A world of experience

Days in the lives of DaimlerChrysler study abroad scholarship recipients

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A CBA specialty: Outstanding students and alumni

In my comments in the last issue of the Exchange, my first since becoming dean, I talked about this college being a special place. I am more excited than ever about what this college is doing and what we are planning to accomplish in the near future. In this instance, I want to talk about two things that have particularly impressed me in my first seven months on the job: outstanding students and alumni.

Students well prepared to work without sense of entitlement

It is not at all unusual for me to receive correspondence either directly or indirectly from a recruiter who has made unsolicited comments regarding the quality of our students. I knew that we have good students, but I just did not realize how valued they are in the workplace. I came to this position expecting that the college did a good job educating our students, and I have not been disappointed. We have an outstanding group of professors in the college who are committed to helping their students develop skill sets that add value to the firms that employ them.

But our students bring even more to the table. They have a great work ethic. Our students are willing to roll up their sleeves and get to work. A second positive characteristic of our students is that they do not see their degrees as providing any entitlements. They are willing to work hard, be effective in each job responsibility they are given, and work their way up the organization.

The realization that we produce such quality students has led me to adjust my strategy for the college. If our students are this good, I’ve realized I need to find new ways to place our graduates with more high-visibility employers and then use their resulting successes as a basis to convince these employers to recruit on campus and employ even more of our excellent graduates.

The key to making the strategy work is finding ways that we can effectively differentiate our students from those at any other school. Fortunately, we have and are developing programs that are going to:

- Provide a set of our students with the most sophisticated SAP (enterprise software) skills in the nation
- Provide another set of students with specialized Six Sigma (data-driven decision-making skills) knowledge
- Provide students interested in sales careers an opportunity to undergo sales training based on curriculum grounded in techniques that have been proven in the marketplace
- Provide students interested in a real estate careers the opportunity to take a specialized program with an outstanding internship opportunity (see story on page 7).

I am excited that we will be able to effectively differentiate our students in these curricular directions.

Successful alumni encouraged to reconnect with CBA

It appears that our attractive combination of training and work ethic is not a recent phenomenon with CBA graduates. My other pleasant discovery has been how many CBA graduates have become tremendously successful. Every time I turn around, it seems we are connecting with yet another alum who has achieved tremendous professional success. The sad thing, though, is that we probably only are aware of a small percentage, perhaps less than 10 percent, of these CBA success stories.

At homecoming in October, a number of alumni came by the CBA tent on separate occasions and introduced themselves. Several indicated they had been thinking about reconnecting with the college. We certainly do have a multitude of avenues for alumni to reconnect. They can enrich our classes with real-world perspectives, sponsor internships, teach classes during Dialogue Days, serve as Executives-in-Residence, or help financially support the college.

In my first seven months, nothing has given me more pleasure than meeting the outstanding CBA alumni, coming to understand the successes they have realized, and getting their perspective on some of the things that we would like to accomplish.

If you are a CBA alum who has not reconnected with the college, or if you know an alum who has not been involved with the college, I encourage you to e-mail me at mike.fields@cmich.edu. I want everyone to experience the exciting atmosphere in our college. This is a special place. Let’s work together to see just how great we can make it.

Best regards,
Mike
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A number of CMU business students received support from DaimlerChrysler to study abroad this fall.

The company is funding 20 scholarships for business students with 3.0 or higher grade point averages who study abroad for at least a semester.

“I am extremely thankful for the DaimlerChrysler Scholarship and the other scholarships I received through CBA and CMU,” said Krystle Dunn, a senior who is studying in Scotland. “Without them this experience truly would have not been possible.”

DaimlerChrysler supports study abroad because, like many international businesses, the company recognizes the value of study abroad for its prospective employees.

“DaimlerChrysler continues to strengthen its presence in a highly competitive global automotive market. As such, DaimlerChrysler seeks to recruit talented individuals for domestic and international assignments who have experienced foreign studies abroad,” said Ken McCarter, vice president for union relations and security operations for DaimlerChrysler.

Exchange caught up with five business students studying in faraway parts of the globe this fall on DaimlerChrysler scholarships to find out about their daily lives and lessons firsthand. Here are their words.
‘Believe me, there is a new thing to discover every day in Copenhagen, Denmark’

Today I had class just like every other day. I got home to find some of the other exchange students all excited about the MTV European Music Awards, which are being held in Copenhagen this year. It has been the talk of our residence hall for a while now. I live in a complex with 65 other exchange students from all over Europe and the world. Getting to know these people has been the highlight of my trip here.

My favorite spot to go and hang out with them is Nyhavn, which means “new harbor” in Danish. (PS. They have the best ice cream there too.) There are many outdoor restaurants along the canal at Nyhavn, and people sit outside well into October to enjoy the sun and fresh air. I feel so lucky to be able to discover this new city for four months and, believe me, there is a new thing to discover every day in Copenhagen.

I think that a study abroad experience is a wonderful and recommended part of business study. In order to be marketable businesspeople, we need to have a broader perspective of the world. Studying abroad gives you a short time in a foreign country to meet others with different backgrounds and learn from their experiences. I have been met with novel ideas both in and outside the classroom since arriving in Copenhagen. The best thing that I ever did for myself was coming here.

– Megan Tropf

‘I am studying economics and finance in Edinburgh, Scotland’

I am studying economics and finance to apply toward my business degree at CMU. In a broader sense I am learning how to exist within the context of another culture. Removing myself from American culture has expanded my adaptive abilities, which is necessary for my future endeavors. It also has allowed me to develop an interest in helping exchange students who come to the United States. One of my future goals is to cultivate more international relationships.

Study abroad is of infinite importance, especially to business students. We must all actively learn to participate in a global marketplace, as it is becoming more unlikely that our business majors will stay within a purely domestic sphere. The majority of successful firms have international relations, and we must learn to become viable participants by taking advantage of opportunities such as study abroad.

– Krystle K. Dunn

‘What I am learning right now in Shanghai, China, will benefit me tremendously’

What I am learning right now in Shanghai that will benefit me tremendously in the future is the ability to quickly adapt to a new environment and the motivation to meet everyone around me. Now I am more outgoing and more eager to meet new friends compared to the past.

In general, studying abroad for business students will help them broaden their views on the financial and political relationships countries have with each other. Also, a study abroad experience gives the student a different perspective and a better understanding of the changing factors that are driving globalization.

– Ming Xu

“The best thing that I ever did for myself was coming here.”

– Megan Tropf, accounting senior
'My internship is in the marketing department at a local brewery, Kunstmann Cervecería, in Valdivia, Chile'

7:45 a.m.: Upon silencing the persistent chirping of the alarm on my Nokia cell phone, I realize that once again the morning sun is accompanied by rain. Somewhere in the process of researching this city I failed to notice that in Valdivia it rains 13 months of the year.

8:15 a.m.: International Economics. Class starts around 8:30, with many more empty seats than students present. The professor lectures about world growth, the Chilean economy, and the economy of the “struggling” United States.

12 p.m.: My hair is pretty long, and I am in dire need of a Chilean barber. Haircuts are cheap here! I was charged only 3,000 pesos, which is equivalent to about $6. Through my internship I have learned firsthand about the average salary of a working Chilean. I have met working people who earn $500 a month! Even though this haircut was cheap, on my scale, other prices are relatively the same. This means, with a lower income, Chileans consume much less than Americans. I have learned this before, but now I am experiencing the lesson firsthand.

4 p.m.: I ride in the company van to work. My internship is in the marketing department at a local brewery, Kunstmann Cervecería. Many companies provide employees with a form of transportation. My goal today is to finish the inventory list for the annual beer festival, Bierfest Kunstmann. I enjoy my internship because the environment is very laid-back and open. Work friends have come fairly easy. My nicknames include: Anthony Hopkins, which sounds more like “Onteny,” Flaco, which means skinny, Gringo, Americano, Antonino, Tonino, Charlie, and Harvey. Harvey is a Chilean actor who plays an American on a local television show. Clearly the connection is as clear as “chicha,” a fermented apple or grape dark alcoholic drink.

6:30 p.m.: I head home from work. We eat “once,” which is the word Chileans use for a small lunch-like meal at dinnertime. Tonight I make myself comfortable in front of my 14-inch “tube to home.” The Tigers are in the World Series, and even though I may be 5,000 miles away from home, the game is broadcasted live! Signing off before the game begins…

– Anthony Ciarlo

‘This is my city, Köln, Germany’

I roll out of bed when the alarm goes off and after Angelika, my host mother, yells for me to get up, jump in the shower, then eat my Brötchen (bread roll) and cereal; finally, I lily pad my way to the Köln-Holweide train stop. On the train to my school, the Carl Duisberg Centren, I experience overwhelming pride. This is my city, Köln – with its Gothic Dom Cathedral, bustling outdoor shopping centers, numerous sports stadiums, and collection of 28 supremely unique beers – has a free-flowing spirit that perspires from every bakery and every street corner.

The Carl Duisberg Centren is smaller and better than a university. It combines international students from all over the world: Italy, Spain, Brazil, Switzerland, Japan, Singapore, England, and the USA to name a few. Most of us don’t speak the same language. Initially our alien languages were a wall that separated us, but slowly, as we began to understand German vocabulary, the bricks began to decay and fall. Now we just have fun communicating.

It is October 25, 2006, in Köln, Germany. Today is a day like any other day in Germany – a day like none other in the USA. I will keep writing a travel journal because my thousand or so words today will be like 1,000 pictures for my mind years from now. My snapshot, like the one I took today, will be known for all time as “Steve’s life in Deutschland.”

– Steve Cullen
CMU and alumnus respond to growing commercial real estate sector

The College of Business Administration’s new Michael J. Bowen Real Estate Development Program will put CMU students at the forefront of the hottest markets.

“Other schools have real estate courses, many of them specialty courses, but this will distinguish CMU from other colleges,” said Patrick J. Corcoran, director of the new CBA real estate development program. “The real estate business has grown up and employment opportunities – very good ones – are here for young people who want to be involved in this business. The program will include development, finance, lending, and real estate law, as well as knowledge of government approval entities such as zoning boards.”

The brainchild of Michael Bowen, ’92, the real estate development program’s emphasis will be on quality. As founder and CEO of Westwood Development Group LLC, Bowen specializes in developing open-air shopping centers nationwide. His project locations include sites in Michigan, Kansas, Nebraska, Arizona, Florida, and Hawaii, and the company’s portfolio is worth more than $300 million.

“It was at CMU that I realized how competitive the world is, and I was going to have to work hard to get up to speed,” Bowen said. “CMU has a clear path to success for anyone willing to step up and take the challenge.”

Bowen’s vision and financial generosity have brought the real estate development program into reality.

“There’s a shortage of people with real estate education in the job market, and this has intensified in the last few years,” Corcoran said. “Commercial real estate is a hot sector now. It’s looking strong, and there are good job opportunities here in the United States and abroad.”

CBA Dean Michael Fields sees the new program fitting in with the new BSBA curriculum because it will allow students to follow a major shopping center development from the initial contract stage to project completion.

“The Mike Bowen gift is very innovative in its design, with the gift being composed of portions of projects Mike is developing,” Fields said. “But what is important here is the tremendous opportunities the gift will provide our students.”

Corcoran, a former Wall Street research analyst, plans to create an advisory board, recruit students, serve as a liaison with industry professionals, foster internships, and oversee the real estate development program, which will be up and running by fall 2007.

“Right now we are firming up the support financially with private sector partners who will join Bowen,” Corcoran said. “I am thankful for his generosity and large gift that makes this program possible.”

Recognizing leadership contributions

A kickoff reception for the new real estate development program was held in Mount Pleasant on October 12. The evening allowed guests to hear from Bowen and CMU faculty about plans for the real estate center.

A highlight of the evening was a presentation of the first Michael J. Bowen Real Estate Development Program Leadership Award to finance and law faculty member Rose Prasad, who taught Bowen as a student at CMU. This award was designed to recognize individuals who have made a difference in real estate development through leadership roles. ——
Dean unveils CBA initiatives

The College of Business Administration is adding value to Michigan businesses with two initiatives that will increase consulting and training opportunities for faculty.

“My intent is to do this on a very large scale,” said CBA Dean Mike Fields. “A number of faculty members will be involved. My goal is to funnel proceeds from these initiatives back into the hands of the faculty as a retention and recruiting tool.”

Partnership for Competitive Advantage: Universitywide expertise for business consulting

CBA will work in conjunction with the CMU Research Corporation (CMURC) to provide top-notch business consulting. CMURC will extend its expertise to businesses in Michigan that have at least $500 million in sales, and CBA will work with the small and mid-sized businesses.

Partnership for Competitive Advantage (PCA) will dramatically increase the amount of CMU expertise influencing the direction of Michigan businesses, complementing other ongoing initiatives such as Labelle Entrepreneurial Center, Institute for Management Consulting, and Center for Supply Chain Management.

PCA is designed to enable CMU faculty to use their expertise efficiently in a consulting environment both to earn money and generate new skills. By being exposed to real-world problem solving with outside organizations, faculty will have opportunities for unique experiences resulting in new knowledge and wisdom.

“I’m very excited about this initiative because it will draw on other colleges across campus, not just CBA,” Fields said. “Each project will have a team leader with consulting savvy and will work on a business timetable rather than an academic timetable.”

Consulting began this fall, and Director Charles Burke has plans to grow the program quickly, which is sure to have an immediate positive impact on the reputation of CMU faculty and staff and benefit Michigan businesses.

“Success in this program is all about working successfully with creative and enthusiastic people,” said Burke. “These people are independent, intelligent, fast paced, and often over extended, and allowing them to see that teams are more efficient than individuals is important. Quality, enthusiasm, innovation, and integrity are our guidelines.”

Training and Development Institute: No-nonsense custom solutions for Michigan businesses

As the training arm of CBA, the Training and Development Institute is tailored to each client’s training needs and covers a wide range of areas. TDI is targeting small and mid-sized businesses.

The strength of TDI lies in its ability to deliver no-nonsense training and solutions to businesses for whatever they need, said Claudette Shaffer, institute director. TDI can deliver four hours of sales force training or two-week intensive training, depending on the need.
“So often, businesspeople need to look deeper into a problem; the quick and superficial material that abounds simply doesn’t solve their complex problem,” said Shaffer. “They usually don’t think to access the university because there really is no easy way to do this. Now, with these new institutes, a businessperson has easy access to all appropriate resources.”

Fields and Shaffer envision harnessing the talents of CBA’s 81 full-time faculty members, most of whom hold Ph.D.s, are actively publishing, and are highly regarded in their fields.

“My perspective is that the renewal of Michigan’s economy is going to be accomplished through small and medium-sized businesses, and we are going to be an important player in that effort,” Fields said. —

Meet Claudette Shaffer, director of the Training and Development Institute

An extensive background in marketing and human resources partnered with an enthusiastic business outlook make Claudette Shaffer the ideal director for the new Training and Development Institute.

“I am especially interested in this position because of the strong support CBA is demonstrating to the business community,” said Shaffer. “I have long felt the knowledge and expertise of a university community are underutilized when it comes to business.”

Before joining CMU, Shaffer held positions with LaBelle Management, Northwestern Bell Telephone Company, and Hyatt Hotels Corporation.

Meet Charles Burke, director of Partnership for a Competitive Advantage

Charles Burke will apply years of experience and strong leadership skills to build and grow Partnership for a Competitive Advantage at CMU. Burke has spent years in consulting with very small or raw start-up biotech firms.

“Three things will drive this program: superior people and teams, quality product, and having fun,” said Burke. “When I can generate an environment where these three pieces fall into place, the program will succeed.”
Dow Corning Executive in Residence:
Paving the way to a successful career
Summers of welding bumpers in an automobile factory made returning to CMU’s campus each fall a huge relief for alumna Karen Kirwan, ’84.

She credits that factory job as just one of the work experiences that prepared her for her current position as senior vice president and chief information officer of Alliant Techsystems Inc.

Kirwan, the College of Business Administration’s first female Dow Corning Executive in Residence, has followed the booming technology industry over the past 22 years with key positions at U.S. Cellular, Exelon, Pillsbury, Standard Register, Clopay Corporation, and Lenscrafters.

Hearing about the people who Kirwan admires gives you a clear idea of who she is as a person and a businesswoman. She says she is influenced by Sir Winston Churchill for his leadership, George Marshall for his role as a great strategist, Warren Buffet because he uses his funds to benefit the world, and her father because he always made her learn from her mistakes.

“Honesty and integrity are who I am; as a leader those are at the top tier of what I do,” Kirwan said. “I do work to capture hearts and minds of others, that’s what makes me successful.”

When it comes to being a female in the business world, Kirwan knows that expectations are higher, and she doesn’t hesitate to mention that she has had to use resilience, energy, and commitment to overcome stereotypes and stigmas throughout her career.

Building the next generation of leaders
“The leaders of tomorrow are not going to look like the leaders of today,” Kirwan told a room of future business professionals during her keynote address. “You need to be bold, take a chance. Courage is like a muscle – the more you use it, the stronger it gets.”

Kirwan’s talk focused on the challenges of a competitive global market and the characteristics of effective leadership that will be required of the next generation of business professionals.

Whether it is through her professional career or many philanthropic endeavors, Kirwan prides herself on leading by example to build future leaders.

“Inspiring, motivating, and leading are very proud accomplishments,” Kirwan said. “I enjoy watching people reach their full potential, especially when they don’t even see it in themselves.”

Alliant Techsystems CIO Karen Kirwan advises students to be courageous

“All the leaders of tomorrow are not going to look like the leaders of today,” Kirwan told a room of future business professionals during her keynote address. “You need to be bold, take a chance. Courage is like a muscle – the more you use it, the stronger it gets.”

Karen Kirwan, senior vice president and chief information officer, Alliant Techsystems Inc.
Outstanding Young Alumni Award
Natalie Finn, ’02

Natalie Finn is an account executive at Campbell Ewald working on the Chevrolet national account. She has already had some key successes, including a 90-second ad concept that morphed into TV and radio spots and a music video. Natalie also coordinates events and promotions sponsored by Chevrolet, including the Essence Music Festival, the Vibe Awards, and Chevrolet’s Historically Black College and University Homecoming Tour.

Natalie also provides pro bono work for Haven, an Oakland County organization that fights domestic violence and sexual assault. She has been recognized with the Campbell Ewald Creative Excellence Award for Chevrolet “American Revolution” Integrated Campaign – Best of Show. Most recently, Natalie was named to Crain’s Detroit Business 2006 “Top Twenty in their 20s.”

Natalie worked in two internships at CMU, including one at Campbell Ewald. She graduated in 2002 with a Bachelor of Science in Business Administration with a marketing major and a minor in advertising. She also was a member of the Honors Program.

“My professors truly cared about the direction I wanted to take my college career and helped me to develop skills for a career in advertising after CMU,” said Finn.

Alumni Commitment Award
Ken Cherry, ’90

After several years of working for Hallmark Cards and the Sunflower Group, Ken Cherry joined National Cinemedia in Chicago in 2000 as the national account executive responsible for in-theater media sales. He received the 2005 Salesperson of the Year Award, Rookie of the Year Award in 2001, National Sales Mentoring Award, Best Buy’s Standing Ovation Award, and Best Buy’s Bravo 2005 Award for Outstanding Vendor.

Ken is actively involved with CBA, expanding contacts for faculty consulting projects and connecting corporate recruiters with CMU business students. He was the team leader of the CMU Logistics Management Council Honor Society’s 20th Anniversary Celebration, and he annually supports the college with scholarship donations. Ken also speaks to classes, provides job contacts, and mentors students.

“I am blessed to have been able to go to college, and I feel, to this day, that my experience and education at CMU’s College of Business Administration made the difference in my success during my career,” Cherry said. “I feel that I was prepared to tackle the real world when I got out and am forever grateful to CMU for that.”
awards, commitment

Alumni Commitment Award
Jackie Goforth, ’82

As the Alumni Commitment Award winner, Jackie Goforth epitomizes what volunteerism means to CBA.

She has served as a member of the CMU Alumni Board, is a former member of the School of Accounting Advisory Board and the College of Business Administration Capital Campaign Committee, and she most recently has joined the Dean’s Business Advisory Council.

Jackie joined PricewaterhouseCoopers in 1982 and was admitted into partnership in 1994. She leads the private company services audit practice for the Detroit office. Jackie has more than 24 years of experience in serving entrepreneurial companies. Her work with fast-growing companies has included consultation on initial public offerings, leveraged buy-outs, mergers, acquisitions, and strategic alliances.

Jackie is a member of the American Institute of Certified Public Accountants, The Michigan Association of Certified Public Accountants, and Volunteer Impact, and she is an alumna of Leadership Oakland. In 1999 she was named to Crain’s Detroit Business “40 under 40.”

Distinguished Alumni Award
Joe Roebuck, ’68

Early in his career, Joe Roebuck found his passion for entrepreneurship. He founded a number of companies, including Corporate Funding Inc., an equipment leasing company; Corporate Resources Inc.; Motor City Computer Services; Corporate Resources International, a property tax management and fixed asset inventory company; and Computer Remarketing Services and AMR (both divisions of Teksystems Inc.). This year, he became the co-managing member of Oxxford One LLC in Birmingham, Michigan.

Joe also is involved in many civic activities, including his role as board president of Starbase at Selfridge Air National Guard Base, a youth program focused on raising the interest and improving the knowledge and skills of at-risk youth in math, science, and technology by exposing them to the technological environment and the positive role models found on military bases and installations.

Joe is a member of the CMU LaBelle Entrepreneurial Studies Program Advisory Board and is an active participant in the college’s annual Dialogue Days.
Entrepreneur of the Year Award
Robert Easterle, ’68 MBA ’69

Robert Easterle is a born entrepreneur.

After working for GE, Vallen Corporation, and Enron, Robert became involved in manufacturing and marketing high-strength polymer products for applications in heavy-construction home improvement from 1984 to 2000. He was part of a group of senior officers who purchased Tensar Corporation in 1988 and became co-owner of Atlantech International in Atlanta. Twelve years later, Bob sold his majority interest and became self-employed with a private equity firm in Sarasota, Florida.

Currently, Robert is working with his brother-in-law on a voice recognition program that would give emergency workers in hospitals, as well as public safety officers, the ability to help those who speak other languages.

“Taking the risk and winning has been the most rewarding business achievement in my life, and that’s why I am so honored to be the recipient of this year’s award,” said Easterle.

Honorary Alumni Award
Andre Blay

Andre Blay is considered the father of the home video industry, not only for being first, but also for his innovation in marketing and programming.

He co-founded Stereodyne Inc. in 1966, the nation’s first eight-track and cassette duplication company and then founded Magnetic Video Corporation, which became the world’s first marketer of prerecorded videocassettes, creating today’s home video industry. Nine years later, the company first licensed, marketed, and distributed half-inch videotape cassettes to consumers.

In 1979, Twentieth Century Fox bought Magnetic Video, and Blay became president and CEO of Twentieth Century Home Video. Blay then became chairman and CEO of the newly formed Embassy Home Entertainment until 1986, when he formed Palisades Entertainment Group. While at Embassy, Blay green-lighted the films Hope and Glory and Sid and Nancy, helped raise funds for The Princess Bride and The Emerald Forest, and served as executive producer for Prince of Darkness, The Blob, and Homeboy.

He is a member of the LaBelle Entrepreneurial Center Advisory Board and is a former College of Business Administration Dow Corning Executive in Residence.

Alums in Action

Top: Natalie Finn, ’02, CBA’s Outstanding Young Alumni Award recipient, signs off on a Chevrolet print advertisement at Campbell Ewald.

Middle: Joe Roebuck, ’68, Distinguished Alumni Award recipient, talks to a CBA student.

Bottom: Andre Blay, Honorary Alumni Award recipient, shares a lesson with a CBA class during his tenure as the college’s Executive in Residence.
CBA remembers Don McBane and James Burley

CMU’s College of Business Administration remembers two outstanding and dedicated faculty members who passed away this year, Donald A. McBane and James A. Burley.

Don McBane, 1946-2006
A dedicated educator and professional

When students entered one of Don McBane’s marketing classes, they were not subjected to the usual classroom lecture. Instead, McBane challenged his students with real-world problems that helped improve their decision-making and critical-thinking skills.

That dedication to making a difference in his students’ lives will be sorely missed as McBane, an associate professor of marketing, died on October 15.

“You could hear Don coming from across the building,” said Richard Divine, chairman of CMU’s Department of Marketing and Hospitality Services Administration. “He had a booming laugh that could be heard up and down the hallways, and he always came to work with a smile on his face. He loved what he did.”

McBane was nationally known in the areas of sales and marketing. He was actively involved in committees and was a board member for seven national and international organizations including the American Marketing Association’s Sales Special Interest Group.

“Don was a professor dedicated to and focused on helping his students and colleagues,” said Divine. “He had a real passion for technology, and he effectively integrated multimedia and interactive equipment into his classroom.”

He was posthumously awarded the 2006 Distinguished Service Award by the Society for Marketing Advances. The AMA’s Sales Special Interest Group named its educator of the year award “The Don McBane Award” and made McBane its first honoree.

“Students enjoyed and respected Don,” said Zach Williams, ’00, a student who worked closely with McBane in the marketing department and who is now a doctoral student at Mississippi State University.

Williams credits McBane for encouraging him to pursue graduate school.

“After my initial doctoral interview at Mississippi State, it was late but I called Don to tell him how well it went,” said Williams. “I could hear the excitement in his voice; he was excited because I was excited.”

His professional involvement included activity with the American Marketing Association, Beta Gamma Sigma, the Provost’s Committee on Public Broadcasting, and the Public Broadcasting Senate Committee.

“We were lucky to have him because he was a leading authority on the use of personality testing to select and train new product engineers, and his research was nationally recognized,” said Divine. “His consulting services were in high demand by many Fortune 500 firms such as Dow Corning and General Motors.”

Burley began teaching at CMU in 1975. In addition to teaching, he was active in video production projects featuring firms such as The Pebble Beach Company, General Motors, and the Whirlpool Corporation, and he owned and operated an audio-file stereo business. He was a dedicated CMU Athletics supporter who was often seen cheering on the Chippewas and sharing his passion for the university with recruits.

James Burley, 1945-2006
A passion for marketing

James Burley loved golf, cars, and Harley-Davidson motorcycles, but what he was most passionate about was marketing.

“He had a dynamic, outgoing personality, and he loved to talk about his passions, especially marketing,” said Richard Divine, chairman of CMU’s Department of Marketing and Hospitality Services Administration. “He was never shy about expressing his opinions.”

Burley, a marketing and logistics professor, died on July 26.

Along with marketing, Burley also had a love for the holidays, especially the “big guy.” He owned his own Santa Claus costume and could be seen playing Santa every year for local organizations and events.

Burley’s involvement and dedication to the field of marketing and CMU extended far past the classroom.

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IAC appoints Rivers as CEO of Entertainment Publications

InterActiveCorp (IAC) recently announced that MaryAnn Rivers, ’88, has been appointed chief executive officer of Entertainment Publications Inc.

“MaryAnn Rivers has had outstanding success building and running multimillion dollar direct-marketing and couponing businesses,” said Doug Lebda, president and COO of IAC. “Her track record of leading high-performance sales and marketing organizations and her vision for growing EPI’s business make her the right choice to lead the company.”

“The potential to build on the tremendous brand equity of the Entertainment and Sally Foster brands is enormous,” said Rivers. “Technology is creating significant shifts in the way consumers buy products and make entertainment, travel, and dining decisions, but one constant remains: people always want the best value. I look forward to finding engaging and interactive ways to further provide that value to consumers, and in so doing, driving a significant return on investment for our partners.”

Rivers previously served as vice president of business development and product management at Valassis, a $1.1 billion marketing services company, where she was responsible for managing the company’s integrated marketing portfolio of products and developing new products and services.

Bergeron receives national recognition

Melanie Bergeron, ’84, received an Outstanding Alumni Award from the National Chapter of Phi Chi Theta for her contributions to the fraternity and CBA and CMU. Bergeron is the president and COO of Two Men and a Truck International in Lansing, Michigan and was the keynote speaker for CBA Dialogue Days in 2004.

P.M.B.A. launches in Detroit

CBA recently began a new era in graduate programs when students in the Professional M.B.A. (P.M.B.A.) program met for the first time in Livonia.

Twenty-eight students from diverse backgrounds, both culturally and professionally, have committed to the P.M.B.A. that requires them to have at least four years of work experience, to have employer support for undertaking an advanced degree in a lock-step (cohort) program, and to complete advanced managerial study in 18 months.

“I am really excited about teaching this group of students who bring such a wide variety of skills and knowledge to the class. The discussions in this class will be dynamic and energizing,” said Monica Holmes, M.B.A. program director.

The program is delivered in a hybrid format of both face-to-face classroom experiences and course material and information available to students through digital technology.

A unique concentration called the Value Driven Organization was created to add value to the student’s M.B.A. experience. In addition, an M.B.A. project requires each student to solve a business problem or complete a specialized project for his or her employer.

The program was purposefully designed to be attractive to the student as well as his or her employer, who may be providing tuition support.
Gift offers revved up business experience to CMU students

With a generous gift and a creative business project in mind, a Detroit-area business owner had 12 CMU students focusing not on homework but on motorcycles and power sports this year.

The students weren’t riding the 10 Harley-Davidson motorcycles, snowmobiles, and all-terrain vehicles donated by Tom Celani to CBA; they marketed and auctioned them.

Celani, owner and president of Motor City Harley-Davidson of Farmington Hills and Motor City Power Sports of Bloomfield Hills, developed the program so that his donation to CBA would create a real-world business experience for students at CMU.

The proceeds from the auction will be invested into a portfolio, which also will be managed by the students to fund a student venture capital business plan competition. This is the second donation from Celani, who began the program in 2005 with a donation of Harley-Davidson and Buell motorcycles.

Experience, technology drive new associate dean

Monica Holmes may be new to her position as associate dean of the College of Business Administration, but she is not a new face to the college.

Holmes joined CMU as a faculty member in the business information systems department in 1995 and has served as chair of the business information systems department for the past six years.

“Monica brings an excellent skill set to this position,” said CBA Dean Mike Fields. “This college is poised to move into an outstanding period in its history. Monica will play an important role in helping the college reach the next level.”

As associate dean, Holmes will drive technology initiatives, oversee the graduate programs for the college, serve as program director for the Master of Business Administration program, and lead the college’s international programs and initiatives.

Technology initiatives move college forward

The college’s Six Sigma and SAP initiatives will be a major focus for Holmes. Six Sigma is a disciplined, data-driven approach and methodology for eliminating defects in any process. SAP applications provide the capability to manage financial, asset, and cost accounting, production operations and materials, personnel, plants, and archived documents.

“Monica’s background in Six Sigma and SAP makes her a logical choice for this position,” Fields said. “Her thorough understanding in these areas will help CBA to grow these initiatives in the marketplace. This is a very important step in the growth of the college.”

MBA program to receive a facelift

With the assistance of the faculty, Holmes will help the dean incorporate his vision for the M.B.A. program.

“My No. 1 goal is to work with CBA faculty to come up with a rigorous M.B.A. program that delivers value to both employers and students,” Holmes said.

Holmes plans to grow the M.B.A. program to the size it was a few years ago by strengthening CMU’s investment in SAP for classrooms as well as using Six Sigma as the quality methodology of choice.
CBA finishes capital campaign with 150 percent of goals met

An outpouring of support during CMU’s capital campaign will nurture the college’s growth for years to come.

From scholarships to special programs, CBA now is able to offer more support for students and faculty. With the help of CBA alumni and friends, the college surpassed its $6.8 million goal at the outset of the New Vision of Excellence Campaign, raising more than $10 million.

“We were overwhelmed by the generosity of our donors throughout this campaign,” said Joshua Merchant, senior director of development for CBA.

Campaign fundraising priorities included: student scholarships, programming endowment, faculty development, and ongoing and special programs. In each of these areas except faculty development, CBA exceeded its original goals – sometimes by more than double.

“Their support of CBA’s mission solidifies the college’s reputation as a special place for students to learn and prepare for the future,” said CBA Dean Michael Fields.

At the overall university level, CMU raised $78 million, making short work of an earlier $50 million goal and ending four months sooner than the campaign’s scheduled conclusion.

“People sense that a lot of exciting things are happening at the university, and they want to help make a difference,” said CMU Vice President of Development and Alumni Relations Michael A. Leto. “The success of this campaign was truly a story of people coming together to achieve great things.”

“So many donors were instrumental in establishing scholarships, endowed faculty awards, and supporting capital endeavors,” said Merchant.
“While the college is thrilled to have achieved such success, we are continuing to look at our current needs and developing a post-campaign case statement to share with alumni and donors for future fundraising efforts.”

Many donors contributed to the success of the campaign. Some examples of the gifts that already are making an impact in CBA are:

- A gift from Michael, ‘92, and Julie Bowen, ‘92, helped establish CMU’s first real estate development program.

- Jerry, ‘62, and Felicia Campbell’s gift toward an endowed professorship will help bring greater visibility and prestige to the college.

- Tom and Vicki Celani’s donation of more than two dozen motorcycles, snowmobiles, and four-wheelers gave business students a chance to market real products, with the profits going to support a student investment portfolio and student venture capital business plan competition.

- The LaBelle family, including Bart, ‘64, ‘65, and Sarah LaBelle, ‘90, established the LaBelle Entrepreneurial Center, which already has ranked as a top center in the nation for entrepreneurship programs.

- Scholarships will help make college more affordable for students thanks to gifts from James R. Cronin, ‘61; Jerry, ‘62, and Felicia Campbell; Ira Kreft, ‘77; Lon M., ‘75, and Vicki Bohannon; Kristen L. Holt, ‘94; Rod, ‘77, and Nan Crawford; Charles E., ‘60, and Gerry Y. Scribner; Robert L. James, ‘85; Gene, ‘82, and Melissa McKay; Michael, ‘70 and ‘04, and Mary O’Donnell; and Kirk H. Love, ‘77.

- MBA faculty will have more support toward providing a challenging and effective curriculum thanks to faculty endowments from Richard, ‘72, and Mary Lou Hazleton, ‘86, and Joan H., ‘69, and Joseph E. Rogers Jr., ‘65.

- Melanie Bergeron, ‘84, together with her company, Two Men and a Truck International, created an endowment for Phi Chi Theta, a coed professional business and economics fraternity that provides opportunities for students to connect and prepare for their future careers.

- Program endowments from Caryn, ‘88, and Scott Wickens, ‘89, to the finance program, and from Mark, ‘91, and Michelle Szymczak, ‘91, to accounting and management information systems ensured that these programs will maintain their reputation for offering students high-quality academic preparation.

See a list of the capital campaign donors beginning on page 22.
Thank you…

Yes, that is right…Thank YOU to each and every one of you who made the New Vision of Excellence campaign a success in CMU’s College of Business Administration! As many of you know, CMU embarked on this ambitious capital campaign several years ago to raise funds for programming, scholarships, faculty support, and capital expenditures. This past September, the university celebrated the closing of the campaign with resounding success. Your support has made CMU’s first comprehensive capital campaign a success. And because of you, more resources are being devoted to CMU’s faculty, staff, and students.

The College of Business Administration set a lofty goal of $6.8 million dollars. Thanks to the thousands of alumni, friends, and stakeholders who supported the College of Business Administration, the campaign exceeded the goal in the four key priority areas, raising a total of more than $10 million. The university-wide campaign also exceeded its $50 million goal with a resounding $78 million raised from more than 70,000 donors.

The impact of the campaign is already being felt among students and faculty members. As a result, more scholarships are being offered to students, additional programs are allowing for more diverse opportunities of study, and faculty development is allowing for increased national prominence in the areas of research and scholarly and creative activity.

I would like to thank everyone who participated in the campaign. I would specifically like to thank the College of Business Administration Capital Campaign Committee. They are:

Sid Smith ’65 – Campaign Chair
Lee Dow ’76
Jim Fabiano II ’89
Bart LaBelle ’84
Jack Pindexter ’85
Michelle Szymbczak ’91
Mike Bowen ’92
Bob Easterle ’68
Jackie Goforth ’82
Remos Lenio ’82
Mike Sappington ’90
Mike Tierney ’77

Maintaining momentum

While we continue to celebrate the recent success of the campaign, the momentum it generated also is driving existing and future fundraising efforts by the College of Business Administration. Most recently, the college added another development officer to focus on special and annual giving. The college also is proceeding with the development of a comprehensive postcampaign needs assessment. The new case statement will be ready by calendar year end, and it will further detail the priorities of continued funding needs across the college as well as in each respective department. With our new dean, Mike Fields, leading this initiative, I look for great things to continually escalate the College of Business Administration.

Again, thank you for your continued support. If you would like to become more involved in the college through volunteer efforts or supporting the college financially, please contact me at merch1jd@cmich.edu or (989) 774-1732.

Welcome Robert Petree

The College of Business Administration, development office, and alumni relations would like to introduce you to our newest development officer, Robert Petree. Petree is a 1995 alumnus who has spent the past six years with the college as the internship recruiter and director of corporate relations.

Robert’s commitment to CBA and CMU is evident in the strong relationships he’s built with friends and alumni. In his new role, Robert will continue to work toward bringing more alumni back to the college and specifically focusing on alumni engagement and special and annual giving.
**Business majors**

<table>
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**Students enrolled in internships**

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**Number of CBA undergraduate degrees conferred**

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**Undergraduate degrees by department**

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**M.B.A. program graduates**

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**Total contributions to CBA**

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**Number of CBA donors**

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**Top Recruiters**

- Target Corporation
- Plante & Moran PLLC
- Quicken Loans
- Comerica Bank
- Bank One/JP Morgan Chase
- Dow Chemical
- State of Michigan
- Hantz Financial Services
- CINTAS
- Enterprise Rent-A-Car
- Wal-Mart
- Deloitte
- Con-Way Central Express
- Transfreight LLC
- Wells Fargo Financial
- Auto-Owners Insurance Co.
- DaimlerChrysler Corporation
- Creative Solutions Inc.
- Ryder Integrated Logistics
- KPMG LLP
- Menlo Worldwide Logistics

**Top 10 Employers of CBA Graduates**

**Company**

- General Motors Corporation
- Dow Chemical Company
- EDS
- Ford Motor Company
- Central Michigan University
- DaimlerChrysler Corporation
- Dow Corning Corporation
- Comerica
- State of Michigan
- Fifth Third Bancorp
$1,000,000+
Michael '92 and Julie Bowen '92
Jerry D. '62 and Lisa Campbell
Thomas '04 and Vicki Celani
SAP America

$500,000 to $999,999
James R. Cronin '81

$250,000 to $499,999
Thomas R. Paschke '67
DaimlerChrysler Corporation Fund
The LaBelle Family

$100,000 to $249,999
Sandra D. Conner '63
CVRS, LLC db/a Motor City
Harley-Davidson
Isabella Bank and Trust
Ira Kreft '77
Barton W. '64, '65 and Sarah
LaBelle '90
Douglas LaBelle and Missy LaBelle
Gene '82 and Melissa McKay
James '68 and Ann Rosoniec
Charles E. '60 and Gerry Y. Scribner
Triple J Partners

$50,000 to $99,999
Lon M. '75 and Vicki Bohannon
Chemical Bank
Rod '77 and Nan Crawford
Richard '72 and Mary Lou Hazleton '86
Kir K. '69 and John Corbett
Patricia and Leon J. Ostrowski '89
Joan H. '69 and Joseph E.
Jones Jr. '65
Jon E. '84 and Terri L. Voightman '95
Mr. and Mrs. Robert C. Wender '70

$10,000 to $49,999
Arthur Andersen LLP Foundation
Bank One Michigan
Allan L. '81 and Pamela D.
Brunmeier '79
David Daniel Burzyck '68, '88
Al '56, '90 and Patricia A. Cameridge Jr.
Susan L. '71 and Robert W. Clarke '71
Michael E. Collins '94
Comerica Incorporated
Comerica Charitable Foundation
Jeffrey '80 and Roxanne Croft '81
Delphi Automotive Systems
Joan '83 and Gregory DeWitt '83
The Dow Chemical Company

Dow Corning Corporation
Lee '76 and Lori Dow
Drusilla Farwell Foundation
Dr. Mike Fields

The Glenn Family Foundation
Patrick J. '69 and Mary Lou Holmes
Kristen L. Holt '94
HSBC - North America
Independent Bank of Bay City
Phillip '77 and Sue Kench
Dr. Philip L. Kintzele
John G. Kulhavi '65
Judith S. Love '78
Alan 'Al' W. '68 and Janet Madsen
Marathon Ashland Petroleum LLC
Marathon Oil Corporation
Stephen '80 and Lynn Meliberg '70
Michael '70, '04 and Mary O'Donnell
S. Benjamin and Rose M. Prasad
PricewaterhouseCoopers Foundation
Pulte Homes of Michigan
Republic Bancorp Inc.
Paul '75 and Barb Richards
Judge William and Eileen Rush
Dr. Daniel L. and Ruth L. Schneid
Paul '82 and Sandy Smuts '61
Styker Medical
Mark '91 and Michelle Szmyczak '91
TEMO Sunrooms
Wachovia Bank Corporation

$1,000 to $9,999
7-Eleven Inc. - Livonia, MI
Edward (Ward) Abbey '70
Stephen M. '80 and Debra K.
Abbott '80
ABN AMRO North America Inc.
Accenture Foundation Inc.
ACE INA
Mary A. Adams '81
Ermil '75 and Linda Adamson '96
American Multi-Cinema Inc.
Charles R. Ammerman '65, '67*
Mary Jo '95 and Frank Andera
Timothy F. '82 and Kristi Lynn
Anson '82
Terry and Mary Jo Arndt
Robert '96 and Lori Atkinson '80
Paula Audas '80
Auto-Owners Insurance Company
Nancy White and Christopher Bailey
Bank of America Corporation
Deborah Anne Barkley '72
Terry M. Beatty '70
Kurt '82 and Laura Beck '91
Zoe '79 and Douglas Behnke '79
Chris Beresford '81 and Erin
McBrien '81
Melanie Lyn Bergeron '84
Peter S. Beveridge '75
Richard '75 and Terry Birch '76
Robert Jay Blanchard '81
Laurie Blanke '92
Blue Cross Blue Shield of Michigan
Stacey '86 and Michael Bodner
Gary Robert Boguslawski '80
Raven Latanya Crowder '99
Herbert W. Boschen '83
Michael L. Bourke
Stuart C. Bradley '66
Andrew D. Bradshaw '98
Judith K. Brankel '69
Constance K. Brewer '83
Charles H. Brickell '80
James '62 and Valerie Briley
Douglas '81 and Kathleen Brown '90
Richard M. Brozowski '81
Patrick J. Bryan '77
Dennis H. Buckler '82
Theodore '69 and Mary Jane Bunker '72
William Croft Burley '83
Jim and Nancy Burley
Dale '50 and Colleen Bywater
David '87 and Kathy Cambridge
James and Estee Cappel
Carew International Inc.
Bud Cashen
Keith '76 and Betty Jo Charles '76
U. Gary Charlwood
Chemical Bank & Trust - Clare
Kenneth Scott Cherry '90
Jeanne E. Chute '77
Mark C. Cieslak '73
Edward L. Clark '80
Margaret E. Clark '57
Paul W. '62 and Diane T. Clemo '84
Mary D. Cody '77
Commercial Equipment Company
ConocoPhillips
Steve W. Constantine
Consumers Energy Company
Jonas E. and Jeanne B. Cook
Lois Cook '56, '72
Amy S. Courter
Ellen '88 and Raymond A. K. Cox
William R. and Sharon A. Cron
Thomas Cronin '83
Crowe Chizak and Co. LLP - Administration & Education Center
Crowe Chizak and Company LLC
Customized Product Offering Inc.
Russell '80 and Penelope Davis
Geoffrey B. Deines '95
Sharon D. DeLeeuw '81
Deloitte & Touche LLP - Wilton, Conn.
Deloitte & Touche LLP

David C. Dettling '99
Deutsche Bank Americas Foundation
DeWitt Conduct Foundation
Gary DeWitt '84
Dr. Kimber '79 and Judy DeWitt '92
Russell P. Dippel Jr.
Richard and Colleen Divine
Imars Dobulis '79
Michael William Doerr '81
Paul '72 and Patricia Donakowski '70
The Dow Chemical Company
David P. Dow '83
DTE Energy Foundation
Dennis D. Dupay '73
Lynn Alan Eady '84
Dick and Cheryl Eagan
Eli Lilly & Company
Thomas B. '65 and Ann L.
Emmerich '86
Enterprise Rent-A-Car, Lansing
Marilyn F. Erickson
Ernst & Young Foundation
Ernst & Young LLP - Grand Rapids
Rebecca Lee Estrada '82
Richard '81, '84 and Audrey
Featheringham
Fifth Third Bank of Traverse City
Financial Executives Institute
Sheryll Anne Findley '93
Lori M. Fisher '86
Edward Flagg '76
Fleet Capital Foundation, Inc.
FleetBoston Financial Group
Follmer Rudzewicz Advisors Inc.
Ford Motor Company
Dale '74 and Ann Ford '74
Steven W. '83 and Karen L. French '82
Linda M. Gaffney '78
Gary '94 and Lynette Gagnon
Michael and Sherrie Garver
Northwestern Mutual Financial Network-The Holvick Group
Steven '90 and Theresa Gee '90
General Motors Corporation
Debra L. '79 and Bruce D. George '79
Laura A. George '89
Mary Elizabeth Giannep '79
Michelle M. Giesken '87
Dr. Susan Gill '77
Larry and Anne Glass
Global Impact
Jacinly (Beckers) Goforth '82
Rosa Goldsmith '85
Jim and Debi Goodrich
Keith E. Goodwin '74
Vernon L. Gray '67

* deceased
CBA Donors

Harley S. Green ’87
Robert ’84, ’87 and Karen Grove
Robert ’80 and Judith Guilmette ’75
Marie T. Guimond ’76 and David J. Tuskey ’79
Mari Ellyn Gunderson ’90
Gregory G. Gursky ’77
Dr. Dale D. Gust and Jo Ann D. Gust ’88
James ’68 and Barbara Gwisdal
Donald ’68 and Janice Hand ’68
Michael L. Hanisko ’84
Denny P. Hanysak ‘66
Todd Robert Harter ’94
James R. Hasselback ’84
Roger Hayen
Randall and Joy Hayes
Dykstra J. Heinze
Charles T. Henderson ’82
The John Henry Company
Gary Alan Herberholz ’89
Sandra L. Herrygers ’87
Gary Alan Herberholz ’89
The John Henry Company
Deborah Moscardelli ’95
Scott A. Morrison ’97
James ’59 and Charlotte Morris
Jerry M. Morey ’69
James ’59 and Charlotte Morris
James R. ’77 and Lynne M. Morris ’77
Scott A. Morrison ’97
Deborah Moscardelli ’95
Michael Mox ’73
Tracey ’84 and Paul Natke
John M. Newcomb ’86
Northwestern Mutual
Randall Rea Norton ’77
Thomas C. Ogg ’70
Patrick Okonkwo
Page Olson & Company PC, CPAs
Barbara E. ’63 and Larry Parker
Lyndell C. Patrick ’75
Kim Douglas Pavlik ’77
Scott G. Penabaker ’78
Kari ’92 and Paul Peruski
Richard P. Peterson ’73
Donald J. Pettijohn ’71
Mary Plont ’79
Pinnacle Advisors LLC

Dr. Vernon E. Kwiatkowski
Gordon W. Larry ’73
Kirk L. Lavengood ’87
Leap Marketing LLC
Wendy Lee Lehrner ’90
Larry Lepisto
Thomas ’69 and Kat Liciari
JoAnn K. Linrud
Richard and Roberta Loughlin
Kevin and Denise Love ’94
Lisa C. Mackey
Kenneth M. Mahoney ’71
Mike Maldegen ’69
Margaret M. Malike ’81
Zachary A. Malson ’01
Maner Costerisian & Ellis CPA, PC
Bruce ’75 and Diane Marble ’84
William A. Markel ’83
Nicholas ’80 and Lisa Marrone ’80
Marsh & McLennan Companies Inc.
David B. Marvin ’80
John H. ’69, ’70 and Nancy L. Matthews
Donald A. McBane *
Tim and Debra McGisky
Jim and Cathy McPhee
Thomas F. McTaggart ’90
Ronald Edward Mealy ’64
David L. Merritt ’68
Charles R. Michelson ’65
Robert H. ’71 and Gail Miller ’88
James William Millhench ’87
Cynthia Marie Moerdyk ’97
Michael ’81 and Mohohari ’81
Jerry M. Morey ’69
James ’59 and Charlotte Morris
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Donald J. Pettijohn ’71
Mary Plont ’79
Pinnacle Advisors LLC

Plante & Moran PLLC - Southfield
Plante & Moran PLLC - East Lansing
Jack D. Poindexter ’85
Dennis ’58 and Janet Przybyla
Thomas W. Qualls ’73
David ’81 and Penny Queller ’91
Quicken Loans Inc.
Carol ’76 and Douglas Rearick
Michael W. ’69 and Judy Reed
The Rehman Group
Lynn A. Rhody ’82
Craig J. Ridenour ’88
Ross Dean ’82 and Linda A.
Ridenour ’21
David ’84 and Susan Roberts ’83
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Greg S. '85 and Virginia A. Wright '92
Jeffrey J. Wright '75
Nicky Joann Yank '85
William J. '91 and Nicole M. Yankowski '93
Kenneth '00 and Carrie Yee '02
Janet Louise Yerks '84
Rogers and Cheryl M. Yoob
Matthew E. York '81
Matthew Chalmers '96 and Rebecca S. Young '96, '03
Stephen Paul Young '98
Stephanie Ann Zaffaroni '94
Christina E. Zalud '88
Walter A. Zamoch
Jeffrey S. '82 and Karen C. Ziegler '84
Basil Zimmer
John Frederick Zingg '85

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CMU Gold Member
2006
Michelle Forsberg graduated with a B.S.B.A. in human resources. She is employed by Dow Chemical Company as a workforce planning representative (HR Rotation Program).

2005
Danielle Bergamo graduated with a B.S.B.A. in marketing. She lives in Shelby Township and works for Wells Fargo Financial as a credit manager.

John Blossey graduated with a B.S.B.A. in finance. In June 2006 he accepted a credit analyst position with Ann Arbor Commerce Bank in Ann Arbor. AACC is a member of the Capitol Bancorp Holding Company as well as the flagship bank for the holding company, which is headquartered in Lansing. The corporation has total assets in excess of $3.6 billion and 47 state chartered banks across the country. Earlier this fall he married his college sweetheart Nicole Murphy, '05. She earned a B.A.A. They were married in a ceremony on CMU's campus with over 30 CMU alums in attendance. John recently accepted a promotion to business lender within Ann Arbor Commerce after only 15 months on the job. John is currently the youngest lender in the bank at only 24.

Brad McCloy graduated with a B.S.B.A. in corporate finance. He recently accepted a position as a personal advisor with Ameriprise Financial.

Matt McDonald graduated with a B.S.B.A. in marketing. He works as a sales representative for Novartis Pharmaceutical and resides in Traverse City.

2004

Michael Love graduated with a B.A.A. in entrepreneurship. He works in management for State Farm Insurance in Saginaw. Mike has developed an internship program with the College of Business Administration and State Farm Insurance. The first group of interns proved to be talented, and they are looking forward to more products of CMU.

Marvin K. Smith graduated with a B.S.B.A. as well as a B.S. in biology. He is currently employed at Florida Atlantic University in the Biomedical Science area. Marvin also is a premed grad student and a graduate teaching assistant in gross anatomy.

2003
Kristen Baldwin graduated with a B.S.B.A. in logistics. She is currently working as a software/industrial engineer for ABC Supply Company in Beloit, Wisconsin. She resides in Janesville. She says that Dr. Robert Cook was a great mentor while she was in school and continues to provide her valuable insight.

Julie Gidcumb graduated with a B.S.B.A. in management information systems. She currently resides in Phoenix, Arizona.

Jessica (Frontczak) Kehrer graduated with a B.S.B.A. in human resource management. She currently lives in South Bend, Indiana, and is working for 1st Source Bank as a banking center operations manager.

Christine Noeker graduated with a B.S.B.A. in logistics management. Christine is employed at Ryder Integrated Logistics as a logistics consultant. She resides in Walled Lake and is currently working on her M.B.A. at Wayne State University.

Valerie Wilton graduated with a B.S.B.A. in accounting. She lives in Farmington Hills.

2002
Bradley Frederick graduated with a B.S.B.A. in logistics management. On October 4, 2003, he married Abbagale (Renner) Frederick. They had their first daughter, Loryn Avery, on March 25, 2006.

Eric Josef graduated with a B.S.B.A. in corporate finance. He is a project manager for a family-owned construction company. He has been married for close to five years and has a one-year-old son, Hayden. They live in Port Huron.

2001
Jim Adair graduated with a B.S.B.A. in marketing. Jim is currently living in Austin, Texas. He is the head of the operations department at TANK Technologies. TANK Technologies works exclusively in voice over IP networks for business and is a distribution partner for industry leading ShoreTel VoIP. He also participates in the world-renowned Austin area music scene as a freelance musician.

Jennifer M. (Reihl) Cotter graduated with a B.S.B.A. in financial planning. She has accepted an account executive position with Employee Health Insurance Management Inc. located in Southfield.

Anthony Fox graduated with a B.A.A. in entrepreneurship. He is currently employed at Mid Michigan Community College as the regional director of the Michigan Small Business and Technology Development Center and resides in Mount Pleasant.

Lee Sanford graduated with a B.S.B.A. in human resources. He currently resides in Ann Arbor and is employed at American Health and Nutrition as a credit manager. He also just began his own business called Undercut Cleaning Services LLC.

2000
Chris Brown graduated with a B.S.B.A. in general business administration. He is currently residing in Ringree Grove, Illinois.

Carrie (Kubisz) Gilles graduated with a B.S.B.A. in marketing. She is currently working as the Ford S.U.V. account supervisor-CRM and digital advertising at JWT. She is expecting her first child with her husband, CMU alumnus Adam Gilles, in February 2007. Adam is a physical education and health teacher at Milan High School, assistant golf coach, and varsity baseball coach. She started the CMU Professional M.B.A. program in October. They reside in Plymouth.

Carrey (Weston) Schupp graduated with a B.S.B.A. She married CMU alum Eric Schupp in October 2005. She has been working in the Information Technology Department for BorgWarner Inc. Tier 1 Automotive Supplier in Auburn Hills for 6 years. She and Eric are expecting their first child in December.

Jason Sweedyk graduated with a B.A.A. in entrepreneurship. He is an imaging systems analyst. Jason was married on April 29, 2006.

1999
Jim Gadziemski graduated with a B.S.B.A. in logistics management. Jim just joined Total Logistic Control as the facility manager for the distribution center in Milwaukee, Wisconsin. He resides in Waukesha with his wife Allie and sons Jarrett (3) and Calvin (1).

Mike Kuckel graduated with a B.S.B.A. in finance. Mike has earned the Chartered Financial Analyst® designation. He and his family live in Greenville, South Carolina, where he is a vice president with Stewardship Partners Investment Counsel.

Steve Spencer graduated with a B.S.B.A. in management information systems. He and his wife, Tashia Spencer (Ferguson), '99, (marketing) were married June 24, 2000. They have one daughter, Ashley, born in May 2003. Steve accepted a position as IT project manager for GE/HPSC in Boston in September 2005. Tashia is a logistics project leader at Ryder Logistics.

1998
Amy (Andaloro) Harris graduated with a B.S.B.A. in retail management. Amy and her husband, Jon Harris, '94, welcomed their second son, Preston Caves, on August 31, 2006. Their first son, Peyton Joseph, was born on May 19, 2005.

Tracy Luchenbill graduated with a B.S.B.A. in hospitality services administration with a concentration in gaming and entertainment. She currently resides in Saint Thomas, U.S. Virgin Islands, and is employed by WTS International Inc. as a spa director.
1997
Daniel Beaudoin graduated with a B.S.B.A in production operations management. Daniel is married to Jennifer (J. P) Pompili, ’96. They will have been married for 7 years this October and are the proud parents of two children with a third on the way in April ‘07. Daniel is currently one of three owners of DMF Bait Company. They pack and distribute 180 million live night crawlers annually to retail outlets nationwide such as Wal-Mart, Meijer, Kmart, and more.

Steven Black graduated with a B.S.B.A. in general business administration. Steve is currently over operations for a $130 million company in California.

Timothy Brannan graduated with an M.B.A. in business administration. He has been promoted to associate professor of education technology at Central Michigan University.

Joel Pryson graduated with a B.S.B.A. in logistics management. He owned a logistics company for five years in Lansing before moving to Venice, California, in 2004. He is currently an independent contractor for SOS Salsion Inc.

1996
Bruno Delage graduated with a B.S.B.A. in business information systems. He resides in Columbia, South Carolina.

Elizabeth (Schmit) Greer graduated with a B.S.B.A. in hospitality services administration. Elizabeth married CMU alumnus Ken Greer two years after she graduated in December 1996. They met during homecoming weekend through mutual friends. They have been married for 5 years and have two wonderful kids, Kaitlyn, 3, and Sydney, 1. They live in Grand Rapids and both work in the business field. He works for Herman Miller in HRIS. He does application design and project management. Elizabeth works for Wolverine World Wide, the shoe company, in database administration with Oracle and SAP.

Cecilia (Simons) Jerome graduated with an M.B.A. in business administration. Cecilia is a physician recruitment coordinator with MidMichigan Health, which includes hospitals in Alma, Clare, Gladwin, and Midland. She resides in Midland.

1995
Frank Aparo graduated with an M.B.A. in business administration. He works for Delphi in Athens, Alabama, as a program manager.

Chris Bradford graduated with a B.S.B.A. in finance. He currently resides in Commerce Township and works as a major account consultant at IKON Office Solutions in Novi.


Gina (Stein) Ranger graduated with a B.S.B.A. in human resources and an M.S.A. in 2003. Gina and her husband, Rod, along with son, Evan, welcomed a little girl, Erin, on July 19. They reside in Traverse City.

1994
Chuck Selinger graduated with a B.S.B.A. in marketing. He received his M.S.A. in 1998. He resides in Ceresco. He has been promoted to executive sales consultant at Novartis Pharmaceuticals. He is a member of the CMU Alumni Board of Directors and a member of the CMU Football Alumni Club.

Justin D. Streeter graduated with a B.S.B.A. in accounting and an M.B.A. in ’94. Justin is working at Hantz Financial Services as a personal financial consultant. He and his wife, Leigh, have three kids and reside in Midland.

1993
David Miller graduated with a B.S.B.A. in hospitality services administration. He has been with Xyron Inc. for just more than ten years. He is the director of product development. Xyron is located in Scottsdale, Arizona. His family consists of his wife, Jennifer; 11-year-old daughter Linda, and 1-year-old daughter Sylvia. They reside in Phoenix.

Kevin M. Maher graduated with a B.S.B.A. in marketing. He teaches at a university in Seoul, Korea.

Ron Rau graduated with a B.S.B.A. in business information systems. He and his wife, Betsy, ’75, reside in Bay City. He works in the wholesale beer and wine business as the operations manager for Fabiano Brothers Inc. at their Saginaw location.

1992
Vince Bush graduated with a B.S.B.A. in finance. He is the new Holland Township treasurer.

Greg Collins graduated with a B.S.B.A. in hospitality services administration. He has been the district manager for Panera Bread in Southwest Michigan for the past 6 years. He is married to Susie, and they have three children—Noah (6), Adam (2), and Madeline (6 months). The family resides in Ada.

Donyle Ingagiola graduated with a B.S.B.A. in general business. She is vice president of capital markets for FMF Capital.

Clay B. Martin graduated with a B.S.B.A. in marketing. He is an independent consultant and executive regional vice president of Arbonne International.

Penny (Zeinstra) Queller graduated with a B.S.B.A. in marketing. Her husband David Queller also graduated in ’91. Dave is vice president for national accounts for Aetna, and Penny is vice president of sales for Sphenon. They have two kids, Jacob (8) and Avery (7) and reside in Atlanta, Georgia.

Michael Thimson graduated with a B.S.B.A. in management. He is currently a site director in Atlanta for Accredited Home Lenders which is a nationwide lender based in San Diego, California.

1990
Brent Cox graduated with a B.A. in finance. He works for Textron Financial as the vice president of credit and operations. Brent lives in St. Louis, Missouri. He has four kids, Hope (17), Jordan (16), and Gavin and Ethan (6-year-old twins).

Amy Gushman graduated with a B.S.B.A. in accounting. She received a Master of Science in finance from Walsh College in 1994. She has been employed at Volkswagen of America Inc. in Auburn Hills for 10 years. Her current position is Volkswagen brand marketing manager. She resides in Bloomfield Hills.

Jeff Marcero graduated with a B.S.B.A. in marketing. He is now the director of regional sales at News/Talk 760 WJR in Detroit.

Diane (Burk hart) Smith, graduated with a B.S.B.A. in finance. She has worked for EDS since 1989. She recently moved to Rochester, New York, with her husband, K. C., son, Sean (2), and daughter, Shanna (1).

Lynette M. (Nagy) Weber-Heintz graduated with a B.S.B.A. with a concentration in management information systems. She lives in Denver, Colorado. She is employed as a senior manager with Deloitte Consulting in their Human Capital Management practice, focusing on system installations.

1988
Chris Cole graduated with a B.S.B.A. in marketing. He is working for Allsteel, a division of HNI, as a business development manager in Chicago, Illinois. He married another CMU graduate, Beth Sharp, and they have two kids, ages 6 and 4. He spends his time working with commercial real estate brokers to discover which corporations are considering a new location and then marketing the corporate office furniture solutions to them. He is active in IFMA, CREO, and CORENET. He is running in his first marathon this fall in Chicago.
Daniel C. Long graduated with a B.S.B.A. in merchandising and retail sales and marketing. He received an M.A. in 1993 in educational administration. Daniel is the principal director at Manistee ISD. He is divorced with two daughters, ages 10 and 12. Daniel lives in Onekama. He is an active member of the National Ski Patrol at Crystal Mountain, MASSP and NASSP member. He also enjoys sailing Cygnet on Portage Lake and time spent with his two daughters and girlfriend as well as skiing and golfing.

Daniel Mahlebashian graduated with a B.S.B.A. in accounting. He is employed at General Motors Corporation as a chief contracting officer, IS&S in Detroit.

Mark Curtis Raby graduated with a B.S.B.A. in general education administration. He is living in Washington, D.C., and is employed as a senior trial counsel for the United States Department of Justice. Mark recently received a Special Commendation for Outstanding Service from the Assistant Attorney General and obtained his private pilot’s certificate.

Carey (Chabot) Winkel graduated with a B.S.B.A. in marketing. She received her M.S.A in 1986. Carey is the president of commercial operations North America for Sunrise Medical. She is married with two boys – Brett born in 1988 and Eric born in 1991. They reside in Rochester.

Rhonda Gombold graduated with a B.S.B.A. in finance. She is a vice president at Wells Fargo in the mortgage division and has been with the company for nearly 15 years. She is married with one son. Several family members still live in the Mount Pleasant area, so she visits at least once per year.

Janice Reeves graduated with a B.S. in economics. She is senior attorney for Safeco Insurance’s Louisiana office headquartered in Baton Rouge. She is on the Executive Council for the American Inns of Court chapter in Baton Rouge and former president of the Baton Rouge Association of Women Attorneys. She resides in Baton Rouge.

Mark Schmidt graduated with a B.S.B.A. in economics. Mark was recently hired as president/chief executive officer for Greenville Gas Turbine Employees FCU in Greenville, South Carolina.

Michael Dunckel graduated with a B.S.B.A. in business administration. He recently accepted the position of executive director of the Saginaw Bay Symphony Orchestra in Saginaw. The Symphony begins its 71st year with their opening concert on October 21. He resides in his hometown of Bay City. He is always amazed at how the campus has grown, especially the area around the Towers. CMU remains one of his favorite places.

Mark Tuttle graduated with a B.S.B.A. in accounting. Mark was hired by The Stroh Brewery Company right after graduation and is still employed by The Stroh Companies. He is the vice president – finance and assistant secretary. He has been married to his wife, Kathy, for 21 years. They have 3 boys – Andrew (19) is a sophomore at CMU majoring in international business and Matthew (17) is a senior and Michael (15) is a sophomore at Livonia Stevenson High School. Mark and his family live in Livonia. He is a hockey and baseball coach and likes to play as much golf as possible.

Jay Livingstone graduated with a B.S.B.A. He received his master’s in management information systems at Webster University, St. Louis, Missouri, in 1996. He is employed at The Boeing Company in Long Beach, California, as a program manager of automatic identification technology. Jay resides in Irvine.

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1979
Wendy Foss graduated with a B.S.B.A. in accounting. On September 19, 2006, Wendy was promoted to the position of vice president - finance and administration and deputy corporate secretary. In her new capacity, Foss will work closely with the company’s Legal Counsel and advise senior management on corporate governance and compliance matters. She also will be responsible for arranging and maintaining the records of board of director and shareholder meetings.

1978
Michael J. McCrumb graduated with a B.S.B.A. He married Tracy Peruzzi, ’78. He was a past president of Alpha Kappa Psi. They have four kids – David, Molly (a freshman at CMU), Megan, and Ryan. He is a regional marketing manager with Federated Insurance Company. They live in Madison, Wisconsin.

1977
Kirk Love graduated with a B.S.B.A. Kirk has recently changed firms. He is now employed with Merrill Lynch in Farmington Hills. Kirk also sits on the development board at CMU.

Mark Shobe graduated with a B.S.B.A. in accounting. He is president and chief executive officer of DFCU Financial, Michigan’s Largest credit union with $1.8 billion of DFCU Financial, Michigan’s president and chief executive officer a B.S.B.A. in accounting. He is the.

1976
Diane Miller graduated with a B.S.B.A. in accounting. She is the purchasing manager for Oakwood Village, a long-term care facility with two campuses in Madison, Wisconsin, and holds adjunct positions of assistant professor of accounting at Herzing College-Madison Campus, Upper Iowa University-Madison Center, and Lakeland College-Madison. Diane and her spouse, Dennis Ureche, live in McFarland, Wisconsin.

1975
Cynthia Dickey Fitzgerald graduated with a B.S. in business administration. After graduation she held a series of marketing/management jobs in the corporate world. She became an entrepreneur after working in the corporate world for 12 years and has owned a successful telecommunications consulting firm for almost 20 years called TELAdjust Inc.

Jan Griffin Koehler graduated with a B.S.B.A. She is currently the president of the Lafayette Rotary Club. It is a 230-member club with about half the membership being Purdue University professors and staff. Jan has been with Junior Achievement 32 years — employment that started with her senior year at CMU. Her 20-year-old son, Clay, is studying at the University of Aberdeen, Scotland, this fall. He attends Wabash College. Her 14-year-old daughter, Madison, is a freshman in high school. Jan’s niece Haley Monroe will graduate from CMU in December. She resides in West Lafayette, Indiana.

Dan Nolan graduated with a B.S.B.A. He is employed by the State Department of Commerce.

Bob VanDeventer graduated with a B.S.B.A. in management. He is the president and chief executive officer of the Saginaw County Chamber of Commerce.

1973
Diane Miller graduated with a B.S.B.A. During his last 2 years at CMU he was chairperson of Program Board. They promoted many shows such as Crosby, Stills & Nash; George Carlin; America; Steely Dan; Ralph Nader, etc. Central was the last show for Duke Ellington. Dan went on to become an agent in New York and Beverly Hills in the lecture market representing such notables as Star Trek creator Gene Roddenberry and Roots author Alex Haley. He is now the executive producer of the Music Center Speaker Series in Los Angeles. You can see his photo and information on sprooductions.com.

Last season they had Colin Powell, Bill Clinton, Bill Moyers, Dan Rather, etc. In 2007 they will have George H. W. Bush and Vicente Fox, among many others. Dan says that if it had not been for his education at CMU and his luck of being on Program Board, he would have never found a career that he feels so blessed to be part of.

1972
Donald DeFrain graduated with a B.S.B.A. in accounting. He works for Consumers Energy and was recently promoted to manager of Consumers’ Central Mail Remittance Center. Approximately 80,000 payments are processed each day with a value of $16M from customers.

Ron Hartley graduated with a B.S.B.A. in accounting. He retired from the State of Michigan on April 29, 2005, after 25 years of service and is enjoying his retirement.

Thomas H. Smith graduated with a B.S.B.A. He is employed as a senior vice president and national underwriting product manager at JPMorgan Real Estate Banking. Tom lives in Rochester Hills.

1969
Judy Branke graduated with a B.S.E. in business education. She retired from the Farmington Public Schools in 1998 after 30 years of teaching business education classes. She and her husband Sam moved to Clare that same year and have been raising puppies for Leader Dogs for the Blind since then.

1968
James Gwisdala graduated with a B.S.B.A. He recently retired from his position after 37 years as executive vice president of Comerica Bank-Texas Division. He resides in Plano, Texas, with wife Barbara.

James Beford Long graduated with a B.S. in psychology. He received his M.B.A. in 1970. Jim is still working and running his company, Anchor Bay Sales Company. They are manufacturing representatives for several manufacturers. He has been married to his wife, Nancy, for 26 years and his children are now grown. Jeff is 23 and finishing college. Alexis will graduate from U of M Law School in December. They moved to Macomb Township two and a half years ago.

Thomas C. Murphy graduated with an M.B.A. His wife of 38 years, Sharron K. Murphy is the director of student services for off-campus programs nationwide for CMU. Tom heads up commercial print sales for the southeast for BANTA, a NYSE Corporation. Their home is Atlanta, Georgia. They greatly enjoy five wonderful grandchildren.

Larry Schmidt graduated with a B.S.E.D. and a minor in economics. Larry works as director of Pathfinders Alternative and Adult Education in Dowagiac. His wife, Carol, ’68, works as superintendent of schools in St. Joseph. They returned to Michigan in 1999 after having lived in Tucson, Arizona, for 28 years where they both earned advanced degrees from the University of Arizona. They are currently proud to be serving as surrogate parents for Taylor Falk, a transfer student new to CMU this semester.

1967
Rick Trudell graduated with a B.S.B.A. in accounting and received his M.B.A. in ’68. He is the director of finance for Far Hills Country Day School in Far Hills, New Jersey.

1960
Hans Andrews graduated with a B.S. in commerce. Hans recently published a new book called, Awards and Recognition for Exceptional Teachers. Two years ago the ROTO program inducted Hans into its Hall of Fame.
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Postcards from abroad
CBA students share photos from their study abroad journeys from Shanghai to Copenhagen (see feature on page 4).