T
he world is flat! Well, at least it is flatter. In his best selling book, *The World is Flat: A Brief History of the Twenty-First Century*, Thomas Friedman artfully and eloquently describes how the confluence of such events as the falling of the Berlin Wall, the advent of open-sourcing, outsourcing, and off-shoring, and the improved art of “supply-chaining” has created an unprecedented, competitive global marketplace for goods, services, and ideas—a “leveling of the playing field.” Whether or not you subscribe to the book’s positions and perspectives, there is no denying that the economy is now global and that it is competitive to an extent we have rarely if ever experienced as a Nation, certainly not since before World War II.

This “leveling of the playing field” has created a “New Normal” (to borrow a phrase from a recent speech by Hank Meijer, Co-Chairman and CEO of the Meijer Corporation), that challenges all aspects of our social, environmental, and economic systems and structures. It presents, at once, tremendous challenges and exciting new opportunities. We, here in West Michigan, are experiencing the negative impacts of this increased global competitiveness. On the other hand, we also feel the impact of the new opportunities, as many of this area’s businesses seize the increased global opportunities to the benefit of the region’s stability and growth opportunities.

As the new competitive global economy manifests itself in a major shift of jobs and opportunities, institutions of higher education remain a major asset for creating, promoting, and nurturing the kinds of creativity, innovation, and entrepreneurship this Nation needs to maintain its competitive advantage. Indeed, the solving of the “New Normal” problems and the seizing of its immediate and emerging opportunities requires broad, systems-level thinking, which implicates the entire University of which the Seidman College of Business must play a leading role. To that end, the College, along with its constituents, spent valuable time this past year working through a Strategic Planning process to enhance our ability to address our own “New Normal.” The Capabilities and Goals ultimately adopted by the faculty showcase the strategic areas we concluded were necessary for our continued growth and development of programs, faculty, and, of course, students: ethics, diversity, global perspectives, innovation, integration, and collaboration. We realized that to achieve the University’s and College’s missions and to remain a preeminent source of ethical, entrepreneurial, technology-savvy, and culturally sensitive human resources who can address the business and broader community’s economic, social, and environmental needs, we must continue to increase our emphases on the basic components of competitive business education: ethical leadership; innovation and entrepreneurship; multiculturalism and inclusion; and the interaction of life-skills, learning-skills, and the application and integration of concepts and theories across the broad spectrum of business and broader knowledge bases.

The world is flatter and more competitive but we can retain our competitive advantage—even in the “New Normal!”

— H. James Williams
Dean, Seidman College of Business
In this issue…

Remembering a champion of business ethics whose legacy lives on

GVSU offices collaborate to enhance student learning opportunities

Seidman Breakfasts serve up key business/university leaders to the community

MI-Small Business & Technology Development Center staff assist Katrina victims in Mississippi

Table of Contents

Ethics
4 Going Forward in the Memory of Barry Castro

Teaching Excellence
14 It’s All About Logistics
15 The Jury is In

Collegiality
5 New Faculty
6–7 Strategic Planning

Community Service
16 Answering the Call for HELP!!!
17 Roundtable Topic: Storytelling

Diversity
8 Interculturalism
9 Demographics

Lifelong Learning
18–19 Seidman Breakfast Series Impacts West Michigan

Quality Scholarship
10 Family Business Researchers Around the World Connect to SCB
11 Interdisciplinary Collaborations
12–13 AASCB Accreditation

Student Focus
20 International Strategic Moves

Alumni Focus
21–22 Alumni Notes
23 Look What They Have Done!

On the cover: A collage of previous issues of the Seidman Update.
With the start of this academic year, we are extremely conscious of the absence of Dr. Barry Castro. Barry, who served as Professor of Management for more than three decades at Grand Valley, passed away in the spring.

At a time when Seidman is bringing renewed focus to its core value of Ethics and Integrity, it seems like a culmination of Barry’s own efforts. Barry developed and taught Business, Society and Ethics and Business Ethics at the undergraduate and graduate levels, founded the Business Ethics Center, and spoke and published widely on what a business education should and could mean to all of us. In all of his endeavors, Barry drew on his expertise in economics and management, to be sure, but first and foremost Barry was a philosopher in the tradition of Plato and Socrates. Barry believed in the “examined life,” in asking and attempting to answer ethical questions as they pertained to integrity in business, and he took seriously the injunction to live a good life, a life that sought wisdom in one’s self and in others.

Barry had a unique gift for bringing seemingly disparate ideas and people together in conversation. He was respected and loved not only by students, but by West Michigan business owners, executives, lawyers, and professionals he brought together to discuss ethical issues on an ongoing basis through the Business Ethics Center at Seidman. Barry’s wide reading in history, philosophy, and literature, combined with his natural affinity for people, allowed him to play the gentle Socratic figure who brought others to realizations about themselves, their business, and their world which they may otherwise have never discovered.

The memory of Barry and his humble spirit will be with us in many ways as we move forward at Seidman. It is many of those people noted above — leaders in the local business community — who have taken it upon themselves to join with others at Grand Valley to establish a new scholarship in Barry’s name. Scholarships will be awarded starting in the spring 2006 for two students and will include a mentoring relationship with a local business executive. Also, a new required graduate-level class is being established for next year, Business Ethical Problems & Perspectives, incorporating many of Barry’s thoughts on teaching graduate students to identify their own ethical values and level of integrity and apply them to a business situation. Additional ethics-related electives are being established at the undergraduate level within each discipline.

Barry would have been pleased with this new course emphasis and would have looked for the philosopher in the recipient of the scholarship that will bear his name — not a philosopher in any technical sense, but rather that student who cannot help but ask questions, who has a passion for learning and thinking, and for conversation in the service of making the business world a more thoughtful place to be. Barry Castro brought out the best in people, and it is the best in him we wish to honor going forward.
New Faculty

Cheryl Dunn, Associate Professor, Accounting & Taxation
Ph.D., M.B.A., B.A., Michigan State University
Research interests: Accounting information systems, conceptual data modeling/enterprise database design.
Special interests: exercising, reading, watching my daughter do gymnastics, playing “Dance, Dance Revolution” with my son, making simple patchwork quilts, and making scrapbooks

Zeynep Emden, Visiting Assistant Professor, Marketing
Ph.D., Michigan State University; B.S. in Statistics, Middle East Technical University
Research Interests: New product development, inter-organizational collaborations, strategic decision making, organizational learning.
Special interests: Skiing, swimming, biking, and basketball

Robert Garst, SAP System Administrator
M.S., Information Systems Technology, George Washington University; B.S., Mechanical Engineering, Vanderbilt University
Areas of Expertise: ERP systems administration, Oracle database administration, computer operating systems (Windows and Sun Solaris), computer hardware, web application development, project management.
Special interests: Military history

Laudo Ogura, Assistant Professor, Economics
Ph.D., University of Illinois Urbana-Champaign; M.A., University of Brasilia, Brazil B.A., University of Sao Paulo, Brazil
Research interests: Public economics — provision of public goods, urban economics — local government policies, economic development.
Special interests: Avid fan of college basketball

Ayman Reda, Visiting Assistant Professor, Economics
Ph.D., Michigan State University; B.A., University of Michigan Dearborn
Research Interests: Economics of nonprofits, religion, and state.
Special interests: Reading and soccer

John Rummery, Visiting Instructor, Marketing
M.A., Western Michigan University; B.S., Central Michigan University
Research interests: Entrepreneurship, small business marketing, sports marketing, direct and multi-level marketing.
Special interests: Competitive cooking. Founder of The Outdoor Cook University

James Hammelink, Visiting Instructor, Management
M.S., Bus. Admin., Indiana University South Bend; B.S., Engineering, Western Michigan University
Teaching Areas: Operations Management, Strategy
Special interests: Time with the family and hunting (North America and Africa)

Wei Sun, Assistant Professor, Economics
Ph.D., M.A., University of Kentucky; B.A., Beijing Foreign Studies University
Research interests: Exchange rates and policies, international capital flows and monetary integration in East Asia
Special interests: swimming, badminton, and volleyball
In Winter 2005, the Seidman College of Business embarked on a Strategic Planning process to map the College’s direction for the next three years. We sought EVERYONE’S input: faculty, staff, students, alumni, advisory boards, and business community supporters. We had long and arduous discussion and intense engagement. The perseverance and collegiality of the groups involved led us to a final Strategic Management Plan reflecting the goals and objectives necessary to advance the College’s Mission and Core Values.

**Capability One**

Seidman provides each student with a rigorous education that integrates liberal learning with preparation for a business career.

**Capability Two**

Seidman capitalizes on relationships with community stakeholders to enhance the learning environment.

**Capability Three**

Seidman creates a collegial, ethical, and diverse community that promotes an experiential learning culture through inter-disciplinary endeavors and maintaining currency of intellectual capital.

**Capability Four**

Seidman values all intellectual contributions that enhance teaching, business, and government and encourages scholarly activities that result in visibility and recognition for the College.
Goal One
Student Focus
- Increase rigor
- Increase career placement
- Enhance faculty mentoring process
- Support teaching innovation

Goal Two
Quality Programs
- Measure student learning
- Re-evaluate faculty teaching
- Support scholarship
- Recognize interdisciplinary activities

Goal Three
Business Community’s First Source of Skills and Expertise
- Provide well educated students
- Nurture linkages with business community
- Offer expert faculty

www.gvsu.edu/business
Bobby Springer fondly tells the story of how Leigh Brownley was the first person to reach out to him when he assumed his position as Associate Director of the Office of Multicultural Affairs (OMA) and Coordinator of the Minority Business Education Cohort (MBEC). Leigh Brownley, Director of Seidman Undergraduate Business Programs and Springer recognized a kindred spirit in each other and formed a bond. They work collaboratively to support business students of color.

OMA develops and implements programs to encourage and support minority interest and participation in the field of business. Special attention is given to the needs of students at different stages of their development as they experience college. Bobby and Leigh worked together to arrange meeting times so that MBEC students could attend the Seidman Professional Development Series presentations as their weekly meeting twice per semester.

They also collaborated to present the first combined Office of Multicultural Affairs Professional of Color Lecture Series with the Seidman Professional Development Series. In November 2005, Mr. Kelvin Boston, author and executive producer and host of the public television series *Moneywise* with Kelvin Boston was the keynote speaker. Mr. Boston’s message was that, not only can and should students have big financial dreams, but also that those dreams are attainable and students can get started now!

Lastly, an annual Student of Color/Seidman faculty reception was organized. This informal event allows students the opportunity to interact with and get to know faculty on a more personal basis. It begins with a pocket and book scavenger hunt followed by an exercise designed to help students carry conversation with new acquaintances.

### Seidman Student Demographics

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian/Pacific American</td>
<td>3.77%</td>
</tr>
<tr>
<td>African American</td>
<td>4.73%</td>
</tr>
<tr>
<td>Hispanic/Latino/a</td>
<td>2.59%</td>
</tr>
<tr>
<td>Native American</td>
<td>0.59%</td>
</tr>
<tr>
<td>Caucasian</td>
<td>86.58%</td>
</tr>
<tr>
<td>Other or not recorded</td>
<td>1.74%</td>
</tr>
</tbody>
</table>

*William Robinson practices his ‘Table Topics’ during the October Seidman Professional Development Series presentation: ‘How to Work a Room’ and ‘Table Topics’*
Seidman faculty and students may participate in any of 10 Global Programs or 13 Exchange and Affiliate programs sponsored by GVSU. Our international students come from over 40 different countries.

Seidman faculty come from many countries, offering diverse perspectives to their teaching and research.

The geographic region GVSU serves continues to grow, attracting students throughout Michigan, with 669 students from out-of-state.
Family Business Researchers around the World Connect to SCB

As part of its research mission, the Family Owned Business Institute (FOBI) at the Seidman College of Business created its Research Scholars Program. The purpose of the Program is to encourage faculty to conduct new high quality research with an emphasis on family business issues.

Now in its fifth year, the Program has attracted the attention of scholars from around the world. The fifty scholars who submitted to this year’s program included five applications from Spain, Germany, and Sweden. Other select U.S. universities represented included New York University, Northwestern University, Ohio State University (awarded), Purdue University, University of Notre Dame (awarded), and the University of Massachusetts (awarded).

One of the international recipients furthering her ties with the SCB is Dr. Sabine Klein of the European Business School in Germany. Her work, “The Impact of Organizational Culture onto the Board Size of Family Businesses,” examines the quality of corporate governance within family firms.

Dr. Klein is the President of IFERA (International Family Enterprise Research Academy) and Director of the European Family Business Center. She is a member of the INSEAD research team focusing on family firms, an International Associate of the Family Business Consulting Group, Inc.

Recently, Dr. Mattias Nordqvist, Research Fellow and Co-director of Center for Family Enterprise and Ownership (CeFEO) at Jonkoping International Business School, Sweden, visited Grand Rapids and presented his work, “Understanding the Role of Ownership in Strategizing: A Study of Family Firms.” Enthusiastic discussion with SCB faculty ensued and plans are being developed to outreach into the international family business realm with recent visits to the IFERA conference in Barcelona, Spain. This spring several SCB faculty will be presenting their family business research at the upcoming FERC (Family Enterprise Research Conference) to be held in Niagara Falls, Canada, while other faculty will be presenting at the upcoming IFERA conference in Finland. Other plans are underway for a faculty sabbatical on family businesses within the country of India and the development of a research compendium on family businesses within ten culture clusters throughout the world.

Of Scholarly Note …

The Spring issue of the Seidman Update reported that Dr. David Cannon, Assistant Professor of Accounting, had the distinction of earning the highest score on the 2004 CISA examination in North America and the second highest in the world, based on 14,000 test takers. With the ink barely dry on that account, Dr. Cannon learned that he achieved a Certificate of Honor Award for outstanding performance on the May 2005 Certified Internal Auditor (CIA) examination. A Gold Medal Award, five Certificates of Excellence, and 25 Certificates of Honor are granted to the top candidates coming from the pool of over 13,000 test takers around the world.

Cannon attributes his success in test-taking to his unusually diverse background and interests in areas related to the exams.
Interdisciplinary Research Enriches Scholarly Activity in Seidman

Business professors teach in separate functional disciplines, but business decisions require use of all functional skills—accounting, strategy, finance and marketing—often at the same time. Carol Sánchez, associate professor of management, and Steve Goldberg, professor of accounting, merged their expertise in strategy and accounting in three recent articles they wrote for a managerial audience. The first one, titled “How to handle the threat of catastrophe,” was inspired by the increased economic and business risk after September 11. “Planning your global strategy,” published in September 2005, discusses points that CEOs and CFOs should consider if they decide to do business internationally. Finally, “Recent developments in global mergers & acquisitions,” forthcoming in 2006, outlines the latest developments in industry consolidation, including the influence of Hurricane Katrina, and highlights best practices for successful acquisitions. All three articles try to reach across functional boundaries and give a multi-disciplinary perspective on the issues they address. They appear in the *Journal of Corporate Accounting and Finance*, a journal read by CEOs, CFOs and controllers.

Ben Rudolph, Professor of Marketing, and Norman Christopher, Director of Sustainable Business, are working collaboratively in the area of Sustainable Business

Until recently industrial trade associations have rarely promulgated sustainability guidelines or standards. The push towards sustainability has usually emanated from governmental authorities, environmental activists, legal requirements, or from customers further down the distribution channel who are themselves being pressured to become more sustainable and therefore exert pressure on their vendors to meet sustainability requirements. Occasionally, business enterprises have attempted to become more sustainable because the Chief Executive Officer or other top executives believe in sustainability as a cause or understand that sustainability’s economic implications may actually make their business enterprise more efficient, productive, and profitable. When this situation occurs, the move to sustainability may be confined to a specific enterprise rather than encompassing an entire industry. The Business and Institutional Furniture Manufacturers Association International (BIFMA) is one of only a few industrial trade associations currently promoting sustainability guidelines. They are also in the process of developing industry-specific standards. Dr. Rudolph and Mr. Christopher believe that this organization’s experience is worth examining as a case study since other industrial trade associations may eventually be induced to become involved with the sustainability guidelines and standards for their members. They anticipate that their paper will find a large and interested audience.

Learning, Innovation, Integration, Excitement, and Application

What do students gain from the collaborative efforts of an engineer and a business professor? The unlikely meeting of Dr. John Farris and Dr. Paul Lane in the offices of the Center for Entrepreneurship four years ago has led to many benefits for students and faculty. When one combines efforts between professional schools as disparate as Engineering and Marketing, there is a lot of learning that occurs between the faculty. Students benefit as they participate in the learning experiences facilitated by the faculty. Interdisciplinary work is a seed bed for innovation, and the pair has helped to develop several student-oriented programs including the graduate New Products Program, Entrepreneurship, and a Nicaragua Initiative. It is the integration of theory across disciplines that makes their joint research, publications, and teaching interesting to students and audiences. Farris reports it is exciting to watch minds come alive when they have jumped from one academic silo to another. Lane adds that learning in an integrated environment is more like the real work world and enhances the possibility for applications. Their dream is a flow of innovative products to be developed by students and produced in Grand Rapids for global consumption.
What does AACSB accreditation do for students and alums?

• Provides a competitive edge
• Serves your career goals
• Delivers current and relevant programs
• Demands superior faculty
• Rewards excellent teaching
• Achieves global recognition
• Ensures quality programs
What does AACSB accreditation do for the business community?

- Provides “thought leaders”
- Contributes high quality expertise
- Produces graduates with relevant knowledge
- Produces graduates prepared to succeed
- Boasts fewer than 15% of business schools worldwide
- Expects rigorous peer review
- Promotes continuous improvement

Northwest Commission on Colleges and Universities
156 colleges

Western Association of Schools and Colleges
200 colleges

Southern Association of Colleges and Schools
788 colleges

www.gvsu.edu/business
Seidman faculty can demonstrate excellence in many ways, but when faculty blend hands-on research into their teaching, it usually gets students’ attention. Professor John Taylor has been a champion of infusing logistics into the Seidman curriculum. His research on freighters in the Great Lakes and study of shipping activity paved the way for him to share with students a unique first-hand experience. Working with a grant from Chicago’s Joyce Foundation, Taylor recently spent months analyzing traffic flows on the Great Lakes and St. Lawrence Seaway in relation to their economic benefits. As a recognized transportation expert, his research was featured in a three-part article in the Milwaukee Journal Sentinel that analyzed the past 50 years of transportation activity in the St. Lawrence Seaway and its impact on trade.

In the past, dimensions of supply chain management at Seidman have been covered in both the management and marketing departments. About three years ago, Taylor saw the growing demand for logistic professionals and was the primary driver of the distribution and logistics emphasis in the Seidman curriculum. Taylor shares his enthusiasm and provides the resources for any student who wants to follow his lead. A look at the website (www.gvsu.edu/sclogistics) that Taylor established for students shows that these resources include potential recruiters and employers, as well as links to professional associations, trade magazines, scholarship opportunities, salary surveys, and useful articles related to the field. The website is a starting point that has served to spark interest for more than one student toward a career in logistics.

Two of Taylor’s students recently began to explore their options in the field of logistics. Jessica Nowakowski along with fellow student Kelly Hallenbeck competed with students from Michigan State University, Central Michigan, Wayne State, and Western Michigan University for a spot at the Annual Conference of the Council of Supply Chain Management Professionals in San Diego. Both students were successful and received scholarships from their local chapters. The conference was attended by 3500 supply chain logistics professionals and 250 educators. Students had the opportunity to attend any of 300 education sessions at the conference.

Nowakowski gives credit to Taylor for helping her develop a strong foundation which allowed her to pursue last summer’s internship at Delphi Corporation headquarters. “Professor Taylor teaches in reference to real-world issues and uses his own experiences with logistics to help create meaningful discussions in class. Also, his accomplishments outside of the classroom give his students a first-rate learning environment.”

Taylor’s array of experiences indeed complement his teaching and should continue to open doors for students. In addition to earning a Ph.D. in international marketing and logistics, he spent seven years in international operations with Clark Equipment Company and three years with a logistics consulting firm. He also lived and worked in Sydney, Australia and Sao Paulo, Brazil. His research has focused on logistics and border crossing issues related to the North American Free Trade Agreement and on public policy issues related to transportation and logistics.

The door to Taylor’s office is always open, and he welcomes discussion from any student who wants to investigate the opportunities in distribution and marketing.
Last winter and spring semesters, Professor Denise de la Rosa engaged Intermediate Accounting students in group presentations delivered before a number of accounting professionals representing several West Michigan/National CPA firms. Prior to the start of the presentations the jury was given a program that included student group photos and a brief description of their presentation topic and a bio of each jury member. The back of the program had a collection of the student resumes in presentation order.

Students were able to work on their presentation skills and network with potential employers for internships and full-time opportunities upon graduation. In fact, this networking not only benefited the students, but also allowed CPA firms to identify potential talent. A jury member making notes on specific student resumes commented that this was a great method to invite selected students to visit his firm and participate in the summer leadership programs.

Upon completion of each group’s presentation, jury members were asked to complete an evaluation form assessing both group and individual performance. This information was then shared individually with each student to help improve communication skills.

The juried presentations have been expanded so that students will present to a jury of their peers in Intermediate Accounting I and to continue to present to a jury of accounting professionals in Intermediate Accounting II.

While students are a bit resistant to this exercise and may not realize the full benefit of the juried experience at this stage of their careers, the innovative approach to teaching and learning introduced by Professor de la Rosa is giving them a head start to job preparation and job-seeking.
Michigan’s Small Business and Technology Development Center (MI-SBTDC) consultants are accustomed to assisting small businesses in a time of need. As a member of America’s Small Business Development Centers, the non-profit organization delivers nationwide educational assistance to strengthen small/medium business management, contributing to the growth of local, state, and national economies. But when Hurricanes Katrina and Rita wreaked havoc in the South, the call for help took on a different dimension.

One hundred Small Business Development Center volunteers from 23 states are currently providing Hurricane Katrina victims, located in Mississippi and Louisiana, with small business assistance. The volunteers are being deployed over a period of 10 weeks. Eight volunteers from Seidman’s Michigan Small Business & Technology Development Center (MI-STBDTC) have graciously offered their services in the area of financial consulting. The volunteers will assist in re-creating business financials lost in the disaster, help business owners complete SBA Disaster Loan Forms and provide general business consulting.

The first wave of MI-SBTDC volunteers provided assistance for two weeks. Lucas Bates, MI-SBTDC State Headquarters Financial Manager, and David Sayers, MI-SBTDC Senior Business Consultant, are employees of the MI-SBTDC at Grand Valley State University. Chris Wendell, also a Senior Business Consultant from Traverse City, joined them. Additional MI-SBTDC employees will be deployed on an as-needed basis.

Bates and Wendell were assigned to Gautier (French/Southern pronunciation “Go-shay”) near Gulfport, Mississippi. They resided in an RV. During the day they worked out of a branch of Southern Mississippi University, located just a few steps away. “We heard many stories on the Gulf Coast from business owners who are weighing the costs of rebuilding their business versus selling their land and skipping town,” stated Wendell. “Most of the people we met with are in generally good spirits. They have already made the choice to stay in Mississippi and are now at the point where they are ready to dig in and get to work. A few others are still on the fence. This tended to be the case for older individuals thinking of cashing in their chips rather than using their nest egg to start over.”

In the interim, the home staff is working with great diligence to address the needs of the local Michigan communities to continue to provide important community service to area businesses.
Communications expert Nancy Skinner was featured as the Seidman Alumni Association’s annual roundtable speaker. In her typical provocative manner, Nancy engaged her audience in the Power of Storytelling in Business.

Storytelling, Nancy contended, enables leaders to convey their vision and values by making principles memorable and by humanizing a business or change initiative. They translate into action more quickly than other presentations because they touch the hearts of an audience. They do not replace analytical thinking; rather, they make an emotional connection. Individuals also leave legacies to family, friends, and colleagues through stories.

The interactive luncheon program provided participants the opportunity to develop their own storytelling effectiveness. Nancy took the group through the three-step process of storytelling that culminated with a lesson or moral to their story. She encouraged the audience to take advantage of the Thanksgiving holiday to practice storytelling with family and friends.

As Skinner states, “I have a personal passion in the area of human service. This can be in health, education, and leadership development—really anything that empowers the lives of people.”

Skinner’s contributions to the community are reflected by a recent award she received from the YMCA, the Christian Sonneveldt Spirit, Mind, & Body Award. This Award is given annually to a YMCA volunteer who has selflessly given of time and talent to the organization and the community. It honors individuals who live the mission of the YMCA and reflects the Christian values of the association—honesty, caring, respect, and responsibility. She has also been recognized by the Grand Rapids Business Journal as one of the most influential women in Grand Rapids, and serves on many boards including the Dean’s Advisory Board of the Seidman College of Business.
David Van Andel addressed Seidman alumni, students, and community members at the first Seidman Alumni Breakfast program for 2005–06. The Chairman and CEO of the Van Andel Institute (VAI) shared the Institute’s promises to the community with respect to health care, education, and the economy.

The VAI opened five years ago and now spends $30 million on research and employs 200 people, including scientists from 17 countries. The Institute is involved with 167 cutting-edge studies, partnered with 96 institutions in 16 countries. A $120–$150 million expansion plan, projected to be complete by 2008, will triple the research space, increase the operations budget to $100 million, and employ 600 people. The VAI is also launching a graduate school in cellular and molecular genetics.

Van Andel noted that the Institute has helped diversify the West Michigan economy, changing the focus of manufacturing to life sciences and medical research and development. The economic driver of the century, according to Van Andel, will be genetics. Cures for diseases will be found and, more importantly, preventions will be found. There were 25,000 patents in 2000 related to genomics, shifting the national emphasis from treatment of disease to prevention.

Science takes time, according to Van Andel, and the VAI creates an environment where discovery happens. The “bottom line” for the VAI is making a global impact on human health and making a difference in the lives of people in West Michigan.

A full auditorium of Seidman alumni and students and other business community members turned out for GVSU President Mark Murray’s address titled, “Higher Education: Key to Strong Communities and a Strong Economy.” President Murray introduced his topic in the context of the social and economic issues currently impacting the State of Michigan.

Murray observed that Michigan has come to the end of the “great and glorious run of the ’50s.” Michigan has the highest unemployment rate in the nation, and bonds of GM and Ford have been downgraded to below investment quality. The Internet enables high skill and low wage individuals to remain in their own countries to use their skills, and a residential skilled workforce no longer gives Michigan an edge.

As the pace of change continues to accelerate, making geography even less significant for the workforce, Murray believes that West Michigan’s competitive advantage will be its work ethic and high level of integrity, as well as a culture that honors entrepreneurship.

The university plays many roles in the shaping of communities. As a center for learning and culture, the university attracts other educated people, helping to maintain the stability and vitality of the region.
Meijer Executive Wraps Up Breakfast Series

The final fall semester breakfast program featured Meijer, Inc. Co-Chairman Hank Meijer who addressed an audience of Seidman alumni, students, and community members on “Meijer in the New Normal.” The “new normal,” according to Meijer is a business climate of unprecedented challenges and is defined by the death of mediocrity.

Hendrick Meijer opened the first Meijer store in Greenville, Michigan during the Great Depression. Hank Meijer pointed out that his grandfather’s strategy was one of survival, which aligned well with the needs of Greenville shoppers who were looking for the most inexpensive groceries. In 1972 with the opening of the first Meijer Thrifty Acres, the survival strategy accidentally became one of growth, as Fred Meijer poured profits back into the business and moved toward a combination of convenience and savings, again aligning with shoppers’ needs.

The grocery landscape in Greenville, as well as elsewhere, has changed since Hendrick Meijer opened the first Meijer 70 years ago. In the 1930s, there were a number of small grocery stores for Greenville shoppers. Today there are no small grocery stores in Greenville; there are two super centers, Meijer and Wal-Mart.

Meijer pointed out that in 1972 Meijer was on the cutting edge with its super centers, and it remained on the cutting edge for 40 years. Significant competition today from the giant Wal-Mart has caused Meijer to face brutal facts of the industry and has provided the challenge to change.

Meijer noted that survival as a strategy is not as fun or rewarding as growth. Plans are that the current 165 stores that generate over a billion dollars in sales will grow to more than 400 stores by 2020. Adapting to the “new normal” is Meijer’s only hope, and that means continuing to do things better and better.
Muriel Michalak will have traveled abroad three times by the time she graduates in April. “To travel is to live” is her motto. Her love of traveling, cultures, and foreign languages led her to major in International Business and Marketing.

Muriel’s passion for foreign languages and travel all began when she was a little girl. Her grandmother always spoke German to Muriel, and that enabled her to grow within her ethnic heritage. Being bilingual is natural to Muriel, and her love of foreign languages expanded when she was in middle school and able to formally study other languages. She will earn a minor in German.

It was an exciting discovery for Muriel when she learned her freshman year that she could earn credit for studying in Tubingen, Germany. She found the country to be beautiful and had a wonderful experience with a host family.

Her sophomore year led her to try a different language, something very different than German. Browsing through the course catalog, she saw that Japanese was offered. Her instructor Kaori Schau made learning the language less difficult than Muriel expected. Kaori became Muriel’s mentor and friend.

Kaori’s enthusiasm for the language and culture inspired Muriel to seek out study abroad in Japan. She chose the Japan Center for Michigan Universities through Michigan State University. The program is located in Hikone, Shiga Prefecture in Japan. Muriel was fortunate to earn a highly competitive Barbara H. Padnos International Scholarship that helped defray the costs of this fairly expensive alternative to traditional college study for a full year in Japan. Muriel is grateful to the Padnos International Center for the life-changing time she enjoyed that year.

Muriel’s love for travel was only enhanced through her study in Japan. She next selected a program through Universities Study Abroad Consortium, USAC, in Reno, Nevada. Again, scholarship was key to Muriel’s study, and she stumbled upon the Freeman Asia Scholarship, designed to perpetuate student interest in study abroad in Asia. The USAC program took her to the Yonsei University summer program in beautiful and steamy Seoul, South Korea where she studied for the summer 2005. In South Korea, Muriel studied the language and also took a business course. South Korea was an amazing experience, and Muriel was able to see such sights as Mount Sorak, Hahoe Folk Village, Bulguksa Temple and the DMZ, the separation line between North and South Korea.

Muriel feels so fortunate to have received scholarships for her study abroad. She advises other students that anyone can do what she did. It requires research, finding mentors, and staying committed to your dreams. In addition to receiving the Freeman Asia Scholarship, for which she is grateful, she also acknowledges the invaluable assistance offered by the now retired GVSU Professors Wilhelm Seeger and Dean Mary Seeger as well as Padnos International Center for its support and guidance.

Students wishing to pursue study-abroad opportunities can contact Alexandra Schmid, Special Programs Coordinator with the Seidman College of Business, at 616-331-7500.

International Strategic Moves One Seidman Student’s Experience

Muriel Michalak (left) with Stephanie LaBarbera from SUNY Albany in New York State.

Germany
1970s
Christopher Macon, (’74 B.B.A.) was promoted to captain in the U.S. Naval Reserve. He is also director of affirmative action and community relations at Fifth Third Bank in Grand Rapids.

1980s
Douglas W. Crim (’81 B.B.A.), a principal in the Lansing office of Miller, Canfield, Paddock, and Stone PLC, was a panel member at the Occupational Safety and Health Law committee meeting of the American Bar Association.


Bruce C. Rice, (’83 B.B.A. and ’01 M.B.A.), president of ESCO Company of Muskegon, was appointed as an independent director to Community Shores Bank Corporation’s corporate and bank boards.

Beverly S. Wall, (’87 M.B.A.) chief executive officer of Languages International Inc., received the Outstanding Achievement Award from the Center for Empowerment and Economic Development.

1990s
Suraj Ahuja (’98 M.B.A.) accepted a position with NetZero in Los Angeles as Senior Billing System Administrator.

Terry L. Beasecker (’95, M.B.A.) was promoted to marketing manager for Mor Electric Heating Association Inc. He had been a marketing and web site developer for the company.

Brenda Billings-Middleton (’98 M.B.A.) has joined the tax practice of Jefferson Wells.

Tara L. Crow, (’97 B.B.A.) is an operations associate for Arthur Rutenberg Homes of Tampa, Florida. She had been an account executive for Home Security of America.

Todd A. Holleman, (’90 B.B.A.) was honored by the American Bar Association Section of Litigation as the Outstanding Subcommittee Chair for the Appellate Practice Committee. He is an associate in the Detroit office of Miller, Canfield, Paddock, and Stone PLC.

Brian Leyrer, (’90 B.B.A.) is clinic director of Blue Heron Academy of Healing Arts and Sciences in Grand Rapids. He is also a certified medical massage therapist.

Robin R. Marhofer, (’95 M.B.A.) is a finance director for the city of Belding. She had been supervisor and assessor for Northstar Township in Gratiot County from 1998 –2004.

A’Jene Maxwell (’96 B.B.A.) of Redford, Michigan is an attorney for Honigman, Miller, Schwartz, and Cohn, LLP in Detroit.

Bill Ravenscraft (’97 B.B.A.) is an internal auditor with Ernst & Young. Bill married Destany Warne of Rockford, Michigan in November 2004.

Michael G. Rosloniec, (’99 M.B.A.) of Smith Barney Inc., earned the title of Senior Vice President-Investments from the firm’s private client group as well as the title of Senior Investment Management Consultant.


Continued on next page.
Joseph VanDyke ('98 B.B.A.) is a Financial Advisor with Waddell & Reed, Inc.

Nelson VanElderen ('94 M.B.A.) was named “Associate of the Year” by the Home & Building Association of Greater Grand Rapids. Nelson was a member of the HBAGR Board of Directors from 2002 through 2004. He also served as the 2003 and 2004 Chairman of the Sales and Marketing Council of Western Michigan as well as the alternate State Director for the Michigan Association of Home Builders.

Chad Zevalkink ('97 B.B.A.) is employed by Leprino Foods as a regional cost accountant.

2000s

Travis Ault ('02 B.B.A.) is a sales representative for Gordon Food Service.

Claudia Arce ('03 B.B.A.) is a financial and market analyst with Entegra Power Group in Tampa, Florida.

Kristen Banaszak ('03 B.B.A., '04 M.S.A.) is employed as a staff accountant for Ferris, Busscher & Zwiers, P.C.

Scott Blease ('01 BBA) is a sales rep for Access Health, Inc. of Muskegon, Michigan.

Beth Berger ('04 M.B.A.) works as a logistics engineer at Haworth.

Matt Boggiano (M.S.T ’01) has joined the tax practice of Jefferson Wells.

Jesse Breimayer ('04 B.B.A.) works as an agent for New York Life Insurance Co.

Tyler Bouma, ('05 B.B.A.) is employed as an estimator for Bouma Corporation.

Eric Buckland ('00 B.B.A.) recently returned to Grand Rapids to work for Robert Half Management Resources.

Frank Coronoda ('03 B.B.A.) is a mentor for Hispanic Educators, Leaders, and Professionals.

Aaron Dawkins ('04 B.B.A.) holds the position of commercial credit analyst at Mercantile Bank in Grand Rapids.

Rhonda DeZeeuw ('04 B.B.A.) is employed as manager of assets protection at Target.

Diane Dykstra ('00 B.B.A.) has joined the human resource department at ADAC Plastics as communications supervisor.

Crystal Escobedo ('04 B.B.A.) has earned a Master of Accounting degree from Fisher/Ohio State University and has accepted a position with Ernst & Young LLP in Columbus, Ohio.

Kristopher “Boomer” Hoppough ('04 B.B.A.) is a commercial loan review analyst for Independent Bank Corporation in Ionia, Michigan.

John Huszarik ('04 MBA) is an improvement engineer at Perrigo.

Nicole Korthals ('00 B.B.A.) works as the human resource manager for Workstage in Grand Rapids.

Olivia Lau ('04 M.B.A.) is a senior marketing specialist at Steelcase Inc.

Chad Mockerman ('05 B.S. Economics) is a project manager at Optimal Inc.

David Nonhof ('05 B.B.A., M.B.A.) is an auditor for the State of Michigan, Department of Treasury.

Aaron Plafkin ('00 B.B.A.) is a commercial loan officer at LaSalle Bank Midwest, N.A.

Alyson Sybesma ('05 B.B.A.) is employed by Manpower Temporary Service and was promoted to branch manager of the Allegan Office.

Julie Taylor ('05 B.B.A.) is employed as the Hamburg Township Deputy Treasurer.

Leng Trang ('05 B.B.A.) is employed by Senior Advisors of MI Inc. as an IT management assistant.

Dana Warszona ('02 B.B.A.) is a product manager for Motorola. She plans to begin her M.B.A. in the fall at the University of Chicago.

Aina Watkins ('01 B.B.A.) will be participating in the Mountbatten Internship Programme in London, England. As part of this program, she will be working for UBS Investments as an operational controller. Aina also learned that she passed the Michigan Bar Exam.
Look What They Have Done!

Many years ago **Jason Paulateer** served the Seidman College of Business Dean’s office as a student worker, struggling to learn the discipline of both work and study. He faced many challenges as a young person coming from a challenging environment with a loving family from Detroit’s inner city. But he persevered and eventually earned a bachelor’s degree in business management with a minor in Microcomputer Applications in 1996 and then a master’s degree in business administration in 2005. As an MBA student, he served on the inaugural Seidman College of Business Graduate Student Advisory Board. Now serving as assistant vice president of National City Corp. and executive director of National City Community Development Corp. of Michigan, Jason is helping low- to moderate-income families and individuals in core city neighborhoods around the state get ahead in life through real estate, business, and people investment. He was recently recognized as the *Grand Rapids Business Journal’s* Financial Services Advocate of the Year. Congratulations Jason!

Kathleen Vogelsang wears many hats, from Director of Investments for the Van Andel Institute, to adjunct faculty member in the Seidman College of Business, and spouse… and mother. While Kathleen excels in many areas and is disciplined to work hard, she also recognizes that the assistance she received in the past enabled her to attend college, long after graduating from high school. As a result, Kathleen was able to earn her B.B.A. degree in 1984, followed by an M.B.A. in 1999, supported in part by the Marilyn and B.P. Sherwood III Scholarship. Now, she has returned the favor by establishing the Kathleen B. Vogelsang Seidman College of Business Scholarship for Women that will provide financial support to other non-traditional female students seeking to study business. Her generosity will allow others to reap the same benefit she enjoyed. Thanks, Kathleen!
SEIDMAN
COLLEGE OF BUSINESS
Graduate Programs

Geared to West Michigan Working Professionals

- Business
- Education
- Manufacturing
- Engineering
- Government
- Healthcare
- Science
- Social Services

Short-term international and Washington, D.C. programs

For information on specific programs, contact
Claudia Bajema, Director,
Graduate Business Programs
616.331.7400
Go2gvmba@gvsu.edu
www.grMBA.com