Global Connections

In preparing 21st century graduates, we find that the world is our classroom.
The mission of the College of Business Administration faculty and administration is to foster an active learning-centered environment to provide innovative, high-quality, business-connected programs responding to the changing intellectual needs of students and the Michigan business community.

Exchange

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Mission Statement

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As we do each year, the fall issue of the Exchange highlights the previous academic year in the College of Business Administration. This year, I would like to take the opportunity to say “thank you” to the many alumni and friends who make such an important contribution to CMU and the CBA. You certainly have made a difference this year!

**Volunteering on campus**

One way our alumni and friends have made a difference is in service as volunteers. Each semester 20 to 25 alumni and corporate executives serve as mentors to newly admitted students pursuing the B.S.B.A. This year 40 volunteers worked with students to assist them in career planning, networking, and the other skills necessary for succeeding in the job market. Another 50 to 60 alumni and friends take part in the annual Dialogue Days – the two days in February when the business community “takes over” the college. Last year’s Management Aspirations Conference for women featured about 20 presenters, and only one was not a CMU alum. Countless others served as speakers to classes and student organizations. This willingness to be on campus and available to our students is invaluable.

**Participating on advisory boards**

A second way that alumni and friends make a difference is through participation on advisory boards. Currently there are seven active advisory boards in the college: the Dean’s Business Advisory Council, Accounting Advisory Committee, Management Information Systems Advisory Board, Finance and Law Advisory Board, M.B.A. Advisory Board, Management Consulting Program Board, and the LaBelle Entrepreneurial Center Board. Combined, these boards have more than 125 members providing insight and support for the college and its programs.

**Giving to the college**

A third measure of support from our alumni is measured in the steady growth in donations to the CBA, its departments, and programs. The charts shown in the back of this issue highlight a steady growth in donations over the last four years. This money also provides support that makes a real difference. We have used alumni donations over the last three years to create a $400,000 scholarship endowment fund. This appropriately entitled Alumni Scholars program is targeted to attract some of the best potential high school students in the state. Your donations also make a difference to our current students; for example, between $8,000 and $10,000 goes to support student organizations through the Student Advisory Council (SAC) each year.

Your donations have made a difference to faculty as well. During the last two years the CBA has sponsored or co-sponsored ten faculty development events to improve teaching effectiveness. Most of the funds for these efforts have come from donations. Specific program support, such as that given by alumni Bart and Doug LaBelle, has helped to establish the first and arguably the best undergraduate entrepreneurship program in Michigan.

**Helping us achieve our $6.8 million New Vision of Excellence campaign goal**

We truly appreciate your support and commitment of time and money in helping us achieve our goal to become the top undergraduate business program in the Midwest and the graduate school of choice in central and northern Michigan.

As CMU engages in its first comprehensive New Vision of Excellence capital campaign, the CBA needs your support in accomplishing our fund-raising goal. Our needs are described above. We need your support for students, particularly student scholarships, faculty, and program support. We have made it about half way to our $6.8 million goal. With your help, we will achieve the goal as we move along our path to transform ourselves from being a good business school to becoming a great one.

John Schleede
Dean, College of Business Administration
As national barriers crumble around the world and make way for an increasingly global marketplace, the College of Business Administration is staying in step by making the world its classroom.

“It’s a fact of life, and we are not going to turn our back on the telecommunications, transportation, and technology that made it possible,” said John Schleede, dean of the College of Business Administration. “It’s already happening, and therefore it’s incumbent upon higher education to prepare our students to enter a global environment.”

Some of the ways that is happening within CBA include:

• More students are taking advantage of an increasing number of study-abroad opportunities in countries such as Denmark, Czech Republic, Mexico, the Netherlands, France, Japan, Australia, Italy, Ireland, England, and Scotland. (See related story on page 4)

• Undergraduate students may now major in international business, and master of business administration students may declare it as a concentration.

• Faculty members are organizing international conferences at CMU as well as traveling abroad to teach courses, attend conferences, and conduct research.

• The college has articulation agreements in place with universities abroad that allow undergraduate and graduate students to study at CMU and transfer credits toward their degrees.

• Faculty members are working to engage mid-Michigan businesses in the global marketplace.

The curriculum
This year the international business major is being offered for the second year through the college’s Management Department. Students take courses in areas including international relations, law, economics, finance, and marketing. They also are required to study a foreign language (six credit hours at the 300 level or higher) and engage in an international experience such as study abroad.

“That program reflects where we would like to go,” Schleede said.

Management professor Mahmood Bahae makes a point in his global management strategy class.
Michelle Couture came home from her summer studying in Copenhagen, Denmark, convinced that every student should study abroad.

“'I learned a lot about international business even though I wasn’t necessarily in an international business class,’” said Couture, a senior marketing major. “‘It opens your eyes up to many different things that you don’t get in the United States.’

More students every year are taking advantage of the wide array of study abroad options available. Last year, 34 students in the College of Business Administration and 302 students throughout the university studied abroad, according to Linda Wicander, the college’s director of student services.

When the students return, she sees noticeable changes.

“'I see them a lot more interested in the world and international politics. I think they’re more adventuresome and more self-confident,’” she said. “‘I think their studies become more important as they realize that their learning can help them be more effective in business. And they certainly appreciate the multicultural or global aspects of our curriculum after doing a study abroad.’

Senior finance major James Schultz spent last spring semester in Nice, France, at the Institute pour les Affaires et la Gestion (IPAG). He called his study abroad experience one of the best decisions he ever made.

“'I think that not only students, but the world would be a better place if we had time to spend in a different culture,’” Schultz said. “'I feel like I am more capable of dealing with people and businesses from other backgrounds and cultures. Even if I don’t know anything about the culture, I now understand they’re going to do things differently and there’s a very good reason why they do, so I won’t be so quick to make a judgment.’

Ample choices for study abroad

Students have many choices of universities where the classes they take will earn CMU credit toward their major, minor, or other degree requirements. Locations include Mexico, the Netherlands, France, Japan, Italy, Czech Republic, Australia, Ireland, England, and Scotland.

The College of Business Administration also has agreements with universities abroad that allow their students to study at CMU and transfer credits toward their degrees. Such agreements for undergraduate students are established with the Anglo American College in the Czech Republic and the Arab Academy in Egypt. A similar agreement is being explored at Shanghai University for Science and Technology, Wicander said.

Agreements for graduate students have been established with the Arab Academy; JNTU in Hyberabad, India; and the Techno B School in Calcutta, India, according to Associate Dean Daniel Vetter. The college has other general agreements with about a half-dozen other universities, he said.

(Continued on page 13)
When Sid Vaidya arrived in the United States from his native India, he had $8 in his pocket and spoke no English. A 19-year-old student at Michigan Technological University, he went to his dormitory room and cried. “I cried day one. I cried day two. I cried the third day,” he said. “Then, the tears dried up. I said, ‘I’m here so I better make the best of it.’”

Vaidya relayed his experiences to CBA students October 15 and 16 through the Dow Corning Executive-in-Residence program, which was established to provide faculty and students the opportunity to interact with prominent business executives. Vaidya presented a keynote address about the global economy, attended several classes, ate meals with students, and hosted a closing question and answer session.

After coming to the United States to study chemical engineering at Michigan Technological University, Vaidya went on to earn an M.B.A. in marketing from Eastern Michigan University.

In 1979, he joined General Motors, where he was responsible for payroll and personnel systems. Since transitioning to Electronic Data Systems (EDS) in 1985, he has held various leadership positions, currently as director of EDS GM global customer experience. He is responsible for EDS systems and services provided to automotive retailers and GM consumers.

Vaidya gave students a window into the reality of globalization in the business world by describing GM’s call center operations in eastern and western Canada, as well as in Mumbai, India. The Mumbai center employs 550 agents who respond to calls GM customers make for roadside assistance. Agents are trained extensively, including three weeks of accent training, where they learn American slang and other tips to help them better communicate. The center has earned a customer service rating of 98.9 percent quality, Vaidya said.

“Nine billion people would give their left ear to come to this country. You are already here. I’m sure that you will take great advantage of it.”

- Sid Vaidya, director of EDS GM global customer experience

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“That’s competition in the global economy,” he said. Vaidya rejects the doomsayers’ view that too many jobs are leaving the United States. Rather, he says that the manufacturing jobs that have already left the country have been replaced by other jobs in such fields as optics, research, and the computer industry.

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Marketing and hospitality services administration assistant professor Michael Garver tells his students that if businesses are not tapping into the capabilities of business intelligence, it's like driving a car blindfolded. “You cannot see what is going on outside your vehicle,” he said. “You have to make data-driven decisions if you want to be successful. We know that the greatest companies in the world are doing this. They are no longer making decisions based on intuition alone.”

In partnership with professors such as Garver, the Central Michigan University Research Corporation (CMURC) has been successfully helping companies tap into the possibilities of business intelligence— including data mining, text mining, statistical analytics, predictive modeling, and spatial analysis.

A not-for-profit that opened in the Center for Applied Research and Technology’s 12,000-square-foot facility on CMU’s campus in May 2002, CMURC works to foster innovative research and development opportunities between the university and high-tech companies.

To date, clients have included Dow Chemical Company, Dow Corning, EDS, International Paper, Steelcase, and Eli Lilly.

Brent Case ’96, CMURC technology business development manager, said the center’s aim is to help companies get the most out of the investment they have made in data collection by turning mountains of data into something meaningful. The center uses the latest technology to move beyond statistical forecasting to a truly predictive model that can make sense out of the data and eventually use it to generate new revenue, improve quality and efficiency, and reduce costs.

A custom-made research team

Armed with state-of-the-art technology including advanced analytic software and a supercomputer, the center creates a custom-made team of research associates and faculty researchers with expertise in areas including statistics, business, and marketing.

Garver, who contributed his expertise in customer value and satisfaction to one of the center’s projects with Dow Chemical Company, said that care is taken to create the right team for each project. The result is an invigorating work environment that brings together marketers, mathematicians, scientists, and others.

“We would argue and debate, and at the end of the day I learned a tremendous amount from them, and I think they would say the same about me,” Garver said.

Tim Rey, counselor of statistics at Dow Chemical Company, teamed up with Garver and the center for a project analyzing the link between customer loyalty and improved finances. Working with CMURC gave Dow Chemical access to more sophisticated technology as well as experts such as Garver.

“It was an extremely good fit for him to be part of the process,” Rey said.

An opportunity for students

Students get involved directly by working on projects with faculty members, but also by benefiting from the experiences that professors bring back into classrooms.

Joe Shaver, managing consultant for engineering and manufacturing services at EDS, said his company’s relationship with the center began with a mutual interest in a professional data management association. Over the last 16 months, EDS has partnered with the center on a few projects and has more planned.

In one of those projects, EDS worked with a major automotive company to better understand how customer incentives are planned and applied. Faculty participation allowed them to integrate industry information with customer information, he said.
They were able to bring in third-party databases, which enriched what we were able to analyze,” Shaver said. “I hope it’s the case for the faculty and students that by working on this project they gained exposure to real-world problems.”

The center, he said, has structured itself to be very flexible to work with.

And Case said that’s exactly the center’s goal: “There’s no client that is too big or small, and there is no challenge that we cannot take on,” he said.

**The research process at work**

When the center takes on a project, research associates begin by securely importing the company’s data, then sort it using advanced analytical software and look for correlations in various fields with numerous variables that may not be intuitively correlated, Case said.

“We might draw those correlations that they were just unable to see,” he said.

The result has saved millions of dollars for one company and improved customer relations and various areas of operation for others.

Projects so far have ranged from $25,000 of $75,000 for four- to eight-week engagements. All of the center’s clients who have completed one project with them have been back for additional projects, he said.

**Business intelligence with a purpose**

The center also has shown its commitment to helping advance the field of business intelligence through its Business Insight Forums, which are intended to introduce the latest trends and tools in the rapidly changing and expanding field.

CMURC sponsored the second of these annual forums in July. Business leaders from a variety of industries including Dow Chemical, IBM, and Ford Motor Company attended.

“This was an opportunity to bring in business leaders and benchmark them to share ideas about business intelligence,” said Robert Berry, CMU’s chief technology officer and chief executive officer of the CMURC. “This forum benefits both corporate America as well as CMU faculty and students. CMU students are becoming sought after in the business world, and the CMU faculty are working closer with one another.”

Case said about 80 people attended from all over the state and country. They represented manufacturers, state government, information technology solution providers, health care, and utility sectors.

For more information about opportunities for your business to partner with CMURC, contact Brent Case at 989-774-1021 or brent.case@cmich.edu.

More information about the center also is available at www.thecenter.cmich.edu.
The list of clients Ted Bolema has represented as an attorney with one of the country’s top firms is impressive by any standard: General Motors, American Airlines, and Reuters News Service.

After two and one-half years as a full-time attorney with Weil, Gotshal & Manges, based in New York City, Bolema continues as a part-time consultant for the firm. The rest of the time he is bringing his experiences to life in CMU classrooms.

“Central Michigan University gave me a chance to come back home, back into education, and also keep doing the legal work that I have been doing,” he said.

A Muskegon native, Bolema has worked as a trial attorney with the Antitrust Division of the U.S. Department of Justice and as a special assistant attorney general for the Eastern District of Virginia. He also was on the faculty of the Wayne State University School of Business Administration.

With one foot still in the world of antitrust law and business mergers he knows so well, Bolema offers CMU’s business students a current, real-world perspective in the classroom.

“I like to teach very applied courses in which students can take the topics we cover and apply them to their own finances and the businesses they will be running at some point in the future,” he said. “I also want them to have a sense for how our legal system works.”

In addition to his law degree from the University of Michigan, Bolema has a doctorate in economics from Michigan State University — a pairing that has benefited him in his law profession.

“When I am looking at antitrust or any type of economic regulation issue, I am able to start out by getting a good handle on the fundamental economic concepts underneath,” he said. “In that way, I can look at a fairly wide range of issues which have some common economic principles behind them. I’m really primarily an attorney who is able to apply economic analysis to legal analysis.”

A specialist on antitakeover law

Bolema also is an active author, writing dozens of articles on topics that recently have included Michigan’s antitakeover law, antitrust issues of e-commerce, and electricity deregulation.

He recently paired up with The Mackinac Center for Public Policy, a nonpartisan research and educational institute based in Midland. The center publishes studies and commentaries by its own policy analysts as well as by adjunct scholars like Bolema. Bolema’s article “Repeal Michigan’s Antitakeover Law” was one such venture in which he called for repealing the ineffective 1988 Michigan Control Shares Act.

In another partnership with The Mackinac Center, Bolema posted an article titled “Don’t Blame Deregulation for the Blackout” on their Web site in the days following the August 14 massive electricity outage.

Bolema wrote the article over the weekend after the blackout and posted it Monday morning. “Evidently, I was the first one out with that. Quite a few people followed,” he said.

Addressing e-commerce issues

Bolema also has written extensively on the law of e-commerce, an area that raises new issues for attorneys.

Bolema teaches regulatory law, entrepreneurship law, and legal environment of business. Bolema is pleased with the balance he has struck between academia and law practice. While teaching at CMU, he continues to live in Okemos with his wife, Sally, who teaches in CMU’s finance department, and his children, ages 8 and 10.

“It is the best of all worlds,” he said.
The shelves of Daniel Schneid’s office in Sloan Hall are lined with gifts he has collected from students over 25 years at CMU. Their photos – and their children’s photos – line his walls, and he keeps a letter dated August 1989 from one student in the top drawer of his desk.

He speaks fondly of a student who entered his personal finance course speaking street English that she had learned on the streets of Washington, D.C.

“In that class, she learned that she was in control of her life. She was a major in another department, but she always came here to talk to me,” he said. “I’ve touched a lot of them, but that one I touched hard.”

She’s one of the many students who has stayed in touch with Schneid after graduating from CMU. Former students ask for job references, send wedding invitations and baby pictures, share news of their successes and failures, and more.

“I respect them as adults,” he said. “It’s beautiful to see the maturation process, especially when you’re dealing with seniors.”

**Laying the groundwork for a finance department**

As Schneid approaches his retirement this year, he thinks back not only on the students he has impacted, but on the department he helped to create. When Schneid first came to the College of Business Administration in 1978, there were no departments. So he and his colleagues set out to accomplish the tasks before them — establish a finance department, help the college get accredited, and introduce technology into the program.

Schneid came to the college after working as an associate professor at Loyola University in New Orleans for four years. Before entering academia, he worked as an engineer for the Western Electric Company and Pan American World Airways. He also served as a research associate for the Ohio State Research Foundation in the Air Force Institute of Technology School of Systems and Logistics at Wright-Patterson Air Force Base in Ohio. And, he ran his own consulting firm specializing in governmental contract performance assessment.

Schneid earned his bachelor’s degree in electrical engineering from the West Virginia Institute of Technology, his master’s degree in management from Florida State University, and his doctorate in finance from Ohio State University.

His varied background helped him lay the groundwork for a department he now takes great pride in.

“Over the years we have managed to hire terrific people. Everyone in this department likes each other and has incredible strengths,” he said. “We party together, we’re proud when somebody publishes, we’re proud when a baby is born. I learned a long time ago if you want to look good, surround yourself with good people.”

Schneid serves as chairman of the committee that redesigned the bachelor of science in business administration degree (B.S.B.A.) He also has been instrumental in establishing a strong student advising program within the finance department and developing an internship program for students.

**Retirement with a purpose**

In his retirement, Schneid looks forward to moving south with his wife, Ruth, and enjoying the company of his three children and five grandchildren.

“That’s my proudest accomplishment — the success of my kids,” he said.

He’s also hoping to stay in touch with his CMU “kids,” just as he has over the last 25 years. “How do you leave that behind? You can’t.”
Management faculty member Kathleen Utecht admits she has never been a computer person. So the fact that she has become so enthusiastic about SAP (Systems, Applications, and Products in Data Processing) — a type of enterprise resource planning computer software that brings together all of a business’s functions into a single database — is a surprise to her.

In 1997, CMU was one of the first universities in the United States to sign an alliance with the German-based SAP company to offer business students hands-on training in the software — and Utecht was one of the first CMU faculty members to be trained in the program.

“I remember thinking then, ‘What am I getting into?’” she said. “I really taught myself, and because I taught myself, I think I learned a lot, just by messing around.”

What might have started as “messing around” has taken her far. In 2001, the human resource management expert was selected as one of seven SAP Distinguished Scholars for her outstanding service to the alliance program. She was honored for her leadership role in developing SAP-enabled curriculum in human resource management, for effectively teaching the concepts and principles of enterprise systems-enabled human resource management, and for serving as a mentor to other faculty across the country.

In 2002, she was awarded a $25,000 grant from SAP America to work on a project called “Information Rich Technology Systems: Appraising the Value of Human Resources in SAP R/3.” Completed in June 2003, the project resulted in a collection of 100 classroom exercises that are available to professors in the 150 U.S. universities that now belong to the alliance.

In her classes, Utecht uses the software to teach students to create their own company, in which they can then practice fundamental skills including recruiting employees, training employees, and assigning salaries and benefits.

“I have met a lot of people through meetings and research,” Utecht said. “It’s been great for me, and I know my teaching is enriched by SAP.”

So, too, are her students’ experiences in the workforce. Though the software was created in the late 1970s, it has grown tremendously in the last five years and is found at companies including Coca-Cola, IBM, Nike, Hewlett Packard, Steelcase, and Hershey Foods.

“If students at CMU can get some exposure to SAP, then they are much more attractive to companies,” Utecht said. “They are much more marketable.”

And their starting salaries could be as much as $7,000 higher than the average, according to recent studies, she said.

Recently, a student of Utecht’s from last semester told her about her experience as an intern at Dow Corning over the summer — a job she had been offered because of the SAP skills she had learned in Utecht’s human resource class. She loved it so much that she planned to go back next year.

Utecht also received an e-mail message recently from a professor in Nova Scotia, Canada, complimenting her on the high quality and detail of the exercises that resulted from her SAP grant project.

Utecht plans for more collaborative research and more publications that will allow her to go more in-depth in her study and application of SAP.

“I really have a passion for it,” she said.
The State Department of Career Development has honored the associate director of CMU’s LaBelle Entrepreneurial Center for his work helping persons with disabilities start their own businesses. Michael Vuillemot received the Small Business External Resource Award August 29 in Lansing for his work with clients of the Michigan Rehabilitation Services agency.

“Mike Vuillemot and the CMU programs have helped dozens of people with disabilities develop small business plans and become self-employed,” said Joseph Swanson, district manager for Michigan Rehabilitation Services. “The program not only helps clients become self-sufficient, but also impacts the whole economy because they become taxpayers. Clients who successfully start businesses no longer need state assistance or can succeed with reduced financial support.”

Vuillemot was hired three years ago to help administer the three-year, $250,000 grant, which was written in 2000 by Swanson and Charles Fitzpatrick, director of the LaBelle Entrepreneurial Center. The grant is designed to assist customers in seven counties in mid-Michigan as they explore self-employment options and develop and launch businesses when possible.

“This award will help us succeed in achieving our vision of ultimately serving all economically disadvantaged populations in our region.”

- Michael Vuillemot, LaBelle Entrepreneurial Center associate director

Vuillemot is excited because this award will help us succeed in achieving our vision of ultimately serving all economically disadvantaged populations in our region.”

More than 90 people have been served by the program in the last three years, and nearly two dozen businesses have been successfully launched, including a lumber mill, home-based day care operations, a commercial photography business, a small manufacturer, and a residential painter.

The center’s staff assists counselors in working with clients to assess their business ideas as well as their readiness and commitment. The center then determines the right mix of services needed, which can include market research, legal or accounting advice, business planning, and capital acquisition. The center retains and coordinates paid consultants to provide these services and offers support throughout the business development process.

Because the grant ends in October 2004, Vuillemot said the center is working to make the transition from a grant-funded model to one that operates on a “fee for service” basis. He also hopes to use the same model to serve other populations including Native Americans, the rural poor, and women.

“Receiving the award is a great honor and a testament to the hard work of the MRS counselors and our faculty and staff,” he said. “I’m excited because this award will help us succeed in achieving our vision of ultimately serving all economically disadvantaged populations in our region.”
High-achieving roommates win DaimlerChrysler scholarship

Logistics Management Professor Robert Cook cannot lavish enough praise on this year’s winners of the DaimlerChrysler Procurement and Supply Scholarship – Moneesa Credle and Andrea Lyons. And, it just so happens the two winners are roommates.

“I’m so excited they’re in our program,” Cook said of the logistics majors. “These two are really outstanding.”

Both students learned last spring they had won the prestigious scholarship, which funds up to $8,000 for tuition, room and board, books, and supplies for one year. DaimlerChrysler has offered the scholarship since 1998 to students who are African American, Hispanic, or Native American and meet selection criteria.

Andrea Lyons and Moneesa Credle share honors

Both Credle and Lyons found their way to the business school at CMU after starting out in very different arenas – Credle as a music major and Lyons as an industrial engineering technology major.

From music to business

Credle, of Sterling Heights, Michigan, first learned about CMU when she came to the campus in high school for band camp. A percussionist, she had picked up the drums when she was 12, defying those who told her they were only for boys. When it came time to decide where to go to college, CMU was her choice and music was her major.

It wasn’t until she took a personal finance course her sophomore year that she began to rethink the role of
music in her life and looked for places in the world of business where she could express the same creativity that made her a talented musician.

“I just wanted to try something different in my life. I tried business and it stuck,” said Credle, who will graduate in May 2005. “I knew I wanted music to be an important part of my life, but I learned that I wanted it to be more of a hobby.”

Now, with a double major in logistics and marketing and a double minor in music and legal studies, Credle goes home from a long day of classes and retreats to the drum set in her basement. She also continues to give drum lessons and play in a jazz combo.

“By supplementing my business education with music, I feel like I’m getting so much more out of college,” she said. “I feel that I have challenged my abilities.”

First IET, now business

Lyons, of Ypsilanti, Michigan, shares Credle’s love of music. She played flute in CMU’s concert band when she was a freshman, and now she is learning to play piano. But Lyon’s original major was industrial engineering technology.

“My professor told me that my personality didn’t fit the role,” she said. “I needed something that was more people-oriented.”

Lyons is now a logistics and marketing double major.

“Once I got into my major, it all started to make more sense,” Lyons said. “I began working harder, and I think it’s because you genuinely have to like what you do. It made me realize that in my job I have to like what I do otherwise I will not function well.”

Lyons was one of four CMU students selected to attend the Council for Logistics Management conference in Chicago in September. She also has completed three internships at Johnson Controls, Borders Group Inc., and Phillip Morris U.S.A. She would like to find a job after graduating in May and eventually earn her M.B.A.

Career sights set high

Both Lyons and Credle have been inducted as members of the Logistics Management Council Honor Society. And both have their sights set high for their future.

“I want to do something I find happiness in and allows me to make a difference, either for customers or in the community,” Credle said. “At the end of the day, right before I fall asleep, I want to be able to say the job I do and what I stand for is meaningful.”

Lyons said her priorities have changed since her freshman year, when a good job with a high salary was her ultimate goal. “Now, it’s more like I want other people to be successful as well. The people whose lives I am part of, I want to make sure that I’m actually making their lives better,” she said.

Business students experience global economy firsthand through study abroad

(Continued from page 4)

Foreign student gains from American experience

Kira Holm, a student at Copenhagen Business School in Denmark, is spending the fall semester at CMU. Because she has her sights set on a career in international business and trade, she knew a study-abroad experience in the United States would be valuable.

“I knew it would be good to get to know the culture and the language,” said Holm, who has been studying English since she was 13. She has had to adjust to the differences between British English, which she learned, and American English – and learn all the slang terms college students use.

Many new perspectives gained

Colleen Olejnik, a senior marketing and logistics management major, spent the spring 2002 semester at the Anglo American College in Prague. She attended classes with students from the Czech Republic, Macedonia, Russia, Germany, and other countries.

“I was exposed to so many different points of view being in the classroom and talking about world events with people from such different perspectives,” she said.

Senior international business major Andrew Burland faced a similar experience when he spent July through December last year at the University of Wollongong in Australia.

“The highlight was meeting people from all around the world,” he said. “You are thrown into this huge melting pot.”

Couture came home from Copenhagen with two very close friends from Australia, and she’s already planning to go visit them.

Couture said she valued her experience so much that she wasn’t ready to come home. But now that she is back in the United States, she knows she is a different person – one better prepared for the global business world that awaits her.

“I heard a lot of new ideas about things,” she said. “People broaden your perspective, and you realize that you don’t live in the American bubble that everyone thinks we live in.”
Students get connected through CBA’s professional organizations

Opportunities abound both on-campus and around the country

They attend national conferences, visit businesses, and invite guest speakers to campus. They conduct mock job interviews, learn résumé-writing skills, and practice proper dinner etiquette. They volunteer for food drives, animal shelters, and tax preparation for senior citizens.

The list of activities carried out by the student organizations operated through the College of Business Administration is dizzying. With a total of 23 groups, every department offers at least one organization for students, and some offer several, according to Linda Wicander, the college director of student services.

For the students who take the time to get involved, the benefits are all about connections, she said. “They make connections to CMU and the college by becoming involved in overall academic life on campus. They make connections with other students with similar interests, and they get connected at the professional level as well. They also have a really good time,” Wicander said.

Student liaison facilitates involvement

The college employs one student as a liaison between all the organizations and the college’s administration. This year Jen Franta, a senior majoring in human resources management and general business administration, holds that position.

“There are a lot of different ways you can get involved here,” Franta said. “In order to get a great education, I think you have to do more than just attend classes.”

Franta said opportunities for participation are tough to avoid throughout the college. Organization meetings and activities are constantly advertised on television screens and bulletin boards.

Among those activities are corporate spotlights, which are sponsored by CBA. Twice a month, a company is invited to campus to present to students. “It’s a great way to network,” said Franta.

Top events are a big draw

Some organizations sponsor high-profile annual events that draw hundreds of students and professionals. These include Career Day hosted by Alpha Kappa Psi, Meet the Recruiters hosted by Beta Alpha Psi and the Student Accounting Society, and an Internship Fair hosted by Phi Chi Theta.

Beta Alpha Psi president Jennifer Southworth said the September Meet the Recruiters event, which features businesses from the fields of accounting, information systems, and finance, drew 22 companies this year, making it one of the most successful ever. Beta Alpha Psi is an honorary financial information fraternity.

Southworth said the event is designed to help make students more aware of employment opportunities and allow them to network with recruiters. “Meet the Recruiters is a great opportunity for students to interact in a professional environment to help improve professional and communication skills that are vital in the work world,” she said.

The event requires a tremendous amount of planning. Preparations for this year’s event began in May, led by her twin sister, Marie Southworth, as well as other leaders of the organization. Students oversee every aspect, from contacting and confirming with firms, providing them directions and other things they need for their displays, ordering food, organizing a floor plan, and sending thank-you notes.

Southworth said her leadership role in Beta Alpha Psi has improved her communication skills, provided her valuable networking opportunities, and opened her eyes to the accounting environment and career possibilities. “As president, I am realizing the benefit, as well as the burden, of running an organization and having people rely on you for information and guidance,” she said.

She’s also made lasting friendships with fellow members.

“In order to get a great education, I think you have to do more than just attend classes.”

- Jen Franta, a senior majoring in human resources management and general business administration
“Joining Beta Alpha Psi was one of the best decisions that I ever could have made,” she said. “Even though my role as president can become very overwhelming, when a meeting runs well or when a speaker thanks us for all our hard work, it makes being involved in the fraternity worth every headache.”

Andrea Mock, a senior general business management major, joined Phi Chi Theta, a co-educational professional business fraternity, to make friends as well as learn more about the professional world that awaits her. After one semester of involvement, she is now the fraternity’s president.

“I really think it is a great learning experience,” she said.

The organization’s Internship Fair every spring draws between 30 and 35 companies and offers students an opportunity to network.

**Off-campus opportunities**

In addition to bringing professionals to campus, organizations also make an effort to expose students to business environments. Society for the Advancement of Management members last year traveled to Chicago, where they took a tour of the United Center.

“The top managers there talked with us about what they did and how they manage the facility,” said the group’s activities chair Kelly Krasicky, a general business administration major with an emphasis in international business.

Colleen Olejnik, a senior marketing and logistics management major, joined three organizations – Phi Chi Theta, Logistics Management Council, and Supply Chain Management Association.

She’s motivated by her hope “that everything I have put into it will come back and benefit me.”

“I guess I look at it as an investment,” she said. “There’s always something more to learn, and I enjoy spending time with people who have the same goals as me.”

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**CBA student organizations**

**Accounting**
- Beta Alpha Psi
- Student Accounting Society

**Business Information Systems**
- Association of Information Technology Professionals
- Pi Omega Pi-Zeta Epsilon

**Economics**
- The Economic Club

**Finance and Law**
- Financial Management Association

**Management**
- American Production and Inventory Control Society
- American Society for Quality
- International Society for Quality and Productivity Management
- Society for Advancement of Management
- Society for Human Resources Management
- Supply Chain Management Association

**Marketing and Hospitality Services**
- American Advertising Federation
- American Marketing Association
- Hospitality and Tourism Society
- Logistics Management Council Honor Society

**Business Fraternities and Organizations**
- Alpha Kappa Psi
- Beta Gamma Sigma
- Business Professionals of America
- Gamma Iota Sigma
- Phi Chi Theta
- SAP University Alliance Student User Group
- Students in Free Enterprise
Advisory boards
bridge academic and business worlds

Management Information Systems Advisory Board
At a meeting of the Management Information Systems Advisory Board you might hear a discussion of how to increase student internship opportunities, what courses should be added to the curriculum, or how to raise money to send students to a national convention.

Since its formation in 1996 the board has made an impact in several areas of the department – curriculum, fund raising, and student programs – all while following its mission of providing collaborative support to the business world and the MIS program.

“By having this board, there is a mutual understanding,” said Monica Holmes, business information systems faculty member and leader of the board. “The faculty understand what is driving the companies’ need for skills, and the companies understand how we teach and what our constraints are.”

In an effort to bridge the gap between the academic and professional business worlds, several departments within the College of Business Administration have developed advisory boards. In addition to the MIS Advisory board, there is the Dean’s Business Advisory Council and the Entrepreneurship Advisory Board.

A total of 43 individuals representing 29 corporations have served on the MIS board, which meets three times a year, according to Holmes.

Lynn Eady ’84, director of global business operations for Delphi, has served on the MIS board since its creation. Eady said the board can “reinforce the value of an MIS degree in the marketplace” in ways such as providing opportunities for internships and helping support student involvement in the Association of Information Technology Professionals (AITP).

Dean’s Business Advisory Council
David Marvin, ’80, senior vice president for Comerica, has served since June 2002 on the Dean’s Business Advisory Council. The council was established in 1982 under the leadership of Leonard Plachta to provide advice, counsel, and support to the dean of the College of Business Administration and to serve as the key interface between the college and regional and national business and industry.

As the leader of Comerica’s middle market banking, which lends to companies with between $25 million and $500 million in sales, Marvin has contact with presidents, chief financial officers, and executive management teams of companies throughout 26 states.

“In a lot of businesses, we see things being done the old way and a reluctance to change. I don’t see that at all in this business school.”
- David Marvin, senior vice president for Comerica Inc.

Entrepreneurship Advisory Board
Another advisory board within the college – the Entrepreneurship Advisory Board – was crucial in the development of the entrepreneurship program in 1998, according to program director James Damitio.

“We were working with them from the early stages,” he said. “They continue to provide input to us at the LaBelle Entrepreneurial Center so that we stay focused and on track for making this the best program it can be.”

The 15-member board will be involved this December in the first phase of the center’s investment forum. Students will present business plans they developed in the capstone course of the entrepreneurship major to the advisory board, which will award cash prizes to the top three, Damitio said.

In the spring, the second phase of the forum will begin. The advisory board and other “angel” investors will listen to the top business plans and possibly work with the students to fund the plans and get their businesses started.

Members of the advisory board also serve as speakers in the LaBelle Entrepreneurial Speaker Series. One board member, André Blay, will be the college’s Executive-in-Residence in March. Blay is the founder of Magnetic Video, the world’s first prerecorded videocassette company.

(See also “CMU advisory board sets up business endowment fund” on page 19)
New faces

David Hutchison joined the department of finance and law as an assistant professor this fall after fulfilling a one-year appointment last year. “I guess it’s just part of my nature,” he said of his love of teaching. Hutchison enjoys the process of solving “hard thinking problems” and sharing the solutions with students. Hutchison has spent his career moving between the worlds of business and academia.

In the business world, he first worked as a regulatory economist in the policy analysis and research division of the Illinois Commerce Commission. Later, he worked for Old Kent Mortgage Services as vice president and servicing asset portfolio manager and then as vice president, director of financial and quantitative analysis/senior portfolio manager for Old Kent Financial Corporation. His responsibilities included managing securities and mortgage portfolios valuing about $5 billion.

His career in academia has taken him to the finance departments at Washington State University, Grand Valley State University, Valparaiso University, and the University of Illinois.

Hutchison earned his bachelor’s degree in mathematics from Illinois Wesleyan University and his master’s degree in economics and doctorate in finance from the University of Illinois.

He, his wife, and four children live in Holland. When he’s not in the classroom, you might find him on the golf course following in the footsteps of his grandfather, Jock Hutchison – the first American citizen to win the British Open in 1921. “I claim to be the loser in the genetic pool,” he said.

Jason Taylor joined the department of economics as an assistant professor. After earning his bachelor’s degree in journalism from Ohio University in Athens, Ohio, Taylor moved to Athens, Georgia, to earn his doctorate in economics from the University of Georgia. He then worked for five years as an assistant professor at the University of Virginia before coming to CMU.

Taylor’s fascination with economics began as an undergraduate, when he became particularly interested in the intricacies of policy trade-offs. Taylor jokes about Harry Truman’s now-famous request for a “one-armed economist,” a metaphorical man who would not precede his good news by saying, “On the one hand,” only to follow it up with the downside, “on the other.” “When you look at policy with an economist’s eye, it suddenly opens a world that is no longer just black and white,” Taylor said.

When he switched from journalism to economics, he thought teaching the discipline would be his true love, but now he has come to love doing research just as much. Most recently he has explored the ways the New Deal economic alphabet agencies created in the 1930s helped mobilize the nation toward war in the 1940s. He also currently is researching the industry-wide cartels formed under the Roosevelt administration’s National Industrial Recovery Act between 1933 and 1935. “I think we can gain a lot of economic insight into cartels today by looking at these historical episodes,” he said.

Taylor and his wife, both Ohio natives, are pleased to be closer to family after nine years in the south. “I’m a Midwesterner at heart,” he said.

Adam Epstein joined the department of finance and law this fall as an assistant professor. Epstein is a graduate of the University of Tennessee, where he earned a bachelor’s degree in classics, an M.B.A. in management, and his law degree. Before coming to CMU, Epstein was chair of the legal studies department at South College in Knoxville, Tennessee. He also taught as an adjunct assistant professor of sport management at the University of Tennessee and has gained experience teaching business and law-related courses at the college and university level since 1994.

For 13 years Epstein worked as an independent sport lawyer and manager, representing world-class athletes such as the 2000 USA National Triathlon Champion and Olympic competitor Joanna Zeiger. He attended the Sydney Olympic Games, where Zeiger was the top American finisher and fourth overall. He also attended the 1996 Atlanta Olympics representing gold and silver medal-winning swimmer Tripp Schwenk.

“I’m kind of a Jerry Maguire, in a sense,” Epstein said. He’s the author of a textbook on sports law and is currently writing a textbook on entertainment law due to be published next year.

Epstein came into teaching after realizing that he did not want to practice law. A certified mediator, he’s a proponent of alternative dispute resolution, a movement that champions alternative methods of solving disputes. “I’m a big believer that people should try to resolve their disputes before getting lawyers involved,” Epstein said.
Our New Vision of Excellence involves many alumni, friends, and partners

On September 13, 2003, Central Michigan University kicked off the New Vision of Excellence Campaign for Central Michigan University with a community celebration and a fantastic Chippewa victory over Eastern Kentucky, followed by a gala dinner in Warriner Hall.

Thus began CMU’s unprecedented capital campaign. The traditional “silent phase” of the campaign has come to an end, and with enthusiasm and determination, we are moving forward to meet the university goal of $50 million in this first-ever comprehensive campaign for CMU.

The campaign is a broadly focused initiative, and the College of Business Administration has set an ambitious campaign goal of $6.8 million. Our bold new vision will be focused on student scholarships, heightened academic standards, endowments for faculty research and creativity, an enhanced campus environment providing students and faculty with advanced facilities and technology, and strengthened ongoing and special programs.

Save these dates

- The 10th Annual Dialogue Days, a two-day college event featuring business executives and alumni, is February 3 and 4, 2004, beginning at 2 p.m. Keynote speakers will include Mary Ellen Sheets, founder, and Melanie Bergeron, COO, of Two Men and a Truck.
- Dow Corning Executive-in-Residence, a two-day event featuring André Blay, will be held March 24 and 25, 2004.
- The College of Business Administration’s 11th Annual Golf Event at the Pohlcat Golf Course in Mount Pleasant will be held June 14, 2004, with a shotgun start at 10 a.m.
Over the past year and a half, we have reached out to you, our alumni, friends, and corporate partners, for financial support. You have responded enthusiastically with a spirit of commitment and generosity. To date, we have gathered $4.2 million toward our ultimate goal of $6.8 million. From another perspective, we are halfway through the campaign and have reached 60 percent of our goal.

Will we surpass our goal in this challenging fund-raising environment? Without any doubt. Thanks to our alumni and friends, a New Vision of Excellence is on the horizon for the College of Business Administration. Fulfilling this vision will mean securing our position as a nationally recognized business college providing students with an excellent undergraduate and graduate education, exceptional faculty, and an exemplary learning environment.

Look what you have done! Your generous support is sincerely appreciated.

Amy Silk
CBA Director of Development

CMU advisory board sets up business endowment fund

Members of the College of Business Administration’s business advisory boards place so much value on the quality of education the students in their college receive, they established a new endowment fund.

Corporate and individual members of the CMU Management Information Systems Advisory Board created a $15,000 endowment fund to support students. The goal is to raise $25,000 in the next five years. The funds will go toward scholarships or other activities for undergraduate students in management information systems or graduate students in the master of science in information systems program.

Blue Cross Blue Shield of Michigan, the Dow Chemical Company, Auto Owners Insurance, and Valassis gave corporate gifts. In addition, members of the board made individual donations.

Many of the board members also are CMU alumni who want to give back to the university. In addition to service on the board, these leaders also support student internships and employment of graduates, said John Schleede, dean of the college.

Centralis Scholar Jessica Wojciechowski, who is majoring in business, expressed her gratitude for the scholarship that is enabling her to focus on the many opportunities and challenges provided by the CMU Honor’s Program.
Melanie Bergeron, ’84, remembers when Two Men and a Truck International consisted of, literally, two men and a truck. The two men were her brothers, who came home from college and were unable to find work. So her mom, later the company’s founder, took out an ad in the paper that said “two men and a truck,” and they went to work hauling trash and helping people move with their pickup truck.

Years later, Melanie has been crucial to the company’s growth into what now includes 120 franchises in 25 states. But before coming to work for the family-owned business, Melanie moved to Atlanta, Georgia, and worked for a computer company, a food broker, and in pharmaceutical sales. She started the first Two Men and a Truck franchise in Atlanta in 1987.

“My mom kept saying, ‘I’m going to need your help someday,’” Melanie said. So she moved back to Michigan and opened another franchise in Novi. She continued in pharmaceutical sales until she joined the company full time as chief operating officer in 1994.

“My mom is a real entrepreneur, and I’m a real process person, so we’re a good mix,” Melanie said. She and her mom, Mary Ellen Sheets, will team up in February as presenters at the College of Business Administration’s annual Dialogue Days event.

Melanie helped the company through some “growing pains” in her early days and is now leading it into international markets.

“Every decision we make is based on if it is good for the customer. That takes a lot of confusion and gray area out,” she said. “We have our core purpose and mission, and we follow those.”

At the core of that mission is the “Grandma Rule,” which she said governs everything they do – treat others the way you would like your Grandma to be treated.

“It just puts it down on a real, simplistic level,” she said. “My brothers and my mom and I share that philosophy 100 percent. If we didn’t, we would have problems.”

Melanie, her husband, Noel, and twin 7-year-olds, Jason and Alex, live in Mason, Michigan.

Tramayne Whitney, ’98, began his education at CMU as an actuarial sciences major, but he discovered an interest in business during his junior year. He later was drawn to human resources, in large part because of his love of working with people.

“People drive business and drive results, so I like being able to look at systems and processes that affect people and how satisfied they are in order to perform at an optimal level,” Tramayne said. He’s doing just that for Kellogg Company in Columbus, Ohio, as an organizational effectiveness consultant.

Tramayne’s first introduction to Kellogg came with a six-month internship while he was a student at CMU. After graduation, he worked as an intern with DaimlerChrysler before taking his first full-time position in May 1999 with the Dana Corporation. Two years later, he returned to Kellogg in Elmhurst, Illinois, as a human resources business partner.

He has remained with Kellogg, taking on the additional responsibilities of the $500 million business unit of warehouse clubs before moving to Ohio in September for his current position.

“It has been a good company, especially for me,” he said. “They recognized the capability I had as an intern.”

He looks back on his CMU days as formative, particularly the focus on teamwork he encountered. “That is so critical in the business world,” he said. He stresses to students that they should seek out opportunities for involvement in professional organizations, as well as being active participants in their classes. “In many corporations, if you are not visible, you are not going to succeed,” he said.

Tramayne is working toward an advanced master’s degree in management and organizational behavior at Benedictine University in Lyle, Illinois.
Michael Bowen, '92, can still hear the voice of Rose Prasad, a CMU finance professor, urging him to pursue commercial banking. At the time, he followed her advice “kicking and screaming” and enrolled in the Perry School of Banking. But now, he knows he has her valuable advice – and his solid foundation in banking – to thank for his success founding his own development company. “She just always had a really strong belief in me and my potential as a student,” he said.

A finance major and marketing minor, Michael went to work for National Bank of Detroit in Grand Rapids after graduation, completing the credit training program and then moving on to be a credit analyst and commercial loan officer.

“The thing Dr. Prasad always highlighted to me was what a great training ground commercial banking was,” he said.

Armed with that experience, Michael sought a change of pace by later going to work for a real estate company in Norton Shores. When that company faced some financial setbacks, he set out in 1998 to start his own company – Muskegon-based Westwood Development Group. “When you’re young and dumb you do a lot of crazy things,” he said. “Real estate was something I knew I had a passion for.”

The company that started at his kitchen table is now a leading national developer of retail properties, primarily large power shopping centers. Westwood now has 1 million square feet of existing properties across the country with an asset base of $100 million.

“It’s funny to look back on it now,” Michael said of his company’s early days.

He and his wife, Julie, also a 1992 CMU graduate, live in Spring Lake with their two boys, ages 4 and 6.

Nathalie Giske, '98, was offered a job at DaimlerChrysler during her senior year at CMU, and she has been there ever since. A finance major, Nathalie performed an internship at Johnson Controls Interiors, gaining valuable experience in the automotive industry that later helped her land a position as a management trainee in the Procurement and Supply department at DaimlerChrysler. Nathalie participated in a two-year rotational program in which she spent six months in four different departments – nonproduction purchasing, production purchasing, supply, and operations. At the end of the program, she was offered her current position as foundation brake buyer.

Nathalie is responsible for purchasing all of the brakes and parking brakes for DaimlerChrysler’s passenger vehicles, minivans, and performance vehicles manufactured in the U.S., Mexico, Canada, and Austria. The rotational program helped to make her a much more marketable employee within the company, she said.

“If you are a good performer and if you have the ability to take challenges, then DaimlerChrysler is a company that offers you a lot of opportunities,” she said.

For four years, she has been part of the recruiting and mentoring team that helps make those opportunities available to CMU students. She attends the Career Fair on campus in October to recruit summer interns for the company’s Procurement and Supply department. She also is part of the team that mentors the interns, ensuring they have a positive experience and ultimately are offered full time jobs.

A native of Brazil, Nathalie came to CMU as an international student. She played on the women’s rugby team and joined Alpha Kappa Psi – a professional business fraternity she recommends to students. “I learned so much as far as business skills and professional development,” she said. “It really gave me an edge.”

Nathalie also studied abroad, spending a semester in Glasgow, Scotland.

Nathalie now lives in Birmingham, Michigan, outside of Detroit. When she is not working, she enjoys traveling, participating in community nonprofit organizations, and spending time with friends.
“Some of that may be inevitable, but looking at it as the panacea to make us more competitive is very short sighted,” Bahaee said. “It shouldn’t be looked at as the ultimate solution to a company’s competitive problems.”

Bahaee said he stresses to his students that they must be prepared to work in a diverse environment.

“Understanding the diversity of cultures is very important because no matter where our students go for work, they will be working with people of other cultures,” Bahaee said. “We cannot totally understand all of the nuances of other cultures, but we must become tolerant of that diversity.”

Many courses within the college have been permeated with international issues. In economics, the change is evident when comparing today’s textbooks with those from a few years ago.

“There’s increasing international content in all of them, and it’s not just a chapter on international topics or globalization, but it’s an integral part of every chapter,” said Paul Natke, economics department chair.

**International conferences at CMU and beyond**

Economics professor Bharati Basu was instrumental in bringing the first meeting of the International Economics and Finance Society to CMU in June. Three of the world’s leaders in international economics joined about 50 other economists to share trade theories at the three-day event.

“My purpose was to organize an event where a few professionals would gather and talk freely and collectively about the trade situations in the world,” Basu said.

The issue of globalization is one about which economists disagree, she said.

“There is a group that thinks it’s good for the United States and the entire world, and another group criticizes it as a tool in the hand of the United States and big corporations to take over the world,” Basu said.

Basu falls into the camp that supports globalization, which she defines as breaking down trade barriers.

“Our technology has reached this stage where it is not possible to keep barriers on trade,” she said. “IT (information technology) is moving so fast it would be impossible to keep one country out of the entire chain. If that is true, then I think that the entire world is going to gain from free trade and from the free exchange of technology.”
Such issues of globalization, including theories about labor and wages, the effectiveness of free trade agreements, and safety, health, and industry standards were discussed at the conference.

CBA faculty members also are going abroad to engage in such conferences, thanks to the efforts of professors such as Kumar Palaniswami, management department chair. He will lead a delegation of CBA professors to the Second International Conference on Logistics and Supply Chain Management in Coimbatore, India, in August 2004. CMU will cosponsor the upcoming conference with PSG College of Technology in Coimbatore.

Palaniswami, who is one of the event’s organizers, and six other faculty members attended the first annual conference in August 2001, also in Coimbatore. They shared information about international business practices with more than 400 representatives from around the world, visited factories and businesses, and became better acquainted with the culture.

“You can talk about a culture as much as you want, but you have to go there to understand it,” Palaniswami said.

**Student and faculty exchanges**

In 1998, CBA signed an agreement with the Arab Academy for Science and Technology and Maritime Transport in Alexandria, Egypt, to allow for the exchange of students and faculty. Since then, several CMU faculty members have visited Egypt to teach courses, and about 16 Egyptian students have come to study in Mount Pleasant. Academy faculty members also have come to CMU to teach summer courses or conduct research. In 2001, the agreement was expanded to include graduate students.

Asaad Elnidani, chairman of the business administration department at the Arab Academy, recently visited CMU to further develop the relationship between the two institutions. Elnidani said the agreement allows Academy students to study for three years in Egypt and one year at CMU to earn their degree. A degree from an American university is very attractive to Egyptian students, given the global economy, he said.

The agreement with the Arab Academy is just one example of such relationships that have been and are being developed throughout the college. Other agreements for undergraduate students are in place with the Anglo American College in the Czech Republic, and one is being explored with the University of Shanghai for Science and Technology.

Formal agreements for graduate students have been established with Jawaharlal Nehru Technological University in Hyderabad, India, and the Techno B School in Calcutta, India. The college has other general agreements with about a half-dozen other universities, according to CBA Associate Dean Daniel Vetter.

**Helping local businesses reach out**

Michael Pisani, assistant professor of international business in the management department, is working with Schleede to obtain a Title VI education grant to help the college expand its international focus to include building business partnerships with the local business community.

“The rest of the world eyes this market,” Schleede said. “Why aren’t we doing the same? It’s easy when you live in the middle of Michigan to forget there are global markets.”

Only a handful of mid-Michigan’s nearly 4,300 businesses have ventured into the global marketplace, according to the grant application. The project would help even more businesses compete internationally by partnering with three local economic development corporations. Schleede said the college would identify companies that might be able to market their products outside the United States or who might benefit from products being brought into the country. The college would then host a series of workshops and pair graduate students with the business leaders to help them adjust their business plans.

“Business is global with the competitive advantage going to world-class producers of goods and services,” Pisani said. “The global economy is not a trend or fad, but part of our global way of life.”

“We cannot totally understand all of the nuances of other cultures, but we must become tolerant of that diversity.”

- Mahmood Bahaee, CBA management professor

“It greatly broadens their understanding,” Elnidani said.

“Business is global with the competitive advantage going to world-class producers of goods and services,” Pisani said. “The global economy is not a trend or fad, but part of our global way of life.”
Academic excellence

- Faculty research productivity as measured by published referred journal articles more than doubled to more than 100 articles in 2002-03.
- B.S.B.A. on the Web (Online B.S.B.A.) was approved and is to be implemented in 2004.
- The faculty approved a curriculum structure for a revised undergraduate degree.
- The faculty participated in five college-sponsored workshops in active student learning, effective group assignments, team learning, and problem-based learning.
- Thirty-four students studied abroad during 2002-03.
- The M.B.A. management consulting concentration was initiated in fall 2003 with 20 students.
- The CBA Residential College opened in fall 2003 with 43 students.

Events

- More than 50 college alumni and friends spoke in business classes during Dialogue Days.
- The CBA Honors Assembly attracted more than 500 students and family members; Outstanding Students of the Year were recognized.
- The Corporate Spotlight program attracted a dozen firms to CBA in 2002-03.
- Management Aspirations, the first new conference for women, attracted 90 participants and 20 speakers and leaders.

External support and facilities

- Contributions to CBA increased by 46 percent during 2002-03.
- Both the Center for Supply Chain Management and the Institute for Management Consulting received significant grants.
- Each classroom in Grawn Hall now is fully mediated with data projector, visualizer, VCR and DVD player, and PC.
- Republic Bancorp dedicated a room to retiring founding board member, Howard Hulsman.
- Doug and Bart LaBelle pledged additional support for the LaBelle Entrepreneurial Center.
- Isabella Bank and Trust endowed a scholarship for international students studying banking.

**Business majors**

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**Number of CBA undergraduate degrees conferred**

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<td>’96-’97</td>
<td>622</td>
</tr>
<tr>
<td>’97-’98</td>
<td>609</td>
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<tr>
<td>’98-’99</td>
<td>606</td>
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<tr>
<td>’99-’00</td>
<td>732</td>
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<tr>
<td>’00-’01</td>
<td>705</td>
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<tr>
<td>’01-’02</td>
<td>843</td>
</tr>
<tr>
<td>’02-’03</td>
<td>880</td>
</tr>
</tbody>
</table>
Average business graduate salaries

2002–2003 undergraduate degrees by department

Total contributions to CBA

Business graduate placement rate

Number of CBA donors

MBA program

Top 10 employers of CBA graduates

Students enrolled in internships

- General Motors Corporation
- Ford Motor Company
- DaimlerChrysler
- Dow Chemical Company
- Dow Corning
- SBC
- Comerica Bank
- Consumers Energy
- State Farm Insurance
- Bank One
CBA donors 2002-2003

(More than $1,000)

Accenture Foundation Incorporated
Ermil '75 and Linda '96 Adamson
American Multi-Cinema Incorporated
Charles R. Ammerman '65, '67
Timothy F. '82 and Kristi '82 Anson
Arthur Andersen LLP Foundation
Blue Cross Blue Shield of Michigan
Lon M. '75 and Vicki Bohnannon
Herbert W. Boschen '83
Michael L. Bourke
William Croft Burley '83
Dale A. Bywater '50
Al '56, '90 and Patricia A.
Cambridge Jr.
Kenneth Scott Cherry '90
Michael E. Collins '94
Comerica Incorporated
Dr. Wells F. '50 and Lois A. '56, '72
Cook
Amy S. Courter
Rodney '77 and Nanette Crawford
Jeffrey '80 and Roxanne Croft '81
Thomson Cronin '83
Crowe Chizek and Co. LLP - Administration & Education Center
DaimlerChrysler Corporation Fund
Deloitte & Touche LLP
Delphi Automotive Systems
DeWitt Conduit Foundation
Gary DeWitt '64
Dr. Kimber '79 and Judy '92 DeWitt
The Dow Chemical Company
Dow Corning Corporation
Financial Executives Institute
General Motors Corporation
Jacalyn Goforth '82
Denny P. Hanysak '66
Philip L. Harms '83
Sandra L. Herrgers '87
Marcia Lynn Hyde '81
Isabella Bank and Trust
Dr. David '69, '76 and Susan '68 Karmon
Phillip '77 and Sue Kench
Roger L. '58, '89 and Phyllis J. Kesseler
Dr. Philip L. Kintzele
Ira Kreft '77
John G. Kulhavi '65
Dr. Vernon E. Kwiatkowski
Labelle Management
Remos J. '80 and Julie A. '82 Lenio
JoAnn Kay Linrud
Kenneth M. Mahoney '71
Maner, Costerisan & Ellis PC
Marathon Ashland Petroleum LLC
Marathon Oil Company
Marathon Oil Corporation
Stephen Edward Mehlig '80
Michael '81 and Gail '81 Moharter
Michael '70 and Mary O'Donnell
Plante & Moran LLP
PricewaterhouseCoopers Foundation
Pulte Homes of Michigan
Rehmann Robson P.C.
Republic Bancorp Inc.
Craig J. Ridenour '88
Dan Savage '73
John and Linda Schleede
Daniel L. and Ruth Schneid
Kurt R. Schwamberger '73
Paul '62 and Sandy '61 Smuts
Gregory A. Stevens '94
Mark '91 and Michelle '91
Szymczak
Valassis
Allen '72 and Nancy '73 VanderLaan
Mark E. Van Faussien '86
Scott A. '87 and Debra '89 Walsh
James H. Wanty '71
WinOvations Incorporated
Yeo & Yeo PC
($500-$999)

7-Eleven Inc.
Bruce and Christine Allen
Mary Jo ’95 and Frank Andera
Gary E. Anderson ’73
Paula Audas ’80
Auto-Owners Insurance Company
Deborah Anne Barker ’72
Chris Beresford ’81 and ’81 Erin McBrien
Robert Jay Blanchard ’81
James ’62 and Valerie Briley
Theodore ’69 and Mary ’72 Jane Bunker
Nelson F. Burnell ’70, ’72
Randy L. Burns ’79
David S. ’87 and Kathy Cambridge
Paul W. ’82 and Diane ’84 Clemo
Jonas and Jeanne Cook
Robert L. Cook
William R. and Sharon A. Cron
Michael T. Davis ’77
Russell ’80 and Penelope Davis
Ernst & Young Foundation
Marc ’82 and Julianna ’91 Feeney
Sheryl Anne Findley ’93
Edward Flagg ’76
Follmer Rudzewicz Advisors Incorporated
Ford Motor Company
Dale ’74 and Ann ’74 Ford
Gary ’94 and Lynette Gagnon
Michael and Sherrie Garver
Northwestern Mutual Financial Network - The Holvick Group
Jim and Debi Goodrich
Robert ’84, ’87 and Karen Grove
Todd Robert Harter ’94
Roger Hayen
Joy and Randall Hayes
Robert James Heiden ’83
Harold Alan Hodgdon ’68, ’69
Monica Holmes
Patrick J. ’69 and Mary Lou Holmes
William ’75 and Jenny Hood
Jason S. Howes ’94
Nina A. ’90 and Mark T. Kettelhut ’91
Tim Knickerbocker
Jason ’76 and Janice Korstange ’70
Paul ’83 and Kathryn Loffreda
Margaret M. Malicke ’81
Donald McBane
Douglas A. McDonald ’86
Tim and Debra McGilsky
Michael C. ’79 and Barb Melton
Cynthia Marie Moerdyk ’97
Scot A. Morrison ’97
Deborah ’95 and David Moscardelli
Tracey ’84 and Paul Natke
Terence Nevett
New Horizons Computer Learning Centers
Randall Rea Norton ’77
Patrick Okonkwo
Page, Olson & Company PC, CPAs
Lyndell C. Patrick ’75
Kari ’92 and Paul Peruski
Joseph S. Peters ’86
Mary Pienton ’79
Jack D. ’85 and Julia Poindefter
Jeffrey Polakowski ’87
Roberta S. Primeau ’79
Christopher ’76 and Gail ’83 Rink
Mark Rinna ’74
Yae Sock Roh
John T. Rubie ’66, ’67
Nancy ’79 and David Rusch
Judge William and Eileen Rush
James Scott and Claudette Shaffer
Charles E. ’60 and Gerry Y. Scribner
Robert C. Sekulich ’94
Scott ’82 and Bridget Smith
Don M. Stanczak ’82
Thomas J. Steiner ’72
Laura L. Stowell ’84
Larry ’57 and Judy ’74 Thomas
Gerald G. Turner ’77
Robert D. Ullom ’57
Robert S. Unger ’80
The UPS Foundation
Dan and Bonnie Vetter
Gary ’75 and Barb Vollmar
William V. ’63 and Joan Weick
Robert S. Welsh
James M. Williams Jr.
Carey Michele ’84, ’88 and Paul S. Winkel
Mark Zellner ’75
2002

Chrystal Stevens graduated with a B.S.B.A. in accounting. She left Plante and Moran in May to join a group of nuns, the Servants of God’s Love, in Ann Arbor, Michigan.

2001

Troy Driskell resides in Roseville, Michigan. He is employed by H & P Technologies in Warren as a purchasing agent.

Abby (Cuthbert) Johnson is married to Shane Johnson, and they reside in Zeeland, Michigan.

Alex Joseph lives in Mason, Ohio. After graduating from CMU’s M.B.A. program in 2001, he was hired by the consulting firm Intelligence Inc., based in Cincinnati, Ohio. It is a global IT consulting company and leading SAP Authorized Channel Partner, providing consulting services and leading SAP applications, consulting services, training classes, customer support center, and outsourcing services. He provides consulting support to customers using SAP’s ERP software in the sales and distribution domain.

Ty Lewis graduated with a B.S.B.A. He received his Certified in Production and Inventory Management designation from the American Production and Inventory Control Society and also has earned his Certified Quality Improvement Associate designation from the American Society for Quality.

2000

David Fisher works for EDS Network Management in Auburn Hills, Michigan.


Darrin Schapp graduated with a major in marketing. After leaving CMU he worked for Kmart as an operations manager for over two years. He and a partner opened a mortgage company, Stillwater Funding. In October 2002 he married a neonatal intensive care nurse.

Katherine (Herb) Sheridan is the Cadillac program manager at TMG Sports Marketing in Auburn Hills, Michigan. She organizes and represents Cadillac and Northstar in their promotional road show tours across the country. She has been at TMG for two months. She previously worked at The Berline Group, a medium-sized advertising agency in Bloomfield Hills, as the creative operations and production supervisor.

Jason Sweedyk was a systems analyst at Spectrum Health in Grand Rapids until January 2003 when he became corporate systems administrator with Universal Forest Products in Grand Rapids. The president of Universal Forest Products, Mike Glenn, also is a CMU alumnus.

1999

Mohamad Hussin Abdullah is married to Syarizn Syamee Sharifuddin, and they have two sons. Currently they live in Ipoh, Perak, Malaysia. He is employed as a senior master trainer and acting regional manager at Prestariang Technology. He also is the chairman and youth secretary for 4B Youth Movement of Malaysia.

Annette E. Carey is the owner/operator of Birch Lodge Cottages of Higgins Lake. Check out their Web site at www.travel.to/birchlodge. She reports the B.S.B.A. she received from CMU has helped her run a successful Northern Michigan resort.

Deanna Gaut currently works at Ivy Tech State College in South Bend, Indiana, as the regional workforce certification manager. She has been with Ivy Tech for two years and lives in South Bend. She is returning to school in the spring to pursue her M.B.A. at Indiana University-South Bend.

Stacy (Frey) Miller graduated with a B.S.B.A. She is employed with the Dow Chemical Company. On July 12, 2003, she married Jacob Miller, and they reside in Midland, Michigan.

Jason Valchine has worked for two years for The W. C. DuComb Company in Detroit, Michigan. She is a sales representative and account manager.

Oliver Vella graduated with an M.B.A. She returned to her home in France, where she currently works as a corporate marketing officer at a leading European bank. Oliver shared a fun story: “Weeks ago I attended my best friend's wedding, and a couple from the state of Washington was invited. We chatted, and the lady told me she graduated from CMU 20 years ago! Small world we live in!”

1998

Tony Alt graduated with a B.S.B.A. He is employed by Lear Corporation as an assistant controller in Tampa, Florida.

Julie E. Anderson is employed by Computer Sciences Corporation and lives in Waterford, Michigan.

Donald Barduca and Kimberly (Mroczka), both CBA grads, were married on September 21, 2002. Don currently works as a financial analyst for Visteon. Kim works as a financial analyst for Lear Corporation.

Dawn Matchinske lives in Charlotte, North Carolina, and works for Maersk Logistics. She has a son, Michael.

1997

Dan Beaudoin is partner and CEO and EDI coordinator of DMF Bait Company, a family business in Waterford, Michigan. He married a CMU grad, Jennifer Pomplin ’96. They have two children, a 2 1/2-year-old son Connor and a 5-month-old daughter Maddy.

Neil (Shirley) Boone and her husband Alan had a baby boy, Evan Paul, on July 9, 2003. He weighed 7 lbs. 5 oz. They also have a 2 1/2-year-old daughter Cali Ann.

Stephanie A. Carroll married Mike Carroll on June 20, 2003. They recently moved to the Petoskey area from Kansas City. She is currently a staffing specialist with Manpower.

Kristen Crawley and Jay Crawley both graduated in December 1997. Jay is an 8th grade teacher at Gahanna Middle School South in Gahanna, Ohio, and Kristen is an operational risk analyst with American Electric Power in Columbus. On May 24, 2002, they had identical twin boys, Cameron and Caiden. In November they are expecting their third little boy, Carter. They reside in Powell.

Brett Godush attended law school in Vermont, completing his degree in 2001. He took and passed the Michigan Bar Exam and is now a magistrate for the Berrien County Trial Court.
Patrick O’Connell married Michelle Nott, also a ’97 grad, in 2000. They live in Westland, Michigan, and recently had a son, Max. Patrick has worked at SBC (formerly Ameritech) for the past three years. He is currently a senior account manager, and Michelle is a stay-at-home mom.

Richard Pearen graduated with a B.S. in economics and currently works in Bay City with Hantz Financial as a financial consultant.

Paul Schrock graduated with a B.S.B.A. in production operations management. In 2002 he received a Master of Science in Operations Management from Kettering University. He is currently the manufacturing general supervisor at GM Powertrain in Fredericksburg, Virginia, where he is in charge of the manufacturing operation for the entire plant. After graduating from CMU he worked for Caliber Logistics on site at GM Powertrain in Bay City, Michigan. After a year he was hired by General Motors as a production supervisor. He is married to Dr. Jessica Schrock, who earned both her B.S. and Au.D. from CMU.

1996

David Benter is a business analyst for DaimlerChrysler Corporation. He graduated cum laude from Walsh College with a Master of Science in Business Information Systems in June 2003.

Leigh Anna (Witkowski) Brust graduated with a B.S.B.A. in marketing. She currently works as an account supervisor for the advertising/communications agency BBDO Detroit in Troy, Michigan. She manages and develops event marketing programs for the Chrysler brand of DaimlerChrysler. In September 2000 she married Marc Brust, and they live in Macomb Township.

1995

Matt Burk graduated with a B.S.B.A. in logistics. He is currently general supervisor of production at General Motors Saginaw Metal Castings Operations. He is pursuing a master’s degree in production operations management from Kettering University. He is married with two children and lives in St. Charles, Michigan.

Matt Chappell graduated with a B.S.B.A. in accounting. He is employed by Nextel Communications as director of indirect communications. Currently he resides in Pittsburgh, Pennsylvania, and has been married to Kimberly for five years. They have a son, Mitchell, who is 9 months old. His most influential college professor was Dr. Debra McGilsky, and the best principle learned in business was: “Integrity is pass or fail, there is no gray area.”

Eric Haener joined GMAC Mortgage in May 2002 as a loan officer.

Sheronica Lamar graduated with a B.S.B.A. and a double major in marketing and retail management. She also is a 2002 graduate of Walsh College with a Master of Science in Management and majored in marketing. She is employed at General Motors Corporation Global Headquarters in Detroit, Michigan, as a marketing analyst for Vans of Chevrolet and GMC Fleet and Commercial Operations.

Chadwick Phillips has worked for the Tuscola County Friend of the Court office for the past seven years. He was promoted last September to accounting/financial supervisor.

James (Jim) Rice graduated with a B.S.B.A. in accounting. He works for United Auto Group Inc., which operates approximately 140 domestic auto dealerships in the U.S. and approximately 70 foreign auto dealerships, in Secaucus, New Jersey. He was planning to get married in October to Christine Tibaldi and live in Kinnein.

1994

Steven Desmet and Karen (Bimbi) ’96 welcomed their second child, Carson Michael, into the family on May 23, 2003. He joins big sister, Lizabeth. Steven is currently a financial advisor for Raymond James in Auburn Hills, Michigan, and Karen is a stay-at-home mom.

Robb Porter graduated with a B.S.B.A. and completed his M.B.A. in May 2003 at the University of Florida. He recently relocated from Cincinnati to the Dallas/Fort Worth Metroplex with his wife Christy. He is a senior logistics manager for Menlo Worldwide with global supply chain management responsibility for Efficient Networks Inc., a Siemens Company.

Brian Rottinghaus graduated with a B.A. He is president of PACE Building in Southfield, Michigan.

1993

Matthew Michael Finch resides in Fenton, Michigan. He was married August 9, 2003, and is employed by FedEx Supply Chain Services as plant support.

1992

Timothy Averil graduated with a B.S.B.A. He is employed as the chief finance officer and chief operations officer for School Employers Trust, which is a not-for-profit organization serving Michigan Public Schools’ insurance needs. He has three children ages 2, 5, and 7.

Bill Bork is currently working for Penn National Gaming Inc. in Wyomissing, Pennsylvania, as the director of pari-mutuel marketing, where he is in charge of marketing for 13 equine sports betting facilities across Pennsylvania. He is married with three children.

Michael Bowen graduated with a B.S.B.A. in finance. He is the chairman and CEO for the Westwood Group in Muskegon, Michigan. He resides in Spring Lake with his wife Julie (Lacouer) ’92 and two sons.

Mark Bugge is employed by JVA Enterprises as a controller. It is the family office for Jay Van Andel, cofounder of the Amway Corporation. His responsibilities are finance and administration. He is married with 11-month-old twin boys, Bryce and Chase. He resides in Grand Rapids, Michigan.

Michael Ducker married Tracy Cleaver ’92. They are finishing up their Peace Corps experience in Kenya. Michael opened an Information Communication and Technology Center that trains local rural teachers how to use the computer. He also coaches basketball.

Martha (Fisk) Nelson graduated with a B.S.B.A. in accounting. She worked for eight years for Bank One Corporation as an internal auditor. She is currently a stay-at-home mom to her four sons — Jacob, 7; Derick, 5; Tyler, 3; and Corey, 2. She married Richard Nelson ’92. Rick is a physical education teacher at Lake View High School in St. Clair Shores. They currently reside in Troy, Michigan.


Eric J. Wynes is vice president of Century Bank and Trust in Sturgis, Michigan.

1991
Robert Maleszyk is married to Joelle (Potter) ’91, and they reside in Sterling Heights, Michigan. They have two children, Joey (6) and Ben (4). Robert works for Ford Motor Company in financial reporting. They are actively involved in their church and youth sports.

Gordon Sommerville currently works for Diversified Property Services, an Elkin Equities affiliated company, as executive vice president of sales and business development. He lives in Clarkston, Michigan, with his wife, Jami, executive vice president of sales and Etkin Equities affiliated company, as for Diversified Property Services, an
gordon Sommerville involved in their church and youth sports.
financial reporting. They are actively
works for Ford Motor Company in
Heights, Michigan. They have two
and live in Walker, Michigan.

1990
Robert B. (Bob) Bennett has been named training supervisor of sales for Hagerty Insurance. Hagerty Insurance is the nation’s largest specialty insurer of antique, classic, and exotic vehicles. Bob, a licensed agent in 16 states, has been with Hagerty Insurance for over two years.

John Bergmann is vice president of the Midwest division of AXA Advisors. He is licensed to conduct business in Michigan, Connecticut, Arizona, and Ohio.

Mark P. Decker is a human resources manager at Global Product Development, Visteon Corporation in Dearborn, Michigan. He lives in Northville.

Mahfooz Jafry earned a master’s degree in economics. He runs a business in New York that offers foreign degree evaluation, language translation, and U.S./Canadian Immigration.

Tina Lasley is a realtor and resides in Woodland Hills, California.

Michael F. Pintek is director of marketing and business development for molecular diagnostics at Roche Diagnostics Corporation.

Andrew Sack received a B.S.B.A. in marketing. He is employed as a customer sales executive at Hershey Foods Corporation. He is married to Lisa Rasch ’90, and they have three children and live in Walker, Michigan.

1989
Mike Guswiler is the director of state accounts for the Grand Rapids/Kent County Convention and Visitors Bureau. He recently began a volunteer position on the Meeting Professionals International Michigan Chapter board as director of education and was selected as the 2003 “Emerging Leader” by its members.

1987
Mike Jackovich and his wife, Teresa, announce the birth of their second child. Holden Nicholas was born May 21, 2003.

Alan G. Reimers graduated with a B.S.B.A. He has been an assistant prosecuting attorney for the County of Saginaw for the last 12 years. He is married with two children, ages 9 and 8.

1986
John Moloney graduated with majors in marketing and finance. He is currently director of sales for Ford and Visteon accounts for the Robert Bosch Corporation Electronics and Electrical Division in Farmington Hills, Michigan. He is married to Rene.

Jack Wilson is director of MasterCard advisors, North America and Europe regions for MasterCard International in Purchase, New York.

1985
Donald L. Bergman graduated with a B.S.B.A. in hospitality services administration. He lives in New Albany, Ohio. He currently works in meat commodity sales. Previously he was general manager for a meat and seafood processor/distributor and general manager of Stouffer Restaurant Company.

Ronald L. Bergman, graduated with a B.S.B.A. in hospitality services administration. He lives in Caseville, Michigan, where he owns a restaurant called the Bay Cafe.

George R. Campbell is senior manager of field distribution operations for DaimlerChrysler Corporation in Shelby Township, Michigan.

Arthur (Rick) R. Finley III is a broker/owner of Sheringham, Finley, and Associates Real Estate in Ortonville, Michigan. He has provided real estate services for over 13 years.

Marc Konceny graduated with a B.S. in finance and received his M.B.A. from Florida Atlantic University in 1994. He currently lives in Orlando, Florida, with his wife, Lisa. They have two children, Sara (6) and Carolina (2). Marc has been a clinical specialist for GlaxoSmithKline HIV Division since 1992.

Jeff Saks graduated with a M.S. in information systems. He is a principle consultant at JDM Systems Consultants, an IT solution provider for Fortune 500 companies, in Farmington Hills, Michigan. He is married to Karen (Reid) ’86, and they have three children - Stephen, David, and Stephanie. They live in Rochester Hills.

Todd Talafarro graduated with a B.S.B.A. He is president of Real Estate Investors in Plymouth, Michigan. Todd is married to Maureen ’83.

Peter Walby is running for mayor of St. Clair Shores.

1984
David Blossey was named president of Strategic Bank and Trust, a new bank slated to open in the spring of 2004, in Troy, Michigan, in March 2003. His job is to handle the process from start to finish. His boss, Steven Groulx, the chairman of Strategic Financial Services Inc., also is a CMU grad and a 4-year letter winner in football. David’s son, John D. Blossey, is currently enrolled in the College of Business Administration, and his daughter, Jennifer, will be attending CMU in the fall of 2004.

Steve Flaminio graduated with a B.S.B.A. in accounting. He has been employed by Dow Chemical Company for 19 years. He is currently site controller for Michigan operations, in Midland, Michigan. He also is the lead accounting recruiter for Dow at CMU. He is married to Mary Ann and has three daughters – Kaylie (12), Sydney (10), and Alexie (5).

Laurie (Rusch) Millar graduated with a B.S.B.A. in accounting. She is a system analyst for the BlackBoard Campus Card System at Purdue University, West Lafayette, Indiana.

Paul Schluckebier is senior vice president of investments/branch manager at A.G. Edwards and Sons Inc. in Owosso, Michigan.
1983

**Marilee (Balke) Fisher** graduated with a B.S.B.A. in accounting. She is currently an associate broker and manager with Century 21 Pearson Cook in Grand Rapids, Michigan. Her husband, **Larry Fisher** ’74, M.A. ’82 is a guidance counselor at East Grand Rapids High School. Their son, Nick, is a senior at East Grand Rapids High School, where they reside.

**Doug Fredley** graduated with a B.S.B.A. and marketing major/psychology minor. He lives in Northern Kentucky and is recently divorced. He has 2 children, Michelle (14) and Jennifer (10). He is the manager of customer service for Aldenwoods Group. His CMU memories include, two years in Troutman Hall (the hole-in-the-wall gang), working in the Towers cafeteria and the UC Bookstore, and lots of distance running (30 pounds and 20 years ago).

**Michael Jakolat** is cofounder of the BeaconView Group, delivering merger and acquisition integration solutions. He is a member of the American Institute of Certified Public Accountants, Financial Executives International, and the Turnaround Management Association.

**J ohn A. Knickerbocker** has worked the last 18 years as a manufacturer’s rep in the lawn and garden industry. He has been married to Kathy for 15 years, and they have one son, Andrew, who just turned 11. They live in Swartz Creek. He is involved in the local Kiwanis Club and Chamber of Commerce. John is serving his 14th year on the Swartz Creek Board of Education and currently is president. He keeps busy camping and watching his son play soccer.

**Amylee (Falar) Lowe** was married in July 2003 to Rick Lowe. They reside in Lake Ann, Michigan, just outside of Traverse City. She is self-employed and working on developing a new business, BrookStone Gallery, which will be a combination retail store and Web site directed primarily toward specialty shoppers in small northern Michigan markets. Her e-mail address is aleelfalar@yahoo.com and welcomes e-mail from alumni interested in networking and idea-sharing on this concept.

**Scott Ramsay** celebrated 20 years with Whirlpool Corporation in June. He is currently the product marketing manager for the Contract Channel. Recently, he has been working on launching new and innovative products like The Personal Valet Clothes Revitalizing System, Gladiator Garage Products, a full line of KitchenAid sinks, and a new line of air conditioners (also with heat pumps) for the Hospitality Channel. He and his wife, Jeri, celebrated their 14th wedding anniversary in July. They have three children, Jessica (13), Shaun (9), and Joey (5).

**Kim (Murphy) Wagner** is a certified public accountant and works at Applied Process Inc. in Livonia. She has been married to **Mark Wagner** ’82 for 18 years and has two children, Scott and Colleen. Mark is a CPA and a partner with Grand Millman and Johnson in Farmington Hills. They live in Novi.

**Jeff Williams** graduated with a B.S.B.A. in accounting. He is an ordained United Methodist pastor leading a new church in the south Rockford (Michigan) area. He moved to Rockford in June 2002. He and his wife, Beverly, have three daughters in 9th, 5th, and 3rd grades.

1982

**Martin Mead** graduated with a B.S. in economics. He graduated in 1985 from Thomas M. Cooley Law School. He is a practicing attorney in civil and criminal litigation with Mead and Wood in Grand Rapids, Michigan. He is married to Anne.

**Ron Osborne** graduated with a B.S.B.A. in MIS. He is a senior consultant for Sogeti-USA and works as a project manager for Visteon Corporation. He has been married for 20 years to **Terry (Nunnold)** ’82, who graduated with a B.S.E.D. in early childhood education. They have three sons — Barry (15), Eric (12), and Steven (9).

1981

**Judy Clark Bouley** resides in Grand Rapids, Michigan. She is married to David Bouley, and they have three children — Dan (18), Jeff (16), and Michelle (11).

**Maynard Knight** works in the Business Excellence department as a Six Sigma Black Belt at Dana Corporation in Kalamazoo, Michigan.

**Renee Nyblade** graduated with a B.S.B.A. She is vice president and mortgage loan officer at Republic Bank in Muskegon, Michigan. She is single with no children.

1980

**Jim Damman** is president of Transentric, a global business-to-business connectivity and supply chain technology provider. Jim, his wife **Renaye (Geiger)** ’80, and their two children reside in St. Louis, Missouri.

**Richard Hayes** has been promoted to managing director of knowledge resources for the American Institute of Architects. As managing director, he oversees the operations of the Institute’s library, archives, audio visual collection, best practices project, and book publications. He develops, directs, and manages programs, products, and services to provide information, leadership, and resources for practice and careers in architecture, as well as identifies new and emerging topics of interest to the profession.

**Gary Kay** graduated in 1980 (B.S.W.) and 1983 (M.B.A.), spent 15 years working at KPMG LLP/KPMG Consulting/Bearing Point, and is now vice president of operations at Image Process Design Inc., a provider of business process management and electronic content management solutions. He has four sons by birth and two daughters through adoption. He celebrated 24 years of marriage on August 16 with his wife, **Pamela Robertson** ’81.

**Natalie Putnam** is the vice president of corporate accounts for Yellow Transportation Inc. in Waterford, Michigan. Her son is a freshman this year at CMU.
Thomas Redd started two companies while at CMU – Sorority Artworks and Fair Toys. His focus was on leveraging campus and market trends. Sorority Artworks sold fund-raising kits to the women’s sororities. Fair Toys sold hot trend toys at county fairs. Both businesses modeled after fast trends, minimal inventory. He is married to Lesa (Davis) ’81. They have four children, Harrison (13), Mike (14), Jessica (17), and Andrew (18). Lesa is a homemaker. They live in Hudson, Wisconsin. He has been with Retek, the world’s largest supplier of retail industry technology, for 4 years. He has enjoyed many roles over the years and is now focusing on driving a global sales engine and taking care of his old home, kids, and boat.

Todd Sheldon is operations manager for technical consulting, system support software functionality/disaster recovery at VAYA Global Services. He is married to Cindy. They have three children, Nicole (22), Breanna (18), and Kyle (16).

Frank Wanderski graduated with a B.S.B.A. He resides in San Diego, California.

1979
Sue Banner graduated with a B.S.B.A. in accounting. She has been in Minnesota for over 20 years. She works for The St. Paul Companies, a large insurance company located in downtown St. Paul.

Rick L. Laber has been appointed acting executive director of the Michigan State Housing Development Authority. Rick and his wife, Brenda, reside in Grand Ledge and have two children.

Karen (Pianin) Regal has worked for the past 13 years at the Visa world headquarters in Foster City, California, for their software development company called Inovant. She is currently a vice president in their project management organization and is married to Michael, a senior engineer at Cisco Systems. They live in Pleasanton with their two children, ages 10 and 8.

1978
Barbara (Weipert) Ritter is vice president of human resources for National Telecommunications Cooperative Association in Arlington, Virginia, where she lives with her husband and 11-year-old son.

Jari L. (Barney) Sutton married John P. Sutton ’80. She is the director of operations for Alpine Insurance in Reno, Nevada. She earned industry designations CPCU in 1992 and ARM in 1996. They have a daughter, Alison, and a son, Patrick.

1977
David B. Albert is the manager for customer satisfaction marketing, Volvo Trucks North America Inc. and Mack Trucks Inc. in Greensboro, North Carolina. He is married to Cheryl Christina Albert, and they reside in Germanton.

Robert J. Smith is the insurance and benefits administrator for Ingham County. He is certified as a Senior Professional in Human Resources and is active in the Society for Human Resource Management. He serves as eastern district director for the State Council and is cochair of the 2003 state conference. He is married to Anne Morris ’81 and has two children, Jacob and Abigail. They live in East Lansing, Michigan. He is very active as a volunteer in the local schools, his church, and the community.

1976
David Ling graduated with a B.S.B.A. He is a professor of finance at the University of Florida. He lives in Gainesville with his wife and three children.

Diane Miller graduated with a B.S.B.A. ’82 M.S.A. She has been an adjunct professor of accounting at Upper Iowa University-Madison Center since 2000. She teaches Intermediate I and II and Not-for-Profit Accounting. She is married to Dennis Ureche and lives in McFarland, Wisconsin.

Michael Phillips graduated with a B.A. in data processing. He was a computer lab assistant, earned his varsity letter on the swim team, and lived in Emmons Hall. His wife’s name is Anita. They live in Den Haag, Netherlands. Michael was a systems analyst for Unisys Corporation for 23 years. He is currently with the United States Air Force as a technical systems manager for Royal Netherlands Air Force. Old CMU mates Tom O., Steve G., and John S., please contact me at osmosys@yahoo.com.

1975
Jan Koehler graduated with a B.S.B.A. with an emphasis in marketing. She began working for Junior Achievement in Youngstown, Ohio, in October 1975 as a program manager. She was hired as an executive director for Junior Achievement in September ’77 in Lafayette, Indiana, and has been there ever since. She is now president. She met her husband to be two weeks after she moved there. They were married in Battle Creek on August 25, 1979. Their first child, Clay, was born in December 1985. He is a high school senior this year. Their second child, Madison, is a 6th grader.

1973
James Ehle graduated with a B.S.B.A. in accounting. He is employed at Sentinel Fluid Controls, leading finance and several operational areas at the world’s largest glass manufacturer in Pilkginton, Ohio. Jim and his wife, Lorraine, have three sons. Jim enjoys gentleman farming, participating in his sons’ sporting events, and the outdoors.

Richard Seaton graduated with a B.S. in business. In 1980 he received a M.B.A. from the University of Detroit. He is currently a divisional controller for Flex-N-Gate Corporation, an automotive supplier with locations around the world. His office is located at the Warren Technical Center, in Warren, Michigan. He resides in Armada.

1972
Michael L. McColgan resides in San Francisco, California. He is the editor of Golf Today magazine. Golf Today reaches 3 million golfers in four Western states and is in its 16th year of publication. He and his son M. J. have participated in many California State Special Olympic Golf Championships (and won). They also participated in the 2003 World Summer Games held in Dublin, Ireland, this past June. M. J. competes with the use of a golf cart due to a slight strain of cerebral palsy. M. J. also is a global messenger for Special Olympics and speaks to businesses and organizations about winning and overcoming adversity.
Gerald (Jerry) Peterson graduated with a M.B.A. He has been married to Nancy for 34 years. He began working for GM in 1969. He became GM’s European sales manager and spent a lot of job-related time in Europe. He retired in ’99 and moved to Sarasota, Florida. He volunteers at The Pelican Man Bird and Animal Sanctuary in the surgical unit. He has performed solo pelvic surgeries successfully. They care for everything from baby doves to adult bald eagles and from small turtles to 200-pound alligator snappers. He also had the good fortune of working with the vet that cared for the rescue dogs at the World Trade Center disaster.

Edward Grant graduated with a B.S.B.A., M.B.A. ’72. He has been the general manager of CMU Public Broadcasting since 1999. CMU Public Broadcasting is the largest university-owned public broadcasting network in the U.S. with six television and seven radio stations spanning over 52 counties.

Tim Mulvaney graduated with a B.S. in business and was active in the Theta Chi fraternity. He lives with his wife and daughter outside of Portland, Oregon. Tim worked as a senior manager for GE Capital before founding financial placements and fpBioMed in 1998. The firm has received national recognition as an executive search company specializing in financial services, biotechnology, and health care services.

Maurice Scherrens graduated with a B.S., M.B.A. ’71. He is the senior vice president at George Mason University, Fairfax, Virginia. He is a NCAA Division I football official and has officiated in the Big East Conference. He currently officiates in Conference USA. He has officiated in six postseason bowl games and most recently worked the 2003 Gator Bowl game between Notre Dame and North Carolina State. Look for him on ESPN.

Stuart Thomson graduated with a B.S.B.A. He received his M.B.A. in 1986 from NIU. His daughter Megan has achieved the number one ranking for 15- to 17-year-olds in competitive hunter-jumping equestrian. She will begin competing in national and international competitions in Worcester, Massachusetts. Stu received his fourth patent in the last 12 months. Many of his inventions have helped to increase sales 50 percent this year over last. He has helped start the Chinese office of Holland Company for selling, engineering, and manufacturing their products.

James Gwisdala is employed by Comerica Bank as an executive vice president, Personal Financial Services Division in Dallas, Texas. He resides in Plano.

Doug Isanhart graduated with a B.B.A. Following a successful, 32-year business management career, he decided to enter M.B.A. school at UCA in August 2000, at age 54. He graduated in August 2001 and was named the Outstanding Graduate Student for 2001-2002. Three days after he received his M.B.A., he began teaching at UCA. Currently he is teaching MIS and HR Management.

Thomas Paschke graduated with a B.S.B.A. in accounting. After graduation he began working for the Internal Revenue Service in the field examination (business) division in southeast Michigan. He retired in May 2000. There was a gap of 21 months in the late 1960s when he served his country in the Navy, stationed in Japan. He resides in Waterford, Michigan, but spends time at his cottage in northern Michigan and since retiring, winters in Florida. He has established an endowed scholarship fund for CMU’s College of Business Administration with the majority of his estate going to that fund to help future students reach their goals and dreams.

Dale Wernette graduated with a B.S.B.A., M.B.A. ’71. After a couple years in the U.S. Army, he worked as a sales/branch manager for Burroughs Corporation in Michigan. Too many of the gray Michigan skies moved him to the Virgin Islands for three years. He relocated to Los Angeles where he was branch manager for Unisys Corporation and Wang Labs. For the past 14 years, Dale has run his own business, SHERPA & Associates, providing assessments, seminars, and keynotes to sales organizations around the country. Dale and his wife, Karen, live in Scottsdale, Arizona.

Roger Wittenbach graduated with a B.S.B.A. He is president and CEO of Wittenbach Business Systems, which sells and services coin counters and currency equipment to many mid-sized banks and credit unions. The company employs 130 people in nine states. In November 2002 the company acquired the Hamilton Safe Company which is allowing the company to expand to include Hamilton’s security products.

Bill Clark graduated with a B.S.B.A. He retired from Mobil Oil after 35½ years. He is now the director of business development for the town of Portsmouth, Rhode Island.

Alan M. Katz retired after 27 years as CFO at the Saginaw Housing Commission. He is currently a financial consultant to housing authorities. His client list includes Detroit, Philadelphia, Atlanta, and for the last three years, Washington, D.C.