Finance classes help students turn dollars into sense
Personally and professionally, CBA alumni are outstanding

This fall the College of Business Administration honored several CBA alumni and friends during our annual Alumni Awards reception. As awards were presented and speeches were given, a theme emerged.

The recipients said they want to give back to the university that positioned them for success. They want to help CBA graduates discover the same quality opportunities they have enjoyed, both in the classroom and in the workplace.

In short, they all want to make a difference. And they have. This reinforces the image we all share of the caliber – both personal and professional – of our alumni.

To each of these terrific alumni, I thank you for returning to CMU and for reaching out to our students. Your connection, and in some cases reconnection, enables us to provide our students the exceptional learning opportunities, top-quality mentoring, and the best after-graduation networks and career prospects.

Not only do you help our students, I have heard from several alumni that the CMU connection is beneficial to them as well.

It reunites them with college friends and favorite professors, who occasionally can even open new professional doors.

CBA continues to blaze business and educational trails. Several new programs – such as the sales program and the online SAP M.B.A. and graduate certificate – are thriving in the first year. We enrolled 60 people in the online SAP programs within the first seven months.

And we have great mentors and speakers. For example, this fall we had two Dow Corning Executives in Residence – AT&T’s Michael R. Jenkins and Weight Watchers’ Florine Mark – come to campus to give CBA students information they can use in their future endeavors.

And what is the glue that holds everything together and keeps us moving forward? You are.

The College of Business Administration is grateful for the involvement of each of our special alumni.

Sincerely,
Mike

Exchange survey

In the last Exchange, we asked for your thoughts about the magazine and how we can meet your reading interests. The quality of the alumni feedback was outstanding. More than 400 readers responded.

We will list the top three answers in each category. Here are the findings:

- **29 percent** of Exchange readers responding to the survey were ages **40 to 49**, while 25 percent were ages 30 to 39 and 21 percent were ages 20 to 29.
- **75 percent** of readers say their favorite Exchange section is the **Alumni Digest**, while 51 percent say they enjoy stories about academic programs, and 34 percent enjoy alumni-written columns.
- **57 percent** of readers say they prefer a **printed version of Exchange** sent to their home or business, while 22 percent say they like both online and print versions, and 20 percent say an online version is adequate.
- **77 percent** of readers say they value Exchange because it keeps them connected to the university, 68 percent say the magazine makes them proud to be CMU alumni, and 62 percent say Exchange keeps them informed about scholarly activity at CBA.
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The average American’s financial crisis

CMU finance faculty member Colby Wright says many Americans are overextended with credit. “Debt should only be allowable when buying a house, getting an education, and buying a car, and in each case prudence and financial conservatism are critical,” Wright says.

CMU finance faculty member Vigdis Boasson says it is an even deeper problem. “Greed, selfishness, and endless pursuit of money and wealth are the root causes for crippling our current economic and financial systems,” she says.

From these faculty members’ perspectives, the country’s focus on mortgage lenders and the federal government must be broadened to address an underlying force in the financial crisis: a lack of fiscal responsibility throughout American culture – in families, politics, and, perhaps most important, at all levels of education.

Higher education’s role in addressing the crisis

Americans do want to know how these types of crises can be avoided in the future, so the focus needs to turn to financial education, say several CBA finance faculty, who have been working hard to incorporate discussions about the financial crisis into the classroom.

“I engage my students in discussing and analyzing what went wrong and what we can do to move us out of this economic crisis,” says Boasson, who teaches a class on money and capital markets.

Wright reviews daily news stories on the financial crisis with his classes in order to help his students evaluate and understand what has happened and what is being done to aid the country.

“My students are getting an overload on the financial crisis and I’m sure that every other finance professor has used an inordinate amount of information on this situation in their classes to help students understand,” Wright says.

Although the crisis is being discussed in several business classes at CMU, the number of students taking these classes is minimal compared to CMU’s total enrollment.

“One could argue that there is nothing more important than ensuring that our college graduates leave here with the knowledge and tools to manage their personal finances in such a way that they, individually, and in their families, are financially secure,” says Wright.

Reading, writing, math and budgeting

Although higher education institutions should be responsible for playing a role in the financial education process, the consensus among CMU finance faculty is that education needs to start long before students reach college age. They say the American education system needs to evaluate what it is, or more importantly what it is not, teaching students about finances and financial responsibility.

Finance faculty member Brian Tarrant is advocating for a total core shift in the way personal financial responsibility is presented in the classroom. He feels it needs to be addressed before middle school.

“Textbooks and curriculums need to be rewritten because this topic is just as important as English and science for our children,” he says.

Wright and Tarrant also believe that education needs to take place outside of schools, as children also need to experience financial education and responsibility at home.

“Parents need to let their kids be a part of the budgeting process,” Wright says. “It is important that they are painfully transparent with them about the family’s finances.”

‘Debt should only be allowable when buying a house, getting an education, and buying a car.’

– Colby Wright, finance
Ways you can help

CMU finance faculty members share a common message: Financial education needs to be required in America, beginning at a young age. Until that happens, they offer tips on how you can help educate future generations to be financially responsible:

• If you have children, engage them in your financial transactions and let them be a part of the budgeting process.

• If you have financial expertise, volunteer your time to educate community and professional groups about financial responsibility.

• Encourage government to promote financial literacy education throughout our education system.

• Live within your own means and don’t overextend yourself financially; your responsibility will set a positive example for those around you.
to hear from him again,” Bromley says. “But when the class started, he was in it. He rented an apartment and lived in Mount Pleasant for the semester so that he could have SAP training. He said he did it because it made him more marketable. That taught me how valuable an SAP education truly is.”

Now CBA offers the option to get SAP training without traveling to Mount Pleasant through two new programs – an online Master of Business Administration with an SAP concentration and an online graduate certificate in SAP.

Monica Holmes, associate dean of the college, says the 31-credit-hour online M.B.A. with an SAP concentration requires a Graduate Management Admission Test minimum score of 450 and a cumulative undergraduate grade point average of 2.7 or higher from an accredited institution.

Holmes says the SAP online graduate certificate is geared toward companies aiming to get their employees certified in SAP systems. This program does not have the GMAT requirement or Graduate Record Examination requirement. Instead, certification, which is a nine-month process, consists of four online courses and two weeks at the ‘SAP Academy.’

CMU is one of the nation’s leading universities in teaching SAP software, and CBA was one of the first colleges in the nation that emphasized SAP software, Bromley says.

“That was 10 years ago. We really took a gamble,” says Bromley, who has taught SAP classes at CMU since the program began.

“Only three other colleges nationwide did the same. It was the right choice. The demand keeps growing.”

Bromley will teach his first online SAP course in January.

A recent study by Crain’s Detroit Business shows 85 percent of the Fortune 100 companies use SAP software.

“SAP is a valuable skill set,” says CBA Dean Mike Fields. “We had 60 people enroll in the online SAP M.B.A. and graduate certificate in the first seven months of the program.”

Fields says the programs are geared toward professionals looking to use SAP skills to invigorate their careers.

“Not only can you make yourself more marketable, you can take classes at a time and location that suits your work and family schedule,” he says. —

What is SAP?

- Founded in 1972 by five former IBM Systems Engineers, SAP – Systems, Applications and Products in data processing – is the world’s leading enterprise system. SAP modules include Financial Accounting, Controlling, Production Planning, Materials Management and Sales and Distribution.
- People trained to use SAP in its full potential are in great demand by the more than 38,000 firms in more than 120 countries that use it.
- SAP, headquartered in Walldorf, Germany, is the third-largest software company in the world and the world’s largest inter-enterprise software company. It provides integrated inter-enterprise software solutions as well as collaborative e-business solutions for all types of industries and for every major market. —

Robert Bromley, accounting professor, explains SAP software benefits to student Ank Sanders.
It’s around 9 p.m. on a fall evening in Charlotte, Mich., and Suzie Nichols has her children – 8-year-old Lindsey and 5-year-old Trevor – tucked into bed for the night. With today’s eight-hour workday behind her, she is comfortably in her pajamas and makes her way to the living room. It’s time for class. Nichols fires up her computer and logs on for the next session of her SAP configuration course. It’ll take her about two hours tonight. Nichols is nearly halfway through CMU’s 18-month accelerated online program to earn her Master of Business Administration degree with an SAP emphasis. This program offers Nichols the opportunity to pursue her M.B.A. degree and still have ample time for her position with the State of Michigan Department of Treasury in Lansing and for her family, including her children and husband, Wade, in Charlotte.

“If I want to continue to move up in any organization where I’m working, having the credentials of an M.B.A. will really help me,” Nichols says. “Because this program is done online, it definitely works with my schedule and allows me the flexibility I need with having a full-time job and two kids.”

While Nichols can complete her course work whenever she wants and from the comfort of her home, she still has the ability to interact with fellow students through e-mail and online discussion boards. Her professors also are available to answer questions and provide feedback and direction.

“Taking a class online is great, but you have to be motivated and want to learn,” she says. “Everything is dependent on you and how much you want to put into it.”

During the workday, Nichols is a chief accountant in the state treasury department’s finance and accounting division. She manages a staff of 20 people. She says her SAP education is coming at the perfect time professionally.

The treasury department is transitioning to using SAP – the enterprise resource planning software used by more than 38,000 firms in more than 120 countries – and hopes to have it implemented by the end of this year.

Through her program courses Nichols says she is more familiar with the world’s leading enterprise system and has a better understanding of types of questions to ask during SAP training sessions at work.

“People in my department were very excited when they heard I was getting my M.B.A. degree with an SAP concentration,” she says. “I’m definitely a trendsetter in this part of my job.”

“When I first started the M.B.A. program, 18 months sounded like forever but it’s going really fast.”

Nichols is on track to receive her M.B.A. degree in July 2009.

Suzie Nichols understands the flexibility of CMU’s online M.B.A. program with an SAP concentration. While completing a class this past summer, she still could take a vacation to Disney World with her husband, Wade, who recently received his graduate degree in through CMU online programs, and their two children, Trevor and Lindsey.
Somes-Booher, ’91, M.B.A. ’98, says it took her years to find a comfortable career/family balance in her life.

“One like everyone else in the early 90s, I was told that I could have everything. I could take care of the house, the kids and have a successful career,” she says. “And I believed it – until I had it all.”

Change she can believe in

Somes-Booher realized the world wasn’t going to change for her. So she decided to change it for herself. And she encourages other women – and men – to do the same. Her solution: Create a business plan and open “Let’s Do the Dishes,” her own pottery business. That was 2004.

“I have a management philosophy that lets my employees be empowered so I don’t have to be there every five minutes,” she says. “If I had to be there every day for 12 hours, my son would suffer. And the whole point of doing this was to have flexibility with my family.”

Now that she’s teaching future business leaders in the management department, Somes-Booher notices many students still think that the work/family balance will fall into place, just like she did in the 1990s. She helps students realize they can create family-focused change.

“It will fall into place, but it takes a lot of planning and creativity,” she says. “I want people to realize that if they need to have a good balance in their life, and the career opportunity is not out there, they can create what they need. Not all work structures have to be the same.”

Michelle Somes-Booher teaches a “Women in Management” course and is a part of CBA’s newly created “Women in Business and Leadership” organization. She also is an entrepreneur, a wife and a mother.

But Somes-Booher realized the time tug of work and family life.

How she managed the time tug of work and family

Michelle Somes-Booher started working in a Herff Jones sales position almost immediately after graduating from CMU. Within a few years, her sales territory had increased to Northern Michigan, she was married, and she wasn’t having much difficulty juggling work and family life.

“I was the only sales rep to visit three of the Great Lakes in one day,” she says with a laugh. “As a married working person, I thought, ‘This isn’t a big deal, I can do anything.’ I was going to class at night for my M.B.A., my sales territory kept increasing and I felt balanced.”

Until son Charlie was born.

“It was the first time I had to think about … how to be a successful career person and the kind of parent that I wanted to be,” she says. “It is about choices, and it’s personal to everyone.”

Initially Somes-Booher made a small adjustment: reducing her territory size. Then Charlie started school, and one winter day in 2003, his Mount Pleasant-area elementary school had to close early because of a snowstorm. She was an hour away from home and her husband, also in sales, was out of state.

“I can’t keep doing this,” Somes-Booher remembers thinking. Gripping the steering wheel, she turned around and headed home. When she arrived at the school, her son was one of the few children left.

“Women have added pressures that men do not have to worry about,” she says. “I knew the teachers, nice as they were, thought, ‘What took you so long?’ My husband is wonderful and supportive, but people don’t have the same expectation of him as they have of me. He doesn’t get glares if the house is a little messy or if he is late picking up our son.”

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Finding your balance
Michelle Somes-Booher says that many factors go into the work/family-balancing act. Even though every situation is unique, Somes-Booher’s advice has universal application.

• Ask for what you need. “You don’t know what people will accept unless you ask. I had to go to Herff Jones and negotiate my own changes after my son was born. I was nervous about asking, but I knew what my bottom line was. So I went with a proposal and spoke to my boss. I said you have three choices: I will quit, you will hire me an assistant or I will sell half of my territory. And I sold half my territory.”

• Understand what your needs are and don’t apologize. “Do your research. If you need to be home at 3 p.m., you need to find that company or create that company for you.”

• Find a network. “Many networking opportunities are offered at dinner hours, which many women can’t attend. So look to make connections through an alumni association or your child’s school. You’ll meet new people, and you never know what opportunities that can lead to.”

• Do not think your career path needs to be linear. “It is OK to have curves in your career path. Instead of placing your value on your income ask yourself questions like: Is this what I want? Does this work for me? Does this open opportunities? Don’t feel badly if you are going to make a move that pays less but gives you more time.”

How much do you know about women in the workplace?

1. In 2000, what percentage did women working full time make on the dollar compared to men working full time?
   a. 73 percent
   b. 100 percent
   c. 86 percent
   d. 92 percent

2. Who was the first woman to run for president?
   a. Hillary Clinton
   b. Geraldine Ferraro
   c. Victoria Woodhull
   d. Elizabeth Cady Stanton

3. Who was the first female African-American millionaire?
   a. Oprah Winfrey
   b. Madame C.J. Walker
   c. Condoleezza Rice
   d. Mahalia Jackson

4. How many Fortune 500 companies are run by women, as of November 2008?
   a. 22
   b. 217
   c. 12
   d. 47

Answers:
1. a. 73 percent. In 1963, the year of the Equal Pay Act’s passage, full-time working women were paid 59 cents on average to the dollar received by men. So in 40 years, the wage gap has closed by 14 cents.
2. c. Victoria Woodhull. Woodhull (1838-1927) was nominated by the Equal Rights party and ran for the U.S. presidency in 1872, which is almost 50 years before women had the right to vote.
3. b. Madame C.J. Walker. Walker (1867-1919) was an entrepreneur who built her empire developing hair products for African-American women.
4. c. 12. The Fortune 500 companies run by women are WellPoint, Archer Daniels Midland, PepsiCo, Kraft Foods, TJX, Rite Aid, Xerox, Sara Lee, Avon Products, Reynolds American, Safeco and Western Union.

Source: Women in Management class handout created by Michelle Somes-Booher.

Michelle Somes-Booher spoke to a group of professional women at a recent CBA event. The group, Women in Business and Leadership, is looking to mentor young professionals.
He says he started out wanting to be an accountant, like his father, when he arrived at CMU. “But I didn’t really like accounting, or should I say it didn’t like me,” he says. “When I took classes in marketing and finance, I enjoyed going to class. That is the key. Find something that you love doing and the rest will fall into place with a little bit of work.”

Advising for a career switch to sales

Jenkins says that everyone is always trying to sell something, whether she or he is in sales or not. People not only use sales skills, they are highly influenced by them as well. “Use negotiating skills throughout your life,” he says. “Research reports that 40 percent of buyers are motivated to make a purchase because of a sales person.”

Because the job market realizes this, more than two million jobs were created in sales within the past year.

“Sales continues to thrive,” he says. “As a whole, you can’t outsource sales. It is said that sales are driving our economy.”

Jenkins says he knows several people who recently have transitioned to sales careers. The benefit of working in sales is that you can create your own work environment. Before making a career switch, Jenkins says people need to make sure they have a competitive spirit and some sales experience, such as fundraising experience. “We are always looking for motivated people who show the steps they have taken to accomplish a set objective or goal,” he says. “If you can show that you work toward goals efficiently, value customer service and create revenue, you’d be a great sales rep.”
The Weight Watchers Group President Florine Mark says relating to the customer can make or break a business. It’s a rule that applies to any business — including helping customers shed excess pounds.

Mark, a fall 2008 Dow Corning Executive in Residence, learned this the hard way back in the 1960s when she visited a petite nutritionist who she says couldn’t relate to her. “The woman never had a weight problem and was naturally thin,” says Mark, who spoke to several CBA classes and gave a keynote speech. “She was a nice woman, but she didn’t personally understand my struggles. I needed to find people who did.”

Mark’s sister told her about a Weight Watchers group in New York that met in a woman’s house to discuss their scale-related ups and downs. Setting her goal to lose 50 pounds, Mark traveled from Michigan to New York once a month to participate with the group. It took her four months to lose the first 40 pounds and a year to shed the last 10. Mark decided to take the idea back to Detroit.

“If we want to have a global business, you need to train the local people because they understand the culture and are the key to business connections, Mark says.

“Now these women understood me. That was the key. I needed to bring that idea back to where I lived,” she says.

Mark established the first Michigan Weight Watchers franchise in 1966, holding its first meeting in a school auditorium. She didn’t have much money for an advertising budget.

“I put up flyers in candy stores,” she told CBA students when asked about her marketing strategy. “I understood my customers. And I had many people come to that first meeting.”

Mark says she made a difference in the lives of people with regard to weight loss, self-respect, and learning to live happier and healthier lives. And she attributes it to understanding their personal struggles.

“Things didn’t go as planned,” she recalls. “We couldn’t get a telephone. No one was responding to ads. No one was showing up to class. I couldn’t figure out what was wrong.”

For almost seven months, Mark had little success. But the local women who did come to the meetings lost weight and wanted to teach classes to their friends. “I let them teach. And most importantly, I let them do their work,” she says. “I sat back and let the employees do their work.”

Mark says if you want to have a global business, you need to train the local people because they understand the culture and are the key to business connections, Mark says.

Mark advises on international customer relations

Mark was the largest franchise holder of Weight Watchers International globally before she sold a portion of her franchise in 2003 for more than $180 million. At one time she operated in Mexico, Canada and in 12 states. She currently operates Weight Watchers meetings in regions throughout Michigan and Ontario.

People want to learn from someone who they can relate to personally and culturally,” she says. “After I figured that out, we were very successful.”

Florine Mark spoke to an international business class about how she branched out her Weight Watchers franchise globally.
When Zachary Williams passes faculty in Smith Hall, he sometimes reverts to feeling like a student. “I still call them doctor so-and-so,” says Williams, ’00, now a doctor himself. “I need to reprogram myself.”

Williams, assistant professor of logistics and marketing, is one of several alumni now teaching in one of the university’s most populous departments: marketing and hospitality services administration. Before he completed his M.B.A. at UM-Dearborn and Ph.D. at Mississippi State University, Williams was a student assistant in the department. Williams’ research has focused on post-9/11 supply chain security.

“I would like to think that I could have gone to a lot of places, but I didn’t want to,” says Williams, praising faculty like Robert Cook and others who he admired as a student. “Bottom line: They’re here because they care. It speaks volumes.”

Crina Tarasi, M.B.A. ’02, began her marketing and hospitality services assistant professorship in January after earning her Ph.D. from Arizona State University, where she received prestigious Marketing Science Institute funding for a two-year project researching customer portfolios and purchasing patterns.

A native of Brasov, Romania, Tarasi completed her undergraduate degree at the University of Transylvania before moving to the U.S. to attend CMU, where she worked as a graduate assistant in the department.

“It was strange at first,” Tarasi says about returning. “All the people who were your professors suddenly became your colleagues. It’s a great privilege to be teaching here. After seeing the professors and their dedication, I cannot imagine a better place to be.”

部 both professors bring their areas of expertise to a department with four majors — marketing, logistics, hospitality services administration, and retail management — and more students than all other CMU departments except human environmental studies, which offers six majors. The department currently has 621 signed majors and 548 minors.

‘I’m blown away by the skills our students have,’ Williams says. ‘We help open a door, and they run through it. They are so talented.’

– Zachary Williams, assistant professor of logistics and marketing

Department chairman Richard Divine says the new professors are “at the top of their game,” both having attended top-flight universities where they earned highly competitive external research funding.

“By forming the relationships with them early and mentoring them, when openings came up, we were able to get super quality people who could have gone anywhere they wanted to, including bigger research schools,” Divine says.

Divine credits the department’s success — which includes consistently graduating the most majors of any CMU department — to the engaged learning style promoted by professors like Williams and Tarasi. That style combined with internships, which are required in both marketing and hospitality services administration programs, results in exceptional career placement.

“I’m blown away by the skills our students have,” Williams says. “We help open a door, and they run through it. They are so talented.”
CBA alumna and reality TV star honored as grand marshal

Reality star Amy Roloff left her TV show behind for a few days to enter a limelight of a different kind when she served as CMU Homecoming grand marshal in October.

Roloff, a 1985 CBA graduate, stars with her family on The Learning Channel’s “Little People, Big World,” a show documenting everyday life and the challenges and triumphs of the Roloff family. Roloff, her husband, Matt, and their son Zach are little people, while Zach’s siblings, Jeremy, Molly and Jacob, are average size. “Little People, Big World” is in its fourth season.

“It’s just amazing how many people stopped her for photos and autographs,” says Chris Austin, associate director of alumni relations, who accompanied Roloff during much of her visit.

Roloff says her years at CMU were life-changing. “I appreciate each and every time I come back here,” she says. “It’s a great memory.”

The Roloffs run a bustling pumpkin business each fall at Roloff Farms, their homestead near Portland, Ore. Roloff is originally from Westland, Mich.

Roloff says her business degree – with a major in personnel management and minor in hospitality – helps with running the family business, as well as in her previous job of managing a city soccer club.

“Even with raising kids and being an at-home mom, my degree has helped,” she says. “Hospitality has helped me raise my kids, interact with other parents and school groups, and entertain at our house.

“If a business degree doesn’t come in handy for being a parent, I don’t know what does.”

Honor times three

This was the third consecutive year that a person affiliated with the College of Business Administration has served as CMU’s grand marshal. Here’s the history:

• 2008 grand marshal: Amy Roloff, 1985 graduate, personnel management major, “Little People, Big World” star

• 2007 grand marshal: Richard Featheringham, retired CBA professor

• 2006 grand marshal: Craig DeRoche, 1991 graduate, accounting major, former Michigan House Republican leader
More than 600 prospective students and parents attended the second annual CBA Day July 25. Future business students explored the business facilities, met faculty members and student service representatives, and networked with students who shared similar interests.

"Visitors interacted with the college’s faculty, staff, students and alumni and learned more about our outstanding business programs," CBA Dean Mike Fields says. “We look forward to meeting future business students and their families next year.”

The third annual CBA Day is scheduled for July 24, 2009.

The second annual M.J. Bowen Real Estate Development Program took place this fall with four panels of real estate experts discussing continued financial market stresses and implications for real estate development and financing trends.

Topics included residential real estate, real estate finance, real estate development and investment, and Grand Rapids development and prospects. Real estate professionals and CMU students, faculty and staff attended the afternoon conference.

Companies represented were: Cisterra Partners, Mercantile Bank, Coldwell Banker/ Mount Pleasant Realty, Westwood Development Group, Marcus and Millichap, Brookstone Capital, Forest City Enterprises, Second Story Properties, Allstate Insurance Co., Grubb and Ellis/ Paramount Commerce, Appraisal Advisory Group, Coldwell Banker/ B r i a n w o o d Realty, Pulte Homes, Annaly Capital Management, Coldwell Banker/ Schmidt Realty, Fitch Ratings, First Commercial Realty and Development Co., and PPM America.

Five CMU economics students and their coach, economics faculty member Jason Taylor, traveled to Chicago Nov. 10 to compete in the annual College Fed Challenge, a program that provides university and college undergraduates with an opportunity to experience the Federal Reserve’s policy-making process.

With the country’s current economic crisis as their context, team members presented their knowledge of the Federal Reserve and forecasts of future dangers and trends to a panel of professional economists.

Not an average business day: Future students visit Grawn Hall

Location, location, location: Real estate pros come to CMU

Students travel to Windy City to address stormy economy
A lesson in nonverbal cues

Nonverbal cues are important when interacting in an office or trying to close a business deal, according to Det. Spl. Lt. Harris A. Edwards, a Michigan State Police polygraph unit supervisor.

Business Information Systems Professor Nancy Hicks invited Harris to be a guest speaker in her business communication class. To demonstrate his point, Harris had CMU student Laura Ashley hooked up to a polygraph and instructed her to answer “no” to all of the non-evasive questions, even if she knew she was giving the wrong answer.

Hicks said she detected a fluctuation in Ashley’s voice, and her body shifted when she gave a false answer, which the polygraph confirmed.

“Looking for those cues is essential,” Hicks said. “Nonverbal communication is important to better understand many business interactions and to get a better understanding of people, which leads to success.”

Unfinished business

Support sought for Grawn Hall classroom renovations

Based on the success of the John G. Kulhavi Room, CBA plans to renovate all Grawn Hall classrooms to be high-tech mediated and have a resemblance to a company’s boardroom.

The Kulhavi Room has many features including easily moveable furniture, mediated podiums, several laptop computer hookups and a state-of-the-art speaker system. Students can break up into groups and plug in their computers and present group projects on one of the room’s many television screens, says Jody Ackerman Patton, CBA senior development officer.

“The faculty enjoy teaching in that interactive classroom because it has great resources,” she says. “The room really fosters learning. We want to give all of our faculty and students the advantages that room has to offer.”

Patton says mediated classrooms will help CBA recruit the best students and faculty.

“There is a wow factor involved. People will know that they should come to CMU because their classes will take place in a modern learning environment,” Patton says.

With the exception of the Kulhavi Room, Patton says they plan to renovate all 21 Grawn Hall classrooms at $150,000 per room, with $100,000 going for actual renovations and $50,000 into an endowment to fund technology updates.

Donors who support the initiative will have their name engraved on a plaque on the door of the room they helped renovate. “The room will also be called by the donor’s name,” Patton says.

For more information, contact Patton at 989-774-1732 or patto2ja@cmich.edu.
Dear CBA Alumni,

As 2008 winds down, there are a lot of things that happened in our country — the turbulent economy, the stock market, the auto industry and the real estate decline to name a few. Times are tougher now, but these trying times send a message to current business students to be more prepared with their education. They need to be more proactive and get real world work experience, which will make them more marketable. The desire to differentiate is more important than it has ever been.

With finances tight for all walks of life, College of Business Administration students need your help more than ever. If there has ever been a time to donate money or time to CBA, it is now. The CBA Alumni Association Board has put a greater focus on current business students and begun to look at our relationship with them as we head into 2009. We continue to offer mentoring programs each semester, which gives CBA students a chance to experience the business world. In November, we kicked off our first program to aide students with understanding employment benefits, such as 401K, 403B and retirement planning.

The alumni board is also providing CBA alumni with the ways and means to network with other alumni, as well as current students. While at Homecoming this past October, I enjoyed talking with current students who were networking with alumni at the CBA tent. Aside from the perfect Homecoming weather, it was an excellent way to catch up with great people who make up CMU’s past, present and future.

Just prior to Homecoming, CBA announced the 2008 CBA Alumni Awards. The award ceremony provided a great venue for alumni and current students to discuss a variety of school- and work-related opportunities. It is never too early to nominate your friends or coworkers for the 2009 CBA Alumni Awards. To nominate someone for an award, go to www.cba.cmich.edu/development.asp.

As we wrap up this eventful year and head into what 2009 may hold, I encourage you to stay connected with your fellow CBA alumni and reach out to current CBA students.

Sincerely,
Mark Baczewski
President
College of Business Administration
Alumni Association
Dean Michael Fields says that CBA graduates and friends are in a class of their own.

Not only do the recipients hold titles like president, CEO, senior vice president or senior consultant, they also have shared their experiences to help guide young business leaders. In addition, they have advised the college on business trends. The award is based on both professional success and CBA engagement.

“I am proud to recognize these successful and accomplished people and to honor alumni who have gone above and beyond to help our students,” Fields says. “The award provides a terrific opportunity to recognize alumni who are examples for current students in terms of people who have reached a level of high success in their career and value contributing their time to the College of Business Administration.”
Giving back has never been so easy.

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. 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 CBA. Contact Cindy Howard at howar3cl@cmich.edu, 989-774-2130.

Nominate a CBA graduate
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 contact Dean D. Michael Fields at mike.fields@cmich.edu, 989-774-3337.

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

Mentor students, connect with friends, share your news.

Every academic year is a renewal. It’s always exciting when a new semester begins, the bulletin boards in Grawn Hall fill with business club announcements and fraternity posters, and the classrooms and halls buzz with student activity.

The reason we are here, after all, is for the students. We are dedicated to providing extraordinary business education.

Like Dean Fields said in his column, CBA alumni have a big role to play in this endeavor. You continue to make CBA learning centered and business connected. You help assure that the college’s graduates stand out as extremely capable employees who can take on responsibility, work hard and achieve success.

CBA alumni, faculty and staff continually explore ways to enhance and revolutionize the learning environment for students and to give students enlightening experiences that provide a solid foundation for success.

Through scholarships, you make education attainable for a lot of bright, young people.

Our faculty and staff understand that study abroad experiences change how Midwestern students think about themselves and their world. And our faculty members know that updated technology and ongoing research separate a good business education from a great one.

Alumni contributions to the College of Business Administration have an enormous impact on the student experience. Gifts in support of scholarships, study abroad, faculty development and classroom improvements transform business education.

Endowments created by alumni donors in any of these areas enhance business education for many generations of CBA students. A gift to renovate/improve a classroom in Grawn Hall will bring current tools and technologies into the learning environment and create space conducive to the best teaching possible. A gift to the CBA Dean’s Discretionary Fund will help provide flexibility in meeting the financial demands of the college as a whole, and a gift to an individual department will support faculty and students within that particular discipline.

The College of Business Administration and its students are constant beneficiaries of the generosity of CBA alumni, who make gifts of both time and financial resources. We couldn’t do it without you. Thank you.

Jody Ackerman Patton
CBA Senior Director of Development
CBA Highlights

Total contributions to CBA

- '04-'05: $648,307
- '05-'06: $2,034,748
- '06-'07: $1,696,022
- '07-'08: $797,733

M.B.A. program graduates

- '01-'02: 60
- '02-'03: 57
- '03-'04: 73
- '04-'05: 77
- '05-'06: 77
- '06-'07: 44
- '07-'08: 56

Number of CBA donors

- '04-'05: 2,426
- '05-'06: 2,237
- '06-'07: 1,871
- '07-'08: 1,913

- Individuals: 138, 126, 124, 125
- Companies: 2,237, 2,237, 1,871, 1,913

Business majors

- '08: 1,521
- '07: 1,388
- '06: 1,450
- '05: 1,648
- '04: 1,347
- '03: 1,486

Undergraduate degrees conferred

- '01-'02: 843
- '02-'03: 737
- '03-'04: 880
- '04-'05: 882
- '05-'06: 894
- '06-'07: 741
- '07-'08: 1,254

Students enrolled in internships

- '04-'05: 480
- '05-'06: 402
- '06-'07: 354
- '07-'08: 455

- '01-'02: 843
- '02-'03: 880
- '03-'04: 737
- '04-'05: 882
- '05-'06: 741
- '06-'07: 894
- '07-'08: 1,254

Top CBA recruiters

- Abercrombie & Fitch
- Accenture
- CEVA Logistics
- Deloitte
- Domino's Pizza, LLC
- The Dow Chemical Company
- Quicken Loans
- Ryder Integrated Logistics
- Target Corporation
- UHY Advisors

Top 10 employers of CBA graduates

- General Motors Corporation
- The Dow Chemical Company
- Ford Motor Company
- EDS
- Chrysler LLC
- Central Michigan University
- State of Michigan
- Dow Corning Corporation
- Comerica
- JPMorgan Chase

Undergraduate degrees by department

- ACC: 177
- BIS: 60
- ECO: 35
- FIN & LAW: 151
- MGT: 235
- MKT & HSA: 316
- ENT: 185
- GEN BUS: 95

* A New Vision of Excellence capital campaign years.
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CMU is an AA/EO institution (see www.cmich.edu/aaeo).
2008

Anthony Benvenuti, B.S.B.A. in finance, traveled to Italy with his family for three weeks after graduation. He works in the Global Private Client division of Merrill Lynch in Auburn Hills, hoping to receive his production number in November.

Michael Ward, B.A.A. in entrepreneurship, is employed by the NBA’s Detroit Pistons and WNBA’s Detroit Shock as a community relations assistant after doing his internship there.

2006

Amy Howison, B.S.B.A. in general management, is the sales manager for the Fairfield Inn by Marriott of Port Huron.

Mahmoud Sultan, B.S.B.A. in management information systems. Mahmoud and his wife, Nancy, welcomed their daughter, Jana, on May 30, 2008.

2005

Michelle Fogle, B.S.B.A. in marketing, is employed as a premium seating account executive by the Columbus Blue Jackets Professional Hockey Team. She resides in Columbus.

Stephanie Spindler, B.S.B.A. with a double major in logistics management and marketing, received her M.B.A. from Oakland University in August 2008.

2004

June Feeney, M.S. in information systems, is teaching at Northwood University in Midland. June and her husband, Gary, took a 1,000-mile, 6-week bicycle trip around Lake Superior this summer.

2001

Scott Nyboer, B.S.B.A. in personal financial planning, is working as a contract specialist for the U.S. Army TACOM LCMC in Warren.

David Eugene Smith, B.S.B.A. in corporate finance, works for Enterprise Rent-A-Car and was recently promoted to business manager of the New Orleans Fleet Management Division.

2000

Christian Schreiber, B.S.B.A. in management information systems, accepted a position as information security officer at SunGard Higher Education in May. He lives in downtown Madison, Wis., and works with colleges and universities around the country to improve their information security programs.

1999

John Burton, M.B.A. was recently promoted to director of product management at SAP globally responsible for SAP’s customer relationship management (CRM) interaction center product. His new book “Maximizing Your SAP CRM Interaction Center” will be in stores in early October.

1998

Angela Armstrong, B.A.A. in court and conference reporting, and her husband, Glenn, welcomed their new baby boy, Jackson Allen, on June 19, 2008.

Julie Rondo, B.S.B.A. in hospitality services administration, said while on a mission trip with fellow CMU alumna Carmen (Nelson) Jaeger, ‘99, to South Africa, she spotted a local interpreter wearing a CMU hat.

1997

Mark Baczewski, B.S.B.A. in marketing, and his wife, Kimberly, announce the birth of their son, Erick Michael, on April 3, 2008.

Daniel Beaudoin, B.S.B.A. in productions operations management, married Jennifer Pompili ‘96 in October 1999. They have three children – Connor, 7, Maddy, 5, and Brooke, born September 6, 2008. Dan owns OMF Bait Co. which sells live bait nationwide to Walmart, Meijer, Kmart and many more. Some of their major accomplishments have been being named Walmart vendor of the year in 2004; in 2007 they were voted one of Michigan’s Top 50 Small Businesses. Their growth has been tremendous, doubling in sales every 5 to 7 years.

Steve Black, B.S.B.A., is currently vice president of a skilled nursing company in California. He oversees 18 hospitals throughout the state. Steve and his wife live in the Bay Area and just had their fourth daughter.

Stephanie A. Kujat, B.S.B.A. in general business administration, was recently divorced and has changed her name from Stephanie Carroll back to her maiden name.

1996

Melissa (Nowak) Ryan, B.S.B.A. in accounting, and her husband, Mark, welcomed their baby girl, Keelin Maureen, on June 9, 2008.

Michael “Mitch” Spies, B.S.B.A. in finance, moved to the Cincinnati area earlier this summer to pursue a business analyst/consultant position with RS Management Group, a small consulting firm. They cater to small private businesses and specialize in exit strategies and succession plans for business owners who are looking toward retirement or interested in new business ventures. He resides in Mason, Ohio.

Michelle (Dobbs) VanArman, B.S.B.A. in marketing, is currently working at a publishing company, Crain Communications, as the group director of operations. She oversees the operations of their customer database system and manages their circulation budgeting system. She is married with two children (ages 6 and 3) and resides in Sterling Heights.

1993

Edward Reisinger, B.S.B.A. in marketing, is currently working with Dow Chemical as project planner for the Engineering Solutions group. He is about to pursue his M.B.A. through CMU’s Online M.B.A. program with a concentration in SAP. Ed has three children and lives in Midland.

Scott Simnitch, B.S.B.A. in management, was named the master scheduling administrator within the Motion and Power Control Division of Caterpillar in Joliet, Ill. in September. His previous eight years were spent with APL Logistics. Scott resides in Plainfield, Ill.

1991

Michael Kucera, B.S.B.A. in finance, announces the birth of his daughter, Keely McLain, born August 17, 2008. He and his wife, Lynda, have two other daughters – Helena, 5, and Caroline, 3. Mike works in the retirement plans division of Financial Architects Inc. in Farmington Hills.

1990

Michael Wieland, B.S.B.A., was promoted to area vice president of operations for International Dairy Queen Corp., the franchisor for Dairy Queen and Orange Julius in July. He has been employed in the Operations Division with International Dairy Queen since May of 1990. He and his wife, Niki, and two sons, Zack and Jake, currently reside in Columbus, Ohio.

1989

Peter Daniel, B.S.B.A. in marketing, is employed as a product manager for Alaven Pharmaceutical in Marietta, Ga. He resides in Decatur.

Lori Rathje, B.S.B.A. in human resource management, is employed at CMU in the College of Communication and Fine Arts.

1988

Donna (Gagnon) Goldthorpe, B.S.B.A. in retail management, is a newly certified lifeguard.

1986

Derrick Fitchena, B.S.B.A. in administration systems, is employed by Premier Inc. He received his master’s degree at Walsh in Troy and a Master of Science in Finance in 1993. He is a certified purchasing manager (CPM). His professional affiliations include Healthcare Financial Management Association and Institute for Supply Management. He lives in an Equestrian Community and has Thoroughbred, Quarter and Morgan horses.
1985

Tim Tow, B.S.B.A. in accounting, joined the Board of Directors of the Oracle Development Tools User Group and is the founder and president of Applied OLAP Inc., a Huntsville, Ala.-based software company that provides budgeting, forecasting and financial analysis software to large companies. He resides in Huntsville with his wife of 20 years, Darlene, and his youngest son, Logan.

1984

Mark Raby, B.S.B.A. in general education administration, is the senior trial counsel in the Constitutional and Specialized Torts section, U.S. Department of Justice. He is currently acting as counsel to the chief information officer for the civil division. Mark is working on adding instrument and seaplane ratings to his private pilot certificate. He holds a scuba dive master rating and a black belt in Judo.

1983

Sheila (Hannon) Reinecke, B.S.B.A. in marketing, has been promoted to advertising sales director at the Muskegon Chronicle. She has been with the Muskegon Chronicle since 1984, starting out as a sales representative, promoted to sales manager in 2001 and ad sales director in 2008.

1982

Steve Alarie, B.S.B.A. and M.A. ’83, and his family are living in Ruppertshain, Germany, near Wiesbaden. His wife, Lina, is on a three-year assignment with GM Europe. Steve is the President of Parkline - Great Lakes Inc., the Michigan dealer for Parkline Metal Buildings. With the Internet and an Internet phone, Steve has been able to continue “business as usual.” They have four children, Brooke, Chelsea, Kristen, and Jackson, 5. All are attending the International School of Wiesbaden. His wife, Lina, is on a three-year assignment with GM Europe. Steve is the President of Parkline - Great Lakes Inc., the Michigan dealer for Parkline Metal Buildings. With the Internet and an Internet phone, Steve has been able to continue “business as usual.” They have four children, Brooke, Chelsea, Kristen, and Jackson, 5. All are attending the International School of Wiesbaden. They have made trips to Austria, Italy, Portugal, England, France, Switzerland and Holland.

1981

Richard Bartrem, M.B.A. in finance, is the vice president for business affairs and treasurer of Hiwassee College in Madisonville, Tenn. He resides in Sweetwater, Tenn.

1980

Tom Redd, B.S.B.A. in management information systems, currently is the vice president of product marketing for SAP AG merchandise lifecycle/demand management hub. He was nominated to the advisory board of the John and Doris Norton School of Family Sciences at the University of Arizona. Tom also serves as an adviser on the Terry Lundgren Retail Center Board also at the University of Arizona. Tom and his wife, Lesa, live in Scottsdale.

Gary Strauss, B.S.B.A. in business administration, and his wife, Natasha, had their first child, a daughter named Ekaterina, on October 31, 2007. They live in West Bloomfield.

1979

Robin Ancona, B.S.B.A. in accounting with minors in math and economics, is the director of the telecommunications division at the Michigan Public Service Commission (a bureau in the Department of Labor and Economic Growth with the State of Michigan). She and her husband, Ron, have two children -- a son Stephen, who is a 2007 CMU grad and his wife, Natasha, had their first child, a daughter named Ekaterina, on October 31, 2007. They live in West Bloomfield.

1978

Chris Czarka, B.S.B.A. in accounting, recently left his position as vice president of global taxes at Dana Corporation and joined Nissan Americas as director of tax and trade, based in Nashville. He currently resides in Nolensville, Tenn.

1976

R. Mark Jacobson, M.B.A., retired after 28 years at Aetna.

1973

Dennis Valade, B.S.B.A., has a new position at St. Clair County Community College in Port Huron. He is a project manager responsible for the leadership, planning, marketing, reporting and implementation oversight of a three-year $2 million U.S. Department of Labor Community Based Jobs Training Grant. St. Clair County Community College and Mott Community College are partnering to develop a Transportation, Distribution and Logistics Center of Expertise. This center will build the capacity of the institutions to deliver training that meets the emerging TDL industry’s employment needs.

1972

Michael L. McColgan, B.S. in business administration, released his fifth successful golf book “The Cardinal Sins of Golf,” co-authored with his son, M.J. He also is the proud father, coach and golfing partner of M.J., who recently won his eighth straight North California State Special Olympics golf championship. He also has won three national championships and competed in two Summer World Games – 2003 in Dublin, Ireland, and 2007 in Shanghai, China. M.J. was nominated for the 2009 California Hall of Fame and won the 2008 Golf Channel’s Fathers Day essay contest this year and won a trip to the U.S. Open.

1967

Dennis (Dan) Elkins, B.S.B.A. with a double major in accounting and business administration and M.B.A. ’68, in finance, has recently assumed the position of president at Trinity Promotions Inc. in Atlanta, Ga., a company that does corporate fulfillment (buying merchandise and putting company logos on the goods).

Dale Wernette, B.S.B.A., is the owner and founder of SHERPA & Associates located in Scottsdale. He was recently honored by Target Training International (TTI) as the recipient of the Chairman’s Award for Services to the Community at the TTI Winners’ Conference in San Diego.

1962


1960

Donald Case, B.S. in commerce, has been teaching accounting in the classroom and online for ProEd. He is in his 40th year of teaching. He is retired from the Army and is a member of the ROTC Hall of Fame. Don is the fourth generation to own the Case Family Farm in Huron County. The farm is 160 acres in Caseville. According to Don, Caseville was named for his family.
The College of Business Administration has the first and only entrepreneurship program in the state – which is listed among the top 50 regionally recognized academic programs in the country – with a specially focused business core and both a required internship and practicum. We are dedicated to cultivating the entrepreneurial spirit.

Professor Emeritus Woodrow “Woody” Eber taught commerce and accounting courses from 1948 to 1975.

“I benefited so greatly from his guidance and support,” says Al Cambridge, ’56. “And I suspect that is the case for many his students.”

Eber died June 30.

In honor of his professional and personal offerings as instructor and advisor, the Woodrow Eber Memorial Endowment is being established. The endowment will support the research and instructional development efforts of accounting faculty. At least $25,000 is needed to fund this endowment.

Robert Bromley, ’71, Cambridge, and Roger Kesseler, ’58, are gathering support in the name of one of their most beloved teachers.

“Professor Eber was a terrific mentor, both to students and to young faculty,” Kesseler says. “As a senior member of the accounting faculty, he was known and admired for giving generously of his time and wisdom to help newer faculty become better teachers and researchers.”

For more information about the Woody Eber Memorial Endowment, contact Jody Ackerman Patton at patto2ja@cmich.edu or 989-774-1732.

In 1918 and 1919 the first “commercial” courses were taught at CMU. From 1920 to 1947, the Department of Commerce existed as part of the School of Education. The Department of Commerce merged with the departments of economics, business law and accounting in 1961 to form the School of Business Administration at CMU.