Inside

How to be the best job candidate

Resources for small business owners

Wall Street perspective from an insider

Economy questions?
We have answers.
The College of Business Administration knows that the business world is quickly changing, and we work hard to keep our students, alumni and community up-to-date on current events.

Whether it is networking, taking to our faculty, taking a class or attending a presentation from the experts we bring to campus, CBA has many options for you to meet new people and enhance your career options.

And, as you will see from the articles in this issue, CBA is focused on bringing relevant global and national business information to our students and to you.

In this issue of Exchange, Glenn Ware, ’84, and Richard Levick – professionals working on Wall Street in the thick of the financial crisis and the bailouts – share their insights with students and faculty. Leadership and business advice comes from Dow Corning Executives in Residence speakers Scott Baker, ’84, from the construction industry and Ken Rogers, ’96, from the technology sector. And from the world of finance, Dialogue Days keynote speaker Tim Magnusson, ’94, provided perspective on how to get ahead in today’s job market.

As we know, there are many challenges that await us. This is why accurate, relevant information is so important.

Not only do we keep on top of what is happening in 2009, we also are a part of today’s and tomorrow’s solutions.

CBA has dedicated students who create business plans and work with Michigan entrepreneurs. And – something I am very proud of – we have CBA students, faculty and staff looking at ways to assist International Aid Inc. efficiently distribute water filters to Third World countries, starting with Andre Pradesh, India.

At CBA we want to make a difference and have a positive impact – for our students, for our community and for you.

Sincerely,

Mike

CBA gives pertinent business-related information to our students, alumni and friends

Want to help?

CBA has started collecting support for the HydrAid Water Filtration project (page 11). The goal is $10,000, which will cover costs and provide transportation to India for more than 200 filters.

For more information, see page 11.
Financial insiders give perspective on financial crisis

Richard Levick and Glenn Ware did not have to pick up a newspaper or turn on the television to hear about last fall’s financial crisis. By that time, both men were busy working on ways to fix the problem. Both were contacted, on separate occasions, by the general counsel and senior officers of Wall Street companies for guidance on how to resolve the Panic of 2008.

Levick is president and CEO of a leading crisis communications firm in the U.S., Levick Strategic Communications; Glenn Ware – a 1984 alumnus – is a PricewaterhouseCoopers managing director.

These business industry experts traveled from Washington, D.C., to CMU’s campus this spring for the CBA-sponsored presentation “Financial Crisis: An Insider’s Perspective,” which was offered to students, faculty, staff and central Michigan community members.

During the two-day visit, the Exchange sat down with Levick and discussed the financial crisis and what’s being done to fix it.

Richard Levick and Glenn Ware formalized plans to return to CMU’s campus. They will give a biannual presentation, the PricewaterhouseCoopers-Levick Strategic Communications Lecture, sharing their experiences and offering current advice to the community. More information, such as the time and date, will be in an upcoming issue of Exchange.
David Dow – Gordon Food Service’s director of sales, Canadian division – knows what it is like to be on the hiring side of the job equation. He shares the dos and don’ts of the interviewing process.

From résumé to thank you, CBA graduate gives job seekers advice

David Dow, ’71
Gordon Food Services

David Dow is very active in CBA. He has mentored students, served on the Dean’s Business Advisory Council and has spoken at CBA’s Dialogue Days for more than 10 years.

During the Spring 2009 Dialogue Days, Dow gave advice on the hiring process (he has 20-plus years of hiring experience).

This is what he had to say...

1. Make sure everything is correct on your résumé – check spelling and grammar. “Everyone knows this, but you would be shocked at how many mistakes I have seen – from both entry-level candidates and experienced professionals.

“When I have a large stack of résumés sitting on my desk and I see an error in one, I simply throw it away. It helps me narrow down the candidate pool. If that person doesn’t have enough time to double-check their spelling and grammar, I do not have enough time to read what they have to say.

“My advice is to read it out loud or to have a friend or family member proofread it. Those are good ways to catch mistakes.”

2. Check on your application status. “But give it a few days. People need time to look through applications they receive. Call 10 to 14 days after submitting your materials.

“It shows that you are interested in that position and that you didn’t just send your résumé to hundreds of employers hoping one would stick. You are serious about this job and you took enough time to call.

“With that said, do not call and leave messages repeatedly. If you leave a message and don’t hear back, just keep looking. If they can’t find the time to call you back, you don’t want to work for that place anyway.”

3. Research the company. “Before you step into the hiring manager’s office for an interview, you need to learn about the company. This is not difficult since almost everything is online. Go to the company Web site or do a Google search.

“If you walk into an interview and they ask you what you know about the company and you say nothing, that is a red flag. That shows you didn’t care to learn about your potential workplace. So do your homework.”

4. Set up an interview follow-up. “At the end of an interview, the hiring manager should set up a follow-up time or give you a timeframe on when they will make a decision. If that doesn’t happen, make sure you do it.

“Ask him or her if it is OK to follow up with a phone call next week. I’ve never heard of someone saying no to that question. But if they do, take it as a hint. You probably weren’t the right fit for each other.”

5. Write an old-fashioned “thank you” note. “Do not send an e-mail. With junk mail filters, your e-mail might end up in a spam folder. I urge you to take that extra step and send a real thank you. Since so many people send e-mail, it will make you stand out, and it will leave a good impression.”
The Celani Business Plan Competition. The contest awards more than $7,000 to entrepreneurship students annually.

Kelly Dupuis, senior, won $2,000 business start-up money from the Celani Business Plan Competition. The contest awards more than $7,000 to entrepreneurship students annually.

Sweet Krush Piña Colada Truffles

**Ingredients**
- 4 cups white chocolate chips
- ¾ cup heavy cream
- 1 tablespoon butter
- 1 teaspoon pineapple extract
- 1 cup sweetened flaked coconut

**Directions**
1. Melt 2 cups of the chocolate in a double boiler. Remove from heat, stir in heavy cream, butter and extract. Chill for 2 hours or until firm.
2. Scoop out chocolate with melon baller and roll between palms to shape 1-inch balls. Chill for 30 minutes.
3. Melt remaining chocolate in double boiler, remove from heat and let cool slightly. Remove shaped balls from refrigerator and dip in melted chocolate until covered. Sprinkle with coconut.

Student wins start-up money for individual business plan

When Kelly Dupuis developed her business plan, she combined all the right ingredients—a dash of faculty guidance, a pinch of her own passion and a hint of family history.

The senior’s knack for baking and business helped her whip up a winning business plan and a $2,000 prize.

Dupuis’ designer bakery plan – Sweet Krush – took first place in the Celani Business Plan Competition. The contest and entrepreneurship program were designed to show students the steps to opening businesses and making professional business plans. During the contest, students present for 20 minutes in front of classmates and professionals actually looking to invest in the potential businesses. The presentations are followed by 10 minutes of questions and answers.

“Never before has the gap between dream and reality been narrower. We want to inject entrepreneurial spirit into the current state and national economy,” says James Damitio, director of the entrepreneurship program.

“Dupuis’ plan included 30 pages, which gave details such as recipes and storefront designs, everything down to the number of personnel needed to run a successful business. Although the plan took time and work to construct, Dupuis was able to see all the intricate steps needed for a thorough plan.

“I realized that trying to start a business without a business plan can have devastating results on a business and that every detail of the business’s operations must be very carefully thought out,” Dupuis says.

Top of the class

Every student in the class had their business plans entered in the Celani Business Plan Competition. The CBA LaBelle Entrepreneurial Advisory Board carefully sifted through nearly 80 business plans, picking the top four.

Dupuis was joined by classmates Alex Osasco, second place; Chad Sipka, third place; and Sarah Burns, fourth place.

Chuck Fitzpatrick, director of CMU’s LaBelle Entrepreneurial Center, says the business plans are powerful self-assessment tools. As the students are completing the plans, they see what they may need to learn more about before starting their own businesses. Students have a chance to enter their plans in the Celani Business Plan Competition every semester.

“The best business plans must adequately cover the operations of a business, including the organization, finances and management,” Fitzpatrick says.

Dupuis said she is glad the class required her to develop a comprehensive business plan.

“I realized that trying to start a business without a business plan can have devastating results on a business and that every detail of the business’s operations must be very carefully thought out,” Dupuis says.

Business consulting project

Students in ENT 492: Special Issues in Entrepreneurship were given one task at the beginning of the semester: to collaborate with classmates and create a business consulting project.

Course instructor Charles Fitzpatrick says students quickly learn it is a tough class, even though it has only one assignment. Students attend a start-up meeting at the beginning of the semester and are placed into groups. After that, Fitzpatrick steps back and lets the students apply their education.

“You have to utilize everything you’ve learned this far,” Fitzpatrick says. “You also have to figure out new resources to get your information. That’s usually the most difficult process.”

Fitzpatrick, CMU’s LaBelle Entrepreneurial Center director, says the group assignment is one of three capstone projects for entrepreneurship majors. He says group work is important because in a real-world setting business associates have different strengths, and they need to work together to use those strengths effectively.

Three senior-level students – Alex Klein, Mike Johnson and Ben De Jonge – are working on a consulting project for Midland resident Daryl Hertema, who – in collaboration with the CMU Research Corp. – is marketing an all-terrain wheelchair.

Hertema invented the off-road wheelchair, which he calls the EzeeRider, after brainstorming ideas on how his mother could safely venture outside of the house. His mother lost her peripheral vision after she had a stroke.

“This product has a lot of potential,” De Jonge says, after test driving it in the snow. De Jonge says the group usually meets with Hertema once a week to discuss the business plan.

The three CBA students are in charge of finding information regarding Hertema’s competitors, as well as creating a financial plan that projects future sales numbers.

“I think there is a need for people with physical disabilities who want to go out into nature,” says De Jonge.
Tim Magnusson, ‘94, managing director and senior portfolio manager for Black River Asset Management, says earning a graduate degree is a good way to improve yourself during a time when jobs are scarce.

Tips for getting ahead:
• Build your leadership skills, not just your résumé.
• Michiganders are everywhere – look beyond the state’s borders.
• Plan to go where the growth will be, because that’s where the opportunities lie.

CMU alumni discusses today’s struggling job market
Tim Magnusson, ‘94, gave students real-world advice on how to survive today’s job market during Dialogue Days, an event sponsored by Chrysler Corporation that brings about 50 CMU alumni and friends to campus to speak to students.

Magnusson had high expectations after graduating from CMU 15 years ago. Magnusson received his bachelor’s degree in business administration and was ready to jump into a career. However, Magnusson was unaware that he was diving into a difficult job market, much like the situation for many of today’s college graduates.

“I came into the job market at a rough time as well,” says Magnusson to a large audience in Plachta Auditorium. So instead of waiting to hear back from potential employers, Magnusson decided to go back to school and earn his master’s degree in business administration. That decision paid off for him. Magnusson now serves as managing director and senior portfolio manager for Black River Asset Management LLC, an independently managed subsidiary of Cargill Inc.

“Strongly consider a graduate degree,” Magnusson tells students. “And get it sooner rather than later.”

A Brighter Future
Magnusson says the job market may look bleak these days, but it could give rise to great prospects down the road.

“There are going to be enormous opportunities in the next two to five years,” he says. But in order to reap the benefits of those opportunities, one first must determine how to make it through “the worst job market in years.”

That all starts with managing time effectively, Magnusson says.

“There are so many things competing for your time,” he says to the students. “This is the time you’re going to help build your foundation.”

Magnusson says time management played a huge role in his climb from financial analyst to portfolio manager at Cargill. Networking also plays a vital role in today’s economy, so job seekers have to establish communication ties with the industry’s top professionals. That can start at CMU, he says.

“Establish relationships with the best and brightest here at CMU, whether it be students, professors, administrators or mentors.”

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What is HydrAid?
• HydrAid is a product of International Aid, a non-profit organization, that is produced by Cascade Engineering in Grand Rapids.
• The HydrAid filter can produce 75 gallons of water per day.
• It is a slow-sand filtration system that filters out 95 percent of bacteria, 100 percent of parasites, 50 percent of viruses and other harmful pollutants out of water so it can be safely consumed.

Why is CMU involved?
• CBA was the front-runner in a statewide contest to create a business model and distribution plan for HydrAid.
• The students are creating a Microfranchise plan, which they are test piloting this summer in Andhra Pradesh, India.

CBA students help find solution for international issue
During Festival Time, Shyam Reganti would travel from his home in Andhra Pradesh, India, to the outlying villages to celebrate with extended family. The CBA graduate student says he was glad to see his relatives but not the conditions that they lived in.

“They were so water-scarce,” Reganti says. “They cannot afford $160. That is almost six months of livelihood.”

CMU alumnus discusses today’s struggling job market
Shyam Reganti, CBA graduate student, is working on a team for CBA’s HydrAid project, which will bring water filters to southern India.

For more information on this project or if you have contacts in India, e-mail Cullen, student project director, at cullen1@cmich.edu.
“We want to make sure everyone has a place they can call home. Some of our students are very focused and these residential colleges meet their needs.”
– Joan Schmidt, Residence Life Associate director

Students have option to live in business-focused residence hall

CBA’s version of the home office

Coming from class at Graven Hall, freshman Jeanne Searight walked into the lobby of her Carey Hall residence. Several business professors were there with department displays ready to talk with students about business major options.

Searight then sat down with Accounting Professor Philip Kintzele and signed her accounting major.

“My goal was to study accounting and Dr. Kintzele talked to me about the benefits of signing a major early. Now I have a better chance of graduating in four years.”

Searight says she wanted to be an accountant since she was in grade school. So when she found out CMU had a business-focused residence hall, she knew that was where she wanted to live.

After living there a year, what does Searight think of the benefits?

“You become really close to the people in your hall. You are in the same classes, join business groups and go to the same meetings. It is a great support system,” she says. “It also helps with classes. People say your freshman year is the hardest year, but I don’t feel that way.”

And she is not alone.

According to a Spring 2009 student survey, 95 percent of business students agreed that living in the BRC positively impacted their academic performance at CMU. This is one of the many reasons that CMU’s Residential Colleges and Living and Learning Centers are a popular option for students.

The business-focused environment offers living quarters next to students who are studying similar courses – like accounting, international business or marketing.

Karen Arthur, BRC director, says the business students also participate in outside activities – such as canoeing and rock climbing – to show students how to work together.

“It is so they know they can count on people down the hall, and it reassures them that they have support systems,” she says of the BRC, located in the Towers’ Carey Hall. “Everything that we do really does relate to classroom experiences.”

The BRC also offers students close proximity to business-focused career fairs, exploration of major events and get-to-know-the-faculty dinners.

Joan Schmidt, Residence Life associate director, says Residential Colleges were created 10 years ago. CMU is a large university – the fourth largest in Michigan – and Residence Life wanted to create a close-knit living community.

“We want our students to feel comfortable at CMU,” Schmidt says. “We want to make sure everyone has a place they can call home. Some of our students are very focused and these residential colleges meet their needs.”
**Points of Pride**

**Soup for the Soul:**

CBA donates to local pantry

During spring 2009, CBA faculty and staff donated 489 pounds of food and $1,775 to the Isabella Community Soup Kitchen.

Isabella Community Soup Kitchen Director Genny Sobaski says the food donations will provide nutritious meals for their numerous patrons. The financial gifts will replace several pieces of worn-out equipment such as two large coffee makers, two juice dispensers and 100 salad bowls.

“It was wonderful, and we wondered if Christmas had come early.”

– Genny Sobaski, Isabella Community Soup Kitchen director

**Creating a sales force**

CBA is establishing a CMU chapter of a national professional sales and marketing fraternity, Pi Sigma Epsilon.

The fraternity student benefits will include valuable professional sales career-oriented experience, participation in a national sales competition and attending a national sales and marketing convention.

Pi Sigma Epsilon is looking for alumni with sales experience to be guest speakers and to share their sales tips and successes in the fall in the new Pi Sigma Epsilon students.

If you want to get involved or have questions about the new organization, e-mail marketing faculty member Ken Cherry at ken.cherry@cmich.edu.

**Golf 'fore' scholarships**

The sixteenth annual CBA Golf Outing will be Monday, Aug. 17, at the PohlCat Golf Course in Mount Pleasant. This was rescheduled from June 8, which was rained out.

This year’s format is a four-person scramble with a shot-gun start at 10 a.m. Proceeds from this event will support the CBA Student Scholarship Fund. Deadline for reservations is Aug. 1.

For more information or to register, visit the Web site at www.cba.cmich.edu/golf.

**Student innovation**

CMU celebrated student entrepreneurship this spring with an “Innovation Today” showcase sponsored by the Office of Research and Sponsored Programs in cooperation with the La Belle Entrepreneurial Center and the CMU Research Corp. CMU has joined other state universities to form the Michigan Initiative for Innovation and Entrepreneurship, funded through the Mott Foundation.

Senior Chad Sipka discussed his Net-Oval Golf project, which uses an oval golf ball that players chip into above-ground nets instead of in-ground holes.

**Businesswomen luncheon inspires and motivates**

The first Whiting Lecture and Women in Business Leadership Luncheon took place in May at metro Detroit’s Townsend Hotel.

The event, moderated by WWJ-TV-Detroit’s Carol Cain, was planned by CBA’s Women in Business and Leadership group, whose goal is to inspire and equip women to reach goals through education, mentoring and the supportive networks of seasoned leaders.

Cherie Whiting, who has a graduate degree from CMU, is a recipient of The Zonta Award, was recognized by Crain’s Detroit Business as a 40 Under 40, and has been named Ernst & Young’s Michigan Entrepreneur of the Year for Health Care.

For more information about Women in Business and Leadership, contact Melodie Anderson-Boling at 989-774-1736 or ander2ma@cmich.edu.

**Dressed for success**

The College of Business Administration is accepting donations of gently used business attire as well as cash donations to assist CBA students meeting with prospective employers and going on business interviews.

Your “experienced” business attire will help students interview more confidently without the expense of purchasing appropriate clothing when pursing a career in this difficult economy.

Professional attire such as ties, dress shoes, men’s and women’s business suits, and shirts will be accepted. Your donation is tax-deductible to the fullest extent of the law.

Items can be mailed to: Smith 100, Central Michigan University, Mount Pleasant, MI 48859. For more information, contact Concha Neeley at concha.neeley@cmich.edu.

**The ultimate career guide**

Students may know the career they want to explore, but they need advice on what to do during their college years to set them apart.

Students are looking for connections to the “real world” and the College of Business Administration is asking for experienced professionals – you – to help guide our students.

The CBA Mentoring Program is one of the ways professionals can get involved to help students.

It is a 16-week commitment, but it can have a lifelong impact.

“The Mentoring Program helps students learn first-hand what they will face after graduation, to explore career opportunities and to begin networking,” says Linda Wicander, CBA’s Student Services director.

During the semester the students had an opportunity to job shadow their mentors.

“The job shadow sometimes provides confirmation about what the student wants to do,” she says.

Recently 42 CMU students and 21 mentors, many of whom are CBA alumni, met in Grinnell Hall for a morning of career questions, résumé advice and e-mail address exchanging.

This biannual CBA program has been in existence since Fall 2001 and it is for newly admitted CBA students.

“Most students are sophomores who are exploring their majors,” Wicander says. “Depending on the connection, some students/mentors stay in touch for several semesters. And some continue contact well after graduation.”

For more information about student mentoring, contact Emily Howard at kovwar30@cmich.edu or call 989-774-2130.
An educated bet

To get beyond the corporate ceiling, alumnus took job-related courses

Some might think Chris Sineway, a member of the Saginaw Chippewa Indian Tribe, wouldn’t have a problem advancing his career at the Soaring Eagle Casino and Resort.

After all, he worked at the Mount Pleasant casino right out of high school. And since 1996, Sineway had been a table games pitboss, which is a casino administrator for table games.

But he learned that without a college education, he would not be able to achieve higher-level job opportunities.

“I found that I had to stand out from others who were competing for the same jobs,” Sineway says. “People would ask me, “What can you offer that others can’t?”

After earning an associate’s degree in business administration from the Saginaw Chippewa Tribal College, Sineway transferred to CMU. He decided to major in hospitality services administration with a gaming and entertainment management concentration.

Among other courses, Sineway took Mathematics of Casino Games, Gaming Regulation and Control, and Sociology of Gambling. He graduated in 2007.

This gave him the advantage he needed to move forward in his career, he says. He is now a Casino Analyst Manager.

His daily routine includes reviewing and analyzing the previous day’s unusual numbers, collecting audited numbers from revenue and putting the data into a custom spreadsheet that details hold percentages, daily drops and daily wins.

“In my area, math and psychology are very important for the financial and gaming operations, but it’s also important to know how to deal with people and personnel issues. Public speaking skills are very important. I learned to talk to someone like I’m having a conversation, not just supervise or direct.”

Sineway says CMU professors taught him many valuable skills related to upper management, deadlines and teamwork.

“Some CMU professors approach classroom projects as if it was the real world. They organize groups with students from different areas, such as accounting, finance, marketing and management. I can easily apply what I learned at CMU to my job.”

CBA recently awarded five of the college’s brightest and best students. See the credentials of CBA’s Outstanding Students of 2009.

Steve Cullen

Cullen serves as Global Business Student Association vice president and has been a Business Residential College mentor. He is the student project director of the CMU Hyd-Aid Water Filtration Project (see page 11).

Cullen is interested in global business affairs and has various interning experience, including a position at the Medtronic in Cologne, Germany.

The finance major facilitated and participated in the Alpha Leadership Experience and works in the community by volunteering at Mount Pleasant Community Church.

Paul Priddleon

Priddleon ran for the CMU Men’s Track and Field team, was Student Government Association president, and is a Leadership Advancement Scholar.

The finance major facilitated and participated in the Alpha Leadership Experience and works in the community by volunteering at Mount Pleasant Community Church.

Hang Le

Le, an active member and event organizer for the CMU International Club, is involved with many CMU organizations including Phi Chi Theta – the professional business fraternity – and Residence Fall Assembly.

Le, a finance major, also served as a Leadership Safari guide. CBA mentor and Alternative Breaks participant. Le has worked as an intern for Northwestern Mutual Financial.

Emily Turbiak

Turbiak, an accounting major with a minor in legal studies, is president-elect and active member of the honorary accounting fraternity, Beta Alpha Psi.

Turbiak, a Make-a-Pitch contest winner, serves as a multicultural advisor, freshman mentor and Leadership Safari guide.

Kelly Donoughe

Donoughe, an economics major, has participated in five Alternative Breaks at CMU. To be one site leader twice and serves on the volunteer-based organization’s executive board. Donoughe also co-founded the Cornerstone Youth Development Fund, a Detroit-based organization that supports youth to become active and productive leaders.

She is a student accountant and the Adopt-A-Grandparent coordinator at the Volunteer Center. She is the recipient of the Paul Malish Economics Scholarship and a Fed Challenge participant. Donoughe has worked as an intern for the national nonprofit organization Break Away and serves on Break Away’s Board of Directors.

Successful scholars

CBA students awarded for campus-related endeavors

From left, Emily Turbiak, Steve Cullen, Kelly Donoughe, Paul Priddleon and Hang Le were named the 2009 CBA Outstanding Students.

Outstanding Student of the Year - $1,000 award

Steve Cullen, Clinton Twp. senior

$500 award

Kelly Donoughe, Rochester senior

Paul Priddleon, Montgomery senior

$250 awards

Hang Le, Port Austin senior

Emily Turbiak, Livonia junior

Want to enhance your career path by continuing your education? From an MBA to a Master of Science in Information Systems, CBA has several graduate course options for you in Metro Detroit, online and in Mount Pleasant. For more information, visit www.cba.cmich.edu/gradstud.asp
CBA has good news to share – thanks to you

It seems that all we read and hear these days is bad news. We are all painfully aware of how tough it is in the world right now. But there are rays of hope everywhere. Those rays continue to shine brightly in CBA.

More and more business alumni have become connected to and involved with the college every day. Alumni help our students obtain significant resume-building experiences through internships within their companies. They encourage their employees to recruit our outstanding graduates. They teach classes, give advice and become engaged.

Challenging times provide an opportunity to clarify, to hone in on what is essential and truly important. CBA alumni and friends have provided scholarships to help our students stay in school and even to enhance their experiences through study abroad, funds to assist the dean in navigating through this changing and challenging environment, and support to keep educational programming relevant.

Even in these tough economic times, alumni and friends have contributed more financial support to date than at this time last year. That is remarkable – and some very good news.

And CBA is doing its best to give back to our community and beyond. Students and faculty are working together to help provide clean water to developing countries and CBA faculty and staff donated food and cash in support of the local soup kitchen, and once again this year contributed over $70,000 to CMU through the university’s annual employee gift campaign.

Alumni who are looking for jobs can receive assistance from our Career Services office, and a group to help CBA alumni professionally network has been established on LinkedIn. A networking and mentorship group for women in business and leadership also has been launched.

There is much to celebrate. There is a great deal of hope. Working together, anything is possible.

Jody Ackerman Patton
CBA Senior Director of Development

Leadership lessons

CBA graduate creates environment for success

When Scott Baker, ‘94, did consulting work for an auto company in the early 1990s, he learned a lesson about leadership.

Baker, a spring 2009 Dow Corning Executive in Residence, says every week for three months he knew he had to attend an uncomfortable meeting.

“The manager just liked to yell. It didn’t have anything to do with me. This person ran their department by using fear,” says Baker, who was recognized by Ernst & Young as a 2005 Entrepreneur of the Year finalist. “After that consulting job was over I walked away with the knowledge on how not to manage my employees.”

So Baker, now president and CEO of National Nail Corp. in Grand Rapids, uses a collaborative leadership approach – something he calls being a “servant leader.”

During his keynote address, Baker had students, faculty and staff list qualities they admire in a leader. Answers given were: open-minded, honest, good listener, trustworthy and committed. Baker says these words describe a servant leader.

Baker, who joined National Nail in 1997 as part of the exit strategy of the former owners, says the company has tripled in size since he gained leadership. He credits the servant leadership model.

“We are 100 percent employee owned. I am there for support, and I help lead the company. We are successful and keep growing because our workers feel valued and thrive in their environment.”

And do it with assistance from Michigan organizations

College of Business Administration Executive in Residence Ken Rogers, executive director of Automation Alley, gave a keynote address and visited several business classrooms in April. His message to students: maintain a positive attitude and keep working toward your business goals.

“Since I began working, I have been in three recessions,” said Rogers, who attended CMU in the 1990s and graduated through ProEd in 1996. "Yes, it is tough. But that is life. You are all going to experience setbacks but it is how you address these set backs that will make you a success or a failure.”

Rogers offered these tips for running a successful business – and life:

• Have a positive attitude. “It will make you stand out and others will want to be around you.”

• Make wise decisions. “But if you make a mistake – and you will – learn from it, but don’t quit. Seek out educated advice from others.”

• Accept and understand change. “It is all about being open to opportunities and being open to a change in plans.”

Rogers says he sees business-plan deviations become opportunities frequently in his position at Automation Alley, a technology business association driving economic growth in Southeast Michigan. Annually Automation Alley provides assistance to more than 400 new companies, entrepreneurs and inventors.

Rogers says businesses seeking to grow in Michigan:

• Are all about looking for opportunities and being open to a change in plans.”

Rogers says Michigan’s future lies with the small business owner and there are many associations and organizations dedicated to helping entrepreneurs.

In addition to Automation Alley, Ken Rogers says there are other Michigan allies for Small Business Owners.

• Small Business Association of Michigan helps small business owners with legislative, regulatory, economic or legal barriers.

www.sbam.org

• Michigan Small Business and Technology Development Center provides consulting, training, research and advocacy for new ventures, existing small businesses, and innovative technology companies.

www.misbtdc.org

• Michigan Economic Development Corp. is the state’s official economic development corporation. If a one-stop resource for businesses looking to grow in Michigan.

www.michiganadvantage.org

• Procurement Technical Assistance Center is a network of procurement professionals dedicated to provide, at little or no cost, an understanding of the requirements of government contracting and the know-how to obtain and execute federal, state and local government contracts.

www.aptac-us.org
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.

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.

Share your expertise as an Alumni Presenter
Impart your wisdom to students in the classroom or in student organizations.

Present at Dialogue Days
This speaker series features business leaders from across the country.

Take part in the Dow Corning Executive in Residence
Twice each semester, top-level business executives present one- or two-day classes or workshops for students.

Mentor a CBA student
Provide career advice and job shadowing.

CBA Day
Advocate as we host top-level high school students in the College of Business Administration and help encourage their enrollment in CBA.

Nominate a CBA graduate
Submit nominations of deserving CMU friends and colleagues for Outstanding Young Alumni, Alumni Commitment, Distinguished Alumni, Entrepreneur of the Year, and Honorary Alumni.

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.

Get Linked in
There is a connection group for CBA graduates at the networking Web site linkedin.com. Join the group, Central Michigan Business School, and see where former classmates are working and find your next opportunity. The group is monitored by Jeff Seeley, ’82, and has almost 400 connections.

For more information on these activities contact Cindy Howard at howar3cl@cmich.edu, 989-774-2130.
Greetings fellow College of Business Administration alumni and friends,

I would like to take this opportunity to introduce myself. I am Jennifer (Reihl) Cotter, ‘01, and a proud member of the College Of Business Administration Alumni Board. This board formed in November 2006, and we have made some great strides and reconnections with fellow CBA Alumni.

As we see our economy struggle, I often wonder what the College of Business Administration students are feeling, especially our recent graduates. Remember back to your last year or semester before graduation, the excitement and nervousness of what the “real world” brings. We were ready to start our careers, and it seemed for most of us that we had many opportunities to do so. Now put yourself in the shoes of our current students when all we have been hearing through the media is negativity about the state of our economy, not to mention many layoffs and companies closing their doors.

How do these new alumni compete with “experienced” professionals that also are trying to find placement due to the economy? Or, with that question in mind, how do CBA alumni as a whole compete in this economy? The answer is the same for both questions: networking. Not only with networking groups within your area, but also with fellow CBA alumni.

The College of Business Administration offers a variety of ways that you can become reconnected and network with fellow CBA alumni. Here are ways to network with fellow CBA Alumni:

• Become a member of inCircle, where you will find networking opportunities, job openings and CMU alumni postings. Visit: incircle.cmualum.com
• Join the CBA Alumni Board
• Present at Dialogue Days
• Become an alumni presenter

I encourage you to take part in many of these networking opportunities. If we are not out in our communities networking, employers will not know about us.

I wish each and every one of you the best and don’t forget to network, network, network.

Jennifer (Reihl) Cotter, ’01
College of Business Administration
Alumni Board Member
2004
Crystal Haswell, B.S.B.A. in management information systems and operations management, has been working for the past 5 years at 65/66 Co. in Indianapolis, Ind. She is currently a clinical trial supply chain coordinator. She began her career at Lilly implementing SAP at their global drug development sites.

Michael Love, B.A. in entrepreneurship, recently received the distinctive Alstede Honors Ring award which recognizes high standards in custom, satisfaction, customer retention and profitability from Alstade Insurance Co. The Michael Love Agency is now one of the top Alstade agencies in the nation.

Megan Ramsey, B.B.A. in hospitality services administration, is an account executive for Hotel Investment Services, a privately held management company in Troy, Mich. She resides in Lake Orion.

Jonathen Rogers, B.A. in entrepreneurship and M.S., 107, works as a computer tech with U of M Hospital. He also has opened Thoughtline Styles in Ypsilanti, Mich., on Eastern Michigan University’s campus and is aiming to open another salon in the Ferndale/Royal Oak area. Thoughtline is an upscale, one-of-a-kind salon offering services for reasonable prices. He also has a commercial vending company, Elite Enterprises, that provides top quality snacks and snack machines to businesses throughout the greater Detroit area and a percentage of the profits go to charitable causes.

Michael Wittel, B.B.A., purchased an old restaurant and turned it into the 5 O’Clock Sports Bar, with 54 TVs, over 350 seats and banquet facilities in Stevensville, Mich. Michael also operates a DJ company called WildFire Professional Sound. He is single and enjoys spending time with his friends from college and playing golf.

2003
Cullen (Clint) Sapinus, B.S.B.A. in management information systems, resides in Dexter/Flint, Mich. She has been married to her husband, Walter, since August 2004. They have two children – Brianna, 3, and a newborn named Winston.

Chris Williams, B.B.A., is getting married in August 2009 to Rebecca Perticone.

2002
Thomas Brown, B.S.E.D., is currently teaching business at the high school level in Richmond, Mich. He was married Aug. 10, 2001. He and his wife had a baby girl Oct. It named Clara Jenny.

Brian Plelsar, B.S.B.A. in commerce, has been in the commercial insurance discipline with Sterling Insurance Group. His focus is on the insurance needs for businesses of all sizes. Sterling Insurance Group is an independent commercial insurance agency representing over 18 different insurance companies. Brian recently became engaged to Angela, an attorney at Miller Canfield in Windsor, Ont.

Brenda (Zawacki) Miller, B.S.B.A. in marketing, recently joined Waltco in Troy, Mich., as marketing manager and is a member of IonFab Michigan.

Matthew Tichen, B.B.A. in logistics management, is employed by Clarient Corp. as head of supply chain and inventory management, North America, payments and additives division.

Liza (Hany) Long, B.S.B.A. in human resources, is the president of the Chamber of Commerce of Hamlin County, Ind. She resides in Toowoomba, Australia with her husband, Toby Long and has three children – Chase (7), Narra (2) and Emma (3).

2001
Jennifer Cotter, B.S.B.A. in personal financial planning, recently accepted the position of director of marketing and communications for the Woodford County Bank摒弃B2B Central of Middlep。”

Alex Joseph, M.B.A., is a SAP process manager and senior SAP consultant specializing in the SAP Material Management module, risk and compliance for IQAG. He lives in Cincinnati, Ohio, and is married to Flojo-Ranya. They recently welcomed a son, Merv, to their family. In his spare time, Alex plays the drums for a rock band made up of colleagues from intelligence.

2000
Daniel Dombrowski, B.S.B.A. in management information systems, is currently working in the health insurance industry in a sales and marketing capacity. He and his wife had their first child in April.

Molly (Proctor) Jones, B.B.A. in hospitality services administration, is currently working as a receptionist at Plante and Moran PLLC in Traverse City, Mich.

2003
Karen (Siemen) Reinke, B.S.B.A. in financial management, has married her partner, Robert, and they are in their two year anniversary. They welcome their second child in August 2009. They live in Charlevoix, Mich. Michael Love, B.A. in entrepreneurship and M.S., 107, owns a retail business in Traverse City, Mich. Michael also operates a DJ company called WildFire Professional Sound. He is single and enjoys spending time with his friends from college and playing golf.

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1995
Sean McPherson, B.B.A. in accounting, went on to Oakland University to earn his M.B.A. in 2002. He joined Deloitte Consulting LLP in ’97 as a senior consultant with the strategy and operations service area. He is married to fellow Chipewa, Sharnie (Presley), and they have two wonderful kids – Gavin and Lilian.

1994
Laura Aryge, B.S.B.A. in accounting, was promoted to vice president of finance at the Midland Center for the Arts having served as chief financial officer since 2000. She lives in Traverse City with her husband, Dennis ’93, who serves as vice president of finance at Knight Facilities Management, and their four daughters.

Janele (Wink) Kirch, B.S.B.A. in finance, was promoted to vice president/cash manager at Signature Bank in Bad Axe, Mich.

1993

Paul Jacobs, B.B.A. in accounting, became certified as a public accountant in early 2000. He is currently working as an IT audit specialist for the state Department of Management and Budget. He was hired by the audit team in November for after working for the Office of the Auditor General since 1999. He was married to Sara, and they have three wonderful boys – Michael, Matthew and Benjamin. They reside in the Lansing area. Paul enjoys spending time with his family, church activities, reading and watching sporting events.

Eric Luevnow, B.B.A. in management and logistics, and his wife, Lynsey, 12, are proud to announce the birth of their second son, Kolin Evan, born June 9, 2009. They reside in Ypsilanti, Mich., in Royal Oak, MI, weighing in at 7 lbs., 8 oz. and 20 inches long. Kolin joins his big brother, Kason Elijah.

2004
Kendra Kennebrew, B.S.B.A. in international business, has just won a job with RIM as a sales consultant focusing on enterprise solutions. She resides in Canandaigua, N.Y., where she is employed by Dow Chemical Co.

Paul McLain, B.B.A., recently started his own company called FRIENDLY LLC, an internet publishing Web site that allows users to access articles from any topic. In return, they pay the writers a portion of the profits from advertising.

Shawn E. Raines, B.S., graduated this past December after studying abroad in London, England. She recently became a graduate student in CMU’s Minority Student Affairs Office working in student advertising, marketing and publicity. She is currently seeking a degree in educational leadership and hopes to graduate in 2010.

Josh Richards, B.B.A. in accounting, is employed by Plante and Moran PLLC in Traverse City, Mich.

Justin Sessick, B.S.B.A. in marketing and logistics management, is the new sales and marketing coordinator at CNS in Midland, Mich. He coordinates all of the marketing related activities and coordinates requests from their outside sales team. He volunteers at the RICK youth center in Midland and is chairman of the marketing/PR subcommittee.

Jerome Shekell, B.S.B.A. in human resources, is employed by Walgreens Corp. He began in Royal Oak, Mich., but is now an assistant manager in Lake Orion. Jerome married Stacy (McKinney) in August 1988. They reside in Orion Township with their new puppy, Brodie. They spend some of their free time speaking with high school students about the importance of college in today’s economy, and, of course, champion CMU!

Andrew J. Smith, B.B.A. in marketing and logistics management, secured his first job directly after graduating as a logistics specialist for LansingLogistics in Holland, Mich.

2006
Shelley Koeter, B.S.B.A. with a triple major in purchasing and supply, marketing, and logistics management, is a marketing specialist in Cany, N.Y.

Douglas Rees, B.S.B.A. in personal financial planning, attended from 1979 to 1981 and left CMU with one semester to go. He finished his final semester in 2004. Doug is a senior vice president at Bank of America Merrill Lynch. He is a four-year winner of Barron’s 1000 award, recognizing the top 1000 financial advisers at Merrill Lynch. He is a four-year winner of Barron’s 1000 award, recognizing the top 100 financial advisors in the nation. Doug and his wife, Sandy, have 27 years and three children – Ryan, a sophomore at CMU, and Jeff and Kristen, 15-year-old twins who are still attending Freeport Senior High School in Saginaw. Doug is an active member on boards and attends CMU for the first time last fall.

Rebecca Ray, B.S.B.A. in hospitality services administration and marketing, recently became engaged and will get married on August 29, 2009.

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Crystal Haswell, B.S.B.A. in management information systems and operations management, has been working for the past 5 years at 65/66 Co. in Indianapolis, Ind. She is currently a clinical trial supply chain coordinator. She began her career at Lilly implementing SAP at their global drug development sites.

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1982
Greg Ellis, B.S.B.A., is the general manager at the Trilogy Golf Club at Villanova in Phoenix, Ariz. The golf course has been awarded a 5-star rating by Golf Digest. Greg also co-owns and hosts a radio golf-talk show that airs every Saturday morning called, “Bunker to Bunker.”

Kathleen MacKunzi, B.A. in office administration, is a real-estate broker. She became a certified house-stager which prepares houses for sale and published three books in 2006.

Robert J. Thomas, B.S.B.A., was promoted to president and CEO of Signature Bank in Bad Axe, Mich.

1981
Sarah (Rowley) Opperman, B.S.B.A., is the global vice president of government affairs and public policy for The Dow Chemical Co. She was appointed by Gov. Granholm to CMU’s Board of Trustees for an eight-year term.

James A. Webb, B.S.B.A., is employed as senior vice president for The Avala Marketing Group.

1980
Diane Brennan, B.S.B.A., worked for 20 years in the advertising field and ran offices for USA Today and Wall Street Journal in the Detroit market. She decided to build her own business in the health and wellness field with Environomics International. She is an area manager with Arbonne and is building a business in the northern suburbs of Detroit and in Maryland, Arizona and Alabama. Her daughter, Kathleen, is a freshman at CMU.

Natalie (Miller) Chase, B.S.B.A., had a recent career change. She is employed at a Grand Rapids, Mich., company called Environomics Inc., as its human resources director, after recently receiving her Professional in Human Resources certification. Environomics manufactures environmental test chambers.

Tom Schuck, B.S.B.A. in accounting, is the executive vice president for The Environmental Quality Co. in Ypsilanti, Mich.

Randolph L. Teegardin, B.S.B.A., is employed at Hastings City Bank as a senior vice president for the trust and investment group. Randolph received his M.B.A. from Western Michigan University.

1979
Robin Zanotti, B.S.B.A., has started her own independent consulting firm, Zanotti Noprofit Solutions, after 27 years of leadership in nonprofits focused on fundraising and alumni relations.

1978
Curts Clemens, B.S.B.A., has been elected president of the Michigan Crematory Association for 2009-10. He also serves as president of Blythefield Memorial Gardens in the Grand Rapids metro area and of SunShine Systems Inc., an aluminum manufacturing company, and is the managing partner in Enviropure Water Solutions, a green, environmentally sensitive water purification company delivering cutting edge technologies in water purification for human consumption. He lives in Grand Rapids with his daughter, Alexia, a senior at Northwestern High School.

Chris Carino, B.S.B.A. in accounting, has left Dana Corp. and taken a position as the director of tax and trade for Nissan North America Inc. with responsibilities for Nissan in North America and Central and South America.

Kevin Fraser, B.S.B.A., is a security sales specialist for Loomis in Grand Rapids, Mich.

1977
Mary Ellen (Murray) Yarouse, B.S.E.D., is the instructor supervisor of the Robert James School, Idaho Correctional Center, Boise, Idaho. Mary Ellen also is a board member of the Idaho Linking Learning Association. She and her husband, Jim, live in Boise.

James Robar, M.S.A., was immediately employed after graduation by the federal government as an intelligence operations specialist and continued the work in Europe until his retirement in May 1988.

1976
Charles Malin, B.S.B.A. in accounting, is the controller for Rose Medical Center in Denver, Colo.

Clifford Menos, B.S.B.A. in accounting, is an audit manager with the U.S. Army. Although located in the Quad Cities area, he spends most of his time in Iraq and Afghanistan providing audit support services to various Department of Defense and Army organizations.

Martin Raymond, B.S.B.A. in accounting, recently relocated from Detroit to Atlanta with General Motors as a regional director for dealer network planning and events in Alpharetta, Ga.

1975

Sherry Sponseller, B.S., is cemeteried and active in local history and genealogy projects. She is married with two children and two grandchildren and resides in Mount Pleasant, Mich.

Robert Derks, B.S.B.A., joined the board of directors of WOW! Energy in October 2006. The company is developing renewable energy and environmental projects with patented technology owned by the company. He resides in Scottsdale, Ariz.

Dan Savage, B.S.B.A., is the west coast director for Greater Talent Network Inc., in North Hollywood, Calif.

Sally Wallace, B.S.B.A., will retire on April 2, 2009, from the Department of Veterans Affairs after 33 years of government service. She recently served as the department’s chief privacy officer.

Tom Youngquist, B.S.B.A., is a district sales manager at Hewlett-Packard for higher education and health care. Tom is located in West Bloomfield, Mich. Tom is married with three children and two grandchildren. He received his M.B.A. at Madonna in 2004.

1970
Scott MacGrogan, B.S.E.D., taught for seven years and spent 25 years with State Farm Insurance, retiring five years ago. He spends four months in Florida and the rest of the year in Michigan.

Thomas H. Smith, B.S.B.A., has taken an early retirement from JPMorgan Chase, after 36 years in the banking business. His most recent position was senior vice president in the JPMorgan Commercial Real Estate Group. He is trying to determine what he wants to do career-wise until he transitions to full retirement in a couple of years.

1965
Roger Ackels, B.S.B.A., is employed at Automotive Broker Services located in The Woodlands, Texas. It is a well-established brokerage company handling dealership acquisitions and sales for clients throughout the midwest and south central areas of the United States. Roger retired from General Motors in 2002 after 37 years having held a variety of sales and marketing positions. He also holds a master’s degree in business administration from Babson College, Wellesley, Mass.

1963
Lois Zeigler Toeppner, B.S.E.D., received a master of music in organ performance degree in 2005 from The Boston Conservatory. She is minister of music at St. John Evangelical Lutheran Church, Sudbury, Mass., and was installed in June 2008 as national secretary of the American Guild of Organists. In her spare time, she and her husband, Tom, love to travel and in early autumn enjoyed a 16-day Russian River Cruise beginning at St. Petersburg and ending in Moscow.

1960
Donald S. Case, B.S. in commerce, still lives in Bloomfield Hills. As spring nears he is looking forward to crop planting on his farm. Don is a fourth generation owner of the family farm near Filion, Mich.

• CMU is the only university in Michigan to offer sophisticated SAP training that better prepares students for real-world business systems.

• CMU is one of only three universities in the nation selected to offer the SAP Process Integration Certification Academy.
Professor Steigerwalt taught a business in society class that was so large – there were 380 students – that the class needed to take place in Warriner Hall’s auditorium, now Plachta Auditorium. This photo was taken in 1980.

If you took this class, we’d like to hear from you.

Call or e-mail Cindy Howard at 989-774-2130 or howar3cl@cmich.edu to share your experience with us. We will share them in the fall issue of Exchange.