Business connected
Meet the new CBA faculty
Continuing to build on CBA’s success

Exceptional new faculty team joins CBA

In the last Exchange, I mentioned what a great faculty recruiting season the College of Business Administration (CBA) enjoyed. I saw the credentials, met most of these fine candidates, and had a great feeling about this group. Most of these teachers had teaching awards to their credit, and each had a specific research agenda, but how a new faculty member will “fit” into the environment is always a concern. To help ensure a smoother transition, CBA named a teaching mentor and a research mentor to work with the new faculty and increase their likelihood of success in the College of Business Administration.

Early this semester, my wife, Lori, and I hosted the new faculty at a reception at our home. I came away from that event even more impressed with this group. We have an excellent foundation of faculty who will be ready to help guide this college in the coming years. Be sure to read the new faculty story on page 6 of this issue of Exchange. I think you will be impressed as well.

Online M.B.A. now offered

The coming months will be particularly exciting for the college. In January, the M.B.A. will begin being offered in an online format. The first concentration will be in SAP – the leading comprehensive enterprise software program for large companies. This will provide students the knowledge to better harness SAP in the organizations in which they work. SAP is the first concentration designed as a “value-added” program for large companies. This will provide students the knowledge to better harness SAP in the organizations in which they work. SAP is the first concentration designed as a “value-added” program for large companies. This will provide students the knowledge to better harness SAP in the organizations in which they work. SAP is the first concentration designed as a “value-added” program for large companies. This will provide students the knowledge to better harness SAP in the organizations in which they work. 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College day attracts prospective students

The college held its first ever CBA Day this past summer. More than 400 potential students and their families visited the college and saw first-hand some of our excellent programs. A bigger and better CBA Day is being planned for summer 2008. Each CBA department now has uniform, impressive display units and identical CBA polo shirts. These small things help communicate that this is a high quality, professional College of Business Administration. I tell CBA faculty and staff to walk with a swagger and to be proud. As I have said before, this is a great college. It is truly a special place. Everything we do must be consistent with our goal.

To that end, over the next few months we are completely reworking the college’s Web site, www.cba.cmich.edu. A series of vignettes demonstrate that our college is doing some exceptional things. Ultimately, this format will be used for each department, major, or concentration the college offers.

Keep sharing your knowledge

Finally, Operation Reconnect continues to amaze me. What outstanding, highly successful alumni this college has, and how satisfying it is for me to get to know you. We are truly happy to meet you and to facilitate ways for you to bring your wealth of experience to the table for our students. We are not about reconnecting in order to ask for your money. What interests me is developing great relationships with great alumni. If you are one of our alumni who hasn’t reconnected yet, I hope you will soon. We really would like to hear about your success.

Best regards,

Mike

Editorial Board
D. Michael Fields
Dean
mike.fields@cmich.edu
Daniel Vetter
Senior Associate Dean
daniel.vetter@cmich.edu
Monica C. Holmes
Associate Dean
monica.c.holmes@cmich.edu
Jody Ackerman Patton
Senior Director of Development
patton@cmich.edu

Production
CMU Public Relations and Marketing
www.cmich.edu/public-relations
Editor: Sarah Chuby, 03
Writer: Cynthia Drake
Designer: Amanda St. Juliana, ’06
Photographers: Robert Barclay, Peggy Brisbane
Printing: CMU Printing Services

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Consulting masters

Institute of Management Consulting provides students with valuable business experience

You want information – honest information.

And if you represent or manage a corporation, how do you find it? You call CMU’s Institute of Management Consulting (IMC) team.

The IMC team, established in 2001, consists mostly of graduate business students. It is led by Randall Hayes, accounting professor; Lawrence Lepisto, marketing and hospitality services administration professor; and Charles Burke, director of strategic planning for the La Belle Entrepreneurial Institute.

The IMC faculty members have run the M.B.A. management consulting concentration, researched and studied management consulting techniques, and developed a curriculum in management consulting.

“Before us, no curriculum existed,” Hayes said. “We offer the first full-fledged management consulting concentration in the nation. So we consistently review what is effective and what isn’t.”

Dean Michael Fields said the IMC is one of the College of Business Administration’s “best-kept secrets.”

Project examines Domino’s human resources packages

With faculty guidance, groups of IMC students team up on consulting projects with businesses and organizations such as Vantage Plastics, Delfield Corporation, and Domino’s Pizza.

Four IMC students, along with Hayes, traveled to Domino’s headquarters in Ann Arbor in late October. Hayes said the IMC has worked with the pizza giant on three consultations.

“Domino’s administrators about what information Domino’s wanted for benchmarking purposes. They need to work on the Fortune 500 company by May 1.”

Debra Williamson, M.B.A. student, said the group talked with Domino’s general managers. Domino’s wanted to know what the general managers thought of their working conditions and their relationship with corporate,” Hayes said. “Domino’s contacted us because they knew that we could get honest answers because we are a third party, and we work with students.”

Hayes said CMU has a link to the pizza business – which had $5.1 billion in 2006 retail sales – because Domino’s CEO David Brandon was a CMU Board of Trustees member until 1999, when he became Domino’s CEO.

“David has been a great friend to us,” Hayes said. “And he understands the importance of a real-world experience and higher education.”

Students improve business and expand experience

In addition to involving students in consulting, IMC faculty members choose improvement projects oriented toward human resource issues and projects involving the evaluation of entrepreneurial ideas.

Paul Autuman, president of Vantage Plastics in Standish, said the IMC program has added real value to his company over the past several years.

“I really like this program because it helps you get to the core of your business,” Autuman said. “It’s helped us to look at our organization, identify some issues, and focus on areas we need to work on.”

In 2006, IMC students incorporated Six Sigma methodology into Vantage’s waste reduction efforts. This year, an IMC student team will use the project management techniques of Six Sigma to help the company’s Production Efficiency Team develop ways to reduce the amount of scrap in the company’s production systems.

As for entrepreneurial projects, the IMC has two for the 2007-2008 academic year, Hayes said. The first will investigate the business possibilities of a new product line of educational park equipment. The second involves developing a protocol for the evaluation of new product ideas.

“It’s challenging for the M.B.A. graduate students to help clients work through a business problem. It requires creativity. It requires a lot of discipline, and it requires a lot of tools,” Hayes said. “You really can’t understand business from a classroom lecture. You need to go out in the field and see it applied. So we are in the field.”

As for IMC being one of CMU’s best-kept secrets, it won’t be for long. IMC faculty members have published five research papers and one chapter in a professional textbook about the principles of the IMC team.

They have made nine presentations at major national and international business meetings and also conducted a four-day seminar at the University of Lyon, France.
Twelve new faculty
join CBA team

To be great at business, you have to adapt to the ever-changing market, keep relationships with longtime colleagues, and cultivate new alliances that will help the overall team.

CBA Dean D. Michael Fields said he is proud of what the College of Business Administration has accomplished in recent years, including adding new programs and having a successful $10 million capital campaign.

“This is a very special place. We are all about adding value to students by offering specialized programs, providing them with an enhanced skill set, and getting them involved in the real-world workplace so that they are more attractive to prospective employers.”

The new CBA faces come from all over the country, from New York to New Mexico. They have different research interests, award recognitions, and teaching styles. But they all want to reach their full potential – and help students reach their full potential – at CMU. Take time to meet them:

James Melton
Department: Business Information Systems
Came from: New Mexico State University, instructor and doctoral graduate
How does your teaching style set you apart?
“During my first semester at CMU, I had the opportunity to meet with the CBA Dean, Michael Fields. He impressed me with his vision for the college and his commitment to providing students with a high-quality educational experience.

I was interested in the college’s focus on real-world applications and problem-solving. I wanted to work in an environment where I could make a meaningful impact on students’ lives. I also appreciated the college’s commitment to diversity and inclusion.

I decided to accept the position at CMU because it aligned with my personal and professional goals.”

Van V. Miller
Department: Management
Came from: Texas A&M International University, associate professor of international business
Why do you enjoy teaching business?
“I am particularly interested in international business because much of what we study and teach provides the context for most business activity today.”

Luis A. Perez
Department: Management
Came from: Appalachian State University, assistant professor
Why are you so interested in your particular business field?
“Since as long as I can remember, I’ve had an interest in understanding why a company or person is able to succeed. In other words, I had always been interested in understanding what strategies or habits set a company or person apart from the rest.”

Brandis Phillips
Department: Business Information Systems
Came from: Michigan State University, doctoral graduate and teaching assistant
What teaching methods do you use in class?
“My teaching philosophy is one that attempts to engage students in a manner that encourages fostering open communication and discourse in the classroom. To achieve this, I use various methods and techniques to make my classes more interactive and engaging.

I focus on organization and problem-solving. I want my students to have a clear structure of the material and be able to link all the concepts together through the process of problem-solving.”

Brian Tarrant
Department: Finance and Law
Came from: Florida State University, doctoral graduate and teaching assistant
How do you keep students engaged in learning?
“With regard to my teaching style, I try to actively involve students in the learning process. I impart theoretical and practical knowledge, checking for understanding of key concepts. I try to utilize various presentation strategies to cover the three basic learning styles. Many of the classes consist of lecture, group work, discussion, visual aids, and individual exercises.”

Colby Wright
Department: Finance and Law
Came from: Central Michigan University, part-time instructor
Why are you so interested in your particular business field?
“Since studying economics and finance, I have been fascinated with the role of financial markets in shaping our economy. I enjoy teaching students how to analyze financial markets and make informed decisions.”

Javed Younas
Department: Economics
Came from: Washington State University, assistant professor
What sets CMU’s College of Business Administration apart?
“This is a very friendly environment. Administration, students, fellow faculty are all friendly and respectful.”

Vigdis Boasson
Department: Finance and Law
Came from: Ithaca College, assistant professor
Why did you want to teach at CMU?
“I interviewed at more than 25 colleges and received seven offers, but none of the other schools had what CMU’s business college has: a great balance of research and teaching support.

I was also attracted to the vision Dean Fields has for the college and his leadership ability. To grow, you need strong leadership and support, and I can feel that is what this college has.”

Burak Dolar
Department: Economics
Came from: University of Mississippi, instructor
How does your teaching style set you apart?
“I do not perceive teaching as only a job, but as a way of expressing myself. I believe that individuals can do their part to make the world a better place to live. For me, one of the best ways of working toward this goal lies in striving for excellence in teaching.

From my personal experience, I have learned that good teachers can have a significant positive effect on their students. I try my best to make a difference in their students’ lives. Teaching offers me this excellent opportunity as well as the positive responsibility to have such an impact on my students.”

Tanawat ‘Tom’ Hirunyawipada
Department: Marketing and Hospitality Services Administration
Came from: University of North Texas, doctoral graduate
What are you researching?
“My research area is in new product development and innovation. Regardless of size or discipline, innovation is at the heart of every business organization. I believe that my research insights can help enhance students’ understanding of the future of competition in which competitive advantages depend upon the firm’s ability to innovate.”

John Vinson
Department: Management
Came from: Appalachian State University, assistant professor
How do you keep students engaged in learning?
“I strive to integrate real business situations and problems into the classroom. I spent 17 years pursuing a business career before returning to the classroom to complete an undergraduate finance degree and then move on to the doctoral program at Florida State University.

“Over my 17 years, I did everything from sweeping the warehouse floors to managing a multimillion dollar sales territory. As such, I offer a lesson plan sprinkled with personal successes and failures in addition to textbook definitions and generic case studies, all designed to equip our CMU students with the skills they need to meet the ever-changing dynamics faced in the world of finance.”

Jayed Younas
Department: Economics
Came from: Washington State University, assistant professor
What sets CMU’s College of Business Administration apart?
“This is a very friendly environment. Administration, students, fellow faculty are all friendly and respectful.”
CMU gets real about real estate

So what do we really know about real estate other than the market is in a slump due to the mortgage industry crisis?

Pat Corcoran, director of the College of Business Administration’s Michael J. Bowen Real Estate Development Program, wants CBA students — and the public — to understand there is a lot more to know.

The new real estate program, launched at CMU in 2006 through a generous gift by Michael Bowen, ’82, of Muskegon, combines education and service to help students and commercial interests learn more about this presently volatile field. One of those services began this fall: The Real Estate Conference.

Corcoran, a former Wall Street research analyst, organized the conference so that students, community members, and real estate professionals could talk about the real estate crunch and the opportunities it offers. Panels of real estate experts discussed residential real estate and financing, commercial real estate finance, and real estate development and investment.

“Real estate is so much more than selling houses. That is why we had these three panels,” Corcoran said. “The conference was to showcase the extent of this sector. Yes, there is a downturn in residential housing and there is turbulence on Wall Street. Even though there are negatives, there are positives. Many things can be learned about the real estate sector from using our current episode to shine the light.”

‘Reality has hit home — no pun intended’

Corcoran said what is occurring in the real estate market is not much different from the stock market situation earlier this decade.

“People just kept expecting things to get better and better and to make more and more money from their investment. But when there is a bubble, eventually it has to bottom out,” he said. “There have been warnings about the housing market for years, just like the ones we heard about the stock market. But many people chose to ignore the warnings.”

“People just kept expecting things to get better and better and to make more and more money from their investment. But when there is a bubble, eventually it has to bottom out,” he said. “There have been warnings about the housing market for years, just like the ones we heard about the stock market. But many people chose to ignore the warnings.”

Many of us know the bad news. Detroit posted the highest foreclosure rate in the nation in 2007 — one foreclosure for every 80 homes, 4.5 times the national average. In the state as a whole, one in 10 homes is in foreclosure and many sellers need to bring money to the table when selling their home, said panelist Bill McCloud of BriarWood Reality in Lansing.

“On the favorable side, now we have the feds focused on the housing sector,” McCloud said. “I believe the federal government’s activity will put a floor on the decline in home prices.”

There is more good news, Corcoran said. That is, if you can wait to sell.

“It’s analogous to what people did in the 2001 stock market decline. If you sold your shares in 2001, you bore the largest cost. If you left your investment alone, the bottom restored,” he said. “I still think that most single-family homes are very safe investments. People need to realize that investing in anything, even homes, has some risk.”

Corcoran said one of the positive side-effects of the slowdown is that real estate investors and brokers have been reminded about important financial lessons. Fifteen years ago people needed to put down at least 10 percent and have impeccable credit to buy homes. In recent years, the credit requirements have been relaxed. More zero down, interest only, and adjustable rate mortgages (ARMs) have been written.

According to a JP Morgan Asset Management slide that Corcoran uses in class, over the past six years, fixed rate mortgage delinquency rates have dropped from 14 percent to 10 percent. However, ARM delinquencies have risen from 10 percent in 2005 to 16 percent in 2007.

“Basically we were in a cycle when easy credit was extended, and it pushed prices up. Then reality hit home — no pun intended — and the market said, ‘Wait a minute.’ This was a reminder to us that even a safe asset like a single-family home increases in risk if the home owner has much more debt than equity.”

Program gives Central students a real world outlook

If the market has cooled off in Michigan, why introduce the CMU real estate program?

“Almost every part of the private sector has turbulence from time to time,” Corcoran said. “Turbulence means you have risk and opportunity. In a sense, turbulence increases the demand for information. It raises the demand for thought.”

The real estate major was approved in February and currently has 35 students with signed majors. Corcoran said there has been much interest. CBA is offering four classes this academic year:

• Real Estate Law
• Real Estate Principals
• Real Estate Finance and Investments
• Appraisal Evaluation

“Most universities don’t offer very much with formal courses in the real estate area. It always has been underrepresented in university education, and it is a large sector of our nation’s employment — six percent,” Corcoran said. “Historically real estate firms hire accounting, finance, and management majors because there aren’t any real estate majors. Offering these courses, I think our students can go to the head of the cue with real estate firms. I know companies appreciate the training and take notice.”

Corcoran said having the Real Estate Conference was not only to spur discussion about one of the nation’s most pressing topics — it also was to introduce CMU students to real estate professionals.

“The goal of our program is to encourage interaction between real estate professionals and students — this conference is one way we can do that,” Corcoran said. “We want to give our students hands-on experience and real-world advice. What better way to do that than to go right to the people who have their finger on the pulse of the sector?”

Pat Corcoran, director of the College of Business Administration’s Michael J. Bowen Real Estate Development Program, mediated the Real Estate Conference and, along with audience members, asked the panelists questions.
Investment cycle managed by students

The money that donors and friends invest in CBA has an impact on nearly every department.

For example, alumnus Tom Celani, president of Motor City Harley-Davidson and Buell of Farmington Hills, allows marketing and entrepreneurship students to get hands-on experience with advertising and sales by selling all-terrain vehicles through his business. The motorcycles, four wheelers, and other recreational equipment are auctioned on eBay and sold through direct marketing. Celani donates the vehicle sale proceeds, which bring in revenue to the college.

In the initial auction of motorcycles, entrepreneurship student Yuki Watanabe said he learned a great deal through the real-world application of marketing knowledge as project manager.

“I have learned the importance of promotion and advertising and how much creativity and teamwork it takes in the real world,” he said.

From there the money goes to finance students, who decide how to invest it and grow a healthy portfolio.

Finance students manage the college’s two investment funds – the Martha Seger Fund and the Celani Fund, which includes proceeds from the motorcycle sales. Students enrolled in a portfolio management class have the opportunity to pick stocks, make a portfolio, and make annual adjustments to the portfolio.

“It’s a great way for students to learn about investments because they’re dealing with real money,” Felton said. “They’re making the choices about how diversified we are, if we’re taking the right amount of risk, if we’re in the right sectors and the right industries – they’re actually applying all they’ve learned in all their other classes.”

From the finance students, the funds, which now have grown to approximately $25,000, go to the college’s Make-A-Pitch competition. This competition challenges students from across CMU to create innovative business plans and win seed money to actually start new businesses.

What does all this mean to students? Experience.

“When they’re looking for a job they’ve already had experience managing a portfolio. They already speak the language for the kind of career they’re going into,” Felton said. “Business students at CMU get a really well-rounded education. We make it as real world as we can get.” – Jim Felton, finance chair

‘As real world as we can get’

Donations support students’ market investment experiences

How do you get students motivated to learn about business? Give ‘em a few bucks.

Thanks to some generous gifts to the college, CMU business professors have collaborated across disciplines to get the most mileage from donations by allowing students to work with real money within their areas of expertise.

It’s all part of the real-world curriculum that the College of Business Administration prides itself on.

“One of the things I like to do is get students to where they’re not just learning out of the textbook,” said Jim Felton, finance chair. “I have them read Wall Street Journal articles and get involved in stock-picking contests. So their grades are affected by their knowledge of the stock market. For example, the weather in Brazil is a factor if they’re doing coffee futures contracts.”

As funds grow through wise investments, money is set aside for the college’s Make-A-Pitch competition, which encourages any CMU student who has a business-related idea to create a plan and win seed money.

A dream becomes a reality, providing yet another real world business opportunity. The cycle begins again.

Donations of products such as motorcycles give marketing and entrepreneurship students the chance to do real-world advertising.

Proceeds from sales go to the college’s investment funds, which are managed by finance students who make important decisions about how the money should be invested for the future.
The magnificent seven

College awards alumni and friends for support, involvement

Seven is a lucky number.
At least it is for the College of Business Administration alumni and friends, who were honored at the College of Business Administration 2007 Alumni Award Reception in October.

“The successes and accomplishments of our CBA alumni are simply outstanding and their dedication and service to the community and the university are wholehearted and exemplary,” said CBA Senior Director of Development Jody Ackerman Patton. “CBA alumni award winners are incredible business people, conscientious citizens, and caring individuals. Every year we are honored and privileged to recognize people of this caliber who work so hard to bring so much good into the world.”

Here are the seven 2007 winners:

Alumni Commitment Award
Lynn Eady, ’84
Delphi

“Since Central prepared me so well for life after graduation, I wanted to give back. What better place to give than one that has helped make who you are? I also have found that CMU — including its administration, faculty, and students — is a place that really appreciates the time and energy that you give.”

Alumni Commitment Award
Charles Selinger, ’94
Novartis Pharmaceuticals

“I come up here regularly to teach marketing students because I remember what it was like when alumni came back to the classroom when I was a student. I volunteer for CBA’s Dialogue Days, the alumni board, and the student mentoring program. It is a really good feeling to give back, and through CMU, I know I have the ability to touch many lives. I have so much pride in CMU.”

Alumni Commitment Award
W. Sidney Smith, ’65
Smith Equities

“I have memories of CMU that go back as far as I can remember. I grew up riding my tricycle to campus. I have CMU in my blood. My father was a professor, an administrator, and then later a vice president. I met my wife here. The question is, what memories do I have that don’t include CMU? And I continue to stay active with Central because I want to keep it that way.”

Alumni Commitment Award
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Delphi

“Since Central prepared me so well for life after graduation, I wanted to give back. What better place to give than one that has helped make who you are? I also have found that CMU — including its administration, faculty, and students — is a place that really appreciates the time and energy that you give.”

Entrepreneur of the Year
Bart LaBelle, ’64
LaBelle Management

“CMU’s College of Business Administration is partly responsible for my successful business career. Giving back something to the school is very gratifying for me.”

Honorary Alumni Award
James M. Williams
Governmental Accounting Standards Board

“Dr. Philip Kintzele, the School of Accounting chair, introduced me to CMU’s College of Business Administration in the 1980s. In the 1980s, 1990s, and 2000s, I taught governmental accounting and auditing in classes and in faculty, staff, and alumni training programs. I was very impressed by the great job they are doing at the college, so it was an easy choice to get behind them with my support.”

Outstanding Young Alumni Award
Thomas Picardy, ’01
Fortune Financial Solutions

“I was given a stock broker internship opportunity during my years in the business college. That internship was instrumental in my decision to go into financial planning. So now I want to help students achieve their goals.”

Outstanding Young Alumni Award
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“I was given a stock broker internship opportunity during my years in the business college. That internship was instrumental in my decision to go into financial planning. So now I want to help students achieve their goals.”

Distinguished Alumni Award
Peter Beveridge, ’75
PricewaterhouseCoopers

“My education at CMU was the key to where I am today. I was able to obtain a strong accounting education, but most importantly, I was able to obtain an internship with Pricewaterhouse through the accounting department’s brand new — at that time — internship program. That opportunity was the single most important aspect for my career as it provided me the chance to learn the profession, use what I had learned at school, and better understand and coordinate my education with a real-life experience. I am very grateful to two faculty members at that time who started the intern program and made my opportunity possible.”

Honorary Alumni Award
James M. Williams
Governmental Accounting Standards Board

“Dr. Philip Kintzele, the School of Accounting chair, introduced me to CMU’s College of Business Administration in the 1980s. In the 1980s, 1990s, and 2000s, I taught governmental accounting and auditing in classes and in faculty, staff, and alumni training programs. I was very impressed by the great job they are doing at the college, so it was an easy choice to get behind them with my support.”

Outstanding Young Alumni Award
Thomas Picardy, ’01
Fortune Financial Solutions

“I was given a stock broker internship opportunity during my years in the business college. That internship was instrumental in my decision to go into financial planning. So now I want to help students achieve their goals.”

Distinguished Alumni Award
W. Sidney Smith, ’65
Smith Equities

“My education at CMU was the key to where I am today. I was able to obtain a strong accounting education, but most importantly, I was able to obtain an internship with Pricewaterhouse through the accounting department’s brand new — at that time — internship program. That opportunity was the single most important aspect for my career as it provided me the chance to learn the profession, use what I had learned at school, and better understand and coordinate my education with a real-life experience. I am very grateful to two faculty members at that time who started the intern program and made my opportunity possible.”

Entrepreneur of the Year
Bart LaBelle, ’64
LaBelle Management

“CMU’s College of Business Administration is partly responsible for my successful business career. Giving back something to the school is very gratifying for me.”
DeRoche advises students to plan their dreams

Make a list, check it twice

“Whether you believe you can do a thing or not, you are right.” - Henry Ford

Dow Corning Executive in Residence speaker Paul DeRoche, ’91, recited the quote to a finance class about planning out their professional – and personal – goals.

Paul DeRoche, ’91, visited several classrooms in addition to his Dow Corning Executive in Residence keynote speech. Here he talks to students in a finance class about planning out their professional – and personal – goals.

Students listened and wrote down goal-achieving tips that DeRoche offered.

‘And remember that there is only one person who can either push you toward, or stop you from, achieving your life plan: you.’

– Paul DeRoche, Dow Corning Executive in Residence speaker

“Following through on goals is what sets people apart,” DeRoche said to the students. “I worked during my time off from school for free. It was my way of getting into the financial business. When you have a goal, you need to do what it takes and just go for it.”

CMU’s top-notch program celebrates two decades

For the past 20 years, the College of Business Administration at Central Michigan University has brought in top-level executives – many of whom, like DeRoche, are CMU graduates – to speak to students about their business success and experiences.

The Dow Corning Executive in Residence program was established in 1987 with a gift of $50,000 from the corporation.

Dean D. Michael Fields said distinguished alumni and friends come to the program and share how they charted successful careers.

“This event provides our students with an opportunity to speak on a personal level with business executives who possess outstanding experience and connections,” he said.

Past participants in the program include Domino’s Pizza CEO David Brandon and actress Amy Roloff, ’85.

The Learning Channel’s Little People, Big World

“Make sure you write down what you want out of life and follow through,” DeRoche said to the finance students as the class period ended. “And remember that is only one person who can either push you toward, or stop you from, achieving your life plan: you.”

DeRoche shares tips on how to be successful

BE PROACTIVE

“This means to take responsibility for everything in your life. When you are reactive, you blame other people and circumstances. Don’t do that. Know what you want to do and go out and do it. Most people spend the majority of time in their life bumping into situations and dealing with those situations as they come. That is why most people only have a mediocre level of success with their jobs.”

“So go out, get yourself a notebook, and make yourself a mini action plan. Write out what you want to accomplish, how you are going to reach your goal, and then follow through. You will be shocked at how successful it will make you.”

BEGIN WITH THE END IN MIND

“You want to picture the end result first. Picture yourself as an older person. What do you want to have accomplished by the time you are sitting in your rocking chair? When you figure that out, then work back. Formulate a personal mission statement.”

“Most people only think about right now. They don’t think about 20 years from now, let alone how they want to be at 80. Visualization is an important tool for success.”

“Pick your best quality.”

“The hedgehog only has one trick in its bag. When a predator attacks, it rolls up in a little ball. When another one comes along, it does it again. That one trick is what keeps it alive. Successful companies and people have the same concept. They’ve asked themselves what they can do best in the world. And then they do that over and over and over again.

“So you need to ask yourself, ‘What is it that I can be the best at? What is the one thing that I have passion about?’ After you’ve answered the question, get out that pad of paper and write down your goals.”
Professor retires after 37 years

Business Information Systems Professor Dale D. Gust, Ph.D., who started at CMU in 1970, is retiring after the fall 2007 semester. He has served as a McNair Program faculty mentor, the CMU Graduate Council chair, a United Way fund drive co-chair, 17-year AITP student group faculty advisor, Integrated Core Ad Hoc Committee chair, College of Business International Committee member, and College of Business Administration SAP Faculty Strategic Planning Committee member. Gust also helped redesign the Management Information Systems course to center around active student learning.

Gust was honored at Central Michigan University’s 2007 Fall Employee Retirement/Service Award Ceremony, which took place in November. He earned his undergraduate degree at Mayville State College, his master’s degree at the University of North Dakota, and his doctoral degree at Colorado State University.

CBA offered world-class opportunity

A group of Central Michigan University business students explored Chinese culture and business practices on a two-week trip to China. The eight students, along with three CMU faculty members, embarked on a study abroad trip to Shanghai and Beijing beginning May 13. The trip took the group to the University of Shanghai for Science and Technology, where they met with students and attended lectures about Chinese history, culture, and business practices. They also visited three U.S. corporations with plants in Shanghai—General Motors, Coca-Cola, and Johnson Controls.

In addition to touring the business facilities, the high school students and their families were treated to lunch and given tours of CMU’s campus. Fields said the college is planning to have another College of Business Administration Day in summer 2008 due to its overwhelming success. “We plan to have it become an annual tradition.”

Business student has the scoop

Debralee De Four, a CMU senior, won CMU’s LaBelle Entrepreneurial Center’s “Make a Pitch” contest for developing a device that allows pet owners to spend less time picking up after their dogs and more time enjoying their walk. She took the top prize of $500 for a product she calls the Poopy Potty. The device is a leash with an attachable plastic container that includes a small shovel, a compartment for biodegradable plastic bags, and an area to store a bag of doggy waste. A separate compartment holds sanitary wipes.

First CBA Day is a success

During the first College of Business Administration Day, more than 400 high school students visited CMU to explore the college’s business facilities, meet faculty members, and network with CBA students. “We wanted to introduce this special place to high school students and let them know how much we, as a college, offer,” said Dean D. Michael Fields of the summer event. “For example, in spring 2006 the college’s 81 full-time faculty had a total of over 1,500 years of teaching experience. Not only is this group outstanding in the classroom, but they have established a lifetime of contacts with the business community, in general, and with corporate recruiters.”

Online M.B.A. program is first in nation

Beginning in January, Central Michigan University’s new online M.B.A. program will offer working professionals an opportunity to conveniently learn business software that is used by more than 40,000 companies worldwide.

The new master of business in administration program is the only online M.B.A. program offered with a management information systems concentration and an emphasis in SAP. It is considered a venture program between CMU’s College of Business and Administration and CMU’s Off-Campus Programs.

SAP enterprise software provides the capability to manage multiple business areas including financial, asset, and cost accounting; production operations and materials; personnel; plants; and archived documents.

“We have been offering a wide array of SAP classes for the past eight years, but extending SAP into an M.B.A. program is a natural and exciting evolution,” said D. Michael Fields, dean of the College of Business Administration, “Our new online M.B.A. program will allow us to offer our expertise to a larger market of working professionals.”

Comprised of management, business, and finance classes, the M.B.A. program is designed to prepare graduate students to take leadership positions in the business world. The 18-month accelerated program is taught solely online, with the exception of an intensive two-week SAP Academy.

The program will be taught in a cohort format that includes a group of students following a set schedule of courses together from start to finish.

“This program will provide immediate added value to its graduates in two ways,” Fields said. “Not only will they be adding a valuable skill set, but they can likely immediately apply this knowledge to their workplace and add value to their employer.”

To learn more about the program and admission requirements see www.cel.cmic.edu/onlinemba
Alumni Column

Mark Baczewski

Honors Day Awards in April. The involvement are receiving in Grawn Hall. I was extremely the students is like no other. giving back to the university and giving back to sense of accomplishment people get from

Pleasant, the more rewarding it becomes. The mater can be quite challenging at times. I have

part in my fifth mentoring program.

Like many alumni, after graduation I began the

trek called "The Real World." The last thing on my mind was how I could give back to the College of Business Administration. But after being in the workforce for five years, I was contacted to participate in the CBA Mentoring Program, which teams students up with mentors to explore if they would like to pursue a particular career path before they sign a specific major. I have thoroughly enjoyed volunteering and being in a position to provide valuable career advice to current students. This past fall I took part in my fifth mentoring program.

Balancing work, a relationship with my wife and family, and also giving back to my alma mater can be quite challenging at times. I have discovered that the more I give back in Mount Pleasant, the more rewarding it becomes. The sense of accomplishment people get from giving back to the university and giving back to the students is like no other.

Working with current students has opened my eyes to the great quality of education they are receiving in Grawn Hall. Stemming from my time spent with the mentoring program, I was approached by the current president of the board of directors, Julie Nowicki, to join the board. We have been operating since November 2006, and we are working in conjunction with Dean Mike Fields’ vision for the college. Being on the board provides a great opportunity to work with current students as well as with alumni from all walks of life.

As CMU and the College of Business Administration continue to grow, there are more and more events and ways you can devote time. In addition to the mentoring program and the board of directors, there are other ways for alumni to get involved. These include departmental advisory boards, alumni presenters, Dialogue Days, Dow Caring Executive in Residence, alumni awards, and the Dean’s Business Advisory Council. For more information on the above-mentioned programs, feel free to contact Jody Ackerman Patton at pattozja@cminch.edu or (989) 774-1732.

There are so many ways to reconnect and stay involved with the College of Business Administration at CMU. I hope that I have shed some light on the variety of things that are currently in place and have encouraged you to take an active role with your alma mater even with your busy schedules. I think you will ultimately find it rewarding.

Sincerely,
Mark Baczewski

Reconnecting

Dear College of Business Administration Alumni,

My name is Mark Baczewski, ‘97, and I am the vice president of the College of Business Administration Alumni Association. I know I speak for my fellow board members when I say I look forward to reconnecting with each of you in the near future.

As CMU and the College of Business Administration continue to grow, there are more and more events and ways you can devote time. In addition to the mentoring program and the board of directors, there are other ways for alumni to get involved. These include departmental advisory boards, alumni presenters, Dialogue Days, Dow Caring Executive in Residence, alumni awards, and the Dean’s Business Advisory Council. For more information on the above-mentioned programs, feel free to contact Jody Ackerman Patton at pattozja@cminch.edu or (989) 774-1732.

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Sincerely,
Mark Baczewski

Vice President
College of Business Administration Alumni Association

A work of heart
Richard Featheringham: ‘I always wanted to be a teacher’

Richard Featheringham retired in 2007 after 50 years of teaching – the last 36 years in CMU’s College of Business Administration. The business information systems professor also was the Alpha Kappa Psi business fraternity advisor for 35 years.

But his teaching experience goes far beyond that. The 72-year-old Featheringham remembers holding class at his parents home when he was a young boy.

“I always wanted to be a teacher, even when I was little. I remember setting up a little classroom and having my friends over and passing out quizzes and worksheets,” he said.

“I’d teach geography and some business. My older sister Shirley was learning shorthand at the time, so I gave a lesson on that.”

In high school, Featheringham had an “outstanding” business teacher, and when he was an undergraduate student at Kent State University, he had another exceptional business professor.

“They were both so good. They worked us really hard, and it was much appreciated,” he said. “They motivated me. I tried to copy them eventually.”

Featheringham said he taught at several universities before settling in Mount Pleasant. He lists off the colleges – Kent State University, University of Akron, University of Alaska, University of Montana, University of North Dakota, and New Brunswick University in Canada.

“So why did he stay at CMU?”

“It just felt good. My wife, Audrey, and I really liked the university and town,” he said. “We had small kids at the time and this town and university are very family friendly. People are nice, and the College of Business Administration is fantastic.”

“It was the best decision I’ve ever made.”

Then Featheringham, who has been married to Audrey for 46 years, clarified. “That was the best decision that I’ve ever made – professionally.”

Richard Featheringham

Featheringham honored at 2007 Homecoming

Picking up his phone last spring, Featheringham, ‘81, ‘84 M.M., said he almost couldn’t believe what he heard.

The Mount Pleasant resident and faculty emeritus was given the news that he was named Homecoming 2007’s Grand Marshal.

“Well, I was surprised to say the least,” he said humbly.

Business information systems associate professor Nancy Csapo says even though Featheringham was surprised, she was not.

Not only was he one of her coworkers, he was one of Csapo’s professors. Just as Featheringham was motivated by his two business teachers, he had a student look up to him.

“Dr. Featheringham inspired me to teach. He is a great man and teacher. Both Dr. and Mrs. Featheringham are the best people to represent CMU,” Csapo said. “They are at every event, they get there early. They are the type of people you look at and say, ‘I wish I could be like them.’”

CMU business music to his ears

In addition to earning bachelor’s and master’s degrees at Kent State and a doctoral degree in business from University of North Dakota, Featheringham earned two degrees in musical education while at CMU.

He says he uses the musical education in his duties as substitute organist and bell choir director at his church, First Presbyterian Church in Mount Pleasant. He and Audrey contribute to CMU in numerous ways, including the Richard D. Featheringham Endowed Music Scholarship.

Csapo says in addition to organist duties, Featheringham recently took a cooking class and is teaching two classes this fall.

So why doesn’t Featheringham relax during his retirement?

“This is my 51st year of teaching. It is something that is a part of me, so it’s hard to leave,” he said. “But my wife and I have travel plans, so we are both really going to enjoy this time. It is nice having so much time with her.”

Between their trips, Featheringham said he will continue to support the College of Business Administration and CMU.

“You really cannot get too much of this place,” he said. “I have wonderful memories here and many more to come.”

Reconnecting

Richard Featheringham, left, walks on the CMU football field with wife of 48 years, Audrey, during Homecoming 2007. He served as the event’s grand marshal.

Richard Featheringham

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Reconnecting

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Operation Reconnect
Fostering the Alumni/College of Business Administration Alliance

Top reasons to get involved
- Enhance the distinction of CMU and impact the value of your degree
- Boost and promote the reputation of the College of Business Administration
- Expand your network of business and professional colleagues
- Reconnect with old friends
- Stay current with exciting curricular changes
- Share your life skills and experience

You can:

Check in, log on, come back, get involved
Become a member of InCircle, where you will find networking opportunities, job openings, blogs, and CMU alumni postings. Check out the College of Business Administration group. Visit https://incircle.cmualum.com.

Join the CBA Alumni Board or one of its committees
Meeting four to six times a year, the CBA Alumni Board plans and organizes events and programs for CBA alumni. Contact Jody Ackerman Patton at patto2ja@cmich.edu, (989) 774-1732.

Get involved with a CBA Alumni Chapter
Visit www.cmualum.com to join a CBA alumni chapter meeting in your area.

Sit on a Departmental Advisory Board
Play a vital role in shaping curriculum, developing programs, and advocating for your major CBA field of study. Contact Jody Ackerman Patton at patto2ja@cmich.edu, (989) 774-1732.

Share your expertise as an Alumni Presenter
Impart your wisdom to students in the classroom or in student organizations. Contact Jody Ackerman Patton at patto2ja@cmich.edu, (989) 774-1732.

Present at Dialogue Days
Sponsored by Chrysler, this speaker series features business leaders from across the country. This year, the two-day event is scheduled for February 13 and 14 with keynote speaker MaryAnn Rivers, CEO of Entertainment Publications. To participate, contact Cindy Howard at howar3cl@cmich.edu, (989) 774-2130.

Take part in the Dow Corning Executive in Residence
Twice each semester, top-level business executives present one- to two-day classes or workshops for students. For information on attending or being a Dow Corning Executive in Residence, contact Jody Ackerman Patton at patto2ja@cmich.edu, (989) 774-1732.

Mentor a CBA student
Provide career advice or job shadowing. Contact Cindy Howard at howar3cl@cmich.edu, (989) 774-2130.

CBA Day
Advocate as we host top-level high school students in the College of Business Administration, and help encourage their enrollment in the CBA. Contact Cindy Howard at howar3cl@cmich.edu, (989) 774-2130.

Nominate a CBA alumnus
Submit nominations of deserving CMU friends and colleagues for Outstanding Young Alumni, Alumni Commitment, Distinguished Alumni, Entrepreneur of the Year, and Honorary Alumni. Contact Cindy Howard at howar3cl@cmich.edu, (989) 774-2130.

Provide input on the Dean’s Business Advisory Council
Meeting twice a year, the council is a key interface between CBA and regional, national, and international business and industry. Contact Jody Ackerman Patton at patto2ja@cmich.edu, (989) 774-1732.

We want to hear from you!
Visit the CBA Web site at cba.cmich.edu or call or e-mail Dean D. Michael Fields at (989) 774-3337, mike.fields@cmich.edu.

Send your news and accomplishments to Cindy Howard at howar3cl@cmich.edu, (989) 774-2130 for publication in CBA’s biannual newsletter, Exchange.

CMU, an AA/EO institution, strongly and actively strives to increase diversity within its community (see www.cmich.edu/aaeo).

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You can:
- Share your news.
- Mentor students, connect with friends, share your news.
It has been my great pleasure to serve as CBA’s senior director of development for the last six months. As some of you know, I came to CMU in 2005 as the director of development for the College of Communication and Fine Arts and moved to CBA in June.

I came to the position with about 22 years of experience in development and management in higher education and social services, with a career that started in Michigan, where I was born and raised, and continued in Minnesota and Idaho before bringing me back to Michigan and to CMU.

Over the years, many people have asked me what “development” is and what it is that I develop. The answer is that I develop relationships between people who have common goals, interests, and values. I facilitate people becoming involved in ways that are meaningful to them in programs that they care about, which often, at some point, includes helping people make gifts in support of those programs.

It’s my job to initiate two-way communication about the direction, progress, and goals of CBA and its departments, and to make sure opportunities to participate in enhancing the success of our students are accessible, meaningful, and varied.

Your involvement is critically important in so many ways. The CBA motto is “learning centered, business connected.”

The most effective way for us to provide relevant, applicable education to business students is to link with alumni in the world of business. From internships and mentoring and sage advice about real-world expectations, to employment after graduation – and yes, even funding for scholarships, programs, research and professorships – CBA alumni have an enormous impact on business education.

As I interact with CBA alumni, I am continually impressed by the incredible success, humility, and eagerness to make generous gifts of both time and wealth to improve educational and employment outcomes for our students.

More and more CBA alumni become engaged with the college in various ways every day. We are very grateful, and our students are so fortunate to have this kind support.

As 2007 comes to a close and one considers end-of-year gifts and New Year’s resolutions, please consider how you might like to be involved with CBA.

Give us a call or send an e-mail. All of us on this team – Dean Mike Fields, Assistant Director of Development Jody Ackerman Patton, and Executive Assistant Cindy Howard – look forward to working with you.

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Five Tips for Year-Ending Giving

If you’re like most people, do the majority of your charitable giving toward the end of the year. Here are five tips to help you make the most of your year-end giving.

Calculate your income

Do you own stocks that you have held for more than a year? Which itemizers might find this “grouping of gifts” useful in order to take advantage of your tax planning at the end of the year? The sooner you can get your gift activity going, the more you can carry it forward for up to an additional five years. Stock gifts are deductible up to 30 percent of your adjusted gross income.

Consider a lifetime gift

CMU offers a variety of life-income plans which might fit your needs (gift annuities, pooled income funds, trust arrangements, etc.). You can make a gift now, obtain tax benefits and receive income for a period of time or for the rest of your life. We can help you personalize your illustrations and printed material to assist you and your advisor(s).

Do your giving early

If you want to make a gift of noncash assets (stock, real estate, etc.) or create a lifetime gift (see above), you will want to start as early as possible. You should have your CPA or attorney (and other advisor) understand the impact of your gift on your income tax return and estate. We want your gift to be as prudential as possible.

Talk to your advisor

Before making any significant gift to CMU, or to any charity, you should have your CPA, attorney, or other advisor help you understand the impact of your gift on your income tax return and estate. We want your gift to be as prudential as possible.

For more information about year-end giving opportunities at CMU, especially in the College of Business Administration, contact Jody Patton at (810) 774-1722 or jpattn@cmich.edu.
www.cmualum.com
Find out how at
association’s 2,200 Gold
Now show your university
160,000 members of the
•
•
Discounts on sporting goods
Discounts on car rental and hotel rates
CMU is an AA/EO institution (see www.cmich.edu/aaeo).
Christman Company, a construction
resources administrator for The
She has a new job as the human
public administration from CMU’s
Colin Ryan, on August 9.
in marketing. She and her husband,
B.S.B.A. in marketing,
2003
2004
David Thomas, B.S.B.A. in marketing,
is a buyer (SDM) at General Dynamics
CL. He is attendingwayne State University for his M.B.A.
Greg Boothman, B.S.B.A. with a
double major in management
information systems and production
operations management, received
his master’s degree in accounting
from Michigan State University in
May 2007. Greg recently became
a Certified Internal Auditor and a
Certified Fraud Examiner.
Rochelle Burns, B.S.B.A. in
accounting. She and her husband,
Kenneth, welcomed their first
child on August 23. His name is
Jakob Martin. Rochelle is currently
working for Genesys PHK as a staff
accountant II.
Alison (Guerrin) Ensminger, B.S.B.A. in
marketing. She and her husband,
Ryan ’02, welcomed their first
child, Calvin Ryan, on August 9.
Kendy Gaehrt, B.S.B.A. in human
resources, received his M.S.A. in
public administration from CMU’s
Off-Campus Programs in May 2007. She has a new job as the human
resources administrator for The
Christian Company, a construction
services company in Lansing.
Carrie (Jaruzel) Ratza, B.S.B.A. in
marketing, welcomed a daughter,
Avery, on July 22, 2006.
Jill (Jeffers) Schubert, B.S.B.A. with a
double major in marketing and logistics
management, married Jon Schubert on
September 9, 2007, in Grand Rapids. She resides in Royal Oak and works as a buyer at Drierly LLC.
Michael V’Dovic, B.S.B.A. with a
double major in marketing and logistics
management, is employed as an
inside sales engineer at Sparks Balting Company. Michael lives in
Hudsonville and enjoys basketball.
Julie (Watts) Wahl, B.S.B.A. in hospitality services administration.
She and her husband moved to
North Carolina in May 2004 so he
could pursue his dreams in NASCAR. Julie has worked as an operations
manager at Fairfield Inn, as the
Internet sales coordinator for a home
building company, and currently runs
her own business out of her home — BW Small-Business Services. She provides
bookkeeping and marketing services to other small businesses.
Jennifer Williams, B.S.B.A. with a
double major in marketing and logistics
management, is employed by
CEVA Logistics in Southfield.
Ty Burnett, B.S.B.A. with a double
major in corporate finance and
personal financial planning, worked
in commercial banking with LaSalle
Bank in metro Detroit for two years,
before being transferred to Chicago
to be a loan associate in the newly
formed Leveraged Lending Advisory
Group. After a short stint in Chicago,
he became a commercial real estate
loan officer in Naples, Florida, for
Third Bank. He currently is an
assistant vice president in the Tampa
Bay office of Fifth Third. He enjoys
golfing and traveling as much as he
knows.
Kasey (Oryn) Hardeman, B.S.B.A.
in general management. Her first
child, Madelyn, is turning one this
October. She and her husband are
celebrating their third wedding
anniversary in October as well.
Allison (Montero) Randal, B.S.B.A. in
international business. She and
husband, James, had a son, Bryden
James, on July 29, 2007.
Brandie Ross, B.S.B.A. in
accounting, is employed as a senior
staff accountant at UVU LLP in
Sterling Heights. She resides in
Macomb.
Nick Rost, B.S.B.A. in
accounting information systems,
is currently employed by
PricewaterhouseCoopers. Nick
recently transferred to their New
York office and is living there with his
fiancée, Stephanie Schmerer, ’01.
Tara (Criska) M.B.A. is completing
doctoral studies at Arizona State
University. In January 2008, she
will begin a new position as assistant
professor in the Marketing and
Hospitality Services Administration
Department at CMU.
2007
Kirsty (Evans) Fleming, B.S.B.A. with
a triple major in logistics management,
making, and production operations
management. She and her husband,
Mark ’01, were married last October in Royal Oak. Mark, B.S.B.A., had a double major
in general management and logistics
management. Kirsty is currently a
future programs logistics coordinator
at General Motors in Warren, and
Mark is a planning/inventory control
supervisor at Jabil in Auburndale.
2000
Jenard Faler, B.A. in
entrepreneurship, is an executive
recruiter for Recruiter Academy
Agency in Plymouth. Jenard is
currently recruiting financial advisors,
new home sales consultants, and
geologists around the country.
Chris Snieber, B.S.B.A. in
management information systems,
accepted a position as information
security officer and coordinator of IT
policy development with the University
of Wisconsin in Whitewater. Chris has
held management and consulting
positions with CMU, UV-Madison,
Robert Hall, and SunGard Higher Education.
Jason Sweenydy, B.A. in
entrepreneurship, was promoted to
manager of employment at Universal
Forest Products in February 2007. He and his wife, Sarah, welcomed
their son, Brady James, on January
Brandon Bissell, B.S.B.A. in
marketing, is currently the manager of
corporate sales and promotions for
the Detroit Lions.
Krista McBride, B.S.B.A. in human
resources management, changed
jobs and is now running a home-
based business with AmeriPlan/SAI
while being a stay-at-home mom.
Aaron McDonal, B.S.B.A. in
logistics management, recently
accepted a position as lead
consultant with the Professional
Services Group at Sterling
Commerce. His focus is installation of
translational management systems for
 Fortune 500 companies. Aaron
resides in Manitowoc, Wisconsin,
with his wife, Elizabeth, and their
daughter, Juliane.
1999
Kyle VanDer Haag, B.S.B.A. in
personal financial planning. He and his
wife, Amy, along with son Kevin Jacob,
welcomed the birth of Zachary Robert
on July 1, 2007. Kyle is a commercial
lender at Comerica Bank in Grand
Rapids and lives in Cedar Springs.
Stacey (Hubbard) Viers, B.S.B.A. in
accounting. In the last year, Stacey is
an enrolled agent with the Internal
Revenue Service, founded Acct.
Ability Inc., an accounting firm specializing in tax matters and nonprofit issues,
and celebrated the first birthday of
his young son, Benjamin. She also has
an older son, Jimmy, age 10, and
daughter, Ashley, age 9.
1998
Jason Plume, B.S.B.A. with a
double major in logistics management
and marketing, lives in Chicago and
works for the SAP Consulting Division
of PricewaterhouseCoopers.
Matthew Tichon, B.S.B.A. in
logistics management. He and his wife,
welcomed their new daughter, Morgan,
born in Providence, Rhode Island, in
March 2007. He is the North American
head of supply chain management for
the Pigments and Additives Division of
Clariant Corporation.
1999
Stephanie Carroll, B.S.B.A., moved to Chicago in April 2007 and is a recruiter at Possis Medical Inc. She has been promoted to group vice president at YRC Worldwide. YRC is the parent company of Reddaway, Holland, Reddaway, New Penn, Syrian, Reddaway, New Penn, and International. Her position in enterprise solutions represents all the YRC family of brands to its largest clients.

Less (Decker) Willetts, B.S.B.A., in broadcasting and cinematic arts. She and her husband, Chester, have lived in Boise, Idaho, since 1994. They have seven children. Lesa and her husband adopted the youngest two adopted six years ago in Russia. She has home schooled their children at various times. Less volunteers at her children’s schools and supports them in various events. She and her husband also help council adoptive parents.

1979
William Gauthier, M.B.A., recently retired as CFO for the University of West Georgia and has relocated to Brunswick, Georgia.

Rick Labor, B.S.B.A. in accounting, is a finance manager at a major asset management group with Great Lakes Capital Fund, a regional tax credit syndicator. He grew up in Grand Ledge with his wife, Brenda, and has two grown children – Justin and Lindsey.

1978
Mary Catherine Runtz, B.S.B.A. has been an attorney with Plunkett Cooney in downtown Detroit for 25 years. She still gives much thanks to Dave Kerr, then University Counsel, and his paralegal, Barbara, for allowing her to intern in their office as part of the terrific administrative assistant program run by Tom Rep.

Barbara Weipert Ritter, B.A. in office administration, is the vice president of human resources for the National Telecommunications Cooperative. Associated with live in Michigan's Little Traverse Bay, and drives them to their various summer events.

2007
Paul Steege, B.S.B.A. in management information systems, received his M.A. in 1999. Paul and his wife, Laura, welcomed their fourth child into the world on July 6, 2007. Their name is Alyssa Rachael. He has a sister, Eva, and two brothers, Erik and Connor.

1994
Michael Collins, B.S.B.A., in finance, lives in Chicago and works as an investment banker at Jordan, Knoff & Co. Michael and his wife, Nicole, welcomed their son, Ethan Michael, into the world on May 13, 2007. He says that it’s an adventure.

Rebecca GB, in accounting, in the Bridgeport State Police Post in Mount Pleasant. She was previously the manager at Horizon Data Systems and has found that spending time from 1994 until 2003 and then part time from 2003 on a contract basis through 2005. Her name is Sydney. She is currently employed as the manager of Georgetown Travel in Huntington. She was previously the manager at Horizon Travel and the agencies merged.

Kurt is the owner and president of Cavalier Telephone and TV in Richmond, Virginia. He is the executive vice president of Michigan Valuation Corporation. Therese got married in 1982 and is currently residing in Spring Lake with her husband, Michael. She is a sophomore at WMU, and their oldest daughter is a senior at WMU. Their youngest Lisa is a sophomore at UM in Baton Rouge.

Therese (Kava) Franchini, B.S.B.A., in management information systems, is the executive vice president of management services at Cavalier Telephone and TV in Richmond, Virginia. She is employed with the Michigan State Police as a detective sergeant at the Bridgeport State Police Post.

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Therese (Kava) Franchini, B.S.B.A., in management information systems, is the executive vice president of management services at Cavalier Telephone and TV in Richmond, Virginia. She is employed with the Michigan State Police as a detective sergeant at the Bridgeport State Police Post. Her name is Audrey Rochelle. She was recently named to The CPA Group International. Rebecca recently became counsel for Safeco Government Group International. Therese got married in 1982 and is currently residing in Spring Lake with her husband, Michael. She is a sophomore at WMU, and their oldest daughter is a senior at WMU. Their youngest Lisa is a sophomore at UM in Baton Rouge.

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1977
Lynn Darz, B.S.B.A., was a member of Alpha Kappa Psi fraternity during his tenure at Central. Lynn spent 11 years in the U.S. Army after graduation. He is currently general manager for Waypoint Boat Works, a full-service marine boat dealership, in Grand Haven. He has been married to his wife, Kasee, for 22 years, and they have two great kids – Josh, 17, and Kaitlynn, 13. They reside in Byron Center.

Michael J. Fraser, B.S.B.A., has a new position as the director of public works for the city of Salina, Kansas.

Randall Norton, B.S.B.A. in accounting, is president/owner of Norton Accounting & Consulting PC. Randy holds many professional designations – CPA, CFI-CU, CDF, CDA.

Dave Zokiowski, B.S.B.A. and M.B.A. ’80, was a member of the 1974 National Football Championship football team. He recently became the Michigan master franchise for Auto-Lab Complete Car Centers. With over 25 shops statewide, including one in Mount Pleasant. They are growing quickly in a state with shrinking career options. Their statewide expansion plan calls for an additional 75 stores. Dave says that he’s having the time of his life building a business with huge growth potential and expanding equity for all involved parties.

1975
Pat Irish, B.S.B.A., has two daughters attending CMU. Kaitlin is in her third year, majoring in special education and physical education, and Shannon is in her first year in pre-vet.

Mary (Cox) Magin, B.S.B.A. in accounting, has been appointed Treasurer for Energy Alaska in Houston, Texas.

Donald Maxwell Jr., B.S.B.A., received his M.B.A. from the University of Detroit-Mercy in 1983. He was a member of business fraternity Alpha Kappa Psi while on campus. Don is vice president, regional sales manager of southeast Michigan Comerica Bank – Mortgage. He resides in Troy. Don says that his brothers and sisters-in-law have earned a total of nine degrees from CMU, and his niece is currently a sophomore at CMU.

Casey Schesky, B.S.B.A., is currently employed at Hyland Software as GIM as a partner development manager. His daughter Katie is a freshman at CMU.

1974
Davinder Sekhon, B.S.B.A. He and his wife were blessed with their first grandchild, a granddaughter, on March 3, 2007. Her name is Savera, which means “morning” in India.

Bob Wender, M.B.A., received a B.S. in mathematics in 1970. Bob and his wife Susan continue to enjoy life in Maumee. Ohio. Wender & Company, business consultants with employers on the design and administration of qualified retirement plans, recently moved to its new location in Arrowhead Park in Maumee.

1973
Dan Scrogg, B.S. A., lives in New York City from 1973-1978 and then moved to Los Angeles, California. He has been a lecture agent representing Star Time creator Gene Rodenberry, Roots author Alex Haley, and a lecture series producer throughout his career, starting at an agency in New York and now owning SB Productions in Beverly Hills. He produces appearances by the likes of President Clinton, Maya Angelou, Tom Friedman, etc. Dan has been married for 26 years and has one son at NYU.

1968
James Gwisdala, B.S.B.A., retired last year as executive vice president – personal banking division from Comerica Bank Texas-Division after 37 years with the organization. Jim and his wife have relocated to McKinney, Texas, and he is currently the business manager of Window Works, Etc.

1963
Robert Parkinon, B.A. in business, is retired with his wife, Mary, in Carmel, California. He was employed in the high-tech industry. Robert remains busy with volunteer activities and delivering sailboats up and down the west coast.

1960
Hans Andrews, B.S. with a double major in commerce and business administration, has launched a Web site for school administrators and educational administration professors. His three most recent books, Awards and Recognition for Exceptional Teachers, Accountable Teacher Evaluation, and The Dual Credit Phenomenon are highlighted at www.matildapress.com.

Jeff Seeley, ‘82, CEO, Carew International Inc.:
- Applying sales experience in partnership with the College of Business Administration and building an innovative sales major and minor within the Department of Marketing and Hospitality Services Administration
- Tapping the intellectual property from his company’s sales training program to develop a workbook for the new CBA sales program
- Donating the proceeds from the sale of his workbooks to CBA
- Guiding students to reach their professional potential
History of Grawn Hall

Opened: April 1915
Cost: $100,000

The College of Business Administration’s Grawn Hall is the oldest building at Central Michigan University. It was dedicated on July 8, 1915, by Michigan Governor Woodbridge Ferris.

The 92-year-old building narrowly escaped destruction by fire on two occasions. The first happened on January 31, 1933, when the memory of the Old Main fire was still fresh in the minds of the administration. The other, which did $25,000 in damage, was on March 10, 1954.

The building was named for Charles T. Grawn (1857-1942) who started his educational career at age 18 as a rural teacher in Kent County – and ended his career in education as Central’s president in 1918. He resigned that year in order to devote his time to business interests.

Until 1965, Grawn Hall housed the various science and mathematics disciplines. In 1965, the building underwent a $600,000 remodel. At this time, the business department moved into the building.

Then, in 1989, the Applied Business Studies Complex – a $1.7 million 20,000-square-foot addition – was completed. It was funded in part by a $400,000 donation from The Dow Chemical Company of Midland.

Charles T. Grawn (1857-1942)