Beta Alpha Psi Trip to Brooklyn, New York, August 4-9, 2009

By Kevin Walkotten, Vice President for Social Events, Beta Alpha Psi

Beta Alpha Psi held its annual meeting in Brooklyn, New York, this past August. Grand Valley’s local chapter sent nine of its 10 student officers to the conference, along with our faculty advisor Rita Grant. Dori Danko, our past faculty advisor, also attended in her new role as chapter advocate for the Midwest region. The meeting was an excellent opportunity for Beta to give back to the community, network with other Beta chapters, and grow professionally. We also learned strategies and techniques that will help us to better our own chapter.

The meeting began on Thursday, August 6, with the first event, the community service project. This meeting’s community service renovated a large park in a poorer area of Brooklyn. Over 900 volunteers rode the subway across town, ate a sack lunch, and worked hard. We restored nine baseball diamonds, painted miles of fence and pulled thousands of weeds. Our chapter hustled to make certain we weren’t outworked. Christian Goedel risked life and limb climbing 10 feet up the backstop fence to scrape away at some loose paint. Caleb Tollefson rolled around in the dirt beneath the bleachers making sure he painted every inch. Matt Huston couldn’t be satisfied with a paintbrush and talked some girls into loaning him their shovel. I was very impressed with the organization of the project and with the work ethic universally demonstrated by the nearly 1,000 volunteers. We really transformed that park!

The rest of the conference consisted of meetings and breakout sessions; good information to grow our chapter. While we learned a great deal, we also had fun touring New York City as well. We walked Wall Street and the Brooklyn Bridge, rode the Circle Line ferry by the Statue of Liberty and strolled through Central Park. Historic (and wildly popular) Grimaldi’s Pizza received a visit, as did the Rockefeller Center, Soho and the World Trade Center site. I know I am not the only one who left New York a little footsore; however, the sights were well worth it. Thank you Beta for giving us this opportunity!
On May 4, 2009, the Seidman Real Estate Group took six members (including myself) on a two week European adventure to study real estate trends occurring on the other side of the Atlantic with the goal of bringing back new ideas we can implement in Grand Rapids. We spent time in Dublin, Amsterdam, Brussels, Cologne, Prague and Barcelona.

One of the areas we hoped to learn the most about was the adaptation of older properties to the effects of higher heating and energy costs. All the cities we stopped in had a unique approach but combated the high energy costs with a reduction in square footage. One of the first things we noticed in Europe was the extensive availability and use of public transportation. The cities we visited were highly populated and the roads were narrow. A personal car for every citizen would be a disaster. This inconvenience, along with high fuel costs and destinations within close proximity to each other, leads to the high use of trains, motorbikes, and pedal bicycles.

The professional highlight of the trip was Amsterdam, where we had the opportunity to meet with the directors of Altoon Porter, an international architectural firm, specializing in large-scale urban projects (everything from train stations to mixed-use complexes). The directors talked a lot about the importance of bringing everyone who will be affected by the development to the table and keeping the lines of communication open and clear between all parties. One of the directors, Bill Sebring, noted the best strategy to accomplish such a feat is to “remove your ego from the situation and listen.” We found this advice valuable on many levels and it is definitely something that will remain with our members after this adventure.

After witnessing first-hand the benefits of living in such cities and viewing the upcoming trends in population growth around the globe, our belief that Grand Rapids is an excellent place to be investing in real estate long-term was reinforced. One of the many reasons we believe this is because of the focus on public transportation with the new Rapid Silverline and new residential developments downtown. The Seidman Real Estate Group has long supported members in their efforts to invest locally. Over the last two years, we have helped 10 students become first time homeowners and, combined, our group members have purchased 38 rental properties in the Grand Rapids area.
Seidman Student Professional Development Series
By Catherine Jones-Rikkers, Director of Undergraduate Student Professional Development

We look forward to seeing you at our popular Seidman Student Professional Development Series events. These events are open to all business students. The first event of the year is announced below and is sponsored in collaboration with the Seidman Business Ethics Center. This event is free of charge to Seidman students. Snacks and beverages will be provided.

What Do Employers Want?
Thursday, October 15, 2009 from 6:00-8:00 p.m., Kirkhof Center-Rooms 2215-2216

The question presumes that employers want basic technical competencies, so the panel will be focusing their attention on some of the more intangible skills and characteristics they look for when making hiring decisions, as well as talking about how they screen for these. Presenters include Fred Keller of Cascade Engineering, Win Irwin of Irwin Seating, Rich Lievense of the Bank of Holland, and Jeff Koeze of the Koeze Company, among others. A question and answer session will follow the panel presentations and there will be plenty of time to interact with the panelists.

Library Guides to the Rescue
By Linda Masselink, Senior Librarian-Steelcase Library, Liaison to Seidman College of Business

GVSU University Libraries LIBRARY GUIDES to the rescue!
http://libguides.gvsu.edu/home

Librarians selected specialized databases designed for your success in searching for high quality content. Databases are just one feature of subject specific Library Guides to assist you in your research. Library Guides organize and provide access to current news; help with citing references for your paper; information about plagiarism; and useful websites. Contact information for a business librarian is available on the following guides: Accounting and Finance; Business, Company & Industry Research, Economics, International Business/Country Research, Marketing and Advertising, and Tax Law. The guides may be accessed from the library home page or at the Web address listed above. Use the guides to start your research instead of Google! You will find more specific, in-depth, right-on articles and information with your University Libraries paid subscription databases.
SAP Marketing Innovators 2009  
By Dr. Simha Magal, Professor of Management

Marketing Innovators 2009 is the second annual collegiate contest in which teams of students compete to create an innovative marketing campaign for SAP. This year’s winners were two students from the Seidman College of Business: David Herrema and Eric Koch.

Numerous teams from around the country submitted their plans. Five finalists were selected and invited to present their plan to SAP executives at SAP’s U.S. headquarters in Philadelphia June 11 and 12. The winning team was awarded a trophy, plaques and $3,000 in scholarships. Elements of their plan will be immediately implemented by SAP. David and Eric were also recipients of SAP’s $10,000 scholarships in 2008.

Eric, an Accounting and MIS major, is currently an intern at Steelcase in Grand Rapids. David, an MIS major, is currently an intern at Owens-Corning in Toledo, Ohio.

MSU SCM Production/Distribution Computer Game Competition  
By Dr. John Taylor, Former Associate Professor of Marketing

In April, a four person student team competed at the SCM Production/Distribution Computer Game Competition at Michigan State University. The team consisted of Mike Gornowicz, Kyle Koenigsknecht, Emily Chauvin and Laura Kulis.

They played a fairly elaborate global production location/scheduling/raw material ordering/transportation options dynamic and stochastic game with 14 weeks of input and many, many reports requiring analysis and use of outside spreadsheets, etc. for planning. The students succeeded in winning second place behind the University of Kentucky. Sponsors included IBM, Dow, Shell, Flextronics, GM, Chrysler and Motorola.

Seidman Business Department Events

Food…door prizes!  
Receive information about various Business careers!  
Learn about study abroad and internship opportunities!  
Meet Club officers!

Economics Department Open House  
Thursday, September 24, 2009  
4:00-6:00 p.m.  
2263 Kirkhof Center  
Allendale Campus  
RSVP by 9/24/09 to: 616-331-7290 or by sending an email to economics@gvsu.edu

Careers & Curriculum in Finance Night  
Thursday, October 1, 2009  
6:00-8:00 p.m.  
Loosemore Auditorium, DeVos Center  
Dress Code: Business Casual  
RSVP by 9/21/09: Finance Dept. 616-331-7390 or by sending an email to: scbfinance@gvsu.edu

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