From the Dean

This issue of Seidman Update gives insights into the array of learning activities Seidman students and faculty experience outside the classroom. If you think that sleeping and eating are all that occurs there, the articles in this issue will be a revelation.

Dr. H. James Williams has just been named as the new Dean of the Seidman School of Business. Dean Williams comes to us from North Carolina Central University where he has been serving as Dean of their business school. He will assume his responsibilities beginning July 1, the date our name changes to the Seidman College of Business as a result of a reorganization plan.

In addition to a successful search for a new Dean, many other good things have happened at Seidman this year. A plan for a new Entrepreneurship Minor program was developed and approved. This minor is designed to appeal to students in non-business majors who have some interest in starting their own business. The six courses in the minor will be introduced over a three-year period.

A major new initiative this year was the mock interview program run over six days in early February. Given the tight labor market, we wanted to be proactive in helping Seidman students do their best in job interviews. Over 100 Seidman juniors and seniors responded to the open invitation to practice interviews with sixteen recruiters from ten area firms. The interview sessions included a feedback section where the recruiters told students how they could interview better. Dean’s Advisory Board members were especially helpful in sending recruiters for this project. Student feedback was very positive, while recruiters found the experience rewarding. You’ll enjoy reading about the details on page 10 of this publication.

As my year of service as Interim Dean comes to a close, I would like to thank my faculty, staff, students, and Dean’s Advisory Board for the great support they have given me this year. It has been an honor and a privilege to serve as Interim Dean.

— John W. Reifel
Interim Dean, Seidman School of Business

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Seidman Update is a bi-annual publication of Grand Valley State University’s Seidman School of Business, Grand Rapids, Michigan.

The Seidman School 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 school is fully accredited by AACSB International.

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Seidman School of Business Mission Statement
The Seidman School of Business creates a rigorous learning environment with a student focus, regional commitment, and a global perspective. The School strives to excel at innovation, the application of concepts, and the integration of knowledge.
A sk Wall Street gurus what an IPO is and they’ll tell you “Initial Public Offering.” Ask the same question to any Seidman student and they will likely reply with a reference to Grand Valley's investment club. The Seidman Investment Portfolio Organization (IPO) has quickly become the most recognizable student-managed group on the Pew Campus. Programming changes, a new-found dedication towards managed investment portfolio, and a new image have all led to a membership increase from 20 to over 60 in just one year, as students seek opportunities for learning outside the classroom.

The recent growth and success of IPO, oddly enough, can be traced geographically through a series of four events. The catalyst for change was presented to the club in Dayton, Ohio at the 3rd Annual RISE Symposium in March 2003. This national conference, hosted by the University of Dayton, united over 80 universities with student managed investment portfolios. Six IPO members represented Grand Valley and in the process they realized a sad truth: IPO at GVSU sorely trailed behind other universities, both in structure and programming. A three-hour brainstorming session on the drive back to Grand Rapids committed the six to setting a new standard. That summer, over 20 strategic planning meetings were held to improve the club. Word of IPO's commitment spread, drawing a crowd of 75 people to their first meeting in September. Attendance continued strong throughout the semester fueled by a number of club-specific highlights including guest speakers, scholarships, management of a $30,000 portfolio, and a promise of increased business exposure for members. However, one topic instantly drew more interest than the others. In October, IPO took Chicago by storm.

Forty-four IPO members gained invaluable experience in Chicago while visiting both the Chicago Board of Trade and the Federal Reserve Bank. After the tours, the members were free to explore the city for the weekend and spend time networking with others in the club. IPO's journey did not stop in Chicago. Between the fall and winter semesters the officers of the club decided to take programming to an entirely different level.

The question posed by club officers was, “How can IPO both reward hard working members while giving the younger members something to strive for?” The answer was found 750 miles east, in New York City. In March, twelve IPO members were spoiled with a trip that featured a tour of the New York Stock Exchange, the Federal Reserve Bank of New York, and the Museum of American Financial History. The social highlights included Broadway shows, Times Square, and the Empire State Building, to name a few. Simply put, the New York trip took the IPO experience to a new level that will likely become a tradition. Whether the gurus on Wall Street know the new meaning of IPO is yet to be seen.

The trip to New York was an earmark of growth; the final destination in the journey was a tribute to the organization's success. In April, IPO returned to the University of Dayton for the 4th Annual RISE Symposium. Eight members, including five underclassmen, represented the improved organization. IPO was
picked as one of ten universities to present their managed investment portfolio to a panel of national judges. This presentation provided academic feedback for the club to incorporate in the future. Again, members gained great insight for improving club operations from universities throughout the country.

Back on campus, the recent success of the club has not gone unnoticed. The operations of IPO were recently presented to the GVSU Board of Trustees and the university newspaper, Lanthorn. Stephen Gulis Jr., CFO of Wolverine World Wide, challenged the students to “study to learn,” not just to study to get through the next test, when he spoke to the club at a recent meeting. The future seems just as bright as its recent past. Additional programs spurred on by the most recent trip to Dayton are in the works for the upcoming fall. The club encourages everyone to invest time to attend a meeting to experience “the hottest IPO around.”

For more information on Seidman IPO, please e-mail the club at invest@student.gvsu.edu or visit their website at www2.gvsu.edu/~invest.

The Magic of the American Marketing Association

“With passion, integrity, and love for what you do.” This was the recurring theme of the speakers at the Professional Development Series Bonus Event sponsored by the American Marketing Association. This roundtable event featured top executives from the area: the CEO of the Orlando Magic, former President of Bank One, Creative Director of Cull Design, General Manager for Adams Outdoor Advertising, and the Regional Sales Manager for Vehix.com. Several students commented that it gave them a new encouraging perspective for their pursuit of a successful career.

This is just a sample of one of the many events sponsored by the American Marketing Association. “The focus is to provide our members and the school community with a chance to learn what is beyond the classroom,” said Sean Cato, president of the organization. “Our motto is to ‘Get Connected’ so offering opportunities to network with top executives is one of our key focuses.”

The AMA is also active in other areas. The group participates with West Michigan Community Blood Centers blood drives, Junior Achievement, Relay for Life, and a new organization, the Multiple Sclerosis Society. This year they have begun raising money for the MS Society through a Bowl-A-Thon.

“The AMA offers students numerous opportunities outside of the classroom. We put on events with dynamic speakers; we encourage students to participate in projects with companies; and we give back to the community through our support of philanthropic organizations,” commented Sean. “This student organization is a model for any campus.”
ABC stands for Adventure, Business, and Culture, but it could also stand for All But Class. It is a time when students of business can step into another country, see the Sistine Chapel, climb the Spanish steps, wander the coliseum, see Seidman affiliates in Rome at John Cabot University, or meet with local business people. There are no student credits involved and there are no direct faculty benefits. It is done out of a love to watch people learn. The model for this article is Rita Grant who has shepherded all of the Rome ABCs in one way or another.

This year, as in the past few years, students used their spring break to go to Rome. It is a wonderful opportunity to learn beyond the classroom. In fact, there is no class at all.

You might think that gathering people to go to Rome for a spring break trip would be as easy as putting up a sign-up sheet. Not true. It is a recruiting job that requires going to the international fairs on the different campuses, meeting with students — many who have never thought about overseas travel — and encouraging their interest.

When the group is ready to go, it is a 13-hour, 7-day-a-week job for the faculty leader to serve as tour guide, educator, social director, counselor, and more. This is learning at its finest — no grades, few penalties, learning because of the magic of learning. The faculty leader has to get to know everyone in the group quickly, as well as some of their interests. In a one-week trip, the leader wants students to visit major sites but also arranges for smaller groups to view points of interest.

Breakfast with students means accommodating the early birds, but rousing those who are slow to move. Professor Grant gets everyone going in time for the trip across the city while making it fun for all. She also succeeds in talking with many of the students about how their trip is going and what they liked and disliked. She points out other things that they might enjoy.

During the day you may well find Grant taking a small group to visit a particular site of interest or a small shop she has seen. As the day moves forward, students share their insights which are redirected into new areas to explore. Oh, you liked that? Well, why don’t you take this walking tour, or go see the coliseum, etc.

Some students and groups of students take to international travel like a fish to water. They only see the faculty leaders for required check-ins. Others need a lot of guidance. Professor Grant seems to have an innate ability to create a magic that enables and empowers even the most hesitant traveler. One of the ways she has done this is to suggest to the students that she will be leaving the hotel for dinner at a given hour for dinner and that company is welcome. Students who find themselves without definite plans then know that they have a group to have dinner with if they desire. While having a good place in mind is important, following the students’ lead is also important.

Professor Grant, who seems to always have students at the center of her attention, has also helped other faculty to see the joy in learning with students outside the classroom.
Learning Outside the U.S. Classroom

Several GVSU international business graduates — all of whom studied abroad — now have successful international careers as brand managers, sales managers, consultants, trade managers, and more. Not all of them live overseas, in fact only a few do. But many of them travel overseas frequently for their jobs, and several who are based in the United States travel internationally just occasionally. So, you see, you can have an international career that fits your lifestyle.

But it begins with study abroad. Study abroad means choosing to go to another country to live and to study for a semester, a year, or six weeks or so in summer. It can mean living in a country where people speak a different language. It definitely means living someplace where culture, practices, behaviors, and the way life happens is different from what you are used to. It means making new friends for life. It means putting yourself outside of your comfort level, then coming back home with a new perspective on the world and your place in it.

It’s really quite easy to study abroad. GVSU organizes some 25 short-term, faculty-led study abroad programs every summer. These are 4- to 6-week programs in places such as Italy, the UK, Australia, France, China, and Mexico. You can study language, business, biology, or any number of courses you need to graduate. If you choose one of these programs, you will go with a group of 10 to 20 GVSU students and a GVSU faculty member; you will tour the host country and the classes you take may be taught by local, host faculty.

AFRICA
- Ghana

ASIA
- China
- Japan
- Taiwan

CARIBBEAN
- Jamaica
- Trinidad and Tobago
- Cuba

EUROPE
- England
- France (2 locations)
- Germany
- Holland
- Hungary
- Italy
- London Summer Internship
- Poland
- Spain

LATIN AMERICA
- Mexico
The Case of Founders Trust Personal Bank

Gainning market share at new branches is a high priority at Founders Trust Personal Bank. So, when Ben Rudolph asked me to present a “real-world, outside-the-classroom” case to his marketing class, I jumped at the opportunity. The primary focus of the marketing case study was gaining market share for our downtown branch located at 161 Monroe Avenue NW, right across the street from Rosa Parks Circle.

The case study solutions from the students have been read with interest by me and the Marketing Department at Founders Trust Personal Bank. The most beneficial student responses came from those students who actually visited our branch, “cased” the area, and asked questions of our staff there. Several ideas and suggestions from those students have been utilized in developing our marketing strategy for our downtown branch. For example, one student suggested making the entrance to our downtown branch more welcoming by putting large flower pots out on the sidewalk in front of the main entrance. We quickly implemented this idea and the colorful flowers have been very well received. Pedestrians are less likely to just keep walking; they stop and take notice of our front door area. We are considering changes in our signage, which was also addressed by several of the students.

Our Bank has benefited from the opportunity to be involved in Dr. Rudolph’s “real world, outside-the-classroom” projects. As an MBA alumna of GVSU’s Seidman School of Business, I remember how much I enjoyed “real world” applications from speakers who came into our classroom occasionally. I only hope I can give back a little of my knowledge, and/or at least my enthusiasm, in my current role as President of Founders Trust Personal Bank.

— Laurie Beard M.B.A. ’81

These Students Really ‘Case’ the Joint

Business case studies are commonly used in both graduate and undergraduate programs in order to give students a “real world, outside-the-classroom” feel that adds to the concepts and theories presented in textbooks and in class presentations. Cases make courses more interesting by allowing students to place themselves “in the shoes” of actual decision makers and to “second guess” real business decisions.

While cases are a worthwhile pedagogical exercise, most case study problems available to professors suffer from two serious problems. First, many of the cases available for academic use are seriously dated. Secondly, almost all published cases have been carefully scrutinized and bowdlerized by attorneys and public relations personnel working for the companies written about and for the case publishers. By the time published cases are approved for publication, the real dynamics of decision-making have often been either eliminated or softened. It is, therefore, difficult for students to really understand why a particular decision or course of action was taken.

Professor Ben Rudolph has sought to overcome these problems in his marketing classes by using top executives from real companies to present cases in his classes. He finds that top executives are usually much more candid in their presentations than lower-level executives and public relations representatives would normally be. Top executives do not live in fear of being reprimanded by their organizational superiors. They, therefore, can afford to talk honestly. Moreover, the case problems they present are current problems rather than topics that would only be of historical interest.

Why do top executives participate? Mostly, they do it out of a desire to assist the next generation of business leaders by providing them with a candid view of marketing decision-making. But there is also something in it for them. After the students discuss and write up the case solutions they each send the executive who made the presentation a business letter describing their recommendation and their reasoning.

While the students don’t have first-hand experience in the business on which the case focuses, they occasionally do hit the mark and develop a workable solution that the business actually implements. Professor Rudolph has received many letters over the years thanking GVSU students for helping them solve specific marketing problems. A few of the students have received internships or actual employment offers because of their solution letters.

Professor Rudolph feels that the live case concept is truly a win-win situation. The participating businesses are rendering a very significant service to the Seidman School of Business and the community, and occasionally, the students think up a solution that has escaped the notice of those who are working close to the problem. Both the students and the companies profit from the exercise.
As organizations strive to maintain or develop competitive positions in today’s
dynamic global markets, labor sourcing and retention are primary areas of
concern. With the emphasis on “outsourcing,” “down-sizing,” “right-sizing,”
etc., the need for quality players on the management team has never been more acute.

One option for locating, and/or qualifying, future “team players” is acquiring student
interns who have an interest in, and a career plan for, becoming employed in your field.
Providing an internship to a pre-qualified student creates a win-win situation.

The student gains
- Practical learning experience that
cannot be acquired in the classroom
- Insight into possible career paths
within a business discipline
- A small income to help defray
education expense

The internship organization gains
- A low cost, high energy
employee with a fresh perspective
- An opportunity to help shape
tomorrow’s business leaders
- A “no-strings” opportunity to
observe, evaluate, and consider this
person for future employment

If you are interested in learning more about the Seidman Internship
Program, please contact one of our internship supervisors. For
accounting internships, contact Dori Danko at (616) 331-7397 or
dankod@gvsu.edu. For interns in all other business disciplines,
contact Tracey Ohm at (616) 331-7500 or ohmt@gvsu.edu.

« Certificate of Appreciation »
Seidman School of Business extends its thanks to the organizations listed below who have hosted business interns in the
Winter 2004 semester. We appreciate their willingness to partner with GVSU and Seidman School of Business to provide these
outstanding learning opportunities and hope to continue this partnership in the future.

A.G. Edwards & Sons Inc.
American Red Cross of
Ottawa County
Atlanta Bread Company
BDO Seidman
Beacon Property
Bell Com Credit Union
Brickley DeLong
Cheryl Hall CPAs
Crowe Chizek & Company
CU*Answers
Cyberkorp Inc.
DeBoer, Baumann &
Co, PLC
Deloitte & Touche
Delong & Brower
Doctor’s Orders LLC
DP Fox Sports and
Entertainment LLC
Formed Solutions, Inc.
Global Forex Trading
Grand Valley State
University
Haworth Inc.
Herman Miller
Innotec
Iserv
Kramer Entertainment
Merrill Lynch
Midnite Sun & Cruise
Mill Steel Company
Morrison Industries
Northwestern Mutual
Financial Network
Oliver Products Company
Plante Moran LLC
PriceWaterhouseCoopers
Primerica Financial
Services
Royal Marketing
Incorporated
Shoreline Insurance
Agency, Inc.
Skooch Uglywear
Spartan Stores, Inc.
Standard Federal Bank
ABN-AMR
The Buckle
The Intersection
The Leukemia &
Lymphoma Society of
Grand Rapids
Transcorr National
Logistics, LLC
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Graduating business school students must be prepared to give concise, well-thought-out answers to these job recruiter questions if they hope to successfully obtain that first real, full-time job. Making the big step from student to full-time employee can seem like a very intimidating process, especially for those unprepared for interview questions. Given the job scarcity since the 2001 recession, the price for poor interview performances can be high.

To assist SSB students in preparing for job interviews, SSB held its first mock job interview program in early February of 2004. Sixteen corporate recruiters from ten firms held mock job interviews with 112 SSB juniors and seniors on six days. All SSB juniors and seniors with declared majors were invited to participate. The recruiters, obtained from Dean’s Advisory Board members and Career Services, included AFLAC, American Seating, Beene Garter, Enterprise-Rent-A-Car, Fifth Third Bank, Haworth, Huntington Bank, Macatawa Bank, Northwestern Mutual Financial Network, and Varnum Consulting.

When students called to register, where possible, they were paired with a recruiter from a firm likely to hire someone with that major. For example, finance majors were paired with bank recruiters. Students were required to prepare a resume and have it reviewed by Career Services. They were also required to sign a no-show agreement that committed them to write a letter of apology to the recruiter if they missed the interview.

When students arrived for their half-hour interview, they were given the name of the firm with which they would be interviewing. Since real jobs were not on the line, job-specific questions were not appropriate. Instead, the recruiters asked general and situational type questions. After fifteen or twenty minutes of questions, the recruiters spent the balance of the period providing honest, tell-it-like-it-is feedback. Interviewees were also given a Mock Interview Impressions form, completed by the recruiter, that provided concrete feedback on an array of assessment measures that ranged from appearance to verbal communication skills.

Both students and recruiters completed separate questionnaires that evaluated the program. In response to a question that asked students if the mock interview program was helpful in preparing for job search/career planning, 70.2% checked “strongly agree” and the remaining 29.8% checked “agree.” No one selected “disagree” or “strongly disagree.” Students found the experience to be very worthwhile.

Comments included “A lot of good feedback, excellent practice,” and “The entire idea of the mock interview is great. I like the fact that I get honest feedback and practice with someone who really knows what to look for.” Also, “It makes you focus on the details you might not have thought about before. The feedback was very thoughtful and applicable.”
SEIDMAN SERVICE AWARDS:
Undergraduate marketing student Sean Cato and finance major Scott Setlock along with MBA student Kurt Carlson, for their outstanding service contributions to the School and community. Service activities ranged from student organization leadership and volunteering for Junior Achievement, to serving on a student appeals committee.

DELTA SIGMA Pi KEYS:
Jennifer Vantine and Jeffrey Wood for the highest undergraduate overall grade point averages.

WALL STREET JOURNAL AWARD:
Kristopher “Boomer” Hoppough, for academic excellence, business leadership, contribution to the university, and promise of success.

OUTSTANDING STUDENTS:
Steve Bussis, Accounting; Kristin Hicks, Business Economics; Jamie Davis, Economics; Scott Setlock, Finance; Levi Byker, General Business; Nathan DeRidder, International Business; Lisa Schwartzzenberger, Management; Mark Dewys, Marketing; Joan Heffelbower, MBA; Jenny Mutchler, MSA; Jennifer Bouman, MST

FACULTY AWARD OF RECOGNITION:
Richard Hall, for many years of dedicated service to university and school committees.
Students who are planning a career in Operations Management are encouraged to join the American Production and Inventory Control Society. APICS provides opportunities for students to learn from, and network with, industry leaders. This year, APICS students have toured a number of facilities, including Johnson Controls, Fifth Third, and Irwin Seating. In addition, invited speakers have addressed such topics as Lean Manufacturing and Inventory turnover.

Seidman students who join Beta Alpha Psi, a national honor society and professional accounting fraternity, are serving their community through the Volunteer Income Tax Assistance (VITA) program, tutoring, and Home Repair Services. Outside-the-classroom learning activities, including firm visits, alumni contact, and weekly speakers, help students gain an understanding of the ever-changing accounting industry, and allow them to make valuable contacts within the accounting field leading to future career options.

Collegiate Entrepreneurs’ Organization, “CEO,” is affiliated with a nationwide organization that fosters students’ interests and participation in Entrepreneurism. The organization has been active at GVSU for several years, and membership includes students from various colleges within the University. The Club sponsors many local entrepreneurs who have willingly shared their success stories. CEO has also participated in various community volunteer efforts (Big Brother Bowling, DeVos Campus Clean-up), made visits to entrepreneurs’ startup facilities (New Holland Brewery), and had group outings (Griffins Game). CEO is creating a local Grand Rapids version of “Monopoly” to be sold next fall on campus through local retailers.

Delta Sigma Pi, the largest Greek organization in the nation, is an international business fraternity that offers students the opportunity to develop and enhance leadership skills. Delta Sigma Pi invites guest speakers to discuss topics such as networking, how to improve interview skills, and how to run your own small business. A recent visit to the Chicago Board of Trade allowed members to experience the trading floor. DPS community service activities include helping to build a house for Habitat for Humanity, assisting with a silent auction and the Children’s Museum, and serving at God’s Kitchen, contributing to both personal and professional growth.
LAW CLUB
The Seidman School of Business/GVSU and Michigan State University College of Law partnership encouraged Seidman law faculty Star, Swift, Cathie Jones-Rikkers, and Jim Sanford to help students interested in law school to form a Business Law Club. The Law Club assists students in learning about careers in law, law school admission and procedures, and to discuss other current legal topics of interest. Also assisting is Tami Passeno, the MSU Coordinator of the Grand Rapids Legal Center. Tami’s on-campus presence is a huge benefit to students as they develop their personal statements for their law school application, obtain information on Kaplan review courses, and tour the MSU campus in April each year. The Business Law Club meets five times a year, often with guest speakers who are prominent Michigan attorneys who share their expertise.

SOCIETY FOR ADVANCEMENT OF MANAGEMENT
Students in Seidman have an opportunity to increase their management skills and expertise through participation in the Society for Advancement of Management (SAM). By associating with practicing managers, many of whom are members of senior chapters; students are successfully able to reconcile theory with actual business practice. This effort helps improve the professional quality of their classroom knowledge which can lead to increased performance and leadership ability necessary for their careers. The personal relationships students form while in school contributes to their professional development and helps to establish the networks necessary to compete in today’s global business environment.

SOCIETY FOR HUMAN RESOURCE MANAGEMENT
The Society for Human Resource Management is an organization for students interested in human resources. SHRM brings in many local area professionals to speak on various HR-related issues at bi-weekly meetings. Company tours, luncheons, and national SHRM conferences have provided opportunities for Seidman students to interact with others in order to learn more about human resources in the real world and to make connections for the future. Last year SHRM members attended the national conference in Orlando, and they will participate at the conference in New Orleans in June.
It’s not entirely certain what legal potion Professor Maris Stella “Star” Swift uses in teaching Biz Law, Labor and Employment Law, or Collective Bargaining and Arbitration, but we do know that she has motivated a significant number of students to go on to law school following their graduations from Seidman. Students are impressed by her organization and the amount of information she delivers. She’s been accused of addressing them as if they were contemplating a law career, and it has worked! Not only have they been admitted to law schools, they’re also earning scholarships and excelling in their studies — much of it attributable to the boot camp sort of training that Star gave them in their undergraduate studies.

Katherine MacPherson, now in her second year in Law School at Michigan State University College of Law is a recipient of a full tuition King Scholarship, based on her high grade point average during her first year at MSU. She will be a summer associate at Dickinson Wright, PLLC. “Professor Swift’s willingness to help me with my law school application/essay and her encouragement with respect to researching the different law schools helped me a great deal.”

Peter Whitehead received a full tuition scholarship at MSU based on his undergraduate record. He recounts how he originally intended to transfer from Grand Valley after two years — until he landed in Star’s BUS 201 Business Law class. All changed. Star recognized his potential and believed that he had a mind for law. “Her confidence had a profound effect on my outlook about the future.” The trip that Star orchestrated to MSU allowed Peter to realize that law school was on his horizon. “I conclude the best way to repay her is to pass the ‘pro bono’ on to other students who find themselves in the same quandary I was in five years ago.”

Kalyn Redlowsk is an associate attorney with Miller, Canfield, Paddock and Stone, PLC where she practices labor and employment law. “I am very fortunate to have had Star as my teacher, mentor, and friend. She is a professor who truly cares about her students. She’s helped me so much I couldn’t even begin to describe all that she’s done for me. She supervised an independent study for me to help prepare me for law school. She took me on tours of schools, helped me find good jobs, counseled me during law school and while studying for the bar exam, and introduced me to many people.”

Lindsay Balder received a Merit Tuition Scholarship and will attend MSU in the fall. She is grateful to Star for her support and encouragement and never expected that things would turn out as they did. Lindsay recalls being “sufficiently intimidated” when she accidentally enrolled in Collective Bargaining and found herself facing Star’s instruction. One thing led to another, and the trip to MSU with Star and the other students last April sealed the deal that law school was in Lindsay’s future.
Aina Watkins has a similar story to relate and also overcame personal adversity before she found her way to law school.

“I was raised by my grandfather who assumed the role of mother, father, and role model. He instilled in me the value of self worth, hard work, and education. He suggested that I attend Cass Technical High School, a college preparatory school, where I participated in the Business Administration curriculum.

The decision to attend Grand Valley State University’s Seidman School of Business was made following an exceptional presentation by GVSU’s Minority Business Education Center (MBEC) and SSB. Although attending Grand Valley was a culture shock, MBEC, professors, staff, friends, and extra curricular activities enabled me to make the adjustment.

During my junior year and following a summer internship with McDonald’s, I decided to major in Management with an emphasis in Human Resources. I also participated in an internship program at Steeltech, Ltd. and joined the Society of Human Resources Management where I eventually became the Vice President.

I was doing well in school, but adversity hit in my sophomore and junior years. My grandfather was diagnosed with prostate cancer and then died one year later of a heart attack. Mrs. Karen Joshua-Whatel, MBEC Coordinator, kept my spirits up during that time of my life. She also encouraged me to apply for the Dr. Earl Harper Management Scholarship to help with extra funds we needed. (Dr. Harper is Professor Emeritus of the Seidman School of Business and served at GVSU from 1971 to 1999.) Dr. Harper later became a mentor.

Spending a summer in the SSB International Study Abroad program in Kingston, England helped keep my mind off my grandfather’s death. However, when I returned to the United States I was not sure what life had in store for me. What should I do when I graduated? I was really distraught. Then I recalled how much I enjoyed participating on the Campus Judiciary Committee and my human resources courses. I decided to take the Law School Admissions Test (LSAT). In the meantime I enrolled in Professor Swift’s Labor & Employment Law course and began to seek her advice on careers in Labor & Employment Law and the law school admission process. She subsequently helped me prepare my law school applications by writing recommendations and referred me for career advice to women in the Grand Rapids area who practice Labor & Employment Law.

The following semester Professor Swift contacted a number of students who had interests in pursuing a Juris Doctor in Labor & Employment Law and/or a Master’s in Industrial and Labor Relations and arranged for us to tour Michigan State University’s College of Law and the School of Industrial and Labor Relations. Although I initially enrolled in Thomas M. Cooley Law School, I later transferred to MSU through Professor Swift’s assistance.

As a third year law student, I am currently participating in a one-semester externship with the Equal Employment Opportunity Commission Office of Federal Operations in Washington, D.C.”

Excelling in Law School

SB Accounting and Economics graduate, Kyle Clark, earned a 4.0 in his first semester of law studies at Wayne State Law School, where he received the Arthur F. Lederle Scholarship and Board of Governors Grant. He considers that his Economics degree prepared him well for courses such as Torts, Property and Constitutional Law.

“Comparing myself to the other 220-some first-year law students that attended other universities, I feel very prepared.” Kyle has been accepted as a summer associate with Varnum, Riddering, Schmidt and Howlett in Grand Rapids.
Faculty After Class

Faculty
Teaching
Beyond the Classroom

It is 6:30 a.m., and you are dragging yourself out of bed. What are Seidman faculty members doing? Some of them are up eating their yogurt and muesli while trying to answer the student emails that have drifted in over the past eight hours. At least a few colleagues have already been on line.

Over their orange juice, some faculty tell their families about the exciting evening they had with the student clubs. Imagine taking an evening to go on a plant tour. The reward for the faculty advisor is the excitement when the discussion gets rolling and the once shy students take over. Although the students in the club organized the tour, they seem a bit tongue tied in the beginning. Following a little transition by faculty, everyone was off to a great learning experience.

8:00 a.m. People are heading to classes, offices, meetings, etc. You might find faculty buying a cup of coffee at the Plaza Café and talking with students. They enjoy helping others to learn, to grow, to expand their minds.

Some faculty spend some of their class preparation time reviewing who is in the class in an effort to learn the names that go with the faces. It may not seem like much, but this is a huge dynamic on both sides. For others, this is the time to post additional materials on the course website. Some faculty continuously add online resources related to the course, related campus events, and job placement.

9:00 a.m. Where is our mythical faculty member now? Maybe in the classroom attempting to stimulate excitement with information, questions, and exercises. Sometimes this leads to lengthy beyond-the-classroom discussions. Faculty enjoy discussing with students such things as the working of the market systems, and these informal discussions enhance the students’ learning. Seidman faculty come from all walks of life with a variety of previous work experiences from which students inevitably benefit.

11:00 a.m. Another class — for this one, the faculty member has gone to great lengths to design the class to prepare students to become certified in a specific professional area by passing a standardized test at the end of the semester.

Noon. Some faculty are teaching, many are eating in the Atrium of the DeVos Center, and others are in meetings. It is maybe another opportunity for students to visit with faculty over lunch and bounce ideas off them.

1:00 p.m. Time for an extra class session. Yes, some faculty run extra class sessions to help students with difficult material. These extra classes sometimes run on weekends, too.

2:30 p.m. It’s time to be at a local Community House where a faculty member oversees students working with professionals to provide services to needy community members. The number of hours that students volunteer is impressive, and faculty are at their sides.

4:00 p.m. You may be thinking about the end of your day, but the faculty member is thinking about the night class to be taught or reviewing a student resume to help the student prepare for the job market.

6:00 p.m. Home for dinner with the family — unless there’s a night class.

7:00 p.m. The phone rings. A student team representative needs clarification on the assignment. It is rather typical for faculty to offer their home phone numbers freely. Many students need help learning to work effectively in groups or how to think in new ways.

8:00 p.m. Check the email and the class website one last time to be sure that all is operating smoothly and that there are no urgent questions. This is a good time to consider what should be added to the course. Perhaps a mock interview can be included in one of the classes to help students prepare for the job search, or maybe these should be voluntary and in the faculty office?

As the day winds down, there are many faculty members who are hard at work. Faculty members recognize that learning occurs around the clock. Today faculty members work with students outside the classroom both virtually and face to face.

Seidman is fortunate to have dedicated faculty who take pride in the craft of teaching, who are leaders of learning communities, and who work for the personal and professional success of their students.
The Seidman School of Business and Grubb & Ellis presented the annual West Michigan Economic and Real Estate Forecast breakfast and panel to a large audience of West Michigan business people and students at the DeVos Center. Professor Hari Singh of the Seidman School joined Grubb & Ellis experts on industrial, investment, office, and retail real estate markets. Professor Singh discussed the impact of improved productivity on short- and long-term job opportunities, growth, and quality of life. He gave a historical perspective of business confidence in metropolitan Grand Rapids as measured by a survey that is distributed each year to area businesses. The survey gauges confidence as a function of various economic indicators, including anticipated changes in employment, exports, sales, and GDP. The West Michigan confidence index peaked in all sectors in 1999, dropping some in 2000, and then significantly dropped following the events of September 2001.

Confidence is building, however, albeit cautiously, for all indicators. Professor Singh discussed the uncertainties that are influencing business confidence, both regionally and nationally: expansion of job opportunities, interest rate increases, consumer spending, government deficits and private investment, and the evolving situation in Iraq. He noted that the regional economy, influenced disproportionately by manufacturing, will expand more slowly than the national economy.

Robert Bach, National Director of Market Analysis, Grubb & Ellis, joined Grubb & Ellis local experts in individual real estate sectors. Bach described the influence of employment on real estate, noting that commercial real estate is most affected by job creation. Industrial demand is not dependent on new job creation, as companies move to new buildings for efficiencies. Office vacancy rates, most affected by corporate downsizing, are last to recover. He also noted that Grand Rapids, through an infusion of $500 million, is a desirable place to be and is on the upper end of national downtown revitalizations.

Faculty Achievement

Jaideep Motwani, Professor of Management and Chair of the Management Department, was selected to receive an award by the International Association for Management of Technology (IAMOT). IAMOT is a professional association dedicated to research in technology innovation management, an international field that includes thousands. The award is granted based on the number of publications researchers have in the top specialty journals over the last five years. Dr. Motwani received his award at a ceremony in Washington, D.C. in April.
**Alumni Events**

**“After Class at Seidman” for Faculty and Students includes the Seidman Alumni Association Breakfast Series**

**Nokia Executive Speaks at Alumni Breakfast Program**

How did the 140-year-old Nokia, Inc. become a dominant player in a new market? How did it transition from a struggling forestry products company to a thriving mobile phone provider? According to Ian Browde of the Enterprise Solutions Division of Nokia, Inc., it was through focus on how to do business rather than on what business to do.

Four values guide Nokia business: customer satisfaction, respect, achievement, and continuous learning. Browde clarifies that achievement is at all levels and in all aspects of the business, and he further defines continuous learning as renewal and commitment to innovation. Nokia, with $30 billion revenue each year and 70,000 employees worldwide, invents 15–20 new phone models each quarter.

Last year Nokia launched the new Enterprise Solutions Division to tackle new challenges associated with the science of enterprise marketing. Browde and Seidman’s Professor Carol Sanchez have developed a heuristic business model around Nokia’s philosophy that how you do business is more important than what you do. Based on four assumptions and six principles around relationships and the value of people to the organization, “Diverse Asset Management” is designed to help organizations purposefully connect people in times of continuous change.

**Alumni Breakfast Features International Weapons Expert**

Alumni, students, and business community guests heard Ronald Bee, international expert on weapons of mass destruction (WMD), speak at the March breakfast program. Bee is Senior Analyst and Director of Development and Special Projects at the University of California Institute on Global Conflict and Cooperation. An expert on national security, NATO, terrorism, the Middle East, and Northeast Asia, Bee teaches courses on national security policy and American foreign policy. The U.S. government and private industry have utilized his expertise for over 20 years on issues of international security and nuclear, biological, and chemical weapons.

Bee presented an historical perspective on the use of biological, chemical, and nuclear WMD and pointed out that the use of WMD and terrorism is nothing new, although the incidents of 9/11 have made us acutely aware of our vulnerability to threats on our own soil. He advised the audience to seek a balance that allows for awareness and vigilance but not at the expense of freedom, the American ideal. He encouraged action in the form of information gathering and the engagement of others in discussion of the broader issues associated with the motivation for using WMD.

Currently coordinating Middle East regional military-to-military dialogue “Arms Control and Security Improvement in the Middle East” for the U.S. Department of Defense, Bee left the audience on a note of cautious optimism. He contends that it is not too early for the U.S. to consider the post war on terrorism, pointing out that it is better and cheaper to resolve the problems that feed terrorism. He drew an analogy to the post WWII Marshall Plan, which addressed human needs.

Ronald Bee (left) and SSB alumni Board member, Emery Freeman (right).
Michael Faas, President and CEO, Metro Health took Seidman alumni and friends on a virtual tour of the Metropolitan Health Village at the third program of the 2003-04 Alumni Breakfast Series. Faas explained how the need for expansion led to the concept of a one-stop destination for health care and wellness that also offers places to meet, eat, play, exercise, and shop.

Currently land-locked but needing to grow in order to serve the region’s increasing needs, Metropolitan Hospital has purchased 170 acres southwest of Grand Rapids adjacent to the new Paul Henry Expressway. The easy-access location allows for construction of the hospital and its complementary facilities and also positions the hospital away from the congestion of the urban area, breaking up the concentration of hospitals in the center of Grand Rapids.

Metro Health Village aims to redefine the health care experience in West Michigan. Here, health care providers and local businesses will work together to create a unique holistic patient-centered experience for consumers, consistent with the philosophies of osteopathic medicine. The community of medical offices, medical suppliers, and other health-oriented businesses will also incorporate restaurants, a hotel, a daycare center, parks, a fitness center, and other facilities yet to be determined. The entire community is designed with the environment in mind, from environment-friendly construction materials to the green space of the Village Square and right up to the rooftop gardens.

Metropolitan Hospital embarks on this $1 billion investment with its unwavering focus on the patient in every aspect of its efforts to transform health care.
A an audience of alumni and friends paid tribute to three Seidman alumni, recognizing them for their respective outstanding contributions. President Emeritus Arend “Don” Lubbers fittingly capped off this grand finale of the 2003–04 Alumni Breakfast Series with an address “Hail to Our Alma Mater.”

Providing the historical framework for the creation and development of Grand Valley State University, President Lubbers credited its founders for their vision for an excellent liberal arts institution grounded in quality instruction. He also commended faculty and staff for staying the course and continuing the focus on superior instruction as the University has expanded to include professional and graduate programs.

Having been at the helm for 32 years, the Emeritus President has seen Grand Valley grow to 20,000 students and 50,000 alumni. He noted that the opportunity to set the foundation for an institution is granted to just one generation, and that today's alumni should take great pride in their part of the University's success. The alumni for this young institution took a chance on a new and growing university and should be very pleased that what is being built is good and getting better.

2004 ALUMNI Awardees

Professional Achievement – Dennis Hoffman, B.S. 1974
Dr. Hoffman is associate dean for graduate programs and a professor of economics at Arizona State University. He has received numerous teaching and research awards, including a Fulbright research grant, and is an accomplished author and consultant.

Community Commitment – Dennis Betten, B.B.A. 1981
In addition to running a successful car dealership, Mr. Betten oversees the Betten Family Foundation, which is the mechanism for the family to give back to the community.

Successful Entrepreneur – Gary Tilkin, B.B.A. 1977
Mr. Tilkin is founder and president of Global Fortex Trading, Ltd, a leading foreign exchange firm. Previously, he owned a highly successful New York-based brokerage firm and a top-rated advisory service.
Alumni Leadership Roundtable

Alumni and other business guests joined roundtable presenters Derek Kaufman and Nancy Skinner for lunch and discussion around issues of product development during this time of rapid change and communication competencies of leaders. Participants left inspired to implement new ideas and equipped with the tools for improving their own and their organizations’ effectiveness and efficiencies.

Kaufman, President of Kaufman Peters, LLC, presented new product development in the context of exponential change and global connectiveness. He discussed how constantly changing reality gets in the way of rational planning and predetermined outcomes, pointing out that smaller, multiple initiatives are most viable in this environment. Multiple multi-phase initiatives accelerate learning and lower risk.

Nancy Skinner, President of Skinner & Associates, a Division of Varnum Consulting, explored with participants the art of developing leaders. She shared that leadership is a relationship and that leaders need to motivate and inspire others in order to sustain a viable enterprise. True leaders should focus 60% of their time on the future as they prepare for change and set the pace for others. Especially during times of change, leaders cannot over-communicate.

Alumni Achievement

Crystal Escobedo, double major in accounting and international business, has been awarded a fellowship from Ohio State University Graduate School and will begin her studies in the Master’s of Accounting Program in the fall. She will receive full tuition and a monthly stipend during the course of her studies. An annual competition for this Fellowship is open to over 100 graduate programs at Ohio State, all of whom nominate their best students. To be nominated is quite an achievement — to win the award is something very special.
Don Jansma (’76 M.B.A.) is an Investment Representative with Edward Jones in Grand Rapids.

Timothy Neff (’79 B.B.A. and ’84 M.S.T.) has partnered with DeHoek and Roy PLLC, Certified Public Accountants, of Grand Rapids.

Valerie Overheul (’77 B.B.A.) is the owner/president of Summit Training Source, Inc. in Kentwood. The company produces and sells industrial safety videos.

Michael Peuler (’77 B.B.A., C.P.S., C.F.P.) was Named executive vice president of Blue Ball National Bank in Pennsylvania.

Jorge Capestany (’84 B.B.A.) is the new manager of the DeWitt Tennis Center at Hope College.

Thomas DeLuca (’89 B.S., ’01 M.B.A., and ’02 M.Ed.) is principal of Albee Elementary School in Chesaning.

Thomas Dickinson (’81 B.B.A.) was appointed to the board of directors at ICNB Financial Corporation in Ionia.

Matthew Reno (’84 B.B.A.) joined GMAC Mortgage in Birmingham as a loan officer.

Beverly (Fishell) Wall (’87 M.B.A.) is the new CEO and owner of Languages International Incorporated, a full-service foreign language translation and interpretation services company based in Grand Rapids.

Dalene Abbot (’93 B.B.A.) is owner and operator of Bella Boutique, a new clothing store located in Grandville.

Jerrold Dudick (’96 B.B.A.) is the director of operations at Praxis Packaging Solutions in Grand Rapids.

Christopher Hallenbeck (’98 B.B.A.) has joined Haworth Inc. in Big Rapids as a human resources consultant.

William Helm (’98 M.B.A.) has joined the sales staff at S.J. Wisinski and Company of Grand Rapids.

Sarah Brenner (’99 B.B.A. and ’02 J.D./M.B.A.) accepted a new position with the Department of the Attorney General as an Assistant Attorney General in the Education & Social Services Division.

Amanda Combs (’02 B.B.A.) is currently working as a Commercial Credit Analyst for National City Bank in Grand Rapids.

Staci Dawson (’02 B.B.A. and ’03 M.B.A.) was hired as an accountant for Hungerford, Aldrin, Nichols & Carter PC of Grand Rapids.

Kenia Villarreal (’03 B.B.A.) works with the commercial lender program at Standard Federal Bank in Grand Rapids.

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

You are welcome to attend a breakfast sponsored by the Seidman School of Business Alumni Association and the Hauenstein Center for Presidential Studies.

**Pocketbook Predictions: Who will be President in 2005?**

**Patrick Anderson, Economist**

**Tuesday, June 15, 2004 • 7:30 a.m.**

Hager Lubbers Exhibition Hall • DeVos Center
Grand Valley State University • 401 W. Fulton, Grand Rapids
Reservations: ssbalumn@gvsu.edu or 616-331-7100
For Michael Tennessee, earning a business degree at Grand Valley State University was significant. But it went hand-in-hand with helping to lead the Grand Valley State Lakers Football team, as runningback, to two consecutive Division II National Championships!

Tennessee considers that a degree in business and playing football have a lot in common. “I’ve developed skills in leadership, I’ve gained confidence, and I know what it is to work hard in my courses and on the football field.” He didn’t necessarily realize that at the beginning of his career but learned that there are many shared concepts between academics and sports.

Michael was initially influenced by Grand Valley Marketing Professor Charles Blankson, who ironically later transferred to C.W. Post in Long Island, New York. The Grand Valley Lakers handily defeated the C.W. Post football team during the 2002–03 play-offs, en route to the final game and national championship.

Just mapping out a course schedule that would allow Michael to be available for football practice Monday through Friday from 1–6:00 p.m., having time to view films, and then playing the Saturday football games was challenging. It required endless energy and full commitment to balance both academics and sports.

With one year of eligibility remaining, Tennessee will continue to mix football and studies while working on a business plan to market a new product. Along the way, he learned that the “greatest product is one for which there is a need.” He probably proved that already by discovering the synergy between football and academics. Michael envisions a career in marketing.
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