Athletes incorporated

From sports to sales, CBA is top choice for successful students
“You will see why I am so excited about the future of the college.”

New partnerships, programs further CBA excellence

So many things to talk about, so little space: What a great problem to have. For the last two years, you have read my comments about what an exceptional college we have at CMU. And the college continues to strive for greatness. We have added new faculty to supplement the fine group we have in place, and we have made many noteworthy accomplishments throughout the college. My comments in this Exchange surround the new programs we have recently launched.

An alliance forms foundation for Professional Sales program

The College of Business Administration has entered into an alliance with Carew International – an international sales force consulting firm – to offer CBA students an innovative professional sales program. The result is an exciting curriculum that draws on Carew’s 35-year record of success and will provide CMU students with a skill set that will serve them well. In the last two years, I have talked with more than 200 alumni. Whenever I mentioned this program, their response was essentially the same. They said: “In every job, you have to be able to effectively sell – regardless of whether it is an idea, physical product, or service.”

We expect the sales major to be very successful: not only am I going to encourage every CBA student to pursue a sales major, but this program will have great benefit to students across the university. I would encourage you to access mkt.cba.cmich.edu/salesminor to learn more about this innovative program.

Continued development of the online program

In the last Exchange, I related the approval of the online M.B.A. program. The first cohort started in January with an SAP concentration. The college also has launched a graduate certificate in Enterprise Systems (ESAP) that started in June. More than 40 students are taking the ESAP Graduate Certificate program. This is an impressive number that speaks to the timeliness of the offering and the value that students expect the program to add.

A second M.B.A. concentration called Value-Driven Organization has been approved and will be offered in fall 2008. The concentration features courses that have importance across industry (e.g., Voice of the Customer) and features a strong project component. This option will provide students interested in a more general concentration with a great value-added option to pursue.

More exciting M.B.A. concentrations are on the way. To learn more about our online M.B.A. programs and graduate certificates, I would encourage you to visit www.cba.cmich.edu/onlinemba. While you are at your computer, take a look at the college’s new Web site, www.cba.cmich.edu. You will see why I am so excited about the future of the college.

If you have questions or comments, please e-mail me at mike.fields@cmich.edu.

Sincerely,

Mike

Cover story

4 Academic athletes. Many of CMU’s student-athletes gravitate toward business programs.

Columns

2 Dean D. Michael Fields is proud of CBA’s innovative new programs and collaborations involved to make each program successful.
20 Senior Director of Development Jody Ackerman Patton reflects on the past year and the more than 1,600 alumni and friends who have given support and time to the college.
21 CBA Alumni Board member Greg Bohmner, ’03, recalls learning that networking is not just a college buzz word.

Features

6 Savoring Success. CBA ’08 graduate Casen Thursby says the entrepreneurship program helped him start two businesses, including one that won first place during CBA’s 2008 “Make-A-Pitch” competition.
8 Remembering Leonard Plachta. Former accounting professor, CBA dean, and CMU President Emeritus Leonard Plachta died January 22 at age 78.
12 Investment advice. CMU alum Robert Froehlich, known in the media as Dr. Bob, shares his thoughts on zero-risk investments and Michigan’s economy.

Student awards

14 CBA outstanding student awards were presented to Lindsay Barnett, Mara D’Amico, Kyle Guy, Kyle Hool, and Lisa Zelinski.

Get connected

18 Alumni involvement opportunities
23 Alumni digest

Exchange survey

We would greatly appreciate receiving your feedback on Exchange. Please take a few moments to fill out our voluntary survey at: www.cba.cmich.edu/exchange.
CBA is a top choice

Softball player Suzie Giroux had plenty of college choices after being named First Team All-State for recording a .455 career batting average and .982 fielding percentage at Clarkston High School.

As she reviewed the many university brochures, letters, and major options, she made her decision — and it wasn’t only sports-related.

“In addition to Central’s softball team, I knew CMU had a great business program,” said Giroux, now a CMU senior. “That is what really made my decision.”

Looking back, Giroux, a business administration and logistics major, said that she knows she made the right choice. Now her biggest struggle is balancing both classes and practice.

“I get up early, go to class, go to practice, get home, and study,” she said. “But I want to be great at both, so I work hard at both.”

It has paid off. Giroux — who has a 3.94 GPA — was named to the 2008 ESPN The Magazine CoSIDA Academic All-District IV second team.

Giroux isn’t the only CMU student-athlete flexing mental muscle. Central student-athletes have won the MAC Institutional Academic Achievement Award for the highest cumulative student-athlete GPA the last six years in a row and 10 of the last 11 years.

Dean D. Michael Fields said historically CBA has been one of the top choices for CMU’s student-athletes.

“There are a number of students enrolled in the college either earning a major or minor,” Fields said. “We are proud to have such talent in our college.”

Attracting natural leaders


These are words Department of Management Chair and Professor Kevin Love uses to describe student-athletes he’s had in his classroom during his 30-year CMU career. When Suzie Giroux was in his management organizational behavior class, she was no exception.

“As a teacher, you remember certain students, and she is one of them,” he said. “Her work was outstanding, and she really contributed in class.”

Love believes student-athletes are attracted to the business curriculum for the same reason all students are — because of the education quality and the career opportunities after graduation.

“Leaders gravitate toward business. I know that student-athletes are big on leadership and motivating others,” Love said. “To be an athlete, you have to be organized with your time and have a strong and positive outlook on overcoming obstacles. Those are the same skills you need to be successful in business.”

Tyler Stovall, a member of CMU’s baseball team, has received many awards for leadership on the baseball field and for athletic accomplishments. This year, he is a 2008 Louisville Slugger Preseason All-American and is on the 2008 ESPN The Magazine CoSIDA Academic All-District IV first team.

But another national honor came out of what he learned in his stock market class. Stovall was named No. 9 in the nation for Barron’s Stock Picking contest. A personal financial planning major, Stovall decided not to invest in companies with interest in mortgage-backed securities and generated a net gain of nearly 23 percent on his hypothetical portfolio.

“I felt that betting against such companies was my best chance for success,” Stovall said. “I am surprised to have done so well among so many successful students and professors, but I feel that it is truly a reflection of the education I have received at CMU.”

Professor Jim Felton, Stovall’s teacher for his principles of investment and portfolio management classes, said Stovall bought good solid stocks.

“Out of a couple thousand students, he ended up in the top 10,” Felton said. “He was smart about his choices.”

Love said he enjoys having so many academically talented student-athletes in the college. He admires their discipline.

“AT CMU, our athletes mean business,” Love said. “We also want people to know how academically motivated our students are.”

“Our athletes mean business’”

‘Leaders gravitate toward business. I know that student-athletes are big on leadership and motivating others.’

Kevin Love, Department of Management Chair

Suzie Giroux, senior, says the softball team has a set homework time so they can keep their grades up even with their busy schedule. “We even study on the bus to away games.”
Soup business poised to go national

It was one of those “ah-ha” moments between a father and a son – and a spoonful of pheasant soup. The two were having dinner in a hunt club restaurant in eastern Michigan when they sipped what soon would unfold into a major business venture. “We both looked up at each other with the same thought: If we could sell this soup in a can we’d be rich,” CMU senior Cason Thorsby said.

Today, Thorsby is doing more than talking about the idea. “He’s making it into a great business,” said Chuck Fitzpatrick, director of CMU’s LaBelle Entrepreneurial Center. “He will be a success because he’ll work hard for success.”

Leaders from CMU’s Entrepreneurship program jumped on Thorsby’s business plan after he took first place in a Make a Pitch contest, which is held throughout the academic year to give College of Business Administration students a chance to showcase their entrepreneurial flair and compete for a cash prize. Thorsby credits his business success to the guidance he received from the entrepreneurship program, which was recently ranked by Entrepreneur Magazine as No. 26 of the best 100 collegiate entrepreneurship programs nationwide. On May 3, Thorsby became one of more than 600 of the program’s graduates in the past decade.

“Chuck Fitzpatrick, Jim Damitio, Charles Burke … they all were right there through every step in this process, giving their advice, business insight, their knowledge,” Thorsby said. “I consider them more than mentors. They are my friends.”

Getting Dixie Dave’s Wild Game Soup Co. started

Shortly after winning the Make a Pitch contest, Thorsby took his business plan to Dave Minar, owner of Old Dixie Inn restaurant in Birch Run and a certified executive chef specializing in restaurant and developing an organic product.

Thorsby and Minar currently are looking into investors. They need $250,000 to cover start-up costs in their first year. Eventually, they plan to manufacture frozen soups and expand the product line to include spices and rubs. They also are looking at franchising a wild game restaurant and developing an organic product.

Boosting Michigan’s economy

Thorsby and Minar join hundreds of entrepreneurs around the state – a cohort that business leaders believe might give Michigan the boost it needs. Brent Case, Executive Director of Mid-Michigan Innovation Center and BlueWater Angels LLC, said entrepreneurs like the kind being produced at CMU will help Michigan come out of the slump. “It’s just been a whirlwind … We’re moving unbelievably fast,” Minar said. “Every hurdle we encountered, we leaped over and new doors have opened.”

Thorsby and Minar are interested in stocking the product. They need $250,000 to cover start-up costs in their first year. Eventually, they plan to manufacture frozen soups and expand the product line to include spices and rubs. They also are looking at franchising a wild game restaurant and developing an organic product.

Healthy soups

The soups will be made in Michigan and feature free-range wild game, meaning there will be no hormones or antibiotics added to the meat. Flavors will include pheasant and wild rice, buffalo barony, wild boar and black bean, gator gumbo, venison stew, venison chili, venison and wild mushroom, and elk tips and red wine.

The soups also will be gluten-free for those allergic to wheat products and will contain no dairy products or preservatives. Already, major marketers including Meijer, Cabella’s, Spartan Foods, and other grocery and sporting goods stores are interested in stocking the product.

“‘It’s just been a whirlwind … We’re moving unbelievably fast,’” Minar said. “Every hurdle we encountered, we leaped over and new doors have opened.”

Thorsby and Minar are looking into investors. They need $250,000 to cover start-up costs in their first year. Eventually, they plan to manufacture frozen soups and expand the product line to include spices and rubs. They also are looking at franchising a wild game restaurant and developing an organic product.
Remembering President Plachta

CMU President Emeritus Leonard Plachta, who led the university from 1992 through 2000, is remembered as a determined leader who treated everyone with respect. He died January 22 at Central Michigan Community Hospital in Mount Pleasant at age 78.

Plachta, who came to CMU in 1971 as a visiting professor of accounting before joining the faculty in 1972, served as assistant dean and dean of the College of Business Administration prior to assuming the CMU presidency. Plachta was interim president from January 1992 until October 1, 1993, when the board of trustees granted him the permanent position, which he held until July 2000. Plachta returned to CMU’s faculty in 2001 before retiring from the university in 2002.

“When I first started as a professor of accounting, it was my responsibility to teach undergraduate and graduate classes in the newly organized department of accounting in the school of business,” Plachta said in a 2002 article. “I was very excited to be a part of a growing department and school.”

But Plachta wouldn’t accept the denial. As dean he led the school through an appeals process that resulted in accreditation.

“We had to decide whether to let it go or pursue it,” Kintzele said. “He pursued it. That really started to put him on the map in terms of effective leadership. That’s an important part of his legacy at CMU.”

Kintzele said Plachta’s defining personal characteristics included loyalty and respect.

“He was a loyal person, beyond what you would normally think of as loyal to your family or an organization,” Kintzele said. “He was really focused on the individual he was speaking with and was loyal in that way. He wasn’t thinking ahead to what he had to do next. He was loyal to the conversation and the person he was speaking with.

“And he always treated people with respect,” he said. “It didn’t matter who you were or, in some cases, how you treated him. He would never be disrespectful to anyone.

Plachta also had a strong sense of integrity.

“When he explained things to different people or different audiences, you heard the same thing from him;” Kintzele said. “He told you the facts of the situation. He didn’t just tell you what you wanted to hear. This built respect for him.”

A revered leader

During Plachta’s presidency, he led fundraising efforts to build CMU’s Applied Business Studies Complex. In addition, he was president when CMU became the first Michigan university to license a charter school.

Among Plachta’s other achievements was expansion of the university’s off-campus programs until, which provides education for adult learners at more than 50 locations in North America. New initiatives included educational programs linked to the revitalization of Detroit, increased use of technology supporting distance learning, and the development of the nation’s first bachelor’s degree in vehicle design through a collaboration with industry.

Plachta also initiated one of the first leadership scholar programs in the country, featuring scholarships and a four-year educational protocol designed to help students develop ethical leadership skills they can apply in their professions.

In addition, he oversaw significant upgrades of classrooms and facilities, including new music and science buildings, new and renovated athletic facilities, and the renovation and expansion of the Charles V. Park Library.

Shortly after his presidency ended in 2000, Plachta and his wife, Louise, were honored by CMU’s Board of Trustees with the naming of Plachta Auditorium in Warriner Hall.

“President Emeritus Plachta is greatly respected, fondly remembered, and dearly missed by the CMU community,” said CMU President Michael Rao. “His passing serves as a reminder that we all get only so much time to live, so we should live the years we have as Leonard did — by giving to and caring about each other.”

A funeral mass took place January 25 at Sacred Heart Parish in Mount Pleasant, and a memorial celebration took place on campus February 10 in Plachta Auditorium. Memorial contributions may be made to the Leonard Plachta endowment of the Plachta Community Soup Kitchen.

President Emeritus and former CBA Dean Leonard Plachta died January 22 at age 78.
CMU alumna encourages students to pursue goals

After taking a logistics class, Dialogue Days keynote speaker MaryAnn Rivers knew she had to change her major from art to business.

“My parents weren’t too happy, and I was in college for another year,” said Rivers, ’88, speaking to a full house in Plachta Auditorium this spring. “But that was my dream, and I followed it. It was the right choice. Whatever your dream is, I urge you to do the same.”

Rivers coached students to pursue their goals during this spring’s Dialogue Days, a Chrysler Corporation-sponsored event that brings about 50 CMU alumni and friends to speak to students on campus.

Rivers is now CEO of Entertainment Publications – the company that puts out the Entertainment® book. She said that even though she was concerned about changing her major as a junior, she knew she had to be honest with herself.

“Trying to figure out how to get something from one area of the country to another most efficiently fascinated me,” she said, recalling her college logistics class. “When I took an art class for designing packages, I was so worried that I would make something that cost the buyer too much money to ship. That is when I knew I needed to change.”

Life lessons

Rivers said no matter what you want to do or your age, you need to have a vision.

“Set your goals and work toward them,” she said. “Without a plan, it is difficult to achieve anything.”

Once she knew her postgraduation goal was a business career, Rivers began making contacts. When a group of business speakers came to campus, she decided to send them thank-you cards, but instead of mailing the cards, she hand-delivered them.

“I knew that they were staying at a local hotel, so I took the thank you cards over to the Comfort Inn and gave them to the person at the front desk,” she said. “It worked. It got me a job interview.”

Rivers began her career as a marketing services specialist at Valassis and then rose through the ranks to become vice president of new business development and product management, leading a team responsible for more than $1 billion in product revenue.

“Perseverance and my CMU education helped me get to where I am,” she said. “There are so many things that you can learn from this university, from the people here. I am proof that it works.”

Rivers offers students valuable tips:

Exploit your resources

Rivers said realizing her interests, setting personal goals, and taking part in organizations like CMU’s chapter of Alpha Kappa Psi – a professional business fraternity – helped make her successful.

“Get involved,” she said to the students. “If you are already, great. If not, get moving. These experiences are important and will help you land that first position in your career.”

Learn from others

“Think of the group projects that you do. You think they are a waste of time? Well, think again. Those projects are more real world than many of the things that you will do in class,” she said. “And the guy who gets credit for the project but doesn’t do any work? Get used to that. He’s out there, too.”

Money is not the mission

Rivers advised students not to chase titles or money but to pursue opportunities that will provide the best future experiences.

“My integrity and reputation are much more important to me than my title or my financial success,” Rivers said. “Putting integrity and reputation first will make you very successful. People want that person on their team.”

Encouraging Dialogue

“There are so many things that you can learn from this university, from the people here. I am proof that it works.”

MaryAnn Rivers, CEO of Entertainment Publications
**Making an Investment**

**Wall Street strategist, media personality shares insight**

An unexpected phone call changed the financial advising career path of Wall Street strategist Robert Froehlich, ’78 M.A. The 1995 call, announced by his administrative assistant, was from CNN’s Lou Dobbs.

Froehlich picked up the phone in his Chicago office thinking it was a prank. It wasn’t.

“Oof, I jumped at the chance,” said Froehlich, who is now known nationally as Dr. Bob. “Yes, wasn’t paying. But no matter what age you are, sometimes you have to take an opportunity because you know that the experience is payment enough. And I wanted to be on TV.”

His one question to Dobbs was, “Why did you choose me out of all the financial advisors?”

“It is simple, really, Bob,” Dobbs told him. “I was given a list of names. The first eight I called told me no. Your name was next.”

Four weeks after his initial CNNfn appearance, CNBC called Froehlich to be on a show to talk about interest rates.

Since then Froehlich—who is the vice chairman and leading spokesperson on financial matters for CNN Snippet, the asset subsidiary of Deutsche Bank—has written several financial advice books, one with CNBC’s Suze Orman, and he consistently appears on financial television programs on CNBC, CNN, Fox News, and Bloomberg TV.

“The life lesson there is to always look beyond the initial opportunity. This applies in any job field,” Froehlich said in a brief interview before giving a May 3 commencement address at his alma mater.

**Question:** How does the United States invest differently from the rest of the world?

**Answer:** Most U.S. investors, says Dr. Bob, “I am going to at least put 70 percent of my money in the U.S.” An investor in Europe or Asia will look at the world equally and not base their investments on domestic bias. They start at zero and put their money wherever the best investment opportunities are.

**Q:** Many people would argue that financial loyalty is admirable. Does this strategy help or hurt us?

**A:** When it comes to making money, I think it hurts us. It is not an American to make money. We shouldn’t put our eggs in one basket because we get a double whammy when things go wrong. If the economy is slow and you lose your job, the odds are very good that the same slow economy will hurt your investments.

If you invest on a global scale, what is happening in the U.S. is going to have a much more muted impact on you.

When our economy is on the upside, the best-case scenario is that you will get 4 or 5 percent return in the U.S. The reality is that we are a mature industrialized economy. We’ve already made it. There will never be 10 percent returns, but China has been going up 10 to 12 percent a quarter.

You will not hurt your country by investing somewhere else. You will help. Take your money and invest it outside of the United States. And after you double it, triple it, or quadruple it, bring that money back here and do some good with it.

When the U.S. economy was growing at a fast rate, investors in other countries made money off of our economy and brought it back to their countries. Now we should do the same to them.

**Q:** Let’s bring it back to a local level. Michigan’s economy has been on the decline for years. What should people invest in to turn it around?

**A:** I cannot give you an answer that will fix things right now. But Michigan does have something that every state in the union would like to have—an abundance of fresh water.

When people ask me what our most valuable natural resource is, they expect me to say oil. It is not. It is the only thing that will be scarcer than food 30 years from now is water.

Michigan should focus on its abundance of a natural resource that the entire world needs instead of putting all its efforts into saving the automotive industry. I know that doesn’t help now, but it will be part of a long-term solution.

**Q:** In the past, people said auction-rate securities and owning a home were safe investments. Now we know otherwise. Does a risk-free investment exist?

**A:** You will never find the magic zero-risk investment. It is something investors strive for that they shouldn’t. Instead of looking for a risk-free investment, spend your time educating yourself on investments that interest you. Then identify the risk, and make sure you can manage it. That is the key.

The problem with the subprime mortgages and the auction-rate securities is that people didn’t understand the risks, so they couldn’t properly measure the investments.

Make sure you don’t let someone only tell you the upside; getting a 10 percent return is great, but that is not what you should focus on. You need to know what could potentially go wrong. A savvy investor is able to identify the risk and measure it before wanting to get into an investment or wanting to get out.

**Q:** How can the average person spot a good investment?

**A:** I remember when you almost had to be a private detective to know what was going on in the market. Investors had private meetings with companies, and they were privy to all of the best information. The playing field wasn’t level.

Now it is level. Everyone can get the same information that we have. Just go online. Now it is just a matter or prioritizing your time—you need to decide if studying the market is something that you want to do.

One of my rules is to research until I find an article that says my investment idea is foolish. One of two things will happen. You will either be even more convinced that you are right, or that will make you pause and change your views a little bit. A mistake that mutual investors make more than anything else is always graduating to information that agrees with them. And I am guilty of that, too. That is why I set this rule for myself. It has helped me grow as an investor.

The Barron’s Challenge stock-picking contest marked its fifth anniversary, CMU has maintained its record for holding at least one top 10 spot in each of the contests to date.

Each year, professors and college students across the U.S. compete in the Barron’s Challenge in an effort to create the best $100,000 hypothetical portfolios by generating the most revenue.

CMU finance Professor James Felton has achieved high ranks in the challenge before, but this year he managed to secure the top spot among the nearly 200 professors who competed. More than 1,800 students and professors participated nationwide.

Felton, who generated a net gain of nearly 22 percent on his hypothetical stock portfolio, will receive a grand prize of $1,500. This is the fourth time that Felton has placed in the top 10 in the professor category.

CMU senior Tyler Stovall (see page 5) of Loveland, Ohio, took ninth place in the student category, marking the third time that Central has had both a faculty member and student among the nation’s top 10. A personal financial planning major, Stovall decided not to invest in companies with interest in mortgage-backed securities and generated a net gain of nearly 23 percent.

In addition, CMU seniors Nick Schmidt of Fenton and Matt Rogal of Grand Rapids both received a more than 12 percent increase on their portfolios and placed 26th and 27th in the contest, respectively.
The CBA Outstanding Students are, from left, Lisa Zelinski, Kyle Hool, Lindsay Barnett, Kyle Guy, and Mara D’Amico.

CBA Students Rise to the Top

Five of the college's best students are recognized for outstanding academic achievement and community involvement

Lindsay Barnett

“My experience in the College of Business Administration has helped me develop a greater understanding of the business world. I have gained knowledge in each of the key areas of business, in addition to being afforded various opportunities for hands-on application of these subjects. I now have a strong educational base that lays the foundation for my major of human resources management. Being challenged by those around me to excel in and out of the classroom has helped me find competitive internships, take on leadership roles in student organizations, and conduct research in my field. These experiences and more have prepared me for my future beyond CMU in terms of academics, leadership, and service.”

Lisa Zelinski

“I have become more confident, outgoing, and professional because of my experience in the College of Business Administration. I feel that I have a solid educational foundation to build my professional career from and have met many professional contacts that will help me to succeed professionally. My experience has been invaluable.”

Mara D’Amico

“My experience in the College of Business Administration has provided me with a variety of skills that will be necessary for a future in the business world. The College of Business Administration makes it easy to gain international experience and learn about many of the possible options after graduation and fully prepares students for careers in business.”

D’Amico is an honors student and Centurias Scholar, majoring in international business with a minor in Spanish. She is involved in many organizations at CMU, including membership in Circle K and the World Peace Initiative. She also is serving as a site leader for the Alternative Breaks program and treasurer of the Organization of Women Leaders.

Kyle Guy

“The College of Business Administration played a critical role in giving me the skills and knowledge I need to become a successful businessperson. The professors are fantastic and have a sincere interest in each student, and the College of Business Administration truly excels in preparing students for the business world.”

Gay majored in accounting and finance, maintaining a 4.0 GPA for seven straight semesters. During his time at CMU, he served as fundraising coordinator, an executive board member, and pledge representative for the national financial organization Beta Alpha Psi. An active member of the community during his college career, Gay also volunteered his time at the soup kitchen and animal shelter in Isabella County, Relay for Life, and the Safest Sex Patrol. Gay completed an internship with the Ingham County Jury Administration and will begin his career in August at the accounting firm Plante & Moran in East Lansing as part of their assurance team.

Kyle Hool

“My experience at the College of Business Administration has been an absolute delight. The professors are extremely knowledgeable in their respective fields, and they genuinely care about our student’s learning. I feel confident that my education at CMU will enable me to cultivate paths and open doors to any of my future endeavors.”

Hool is majoring in finance and accounting and is a member of Beta Gamma Sigma, the international honor society for business students. As a resident assistant in CMU’s Fabiano Hall, Hool has organized several volunteer programs for residents, including a Valentine’s Day program for elderly residents in Mount Pleasant’s TenderCare Nursing Home. He has completed an internship with the Dow Foundation’s Dow Gardens and also has worked in a co-op position at Dow Chemical in Midland.

Program enhances curriculum twice per year

CBA Dean Michael Fields said the Dow Corning Executive in Residence Program is held at least once a semester. “Distinguished alumni and friends come to our program and share how they have charted successful careers,” Fields said. “This event provides our students with an opportunity to speak on a personal level with business executives who possess outstanding experience and connections.”

continued from page 9

He told the students to focus on what drives them — and that will lead to success.

“I knew what my interests were in college, but never in a million years would I have guessed that I’d have had so many interesting experiences,” he said. “I also knew that I had a sense of adventure and I was curious. I followed that and I really like the places that it has taken me.”

Earlier this academic year, Brian Walker, president and CEO of Herman Miller, told a full audience in Park Library’s Auditorium that innovation is a workplace priority.

“And you may just do it better,” the fall 2007 Dow Corning Executive in Residence said. “It may take a few tries, but when you improve on something, it gets noticed.”

In addition to innovation, Walker said his company strives to be environmentally friendly and community-minded. He said 50 percent of the company’s energy is produced by wind.

“A few years ago we made that decision. My employees wanted to make it 75 percent, but I didn’t at the time because oil wasn’t that expensive. Now I wish I would have listened,” he said with a smile. “See, even the boss knows when he is wrong.”

Walker said he wants Herman Miller’s employees to be incentive-driven. For example, Herman Miller employees are allowed paid time off to volunteer at nonprofit organizations of their choice.

“My dad taught me a great lesson — how important incentives are. As a kid, I was an ok student. But that changed a little when I graduated from high school. My dad told me that he would help me with college, but what my parents would pay was based on my grades — every grade below an A I had to pay. Needless to say, I became a great student.”

Brian Walker
Points of Pride

Accounting professor appointed to SEC committee

A Central Michigan University accounting faculty member will serve a second term with the American Institute of Certified Public Accountants’ Securities and Exchange Commission Regulations Committee. After serving his first term in 1996, Tom Weirich, a professor in CMU’s School of Accounting, has been reappointed to the SEC Regulations Committee. Other members of the committee include top technical partners and executives of large corporations from across the nation. Weirich’s responsibilities under his three-year term with the committee include attending regular meetings with the SEC staff in Washington, D.C.

“We meet to discuss current SEC issues affecting the accounting profession,” said Weirich. “We then work to communicate important information about those issues to the AICPA membership.”

In the past, Weirich has served as an academic accounting fellow for the SEC, which led to his first appointment with the AICPA. He also has served on AICPA’s ethics and content committees as well as the auditing subcommittee during his 25 years of membership. The AICPA is the national professional association of certified public accountants, with more than 333,000 members from various sectors of the accounting profession.

Top CBA student honored posthumously

Andrew Benedict never saw the CMU letter inviting him to be inducted into a prestigious international business honor society. It was mailed the week following his death.

The Lowell senior, 21, was scheduled to graduate in May with a degree in accounting, but he died in a snowmobile accident February 19. With the approval of the national headquarters of Beta Gamma Sigma, his family was invited by the College of Business Administration to accept his posthumous induction into the CMU chapter of Beta Gamma Sigma. Dean Michael Fields then sent a letter to Benedict’s family inviting them to accept his plaque.

“We didn’t know that Andrew was accepted into the society until the college wrote us that letter,” said Ray Benedict, Andrew’s father. Ten of Benedict’s family members accepted a plaque and pin at an April 6 ceremony.

“It is an honor for the College of Business Administration to recognize Andrew’s outstanding academic success by inducting him into the CMU chapter of Beta Gamma Sigma,” Fields said. “His exceptional student achievements prove that he truly deserves this recognition.”

Induction is based on overall grade point average. CBA’s top juniors, seniors, and MBA students are invited to join Beta Gamma Sigma each year.

CBA summer program invites potential students to college

Future business students will have a chance to explore CBA’s outstanding programs this summer. The second annual CBA Day will take place July 25.

Participants will explore CMU’s business facilities, meet faculty members and student services representatives, and network with students who share their academic interests. A complimentary lunch will be served in a campus residential restaurant. Prospective students also will learn about the SAP computer software program, which improves business processes; visit the LaBelle Entrepreneurial Center, where students start their own business ventures; explore internship and study abroad opportunities; and network with business owners, alumni, and students.

“We look forward to this great opportunity to meet with prospective business students and their families,” said D. Michael Fields, dean of the College of Business Administration. “Visitors will have a wonderful opportunity to interact with the college’s faculty, students, and alumni and learn more about our outstanding business programs.”

For more information about the College of Business Administration Day and registration information, visit cmich.edu/admissions/freshmen.

Students’ business plans receive awards

CMU’s spring 2008 Celani Business Plan Competition’s first-place winners have two things in common: They are both women and both of their business ideas were inspired in some way by members of their family.

The second-place prize was awarded to senior Alyssa Higgins for her plan of a specialty custom-fit bra store, and the third-place prize went to Wales senior Ellen Ninku, who created a plan for an indoor dog park that also would include a workout facility for visitors of the human variety. Each of the four winners will receive cash prizes.

Business professor writes third textbook

Contract Law Fundamentals, a textbook written by Associate Professor of Finance and Law Adam Epstein and published by Pearson Higher Education, will provide undergraduate students with an appreciation of contract law and the role contracts play in our society.

“Whether students sign a lease for an apartment, promise to pay back a student loan, offer a reward for a lost pet, or sign an employment contract when their college experience has ended, all of these agreements are contractual in nature,” Epstein said. “Having an appreciation for the elements of a contract and the rights, responsibilities, obligations, and duties of the parties to the agreement is important for anyone.”

The textbook is especially designed for undergraduate paralegal, legal studies, or business law students. It also may be valuable to students studying to be accountants.

College, CBA alumni create Professional Sales Institute at CMU

Industry demands are guiding a nationwide trend toward specialized training in sales.

To answer the demand, CMU has joined forces with a nationally prominent sales training and consulting organization to offer its students a distinct intense sales training program.

Through the CMU Professional Sales Institute, students will gain skills that are necessary to be successful in the sales field through proprietary training methods and instructional materials from Carew International, a sales training and consulting organization with a 35-year history in sales and sales-leadership development.

Classes will begin this fall.

“Carew’s involvement will give CMU students access to the same industry-quality sales training that top companies pay Carew to deliver to their own sales staff,” said Richard Divine, chair of CMU’s marketing and hospitality services administration department. “Our graduates will have a competitive advantage when they enter the market and compete for the many lucrative sales jobs available.”

Jeff Seeley, ‘82, president and CEO of Carew International, sees a critical need for this type of program.

He said college students are graduating with strong intellectual skills and academic understanding. But he also believes it is important for students to have real world insight, human relations knowledge, and specific sales skills before they get their diplomas.

“Graduates of the program will be armed with experience and knowledge that will make them much better prepared to enter a career in sales, hit the ground running, and make a difference quickly for their employers,” Seeley said.

CMU will offer both a concentration in professional sales for students majoring in marketing and a minor in professional sales designed for students of any major.

For additional information, visit the CMU Professional Sales Institute Web site at mkt.cba.cmich.edu/salesminor.
Operation Reconnect
Fostering the Alumni/College of Business Administration Alliance

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

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

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

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

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

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

- Present at Dialogue Days
  Sponsored by Chrysler, this speaker series features business leaders from across the country. 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 alumnus
  Submit nominations of deserving CMU friends and colleagues for Outstanding Young Alumni, Alumni Commitment, Distinguished Alumni, Entrepreneur of the Year, and Honorary Alumni. Contact Cindy Howard at howar3cl@cmich.edu, (989) 774-2130.

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

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

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

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

You can:
- Mentor students, connect with friends, share your news.
Thank you for staying connected

I came on board with the College of Business Administration just about one year ago. During that time, I have visited well over 100 alumni and friends in California, Washington, Chicago, and all across Michigan.

I was and again we find CBA alumni who are doing incredible things in business, who are at the absolute top of their game, and who support CBA and our students in so many different and generous ways.

As of May, 1,750 alumni and friends as well as 91 corporations and foundations have added their financial support for CBA in this fiscal year, which ends June 30. These gifts support the Dean’s discretionary fund, professorships, faculty research, student scholarships, and academic programs and give rise to distinct advantages for our students. Thanks to CBA donor-endowed scholarships, our students were awarded $150,000 for the 2008-2009 academic year.

Our exemplary alumni and friends enhance the educational process and continually heighten the profile and reputation of this learning centered, business connected, AACSB-accredited College of Business.

Here on campus four alumni and friends gave time and expertise to students and faculty as Dow Coming Executive in Residence speakers: Paul DeRoche, ’91, vice president and financial analyst, Merrill Lynch; Brian Walker, CEO, Herman Miller, Inc.; Glenn Ware, ’84, managing director, PricewaterhouseCoopers; and Mike Piatak, ’90, vice president/global head of blood screening, Pache Molecular Systems, Inc.

For our annual Dialogue Days, MaryAnn Rivers, ’88, CEO, Entertainment Publications, Inc., offered her wisdom as the keynote speaker. In addition to MaryAnn, hundreds of alumni and friends told students about their CMU and career experiences, partnered with students in the Mentoring Program, and gave of their time and knowledge on various boards, committees, and councils.

Thank you to all who have opened your doors, shared your expertise, and made CBA an important part of your lives. You give us all even more reason to believe in this college and the special place it holds in the world.

If you have questions or comments, please call me at (989) 774-1732 or e-mail to patto2ja@cmich.edu.

Have a terrific summer. I hope to see you soon.

Sincerely,
Jody

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An opportunity to give

In the next issue of the Exchange, we will report fundraising totals and present the Honor Roll of Donors for the 2007-2008 fiscal year. You can make sure your name appears in the list by sending your gift by June 30, 2008. The enclosed envelope will bring your gift directly to the Dean’s office.

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CMU Alumni Award Nomination Form

Do you have a friend or colleague who uses his or her CMU degree to excel in the business world?

If so, we want to hear about it.

Please fill out this form and send it to Cindy Howard, College of Business Administration, Applied Business Complex, Mount Pleasant, MI 48859.

CBA Alumni Awards
Alumni Commitment Award
Distinguished Alumni Award
Entrepreneur of the Year Award
Honoraria Alumni Award
Outstanding Young Alumni Award

For more information, visit cba.cmich.edu

Please print

Nominee name:

Nominee contact information:

Reason for nomination (optional):

Your name and graduation year:

Your contact information:

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Aiding Industry

Students in a Master of Business Administration course last fall gained real-world marketing experience by working with one of 25 tool and die company collaboratives in Michigan.

The companies that make up the collaboratives are receiving state tax incentives to work together to strengthen Michigan’s tool and die industry. JoAnn Hinds, ’72 MA ’76, owner of Dow Die and Mold of Clinton Township, sought marketing expertise from the CMU class for the group she’s involved with -- the Michigan Coast to Coast Tool and Die Collaborative.

Students in Deborah Gray’s eight-week class at CMU’s Midland site divided into four groups, learned the ins and outs of manufacturing, conducted research, studied business-to-business marketing techniques, and developed marketing plans for the collaborative.

“It’s probably the most in-depth project I’ve had students tackle in a short class,” Gray said. “This was very rigorous for an MBA class to take on in eight weeks.”

“It was really intense,” said student Zachary Strope. “It allowed us to use all our skills, and it was more than just a marketing class.”

Students met with the entire collaborative membership twice and met with Hinds another couple of times. At the end of the project, the students delivered their recommendations in a four-hour presentation to the business owners.

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Alumni Column

Networking: More than a trend

Dear fellow CBA alumni,

Let’s talk about networking.

Early in my college career, I heard about the importance of networking from my favorite professor, Dr. Richard Featheringham, in my business communications course. Later, I would hear more about this topic at various registered student organization meetings.

After hearing so much about networking, I understood it to be an important skill. But I privately wondered if it was just the current buzzword in the business world.

Conversely, at the spring career day in my junior year, I had a chance encounter that would alter my perception on the importance of networking and change my life. My chance encounter occurred when I just stopped by to catch up with my fellow fraternity member, an Alpha Kappa Psi alumna, who worked for Deloitte & Touche.

At this point in my college career, I had no interest in working for Deloitte. I assumed that they solely sought accounting majors. I had just signed my Management Information Systems (MIS) major – and this was after considering several different career paths.

My former fraternity colleague asked if I had finally selected a major. I explained that I had just signed my MIS major a week prior. She then responded that she had the perfect internship opportunity for me.

I went through the interview process with Deloitte and secured a summer internship in controls assurance. Subsequently, I interned a second summer and signed a full-time offer with Deloitte. I’ve been happily employed for almost five years now, presently working as a senior consultant.

Had it not been for my networking, I would not be where I am today. So whenever I return to campus to speak to students, I share this story on the importance of networking.

Recently I was challenged at work to create a presentation on a topic with which I had limited familiarity. I promptly reached out to two fellow CMU alumni within Deloitte Consulting for any relevant materials that they possessed. Both of them responded to my request and provided me information.

I recommended that all of you continue to network – and don’t forget those that you met during your days at CMU. Networking has paid dividends for me. And I’ve learned that it is not just the latest buzzword.

Greg Boehmer, ’03
College of Business Administration Alumni Association Board treasurer

17
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 SBK
- Discounts on sporting goods
- Many more benefits

Join us. Find out how at www.cmualum.com

2007
Omarneh Ebojoh, M.S. in information systems, had a son, William Ebojoh, last year on October 5. Her present employer is Deloitte & Touche LLP, Detroit office.

Steve Gabria, B.S.B.A. in logistics management and marketing, is currently employed as a manager trainee for Transcon National Logistics in Grandville.

Ashley Games, B.S.B.A. in marketing, is working in the real estate development industry. She is currently the marketing coordinator for Flarity Communities Inc. in Marysville, Tennessee, just outside of Knoxville. She just purchased a new condo and is getting married on October 18, 2008.

Samantha Hicks, B.S.B.A. in marketing. After completing her internship with the Wabba Chicago Sky in the marketing department, she was hired by the Detroit Pistons and Detroit Shock as a sales and marketing coordinator. Samantha started with Palace Sports and Entertainment in September 2007. She works with clients from all over the area booking season ticket holders, suite holders, and group outings to the Palace. She also does the marketing for the WNBA Detroit Shock and plane theme rights for the season.

Kristin Mazaitis, B.S.B.A. in finance. After graduation, Kristin took a job with Firstar Bank at its Troy corporate headquarters as a corporate management trainee. She moved to Shelby Township and is awaiting until the end of the year to see where she ends up with the bank, she will then take her final placement in December 2008.

Douglas Taylor, B.S.B.A. in human resources management, received a recent promotion from human resources coordinator to employment manager at Grand Traverse Resort and Spa in Acme. He is responsible for all recruitment and orientation for the 1,000+ employee-resort. He and his wife would like to announce the birth of their first son, Grayson James.

Christine Vanck, B.A.A. in entrepreneurship, finished her degree in 3 years. She now owns a house with 3 acres in Alabama and is an assistant manager for Hollister.

Kylee Vackerle, B.S.B.A. in marketing, just started a new job in the Customer Service Center at The Dow Chemical Company in Midland.


2006
Matthew Evon, M.B.A. Since graduation Matthew has completed a temporary contract with the State of Michigan working as a planning analyst for Camp Grayling. After that he moved to Tom's River, New Jersey, and began working with a private consulting engineering company, Hatch Mott MacDonald. Matthew has been working with them for nearly a year as a consulting engineer - HHM is involved with a $70 million capital improvement project as the consulting engineers on the construction of a 15½ foot diameter tunnel that will connect two 60-inch wastewater force mains and run underneath the Raritan River in Middlesex County, New Jersey.

Jamie Lou, B.S.B.A. in human resources. After graduation, Jamie was employed at Guardian Automotive working as a benefits administrator. With the downturn in the automotive business, she was laid off in December. Jamie is now working at the La-Z-Boy corporate office in Monroe working as a human resources administrator.

Kim Sonfeld, B.S.B.A. in marketing, moved to Clearwater, Florida, last March. She is a student relations assistant at Bob Croosta Communications Inc.

2005
Michael Dabb, B.S.B.A. in marketing, received his master’s in sport administration from CMU. He is employed in CMU’s athletic department as the assistant director of marketing.

Christine Vanck, B.A.A. in entrepreneurship, finished her degree in 3 years. She now owns a house with 3 acres in Alabama and is an assistant manager for Hollister.


2004
Michael Love, B.A.A. in entrepreneurship. While at CMU, Michael was a homecoming ambassador and served as president of the Lambda Chi Alpha fraternity. He then spent over three years working in management in the insurance and financial services industry. Mike recently opened his own Allstate Insurance agency in Mount Pleasant.

2003
Kristin (Hooper) Holm, B.S.B.A. in management information systems, and her husband, Chris, welcomed their second child, Natalie Joy, on September 13, 2007. They also have a son, Connor. Kristin resides in Traverse City and has been working in the marketing field for Emergency Consultants Inc. for 5 years.

Jason Matie, B.S.B.A. in management, lives in Kalamazoo and is the general manager of CiCi’s Pizza in Portage.

Charlene Niedermeier, B.S.B.A. in human resources management, resides in Foster City, California. She has a new job as a client service associate with Fisher Investments in San Mateo.

Christina Rowley, B.S.B.A. in marketing, was promoted to Executive Director of the Mount Pleasant Area Convention and Visitors Bureau in November 2007.

2002
Daniel Barberi, B.S.B.A., currently resides in San Diego, California. He has been working for MGA Healthcare since July 2006 and has recently taken a promotion as accounts manager for the San Diego region. Over the last two years his office has grown into a leading competitor in the fields of nursing and supplemental staffing with hospitals and other medical facilities. Daniel lives with his soon to be wife, Ashley Michela ’06. She is currently working at an architecture firm in downtown San Diego. They live in a community in San Diego called Pacific Beach just 12 blocks east of the Pacific Ocean. Daniel is an active member of the Alumni Association. His family has been deeply rooted with Central Michigan University for many years. Among them being his Grandfather, Carlo Barberi; his Father, Joseph Barberi; and his Mother, Barbara Barberi. His brother, David Barberi, is currently enrolled at CMU and is studying abroad this semester in Rome, Italy.

Adam Olson, B.S.B.A. in general business and general management, and his wife, Paula ’02, welcomed their new daughter, Oliva Ann, on February 7, 2008.

Stephen Rodgers, B.S.B.A. in entrepreneurship, will be graduating with an M.B.A. in entrepreneurship and negotiations from Indiana University’s Kelley School of Business this August.

Bryan Wieloch, B.S.B.A. in personal financial planning, is a certified financial planner with Wieloch & Reed, a firm he’s been with since graduating from CMU. He opened a personal office in Mount Pleasant in June 2004 and married Monica ’02 in June 2005. They live in Farwell. Monica is a first grade teacher in McBain.

2001
Lee Sanford, B.S.B.A. in human resources management, resides in Ann Arbor. He is currently employed at Citrine Bank as a commercial portfolio manager and is single.

Stacey (Tomczyk) Schabel, B.S.B.A. in accounting and management information systems, married Scott. They have one child, Matthew, age 1. Stacey is the senior internal auditor at Jackson National Life Insurance Company located in Lansing. Her professional designations include CPA and CAMS.
2000

Jasmin Bausman, B.B.A. in entrepreneurship, started a company called What Travel Inc. In 2004, she was appointed to the Board of Directors. The company now offers a compelling model to make the unique travel needs of young professionals more accessible. What Travel sells cruises, vacations, packages, and all inclusive resorts around the world with a focus on large group and theme cruises.

Chad Brown, B.B.A. in marketing and logistics management, was recently promoted to director of marketing and operations for FCNWR West where he was previously a market manager. Chad also has recently participated in founding Michigan Education Transportation Services with partners and is the active vice president of marketing.

Kristy (Shafir) Kenyon, B.B.A. in marketing, on February 6, 2008, Kristy and Aaron ‘10 with a major in accounting, had their second child, Carly Ava. Carly joins her big brother, Leyton, 2. Kristy is a special projects coordinator with the Michigan Osteopathic Association in Kalamazoo and is controller/legal counsel with the West Transport Corporation in St. Louis.

Camry (Weston) Schup, B.B.A. in management information systems, and Eric Schupp ‘00 with Tandem Transport Corporation and Aaron is controller/legal counsel with the West Transport Corporation in St. Louis.

2001

Crystal Hauck, B.B.A. in marketing, married Thomas Jordan on April 12, 2008, and welcomed a daughter, Emily. They reside in Detroit, Michigan.

2002

James Mitto II, B.B.A. in marketing and his wife just had their first baby, James, on December 18, 2007.

Valerie Wallington, B.B.A. in production operations management, received her M.B.A. from the University of Wisconsin-Oshkosh in January 2000. She completed her dissertation at Northeastern University in Prescott Valley, Arizona, where she is completing her Ph.D. in business administration with a management specialization.

Craig Weiss, B.B.A. in logistics management and information systems, has been promoted to senior director supply chain, focusing on creating CarGurus’ largest cost savings projects. Previously, he held multiple leadership roles in the transportation and warehousing services teams. He currently resides in Omaha, Nebraska, with his wife, Kianna ‘07, and daughters, Olivia, 4, and Gavin, 2.

2003

Kim Germer, B.B.A. in accounting, married Justin Germer in November 2005, and they had their first child on September 16, 2007; her name is Ryland.

Richard Sands, B.B.A. in logistics management, is currently employed as executive director of automotive operations at J.D. Poole and Associates. He is married to Kristin. They have 3 children (Andrew, 5, Kyla, 4, Sara 1) and reside in Oakland Township.

Shawn Taylor, B.B.A. in international business and Spanish, is a Project Manager at Car Trans, and working at Warren Southern College as the online education coordinator.

Michele Thomas (Thompson) Rutkowski, B.B.A. in management, is the human resources analyst for Lansing’s Tri-City Office on Agriculture. Her husband, Phil ‘87 (B.S. in Biology) is the science department head at Haslett High School. They have two future Cheeps (Emily 14 and Brett ‘11).

Michelle (Hayden) Hewitt, B.B.A. in management information systems, gave birth to her first child, Lucille Elizabeth, on January 24, 2008.

2004

Chris Ferenc, B.B.A. in management and information management systems, recently took a lead developer position with PKA Petroleum in Romulus. He resides in Oak Park.

Michael Glabson, B.B.A. in financial management, after graduation, Mike worked as a stockbroker for TD Waterhouse brokerage services in Detroit, in 1998, Mike was looking at change so he financed Stacie Lauer — also a CMU graduate in education, and started a career at Ford Motor Company effective March 1, 2008. He has been selected to receive a partial scholarship for summer 2008 overseas study in Germany by U of M’s Center for International Business Education. She has completed half of her M.B.A. requirements at the Ross School of Business.

Jennifer Webb, B.B.A. in international business, accepted a promotion to IT placement position at Ford Motor Company effective March 1, 2008. She has been selected to receive a partial scholarship for summer 2008 overseas study in Germany by U of M’s Center for International Business Education. She has completed half of her M.B.A. requirements at the Ross School of Business.

2005

Michael Eathrons, B.B.A. in management information systems, is the president/senior consultant at James Ryan Consulting Inc. He recently graduated from the University of Michigan in Ann Arbor and anticipates graduating in April 2010.

David Messing, B.B.A. in marketing, and his wife had their third child, a boy named Gabriel. He and his family have moved back to Connecticut from Texas.

Tad Cammings, B.B.A. as a double major in marketing and interpersonal public communication, is working at his family’s company Anglico as an airline customer rep for Japan Airlines in the Airline Integrated Marketing Management division.

2006

Michelle (Hayden) Hewitt, B.B.A. in management information systems, is married to Brian and has two children, Shamar, 10, and Philip 6. She left her computing job to be a full-time mom. Lisa also volunteers at her children’s school and for various activities. They live in Dearborn Heights.

Kristie Guilford, B.B.A. in hospitality services administration, works at Castle Creek Golf Club, Lives in Antianto, and has four children.

William Green, M.B.A., is the vice president of commercial banking at Northwestern Bank in Traverse City.

2007

Lisa (Caruso) Roodner, B.B.A. in marketing is now living in Atlanta, Georgia. She has been an area account manager at Wachovia for 15 years. Lisa has two children, Chelsea, 17, and Jake.

Gwen Wernette, B.B.A. in finance, left Michigan last year after 21 years in order to be one of the executives and founding shareholders of a new bank called Level One Bank in Farmington Hills. They opened their doors on October 5, 2007, as a full-service consumer and commercial bank, and they expect to see strong growth as a new, well-capitalized bank in one of the wealthiest counties in the country. It is gearing in the charge of commercial banking operations.

Bruce Frost, B.B.A. in management and M.B.A., has been a faculty member at CMU for 25 years.

2008

William Hapgood, B.B.A. in hospitality services administration, works at Virginia Beach as a sales representative for various businesses as such as Prudential Insurance, CBS Radio, Meijer Inc., ACCO Brands, Lear Corporation, New York Life Insurance, and others. Throughout his career, William has demonstrated expertise in several areas of business: types through effective due diligence, proactive marketing support, and the utilization of his broad network of industry contacts.

John Molloy, B.B.A. in finance and management, received his M.B.A. from the University of Detroit in 1980. John joined PNC in January 2008 as vice president and member of the Treasury Advisory Services group. John’s primary responsibilities include client management, business development, and strategic consulting.

Maurum (Murphy) Rondy, B.B.A. in office administration, retired from her position as a general academic advisor after 30 years of service. She continues to work part-time as an academic advisor in the Office of Student Life. John plans to spend the fall semester and spends winters on Lake Conroe in Montgomery, Texas. Her husband, Gary.

2009

Vicki Smeyle, B.B.A. in marketing, launched a small private practice as a limited licensed psychologist in December 2005. Her undergraduate degree taught her business and marketing skills and has given her the ability to market herself and her service effectively and successfully. Each year has been more fulfilling and brought greater financial rewards. Vicki appreciates CMU for teaching her sound basics of business and marketing. Her practice is located in Grand Rapids. She specializes in recovery from addictions of all kinds: drugs, alcohol, food, sexual, and anything else you can imagine. She also guides couples through both premarital and marital, in how to heal each other’s childhood wounds, fortifying their relationship from angst, and divorce. Vicki enjoys helping adolescents learn how to make good choices in the presence of peer pressure and encouraging children in the aftermath of divorce. In her free time as an LGBTQ+ woman, she builds her own business degree from CMU, to sell both hope and change to people that desire peace in their lives. The first 15 years of her career she built a very successful sales career and then returned to CMU to master her master’s degree in Social Work. In counseling psychology. The combination of these two degrees and her passion for Family and Adult counseling, she has enabled her to provide well for her family and at the same time she has an ongoing interest in finding the right coach to raise two teenage daughters.

1981
Judy Bouley, B.S.B.A., has changed career paths and just received her Master’s in Education (K-12 Guidance Counselor Endorsement). She found her experience in the business world to be very helpful.

1982
Kurt Feight, B.S.B.A., Kurt’s daughter, Lisa (class of 2010), is currently attending CMU and is on the CMU Dance Team. Lisa is in the third generation from his family to attend CMU. Kurt’s father, Keith, and late mother, Beverly, were both CMU graduates. With Lisa on the CMU Dance team they have enjoyed going to all the football and basketball games this year to watch both the Chippewas play and the Dance Team perform. Kurt says that it was great watching her at both the MAC Championship and Motor City Bowl games. Kurt is the Alumni Chapter Advisor for the Sigma Chi fraternity at CMU. He says that it has been fun getting involved with the day-to-day activities with the Sigma Chi brothers and events at CMU. Kurt feels that we are truly blessed to have such a great University in Mount Pleasant.

1980
Natalie Putnam, B.S.B.A., has worked 21 years for Yellow Transportation, primarily in the Detroit area, but was promoted in January 2007 and now works for the parent company, YRC Worldwide. She moved in August 2007 to Kansas City, Kansas. Her title is group vice president of the property casualty company. Her last position was with Atlantic Insurance Company where he led their customer direct organization. Upon retirement, Jeff returned to San Antonio. He does some consulting in the insurance industry and plays golf every day.

1973
Debra (Heath) Sands, B.S.E.D., and her husband, Dale ’73, would like to announce the arrival of their granddaughter, Emilia Kate Viers. She was born February 28, 2008.

1972
Jeffrey Lewis, B.S.B.A., retired in 2004 after 32 years in the insurance industry. He worked for 21 years at Aetna Life and Casualty and left them as a vice president. He then worked for Prudential Property and Casualty as the president for 2 years, followed by USAA in San Antonio as senior vice president and CEO of the property casualty company. His last position was with Atlantic Insurance Company where he led their customer direct organization. Upon retirement, Jeff returned to San Antonio. He does some consulting in the insurance industry and plays golf every day.

1969
Douglas McDougall, B.S.B.A., went on to receive his J.D. degree from Wayne State. He was admitted to the State Bar of Michigan in 1972. Doug started working for Lawyers Title Insurance Corporation in 1972, eventually becoming assistant state counsel. When a holding company called LandAmerica Financial Group was formed with Lawyers Title and two other title insurance underwriters in 1998, he moved into the Midwest Regional Office as associate regional counsel. For many years Doug was a member of the Land Title Standards Committee of the Real Property Section of the State Bar of Michigan. He has also served the Michigan Land Title Association in many capacities including a rotation through the board of directors and a term as president. Doug retired from LandAmerica at the end of 2006 and still serves on the NELA Legislative Committee.

1968
Jeffrey Lewis, B.S.B.A., retired in 2004 after 32 years in the insurance industry. He worked for 21 years at Aetna Life and Casualty and left them as a vice president. He then worked for Prudential Property and Casualty as the president for 2 years, followed by USAA in San Antonio as senior vice president and CEO of the property casualty company. His last position was with Atlantic Insurance Company where he led their customer direct organization. Upon retirement, Jeff returned to San Antonio. He does some consulting in the insurance industry and plays golf every day.

1966
Dick Archer, B.S.E.D., was commissioned as a 2nd lieutenant in CMU ROTC in January 1966 and then entered the U.S. Army at Aberdeen Proving Ground for Ordinance training. Dick went on to Advanced Officers training at Fort Lee, Virginia, and finally on to Fort Hood, Texas, where he served in the 2nd Armored Division (Hell on Wheels). He also spent several years in the active reserves and commanded the San Marcos, Texas, unit and enjoyed all the experiences. While in school, he had worked at Isabella Bank and acquired experience. This led him to later banking positions in Texas. Dick also worked as a development officer at Temple College where he raised money for many scholarships. Seven years ago he took early retirement and since has been helping military veterans in Central Texas, close to Fort Hood. Dick married a girl from Baylor University, they have four children and nine grandchildren. They remain very busy in their church, community, and, of course, with their family. Dick says that all of his family are CMU grads: mother, father, brother, and three nephs. He has driven up to Dallas to visit the Chapter and see what was happening with all the alumni in Texas.

1960
James Mosier, B.S.B.A., in accounting, is retired and lives in Paris, Texas. Jim tries to travel to Michigan every summer for a couple weeks or so and normally visits the Traverse City area, as well as Belleair, Alma, Fennville, and Grand Rapids.

1955
Jerry Smoworski, B.S. in commerce, has been married to former CMU student Barbara MacNeil for 58 years. He retired from Chrysler Financial Corporation and then relocated to beautiful Torch Lake. They are enjoying good health and each other.

Exchange survey
We would greatly appreciate receiving your feedback on Exchange. Please take a few moments to fill out our voluntary survey at: www.cba.cmich.edu/exchange.

At Central Michigan University, students don’t learn about business from a textbook. We think outside the classroom here, stuffing our curriculum with real-world experiences. That’s why we’re the only school in the U.S. with a student and a professor in the Barron’s stock-picking contest top 10. No wonder employers say our students are prepared to hit the ground running. We keep it real.

This is Central.
www.thisiscentral.net
Richard Barz, ’77 M.B.A., received the Community Recognition Award at the June 6 CMU Alumni Awards. CBA Dean D. Michael Fields nominated him.

Barz is very active in the Mount Pleasant community – both professionally and personally.

He was instrumental in establishing the L. A. Johns Scholarship Fund at Central Michigan University and the Cynthia A. Brownson Scholarship Fund for Mid Michigan Community College, and he helped establish the Isabella Bank and Trust Centennial Gardens at Nelson Park.

He joined Isabella Bank and Trust in April 1972 and became assistant vice president in 1979 and vice president in 1986. He was promoted to senior vice president and senior loan officer in January 1994, and then became executive vice president in 1999. Barz was promoted to his current position of president and CEO in 2002.

Barz is very active in the local community as a Japanese exchange student program participant, a current chair of both the Central Michigan Community Hospital and Middle Michigan Development Corporation, and he serves on the Central Michigan University Development Board.

He resides in Mount Pleasant with his wife, Mary, and has three children.