Think Again.

Marketing CMU’s College of Business Administration

Campaign has people thinking … and talking about CBA’s entrepreneurial spirit
• Faculty consultants
• Business support services
• Experienced graduates
• Ninety percent placement rate
Mission Statement
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.
# Table of Contents

## Cover story

3  *Think Again* campaign reaffirms excellence of CBA graduates, faculty, and services.

## Columns

2  Interim Dean Daniel Vetter: *Think Again* about CBA initiatives.
18  Director of Development Amy Silk: Thanks for a wonderful five years.

## Features

4-5  Yae Sock Roh, marketing and hospitality services administration associate professor, provides expert advice and instruction.
6  Management faculty member Mike Pisani studies Mexican labor issues.
7  Deborah Moscardelli, assistant professor of marketing and hospitality services, is an authority on dangers of Internet marketing to children.
8  A LaBelle Entrepreneurial Center forum gives students first-hand experience.
9  James Burley, professor of marketing and hospitality services administration, and alumnus Greg Stevens are authorities on personality profiling.
10-11  Business Residential College adventure seminar helps develop well-rounded students.
12  CBA students gain valuable internship experiences.
13  Dow Corning Executive-in-Residence Steve Petruska of Pulte Homes enriches CBA classrooms.
14  Don McBane, associate professor of marketing and hospitality services administration, introduces students to problem-based learning.
15  Creative approach to teaching makes Nancy White’s ethics in law class more realistic.
16-17  SAP experience benefits CMU graduates in job search.
17  Career Day prepares CBA students for job interviews.

## Alumni profiles/awards

20-21  Stu Bradley, ’66, CBA Distinguished Alumni Award; Rodney Crawford, ’77, CBA Entrepreneur of the Year Award; Ricardo Resio, ’95, CBA Outstanding Young Alumni Award; Ira Kreft, ’77, CBA Alumni Commitment Award

## Annual report

23  Terry Pross, KCP award recipient, is one step closer to his dream.
24-25  College of Business Administration highlights
26-27  2002-2003 CBA donors
28-33  Alumni digest
CBA initiatives make you stop and Think Again

The College of Business Administration faculty and staff are fully engaged in an exciting academic year marked by outstanding donor support and involvement, innovative program initiatives, and the dynamic Think Again marketing initiative featured in this edition of Exchange.

The message to Think Again was carefully thought out. We want people to think about the fact that CBA produces top-quality, well-prepared students with strong work ethic. Our graduates are everywhere and at all levels of business and finance professions and management. We want them to think, too, about the many consulting and other services CBA centers and faculty experts provide for Michigan’s businesses and industries.

The four people featured on the cover of Exchange and in our Think Again campaign – which started with mailings to key business and industry leaders – include successful alumni at all stages of their careers and a professor who embodies the CBA mission to help shape the future with business-connected programs that respond to the needs of the Michigan business community. Each of the stories in this edition of Exchange mirrors our essential commitment to provide:

- Exceptional faculty consultant and business support services
- Highly qualified students to fill professional business internship and employment positions

New initiatives reinforce mission

Our commitment to a learning-centered educational environment is moving forward on several fronts, including our revised Bachelor of Science in Business Administration program and our new residential college.

The revised B.S.B.A. program prepares students with both academic and soft skills, knowledge, and abilities that will make them more successful in their careers. The Business Residential College living and learning community, now in its second year, provides a venue for undergraduate business students to share many experiences and activities while taking business courses together throughout their college career.

For more on these initiatives and a summary of other highlights that have elevated the reputation of CBA, turn to our annual report section beginning on page 24.

Dean search, capital campaign, reaccreditation visit among CBA priorities

Also ongoing during this academic year are the search for a new dean, the New Vision of Excellence Campaign for Central Michigan University, and a reaccreditation visit.

A committee chaired by E. Gary Shapiro, dean of the College of Humanities and Social and Behavioral Sciences, is undertaking the dean search. An initial pool of 60 applicants was narrowed to 11 semifinalists, who were called for airport interviews during November. The finalists will be invited to campus during December.

Our New Vision of Excellence Campaign to raise $6.8 million for CBA has gained exceptional momentum, with more than $3 million raised this year alone. Former Director of Development Amy Silk, who will soon begin a new position at Northern Michigan University (see column on page 18), receives credit for greatly increasing CBA alumni activities and support.

And, finally, preparations are underway for a very important January reaccreditation visit from the AACSB International.

With all this, you can begin to comprehend why we encourage you to Think Again about all that we are accomplishing in the College of Business Administration.

Daniel Vetter
College of Business Administration Interim Dean

CBA gears up for 5-year accreditation review

This January a peer review team from the Association to Advance Collegiate Schools of Business International (AACSB) will review the College of Business Administration and the School of Accounting programs.

“We must demonstrate that our activities are consistent with our mission — learning-centered, innovative programs focusing on Michigan’s needs,” said Dan Vetter, interim dean of CBA.

The accreditation team will make sure the college degree programs meet the “assurance of learning” standard, that college resources are sufficient to support college goals, and that efforts remain focused toward meeting the college’s mission.

CBA’s most significant recent accomplishment is the revised B.S.B.A. degree program. CBA faculty members have gathered input from advisory boards, alumni, business connections, and students about their ongoing improvement and efforts to develop current curriculum. Vetter believes the entrepreneurship and SAP University Alliance programs are excellent examples of the college’s emphasis on innovation in the past five years.

(See Accreditation on page 23)
'We’re not just good, we’re great.’
Central Michigan University’s College of Business Administration recently launched its Think Again promotional campaign, and it’s got people thinking – and talking.
The campaign, which promotes CBA’s extraordinary graduates, highly accomplished faculty, and growing reputation for services and innovation, is geared toward alumni, business leaders, and big companies, especially those in the Detroit metropolitan area, like General Motors, Delphi, and Ford.
“We want everybody to know that CBA is not just vanilla ice cream,” said Amy Silk, director of development. “We are beyond that. We’re not just good. We’re great. And the response has been very positive.”

Preparing students to hit the ground running
Students and graduates play a large part in the Think Again message.
Christina Bouchey, 2004 CBA Outstanding Student of the Year, received several job offers two months before graduation.
“Christina is a perfect example of our truly outstanding students,” said interim dean Dan Vetter. “They are well-rounded, prepared for the workplace, and mature.”
Last year 90 percent of CBA students surveyed reported finding employment or entering graduate school within three months of graduation. And in a recent marketing survey conducted by CMU business students under the direction of marketing professor Holt Wilson, numbers showed that CMU is competitive compared to other major Michigan universities in terms of graduates hired.
“Historically, we’ve been very successful in placing students,” Vetter said. “That’s a tribute to our faculty and their business connections, our career services, and our business-connected activities.”

(See Think Again on page 22)
Yae Sock Roh offers expert to hospitality entrepreneurs and hands-on experience

Industry expert teaches franchising secrets

When Yae Sock Roh stepped into the Shilla Seoul in Korea as a teenager, the hotel's architecture, design, staff courtesy, and magnificent atrium and public space overwhelmed him. Today, this associate professor of marketing and hospitality services administration is an expert on the hospitality industry, helping prospective entrepreneurs and sharing his passion with students.

“I've always been fascinated by hotels, and ever since first seeing the Shilla Seoul, I've had a strong curiosity about how they are operated and managed,” Roh said. “I am still trying to answer those questions.”

Going above and beyond for his students

Roh, who traveled the world as a young man both with his family and as an interpreter for American tourists, developed his curiosity into an outstanding career. As an expert with ongoing, real-world experience, he is able to keep his students abreast of all the current business trends.

“It’s important to expose students to the business world,” he said.

He does this by providing industry examples, guest speakers, videos, group discussions, tours, case studies, question-and-answer sessions with industry managers, and one-on-one interaction — whatever it takes to connect students to the business world.

“It's not a one-way street in my classroom,” Roh said. “We learn from each other, and I try to stimulate intellectual curiosity by asking them a lot of questions. I have found that, if I listen to them very carefully, no answer is wrong. Simply, it is different.”

Yae Sock Roh offers expert advice to prospective franchisors

- Be familiar with the business that you want to establish
- Be sure to identify the contents of the franchise-offering circular
- Visit existing franchise locations and interview other franchisers for ongoing support
- Visit the franchise headquarters or regional office to help determine the overall business climate
- Do not borrow too much money to open your franchise
- Compare franchise fees, royalties, and advertising costs with other franchises
- Look for hidden costs
- Learn how to negotiate with others — franchisers as well as customers
- Respect your employees

Lindsay Bosley, '01, general manager of the Mount Pleasant Comfort Inn, prepares to take marketing and hospitality services students on a tour before they sign up for a job-shadow lab experience. Yae Sock Roh, standing center, developed the job-shadowing lab to give students a hands-on experience in hospitality services.
advice
ds-on experience to students

Every year Roh takes a group of students to the International Hotel/Motel and Restaurant Show in New York City.

"Not many teachers would take on that kind of responsibility," said Gary Gagnon, marketing and hospitality services administration faculty member. "He goes above and beyond the call of duty, and he gets to know his students well. That's something that's really special about him."

Keeping up with a fast-paced industry

As an authority in international franchising, economics of franchising, real estate, and hospitality investment, Roh keeps himself and those he advises in step with the economic times.

"I give them my honest and candid opinion," Roh said. "I don't want these entrepreneurs to feel good now about their business only to end up with a broken heart somewhere down the road."

Roh provides prospective franchisers with detailed analysis of their investment, including the necessary capital, projected revenues, debt to be used, operating costs, net income, and profit margin. Most importantly, he evaluates overall financial feasibility and expected return on investment.

But it's not always easy.

"This industry changes so fast," Roh said. "Even the small things like how you get into your hotel room have changed. Ten years ago we used the conventional key. Now we have a card key, which has cut down on costs and potential theft and other crimes. Even what I learned as a student is completely different from what I teach today."

Roh has tried to learn every angle of the business by working in various hotels and restaurants in his native Korea and in the U.S., from manning the front desk to holding management positions. He also earned a B.S. in hotel administration from Kyonggi University in Seoul, Korea, and a master's in hotel administration from the University of Nevada, Las Vegas. After obtaining his Ph.D. from Pennsylvania State University in 1996, he taught at the University of New Hampshire before coming to CMU in 2000.

"CMU has been very supportive and has recognized my work," Roh said.

But the positive influence he has on his students matters more to him than his own achievements.

"I offer a lot of individualized consultation with students," he said. "Sometimes a small piece of advice can change the path of a student's life. I try to get them to recognize their own talent, to dig out their potential and cultivate it."

In terms of his future, Roh wants to remain a respected teacher, continue his research and consulting, and be a good family man to his wife and two children.

"Students who spend time with him are surprised to find out that this rigorous, demanding teacher is also a nice guy," Gagnon said. "He's very unique, very different."

Students get their feet wet during hotel job-shadowing lab

One of Yae Sock Roh's teaching approaches involves a job-shadowing lab for hospitality students at the Mount Pleasant Comfort Inn.

Each student must spend one and one-half hours on computer simulation, learning property management systems; one and one-half hours observing check-in and check-out procedures at the front desk; and three hours cleaning rooms.

Lyndsay Bosley began working the front desk at the Comfort Inn as a marketing junior at Central Michigan University. Since graduating in 2001, she has worked her way up to become an award-winning general manager.

"CMU allowed me to take business classes and apply them to what I was doing," Bosley said. "I was taking a management course while managing people, so I got a lot of hands-on experience."

Roh contacted Bosley two years ago to arrange a tour of the inn for his students, and the program evolved from there. Today, the lab includes a tour, lecture, and a meet-and-greet with the inn's managers.

"He had the idea for students to get real-world experience," Bosley said. "We had always been looking for opportunities to get involved with the hospitality program at CMU."
CMU and Texas A&M professors propose formalizing regulatory system

Mexican workers cross the Mexico-U.S. border everyday – by truck, bus, bicycle, and on foot – in order to pursue the American dream.

Changes in immigration policies and microfinance loans could help these Mexican laborers, the U.S. government, and the Americans who need the services, said Michael Pisani, a Central Michigan University faculty member.

Informal laborers have been crossing the Mexico-U.S. border since 1848, and the numbers have not declined even after September 11, 2001. Informal work activity, although illegal, is not considered criminal because the work itself could be done legally with government legislation.

“The time is quickly passing where policy-makers may passively choose to ignore the existence of cross-border labor markets,” said Pisani, who teaches international business in CMU’s management department. “We recommend local, state, national, and binational policy-makers actively engage in a dialogue to regularize the existent binational flow of labor between Mexico and the United States.”

Study reveals 40 percent of Mexican laborers not legal

Pisani and David Yoskowitz of Texas A&M University explored the issues in Grass, Sweat, and Sun: An Exploratory Study of the Labor Market for Gardeners in South Texas, to be published in the March 2005 issue of Social Science Quarterly.

The informal labor market includes ice cream, candy, or other vendors, maids, and gardeners who cross the border to work part or full time, often without the required immigration or work documents to do so legally. Only a small number of laborers are taxpaying members of the formal workforce who receive paychecks and worker benefits.

“The president’s 2004 immigration/guest worker proposal would formalize the work processes that are already part of the well-established, entrenched, and vibrant informal economy persistent along the U.S.-Mexico border,” said Pisani. “The Mexican president’s call for a North American common market may help move policies forward.”

A Mexican laborer should have a visa, green card, or passport to cross the border and a Social Security card to work in the United States. Pisani found that more than 40 percent of the laborers did not have the proper paperwork, yet nearly 90 percent were able to cross the border legally.

More than three-fourths of gardeners with the legal right to work choose not to report earnings or employment to any governmental authority, which means the government can’t regulate, tax, or collect Social Security from them. Very few gardeners have health insurance, which puts a burden on public health facilities.

Despite lack of proper documentation for entry to the United States or to work, gardeners earn hourly wages comparable to or better than similarly skilled workers in other occupations in the region.

“This informality is made possible by weak regulatory institutions and lax enforcement that benefits both legal and illegal gardeners, especially in areas with bigger concerns than trying to regulate very small businesses or microenterprises,” Pisani said. “Few employers require work documents and support the informal labor market through cash payments.”

In an earlier study, The Maid Trade: Cross-border Work in South Texas, Pisani found that more than 90 percent of maids and employers had informal work relationships without proper documentation or reporting to the government. In that study, the pay was not above the minimum wage, but was higher than the laborer could earn in Mexico.
Marketing professor raises awareness of children’s vulnerability to Internet marketers

Web advertising effectively reaches young surfers

When Deborah Moscardelli’s 5-year-old son asked her how to spell “nick” she thought nothing of it. But when she watched him log onto the Nickelodeon Web site, she was shocked; he had never been taught how to surf the Internet.

“As a marketer I was amazed. As a parent I was mortified,” said Moscardelli, assistant professor of marketing and hospitality services administration.

Moscardelli, an authority in the field of Internet marketing and advertising, e-commerce, and focus group research, decided to find out just how vulnerable children and teenagers are to advertising and marketing appeals on the Web.

Teens on the Web: A marketer’s dream

“A lot of research had been done on how TV marketing affects kids, but the Internet hadn’t been explored,” Moscardelli said.

The 1998 Children’s On-line Privacy Protection Act protects children under 13 from organizations soliciting personal information without parental consent. But the way Moscardelli saw it, this left teenagers wide open. According to the law, Internet marketers could treat them as adults.

After gathering information from teens and interviewing policy-makers and educators, Moscardelli discovered that teenagers obtain a considerable amount of their information from the Internet, especially avid users, who then become knowledgeable consumers.

These days, teenagers have more disposable income and develop brand loyalty at an early age, which bolsters a market’s long-term future and creates a marketer’s dream.

“Marketing to teens within a set guide of parameters is good because they need to be informed consumers,” Moscardelli said. “But it’s a problem when marketers take advantage of the young and collect data without caring about the customer. Most are cautious because using the Internet to harm doesn’t make business sense.”

Educating parents about the power of the Internet

In her research, Moscardelli discovered a troubling trend: Parents don’t pay attention to where their kids go in cyberspace.

“Parents assume that if the computer is in a public place, their children aren’t going where they’re not supposed to,” Moscardelli said. “This is a false assumption and gives them a false sense of security. The computer is in the home, they think, so what can go wrong? What they don’t know is their children are exposed to the world.”

Moscardelli also discovered that teenagers tend to know more about the Internet than their parents.

“So who’s life-guarding the swimming pool? The analogy is that basically you’ve got lifeguards who can’t swim,” Moscardelli said. This lack of supervision leaves a huge segment of the market open to exploitation. Teenagers don’t understand that they need to be careful. When they provide data about themselves, especially of a political or sexual nature, it becomes permanent.

“As adults, opinions they had as teenagers could come back to haunt them,” Moscardelli said. “I see myself as a child and teen advocate. I’d like to see kids marketed to but also protected.”
Panel of experts reviews business plans
Now in its second year, the LaBelle Entrepreneurial Center’s investment forum is about thinking big and starting small.

“Even Starbucks got started with one little shop,” said James Damitio, CMU accounting faculty member and director of the entrepreneurship program.

The investment forum brings together a panel of investors and business faculty, who take a look at some of the best business plans that Central Michigan University business management and entrepreneurship students have to offer.

“The forum provides this kind of cheerleading for these young entrepreneurs,” said Babu Subbaraman, CMU management faculty member and forum panelist. “But I tell my students they need to start walking before they can run.”

Last year’s winner of the top $1,000 prize, Adam Ptasnik, ’03, has his business, Brothers Coffee and Tea, up and running in Gaylord, Michigan.

“I was very impressed by Adam’s hunger and focus,” Subbaraman said. “He was pretty masterful at getting things to a practical level, and I have learned from him in that regard.”

Ptasnik credits the entrepreneurship program for teaching him the ropes of owning and operating a small business.

“They really throw you in there, make you think about all the details and the pros and cons of owning a business,” he said. “CMU gave me the knowledge and the know-how to run a business, and for that I am forever grateful.”

Challenges and rewards of entrepreneurship
Ptasnik has found that running his own business means hard work, stress, and getting the word out. On the other hand, he enjoys the independence and recognition, and plans to open a second café in a nearby town.

“The main thing for anyone starting a new business is you have to be flexible, realistic, hardworking, and smart about everything you do so you do not become another statistic,” Ptasnik said.

Both Damitio and Charles Fitzpatrick, director of the LaBelle Entrepreneurial Center, have high hopes for the investment forum’s future relationship with business students.

“The greatest benefit of the investment forum is the interaction the students have with the advisory board and the investors,” Fitzpatrick said.

Program ranked one of best in the country

Entrepreneur Magazine ranked CMU as having one of the top regional entrepreneurship programs among more than 800 nationwide.

“This is an excellent recommendation of CMU’s entrepreneurship program,” said CMU professor James Damitio, a faculty member in the School of Accounting and director of the entrepreneurship program.

The entrepreneurial programs were studied and ranked by TechKnowledge Point Corp., a referral and research exchange in Santa Barbara, California. It used more than 70 criteria to make the final selections, including course offerings, teaching and research faculty, business-community outreaches, research centers and institutes, degrees and certificates offered, and faculty and alumni evaluations.

CMU is listed in the “comprehensive program” category – offering the widest variety of resources for students. CMU’s program is one of the top 50 regional programs and the only one in Michigan in its category.

“We all knew that CMU was top quality, but now everyone else in the country knows that we have a top-notch program that prepares students to analyze, communicate, think critically, be innovative, and succeed in their career and personal endeavors,” Damitio said.
CMU marketing professor and alumnus complete breakthrough study

Dow study inspires personality-profiling theory
James Burley and Greg Stevens spent ten years mapping the process as The Dow Chemical Company management turned a division on the verge of divestiture into the company’s crown jewel.

Now, Burley, Central Michigan University professor of marketing and hospitality services administration, and CMU alumnus Stevens, owner of WinOvations Inc., a firm specializing in evaluating people and new business development processes, are preparing a larger, more in-depth follow-up article to their award-winning *Piloting the Rocket of Radical Innovation.*

And this time they have proof of what before had only been theory.

“This is something that Greg and I believe can have a profound impact on the productivity of our economy,” Burley said.

Finding the means of transformation through personality
Using personality-profiling tools, Dow Chemical management reorganized its Polyolefins and Elastomers Research and Development (PO&E R&D) division after identifying the Starters/Innovators and Finishers/Implementers among its employees. They realized they needed both personality types, but they needed to correctly match them to the right jobs.

“The key is that different people are born with different gifts,” Burley said. “That’s our message. The good news is that we can figure out what someone was born to do well in a 45-minute test.”

Two main personality types management should understand:

The Starters/Innovators
These types are creative, intuitive, curious, and visionary. They challenge the status quo and ask, “why not?” They take risks, can be difficult to manage, but they are the “rainmakers,” out-earning other personality types by a factor of 95 times when measuring corporate profits that later resulted from early-stage new product development analyses.

Their job roles should include determining what new products will meet customer’s needs and then creating them.

The Finishers/Implementers
These types are detail-oriented, practical, respectful of authority and rules, well-focused, and task-oriented. In other words, they “get the job done,” tending to be creative in the sense that they work within the system to solve problems and effect change.

Their job roles should include developing and commercializing products, keeping plants running well, and implementing procedures.
Adventure seminar boosts students’ self-esteem

For the second year, the College of Business Administration Residential College required its freshmen to experience the thrill and challenge of an adventure seminar.

“Above all, this class is an opportunity for students to get to know each other, challenge themselves, and overcome fears,” said Robert Schumacker, instructor in Central Michigan University’s recreation, parks and leisure services administration department. “I want them to look at the top of the wall as the end of their freshman year, because there is a direct correlation with the process of getting to the top of the wall and getting through freshman year successfully.”

Business Residential College takes learning experience to new heights

The course, which involves indoor rock climbing and a high-ropes course, is designed to promote fitness, boost self-esteem, and enhance problem-solving and leadership skills.

What it really does is push students to the limit.

In the wall-climbing exercise, two students are tethered together while one of them climbs blindfolded. In the high-ropes exercise, one student negotiates the course high among the gym’s rafters while the partner on the ground offers support and guidance.

Krystal Guess, who is studying business management and marketing, found the course challenging but rewarding.

“It modeled problems in school, like hard classes, having to overcome problems, and figuring out how to help yourself through a situation,” Guess said.

Teamwork leads to success during an adventure course that includes mastering the high ropes and indoor climbing wall.
Residential college offers both challenges and solutions

The high-adventure exercise represents just one aspect of the competitive edge the college provides its business students.

“What we’re most proud of is being able to assist students with key information that will help them make better decisions,” said J. D. Mackin, director of the Business Residential College. “It’s about keeping students on target.”

Last year the residential college hosted 40 freshmen. This year, it hosts 57 freshmen and 21 returning sophomores, an increase that Mackin credits to the various advantages of the residential college, like its supplemental instructions sessions, mandatory quiet hours, formal and informal out-of-class interaction with faculty and alumni, and frequent lunches with business faculty.

Residents must maintain a 3.0 grade point average, enroll in business introduction and other core courses, become involved in a business-related student organization, and participate in cocurricular activities planned by the residential college advisory board.

Along with bonding activities, like the high-adventure course, the school hosts canoe trips, and students like sophomore Jamie Graham can work on the marketing plan for the student-run video rental shop, Director’s Cut. Now in her second year, Graham is happy to be one of the residential college’s mentors.

“It’s a real opportunity to take classes, study, and live with like-minded people,” Graham said. “I know it’s really helped my GPA because you can go down the hall and most everyone you meet has the same classes, and they’re all willing to help you out.”
Real-world experience also can lead to employment

This year the College of Business Administration’s job placement rate for its graduating students hit an impressive 90 percent, according to CMU’s Career Services data.

“Considering the job market, this is phenomenal,” said CBA internship recruiter Robert Petree. “It says we’re doing something right and that our students are getting the right kind of education and developing the right kind of relationships with companies.”

One way students develop these fruitful relationships is through successful internships. Senior Jennifer Smith, who is majoring in marketing and logistics management, and senior David Tuttle, who is majoring in marketing, purchasing, and logistics management, believe their recent summer internships will give them an enormous advantage in the job market.

Finding a home at John Deere

Smith felt right at home at John Deere during her 13-week internship in Des Moines, Iowa. Not only had she been raised on a family dairy farm that relied on John Deere equipment, but the internship also gave her real-world experience with a prestigious firm.

“It was neat to observe these professionals everyday,” Smith said. “They are definitely some of the best in the business.”

Smith worked in John Deere’s Ag Management Solutions, researching different aspects of new technology products and helping develop marketing plans for them.

“I got to see these products before they were made and to learn about the marketing process,” Smith said.

Smith, who feels there is a good chance she’ll be hired at John Deere when she graduates, encourages students to be aggressive in their search for the ideal internship opportunity.

“My internship with John Deere was especially rewarding because I believe in the company,” Smith said. “So don’t be afraid to go out and make contacts.”

Meeting the challenge at GM-Fiat Worldwide Purchasing

Tuttle discovered he loves the competitive atmosphere of a purchasing department while interning in Germany for GM-Fiat Worldwide Purchasing, which is a department of Opel Germany GmbH.

“It was a lot of fun,” Tuttle said. “I learned a lot about the business, and I enjoyed finding a personal strategy to make things click every day.”

Tuttle, who worked with a variety of divisions and people from all over the world, assisted buyers, dealt with suppliers, discussed products and pricing, and broke down numbers. He gained knowledge about the manufacturing process and got the chance to test-drive a number of cars, including the Opel Speedster.

He also learned an important lesson in cultural differences. He found that, compared to Americans, Europeans can be more reserved.

“It takes time to build a relationship there, which was a little scary at first,” Tuttle said. “Overall, my internship opened my eyes to what the business world is really about. In our increasingly global economy, it’s important to understand and embrace cultural differences. In the end, that’s what will make us successful.”
Dow Corning Executive-in-Residence
Steve Petruska inspires success

Innovative business leader enriched CMU students’ lives

Steve Petruska, executive vice president and chief operating officer of Pulte Homes, wants to send a message to Central Michigan University business students: There is life – and success – after college.

Success is something Petruska knows something about. Petruska, ’81, this year’s College of Business Administration Dow Corning Executive-in-Residence, has directed domestic homebuilding operations for Pulte Homes, putting him in 44 markets and 24 states. Pulte Homes is the nation’s leading builder of active adult communities. Petruska currently oversees all centralized functions directly affecting field operations, including product development, sales and marketing, segmentation, active adult development, construction, purchasing, and customer service-related activities.

Petruska, who graduated from CMU with an undergraduate degree in accounting, joined Pulte Homes Inc. in 1984 as vice president of finance for the South Texas division. During his 20-year career, he has held numerous management positions. He also served as area president for Arizona and Nevada operations, which in 2002 delivered almost 6,000 homes valued at more than $1.4 billion, and he served as the president of the company’s Las Vegas division and as president of the southwest region.

“To be a leader, you need to take things to the next plane,” Petruska said.

On October 19, Petruska shared how he has done just that during a talk, Leadership: It’s in Your Future, and during visits to classes and meetings with faculty and staff in a variety of roundtable discussions and informal sessions.

For Petruska, key leadership begins with following your internal compass, putting others before yourself, understanding that work is more than just a job, and realizing that titles are trivial.

“The College of Business Administration is pleased that someone of Steve Petruska’s stature was able to spend time on campus and share his philosophies and successes with students,” said Dan Vetter, interim dean of the college. “The program allows CMU to bring in high-level executives, and it gives CMU students, faculty, and staff an opportunity to learn more about the business environment and how to be successful.”

Petruska feels Pulte Homes and CMU business graduates make a great fit.

“We recruit in all areas – sales, finance and accounting, management, and customer relations,” Petruska said. “Students don’t have to have a certain major to be recruited by Pulte. We teach them the trade first, and they learn at field level. What we look for is the business degree.”
Problem-based learning prepares marketing students for real world

Few traditional lectures, just hands-on learning in Don McBane’s classes

Don McBane, marketing and hospitality services administration associate professor, has taken one student’s offhand remark and turned it into a new way of teaching marketing.

McBane, who teaches personal selling, marketing technology, and sales management, has earned awards for his innovative teaching methods, and his latest approach all but eliminates the traditional lecture.

“One of us overheard this student saying that in accounting and finance he learned to do things. In marketing all he learned was how to talk about things,” McBane said.

Unbeknownst to him, that student challenged McBane and a few of his colleagues, who asked themselves: How can we push our students to the next level?

Three years ago McBane began using videotapes and Web sites to help his students role-play business situations. He also put together an outline for marketing a product, but overall he still was dissatisfied with the results.

“Usually when they hadn’t found a good solution, it’s because they hadn’t really identified the problem but just came up with lots of miscellaneous ideas,” McBane said.

McBane believes the biggest advantage to problem-based learning is that students don’t rely on rote memorization. Instead, they must immerse themselves in the problem in order to find the solution.

For his efforts, he has received some of the most positive student responses of his career.

“You don’t get a marketing job by rattling off vocabulary,” said marketing student Anna McDonald.

“In the real world you get the problem, apply the information that you come into the job with, and come out the other side with a solution to save the day.”

Ultimately, McBane believes this new approach will improve his students’ critical thinking, develop teamwork, and promote a positive attitude toward marketing in general.

“You need to know what you’re getting yourself into when you get into the real world,” McDonald said. “This was the closest you can get outside of being in the real world itself.”
Nancy White’s innovative exercises enhance student learning

Nancy White will do whatever it takes to get her students thinking like lawyers. Her innovations range from sophisticated software to a cardboard box.

White, an assistant professor specializing in ethics in law, dispute resolution, and construction law, wants her students to become critical thinkers in as dynamic a way as possible.

“I’m asking them to solve problems and support their opinions,” White said. “I want to be innovative and responsive, so I want interesting class time but also challenging class time.”

Blackboard

White uses a teaching platform called Blackboard. Students go online — accessible from anywhere in the world — to find course-related information like special announcements, assignments, and message threads.

White also uses this Internet connection to combine classes for joint exercises. Her dispute resolution and legal environment classes got together in chat rooms to work out an arbitration problem and then presented a legal brief and an arbitration review, respectively, based on the results.

PowerPoint

For her classroom PowerPoint presentations, White includes clips from movies like *A Civil Action* and *Devil’s Advocate* to illustrate legal points in an engaging way. For instance, in *Devil’s Advocate* she shows students a scene in which a little girl testifies about being molested and another in which a man is arrested for sacrificing a goat. After watching the clips, the students must decide which scene demonstrates a factual issue and which one demonstrates a legal issue.

One-act plays

White has written a series of one-act plays for the students to perform in class. Each one demonstrates how to construct a legal argument based on a specific situation.

In one of these plays, *Delays*, a developer and owner’s representative square off to informally settle a construction delay due to an act of government.

After performing or watching the skit, students come to a better understanding of how to use the law to argue logically, particularly in the face of fallacious or illogical arguments.

“Who wins” box

White uses a brown cardboard box with a question written on it: Who wins? The students reach into the box and pull out an envelope. For instance, inside an envelope labeled “issue of negligence” the student will find two smaller envelopes, one asking, “Is conduct unreasonable?” and the other asking, “Has injury occurred?”

“It’s like those Russian dolls,” White says. “There are envelopes within envelopes within envelopes, and the students must answer all the questions as they go deeper into the issue. This gets them to think in specifics, the way a lawyer thinks.”

CMU provides technical support

White believes CMU does an exceptional job of fostering this kind of creativity in the classroom.

“First of all, CMU offers a wide variety of law courses, more so than at other schools,” White said. “But also, if you want to do something different or unique, there are avenues for professors here, and the technical support is phenomenal.”

Former student Justin Thomas calls White’s methods cutting-edge.

“She is on top of things as far as technology goes,” Thomas said. “And she puts her time in. I could e-mail her, and she’d respond instantly. She really helped me with the basics.”
SAP experience gives many CMU students significant advantage in job market

**Students learn SAP software in simulation of international business**

A Central Michigan University alliance with a German-based company continues to place College of Business Administration students at the forefront among professionals knowledgeable in the primary business management software program used by companies such as Dow Chemical, DaimlerChrysler, IBM, Coca-Cola, and, most recently, the U.S. Postal Service.

Many CBA students get exceptionally realistic experience using SAP — Systems, Applications, and Products in Data Processing, the market leader in Enterprise Resource Planning (ERP) software — while running a mock international company, Motor Sports International.

“The concept is that students can step into this fictitious company and experience firsthand the integration of the business functions,” said Frank Andera, director of SAP University Alliance Program. “All these different components can be seen in real-time, so students can see all aspects of running a business.”

Courses taught in supply-chain management, human resources, finance, marketing, information systems, and accounting use the SAP software and database provided by SAP America to run the company. Anytime a transaction takes place within the company, it is made available to all areas — and in the classroom to all students — allowing them to see how the decisions of one division within a company affect another division within the same company.

“It’s fun for students because instead of cold textbook examples, they get a real environment running on computers,” Andera said. “It’s like a medical student. The student doesn’t just talk about MRI scans but gets to perform and analyze an MRI scan.”

CMU’s SAP program, which began in 1997 with eight faculty members, now boasts 20 faculty members from various disciplines with SAP expertise.

Chosen as one of the first of five universities selected to offer the SAP Process Integration Certification Academy, a multiple-week academy or boot camp certification program for students in the SAP University Alliance Program. SAP America has chosen CMU to host the academy since 2000.

“That was our vision from the beginning,” Andera said. “We’ve been a leader for our students, and many students have been successful in the industry, not just from knowing SAP but from understanding the concepts of integration.”

**CMU graduates credit SAP for thriving careers**

Greg Boehmer, ’03, began learning SAP in 2000 as part of his business administration program and dual majors in management information systems and operations management.

“I thought it would give me an edge in the business world, an extra tool in my tool kit,” Boehmer said. And he was right.

After interning for Deloitte & Touche, Boehmer accepted a position there after graduating from CMU. Today, 90 percent of his work involves SAP, and the reasons are simple: SAP allows businesses to share information in real-time with employees, suppliers, and distributors, no matter what size the organization. This kind of streamlining has a direct and positive effect on productivity, customer service, overall quality, and profitability.

“It’s a hot commodity in our profession,” Boehmer said. “People with SAP proficiency are definitely in demand.”
SAP University Alliance Program highlights

• 2004 – SAP software gift
  SAP America has given CMU a Business Information Warehouse software license worth more than $1.3 million to provide CBA students with more state-of-the-art software used in gathering and analyzing statistical information. With the new software, CBA faculty in all disciplines will be able to incorporate SAP into the curriculum.

• 2002 – SAP salary study
  Frank Andera completed a salary study of CMU graduates and their starting salaries. CMU students who took SAP R/3-supported classes received starting salaries as high as $10,000 more than those without SAP training.

• 2001 – Distinguished SAP Scholar Award
  Management department faculty member Kathy Utecht received this award for her leadership role in developing SAP-enabled curriculum in the human resources management discipline, for effectively teaching the concepts and principles of enterprise systems-enabled human resources management, and for serving as a mentor and advisor to other faculty in the university alliance programs across the country.

• 1998 – Dow Chemical SAP Award of Excellence
  The Dow Chemical Company has supported six $500 scholarships yearly for the past four years for a total of 27 undergraduate and graduate students who have shown outstanding performance in an SAP R/3 supported course.

CMU business students get interview tips from the pros

Central Michigan University business students had an opportunity to prepare for Career Day – and beyond – in the first Career Development Day.

Underwritten in part by DaimlerChrysler and sponsored by the co-ed business fraternity Phi Chi Theta, the event included sessions on résumés, research, recruitment, professional dress, transition, tunnel vision, and setting goals on the job. The day also featured keynote speakers, a panel discussion, and etiquette lunch. It also gave students the chance to network with company representatives.

Heather Dawson, Phi Chi Theta vice president and career development director, organized the event, which featured John Pelizzari, president and CEO of Fifth Third Bank Northern Michigan, as one of its keynote speakers.

“We had a lot of positive feedback from students,” Dawson said. “I’m happy with the way it turned out.”

Career Development Day organizer Heather Dawson and Phi Chi Theta president Rich Freeman, right, have a discussion with keynote speaker John Pelizzari, president and CEO of Fifth Third Bank Northern Michigan.
As this issue goes to press, I will begin an exciting and challenging new phase of my development career at Northern Michigan University as director of fund development and operations. Each new initiative I undertake in my new position will build upon the exceptional experience I am privileged to have had with the faculty, staff, friends, and supporters of CMU's College of Business Administration.

During the past five years, I have seen significant positive growth and progress in development and alumni relations at the college. Much of our success has been chronicled in each issue of Exchange, the magazine you are holding, which is mailed twice annually to more than 22,000 CBA alumni. Through collaboration and teamwork, the College of Business Administration and CMU’s Public Relations and Marketing office have transformed this newsletter into an award-winning newsmagazine.

Exchange isn’t the only place that we have been able to recognize the many CBA alumni who have succeeded in the world of business. In October we celebrated our second outstanding alumni awards reception. This formal celebration honors our highly accomplished graduates and their significant contributions to business, industry, country, community, and their alma mater.

Dialogue Days, Management Aspirations, and the Dow Corning Executive-in-Residence program also have demonstrated increasing alumni participation in CBA programs and services.

Each year, we see more alumni return to campus to provide our students with real-world business perspectives and to enhance the outstanding academic rigor provided by some of the best and brightest CBA faculty members. Support staffs in the dean’s office and the development area, including Cindy Howard, Nancy Worgess, and Melissa Stevens, each have helped make our college events the best they can be!

Most significantly, perhaps, from my development perspective, giving to CBA has grown substantially. This is a true indication of the growing involvement of alumni in the college’s successes. Last year alone, more than $3 million was raised in support of CBA student scholarships, programs, and faculty research. The New Vision of Excellence Campaign has moved the college to new fund-raising levels, with more than $6.2 million already raised toward our goal. Nonetheless, we still have much work to do, and I am confident that our momentum will continue. Important needs drive our determination. The need for student scholarships has never been greater. The need to provide a state-of-the-art learning environment and technology for students competing for jobs in a challenging economic environment requires an even more significant commitment from the private sector than ever before.

My five years with CMU have been professionally and personally rewarding, and it is not without regret that I say goodbye to many amazingly talented colleagues across campus and wonderfully inspiring alums, faculty, and students. I hope I have left the College of Business Administration on a straighter course as I embark on my next professional adventure in the Upper Peninsula. With gratitude, I thank all the remarkable people I have been blessed to have help and encourage me along the way at this wonderful place to learn and grow … Central Michigan University.

Amy Silk
CBA Director of Development

### Calendar of events

- **The 12th annual Dialogue Days featuring John Pelizzari, president and CEO of Fifth Third Bank Northern Michigan, will be held February 9 and 10, 2005.**
- **Honors Day is April 16, 2005.**
- **Spring Commencement is May 7, 2005.**
- **The College of Business Administration’s 12th Annual Golf Event at the Pohlcat golf course in Mount Pleasant will be held June 13, 2005, with a shotgun start at 10 a.m.**
- **The Management Aspirations conference featuring reputable alumni and other special guests will be held April 1, 2005.**
New scholarship supports students studying international business

Prasads honor businessman who believed in exchange of ideas

A Central Michigan University faculty member has named a new international business scholarship to honor a businessman who reached out to him decades ago.

Benjamin Prasad, an emeritus faculty member in CMU's management department, and his wife Rose, a faculty member in the finance and law department, established the Velser-Prasad Endowed Scholarship this year in remembrance of Herbert P. Velser of West Allis, Wisconsin.

As a young man Prasad, a native of Bangalore, India, could not afford to attend graduate school abroad. Velser, an insurance agent who was active in international exchanges in his community, arranged for a tuition waiver so Prasad could attend Marquette University in Milwaukee, Wisconsin.

That was more than 40 years ago.

“He was a friendly, wonderful man and civic-minded not just because he helped me but because of his involvement in service clubs and the church,” Prasad said. “He believed in the exchange of ideas and stories.”

Because Prasad and his wife have been interested in international business, they decided to help students who want to major in that area.

“Forty years ago, no one taught in this area, but now it is beneficial for business students to learn about international practices because the world has become a global market,” Prasad said.

“The generosity of faculty and staff are an important part of a college’s continued ability to provide financial assistance for students,” said Dan Vetter, interim dean of CMU's College of Business Administration.

“Ben and Rose Prasad have been valuable assets to the college and the university for many years. Students in management and finance and law have benefited from their expertise and teaching excellence. The college is very grateful for this gift and pleased to be able to offer this new scholarship opportunity to business students.”

Annual fall barbeque: Tasty food, valuable connections

CBA students enjoyed grilled hamburgers and hot dogs during the annual fall barbeque, which was sponsored by a $3,000 gift from Quicken Loans/Rock Financial. The event, which featured more than 15 business-related student organizations, also gave students the opportunity to mingle with faculty, staff, and business people.
When Stu Bradley, B.S. ’66, retired as a U.S. Air Force colonel to become a stockbroker for Edward Jones, he didn’t find much difference between the two professions.

“The challenge is to gain people’s trust,” Bradley said.

A native of Ann Arbor, Bradley began his colorful career as a Central Michigan University business major, forging valuable relationships with friends and faculty and learning the leadership skills he would use for the rest of his life.

“I learned how to run a meeting and the practical application of management skills,” Bradley said. “I’m proud of my CMU education, and I’ve always been a good spokesman for them. Everybody who knows me knows where I went to college.”

After graduating Bradley joined the Air Force as an aircraft maintenance officer and went on to serve tours in Vietnam, Thailand, Korea, and Germany. At one point he obtained his M.B.A. while stationed in Southern Illinois.

“I liked being in the military, and I liked being out of the military,” Bradley said. “It wasn’t all roses, but there was a lot of teamwork. I learned about organization and saw all races and sexes working together effectively to get the mission done.”

After 26 years, he retired from the Air Force, and while searching for a new career he turned to his old college buddies.

“It was amazing to see how successful they all were in business,” Bradley said. “It had to have something to do with CMU, I would think.”

Bradley has been with Edward Jones for 11 years. He lives with his wife in Marquette, Michigan, where he has been active with the Marquette Community Foundation, the city commission, the Management Committee of Lake Superior Community Partnership, and a number of volunteer groups. He also served as the mayor of Marquette for one term.

Recently, CBA awarded Bradley its Distinguished Alumni Award.

“Anytime you’re honored by an organization you have a great deal of respect for, it’s significant,” Bradley said.

Rodney Crawford, B.S. ’77, had been working as a partner in Arthur Andersen’s Detroit office when he decided to reevaluate his priorities and start his own firm.

Crawford & Winiarski Financial Consulting, a public accounting firm, specializes in economic analysis and forensic accounting, business valuation, and fraud investigation.

“The unique aspects of each project make the job a constant challenge,” Crawford said. “We have been very successful in our first two years and have much to be grateful for, and our clients have been very supportive of our venture.”

Crawford began his career at Central Michigan University’s College of Business Administration, which he chose for its excellent reputation. As a native of Jackson, Michigan, he felt comfortable on CMU’s campus.

“It was a time when many returned Vietnam veterans were attending school, creating an interesting mix of student ages and experiences,” Crawford said.

Crawford not only learned from CMU professors how to apply himself and to effectively manage his time but that he had it in him to compete with the best.

“I think CBA provided a very sound technical and practical education in areas critical to my profession, including accounting, finance, economics, and business law,” Crawford said. “I found upon joining a Big-8 accounting firm after graduation that my technical college training placed me ahead of most of my peers, including those from the nation’s top business schools.”

Crawford worked for Arthur Andersen for about 25 years. During a time when the company was considered one of the top public accounting firms in the world, he headed its financial consulting practice for the Great Lakes region and expanded his experiences beyond financial auditing into litigation consulting, troubled-company consulting, investment banking, fraud investigation, and business valuation.

Recently, CBA presented Crawford with its Entrepreneur of the Year Award.

“That was a real honor,” Crawford said. “Before starting my own business I never really thought of myself as a classic entrepreneur in the risk-taking sense, but the choice I made to strike out on my own was clearly the right one.”
Ira Kreft, B.S. ’77, executive vice president for Bank of America Business Capital in Chicago, has supported Central Michigan University every year since graduating as an accounting major.

Most recently, he has donated $100,000 for the Fredrick and Rosemary Kreft Endowed Scholarship Award, designated for an incoming freshman from northern Lower Michigan who plans to major in accounting.

“My parents often helped friends and neighbors who were less fortunate,” Kreft said. “They also were real believers in education. I set up the scholarship as an enduring memory of them and their commitment to education and helping others.”

While at CMU, Kreft valued the advice and counsel he received from several of his professors who put him on the path toward successful internships and toward getting his M.B.A. at Michigan State University.

Today, Kreft is responsible for a business unit that covers a 13-state area in the Midwest as well as parts of Canada. His group has a managed portfolio with gross credit commitments of more than $4 billion.

This year, CBA honored Kreft with its Alumni Commitment Award.

Kreft wants to see education open the door to young people looking for opportunities and advancement.

He places his ideas into action in numerous capacities, including service for a number of years on the CMU Alumni Board and the CBA Dean’s Business Advisory Council.

“We know that tuition and governmental funding go just so far, so it is essential for alumni and others to help support the university,” Kreft said.

“This scholarship also can be a way of ensuring that a top student who wants to attend CMU could be enticed to choose CMU over other schools.”
CBA faculty consultants share expertise with business community

The Think Again campaign wants businesses to know: CBA can fill their business needs.

Many CBA faculty members have strong business connections and are able to create opportunities for students, from bringing the real world into the classroom to finding them excellent internships and jobs.

“We offer faculty and student consulting services, which adds value to our graduates who have gained hands-on skills and who have developed a strong work ethic, which is something we hear so much about from employers,” Vetter said.

Marketing and logistics professor Robert L. Cook has provided expert consultation to more than a dozen Fortune 500 companies and has co-authored more than 60 academic and professional publications, including Securing the Supply Chain – the current manual on how to move materials in a national emergency.

“Cook is a key faculty member,” Vetter said. “He has built the logistics program. He’s nationally recognized, and he has very strong connections with professionals in that industry.”

In the past five years, CBA has made substantial growth in its overall connection with the business community by offering more activities that bring professionals to campus, supporting faculty by providing up-to-date resources and incentives, and making critical additions to the staff, for instance the development director and corporate relations director.

The growing ranks of successful CBA alumni

Many CBA graduates have risen to the top of their game, like these three “stars”:

- **Kristen Holt**, ’94, is the senior vice president and chief financial officer of NSF International, a world leader in public health and safety standards.

- **Jerry Campbell**, ’62, is chairman of the board of Republic Bancorp Inc., which he founded in 1986 and turned into the 82nd largest company in America, with $5.2 billion in assets. Fortune magazine included Republic Bancorp Inc. in its “100 Best Places to Work in America” ranking it 5th in 2003 and 2004.

- **Ira Kreft**, ’77, is executive vice president for Bank of America Business Capital in Chicago, responsible for a business unit that covers a 13-state area in the Midwest as well as parts of Canada. His group has a managed portfolio with gross credit commitments of more than $4 billion.

“Our goal with the Think Again campaign and with any future marketing plans is to improve the already positive image about the college,” Vetter said.

**Thinking again about CBA’s innovative approach**

CBA’s innovative approach has given it a clear edge over other business colleges.

*Entrepreneur* Magazine recently ranked its entrepreneurship program as among the top 100 in the country.

Greg Boehmer, ’03, began learning SAP, a sophisticated business software product that is growing in popularity worldwide, in 2000. Today he works for Deloitte & Touche, where 90 percent of his work involves SAP.

Also, CBA recently revised its B.S.B.A. degree program after gathering input from advisory boards, alumni, business connections, and students about the ongoing changes and efforts to develop an improved business curriculum.

“We have an excellent track record developing new programs,” Vetter said. “The degree program will be key for the college over the next three or four years. It’s going to add value to students to make them even more marketable.”

In fact, capitalizing on the new degree program and aggressively promoting it to high school students and counselors will be CBA’s next step toward raising awareness of what the college has to offer.

“In the meantime, we want to continue to get the word out to businesses that our students, faculty, and services could be valuable assets for them,” Vetter said.
Central Michigan University graduate student Terry Pross wants to be one of the people making a difference in the lives of young people. Now, after recently receiving the Martin Luther King Jr./Cesar Chavez/Rosa Parks Fellowship, he feels he’s one step closer to that dream.

The KCP award provides financial assistance to minority students pursuing their master’s or doctoral degrees and planning to teach in postsecondary education or take an administrative position.

“The significance of the KCP award for me is that I will be able to help others in the future,” Pross said. “I will be able to keep kids from being misled or stuck in a bad pattern.”

Walter Schneider, associate director of the master of science in administration program, believes Pross has great potential.

“They couldn’t have found a more perfect recipient for the KCP fellowship in terms of turning a life around,” Schneider said. “Terry has overcome great odds in his young career. I’m excited about his future potential in helping young people become successful in their lives.”

Overcoming the odds against him

Pross grew up in inner city Detroit where the drop-out rate for ninth grade students is extremely high.

“The system is failing horribly there,” Pross said. “I’m the only one of my friends, and I’m talking 30 guys, who is not in jail or dead right now. That says a lot. I think it’s a lack of leadership in my community.”

Originally, Pross came to CMU to play basketball. As his plans changed, he focused more on his education and in building his people skills.

“CMU is a beautiful place with some excellent teachers,” Pross said. “And, because it’s small, I have been able to build relationships with my teachers. Even though I’ve been through so much, CMU has changed my life. The little things have helped me grow. It’s the perfect place for me.”

Pamela Stambersky, M.B.A. advisor, has known Pross for years.

“I’m amazed by him,” she said. “He has the type of vision that has allowed him to ride out the rough waves with great patience.”

Pross, who also is a graduate assistant at the LaBelle Entrepreneurial Center, graduated with a B.S. in business and is pursuing his M.S.A. with a concentration in health administration. He plans to earn his Ph.D. in the next two or three years before finding a teaching position. Eventually, he would like to run for mayor of Detroit in order to fix the education system in its urban areas.

“I just want to change the epidemic down there because it’s sad,” Pross said. “It took me getting away from it and coming to CMU to understand the cycle. I’ve learned that if a man isn’t educated, he’ll never break out of it.”

KCP award recipient
one of the few to beat the odds

“CMU is a beautiful place with some excellent teachers. And, because it’s small, I have been able to build relationships with my teachers.”

– Terry Pross, KCP recipient

CBA gears up for 5-year accreditation review
(Continued from page 2)

“One of the keys is our progress in measuring learning and adjusting our programs based upon the assessment results to improve and demonstrate quality of learning,” Vetter said. “All degree programs have specific learning outcomes, and that’s what drives the assessment.”

CBA plans to demonstrate a commitment to maintaining qualified faculty who interact with students in a positive learning environment and who are intellectually active in applied research and other research related to learning. As always, the college has done its utmost to provide up-to-date resources and incentives.

Finally, CBA will demonstrate sensitivity to the business community and its needs, and it will adapt its curriculum to provide students with the most relevant knowledge and skills needed to succeed.

“We’ve come a long way in the past five years, especially in developing new programs,” Vetter said. “It’s all very positive.”
Highlights

College of Business Administration highlights and advances include a record fund-raising year, with more than $3 million of donations and in-kind support for CBA programs and initiatives. A few highlights from the year just past follow:

**B.S.B.A.** A record number of freshmen have enrolled in business courses required in the revised B.S.B.A. degree program. This program provides students with both academic and soft skills, knowledge, and abilities that will make them more successful in their careers. Some of the key program components include:

- Emphasis on communication and teamwork skills introduced early in the curriculum and reinforced and applied throughout the curriculum
- A significant integrative component incorporating enterprise resource planning
- A course on managing and supervising people
- A student-developed portfolio of skills, experiences, and accomplishments to improve marketability

**The Business Residential College.** Now in its second year, this living and learning community provides a venue for undergraduate business students to share many experiences and activities while taking business courses together throughout their college career.

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**CBA Points of pride.** Other recent accomplishments highlight our excellence.

- The May issue of *Entrepreneur* magazine ranked the college’s entrepreneurship program among the top 50 regional programs.
- A significant two-year U.S. Department of Education grant will have a positive impact on the region’s economy while expanding the college’s international business education. This grant provides consulting services and workshops for mid-Michigan businesses seeking to export their products and services.
- The college has a $135,000 contract with Michigan Rehabilitation Services to provide small-business consulting to disabled entrepreneurs throughout a large portion of the state of Michigan.
- Our faculty members are sought out regularly for opinion pieces and expert commentary by major national and international news outlets such as the *New York Times*, *Wall Street Journal*, *Detroit Free Press*, *Detroit News*, *Voice of America*, *USA Today*, and the *London Mail*.
- Recent data indicate that our graduates continue to be hired at a high rate, with 90 percent finding jobs or being accepted into graduate programs. Our M.B.A. graduates continue to become top-level business leaders in many fields.
Average business degree graduate salaries

2003-04 undergraduate degrees by department

Total contributions to CBA

Business graduate placement rate

Number of CBA donors

MBA graduates

Students enrolled in internships

Top 10 employers of CBA graduates

General Motors Corporation
The Dow Chemical Company
EDS
Ford Motor Company
DaimlerChrysler Corporation
Comerica
Dow Corning Corporation
State of Michigan
State Farm Insurance
Fifth Third Bancorp
CBA donors 2003-04

(More than $1,000)

Stephen M. ’80 and Debra K. Abbott ’80
Accenture Foundation Inc.
ACE INA
American Multi-Cinema Inc.
Timothy F. ’82 and Kristi Lynn Anson ’82
Auto-Owners Insurance Company
Deborah Anne Barker ’72
Peter S. Beveridge ’75
Lon M. ’75 and Vickie Bohannon
Herbert W. Boschen ’83
Michael L. Bourke
Douglas ’81 and Kathleen Brown ’90
Allan L. ’81 and Pamela D. ’79 Brunmeier
David Daniel Burzyck ’68, ’88
Dale A. Bywater ’50
Al ’56, ’90 and Patricia A. Cambridge Jr.
Jerry Campbell Fund
Jerry D. ’62 and Lisa Campbell
Keith ’76 and Betty Jo Charles ’76
Kenneth Scott Cherry ’90
Susan L. ’71 and Robert W. Clarke ’71
Jonas E. and Jeanne B. Cook
Rodney ’77 and Nanette Crawford
Jeffrey ’80 and Roxanne Croft ’81
Thomas Cronin ’83
Crowe Chizek and Company LLC
DaimlerChrysler Corporation Fund
Sharon D. DeLeeuw ’81
Deloitte & Touche LLP - Wilton, Connecticut
DeWitt Conduit Foundation
Gary DeWitt ’64
The Dow Chemical Company Foundation
Dow Corning Corporation
David P. Dow ’71
Ernst & Young Foundation
Drusilla Farwell Foundation
Fifth Third Bank of Traverse City
Financial Executives Institute
FleetBoston Financial Group
Ford Motor Company
Michael and Sherrie Garver
General Motors Corporation
The Glenn Family Foundation
Jacalyn Goforth ’82
Todd Robert Harter ’94
Roger Hayen
Joy and Randall Hayes
Richard ’72 and Mary Lou Hazleton ’86
Sandra L. Herrygers ’76
Joseph Cooley High ’87
Monica Holmes
Kristen L. Holt ’94
IBM Corporation
Johnson & Johnson Family of Companies
Mitchell A. Joppich ’88
Dr. David ’69, ’76 and Susan Karmon ’68
Phillip ’77 and Sue Kench
Bill Kennis ’85
Dr. Philip L. Kintzele
Tim Knickerbocker
Robert ’80 and Judy Krasa
Ira Kreft ’77
Dr. Vernon E. Kwiatkowski
The LaBelle Family
Drs. Brenda ’77, ’79, ’94 and Lawrence Lepisto
JoAnn K. Linrud
Kevin and Denise Love ’94
Kirk ’77 and Judith Love ’78
Margaret M. Malicke ’81
Maner Costerisan & Ellis CPA, PC
Marathon Oil Company
Bruce ’75 and Diane Marble ’84
Tim and Dr. Debra McGilsky
Gene ’82 and Melissa McKay
Stephen Edward Mehleberg ’80
Cynthia Marie Moerdyk ’97
Deborah ’95 and David Moscardelli
Randall Rea Norton ’77
Michael ’70 and Mary O’Donnell
Lyndell C. Patrick ’75
Donald J. Pettijohn ’71
Plante & Moran LLP - Southfield
Jack D. Poindexter ’85
Ben and Rose Prasad
Pulte Homes of Michigan
Quicken Loans Inc.
The Rehman Group
Republic Bancorp Inc.
Joan H. ’69 and Joseph E. Rogers Jr. ’65
John B. Rogers ’85
Nancy ’79 and David Rusch
Judge William and Eileen Rush
SAP America
John and Linda Schleece
Dr. Daniel L. and Ruth L. Schneid
Kurt R. Schwamberger ’73
James Scott and Claudette Shaffer
John ’75 and Dawn Sheffler ’85
Mark ’91 and Michelle Szymczak ’91
TEMO Sunrooms
Timothy J. Todd ’88
Robert S. Unger ’80
Allen ’72 and Nancy VanderLaan ’73
Visteon Corporation
Vulcan Materials Company
Wachovia Bank Corporation
Stephen J. Wade ’80
Scott A. ’87 and Debra J. Walsh ’89
James H. Wanty ’71
Yeo & Yeo PC
Thomas ’85 and Carole Yoder ’86
($500 – $999)

7-Eleven Inc. - Livonia, Michigan
Mary Jo ’95 and Frank Andera
Paula Audas ’80
Nancy White and Christopher Bailey
Bank One Michigan
Chris Beresford ’81 and Erin McBrien ’81
Richard ’75 and Terry Birch ’76
Daniel L. ’80 and Ann T. Blamer ’79
Robert Jay Blanchard ’81
Stacey ’86 and Michael Bodner
Judith K. Brankel ’69
Constance K. Brewer ’83
James ’62 and Valerie Briley
Theodore ’69 and Mary Jane Bunker ’72
Jim and Nancy Burley
William Croft Burley ’83
David ’87 and Kathy Cambridge
James Joseph Cappel
Mark C. Cieslak ’73
Margaret E. Clark ’57
Donald Karl Closs ’60
Comerica Inc.
Thomas L. Conant ’75
ConocoPhillips
Lois ’56, ’72 and Wells Cook ’50
Kevin ’99 and Jennifer Cotter ’01
Ellen ’88 and Raymond A.K. Cox
Russell ’80 and Penelope Davis
Deloitte & Touche LLP - Detroit, Michigan
Richard and Colleen Divine
Mr. and Mrs. Paul ’72 and Patricia Donakowski ’70
The Dow Chemical Company
Eli Lilly & Company
Thomas B. ’85 and Anne L. Emmerich ’86
Rebecca Lee Estrada ’82
Steven W. ’83 and Karen L. French ’82
Lucie P. Friedrich
Kevin ’84 and Janette Garner ’84
Timothy P. ’77 and Sue A. Gaylord ’77
Harley S. Green ’87
Robert ’84, ’87 and Karen Grove
Mr. and Mrs. Marie T. Guimond ’76 and David J. Tuskey ’79
Gregory E. Gursky ’77
Doris W. Habermehl ’60
Charles T. Henderson ’82
Mary ’87 and James Hill
Jason ’94 and Marc Howes ’93
Brian D. Iles ’81
Mark D. Johnson ’86
Robert A. Kelly ’89
Wayne M. Korson ’71
Jason ’76 and Janice Korstange ’70

KSL Grand Traverse Resort Inc.
Daniel L. Kwaske ’86
Gordon W. Larry ’73
Wendy Lee Lehner ’90
Thomas ’69 and Kat Licari
Eric B. Linker ’89
Marsh & McLennan Companies Inc.
Ronald Edward Mealoy ’64
Chuck Miller Jr. ’56 and Margaret Miller ’57
Robert H. ’71 and Gail Miller ’88
Michael ’81 and Gail Moharter ’81
James ’59 and Charlotte Morris
Tracey ’84 and Paul Natke
Page Olson & Company PC, CPA
Barbara E. ’63 and Larry Parker
Scott G. Penabaker ’78
Mr. and Mrs. Kevin ’81 and Linda Penny ’79
Kari ’92 and Paul Peruski
Greg ’82 and Janis Phillips
Edward ’74 and Teresa Price ’76
Dennis ’58 and Janet Przybyla
Lynn A. Rhody ’82
Craig J. Ridenour ’88
Phillip ’81 and Michelle Rutkowski ’93
Edward ’78 and Maryanne Rykulski
Mr. and Mrs. Thomas ’88 and Kristine Sape ’88, ’92
Mollyanna D. Sheltraw ’86
Amy M. Silk
Scott W. Silverthorn ’77
Scott ’82 and Bridget Smith
State Farm Insurance Companies
Robert D. Stefano ’79
Thomas J. Steiner ’72
Laura L. Stowell ’84
David ’85 and Sharon Sutton ’85
Catherine Neff Thielen ’72 and Richard Thielen
Larry L. ’57 and Judy L. Thomas ’74
Brian Tierney ’88
Rueben Tschaeckofske ’74
Gerald G. Turner ’77
Robert D. Ullom ’57
Rory J. Underwood ’80
Valassis
Dan and Bonnie Vetter
Scott ’88 and Deana Warren
Robert R. ’80 and Mary K. Waters ’80
Robert S. Welsh
James M. Williams Jr.
Habib and Rosemary Zuberi
2003


2002


Bryan Wieferich graduated with a B.S.B.A in personal financial planning. He recently completed requirements to become a Certified Financial Planner and has opened an office for Waddell & Reed in Mount Pleasant, Michigan. He also teaches in the College of Business Administration’s Personal Financial Planning Program at CMU.

2001

Jimi Joy Carolan graduated with a B.S.B.A. in accounting and a B.A.A. in commercial recreation, ’97. She has been an auditor for the Michigan Department of Treasury since February 2004. She resides in Grand Ledge, Michigan, and serves as membership development vice president for the Lansing Jaycees.


Jessica Raetz graduated with a B.S.B.A. in marketing. In January she was promoted to assistant account executive at Moroch in Novi, Michigan. She works in advertising on the McDonald’s restaurants account.

Anna (Pavlat) Rider graduated with a B.S.B.A. in marketing. On July 31 she married Kyle Rider. Kyle also attended CMU.

2000

Jason Beukema graduated with a B.A.A. in entrepreneurship. He owns an agency specializing in large group cruises. Past cruise concepts have included corporations, music genres, university alumni, university athletics, fund-raisers, and family reunions.

Aaron Kenyon graduated with a B.S.B.A. in accounting. He graduated in May 2004 from Thomas M. Cooley Law School in Lansing, Michigan, Juris Doctor (Magna Cum Laude), and accepted a position with Tandem Transport Corporation in St. Louis, Michigan, as controller/legal counsel. He and his wife, Kristy M. (Shafer) Kenyon, ’00, have relocated to St. Johns.

Jeff Lichon graduated with a B.S.B.A. in logistics management. He is employed by Eagle Global Logistics and recently began working as an on-site export specialist at DaimlerChrysler Corporation in Auburn Hills, Michigan. He also is a freelance outdoor writer/photographer and has been published in various outdoor magazines, as well as publications with a focus on disabled individuals in the outdoors.

1999

Janette (Kelly) Bertram graduated with a B.S.B.A. in management information systems. She married Danny Bertram last year. They welcomed a daughter, Jacqueline Elaine Bertram, in October 2003. They reside in Westland, Michigan.

Raven Crowder graduated with a B.S.B.A. in marketing. On May 8, 2004, she received her M.B.A. from the University of Detroit Mercy.

Mike Kuckel graduated with a B.S.B.A in financial planning. Mike and his wife, Hope, would like to announce the birth of their beautiful daughter Bella Grace in Orlando, Florida. Mike has accepted the position of vice president/marketing at Stewardship Partners Investment Counsel Inc., an institutional money manager.

Krista (Moilanen) McBride graduated with a B.S.B.A. in human resources. She resides in Gibraltar, Michigan.

Meggan McClatchey graduated with a B.S.B.A. in accounting. She earned her M.B.A. in finance from Eastern Michigan University last April. Since graduating from CMU, she has been employed with Domino’s Pizza and is currently a treasury analyst at their world headquarters in Ann Arbor, Michigan.

Tim Wehrman graduated with an M.B.A. in business administration. He currently is working as director of finance and administration of SOS Express in Saginaw, Michigan. He plans to marry his fiancée, Suzanne Ruggiero, in January 2005.

Rob Whittier graduated with a B.S.B.A. in marketing. After five years working in marketing and sales with the Ford Motor Company’s Southern California office, Rob recently decided to pursue his M.B.A. at the University of Michigan. After earning his M.B.A., he plans to transition into strategic marketing roles.

1998

Julie Anderson graduated with a B.S.B.A. in management information systems. She is engaged to be married to Alan Polaski in September 2005.

Scott Jeffreys graduated with a B.S.B.A. in marketing and logistics. He works as a regional sales manager for Compatico Inc. based in Grand Rapids, Michigan, and resides in Kenosha, Wisconsin.

Mandi VanOoteghem graduated with a B.S.B.A. in hospitality services administration. She accepted a new job in March as a catering sales manager at the Doubletree Hotel Bay City Riverfront. She and her husband, Mike, live in Bay City, Michigan, with their one-year-old son Jacob.
1997
Tim Brannan graduated with an M.B.A. in business administration. He earned his M.B.A. from CMU in ’97 and came back “home” to CMU last year as a full-time faculty member in teacher education.

Heather (Godlesky) Latham graduated with a B.S.B.A. in logistics. She would like to announce the birth of her son, Scott, and her daughter, Sydney Nicole, born April 14, 2004.

Kelly (Shaffer) Laugerman graduated with a B.S.B.A. in management information systems. She used CMU’s career services to get her first job after graduating from college. She worked with a consulting firm called Tier Technologies, where she was able to build her technical and soft skills. Kelly is now a business analyst working for Server Technology at Target Corporation in Minneapolis, Minnesota.

Jeremy Martinchek graduated with a B.S.B.A. in human resource management. In April 2004, he began a new job as the director of the Hagerty Center at Northwestern Michigan College in Traverse City, Michigan. The Hagerty Center is a new full-service banquet and conferencing facility, located on West Bay in Traverse City.

Christina Sumkowski graduated with a B.S.B.A. in marketing. She and her husband, Robert, had a son on July 1, 2004. His name is Dylan Robert.

1996
Joseph Reynolds graduated with a B.S.B.A in accounting. He worked for PriceWaterhouse Coopers as a senior tax associate in the Grand Rapids and Detroit offices. He moved to New York City in early 2000. Joseph recently joined the International Biometric Group, a consulting group based in lower Manhattan, as operations manager. His previous position was assistant controller for Eureka Networks, a telecommunications provider based in lower Manhattan.

Heather Schrebe graduated with a B.S.B.A. in accounting. She married Gabe Guerrero, a ’97 journalism grad. They had their first child on February 18, 2004. Her name is Trystan Bella.

1995
Gina (Stein) Ranger graduated with a B.S.B.A in human resource management. She received her M.S.A. in 2003. She and her husband, Rod, had a son, Evan Paul, on June 29, 2004. They reside in Traverse City, Michigan.

Ricardo Resio graduated with a B.S.B.A. in human resource management. He and his wife, Stephanie, recently had their fourth child, Rachel Isabella. Rachel has one sister, Kassie (11) and brothers Derek (6) and Chase (4). They are very happy about the addition to their family.

Melissa (Coon) Seybert graduated with a B.S.B.A. in marketing. She and her husband, Nathan, are expecting their second child next spring and currently have a 20-month-old toddler. They live in Phoenix, Arizona.

Kelly (Sweezy) Varner graduated with a B.A.A. in court and conference reporting. She and her husband, John, are proud to announce the birth of their first child, Justin Luke, born on February 13, 2004.

1994
Clifford Hawkins graduated with a B.S.B.A. in finance. He received his M.B.A. in August 2004 from Johns Hopkins University. Since April 2004, he has been employed with the U.S. Department of Defense as a financial analyst.

1993
Thomas Keuten graduated with a B.S.B.A. in finance. He graduated in May 1993 and earned his M.B.A. from the University of Notre Dame in 1996. He is married to Jennifer (Sears) Keuten, who also graduated from CMU in 1993. They have two children, Madeline (2) and Nicholas (5 months). Thomas is currently a partner with ClearView Solutions, a business and technology consulting company serving clients in southeastern Michigan and around the world.

Bridget Schmidt graduated with a B.S.B.A. in finance. She is employed as a service/sales manager of a General Motors dealership in Traverse City, Michigan.

Jeff Weiss graduated with a B.S.B.A. in finance. He married Andrea Henzarek, and they have a 9-month-old son, Layne. They are currently relocating back to Michigan. Jeff has worked for EDS for 11 years as an advanced financial analyst and is currently working as a business-planning specialist. He splits his time between working at home and commuting back and forth to Virginia.

1992
James Beagle graduated with a B.S.B.A. in finance. He is a senior accountant at Sparrow Health Systems in Lansing, Michigan, and is married with two children.

Patrick Cole graduated with a B.S.B.A. in general business administration. He has opened a law firm in Lansing, Michigan, with his wife, Denise, called Cole & Cole PLLC, Attorneys at Law.

Heather (Robinette) Rix graduated with a B.S. in general business administration. She works as an IT customer support manager for MeritCare Health Systems, Fargo, North Dakota. She has been with MeritCare for 12 years.
1991
Vince Bush graduated with a B.S.B.A. in finance. He recently was elected Holland Township trustee. He also is president of Bush Financial Group. He resides in Holland, Michigan, with his wife and two sons.

Greg Collins graduated with a B.S.B.A. in hospitality. He currently is the district manager for Trigo Bread Company, the franchisee of Panera Bread in southwest Michigan. He resides in Ada, Michigan, with his wife, Susie, and sons Noah (4) and Adam (2 months).

P. Kelly Comeaux graduated with a B.S.B.A. in finance. He is the president of Preferred Data Systems LLC. He was married April 24, 2004, to Amanda Rose Brachulis.

Chad Huson graduated with a B.S. in economics. Chad is employed by CUNA Brokerage as a financial advisor at the State Employees Credit Union in Lansing, Michigan.

Kelly Ingersoll graduated with a B.S. in economics. He appeared in Logistics Management magazine, May 2004, regarding a program he implemented at Hendrickson International. Since this article/award, Kelly has been promoted to supply chain manager at Hendrickson International - Stamping Division.

David Joyce graduated with a B.S.B.A. in marketing. He recently completed two new videos. One is an exercise anywhere/anytime program in which you create your own workout, and the other is a posture improvement program.

David Rothe graduated with a B.S.B.A. in accounting. He has been promoted to the rank of lieutenant with the Bad Axe Police Department. He lives in Ubly, Michigan, with his wife Amy (Jahn), '90, and two sons, Austin (9) and Lucas (6). Amy teaches at Ubly Community Schools and just completed her master’s degree this summer.

1990
Darren Smith graduated with a B.S.B.A. in finance. He is a director of ISS at General Motors. He is married to Karen (Moore). They have three children, Courtney (8), Ryan (4), and Jillian (2). They reside in Grosse Ile, Michigan.

1989
Christine Bachman graduated with a B.S.B.A. in management information systems. She is employed as an information systems applications specialist at Means Industries Inc., in Saginaw, Michigan. She resides in Bay City, Michigan, with her husband, Brian, and their daughter, Cassidy Jewel (2).

Kristen (Bouck) Kemp graduated with a B.S.B.A. in marketing. She has been elected president of the Michigan Association of Bar Executives for 2004-05. She continues to serve as the executive director of the Ingham County Bar Association in Lansing, Michigan. She resides in Grand Ledge with her husband and three daughters.

Brian Nolan graduated with a B.S.B.A. in marketing. He was married to Sandy Vedro in 1999. Brian and Sandy are the proud parents of three sons — Benjamin, Aidan, and Bryce. They currently reside in Troy, Michigan. Brian is the director of Strategic Account Operations and eCommerce for the corporate offices of Kelly Services Inc., headquartered in Troy, Michigan. Sandy is an account executive for both WWJ/CBS and WKBD/UPN television in Detroit.

Keri Shane graduated with a B.S.B.A. in marketing. She is working for the American Massage Therapy Association in Evanston, Illinois, where she is the distribution network marketing coordinator. She will be marketing and recruiting massage therapy students to join the AMTA.

Bill Vowler graduated with a B.S.B.A. in management. He was a member of Phi Chi Theta. He married Dawne Deardorff, also a member of Phi Chi Theta. He is part of the executive team that started a bank in Northville, Michigan, named Main Street Bank. He serves as executive vice president and chief lending officer. Bill has two daughters — Faith (11) and Rose (8). They reside in Canton, Michigan.

1988
Ted Cummings graduated with a B.S.B.A. in marketing. He graduated from Pepperdine University with an M.B.A. in May 2003 and was promoted at Boeing Corporation to export administrator over government licensing. Ted has two young children — Kaleb (30 months) and Kaylee (13 months).

James Disser graduated with a B.S.B.A. in management. He recently was promoted to lieutenant with the Mount Clemens Police Department and has been assigned as road patrol shift commander. He also serves on the SWAT team and honor guard.

Robin Vatalaro graduated with a B.S.B.A. in accounting. She recently formed the CPA firm of Vatalaro & Associates PLLC on July 1, 2004. She has offices in Grosse Pointe Park and Farmington Hills, Michigan, which specialize in pension consulting.

1987
Robert Kennedy graduated with a B.S.B.A. in management information systems. He was recently selected by Crain’s Detroit Business as one of Detroit’s “40 under 40” and is vice president of sales and delivery for Compuware in Detroit.

Cass Pursell graduated with a B.S.B.A. in finance. He is working out of Charleston, South Carolina, for OSI VP Quality/Operations, the nation’s leading provider of business process outsourcing services. He recently was promoted to vice president Quality/Operations. He earned his M.B.A. from Auburn University and is a Certified Quality Manager as well as a Black Belt in Six Sigma.
1986

John D. Buckles graduated with a B.S.B.A. in marketing and management information systems. He is married to Diane and has three children – Anna (7), Ryan (5), and Nicholas (2). He is the managing director of Kellogg’s Nordic Division in Copenhagen, Denmark.

George Germain graduated with a B.S.B.A. in marketing. He has been the director of facilities at Montcalm Community College since October 1998. He currently is teaching advertising and previously taught algebra at the college.

Thad Howell graduated with a B.S.B.A. in marketing. He now resides in Fontana, Kansas, and is employed by Tetra Second Nature.

Todd Myers graduated with a B.S.B.A. in production operations management. He has completed residency in family medicine and currently is practicing with the Veteran’s Administration in Traverse City, Michigan. He is married with three boys – Jake (8), Clayton (6), and Jack (4).

Lisa Pidun graduated with a B.S.B.A. in management information systems. She and her husband have started their own business. They have opened a retail store, Cose di Lusso, which is Italian for “things of luxury” in downtown Rochester, Michigan. The store is designed for people who enjoy wine, at-home entertaining, and fine dining. In addition to personalized wine consulting, they offer specialty foods, beverages, wine accessories, and tableware items.

Chris Rusher graduated with a B.S.B.A. in management. Chris is an evangelist and the business manager of a group called the Stand Strength Team. They are the foremost school assembly program in the nation.

1985

Don Bergman graduated with a B.S.B.A. in hospitality services administration. He has been employed as the director of Meat Operations for Stock Yards Meat Packing Company/U.S. Foodservice of Pittston, Pennsylvania, since November 2003. He resides in Allentown, Pennsylvania.

Ron Bergman graduated with a B.S.B.A. in hospitality services administration. He has been the proprietor of Bay Cafe in Caseville, Michigan, since May 2003. He resides in Caseville, Michigan.

Robert Heyer graduated with a B.A. in personnel management. He assumed the position of assistant special agent in charge of the San Diego Field Office, United States Secret Service. He resides in San Diego, California.

Bill Kennis graduated with a B.S.B.A. in finance. He was elected in July to serve as board president at Oakland Steiner Waldorf School. He owns Leap Marketing LLC, which brands and markets patented products like Oxysox, the “official performance sock” of the National Hockey League.

Theresa LaPorte graduated with a B.A. in accounting. She currently is working as an assistant vice president/accounting manager for Citizens Bank Corporation.

Darris Lazoen graduated with a B.S.B.A. in marketing. He married Renee (Daras) and has two daughters – Jessica (12) and Erin (7) – and lives in Clarkston, Michigan. He is employed as an automotive manufacturing representative in Rochester Hills, Michigan.

1984

Steve Hammond graduated with a B.S.B.A. in finance. He is a sales/operations manager in the Worldwide Direct Market Operations for Ford Motor Company.

Elizabeth (Conner) Hammond graduated with a B.S.B.A. in marketing. She is a professional organizer, employed by “I’ve Gotta Get Organized” in Detroit, Michigan. She helps people organize their homes, offices, bills, and schedules.

William Hayhow graduated with a B.S.B.A. in accounting and management information systems. He started a new business in 2003 called Direct Knowledge LLC, an Internet services firm in Farmington, Michigan. He is the president of the firm. Services include Web site design, Web application development, e-commerce, and hosting. Bill formerly was with Iacobucci & Company and Marketplace Commerce.

David Kloack graduated with a B.S.B.A. in management information systems. He has been with Consumers Energy since January 1985. He currently is a systems analyst II working in the Corporate Asset Services division of the Information, Services, and Technology department. David lives in Jackson, Michigan. He married Kim in 1986. They have two boys – Jason (17) and Brian (15).

Kevin Mueller graduated with a B.S.B.A. in hospitality services administration. He recently was promoted to manager of Process Improvement and Learning with Valvoline Instant Oil Change, a division of Ashland Inc. He is responsible for managing process improvement projects, manager development, and employee training programs. Kevin has been with Ashland for 14 years. He currently lives in Georgetown, Kentucky, with his wife, Nancy (Poel), ’84, and has two sons, Cameron (16) and Cory (12).
1983

**John Porter** graduated with an M.B.A. in business administration. He resides in Traverse City, Michigan, but he has been managing his appraisal business from Guiyang in the Guizhou Province of China. He teaches English there eight months a year and does appraisals when he is back in the United States.

**Dave Rodriguez** graduated with a B.S.B.A. in business administration. He recently started in a new position with a nationally recognized Hispanic-owned technical and communications firm. Rodriguez worked for BBDO Detroit and its former InterOne Marketing Group unit in various executive and senior management capacities, leading account teams that serviced all of DaimlerChrysler’s brand business – Dodge, Jeep, Chrysler, Mopar, and Chrysler Financial. In working with the Chrysler Group, Dave contributed in such areas as the repositioning of the Chrysler brand, strengthening of the PGA partnership, the Hispanic market, and the groundbreaking launch of the Dodge Ram – which received a Gold EFFIE from the American Marketing Association.

**Thomas Sprich** graduated with a B.S.B.A. in finance. Thomas is in real estate with Keller-Williams Realty in Grand Rapids, Michigan.

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1982

**Mark Tuttle** graduated with a B.S.B.A. in accounting. He is vice president, finance, with the Stroh Brewery Company in Detroit. He has been with Stroh since he graduated from CMU in 1982. He coaches hockey and baseball in the Livonia, Michigan, area. The latest news in his life is that his oldest son, Andy, has decided to attend CMU after he graduates from Livonia Stevenson High School in 2005.

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1981

**Jeff Eichinger** graduated with a B.S.B.A. in business administration. He has been employed as a design engineer for Brady Trane (Air Conditioning) Controls Department for the past eight years. He is a member of Toastmasters and the American Society of Heating, Refrigeration, and Air Conditioning Engineers. Jeff has been married to Jeanne Ramig Eichinger for 20 years this October. They have two dogs and a cat. In his free time Jeff enjoys golf, tennis, and photography.

**Mark Larson** graduated with a B.S.B.A. in management information systems. He is living in Lafayette, Louisiana. After working for Marathon Oil Company for 17 years as a senior Unix Systems specialist, Mark now works as a technical support analyst for Marlin Energy in Lafayette.

**Dean Luplow** graduated with a B.S.B.A. in business administration. He is a media director at Starcom Worldwide in Los Angeles and resides in Santa Monica, California.

**Mark Slater** graduated with a B.S.B.A. in economics. He currently is a director of sales for Cooper-Standard Automotive but has a passion for professional offshore racing. He currently is going through the acceptance requirements for his daughter to attend CMU in fall 2005.

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1980

**Joan Kermath** graduated with a B.S.B.A. in business administration. She received her M.B.A. from the University of Denver in 1985. She lives in Mill Valley, California, with her husband, David Eddy, and two children – Max (13) and Jamie (10). She has been a full-time realtor with Pacific Union for the past four years. After a 15-year career as an institutional fixed-income securities trader with Bank of America Securities, she became tired of working New York hours on the West Coast and decided to pursue her passion for real estate. She also is a full-time soccer, gymnastics, baseball, and skiing carpool mom.

**James Prather** graduated with a B.S.B.A. in business administration. He has been working with the Internal Revenue Service at the Detroit Computing Center for the past 17 years. He has been a computer assistant since 1991. He also is active in two clubs within Toastmasters International. James feels that these memberships, along with his job, have allowed him to give his best efforts in all phases of life – thanks in part to his classes and experiences at CMU.

**Thomas Redd** graduated with a B.S.B.A. in management information systems. He is the executive vice president of sales and marketing for Talkingpoint, where he is responsible for developing and integrating the sales, marketing, and alliance operations.

**Rick Vanden Heuvel** graduated with a B.S. in business administration. He has been awarded the Bronze Star and was recently promoted to the rank of captain in the U.S. Navy. He currently is assigned as operations officer aboard the U.S.S. Dwight D. Eisenhower.

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1979

**Dale Charrette** graduated with a B.S.B.A. in business administration. He went on to receive his doctorate in chiropractic medicine. He finds it interesting that he attended school for one degree and then made a 30-something career change, only to use the benefits of the first degree in ways that he never thought possible.

**Peggy Shields** graduated with an M.B.A. in marketing. She currently is on sabbatical this semester from her position as associate professor of marketing at the University of Southern Indiana. She is involved in projects concerning travel and tourism marketing.
1978
Roy Pulliam graduated with a B.S.B.A. in business administration. He lives in Vancouver, Washington, with his wife, Lori. They have three children. He works for a local Texaco franchise. Roy was awarded the Lion of the Year for the Fort Vancouver Lions Club in his hometown. They are the largest club in Clark County with over 100 members. The award was presented in Recognition of Outstanding Service, Loyalty, and Devotion to Lionism. It is the second time he has received this award.

Rodger Skirvin graduated with a B.S.B.A. in business administration. He is married with a 12-year-old daughter. He recently was promoted to field director of the Occoneechee Council Boy Scouts of America. Rodger has been living in Raleigh, North Carolina, since 1979.

1977
Kathy Boles graduated with a B.S.B.A. in business administration. She recently was named executive director of the Valley Area Agency on Aging in Flint, Michigan.

1976
Diane Miller graduated with a B.S.B.A. in accounting and an M.S.A., ’82. She is the purchasing manager for Oakwood Lutheran Homes in Madison, Wisconsin. In her spare time, she is an adjunct accounting instructor for Upper Iowa University-Madison Center and for Lakeland College-Madison Center.

1975
Tom Burzynski graduated with a B.S.B.A. in business administration. He received his M.B.A. in 1975. He is a project and portfolio manager for Pfizer Global Research & Development Labs in Ann Arbor, Michigan.

Terrence Moore graduated with an M.B.A. He has been elected as a trustee of the Herbert H. and Grace A. Dow Foundation.

1974
Charles Green graduated with an M.A. in management and supervision. Dr. Green recently accepted the position of president of Bermuda College in Bermuda.

Randy Harmson graduated with a B.S.B.A. in business administration. He is employed as a business development manager for the United Kingdom-based Wray Castle, a global telecommunications engineer training company.

1973
Dan Savage graduated with a B.S.B.A. in business administration. He was the program board president for two years and a Sigma Tau Gamma member. Dan produced Crosby, Stills, Nash, America, George Carlin, Ralph Nader, Duke Ellington, and Alan Ginsberg during his CMU years. He has spent the past 29 years booking and producing thousands of events in the speaker and entertainment areas across America.

Mark Vanlerberghe graduated with a B.S.B.A. in accounting. He received his M.B.A. in 1979. Mark is employed as a chief financial officer at Golden West Nuts Inc. in Ripon, California. Mark serves his community in many capacities: Secretary/Treasurer, Sierra Vista Child and Family Services; Board Member, Copper Creek Homeowners Association; and Member, Budget & Finance Committee, Pine Mountain Lake Association. He is married to Marcia and has a stepdaughter.

1971
John Findling graduated with a B.S.B.A. in finance. He has been working in the investing arena. In 2001 he opened his own branch for Raymond James Financial Services in Farmington Hills, Michigan. He is a retirement planning specialist and operates in a partnership with his oldest son, Mark.

1970
Jon Darrow graduated with a B.S.B.A. in business administration and earned his M.B.A. in ’75. Immediately after receiving his undergraduate degree, Jon began working as an administrator in the Office of the Provost at CMU. He retired from CMU in August 2000. For the past ten years of his CMU career, he and his wife, Linda (B.S. ’70 and M.A. ’77), operated Saravilla Bed & Breakfast in Alma, Michigan. This year marks their 14th year in business.

William P. Smith graduated with a B.S.B.A. in business administration. He received his M.B.A. in 1971. He has been employed by Blue Cross and Blue Shield of Michigan for the past 32 years and presently holds the position of senior vice president and chief information officer. He is married to Linda; all of their three children have graduated from universities in the state of Michigan.

1969
Leon Ostrowski graduated with an M.B.A. Since retiring from Dow Corning in Midland, Michigan, in 1998, he and his wife, Pat, settled in a new home on the Wisconsin River in Plover, Wisconsin. Leon is in the process of setting up an Angel Investor Network in Central Wisconsin in cooperation with the South Wood and Portage County Business Council. Through the Angel Network of high-net-worth individuals, they assist start-up and early-development businesses to secure equity funding.

1964
Jeffrey Bennett graduated with a B.S.B.A. in accounting. After 39 years, Jeffrey retired from teaching at Northwood University in Midland, Michigan. He was professor and chairman of the Accounting Department. At commencement ceremonies in May 2004, he was named professor emeritus of accounting.