting Instructor of Economics  
Ph.D. in Economics - Michigan State University  
Teaching: introductory microeconomics and applied economics. Current Research: applied micro-economics with a focus on economic development and public economics, and examining the public policies directed at reducing cocaine production in Colombia.
The Seidman College of Business will offer West Michigan’s first full-time AACSB accredited Master of Business Administration (MBA) program beginning in the summer of 2011. From its onset, the new program has been designed to complement the existing MBA offering by targeting a different market. While the existing MBA program is geared toward professionals who have been in the workforce for several years, the new program will be comprised entirely of students with little or no professional work experience.

To ensure that the new students are prepared for graduate-level business course work, Seidman will require an undergraduate business degree. Strong grades and GMAT scores will also be required for admission. Students will, thus, be well versed in business fundamentals and prepared to advance to a challenging graduate program. A maximum of 30 students will comprise the annual “cohort” of each entering class. These students will form a tight-knit group following identical educational paths through the course of the program.

A differentiating feature of Seidman’s full-time MBA program (FIMBA) is an integrated curriculum. Courses are not taught in “silos” as they are in traditional MBA programs. In fact, a faculty committee conducted extensive research to identify and learn from other integration models, finding that MBA programs contending to be “integrated” are actually “coordinated.” FIMBA is unique. Like coordinated programs, the curricula is sequenced and structured to optimize learning and avoid redundancy. FIMBA goes beyond coordination. Faculty will team-teach an extensive course that integrates the operational dimensions of business, including accounting, economics, finance, marketing, and operations, using a sophisticated ERP system. The model is expanded to the strategic dimensions the following semester when students study global strategy, enhanced with ethics, sustainable business practices, and study abroad.
Another feature is the experiential component of the program. Each student is guaranteed a paid fellowship, which will run parallel to the classes comprising the program. This provides students an opportunity to apply the knowledge gained through their studies in real time. Students will also attend The Washington Campus Program to gain knowledge of the inner workings of the American political system and deepen their understanding of the relationship between business and government. Professional development augments the entire program and focuses on leadership, communication, and collaboration. A segment focuses on educating the “millennial” generation to work productively in a workplace with others primarily of Gen X, Gen Y, and Baby Boomers. Koleta Moore, Assistant Director of Graduate programs, stated that the goal of the full-time MBA program is not only to teach students “advanced business knowledge, but to create a uniquely skilled professional.”

Dr. Sridhar Sundaram, Chair of the Finance Department, who has led development of the program, states, “The full-time MBA will be an accelerated path to leadership.” The 14-month program will be “the first of its kind in West Michigan,” and offers cutting edge business knowledge “developed in collaboration with business leaders.” The program puts the Seidman College of Business at the forefront of graduate business education.
A Futuristic Internship in Lebanon via ooVoo

Last spring Seidman College of Business student Najib G. Abou-Chaar (Najib) received an internship opportunity with Qualco and was charged with helping the company draft a personnel handbook. The twist? Qualco is located in East Beirut, Lebanon. The solution? Telepresence technology.

Established in 2002, Qualco is one of the fastest growing construction and contracting companies in Lebanon. Even though the company has experienced rapid growth, it does not have a human resources department. Consequently, there is no department specifically dedicated to hiring and managing the company’s employees.

Though the internship took place in Lebanon, both Najib and his faculty advisor, Professor Maris Stella Swift, decided to work together to draft the handbook. Their international collaboration was facilitated using ooVoo. ooVoo telepresence is a technology similar to Skype, but more sophisticated and originally developed for business needs. It allows videoconferencing and document collaboration.

One early concern on the use of ooVoo in Beirut was the perceived limited broadband capacity due to the infrastructure damage caused by the massive bombings in the city a few years ago. Her fears were quickly alleviated. Najib actually had better broadband than did the United States, and his voice and face were as clear as if the two were in the same room. ooVoo technology allowed them to effectively share desktops so that they could look at Najib’s most recent draft of the handbook. In real time they could make changes to his draft, research laws together, and discuss the wishes of Najib’s superiors regarding handbook requirements.

Another concern was lack of knowledge of Lebanese employment law. While Professor Swift has extensive knowledge in the employment laws of the United States, she knew nothing about Lebanese laws. Najib, on the other hand, had learned US employment law in class and knew a little about how it related to Lebanese law. The two agreed that Najib would research Lebanese law for the various sections of the handbook and prepare the original draft.

While working on the handbook they found the comparison of the two countries’ laws to be fascinating. Major differences exist in areas of discrimination, for example. While the United States and its individual states have numerous laws that prohibit discrimination in employment, Lebanon has very few. In fact, in Lebanon, a prospective employer may still require the age, gender, and a picture of a potential employee on the resume. Most of these practices are now prohibited in the United States and have been for over thirty years.

The employee handbook was completed, and the employer was pleased with Najib’s finished work. More importantly for the professor and the student, the experience opened their minds to the differences between cultures and laws. Long discussions over ooVoo (with many cups of coffee) made them realize that they may never agree on certain legal and cultural issues, yet they could work together regardless of these differences. Perhaps most importantly, by the end of the summer they were able to agree on one thing: if Najib returned to Lebanon for work, they were ready to do a joint project again.
The new home of the Seidman College of Business, a 108,000 square foot facility that honors L. William Seidman

A flexible facility that will

• accommodate continuing enrollment growth
• include flexible classrooms to accommodate group projects
• provide a trading room and other state-of-the art enhancements
• feature gathering places for students and faculty to interact
• support programming in a large multi-purpose space

A facility that will have the capacity and resources to

• attract faculty who are leaders in their academic disciplines
• be a magnet that bolsters interaction with businesses
• enhance entrepreneurial and innovation opportunities
• expand outreach via our centers
• contribute to the continuing downtown development
Nearly 150 people gathered in downtown Grand Rapids on October 6 for a special ceremony at the future site of the Seidman College of Business. Participants included lead donors and Richard M. DeVos, general chairman of the Grand Valley University Foundation. The philanthropist and founder of Amway first publicly broached the idea for this building during the memorial tribute to Bill Seidman on Grand Valley’s campus more than a year ago. University leaders announced that $20 million of the $25 million in private funds needed for the new L. William Seidman building has been raised. The public phase of the campaign for the remaining $5 million has begun; the total project cost is $40 million.

“The Seidman College of Business and the L. William Seidman building will not only influence this city's skyline, but the economic vitality of the entire state,” said DeVos.

President Thomas J. Haas noted that during this year of celebration for the university’s 50th anniversary, the public-private partnership that Bill Seidman spearheaded to found Grand Valley is a cornerstone of Grand Valley’s relationship with the region.

“The success of this project is a reflection on the generosity of this community and the attractiveness of Bill Seidman's original vision for Grand Valley and for the business school,” Haas said. Tom Seidman, Seidman’s son, said he and his family are honored to have the building named for their father. “My dad had a lot of passions in his life, three of the biggest were Grand Valley, business and education,” he said. “To have a school and building that brings all of those passions together, I don’t think there could be a better way to honor him.”

“The Seidman College of Business has shared facilities with other programs on the Grand Valley campuses both in Allendale and Grand Rapids for 40 years,” acknowledged Seidman Dean H. James Williams. “I am pleased that we can acquire our own unique space, that also honors Bill Seidman.” The College is currently housed in the Richard M. DeVos Center. The new L. William Seidman building located on a river site nearby will support the Seidman College of Business’ growing reputation as the premier business school in the Midwest.
“My dad had a lot of passions in his life, three of the biggest were Grand Valley, business and education,” he said. “To have a school and building that brings all of those passions together, I don’t think there could be a better way to honor him.”

—Tom Seidman

“The Seidman College of Business and the L. William Seidman building will not only influence this city’s skyline, but the economic vitality of the entire state”

—Richard M. DeVos

Groundbreaking for
L. William Seidman Center
Wednesday, May 25
5:30-7:30 p.m.
Pew Grand Rapids Campus

To RSVP, contact Ashley Riley at (616) 331-6535 or rileyash@gvsu.edu by May 13. For more information visit www.gvsu.edu/giving/seidmancenter.
Finance Faculty ROCK!

It was simple finance. Recognizing dwindling resources for students, the Seidman Finance Department is pooling its personal resources to create an endowed scholarship! Supplemented by Grand Valley’s matching program, the Finance Department Scholarship Endowment will be funded over the next five years through yearly contributions by the ten finance faculty members. A $1,500 per year Scholarship will then be granted to one deserving student from the endowment.

The Scholarship will be awarded to a junior-level finance major enrolled full-time with a cumulative GPA of 3.5 and demonstrated financial need.

“We saw a need in these tough times, and took steps to fill it,” offered Dr. Sridhar Sundaram, Chair, Finance Department.

Additionally, the Finance Department Advisory Board formed in 2007 to establish an ongoing partnership with alumni, faculty and students, approved funding for an annual $500 scholarship. As new gifts are received, award amounts and number of recipients will be adjusted.
Seidman Student Leadership Development Program

STUDENTS
LEADERSHIP
EXECUTIVES
DEVELOPMENT

Seidman Student Leadership Development Program (S.L.E.D.) is available to newly admitted Seidman freshmen with a high school GPA of at least 3.50 and ACT of at least 26. Visit www.gvsu.edu/business/SLED for more information. Applications due July 31, 2011.

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Steelcase
Varnum
Wolverine World Wide
Be a part of the history of the Seidman College of Business with a gift to the L. William Seidman Center, our new front door to the business community. Find out more at www.gvsu.edu/campaign/Seidmanbuilding.