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Three years later, 17 companies still in business

Battling for Profits
High-energy competition tests students’ knowledge in SAP

Online MBA program #6 in nation
U.S. News & World Report ranks CMU online graduate business program high

Solar Cycle Lights wins best overall venture at the 2013 New Venture Competition
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Nearly 30 teams compete for $65,000

Great ideas were flying as CMU’s Isabella Bank Institute for Entrepreneurship hosted its third New Venture Competition in March, offering more than $65,000 in startup funds to students with the best and brightest business ideas.

Ninety students on 27 teams competed for startup capital ranging from $500 to $30,000. Judges, including business leaders and entrepreneurs from throughout the U.S., evaluated team presentations based on quality of the idea, strength of the management team and the business plan.

The $30,000 Best Overall Venture Award went to Solar Cycle Lights LLC, pitched by CMU students Samantha Fiani, Tyler Dunbar and Joe Shaheen. They proposed budget-friendly solar-powered bicycle lights that offer the capability of charging electronics on the go.

The idea for the bike lights came from Fiani and her faculty mentor Tom Rohrer, both avid bikers familiar with the needs of cyclists. Fiani presented the concept at the 2012 New Venture Competition, but failed to make it past the first round.

“Honestly, I thought I was through with this venture,” said Fiani. “Continuous support from IBIE helped me find two partners, Joe Shaheen and Tyler Dunbar, who helped me fine-tune the product and business plan.”

The competition was the culmination of eight months of work by the students, who attended 10 business workshops as they built their business plans. Student teams presented their business ideas, answered judges’ questions and competed in a two-minute pitching round, enabling teams to share their ideas with all attendees.

“Preparing for the competition was a lot of work, meetings and constant communication,” said Fiani. “The opportunity to meet and work with so many students and professionals throughout the entire process was very beneficial. Seeing what other students were working on, seeing their passions come through in their ventures and getting feedback from professionals was inestimably valuable.”

For the second year, CMU invited student teams from Michigan Technological University to compete. Five of the 27 teams were from Michigan Tech.

The business ideas varied from technology innovations such as an electric powertrain and control system, specialty juice to help people achieve a healthier lifestyle, and a home for veterans transitioning back to the community.

“The quality of the business plans and the passion among students for making their ideas successful has increased each year,” said Debra Zellner, executive director of the Isabella Bank Institute for Entrepreneurship. “We want students to learn and improve so they can start successful businesses.”

Fiani and her partners are moving ahead in getting their product to market since winning the top award at this year’s NVC.

“Currently we are in the prototyping and patenting process, which was unimaginable without the award money,” said Fiani. “I have to say, the part I like most about the whole process is working with Joe and Tyler and building a company that could make us proud.”

“Ultimately, we want students to develop good ideas, stay in Michigan and help create jobs here,” said Zellner. “It’s good for the students, good for CMU and good for the state.”

Congratulations to Solar Cycle Lights LLC on receiving Best Overall Venture Award. Pictured from left: Jason Rateledge; Deb Zellner; Joe Shaheen and Samantha Fiani, Solar Cycle Lights LLC; Mike Finney, MEDC; Tyler Dunbar, Solar Cycle Lights LLC; and Jon Voigtman, Royal Bank of Canada and CMU alumnus.
Cool Life Livin’

Nick Reynolds’ business started small, real small – on the front of one T-shirt he printed as the final exam for a printing class.

He and his roommates had a phrase they used to say around the apartment: “Cool Life Livin’.” Reynolds printed it on his final exam T-shirt. Next thing he knew, everybody was asking him where he got it.

“I knew I had a market,” he says. Next up: a mission.

“It’s not just clothing,” says Reynolds, a December 2012 graduate from Kalamazoo. “It’s a movement. Cool Life Livin’ is a mission to end bullying and suicide.

“Cool Life Livin’ is all about being yourself,” he says. “Who am I to judge you, and who are you to judge me? Why not make it cool to end bullying?”

“BYOC,” he says. “Be Your Own Cool.”

Reynolds, an entrepreneurship major, competed in the 2012 New Venture Competition.

“We didn’t do too well,” he says. “But from playing football, I learned how to take failure and learn lessons from it.”

Reynolds runs the business with partners and fellow CMU Chippewas Jake Linklater, Sean Hatch, Brandon Hood and Nate Brown. Since launching Cool Life Livin’ a year and a half ago, business has doubled, with 500 T-shirts and other items featuring positive messages selling from the company’s website coollifelivin.com.

“It’s amazing to see people I don’t even know wearing our merchandise,” he says.

A portion of the company’s sales goes to Gryphon Place, a suicide prevention program in Kalamazoo, Reynolds’ hometown.

For more information visit coollifelivin.com.

Bella Reel

If you want a wedding video where your cousin stands at the back of the church and records for an hour, Chelsey Kimbrough is not the one to hire.

“I try to bring something new to the table,” says Kimbrough, owner of Bella Reel wedding and event cinematography.

Kimbrough, an Algonac junior, competed in the New Venture Competition this year and in 2012. She made it to the finals this year. Although she was not awarded startup capital, she took the advice she received to heart.

“It’s not just a business transaction,” she says. “Obviously, I need to make money, but I get to know the couples. How they met. What has meaning for them. And then I incorporate that into their films.”

For a Detroit-loving couple, she recorded iconic Detroit landmarks to use in their film. She strives to capture the cute, funny, tender moments that make viewers say, “Awww.”

She has filmed more than 30 weddings and says she still gets goose bumps at every ceremony.

“It’s my passion,” she says. “My Dad told me, ‘Find a job you love, and you’ll never work a day in your life.’”

When the newlyweds’ films are done, Kimbrough delivers the DVD in a box, along with popcorn and candy to make the viewing extra special.

“And tissues,” she adds, “because weddings can be emotional to watch.”

For more information visit bellareel.com.

CONTINUING VENTURES
Past New Venture competitors are open for business

The participants of the New Venture Competition leave the daylong event filled with big ideas, creative energy, a list of resources, and for the winners, startup capital to help grow their businesses.

Seventeen companies are in business today as a result of competing in CMU’s New Venture Competition, serving as proof of the positive impact the event is having on fostering entrepreneurship in Michigan and throughout the region. We checked in with some past New Venture participants whose business ventures are going strong.
**A Hero's Home**


Gaillard and fellow CMU alumnus Julian Lacey have a plan to help with the challenges of Post Traumatic Stress Disorder, substance abuse, and coping issues. It’s called A Hero’s Home, a nonprofit facility offering veterans a safe haven to transition back into civilian society.

Their plan for the facility, set to open in spring 2014, won the Best Social Venture Award and $10,000 in startup funds in this year’s New Venture Competition.

Located in Union Township in Isabella County, it will offer veterans and their families a quiet, rural environment to heal, learn, bond and prepare for life’s next step.

“This is very personal for me,” said Gaillard. He spent 90 days in a treatment center for Post Traumatic Stress Disorder and substance abuse after he returned home.

“Most centers focus on the veteran, but not their families,” he said. “Family unity is key.”

A Hero’s Home will feature 24 apartment-style condos for families to live in together for up to two years. During that time veterans can get counseling, learn job skills, work on resumes, even grow crops and sell them at a veteran’s farmer’s market.

“As a former Marine, I know we tend to think we can take on the world, that we don’t need any help,” Gaillard said. “But we do.”

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**Movement Creative Media**

Jeff Wegner’s video is mesmerizing as it captures women telling how a simple nonprofit involving sewing machines and warm coats helped them get their lives back.

Wegner created a mini documentary about “The Empowerment Plan,” a Detroit nonprofit that hires women in shelters and teaches them the sewing and manufacturing skills needed to work full time creating coats for the homeless and for disaster relief.

“I got my home back,” one woman says from behind her sewing machine. “This job helped me do that.”

“I like to promote socially progressive individuals,” says Wegner, a 2012 graduate who came in second place in the 2012 New Venture Competition, winning $10,000. “A lot of people are doing really amazing things.”

Wegner, owner of Movement Creative Media, invested the money in equipment – cameras, a laptop, microphones.

“It would have taken me years to save up that money,” he says. His goal: to have a feature film at the Sundance Film Festival. Meanwhile, Wegner is making a living with his art, filming commercials, documenting weddings and events, creating mini documentaries about subjects that matter to him.

He loves projects that showcase his home state of Michigan and the potential here.

“A lot of my friends chose to leave Michigan because they think there’s no industry here,” he says. “I like to promote the state from within.”

*For more information visit jeffwegner.com.*
**LIFE-SAVING REWARDS**

**GM’s global IT director – saving lives with push of button**

Darren Smith still recalls the mom who shared how OnStar, the General Motors emergency assistance system he helped develop, saved her life.

She had a seizure while driving, and her car veered erratically all over the road. Luckily, her 7-year-old daughter in the car with her knew to push the OnStar button. The OnStar call center disabled the car, which came safely to a stop. Then, it sent an ambulance.

“She said, ‘I’m here today because of OnStar,’ says Smith, director of Information Technology for General Motors Company. ‘A job doesn’t get more rewarding than that.’

Smith, a 1990 CMU graduate, says his work with OnStar – which he helped devise from the ground up – was like science fiction.

“A voice calls you in your vehicle to ask if you’re OK? How cool is it to be part of that?” he says. “We had to completely figure it all out. It had never been done.”

It was a career highlight, he says.

As global IT director for General Motors, he deals in big numbers: he supports more than 200 suppliers for IT goods and services that each year include 225,000 service requests, 25,000 purchase orders, 400-plus resources and 20 countries.

A strategic planner, he is known for creating the kind of change that increases revenue, reduces operational costs and streamlines business processes. He also has the kind of nice guy persona great for client relations.

His job description is impressive: global SAP strategy and execution activities; global warehouse integration; world-class lean warehouse processes.

He has traveled to South Africa, Australia, China, Korea and Europe. GM is in 120 countries on six continents, he says: “It’s not all about Detroit.” He has learned about different countries’ business customs and cultures.

Smith is in the middle of one of the largest transformations in company history. That transformation includes hiring thousands of new employees for four new software development centers – called Innovation Centers – in the U.S. He knows one of the best places to find them is at his alma mater.

The auto giant is rebalancing its employment model over the next few years to increase the number of insourced GM employees, says Smith, who has worked for the company since 2004.

The monumental changes rely heavily on SAP – the world’s foremost Enterprise Resource Planning software.

“Central Michigan is probably the best school in the country to produce people who understand SAP right out of college,” Smith says. “Central graduates can speak the SAP language, they know the acronyms, they know how to do it. When they hit the ground, they’re running. For CMU, that’s a huge advantage.”

Four out of five students GM hires for SAP-related jobs are from CMU, he says.

Smith saw the talent firsthand when he attended the ERPsim competition in February, where 80 CMU students competed in a unique simulation competition that tested their knowledge of SAP.

Teams of students ran fictitious competitive companies, selling products wholesale to retailers using a live SAP business software system – the software many real-life businesses use to handle operations.

“It was quite impressive,” Smith says. “The students were tremendously dedicated and competitive, yet very professional. It was a terrible snowy day. Twenty years ago as a student, I would have looked out my window and gone back to bed.”

Smith’s work schedule kept him from being a ERPsim team mentor, but he encouraged two GM colleagues to mentor, and he spent the day observing the event.

“I was so glad to be a part of it,” he said. “My colleagues really enjoyed their time with the students, helping them apply their knowledge and practical understanding of SAP to the simulation exercise.”

The idea was for the mentors to offer guidance, expertise and real-world skills.

“But the students taught the mentors something, too,” Smith says. “They showed the mentors how they think, how they interact – what the new employees of tomorrow are like.”

He calls the competition “a great real-world experience.”

“It’s great to learn from a textbook,” he says, “but you also have to know the real world.”

Smith went on to graduate school at the Wharton School of Business and landed several executive and management roles before starting at General Motors. But he said the foundation for his successful career was built at CMU.

“Central students know what they need to do, and they work hard for it,” he says. “I learned a good work ethic there. Now I’m on the other side, 20-plus years out of college, and when I recruit, I look for those qualities.”
Imagine 20 competitive companies fighting for a share of the market. Their business year is condensed into a few short hours of high-energy strategy.

In February, 80 CMU students and 20 business mentors from top corporations battled for their fictitious company’s profitability in a unique simulation competition that tested their knowledge of SAP, the world’s foremost Enterprise Resource Planning software.

During the ERPsim competition simulation, attended by 200 students, mentors, faculty and spectators, 20 teams of four students competed. Each team ran a fictitious dairy company, selling merchandise wholesale to retailers using a live SAP business software system, the software many real-life businesses use to handle operations. Students also applied basic business strategies, such as inventory and distribution, to the process.

“It’s just like real life,” said Stephen Tracy, College of Business Administration faculty and co-organizer of the competition. “As the students worked, their competitors’ decisions acted as curve balls. If a rival dairy dropped its price on yogurt, for example, owners faced with too much inventory had to update their sales strategy.”

Scholarships and awards went to the top five teams. The simulation kept him on his toes, said Shiva Ganganithi, a Sterling Heights senior, whose team placed third in the competition, working with a mentor from General Motors.

“The fun factor is high,” said Ganganithi. “Instead of using SAP just in the classroom, you’re using it in a high-energy setting with your peers. It’s a strategy game, a quick-thinking game. Everybody has their part to play. There are a lot of parallels with the real workplace.

“It was a great opportunity to showcase the talents of CMU business students as potential employees,” he said.

“The mentors see how you react in a stressful situation,” Ganganithi said. “That’s a lot better than seeing you at a job fair where you just say, ‘Hi, I’m Shiva — here’s my resume.’”

In the end, the team with the most profitable company won. That was the Consumers Energy team, led by Consumers mentor Stacy Baker and student leader Nicole Ladouceur.

“It got pretty exciting,” said Ladouceur, an Escanaba senior majoring in information systems. “It was a really good group experience. You have to strategize together, interpret data — there are team-building skills that will help for any job in the future.”

Baker, director of business relationship and management at Consumers, said the competition was a way for her to give back to the university as an alumna. It also was a way to find out what kind of employees these students would be, she said, and what would keep them in Michigan.

“A lot of IT students tend to leave the state,” Baker said. “This is a chance to find out what motivates them, what they’re looking for.” They impressed her.

The Consumers Energy team won CMU’s first-ever ERPsim Competition. The winning team and mentor (from left) Nicole Ladouceur; Ashley Hall; Stacy Baker, Consumers Energy mentor; Ryan Vanneste; Jeremiah Primeau.

CMU’s new Information Management Institute is an interdisciplinary organization designed to advance research and practice in the management of information to better solve organizational problems. The institute provides a collaborative environment where students, faculty and industry partners work together to develop innovative information management solutions.

For more information on how the IMI can help provide solutions for your business, contact: Karl Smart, chair, Department of Business Information Systems, at 989-774-6501 or karl.smart@cmich.edu.
“I loved the way they worked as a team, utilizing each other’s strengths,” she said. “Multiple times I heard myself saying, ‘There’s a real-life lesson here.’ I saw them face things I run into every day.”

The competition brought in mentors from 17 top companies who coached the students in business strategy. Participating companies included General Motors, Steelcase, Ernst and Young, IBM, The Dow Chemical Co., and Dow Corning. Several traveled from out of state including Harley-Davidson, Johnson Controls and 3M.

“These top companies came here because CMU has the best-trained students in the country,” Tracy said. “Nobody’s training students in ERP as well as we are at CMU. When a student leaves our program, they know ERP. Our students have walked the walk, talked the talk and hit the ground running.”

Tracy saw one student receive an internship offer on the spot.

The fast-paced event kicked off CMU’s new Information Management Institute, an interdisciplinary organization designed to advance research and practice in the management of information to better solve organizational problems.

The institute provides a collaborative environment where students, faculty and industry partners work together to develop innovative information management solutions.

“The mentors from the business world saw firsthand how such collaboration can be valuable,” Tracy said, “and had the opportunity to see the quality decisions our students were making. They also got to see that we have talented faculty who can help them in their business environment.

“All the mentors said they would do it again next year,” Tracy said of the competition. “It was a fantastic day.” •

“Instead of using SAP just in the classroom, you’re using it in a high-energy setting with your peers. It’s a strategy game, a quick-thinking game.”

– Shiva Ganganithi, Sterling Heights senior

Congratulations

world champions

Bravo to the team of four SAP business management software students; world champions at the fifth annual International ERPsim competition, competing against 156 universities from around the world.

See story on next page.
Crina Tarasi receives highest AMA honor

Crina Tarasi, marketing and hospitality services administration, was honored with the Harold H. Maynard Award for authoring the article “Balancing Risk and Return in a Customer Portfolio,” published in the Journal of Marketing.

The award recognizes the journal article judged to be the most impactful in the field of marketing. The article was chosen for its significant contribution to marketing theory and thought. Tarasi was presented with the award at the most recent American Marketing Associations conference.

The article reviews how marketing managers can increase shareholder value by structuring a customer portfolio to reduce the vulnerability and volatility of cash flows. The approach is especially well suited for business-to-business firms that serve market segments drawn from diverse sectors of the economy.

CMU’s online graduate program ranked #6 in nation

U.S. News & World Report has given Central Michigan University high marks in its 2013 Top Online Education Program rankings. CMU’s College of Business Administration online graduate business programs ranked No. 6 out of 213 schools offering online graduate business programs. This ranking reflects CMU’s continued commitment to making education accessible to all.

“The ranking provides independent affirmation of the College of Business Administration’s longtime focus on student success, faculty expertise and student/faculty engagement,” said Chuck Crespy, dean, College of Business Administration.

U.S. News & World Report evaluates degree-offering programs in a variety of areas including student engagement, faculty credentials and training, and student services and technology. Admissions also selectively factored into the rankings for online graduate programs, and academic peer reputation was included in the calculations for business program rankings.

CMU business students are world champs in ERPsim competition

Four SAP business management software students from the College of Business Administration are the reigning world champions after winning the fifth annual International ERPsim Competition.

CMU’s team competed against teams from 156 universities from around the world to qualify for the final round. Ten teams from universities such as Colorado State University, Purdue University and Universitas Islam Indonesia competed virtually from their campuses.

CMU team members Ashley Hall of Taylor, Ryan Vanneste of Washington, Jeremiah Primeau of Auburn and Nicole Ladouceur of Escanaba won CMU’s first annual ERPsim Invitational Competition on campus this spring. Consumers Energy sponsored the team at CMU’s competition.

ERPsim is a simulated competition replicating a high-stress business environment. During the competition, students run their business using SAP, the world’s leading business enterprise software. More than 38,000 companies in 120 countries, as well as 850 of the Fortune 1,000 companies, use the software. CMU is a world leader in SAP certification.

The championship event was hosted by the ERPsim Lab at HEC Montreal, one of Canada’s leading business schools.
Professor Chiou on Voice of America

Wan-Jiun “Paul” Chiou, professor of finance and law, recently appeared on Voice of America, the official broadcast of the U.S. federal government, providing weekly programming for radio, TV and Internet outside the U.S. in 43 languages reaching a global audience of 123 million. Chiou’s discussion of the Obama administration’s economic/financial challenges was broadcast to a Mandarin TV/radio station. He pointed to industrial productivity, unemployment and international trade as roots to the fiscal cliff, and he emphasized solution strategies focusing on sustainable economic development and a strong local economy.

CMU students sweeps national sales competition

Senior Mark Gustin (pictured above) of Greenville took home the first place title after competing against more than 450 students in the Pi Sigma Epsilon National Sales Competition. Students from 65 universities gathered in San Diego, Calif., for a 12-minute sell-to-buyer role-play where Gustin and junior Adam London of Ann Arbor took home titles for first and second place, respectively.

Finance students score high on Bloomberg Aptitude Test

Finance students scored well above the worldwide average on the Bloomberg Aptitude Test, an assessment for students who want to pursue a career in the financial markets or business world. Employers around the world look to the Bloomberg test results to recruit new employees. Thirty-three senior finance majors took the 100-question test recently, with no advance knowledge of what was included on the test. The results astounded Vigdis W. Boasson, the finance faculty member who administered the test. CMU students’ average scores are higher than student scores from around the globe, including Europe, the Middle East, Africa, North and South America, and Asia in virtually every category.

“Our students’ performance is so impressive that it puts them on the world map of top talents,” Boasson says.

Students who took the test can upload their resumes, along with their test scores, to the Bloomberg website, where they are viewed by prospective employers all over the world. One student, who scored a 98 percent on the test, posted his resume to the Bloomberg site and received invitations the same day from two large companies — including Bloomberg — asking him to apply for a job.

“This gives our students confidence and shows they are on par with students from any top university in the world,” said Boasson. “It shows that CMU’s business programs rival those at top universities, too, which will bring more business students to Central.” Boasson plans to continue to administer the Bloomberg test.

CBA welcomes alum as accounting chair

CBA welcomes alum Chad Stefaniak back to CMU as chair of the School of Accounting. A 2002 CMU graduate, Stefaniak received a master’s in accounting from the University of Alabama and began his professional career as an information technology auditor and adviser with Ernst & Young. He later returned to the University of Alabama to earn his Ph.D. in accounting in 2009.

Stefaniak has served in the Pat Dorr Professorship position at Oklahoma State University for the past four years. OSU recognized him for his enthusiasm for teaching, commitment to delivering a quality educational experience and interactive teaching style.

He advised OSU’s Beta Alpha Psi accounting student organization and actively reviewed manuscripts for top accounting journals as chair of the American Accounting Association’s Auditing Section’s Communication Committee. He recently led a team of researchers in synthesizing academic literature for use by the Public Company Accounting Oversight Board.

Stefaniak’s research includes twice being awarded the Richard W. Poole Research Excellence Award and publishing 10 articles since earning his Ph.D. Utilizing mostly behavioral audit research methodologies, he has investigated topics related to improving audit quality and oversight, as well as auditor judgments and decision-making. His research has been used by academics, practicing auditors and regulators.

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Woman to Woman

Mentoring program offers a real-life look at the workplace

The College of Business Administration Women in Business Mentoring Program pairs female business students with successful CMU alumnae who share advice, offer tips and give an up-close view of life in the work world.

"Mentoring is important for everyone, but particularly for women," said Misty Bennett, assistant professor in management and program mentoring director. "As you go up the career ladder, women dwindle, so those role models are really valuable."

A dozen successful CMU female alumnae have stepped up to mentor 12 young women studying in the College of Business Administration. Students have so many questions about what their careers will be like. Mentors can provide answers on how to juggle family and career, career progression, and why networking is so important.

Students get an assessment of their leadership, teamwork and other skills, then the mentors work with them to strengthen areas of weakness.

For more information, to volunteer or make a contribution to help expand the program, contact Bennett at tribb1mm@cmich.edu or 989-774-7482.

Hall of Fame

Recognizing CBA’s inspiring leaders

Central Michigan University’s College of Business Administration Hall of Fame symbolizes CBA’s rich history of inspiring and preparing those seeking to be leaders in the business world. It pays respect to our leaders and alumni who are role models for all who follow in their footsteps.

CMU graduates can be found in businesses throughout Michigan, the country and beyond. These alumni are leaders, solution seekers and strategic thinkers working to strengthen our shared communities and economies.

The CBA Hall of Fame, located in the Pranger Recognition Hallway in historic Grawn Hall, invites visitors to digitally interact with those Chippewas who have paved the way in the world of business. Visitors also are encouraged to view display presentations on ‘Future Hall of Famers,’ along with college information, showing the great strides in the world of business can start from within the hallowed halls of Central Michigan University.

For more information or to nominate someone for the CBA Hall of Fame please visit cba.cmich.edu or call the College Development Office at 989-774-2130.

CBA faculty honored at CMU Faculty Excellence Exhibition

CMU honored several outstanding faculty at the 2013 Faculty Excellence Exhibition in March, including two members from the College of Business.

Zachary Williams, marketing and hospitality services administration, received the Provost’s Award for Outstanding Research and Creative Activity. The award was created for peers to select and recognize less experienced faculty members for scholarship of national and international merit. Williams has been honored with nine research awards for his studies focused on relevant issues in buyer and seller relationships, employee hiring, and retention and sustainability issues.

John Mitchell, finance and law, received the Faculty Distinguished Service Award. The Office of the Provost created this award in 2002 to acknowledge faculty with a record of sustained and distinguished service. Mitchell was honored for consistently participating in the life and governance of the institution that brings vigorous service to students and colleagues.

Save the Date

Inaugural CBA Hall of Fame Inducting Event

Nov. 22
2013
On the way

The other day I saw this quote: “I find that a great part of the information I have was acquired by looking up something and finding something else on the way.” — Franklin P. Adams.

How true. Being present in the moment offers great rewards and unexpected gems of knowledge and experience. Being open to that “something else on the way” makes for a very interesting journey.

For many of us, it is the mentors we have had who have made the most significant impact on our lives — our personal and professional success. Darren Smith shares in this publication that during the ERPsim Competition, the GM mentors didn’t just share their expertise and real-world skills with the student teams, they learned something from the students as well — something they discovered along the way.

Earlier this year, an alumnus and now-business leader shared that in the spring of his junior year, he didn’t know how he was going to afford tuition for his senior year. Before he left for the summer, he received notification of being awarded a scholarship, enabling him to continue his education at CMU. The alumnus was especially proud as he presented a scholarship award, named for his company, to a very grateful CMU business student. Paying it forward on the way.

The New Venture Competition has been a transformational experience for many students over the past three years. The opportunity to learn from business and industry experts and mentors about how to turn an idea into a viable business — and then actually do just that — is an incredible experience and accomplishment that they found on the way.

Who are your mentors? And what legacy have they left in the guidance and experience they provided you? Would you consider being a mentor or speaking to a student group or class to feel how rewarding it can be?

The CBA development office continues to work to fund these and other transformational opportunities for current and future business students; from new state-of-the-art student and classroom spaces in the Isabella Bank Institute for Entrepreneurship, ongoing departmental program and curriculum development to much needed student scholarships and so much more. Your investment of time, expertise and financial resources make these opportunities possible. They are part of your legacy. Thank you.

As we look to see ways we can find something else on the way, I welcome the opportunity to talk with you about your investment in the CBA and share with you how it has and/or can make a significant difference in the lives of our students.

Proud to be a Chippewa,

Sandy Sommer
Director of Development

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SPRING 2013
1997
Mark Baczewski, B.S.B.A. in marketing. Mark has moved around a lot since his graduation, but is happy to share that he is back at CMU and is now the director of development for the College of Communication and Fine Arts.

1996

1992
Eric Wynes, B.S.B.A. in general business administration with a concentration in international business. Eric has been named president of Century Bank and Trust and appointed to the board of directors on Jan. 3, 2013, in Sturgis, Mich. Eric has over 20 years of experience in the banking industry, including credit and commercial lending, business development, and overall bank management. Eric is a current member of the Sturgis Kiwanis Club. He has served his community in many other capacities in the past, such as president of the local Chamber of Commerce and a former board member to such organizations as the Sturgis Hospital and SABEA. Eric enjoys coaching and organizing youth athletes in his spare time. He and his wife, Darcy, have two boys who are very active at their Sturgis home.

1991
Heidi Voorhees, B.A. in commercial recreation with a minor in management. Heidi joined Experient, a Martiz Travel company, in January 2013 as senior vice president in housing. Voorhees leads Experient’s housing sales and operations for more than 150 clients and events that represent more than 1.5 million room nights booked. With more than 21 years of experience on the association meeting and trade show organizer side, she brings a client-centric viewpoint to the housing business. Heidi is a member of IAEE and ASAE and sits on the ASAE Meetings and Events Council. She is a frequent speaker at industry events such as PCMA, IAEE and ASAE. Voorhees has served on numerous boards and has contributed countless hours to community service endeavors. She holds an MBA from the Kellogg School of Management at Northwestern University and is an ASAE Certified Association Executive.

1980
Richard Hayes, B.S.B.A. in business administration with a minor in mathematics. Richard is the director of Knowledge Resources for The American Institute of Architects in Washington D.C. In addition to his full-time position, he also is an adjunct professor for CMU’s Global Campus. The image below was taken in Philadelphia. Richard is wearing the Central baseball cap. He always tries to bring “C” items along to help his students feel “connected” to CMU. He feels that this image puts a nice twist on the “flying C”.

1979
Bill Goodhue, B.S.B.A. in business administration. Bill and his wife, Marjorie, ’82 B.S.B.A. in accounting, show their Chippewa pride riding in their “C” golf cart.

1966
Russ Horton, B.S.B.A. in business. Russ enjoys snowy days with his wife, Cheryl. He is sporting his special Chippewa long rider coat, which has his Theta Chi fraternity logo on the sleeve. The coat was a gift given to him by his sales staff when he owned Lesco Corp., a promotional products company based out of Lansing. He also sports a Chippewa Club pin on his hat.

1965
Charles “Chuck” Dunsford, B.S. in business. Chuck is happy to say that he can still wear his Central jacket from his campus days. The original jacket is pretty ragged, so a friend sent him this new jacket. This picture is from his balcony, overlooking the ocean in Indialantic, Fla.

Send us your news and CMU photos
We want to include your news in upcoming issues of Exchange. Include your graduation year and contact information. Send your information to Cindy Howard at howar3cl@cmich.edu.
Emersing herself in the study of marketing for an entire semester at Palazzi in Florence, Italy, CBA senior Virginia Bernero says she gained a “worldly perspective.”

“Seeing the world through the eyes of different cultures gives you a new understanding of why things are the way they are. Studying abroad made me dream bigger, forced me to be more ambitious and prepared me for the world. The scholarships and personal assistance received from CMU to help me get there made my experience even richer.”

Virginia Bernero
East Lansing senior