Motivator

Bob Noe

‘It’s not important where you start, It’s where you finish.’
New faculty, special programs generate excitement in CBA

D. Michael Fields, Dean

Since joining the College of Business Administration just over a year ago, a consistent theme in my Exchange columns has been how this college is a special place. This realization continues to be reinforced; this college is doing some great things. But perhaps more importantly, the College of Business Administration is poised to reach even greater heights in the near future. I want to highlight the outstanding recruiting season the college has enjoyed, note some of the innovative programs that have been approved, and acknowledge our Operation Reconnect campaign.

Our special recruiting time

The most exciting, affirming, and satisfying set of events that has occurred in the time I have been dean is the new faculty recruiting season. The faculty and staff in CBA did an outstanding job getting into the market early, attracting an impressive group of candidates, demonstrating to these candidates that CBA is a special place, and acting quickly to “seal the deal” with these fine faculty. The college will be adding 14 full-time faculty members, who we will introduce in the next edition of Exchange.

Each of the individual searches was national. This was accomplished in a tight job market. These candidates had multiple offers from other business colleges. The most impressive fact I can relate is that in the first seven searches across the department, we brought in multiple candidates for each position, ranked the candidates, made an offer to our No. 1 candidate, and had seven acceptances. In the last seven hires, several of which we just completed, the college had a similar degree of success. Attending an AACSB (the premier accrediting body for colleges of business in the world) deans’ meeting recently, I found no other college had that number of searches approved – a credit to the CMU administration — and my colleague deans uniformly reported a dismal recruiting season. I just smiled and agreed that it is a tough market. With each of these discussions, I became increasingly impressed with the job CBA’s faculty and staff has done.

Our special programs

I want to highlight two programs – one that has just been approved and another that is eight years old. The college has recently completed the approval process for an online MBA program. I would like to recognize Associate Dean Monica Holmes for the fine work she did in gaining approval with the academic equivalent of light speed. Our online program will offer a concentration in SAP, an area where CBA already has an impressive presence. SAP is the leader in business integrated enterprise software; it is utilized by 85 percent of the Fortune 1000. Our online program will seek to appeal to working professionals in SAP companies who wish to gain both a quality graduate degree and a better understanding of the software that drives their company. We will be the leader in this market segment.

The second program I wish to extol is our entrepreneurship program, which has been gaining a continuing and impressive increase in national rankings. CBA’s LaBelle Entrepreneurial Center (LEC) offers the only four-year entrepreneurship degree program in Michigan — and one of a limited number in the nation. With limited promotion, the program has attracted significant student interest. It presently enrolls almost 300 students and over the last eight years has graduated almost 700 students. Further, the Small Business Foundation of Michigan, the leading voice for entrepreneurship in the state, just recognized LEC with its Entrepreneur Extraordinaire Award for “meritorious service in the area of entrepreneurship.” Credit goes to Jim Damitio, Chuck Fitzpatrick, and Mike Vuillemot for the fine work they are doing.

Nationally, but particularly in Michigan, entrepreneurship is suddenly on everyone’s radar screen. Schools are scrambling to establish a presence in entrepreneurship. CBA is going to step up and demonstrate that not only do we understand entrepreneurial education, but we bring an eight-year history of success to the table.

Operation Reconnect

At the very end of my commentary in the last issue of the Exchange, I invited any CBA alum who had lost touch with the college and wanted to reconnect to send me an e-mail message. Many did, and I suspect there are many other alumni who wish to reconnect. As a result, the college has established Operation Reconnect, which is being announced in this issue (see page 23). We highlight one of the many avenues you can choose to make an important contribution to the college. If you are already an active alum, I ask you to reach out to one or more of the CBA family you know who have not been active and encourage them to reconnect as part of this special effort. We will only be stronger if we can increase our legion of active alumni.

I hope you can sense my excitement regarding the college. We have a great faculty, and we are supplementing them with an impressive group of new hires. The college has several outstanding programs, and we are embarking on serving intriguing market segments. In short, I believe this college is about to explode (in a very good way). The result will provide all of those in the CBA family with an even greater sense of pride.

Sincerely,

Mike
# Table of Contents

## Cover story
4  **Motivated Motivator**
1SYNC Chief Executive Officer Bob Noe, ’75, ’81 M.A., shares real-life advice with students about reaching personal and professional goals. Noe was the keynote speaker at the College of Business Administration’s Dialogue Days.

## Columns
2  Dean D. Michael Fields highlights the year’s many CBA accomplishments, including faculty recruitment and the alumni reconnection campaign.
18  Senior development director Joshua Merchant reflects on his three years at CMU as he leaves for a new career opportunity.
20  Julie Nowicki, ’96, invites graduates to get involved with the newly formed College of Business Administration Alumni Chapter.

## Features
7  Marketing faculty member Concha Neeley researches how an old technology, used in a new way, can improve the supply chain.
9  IRS agents visit Grawn Hall and give forensic accounting students a practical application on lessons learned in class.
10  CMU’s Association of Information Technology Professionals (AITP) became the first Michigan collegiate chapter to host the AITP national conference.
14  *Little People, Big World* reality television star Amy Roloff, ’85, visits campus and reveals the benefits of her CMU experience.
21  Operation Reconnect gives CBA alumni and supporters opportunities to mentor undergraduate students.

## Student awards
12  CBA outstanding student awards were presented to Gregory Ricketts Jr., Katie Wale, Allison Barnes, Kimberly Lato, and Aaron Oosterbaan.

## Annual report
23  Alumni digest
Bob Noe’s worldwide travels included a recent return to Central Michigan University – the place where he got his start en route to becoming CEO of 1SYNC, a global commerce company.

Noe, ‘75, ’81 M.A., said it all started with an interest in computers, a CMU football scholarship, and determination. His story is the kind you’d expect to read in business magazines, several of which have featured him, or while attending the College of Business Administration’s Dialogue Days.

Speaking to a large group of business students gathered in Warriner Hall’s Plachta Auditorium, the keynote speaker said he wasn’t raised in ideal conditions. But he picked up his mother’s drive even as a young child.

“My dad left when I was 10, and my mother raised the three of us in government-subsidized housing in Big Rapids. She’s a strong-willed woman,” Noe said. “I went to college on a football scholarship because that was the only way that I would have gone. To me, it is not important where you start. It is important where you finish.

“If you had told me – my 21-year old version – about my career path, I probably would have laughed. I wouldn’t have believed it.”

1SYNC sets global standards for how companies interact with each other. The company administers data synchronization, which means they make sure a product’s information – let’s say a can of Coca-Cola – is the same in Kroger’s computer system as it is in Coca-Cola’s computer system. 1SYNC represents companies in 104 countries.

“When the two systems agree on how much the cans weigh and how tall they are, trucks are loaded more efficiently and that saves money on gas,” he said. “When numbers and invoices don’t match up, companies can lose millions of dollars.”
Global goals

Noe’s interest in computers started in the 1960s when he was in junior high.

“I enjoyed reading about technology. I knew computers would have a huge impact on the world, I had no idea how much,” Noe said. “I am not sure what exactly triggered my interest. I just knew all that new technology was fascinating.”

When Noe started at CMU, like many other business students, he spent the majority of his time in Grawn Hall. But within Grawn Hall’s walls, he did something different. Noe decided to create his own concentration.

“I wanted to study computers, but I wanted a business concentration – not science,” he said. “I saw the connection in my mind how computers could be used for business. I asked my counselor what courses I could take to do that. So, with permission, I created my own curriculum.”

After graduation, Noe accepted a job in the University of Maryland information technology department. Among other things, his subsequent jobs included managing a retail clothing business, chairing a public dot.com company, and launching the GM credit card in Canada.

“Just do something bigger than yourself. It’s encouraging,” he said. “Global effort has incredible impact on each of you as well as people around the world. I am proud to be a part of that.”

Work hard to better companies, yourself

Noe advised the business students that landing a rewarding job requires networking, keeping promises, seeking out leadership roles, and maintaining a positive attitude.

“I can’t say that I had my dream job right out of school, and I wasn’t a manager,” he said. “But I did look for ways to put myself in a leader position, and I wanted to help my boss in whatever way I could. That is what opens doors.”

Always do your best, Noe said.

“I don’t know if I can help all of you navigate Monster.com, but I can tell you that your first job may not be the job that you really want. But if you work hard, it will lead to a better second job,” he said. “There is a good chance that your first job will be very different from your last job.”

Noe said nothing in his career has happened like he expected. But he is happy with how it turned out.

“If you are happy with what you have, then you will get what you really want. I can’t tell you that you’ll make millions or end up on the cover of a business magazine, but you will have a career that you will be proud of,” he said. “So whatever you are or decide to be, be a good one.”

About 1SYNC

Established: August 2005. 1SYNC is the product of the Transora and UCCnet consolidation – two retail data synchronization companies.

CEO: Bob Noe, ’75, ’81 M.A.

What it does: 1SYNC offers a range of data synchronization services that eliminates costly data errors, increases supply chain efficiencies, and promotes the advancement of next-generation technologies, such as the Electronic Product Code and Radio Frequency Identification.

Where: 1SYNC is headquartered in New Jersey, with offices in the United States, Brazil, and the United Kingdom.


Web site: www.1SYNC.org

Bob Noe: Life is a journey, not a destination

Dialogue Days keynote speaker Bob Noe, ’75, ’81 M.A, gives advice that he wishes he’d received before graduation:

1. Listen twice as much as you talk. “Believe it or not, you don’t know everything. You will be exposed to bright people in the course of your career. If you watch and listen, you will learn an incredible amount.”

2. You are your reputation. “Always deliver on the promises you make. What is more important than who you know is what they think of you.”

3. It is all about relationships. “Your ability to make your manager’s life easier and support them in any way possible will make you an indispensable employee. It will eventually lead to a bigger and better assignment.”

4. Treat your customer as if they own you, because they do. “People don’t buy from a company, they buy from people. When you treat your customers well, you will build up a trust with them that equals a customer for life.”

5. Don’t confuse management with leadership. “Early in your career you are probably not going to manage anyone, but that doesn’t mean you shouldn’t show leadership in your role. Leadership can come from anyone, anywhere. Leadership is action and not position.”

6. Roles vs. Goals. “Roles refer to what lifestyle you want to have for yourself, like best spouse in the world. Goals refer to achievements you have for yourself professionally. Having both is a struggle. So I am letting you know up front that you cannot be the best at both at all times.”

7. Life’s a journey, not a destination. “You need to enjoy what you are doing or you are going to be miserable. Hard times are inevitable, but if you like what you do, it will make a difference. You also must take time to look back and see what you have accomplished. Enjoy your success.”

8. It’s not where you start, it is where you finish. “You have to adjust the terrain. It’s hard starting out. You have to learn along the way. Keep your destination – whether it is a role or a goal – in the forefront of your mind.”
Central helps facilitate change

Central Michigan University was the first school in Michigan to offer a bachelor of applied science in entrepreneurship. More than 400 students are enrolled in the B.A.A. program through CMU’s LaBelle Entrepreneurial Center.

And these achievements have not gone unnoticed.

In April, the Small Business Foundation of Michigan (SBFM) presented CMU with the “Entrepreneurial Extraordinaire” award for the university’s efforts in fostering an entrepreneurial economy in the state. SBFM promotes free enterprise and the interests of small Michigan business.

SBFM Executive Director Mark H. Clevey, addressing faculty, staff, and local business representatives in CBA’s Pierpont Auditorium, said entrepreneurship is the answer to Michigan’s economic programs.

CBA helping reengineer state’s economy

Clevey also talked about The Michigan Entrepreneurship Scorecard, which applies 122 standard metrics to benchmark Michigan against other states in the area of “entrepreneurial dynamism.”

The scorecard measures entrepreneurial change, vitality, and culture, providing reliable benchmark data that can be used to foster an entrepreneurial economy in Michigan, Clevey said.

Along with half of U.S. states, Michigan ranks in the “D” category. Clevey said the third annual scorecard report found the negative effects of economic uncertainty, globalization, and industrial transformation are not limited to Michigan.

Clevey does not believe Michigan is in crisis

“Our per capita income is above the national average, and Michigan ranks 20th in the nation on state income growth,” Clevey noted.

Nonetheless, Michigan does need to effectively reengineer its economy. Clevey said CMU and the LaBelle Center are helping that cause.

“CMU is a catalyst for this broad-based achievement more so than anybody else,” he said. “CMU is one of the few places that really, really gets it. What you are doing here will change Michigan’s economy.”

---

Marketing faculty member studies Radio-frequency identification technology

Marketing assistant professor Concha Neeley watches boxes full of inventory leave the truck and enter a Wal-Mart distribution center.

She notices that no one has been around to make sure the crates’ bar codes are lined up for the line-of-sight reader. And she never sees a red light scan over the boxes.

So how can Wal-Mart be sure the items are accounted for? The answer: Radio-frequency identification (RFID) technology.

**RFID tags track product’s exact route from production to consumer**

For her dissertation project at the University of Texas, Neeley explored the effects RFID can have on the supply chain. She found that these little radio transmitter tags strengthen the supply chain and make it more efficient. Neeley said RFID is “like a barcode on steroids.” Wal-Mart today has become one of the first major retailers to incorporate this technology into its supply chain management.

Using a cereal box as an example, Neely said a scanned barcode lets the retailer know that cereal has been purchased, but it doesn’t say which box. Neeley uses cereal because it is her favorite product. As a child, she spent hours in the cereal aisles with her mother looking for new products and noticing the colorful arrangement on the grocery shelves.

“The RFID tag has exactly when that cereal was produced, where it shipped from, and what truck it was on,” said Neeley, who started teaching at CMU in the fall. “You know exactly which box of cereal is being purchased. It is basically quality control.”

It also helps with recalls. She said if all pet food recalled this spring had had RFID tags, once the source of the problem was found, the supplier would have known exactly which batch was contaminated.

Not only does RFID make the supply chain more efficient, it also is a wonderful marketing tool, Neeley said.
RFID potential is endless

RFID can be used to track any consumer product. On clothing products, when the RFID tag is scanned and detected, immediate access is provided to a database containing a rich stream of content for every garment, shoe, and bag. This is in the form of sketches, catwalk video clips, and color swatches, according to Web site RFIDjournal.com.

“When you go into the dressing room with an item, there is a video screen that will flash up accessories that will go with the item you chose,” Neeley said.

In her dissertation, Neely also wanted to know how companies used the technology. She sent out 3,500 surveys to people who worked in all areas of the supply chain – from production to retailer. She found that very few companies were using the technology.

“Great technology is out there, but why aren’t organizations adopting it, and why aren’t they implementing it, because there are so many advantages?” she asked. “What is the hold up?”

Ultimate benefit is to customers

When she lived in Texas, Neeley said she used RFID technology frequently when driving on toll roads. She said many people also use Mobile gas station’s Speed Pass, which has a RFID tag.

“The Department of Defense has used the technology for many years, so this is not new,” she said. “We are using old technology in a new way.”

When reviewing the dissertation surveys, Neeley understood why some companies aren’t switching over: cost, limitations, and lack of understanding of the benefits. Tags run from 5 to 20 cents each.

Another problem is that RFID doesn’t read through liquid or metal, so the tags can’t be used on items like soda. But the biggest inhibiting factor is that companies don’t understand the potential return on investment (ROI).

ROI obvious to Wal-Mart

Wal-Mart is one of the corporations that does understand the benefit and recently mandated that its top suppliers become RFID-compliant.

“Wal-Mart has been successful based on distribution. It is their competitive advantage. RFID is just one more tool to make them more efficient,” Neeley said. “RFID eliminates out-of-stocks. All the products are on the shelf when the customer wants them.

“RFID allows for real-time collaboration among everyone in the supply chain. Everyone knows where products are and what is needed when.”

Neeley believes that most products will eventually get the tags because of Wal-Mart’s push, but not for the reasons that she teaches in class.

“What I have found is that manufacturers are adopting the technology because the retailers tell them to. They are not doing it for collaboration, which is counter to the marketing concept we teach. Ideally organizations should be adopting the technology to benefit the end customer.

“Bringing that down to a classroom level, the conclusion is that we shouldn’t adopt technology for technology sake; we should adopt technology that will make sure that manufacturers can provide the right product to the right place, to the right people, and in the right quantities.”

That way Neeley’s favorite cereal will always be in stock.

Concha Neeley
Identity theft fraud –
What is it?

By Dr. Thomas Weirich, forensic accounting professor

It’s easier than you want to believe

Unlike your fingerprints, which cannot be used by someone else, your personal data, such as your bank account number or credit card number, can be used and at your expense.

Once your identity is stolen, a fraudster can incur large debts and even commit crimes while using your name. Identity theft is the fastest growing fraud in America; 9.9 million victims were reported in 2006, according to a Federal Trade Commission (FTC) survey.

How does someone commit identity theft? Many people don’t realize how easy it is to obtain another person’s personal data.

Watch out for these common techniques:

• **Shoulder surfing**: A criminal watches from a nearby location as you enter your bank account number into the ATM machine, or he/she listens as you give your credit card number over a public phone for a hotel reservation.

• **Dumpster diving**: A criminal obtains copies of canceled checks, tax returns, credit card or bank statements by sifting through trash. These records provide the opportunity to get control of your name, address, telephone number, and various account numbers.

• **Internet scams**: Many individuals respond to unsolicited e-mails (spam) and provide personal data.

How can we protect ourselves?

According to the FTC, there are steps to avoid identity theft and actions to take if you suspect your identity has been stolen.

To avoid identity theft, you should:

• Shred old important documents rather than discarding them in the trash.

• Never disclose personal identity data over the phone to anyone you do not know.

• Periodically request and review your personal credit report.

• Keep personal information in a secure place at home.

• Do not click on links received in unsolicited and unknown e-mails.

• Cancel all credit cards that you have not used in the past year.

• Be careful in public places when entering personal data into banking machines or over the phone.

If you suspect an identity theft problem, you should:

• Close all accounts that have been tampered with or that have been established fraudulently.

• File a police report to help you handle creditors who request proof of the theft.

• Place a “fraud alert” on your credit reports.

• Report your complaint to the FTC.

Recent research and articles by Dr. Weirich on fraud-related issues include:


Simulations profile
taxing career opportunity
The Grawn Hall classroom is quiet. Five students sit at a table. An IRS agent stands nearby. “Who wants to go first?”

Three students eagerly raise their hands. For once, instead of conducting an interrogation, the agent begins answering questions.

About 50 students took part in this daylong IRS workshop, which gave up-close insight into an IRS agent’s life. CMU has the largest number of workshop participants in the nation, said Stephen Moore, IRS Criminal Investigation Division public information officer.

“We always have such an amazing response at CMU. Other groups have about half as many students involved,” he said. “We have 20 agents come to CMU. This is the only college in the country where that happens.”

Additionally, the IRS seeks potential recruits.

“There is a perception of what it is like to work for the IRS, and we want to give a clearer picture,” Moore said. “The workshop also shows accounting students a career option they may not have thought of. Since the IRS works so closely with numbers, we mainly recruit accounting majors, not criminal justice majors.”

It’s all about asking smart questions
Students and agents worked in 10 small groups simulating potential IRS activities. Topics ranged from proper interviewing techniques to how to look through trash for case clues.

Acting out one questioning scenario, CMU senior Kyle Sweeney pounded his hand on the table and demanded a false W-2 producer’s name.

“We are the IRS and you better talk,” Sweeney said, pointing to strewn papers.

Special IRS agent Jacob Piazza, ’01, protested Sweeney’s forceful approach.

“This is not TV. There is no slapping the table,” Piazza said. He told students that interviewing is not about force; it’s about asking smart questions and then listening carefully to the answers.

Other scenarios included tax evasion, drug deals, surveillance, embezzlement, and undercover gambling.

Accounting Professor Tom Weirich, who arranges the workshop with the IRS, said the activities are a practical application of course material.

“Yes many students get this type of experience,” he said. “This workshop is why the forensic accounting classes are usually so full.”
Information technology group hosts national conference, earns chapter of the year award

When Monica Holmes coordinated a student and faculty trip to the Association of Information Technology Professionals (AITP) National Conference in 2006, she and her colleagues had one goal in mind: exploring whether CMU’s AITP student chapter could host the next national AITP conference.

A year later, after connecting with various business alumni, making dozens of phone calls, and working closely with CBA faculty members and AITP students, the dream became reality. In March 2007, CMU’s AITP student chapter became the first to be the sole host of the association’s national conference, which took place in Detroit. The group also was named the association’s top student chapter nationally. The group had been planning the three-day 2007 conference since last summer.

“The conference was a great success,” said Hongjiang Xu, business information systems faculty member and the group’s faculty advisor. “I was very excited when they announced that we were the winner at the conference, and so were our student members and faculty and advisory board members. Our AITP chapter is very deserving of this national award.”

CMU took home several other awards at the conference. Graduate students Jiayun Yang and Xiao Zou, both of China, won first place, and graduate students Ming Dai of China and Roberto Rando of Venezuela won second place in the graduate project category. A team of Lowell senior Rachel Swift, Shelby Township junior Mike Allor, Novi sophomore Rebecca Johnson, and Brighton junior Steve Morgan won honorable mention in the business intelligence competition.
Attendees: Conference was one of the best

AITP Student Chapter Vice President Grant Newman said 850 people attended the national meeting, which had the largest sponsor turnout of the collegiate conference’s history. Companies like Dow Chemical, EDS, Microsoft, Compuware, USAA Worldwide Insurance, and Wal-Mart attended the conference to recruit students for jobs and internships.

Though such job openings were enticing for graduating seniors, the main purpose of hosting the event was to allow CMU students to network with AITP members and to familiarize business and technology professionals with CMU.

“Strangers who saw me wearing CMU attire told me this was the best conference that they had ever been to because of the high caliber exhibitors and how well it was organized,” Newman said. “It was our chance to show CMU in a very positive way. Our group did that.”

Not only did the event raise CMU’s status, it also highlighted Detroit. After conference check-in at Detroit’s Renaissance Center, Central’s AITP students organized a team scavenger hunt as an icebreaker. Participants utilized Detroit’s People Mover and learned about the city’s commerce and history.

“A lot of students came to the conference with the idea that Detroit is an unpleasant place. At the end, they changed their minds,” Newman said. “They thought Detroit was amazing.”

This conference also put CMU on the map for many information technology students and employers.

“Hosting a national event says CMU is willing to step up and take responsibility,” Newman said. “It says CMU is willing to go the extra mile and take on a challenge.”

It was a team effort

A team effort made the AITP conference successful.

“I am in awe of the many CMU alumni who were willing to give so much to help us with the conference,” said Monica Holmes, CBA associate dean. “They are the ones who help make CMU great. Thank you to everyone who helped make this conference a success.”

Among the many CMU alumni, students, faculty, and staff Holmes said gave willingly of their time and resources were:

• Management Information Systems (MIS) faculty, along with staff members Loree Recker, Brian Partie, Cindy Howard, Robert Petree
• CMU alumni who helped scout out businesses to attend the conference
• Dean Crutchfield, a CMU alumnus working at Dell in Austin, Texas, who was instrumental in getting Dell to participate in the conference
• Members of the MIS Advisory Board — especially Sean Guitar of EDS, Lynn Eady of Delphi, Bob Kennedy of Compuware, and Christopher Jablonski of DP Management — who had numerous conference calls with the AITP team throughout 2006 and 2007
• Lynn Eady, who took it upon himself to be the fundraising chair of the CMU team
• Sean Guitar, who was the project leader
• Chris Jablonski, who was the scavenger hunt implementer
• Grant Newman, sophomore and AITP chapter vice president, who was student project leader from the start
• Tim Fletcher from CMURC, who helped obtain funding for a new competition, Business Intelligence (BI), that required the use of ESRI, a spatial software
• Roger Hayen, who took the time to set up the tutorials, the BI competition, and also taught a special topic course on BI to help CMU students do better at this competition
• Christina Alward, who was the second student project leader
• Rachel Swift, senior and AITP president, who kept the CMU student chapter active and focused when the conference kept everyone else busy
Gregory Ricketts Jr.

“To me, getting involved is natural. I enjoy leadership roles and the opportunities I’ve had at CMU to prepare myself for graduation. College sets you up for the future. The more experience you have, the more prepared you’ll be for work-related challenges.”

Ricketts double majored in logistics and marketing with a sales concentration. He completed two internships at Quicken Loans in Livonia, where he is employed. The founder and first president of CMU’s Real Estate Club, Ricketts said he always looks for ways to better himself and his surroundings. He has held campus leadership positions in the American Marketing Association, Beta Sigma Gamma, and the business honors fraternity. He serves as Quicken Loans CMU campus coordinator.

He has made the CMU dean’s or president’s list every semester of his college career and has a 4.0 GPA overall. Among his scholarship awards are the Marketing Faculty Scholarship, the Michigan Competitive Scholarship, Central Michigan University Academic Honors Scholarship, and the Barry Michael Thomas Memorial Scholarship.

Katie Wale

“The College of Business Administration has provided me with the focus and direction of my future. My business professors have challenged me to try harder in and out of the classroom, while my major professors showed me the incredible opportunities that were open to me at CMU.”

Wale double majored in logistics management and marketing. She has completed internships at both Marathon Petroleum Company and Toyota Engineering and Manufacturing North America, respectively. She was recently hired as a logistics engineer at CEVA Logistics in Southfield. Wale has served in leadership roles for the American Marketing Association and the Logistics Management Council. She has logged more than 100 volunteer hours while at CMU. Her efforts include helping in a third grade classroom, blood drives, and youth sports. Wale also completed an honors senior research project about Mount Pleasant discount stores and student shopping behaviors, which was on display at the 2007 Student Research and Creative Endeavors Exhibition (SCREE) in April.
Allison Barnes

“As a transfer student, I was not very familiar with the programs or people here. I thought that it would be useful to participate in organizations pertaining to my major for networking and getting to know more about the field of accounting.”

Barnes is an accounting major. She completed an internship at the accounting firm Andrews, Hooper and Pavlik, where she prepared individual and corporate tax returns. She has served in leadership positions on the Student Government Association and in Beta Alpha Psi, a national financial fraternity, and Beta Gamma Sigma, the business honors fraternity. Barnes has volunteered at the soup kitchen and the animal shelter, and she tutors students in accounting classes.

Kimberly Lato

“My determination in academics, involvement in organizations, and community service have all helped me to grow as a professional and as an individual. I plan to stay active at CMU. Not only can I provide growth for myself, but – with my experiences – one day I’ll help others grow as well.”

Lato is majoring in accounting. She works as a student assistant in the College of Business Administration’s Business Student Services office. She has received the College of Business Administration Alumni Scholarship and the CMU Board of Trustees Outstanding High School Student Scholarship. Lato has held leadership positions in Beta Alpha Psi, a national financial information fraternity. Lato served as a First Year Experience mentor for students assigned to the Business Residential College and as a tutor in the economics department. She is a member of Volunteer Central and has volunteered at CMU’s Sib’s Weekend, blood drives, bake sales, and conferences.

Aaron Oosterbaan

“A student’s responsibility extends far beyond the college classroom, especially for aspiring business professionals. I have tried to become involved in a wide range of activities that will enhance my skills and ultimately my value to future employers.”

Oosterbaan is majoring in management information systems. An Enterprise Applications Integration intern at Dow Corning Corporation since January 2006, he has gained experience working on multinational projects on a corporate level. Oosterbaan, CMU Freshman of the Year in 2004-2005, has served in leadership roles in Association of Information Technology Professionals (AITP) and Residence Hall Assembly. In March, he worked with faculty members and other students to host the 2007 AITP National Conference in Detroit, which was sponsored by CMU.

CMU senior researches buyer behavior

Katie Wale stood in line at a very busy Mount Pleasant discount store and thought: Why are so many CMU students here? Thinking back to a marketing class she had taken on buyer behavior, she decided to survey students about their shopping habits regarding K-Mart, Meijer, Target, and Wal-Mart.

“We have four national discount store chains, all within five miles of each other,” said Wale, a Royal Oak senior majoring in logistics management and marketing. “At one point Mount Pleasant was the only place in the country with so many discount stores so close together. How do students choose which one to shop at?”

Wale displayed the results of her senior Honors research project at the 2007 Student Research and Creative Endeavors Exhibition in April. Her project, Regression Analysis of Central Michigan University Students’ Intentions to Visit Mount Pleasant Discount Stores, evaluated how well the competitors in the discount store category were doing with Central Michigan University students. Richard Divine, marketing department chair, advised her.

Wale also wanted to determine the underlying causes of the businesses’ successes and failures and to identify the key drivers behind students’ preferences and intentions.

Survey results have some surprises

Wale handed out 122 surveys to a random sampling of undergraduate classes, including a biology, an English, and a logistics class. On the survey, which was conducted in spring 2006, students numbered the discount chains based on preference and where they actually shopped most often.

She found that the males preferred Meijer because of the sports selection and females preferred Target because of the higher brand quality image. “But what surprised me is that even though the women chose Target as their favorite, when it came to where they shopped the most it was Meijer because it has both groceries and merchandise,” Wale said.
TLC’s *Little People* star visits CMU

Camcorders are rolling in Amy Roloff’s Oregon home five days a week – for up to 16 hours a day.

The Learning Channel’s (TLC) *Little People, Big World* crew tapes the 4-foot Roloff, her husband Matt, and their four children getting ready for the day’s activities in the morning, enjoying family vacations, and playing sports.

The reality program, in its third season, captures an intimate view of what life is like for people with dwarfism.

More than 1.2 million viewers peered into her life in 2006. So it came as a surprise when Roloff, a 1985 CMU alumna who majored in business administration, admitted to Associate Professor Concha Neeley’s marketing class that she has a fear of public speaking.

“I can be a very private person,” she said to 40-plus students during her March visit. “I absolutely love talking to people, just not in large groups. But when I was invited back to CMU to speak about my experience here, even though I knew I’d be nervous, I had to come. I know what a great opportunity this is.”

All 1,250 seats were filled and nearly 500 people were turned away when Roloff took the stage at Plachta Auditorium later that night. Her speech emphasized the importance of a college education and overcoming obstacles. The TLC camera crew taped Roloff and the cheering crowd.

Sponsors for Roloff’s visit were On the Fly Productions and CBA’s Dow Corning Executive in Residence Endowment.

Joshua D. Merchant, former CBA senior development director, said Roloff related well to the CMU students and the Mount Pleasant community.

“Amy is so unaffected by her national exposure. When I would refer to specific episodes, she admitted that she doesn’t even watch the show,” Merchant said. “Her message on the show is similar to what she spoke about at CMU. She said no matter what our differences are, deep down we are all pretty much the same. Amy is refreshing.”

“I can be a very private person. I absolutely love talking to people, just not in large groups.”

– Amy Roloff, ’85
Taking risks set the stage for success

Roloff glimpsed into her future when traveling north on U.S. 127 for a family vacation. She was in high school.

“I remember seeing a billboard for the college while driving up to my parent’s cottage in the UP,” said Roloff, a Westland native. “I wanted to see what Central Michigan University was all about.”

Roloff toured the campus and found it was the perfect fit for her.

“It also had a great business program,” she said. “I was nervous though. Would people accept me?”

Her roommates also were a concern. She didn’t know if they’d accept how differently she handled everyday tasks and chores – like how she needed a step stool to answer the phone and do the dishes.

When she arrived at CMU, she learned that her fears were mainly unfounded.

“I was harder on myself than anyone else was. Once I realized that, my goals seemed easier to achieve,” Roloff said.

She also figured out what career path to take – personnel management and hospitality. “I wanted to be an accountant, but it was way too tedious for me. I wanted to work in business, but I needed to do something where I could help people.”

Her dream job was to work in a restaurant or hotel. But to do that, Roloff needed to find and complete an internship in the hospitality field.

“I sent my résumé off, and I was called for an interview to do an internship at a Michigan hotel. I was so excited because I got the job,” she said. “But when I showed up for work, I was told the job was no longer available. I never found out what happened, but I have a feeling it was because I was a little person.”

Roloff said she decided to get her diploma without the hospitality major.

“It was time for me to move on. I didn’t want to push graduation back another year. If I was meant to have my own restaurant and hotel, God would make it happen,” she said. “There were other things I needed to accomplish.”

Roloff: CMU business education valuable in many aspects of life

Balancing the checkbook, remembering appointments, and merging schedules all are skills Roloff learned at CMU. She does these things almost daily “on the job,” which for most of her postcollege career has involved being a stay-at-home parent and soccer coach.

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

Merchant praised Roloff for being a successful College of Business Administration alumna.

“She balances a part-time job, a family-owned business, and keeps a family of six on schedule. More importantly, Amy demonstrated to students that challenges in life are meant to be overcome.”

Roloff is thankful for her CMU experience. There is nothing more valuable today than a college education, Roloff told the audience in Plachta Auditorium.

Roloff said she now runs her own “restaurant” and “hotel.”

“I am always so busy in the kitchen making meals for my husband, four kids, and friends,” she said. “And I enjoy having people over all of the time. So I got to do what I always wanted — in the security of my own home.”

Best of all, Roloff doesn’t worry about the step stool when doing dishes or having a friendly phone conversation. The family kitchen was remodeled in Season One of Little People, Big World to make it little-people friendly.

Amy Roloff speaks to marketing faculty member Concha Neeley’s marketing class about attending CMU, the value of a college education, and having a reality series.
Points of Pride

Junior CBA student receives distinguished state of Michigan internship

Jackie Rivard, a junior majoring in Business Administration, received the Michigan Leadership Development Program internship with Michigan’s First Gentleman Daniel Mulhern. More than 170 students applied to serve as Mulhern’s intern. Rivard, 19, will obtain insight into the workings of state government through weekly seminars featuring guest speakers, community service projects, and opportunities to attend legislative sessions. The internship runs from June 4 to August 17.

IMC reaches milestone

The Institute for Management Consulting (IMC) completed its fourth year of operation. During this time, the IMC’s student teams have conducted 14 projects with mid-Michigan organizations. The Institute also has received more than $200,000 in grants.

The list of clients sponsoring the student consulting teams includes Domino’s Pizza of Ann Arbor, Johnson Caribe Products of Saginaw, Delfield Corporation of Mount Pleasant, Playbuoy Boats of Alma, and CMU’s Office of Research and Sponsored Programs. The IMC offers one of a dozen MBA programs in the United States and Canada with a concentration in consulting.

CMU faculty members present research internationally

The Institute for Management Consulting (IMC) will present this summer at both the European Academy of Management (EURAM) and the American Academy of Management (AOM) symposiums.

The IMC faculty members will present a paper at the EURAM meeting: Using Innovation to Leverage the Impact of Management Consulting Engagements.

The symposiums address the pedagogical approach to teaching consulting in graduate business programs. Both are lead events of the AOM’s Management Consulting Division and are conducted with the Institute for Socioeconomic Research of the University of Lyon in France, an organization that has been closely affiliated with the IMC since its inception.

Retired CBA professor named 2007 Homecoming grand marshal

Alumni relations announces that Richard Featheringham will serve as the 2007 CMU Homecoming grand marshal. Featheringham is a retired faculty member from the Business Information Systems department, where he served for 36 years.

Featheringham and his wife, Audrey, have been outstanding supporters of CMU for the past 36 years as well as energetic and generous contributors to the university and the Mount Pleasant community. He serves CMU as a member of the CMU Development Board.
Economics student places in international essay contest

Joseph Corey, a junior majoring in economics, placed fourth in the International Collegiate Studies Institute essay contest. Corey’s essay, *Globalization: A Path to Liberty*, focused on globalization in today’s economy.

“The essay attempts to show that globalization has been occurring since individuals realized the economic gains to be made from trade,” Corey said. “The preservation of open trade is important because economic freedom and individual liberty are closely interconnected.”

Economics faculty member Jason Taylor said Corey’s award-winning essay shows how CMU is raising academic standards.

“That a CMU student could win an award in an international competition alongside scholars from the Ivy League and top international universities says a lot about the potential of our university,” he said. “Students like Joseph make teaching and mentoring such an enjoyable part of my job.”

Alumni receive top awards

Three friends of the College of Business Administration will be honored June 8 during CMU’s annual Alumni Awards Banquet. The honorees each will receive the university’s prestigious Alumni Commitment Award.

The awardees are:

- Michael Bowen, ’92, president and CEO of Westwood Development Group of Muskegon
- Al Cambridge, ’56, retired partner of Accenture LTD of Cincinnati, Ohio
- Tom Celani, ’04, owner of Motor City Harley-Davidson and Buell of Farmington Hills

Take online M.B.A. courses this winter

Beginning in January, CMU master of business in administration students will have the convenience of completing their degrees from their computers. The College of Business Administration’s new online M.B.A. program will be one of only three offered by Michigan universities and the only one in which students can pursue a management information systems concentration with an emphasis in SAP.

SAP applications provide the capability to manage financial, asset, and cost accounting, production operations and materials, personnel, plants, and archived documents. The online M.B.A. program eventually will offer an emphasis in Six Sigma, a disciplined, data-driven approach and methodology for eliminating defects in any process.

Professor discusses energy issues at Federal Trade Commission Conference

Finance and law professor Ted Bolema was a panelist for a national conference hosted by the Federal Trade Commission.


In addition to teaching at CMU, Bolema is a licensed practicing attorney in Michigan and the author of several antitrust law and e-commerce law articles.
It has been an honor to serve CBA

I write my last column for the Exchange with mixed emotion. Effective April 30, 2007, I assumed the role of assistant vice president of advancement at Interlochen Center for The Arts in northern Michigan. The new position is one that offers both professional growth and opportunity.

As I reflect on my tenure with CMU and the College of Business Administration, I am honored to have had the opportunity to be part of a successful capital campaign and to work with talented colleagues. I have met hundreds of alumni over the years and have been continually impressed. I urge each and every alumnus to do three things: reconnect, give back, and take pride.

**Reconnect.** During my three years with CMU, I met numerous talented, inspiring, and generous individuals; many who give both time and resources to advance the College of Business Administration. Under the leadership of Dean Mike Fields, the college continues to place priority on alumni involvement. I urge you to reconnect with the College of Business Administration. There are numerous involvement opportunities.

**Give back.** Along with increasing engagement, alumni giving is essential for growth. As the college continues to do more with less, we are required to franchise external support from alumni and stakeholders. Alumni giving is essential to provide students with valuable opportunities, to support faculty research, and to develop new and innovative programs that meet today’s business demands. Your support allows the college to remain competitive with peer institutions in recruiting the most talented faculty and students. If you give annually or have established a named endowed fund, thank you. If you have not given and are considering giving, I urge you to contact the College of Business Development and Alumni Relations office at (989) 774-1732.

**Take pride.** I am very proud of this university, even though I am not a graduate of CMU. The College of Business Administration is one of the country’s premier business schools in providing students with practical experience. The college continues to boast one of the largest placement rates in the state. I am proud to have been associated with CMU and the College of Business Administration. Take pride in your alma mater! To learn more, visit the Web site cba.cmich.edu.

Warmest regards,

Josh

---

**Patton named senior director of development and alumni relations**

Jody Ackerman Patton has been named the new College of Business Administration senior director of development and alumni relations. Patton brings a wealth of CMU experience to CBA. As the former director of development for the College of Communication and Fine Arts at CMU, she is knowledgeable about CMU’s institutional strengths, its many dedicated friends, partners, and alumni, and the university’s many special donor opportunities following the successful New Vision of Excellence capital campaign.

Please join Dean D. Michael Fields and the College of Business Administration in welcoming Patton to her new role. She can be contacted by e-mail at patto2ja@cmich.edu or by phone at (989) 774-1732.
CMU trustee John G. Kulhavi donates $50,000 for research room

When a College of Business Administration dean asked John G. Kulhavi, ’65, to join a CBA advisory council 10 years ago, Kulhavi had one question.

“To what do I owe this honor?”

Former dean Terry Arndt, sitting in Kulhavi’s Farmington Hills Merrill Lynch office, replied, “Because you are an esteemed CBA alum.”

Kulhavi said he wasn’t a CBA graduate – he majored in psychology and minored in biology and chemistry – but he was glad to be asked.

“Before Terry, my only involvement with CMU was attending a few sporting events,” Kulhavi said. “I told Terry if he’d still have me, I’d enjoy being a part of the committee.”

Kulhavi has since made several contributions to the different colleges on campus, including a $50,000 donation to the College of Business Administration. The gift helped create the state-of-the-art Kulhavi Investment Research Room, which was completed in January.

‘Like a trading room floor’

The interactive class includes three 50-inch plasma screen televisions, all with laptop portals, an eight-speaker sound system, a projector screen that recesses into the ceiling, and a home computer that controls the four output stations.

Finance and Law Professor Jim Felton puts CNBC’s stock market analysis on one television while he has live Nasdaq stock numbers from yahoo.com on the projector screen.

“Teaching in this room is like being on a trading room floor,” Felton said of the Kulhavi room. “John Kulhavi donated that money to create an investment atmosphere for the students.”

Todd Carey, a senior majoring in finance, said the class has a professional atmosphere. “There is so much to take in. It doesn’t feel like class, it is more like a business meeting,” he said.

Kulhavi, who started working for Merrill Lynch in 1969, believes learning in a business-like setting is important. Kulhavi now is a senior vice president for Merrill Lynch.

College of Business Administration Dean D. Michael Fields said the room is a great recruiting tool.

“This room sets our College of Business Administration apart,” Fields said. “We are very grateful to John for the gift. He is a wonderful supporter of the college of business and of CMU.”

Kulhavi currently serves as vice chair of the CMU Board of Trustees. He earlier served a tenure as chair. He also established the College of Humanities and Social and Behavioral Services neuroscience professorship, served on the CMU Development Board, and is active in Central’s ROTC program.
Dear fellow alumni,

I’d like to take this opportunity to introduce myself. I am Julie Nowicki, ’96, and the president of the College of Business Administration Alumni Association. I am very excited about the newly formed CBA Alumni Association and looking forward to reconnecting with alumni in a variety of capacities.

The board is very excited about the opportunities to reconnect with fellow business alumni, friends, and acquaintances as we strengthen current alumni programs and create new opportunities.

The first formal board meeting took place in November 2006, and we have held two subsequent meetings to organize and plan events for fellow alumni.

The board of directors’ goal is to provide opportunities that will allow CBA alumni to network with each other and give CBA alumni a chance to give back to Central Michigan University through student interaction such as mentoring and Dialogue Days.

We also are engaged in making reconnection events such as Homecoming, the CBA Golf Outing for Scholarships, and other regional activities the best they can be.

If you are interested, please visit CMU’s inCircle Web site at https://incircle.cmualum.com and register yourself to receive event notifications.

If you have suggestions for events, would like to participate on a board committee, or volunteer in your area, contact the College of Business Administration Development and Alumni Relations office at cbadean@cmich.edu.

We have several board seats vacant and are looking for energetic CBA alumni, especially those from the 1960s, 1970s, and 1980s. As the lone CBA female board member, I am looking for more women to get involved.

We look forward to seeing you at one or more events!

Sincerely,

Julie Nowicki and the CBA Alumni Association Board
Officially launching “Operation Reconnect,” Dean D. Michael Fields encourages alumni to renew their connection with the College of Business Administration (CBA).

inCircle

Homecoming – September 29, 2007
Visit the CBA tent for good food and good fun prior to the game. Watch your 2007 MAC Championship Chippewas face off against Northern Illinois. For information on CBA events, contact Cindy Howard at howar3cl@cmich.edu, (989) 774-2130.

CBA Alumni Board
Meeting four to six times a year, the CBA Alumni Board plans and organizes events and programs for CBA alumni. To join or receive more information, contact Rob Petree at petre1rr@cmich.edu, (989) 774-1736.

CBA Alumni Chapters
To establish or join a CBA alumni chapter meeting in your area, visit www.cmualum.com.

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

Alumni Presenters
Share your wisdom and expertise with current students in the classroom or in student organizations. For information, contact Jody Ackerman Patton at patto2ja@cmich.edu, (989) 774-1732.

Dialogue Days
Sponsored by DaimlerChrysler, this February speaker series features business leaders from across the country. The two-day event is initiated by a prominent business executive keynote. For information on being a Dialogue Days speaker or attending the series, contact Cindy Howard at howar3cl@cmich.edu, (989) 774-2130.

Dow Corning Executive in Residence
Throughout the year, top level business executives offer one- or 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.

CBA Mentoring Program
Provide valuable career advice or job shadowing to a CBA student. For information, contact Rob Petree at petre1rr@cmich.edu, (989) 774-1736.

CBA Alumni Awards
Nominate deserving CMU friends and colleagues for Outstanding Young Alumni, Alumni Commitment, Distinguished Alumni, Entrepreneur of the Year, and Honorary Alumni. For nomination forms and criteria, contact Cindy Howard at howar3cl@cmich.edu, (989) 774-2130.

Dean’s Business Advisory Council
The council meets two times a year and serves as the key interface between CBA and regional, national, and international business and industry. For more information, contact Jody Ackerman Patton at patto2ja@cmich.edu, (989) 774-1732.

We want to hear from you!
Visit the CBA Web site cba.cmich.edu, call, or e-mail Michael Fields at (989) 774-3337, mike.fields@cmich.edu. Send your news and accomplishments (See Alumni Digest, pages 23-26) to Cindy Howard at howar3cl@cmich.edu, (989) 774-2130.
You already Belong. Now BE GOLD.

You’re already one of 160,000 members of the CMU Alumni Association. Now show your university loyalty and pride. Join the association’s 2,200 Gold Members.

Gold Membership dues support CMU’s alumni programs and students while also giving you:

• Discounts on car rental and hotel rates
• Special prices at the CMU Bookstore and SBX
• Discounts on sporting goods
• Many more benefits

CBA alumni! Join us today.
Find out how at www.cmualum.com

CMU Gold Member

CMU is an AA/EO institution (see www.cmich.edu/aaeo).
2005
Jason Georgen graduated with a B.S.B.A. in marketing communications. He works on a Chevy account for Campbell-Ewald, the largest advertising agency in Michigan, in Warren.

Hock Meng Tay graduated with an M.A. in economics. He is currently working as a financial analyst in a hedge fund and resides in Portland, Oregon. His country of origin is the Republic of Singapore, and he has been here in the U.S. on a work visa since July 2006.

Malika S. Mayo graduated with an M.B.A. with a concentration in human resource management. She is a corporate recruiter for Boddie Noell Enterprises.

2004
Rick Parran graduated with a B.S.B.A. in logistics management. He works for Transfreight LLC designing routes for Kubota in Gainesville, Georgia.

Brian Wagner graduated with a B.S.B.A. in management information systems. He is a professional service consultant for Sircon, an administrative software development company specializing in the streamlining of insurance licensing and the MIS systems involved in tracking license holders, in Lansing.

2003
Eric Martin-Catherin graduated with an M.B.A. He has a new position as a key account manager with Verizon Business Germany.

Charlene Niedermeyer has a B.S.B.A. in human resource management. She is the director of Plaza Research San Francisco and resides in San Mateo, California.

2002
Gregory W. Buck graduated with a B.S.B.A. He is a wealth management consultant at TIAA-CREF in Charlotte, North Carolina. Greg is currently pursuing his M.B.A. at Wake Forest University. He is getting married August 25.

Matt Johnson graduated with a B.S.B.A. in management. He then attended Michigan State University and received his B.A. in horticulture in 2005. Matt is the general manager at Bachman’s Cedar Acres in Farmington, Minnesota.

Scott Naz graduated with a B.S.B.A. with a triple-major — marketing, logistics management, and production operations management. He is director of business growth and process design at JMN Transportation and Logistics.

2000
Melissa (Wise) Fennell graduated with a B.S.B.A. in marketing. She and her husband have a new son, Luke, born July 30, 2006. They reside in Dearborn.

Jason Beukema graduated with a B.S.B.A. in entrepreneurship. Jason is the president of Whet Travel, a progressive travel agency that focuses on the unique travel needs of young professionals.

2001
Jody Bonamy graduated with a B.S.B.A. in logistics. She received her M.B.A. from Michigan State University in December 2006.

Chad Brown graduated with a B.S.B.A. in marketing. He recently resigned from a six-year career with The Sherwin-Williams Company as a market manager. He is now a market manager for PCMI West, a contract employment company in Portland. His wife and CMU alumna Jennifer (Myers) recently accepted the position of marketing director with Cool City Customs, a custom motorcycle shop.

Carrie Gilles graduated with a B.S.B.A. in marketing. She is currently employed at Ford Motor Company as SUV/crossover CRM account supervisor on the Wunderman Team Detroit in Dearborn. Carrie is married to Adam Gilles, ’99. He is a teacher at Milan High School and the varsity baseball coach. The just had their first child, Ashlyn Reese, and reside in Plymouth.

Brian Jacques graduated with a B.S.B.A. in accounting. He has a new position as an internal audit supervisor for Modine Manufacturing in Racine, Wisconsin.

Molly (Proctor) Jones graduated with a B.S.B.A. in marketing.

2002
Randy Malec graduated with a B.S.B.A. in marketing and an M.B.A. in 2002. He was recently promoted to business planning and executive support manager for national customer relations at DaimlerChrysler.

Jason Sweedyk graduated with a B.S.B.A. in entrepreneurship.

1999
Jim Mitte II graduated with a B.S.B.A. in marketing. Jim, partner at the Royal Oak Web hosting firm Turtle Hut.com LLC, has joined Brighton software developers 4word Systems Inc. as director of business development. 4Word systems specializes in Internet marketing and search engine optimization. He’ll retain his position at Turtle Hut.

Brandye Sedelmaier graduated with a B.S.B.A. in office systems administration. She and her husband, Scott, have a new daughter, Meadow Ann-Louise, born October 4, 2006.

Audra Wurmlinger graduated with a B.S.B.A. in marketing.

1998
Angela Armstrong graduated with a B.A.A. in court and conference reporting. She was married on October 21, 2006, to Glen Armstrong Jr.

Karl P. Wilinski graduated with a B.S.B.A. in finance. Karl is now employed with Fifth Third Bank as vice president-private banking.

1997
Mark Baczewski graduated with a B.S.B.A. in marketing. He was married on February 10, 2007, to CMU alumna Kimberly (Arnold) ‘98.

Dale Gilmore graduated with a B.S.B.A. in accounting. He is a CPA, MST at Boatsman, Gilmore and Associates in Huntersville, North Carolina.

Douglas R. Haslett graduated with a B.S.B.A. in banking. He has just accepted a new job as assistant vice president, commercial loan officer for First Financial Bank Corporation in Lafayette, Indiana. He and his wife, Krist, added their fourth child, Micah Robert, on 12/11/06 to join Noah Joel (8/17/02), Jaela Susanne (9/18/03), and Gracie Makinsie (2/17/05).

1996
Andrew Schark graduated with a B.S. with a double major in economics and theatre and interpretation. He has been living in Los Angeles, California, for 7 years. Andrew works in production finance for the Motion Picture Group at Universal Studios Hollywood. The most recent film he worked on was the Academy Award nominated “Children of Men.”

1995
Craig Fought graduated with a B.S.B.A. in marketing. He and his wife, Denise (Jurin), ’96, announced the birth of their son, Connor Daniel, on October 21, 2006. They also have a daughter, Lindsey Elizabeth, age 2. Craig and his family reside in Hudsonville. He is controller for HME Inc. in Wyoming, and Denise is accountant/analyst for Activa Holdings Inc. in Grand Rapids.
Angela (Paquette) Garner graduated with a B.S.B.A. in finance and an M.B.A. in 2001. She and her husband, Joe, ’94, are proud to announce the birth of their first child, Elizabeth Mae, on January 13, 2007. Angela is the vice president of customer relations at Public Employee Benefits Solutions, and Joe is a senior implementation specialist at Delphi Saginaw Steering Systems.

Sean McPherson graduated with a B.S.B.A. in accounting. He is currently an account financial manager in the General Motors Business Unit for Johnson Controls Inc.

Sara Resmer graduated with a B.S.B.A. in marketing. She recently changed jobs and is now a medical language specialist with MedGarde Corporation.

1994

Jason Howes graduated with a B.S.B.A. in accounting. He and his wife, Marci (Holtz), ’93, proudly announce the birth of their daughter, Julia, on November 9, 2006. They also have a three-year-old son, Zachary. They live in the metro Detroit area where Jason works for Microsoft in strategic account management.

Tim Magnusson graduated with a B.S.B.A. in international business. He was one of the original Centrals Scholars, entering CMU in the program’s first year in 1990. Tim is currently a managing director and portfolio manager at Black River Asset Management, a hedge fund based in Minneapolis, Minnesota, with $8.5 billion under management. Tim has been with the firm since receiving his M.B.A. from Thunderbird (Glendale, Arizona) in 1996. He lives in Minnetonka with his wife, Sherry, ’94. They have two children, Abby (5) and Zack (3).

Beth Ann (Keller) Stroup graduated with a B.S.B.A. in accounting information systems. She has made partner at the law firm of Cozen/O’Connor in Chicago. She specializes in technology and intellectual property law.

1993

Matt Miller graduated with a B.S.B.A. in finance. He has a new job with Smith Barney as a financial advisor. Previous to this, Matt was at Dow Chemical for 10 years as a finance analyst and Deloitte B Touche for 3 years as a CPA and consultant. He and his wife, Michele, recently welcomed their second child, Avery Marie, on 11/28/06. Her older sister, Ainsley Kay, was born 12/15/04.

Jeff Rich graduated with a B.S.B.A. in management. He will be participating in the American Lung Association 2007 Big Ride Across America.

1992

Ann Kenderski graduated with a B.S.B.A. in marketing. She and her husband will celebrate 12 years of marriage in September 2007. They have two kids—Morgan (boy) born 6/9/00 and Lily born 6/1/06.

Buffy (Uhrig) Weisenburger graduated with a B.S.B.A. in marketing. Buffy was recently promoted to independent coordinator with The Body Shop at Home. Buffy and her husband, Perk, live in Henderson, Nevada, with their two sons, Jack and Joseph.

1991

Janice Kaye Austin graduated with a B.S. in organizational administration and an M.S.A. in human resources administration. She is retired from General Motors Corporation. Janice is married to Gene and has three children—Todd, Tim, and Rebecca.

Kelly J. Ingersoll graduated with a B.S.B.A. in economics. She has accepted a new position as the director of operations at MABIS DMI Healthcare.

Michelle Szymczak graduated with a B.S.B.A. in accounting. She received an M.A. in educational administration in 1997. She and her husband, Mark, also a ’91 accounting grad, announce the birth of their daughter, Megan, born 10/30/2006. Michelle and Mark also have a son, Matthew.

1990

Jeff Marcero graduated with a B.S.B.A. in marketing. He is the director of regional sales for News/Talk 760 WJR. He is married to Wendy Marcero, ’90. They have two children, Emily (11) and Adam (9) and reside in Canton. Jeff’s hobbies include coaching kids soccer, softball, and baseball. He also enjoys playing golf, soccer, and basketball, and running, reading, and traveling.

Mike Pintek graduated with a B.S.B.A. in marketing. He is vice president and general manager of the Blood Screening Business Unit at Roche Molecular Diagnostics (F. Hoffman-La Roche), in Pleasanton, California.

Joe Stack graduated with a B.S.B.A. in marketing. He and his wife Kellie (McCarty), ’91 have a baby due October 1.

Lynette Weber graduated with a B.S.B.A. in business information systems. She was married last June in Verona, Italy, to Michael Heintz. Her name will soon change to Lynette M. Heintz. She has recently taken a new job as principal at North Highland, which specializes in management and systems consulting. She and her husband are expecting a baby October 9, 2007.

Robert Yustick graduated with a B.S.B.A. in marketing. He and his wife, Amy, welcomed their third child (a boy), Blake Harrison, on November 19, 2006. Blake has two older siblings, a brother named Bryce and a sister named Paige. 1989

Keri Shane graduated with a B.S.B.A. in marketing. Keri is an account executive for The BusBank in Chicago, Illinois. She is an event and transportation specialist and sells charter bus service.

Get moving this summer... on the street, a dirt trail, or in the water

Purchase a new motorcycle, off-road vehicle, or personal watercraft through Central Michigan University and all the proceeds go to the College of Business Administration.

Secure your purchase today!  
(989) 326-0660  
cba.cmich.edu/harley

Vehicles are an in-kind contribution from CMU supporter Tom Celani, president of Motor City Harley-Davidson and Motor City Power-Sports.
Bill Smith graduated with a B.S.B.A. in finance. He is the founder and president of Global Recruiters of Commerce, located in Commerce Township. Global Recruiters specializes in the search, recruitment, and placement of top talent within the information technology and telecommunications industries. Prior to founding Global Recruiters, Smith was program manager for a global telecommunications reseller, responsible for the planning, execution, and delivery of programs and projects implementing VoIP service applications and related operational support systems. Previous to telecommunications, Smith was instrumental in the role of developer, project leader, and consultant on the architecture, design, development, and successful implementation of several large-scale enterprise applications for DaimlerChrysler, Ford Motor Company, and EDS. While at CMU, he was active in the Sigma Pi Fraternity. Bill has been married for 15 years to his college sweetheart, Maureen, and together they have three children. Family recreation passions include riding and racing dirt bikes and downhill skiing.

John Wickett graduated with a B.S.B.A. in marketing. He lives in Miami Beach, Florida.

1988

Ted Cummings graduated with a B.S.B.A. in marketing. He is the customer site manager in Tokyo for The Boeing Company and has two children, Kaleb (5) and Kaylee (3), with his wife, Jennifer.

Eric Fisher graduated with an M.B.A. Eric and his wife, Leanne (Cowper), ’94, announce the birth of their son, Theodore Earl, on October 6, 2006. Theodore weighed 8 lbs. 3 oz. and was 20 1/2 inches long. Theodore has two sisters, Madison (6) and Olivia (3), who are happy to have a new brother.

1986

Michael Dudash graduated with a B.S.B.A. in finance. He is the broker/principal for Creative Commercial Real Estate Inc. in Livonia.

1985

Jack Buchan graduated with a B.S.B.A. in marketing. He is a senior account executive with Procter and Gamble. He married Gina (Nuccio) ’87. They have a son named Jackson who is 3 years old and are in the process of adopting a child from China. They reside in Northville.

Teresa (Hawrott) Collins graduated with a B.S.B.A. in management information systems. After staying home with her children for the past 12 years, Teresa has a new job as a software engineer at AAA Life Insurance Company in Livonia.

Doug Rutledge graduated with a B.S.B.A. in personnel management. He received his M.B.A. at the University of Chicago in 1992. Doug has a new job as chief information officer at Fresh and Easy Neighborhood Market in El Segundo, California. Doug and his wife, Kim, have three children—Trevor (12), Kyle (10), and Connor (7).

Majed Sajaia graduated with a B.S.B.A. in general education administration. He is currently employed as a human resource consultant in the government sector.

1984

Virginia Benton graduated with a B.S.B.A. in production operations. She is the director of regional, technical, and professional training for Global Organizational Development and Learning at Tyco Electronics Corporation in Harrisburg, Pennsylvania. Tyco Electronics is a $13 billion company with 99,000 employees in 56 countries. Virginia is responsible for the learning and development of that entire global workforce.

Kelly Koch graduated with a B.S.B.A. in marketing. She is the bookstore manager for Mid Michigan Community College Bookstores.

1983

Dennis Fox graduated with a B.S.B.A. in economics. He is employed with Republic Bank in the Traverse City office as a mortgage loan officer.

Mark Rauhut graduated with a B.S.B.A. in accounting. He is a senior consultant for IBM Global Business Services. His junior high school daughter is seriously considering CMU as her college choice after they took the campus visit in February. Mark said it was very exciting to see the advancements in so many areas of the University.

1982

Paul Triplett Jr. graduated with a B.S.B.A. Paul celebrated his 20-year service anniversary with AT&T in October 2006.

1981

Cheri Nazaruk (Laurin) Otzenberger graduated with a B.S.B.A. She remarried a year ago last July. She works for Convergent Communications, which is a voice and data communications company. She also mentors a youth confirmation group.

Jim Sobeske graduated with a B.S.B.A. Jim is the president and chief executive officer of Century Bank and Trust. He met his wife at CMU, and they have been married for 23 years. Her name is Karen (Provot). They met and lived in Barnard Hall (co-ed) when they were at CMU. They have two children, Melanie (age 17) and Sterling (Age 14). They live in Coldwater.

1980

Tom Redd graduated with a B.S.B.A. in management information systems. Tom has spent his career in high tech marketing. He and his family moved from Hudson, Wisconsin, two years ago and are now located in Scottsdale, Arizona. Their son Andrew returned safely from his 1-year tour in Iraq as part of the 101st National Guard Unit. Their daughter, Jessica, is a sophomore at Northern Arizona University. Her brother, Mike, will join her there next year. Tom’s son, Harrison, will be a high school junior. Tom’s wife, Lesa (Davis), graduated in 1981. Tom and Lesa met at CMU at the Malt Shop. 12 years ago, before the Malt Shop expanded, they went back and bought their favorite pinball machine — Bronco.

1979

Cheri Nazaruk (Laurin) Otzenberger graduated with a B.S.B.A. She is the president and chief executive officer of Century Bank and Trust. He met his wife at CMU, and they have been married for 23 years. Her name is Karen (Provot). They met and lived in Barnard Hall (co-ed) when they were at CMU. They have two children, Melanie (age 17) and Sterling (Age 14). They live in Coldwater.
Mike McCrumb graduated with a B.S.B.A. He is a regional marketing manager for Federated Insurance Company. He and his wife, Tracy, also a CMU grad, have four children and live in Madison, Wisconsin. Two of their kids are at college, including their daughter, Molly, who is currently at CMU. He has been with Federated ever since graduating in 1978.

Mary Beth (LaVergne) McMahon graduated with a B.S.B.A. She is now an 8th grade social studies teacher for Forest Hill Public Schools in Grand Rapids. Mary Beth is married to Mike, and they have two boys, Kevin (20) and Patrick (22).

1977
Mary Nourse graduated with a B.S.E.D. She is the instructor supervisor and professional-technical school administrator of the Robert Janss School at the Idaho Correctional Center in Boise, Idaho. She and her husband, Jim, live in Boise.

Greg Wier graduated with a B.S.B.A. He recently assumed the position of associate vice president of ARAMARK Harrison Lodging-Higher Education and is responsible for the operations of conference centers and hotels on leading university campuses. Greg resides with his wife, Beth, in Chester Springs, Pennsylvania.

1976

1975
Kevin McGuckin graduated with a B.S.B.A. He is employed at Velcro USA Inc. as a senior manager of national accounts in Odessa, Florida. Velcro USA is the inventor and manufacturer of Velcro brand hook and loop fasteners. His responsibilities include sales and marketing of products to major retailers such as Wal-Mart, Home Depot, Office Depot, and Lowe’s. Kevin enjoys taking advantage of the fantastic Florida climate. He also enjoyed being in Detroit for a meeting and being able to watch CMU win the MAC Championship at Ford Field.

1974
Mark Haas graduated with a B.S.B.A. He is employed as Chief Deputy State Treasurer. Mark oversees all operations within the Department of Treasury. In addition to Deputy Treasurers for Taxation, Investments, Local Government, Student Financial Services, and Bond Finance, the Bureau of Administrative Services, Program Management, and Financial Services report directly to Mark, as does the Office of Human Resources. Prior to his appointment as Chief Deputy, he served as Chief Operating Officer for the Bureau of Investments. Prior to that, he directed the Treasury’s Office of Revenue and Tax Analysis, served as chief economist and director of business research for the Department of Commerce, and was director of energy policy and research and chief economist for the Department of Labor. Mark started his career with the State of Michigan in 1978, as staff economist for the Department of Management and Budget. State Treasurer Robert Kleine appointed Mark as Chief Deputy Treasurer in February 2007.

Tom Youngquist graduated with a B.S.B.A. Tom has been promoted to district sales manager for Hewlett Packard Public Sector Sales. He resides in West Bloomfield. He and his wife, Marcia, have a granddaughter and grandson.

John Murphy graduated with an M.B.A. John retired in 2005 from the U.S. Chemical and Hazard Investigation Board where he served as a lead investigator. He also retired from the Dow Chemical Company where he was a leader in process safety. John was elected to the grade of fellow in the American Institute of Chemical Engineers where he is still active in various projects. He resides in Punta Gorda, Florida, with his wife, Helen. John is consulting part time in process safety.

1973
Joan Walters graduated with a B.S.E.D. Joan’s employment recruitment firm, JR Walters Resources, is 14 years old and going strong. They specialize in the placement of professionals in the architectural and engineering fields.

1972
Mike McColgan graduated with a B.S.B.A. Mike is very proud of his son M. J. Mike is his partner and coach as they compete in the Alternate Shot Ryder Cup Format. They will participate in the 2007 Summer Games this year in China. His son has won three national championships and six straight Northern California championships. In 2004, he was inducted into the San Francisco Sports Hall of Fame and last fall was inducted into the Michigan Sports Hall of Fame being a native. Last year they were invited to the Masters and wrote their fourth successful golf book together called, “Walking 18 Holes with Tiger.”

1971
Richard Stimson graduated with a B.S.B.A. He has been president and legal counsel for Nokia Inc., the U.S. subsidiary of Nokia Corporation. Rick lives in Atlanta, Georgia. He will be giving up the president position to become the vice president of legal counsel responsible for all U.S. legal activities and their worldwide litigation and dispute resolution, due to his upcoming retirement early next year.

1969
Sue (Rawson) Haist graduated with a B.S.B.A. She and her husband, Bob ’68, M.B.A. ’69, have relocated to the eastern shore of Maryland on the Chesapeake Bay. Sue continues work as assistant controller of Life Science Products in Chestertown, Maryland. Bob retired after more than 30 years in health care/information systems management and consulting (23 years in the Philadelphia area). Both enjoy good health, sunsets over the Chesapeake, and an occasional trip to Lake Yale in Florida.

1966
Richard Deline graduated with a B.S.B.A. He received his M.B.A. in 1971. He and his wife have been retired since January 2000. They both golf, and Richard tries to get his fill of it anytime he can. They now have 14 grandchildren from their five children. Three of his children also are alumni of CMU.

1963
Ted Kortes graduated with a B.S.B.A. He retired as chairman and CEO of Greenville Community Bank on June 30, 2006, after a 42-year banking career. Ted was the organizer of Greenville Community Bank, and the Bank was chartered in 1999. The Bank grew to be the largest bank in Montcalm County and the city of Greenville with total assets over $106 million. Prior to that he was president and CEO of the Huntington and First Michigan Bank affiliates in Greenville. He and his wife, Nancy, enjoy spending time at their cottage south of Charlevoix and taking in all of their grandkids activities in Greenville and Westlake, Ohio. They have two sons, Jeff, a graduate of CMU and Cooley Law School, and Andy, a graduate of Michigan, University of Cincinnati, and a law degree from Marquette.
• Completing a valid will
Though it sometimes may seem like a daunting task, finalizing your estate plan will free you from worry. You can face the future knowing that your estate will be distributed according to your wishes and that people you trust will be in charge.

• Caring for your loved ones
Your last will and testament provides you with assurance that you have made provisions for family members according to their needs and your wishes. If something should happen to you, they will be cared for.

• Creating a legacy through a bequest to Central Michigan University
You can direct your personal representative to set aside a certain percentage of your estate to establish an endowment at CMU. This fund, which will bear your name, will provide a perpetual flow of income to CMU for generations to come.

For a free estate planning brochure,
Contact Ted Tolcher in CMU’s Office of Planned and Major Gifts.
(800) 358-6903 (toll free)
tolch1e@cmich.edu
www.giftplanning.cmich.edu

CMU is an AA/EO institution (see www.cmich.edu/aaeo).
Smiths donate $25,000
for CBA dean’s suite

Dean D. Michael Fields believes that you don’t get a second chance to make a first impression.

A recent $25,000 contribution from Sid Smith, ’65, and his wife Judith French Smith, ’65, will ensure the first impression of the college is favorable.

“When I first arrived as dean at CMU a year ago, there was a cubicle in the reception area, and it did not present the professionalism of the college,” Fields said of the dean’s office area on CBA’s second floor. “It needed a change.”

The dean’s suite will get new carpet, new furniture, wallpaper, and a reception desk.

“When I called Sid and mentioned it to him, he agreed and graciously funded the dean’s suite project,” Fields said. “It is very important for this college to send out a professional message.”

Sid Smith, a College of Business Administration graduate, said he’s used CMU’s business teachings for 40 years.

In 1968, Smith took over his father’s part-time business of brokering newspapers. Smith turned the business into a land development business, and now Smith Equities Corporation develops properties all over Michigan.

“I am so grateful for the results,” he said. “The faculty and staff gave me the tools, and I can now share the rewards with them.”

Smith agrees that the gift will help CBA present a professional first impression to visitors.

“They will find the rest of the story as they visit the classrooms, faculty, staff, and students,” he said.

“I am so grateful for the results. The faculty and staff gave me the tools, and I can now share the rewards with them.”

– Sid Smith