

# Exchange

College of Business Administration | Volume XXVI | Winter 2010

## Inside

Students work to implement a water cleaning system in India

Alumni raise \$50,000 for scholarship in beloved professor's name

Faculty provide tips on how to effectively 'close the deal'

Moving  
toward a

# solution

Globally, nationally and locally, the CBA community works to enhance personal and business opportunities



## Outstanding programs. Exceptional support.

*Daniel Vetter, Ph.D., Interim Dean*

### CBA faculty, staff, friends and alumni give students resources for success

Reading through a report recently, something caught my attention: Ninety-two percent of students admitted into the College of Business Administration graduate from the college with a business degree.

That is an amazing retention number and a great graduation percentage. So how did we get to 92 percent?

It has everything to do with CBA's innovative programs, strong student support by both the college and university faculty and staff, career and internship opportunities beyond the classroom, and CBA's alumni base.

**Students are attracted to CBA's business programs because of the unique experience-focused programs and the progressive, engaging faculty projects and research.**

Other universities do not offer the array of varied business programs including CBA's real estate development, entrepreneurship or sales programs to name just a few. For example, in our professional sales program, students learn a proven method through the partnership with Carew International, an international sales training and consulting organization. The entrepreneurship program is the only one in the state with dedicated courses and required consulting, internship, and business plan preparation components. And the Real Estate Development program is the only undergraduate real estate program in Michigan.

And, as you will read more about in this issue of the Exchange, CBA students and faculty continue to lead the charge for the HydrAid Clean Water Initiative project. We have more than 30 students, faculty and staff planning the most efficient ways to deliver and distribute water filters to several rural and urban locations lacking clean water in India.

In addition to helping students learn important business skills and abilities, our faculty members are focused on the quality of their research and the impact it will have on the business world. The Journal of Investing recently accepted Professor Jim Felton's and Assistant Professor Colby Wright's article on Exchange Traded Notes (see page 11). The article looks at

how this newer investing strategy works and points out the benefits and drawbacks of ETNs. Forward thinking like this helps our students anticipate the next steps in financial trends.

Students stay in the CBA until graduation because they are given resources outside of the classroom – mainly additional instructional support, alumni advice and networking opportunities.

One support service recently added to Grawn Hall is the Math Assistance Center. In Grawn 112, tutors are available to help students with business calculus and statistics. Both courses are required for full admission into the business college.

And we are working to raise funds to hire additional tutors to provide one-on-one supplemental instruction in other business courses, increasing the probability of student success.

But one of our most important resources is you: our CBA alumni and friends. Many of you participate in Dialogue Days, mentor or speak to student organizations, passing on your experience and wisdom to these young people. Because of you, our students learn the importance of networking, communication skills and preparing themselves professionally. You serve as role models for their success.

I think of the people it takes to achieve a graduation rate of 92 percent and pave a path to success for our students, and I want to thank you. I know our students appreciate it. And I do too.

Daniel Vetter, Ph.D.  
Interim Dean, College of  
Business Administration



*Students working in the Math Assistance Center in Grawn Hall.*

**CBA: Learning Centered. Business Connected.**

## Editorial board

Daniel Vetter  
Interim Dean  
daniel.vetter@cmich.edu

Karl Smart  
Interim Associate Dean  
smart1kl@cmich.edu

Jody Ackerman Patton  
Senior Director of Development  
patto2ja@cmich.edu

## Production

CMU University Communications

Editor: Sarah Chuby, '03

Contributing writers:  
Sharasa Henley, Heather Smith, '02

Designer: Amy Gouin

Photographers: Robert Barclay,  
Peggy Brisbane

Printing: Exchange is printed at CMU  
Printing Services. It is printed with  
vegetable-based inks on Sustainable  
Forestry Initiative® certified paper.

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

UComm 8267-xx,xxx (2/10)

## Table of contents



### Cover stories

- 4 Drop by drop. CBA students work to get clean water system to underdeveloped areas of the world.
- 8 Sales pitch. Business program grows beyond Grawn Hall – students look to the sales program for real-world skills and experience.
- 15 Giving back. Logistics alumni collect \$50,000 and surprise professor with a scholarship in honor of his 30th year at CMU.

### Inside columns

- 12 Apply here. Brian Partie Jr. shares how the career application process has changed for both employers and job seekers.

### Features

- 6 Unsellable to sold? CMU annual real estate conference panelists predict a positive forecast for 2010.
- 10 A strategic plan. A third-generation family business owner shares the requirements that go with the job description of an entrepreneur.
- 14 Keep on truckin'. Two CMU faculty complete study that aids companies in retaining highly qualified drivers.

### Annual report

- 17 CBA highlights. Learn about degrees conferred, contributions and internships.
- 18 Honor Roll of Donors. CBA names supporters for the 2008-2009 academic year.

### Get connected

- 13 Points of Pride. Nominate a friend or colleague for a CBA Alumni Award.
- 20 Alumni Digest. Read the latest news about your classmates.



*CBA students learn how to use the HydrAid slow-sand filtration system so that they can teach Indian village residents on how to use them.*

# Operation: H<sub>2</sub>O

## CBA students continue taking steps to improve lives in India



*After the slow-sand filtration process, clean water pours from the HydrAid spout.*

CBA students are one step closer to saving and improving lives by developing a plan that will help to provide clean drinking water and employment opportunities to slum areas in Ahmedabad and Andhra Pradesh, India.

CBA was selected in a statewide contest to create a business model and distribution plan for HydrAid, a slow-sand filtration system that filters parasites, bacteria, viruses and other harmful pollutants out of water, producing water that can be safely consumed.

The sustainable Micro-franchise plan being developed by CBA students will not only provide many Indian residents with healthy drinking water, it also will create employment opportunities for community members and help to alleviate poverty.

### Seeing is believing

MBA student Sailaja Vadali knows first-hand the impact that this project will have. Vadali, a resident of Ahmadabad, visited the slums in her hometown in July.

While in Ahmedabad, Vadali personally witnessed the conditions that had been discussed at CMU since the inception of the project, and was able to bring that information, and an increased sense of purpose, back to her classmates.

“There are many things that most of the students, even the Indian students, did not know about the slum areas,” says Vidali. “They didn’t know there was a significant difference between the quality of water in the developed parts of the city and the quality of water in the slum areas.”

“There is lot of difference between the quality of water in slum areas and the developed parts of the city.”

– Sailaja Vadali, MBA student



*Marketing and logistics professor Keith Helferich teaches a graduate class that focuses on developing a distribution plan for the HydrAid water filtration system.*



### Classroom to real world

Vadali is enrolled in MKT 597, a special topics course created specifically for graduate and undergraduate students working on the bio sand water project.

Students in MKT 597 have learned about the culture in India and developed an appropriate strategy for the distribution plan in India. Each student is assigned to a specific area of the project, including logistics/supply chain, marketing, knowledge and training development and political relations.

### Next steps

Pilot programs are expected to launch in the first quarter of 2010; one in the urban slums of Ahmedabad, Gujarat, and another in rural Andhra Pradesh. The pilot programs aim to help individuals in these areas achieve improved health and better lives.

CMU students are reaching out to build awareness for the project, and endeavoring to raise funds for its implementation.



# The end may be near: And this time it's good news

## **Conference focuses on the future of real estate**

The real estate market in the U.S. has been in turmoil for some time, leaving many to question what the future holds.

Many of those questions were answered during panel discussions on housing and commercial real estate at CMU's third Annual Real Estate Conference, which took place in October.

Panelists included professionals presenting on a wide variety of topics – including brokerage, lending and commercial real estate – providing participants a diverse array of views on

topics such as home prices and home market conditions, what homebuyers can learn from recent events and the commercial mortgage lending markets.

Patrick Corcoran, director of CMU's Real Estate Development program, moderated the panel on housing – which consisted of Steve Petruska, chief operating officer of Pulte Holmes; Tom Feusse, chief executive officer of The Wallick Companies; Bill MacLeod, principal with Coldwell Banker Hubbell BriarWood; and, Mike Schmidt, principal with Coldwell Banker Schmidt Realtors.

The following was taken from their discussion.

**Patrick Corcoran: Are we seeing a bottom in home prices?**

**Steve Petruska:** Across the country, it varies market to market. Home prices peaked in 2006 on a national average basis and dropped about 32 percent. Where you had the biggest boom you're still having the biggest bust. Florida, Arizona, Nevada and parts of California are still struggling. Most of the other markets have started to see some modest improvement, such as Washington, D.C.; Atlanta, Georgia; and Texas.

the market. What we are seeing is that 40 percent of our market is made up of first-time homebuyers who are taking advantage of this \$8,000 tax credit. Something like 400,000 people nationwide have applied for this credit, and what we hope not to see is that when this credit ends, the market dries up.

**Mike Schmidt:** Home prices are very property-specific and very area-specific. Inventories are down, prices are down, and our sales are up. With lower-priced assets and more buyers, the market is turning.

150 basis points. Financially backing Fannie and Freddie was probably the most important thing that the government did.

**BM:** As previously mentioned, many of our sales have been from the first-time homebuyers tax credit. There has also been talk about opening this up to all homebuyers, not just first-time homebuyers, but we are unsure of what is going to happen. The biggest hurdle we are running into has to do with the banking and appraising system. They put so many restrictions on the lenders, and part of those restrictions comes down to the appraisals. We are probably losing one in 10 sales with good buyers, good sellers and good properties due to appraisal restrictions.

**PC: What are the important lessons that homeowners can take away from all of this?**

**BM:** You need to look at real estate as a long-term investment and not a short-term investment. A lot of mistakes were made because people were flipping, buying things immediately and trying to make a quick profit selling them. That was bad business then and it's bad business now, and we need to get back to basics.

If you look for properties that are in good locations that are priced right, there are extraordinary deals that are out there at incredible interest rates. Real estate is there, it's going to be there forever, it's just not a short-term thing. Buy now, buy the most that you can and you've got great things that are coming in the future.

**PC: How does what you're seeing on the ground in your markets here in Michigan compare with what the rest of us are seeing reported in the media in terms of national trends?**

**Bill MacLeod:** There's never been a more difficult time to determine what is going to happen in the future. According to a third quarter report we just finished, there were about eight percent more homes that sold this year than last year, which is a positive sign. We're finding that there are about 20 percent fewer homes that are on

**PC: What is your evaluation of the overall effectiveness of government policy dealing with real estate?**

**SP:** When Fannie Mae and Freddie Mac went into bankruptcy because of loan losses, the government stepped in and bought them; had they not bought them, there would have been a collapse of the real estate market like we have never seen in the U.S. The fed has now indicated that they will soon ease out of Fannie and Freddie, which will result in a void of capital. We expect to see that as the feds exit, we are going to start to see mortgage rates rise, maybe 100 basis points, maybe



*Serving on the conference panel about residential housing was, from left, Steve Petruska, Tom Feusse, Bill MacLeod and Mike Schmidt. CBA finance and law faculty member Pat Corcoran, far right, moderated.*

# Making the sale



## Professional Sales program spans campus and continues to grow



Stephanie Bowser



Liz Valley

CMU's Professional Sales program is a rigorous training program for anyone looking to improve his or her sales skills.

There are classes in personal selling, advanced selling and negotiation skills, sales management, and organizational selling.

Although it is offered through the College of Business Administration, CMU's Professional Sales program is attracting students from a variety of disciplines, and continues to gain interest across campus.

### It's not all business

Seniors Stephanie Bowser and Liz Valley aren't your typical business students.

Bowser, a Spanish major, came to CMU with the goal of becoming a Spanish teacher. After taking a few education classes, she started to feel as though teaching wasn't the best avenue for her. So she knew she had some searching to do for the program that would best prepare her for the future, whatever that might hold.

Having worked for the Target Corporation for six years, Bowser had experience in business. She

explored her options and decided on the Professional Sales program.

"I have learned that, in the business world, you need to have a competitive advantage, and the sales classes stress that," Bowser says. "This program has taught me a lot about myself, including my strengths and weaknesses, and it has improved my self-confidence."

As a health administration major, Valley knew she needed skills that would directly benefit her when looking for jobs. She began with a minor in marketing, but decided that sales would be a better fit for her.

"The program is based on a lot of real-world experience and is very hands-on," Valley says. "I have learned so much by actually doing things."

Both Bowser and Valley have learned not only how the program can benefit one's professional life, but also how sales skills are beneficial in everyday life.

"On a daily basis, you sell yourself," Bowser says. "No matter what your profession, you need to have sales tools. This program teaches students how to communicate and build relationships."



## Selling the program; building skills

CMU's marketing faculty needed a way to garner more interest in the new Professional Sales program. So they turned to the students already in the sales program.

As part of the professional sales program, students are assigned a discipline, such as engineering or recreation, and are required to go through the steps they've learned in their classes to "sell" the program to students in that discipline.

Students meet with a faculty member to learn more about the discipline, research how sales fits in with jobs relating to the discipline, develop a tailored sales presentation and visit a class to "pitch" it to the students.

The experience not only gives students hands-on training in sales, but also helps to grow the program. These efforts are paying off; the professional sales program has grown from 20 students at its inception in the fall of 2008 to more than 100 students today.



## Here's how you close the deal

CMU sales faculty Concha Neeley and Ken Cherry offer the following tips to help you be an effective salesperson.

- Leverage contacts and personal relationships by turning connections into referrals.
- Use networking Web sites such as LinkedIn and Facebook to turn cold calls into warm calls.
- Listening is the No. 1 skill needed to be a successful salesperson. Listening, not simply hearing, is critical to developing a solution that will truly benefit the customer.
- Putting yourself in your client's shoes and asking the right questions are crucial to success.
- Negotiation takes preparation and has to be looked at as a win-win proposition.
- Position the sales solution based on the product's features, attributes and benefits and how these components will lead to the client's success.
- Always secure next steps when finishing a sales call. Close the business every time, whether it is next steps for a meeting or to secure business.
- In an economic downturn, it is important to maintain relationships with clients, especially those who aren't currently in a position to buy. As the economy rebounds, those clients will return to the sales professional and vendor who cared enough to keep in touch.

# A family tradition

Students soak up advice from third-generation entrepreneur



*John Armaly Jr.*

When John Armaly Jr. decided to take over Armaly Brands – the family business – with his brother Gilbert, they carefully weighed the pros and the cons.

Armaly Brands began in 1919, and now the company makes more than

50 types of sponges – more than 50 million a year.

As youths, John and Gilbert worked in the family business, so they knew the large amount of time and labor that went into it. They knew it would be stressful.

But as the brothers sat at their father's dinner table and discussed the future of the business, which was started by their grandfather, the men decided that the ultimate pro was being your own boss.

Standing in front of a Grawn Hall classroom, John Armaly Jr. – the fall 2009 Dow Corning Executive in Residence – asked the business students, "How many of you want to go into business for yourself?"

Several hands shot up.

Scanning the room, the third-generation family business owner spoke to students about key elements in running a successful enterprise.

While speaking to the class, Armaly gave advice to the CBA students who were contemplating entrepreneurship.

## 1. Work hard.

"Being your own boss is great, but it comes at a price. You have to be comfortable taking risks. You must be willing to put in more hours than you want to think about. There really isn't any time off.

"If you are not OK with that, you might want to rethink going into business for yourself. If that sounds like something you can handle, I am glad you figured out your calling. It is very satisfying to see something that is yours."

## 2. Be an advocate.

"Pay attention to issues that affect small business. Don't be afraid to contact local and state government. Pick up the phone. Write that letter or e-mail. Let your voice be heard."

## 3. Incorporate modern advances.

"As a business owner, you need to look at ways to improve your product or services. Over time, new technologies have come to us, and we've been able to improve on our basic formula – for example we've used technology to make our (Estracell) sponges rinse out completely, which allows for complete cleaning and makes for a more sanitary product."



# Risk vs. Reward

Colby Wright

## What are Exchange Traded Notes?

Two CBA faculty members will have the first published paper about a new trading option – Exchange Traded Notes. Professor Jim Felton and assistant professor Colby Wright will have their findings published in *The Journal of Investing* this spring.

“Since this type of stock is so new, not many people know about them and their function,” Wright says. “I wanted to learn more about them and educate others, as well.”

ETNs, which are issued by an underwriting bank, were created in 2006 by Barclays as a security that combines aspects of bonds and exchange traded funds (ETF) and mutual funds.

They resemble mutual funds in their setup – like mutual funds, they are debt securities and have a maturity date.

And they resemble ETFs in the way they are traded– like ETFs, they are traded on centralized exchanges, where you can buy and sell them through a broker.

But instead of being backed by the assets that are in the investment fund like ETFs, ETNs are simply backed by the full faith and credit of the issuer.

“Of course it is a gamble. They can have high reward,” Wright says. “But because there isn’t a certainty to them – think Bear Stearns – there is also high risk.”

### This is how they work:

- When someone buys an ETN, he or she is buying a promise that the commodity purchased will have good performance by the maturity date. ETNs are not shares for a portfolio of stock.
- The ETN-issuing company – usually a bank – promises upon maturity that it will pay out to the holder of the notes.
- The cash that the holder receives on maturity (maturity is usually 15 to 30 years) is proportional to the performance of the tracking index.

### Rewards

- They offer the opportunity to investors to profit from emerging markets or specific sectors, such as ethanol, gold or crude oil.
- ETNs are taxed like traditional equities. That means that no taxes are due until the sale of the note.

### Risks

- ETNs are credit notes, and are only as secure as the company/ bank that they are issued from.
- They are relatively new. Although interest has grown, there is still not a large investor base involved with them.

## 4. Listen.

“The U.S. is a mature market. It is not growing by leaps and bounds like the rest of the world. You stay on top by offering a service or product that is different than anyone else’s. Try to find ways to fit the end consumers’ needs.

“Listen to people around you. Figure out what their problems are and develop the solution. That is how you stay on top.

“For example, Armaly offers a wedge-edge sponge product to consumers that has an ability to get into the area where the kitchen backsplash and counters come together and dirt builds up. I know people who were using a knife to scrape out the dirt, but a wedge-edge eliminates that problem. That is an example of listening and coming up with a solution.”

Armaly Brands sells its sponges in K-mart, Kroger, True Value and Wal-Mart Stores, Inc.



## The Times They Are A-Changing

How to market yourself in a transitioning job seeking environment

Brian J. Partie, Jr.

The application process, as we knew it, has morphed. For employers, recruitment is expensive and retention is important. For job seekers, researching employers is overwhelming and Web site applications are daunting.

Career postings, hard-copy applications and standard interviews have been replaced with general employment advertisements, online applications and unique interview formats. Therefore, two important business concepts are needed throughout the application process: relationship building and mentoring. As alumni, we can benefit from and contribute to both.

**As employment-seeking alumni,** relationship building is essential. Through networking with business professionals, you have the opportunity to learn from others and discuss your developed skill set as it pertains to potential careers.

Consider:

- Conducting a self-analysis to determine strengths and opportunities; then researching diverse career opportunities that match well with your developed skill set
- Attending on- and off-campus networking events, such as career fairs and informational sessions
- Requesting informational interviews with alumni who work within your desired field of interest
- Following-up with alumni and employers who have taken time from their schedule to speak with you

- Cultivating relationships available through online resources, such as CMU In-Circle and LinkedIn
- Getting involved in local, state, national and international organizations for the professional development and networking aspects
- Remaining in contact with CMU faculty and staff who may serve as mentors and asking for guidance

**As employed alumni,** you have the opportunity to mentor those soon entering the workforce and those transitioning within the workforce. Your business experiences are priceless and may serve as useful lessons for those following your footsteps.

Consider:

- Becoming active in the alumni association
- Accepting requests for informational interviews

- Interacting with student organizations on and off campus
- Encouraging your employer to take an active role in education as an avenue to future talent
- Contacting CMU faculty and staff to explore unique opportunities for partnership

Throughout CMU there are resources for current students, job-seeking alumni and alumni who are interested in giving back to the university.

To learn more about these opportunities and to connect with an individual who can further assist you, please visit [careers.cmich.edu](http://careers.cmich.edu).

Brian J. Partie, Jr.  
'05 CBA alumnus  
Assistant Director, External Relations  
CMU Career Services



CMU Career Fair

# Points of Pride



*CPCU Society President Douglas Holtz, new designees Jack Graham from Burns & Wilcox, Ted Kolp from State Farm, Stephanie Moseley from Amerisure, Jean Mitchell-Walster from State Farm and CPCU Governor Mike Wilson.*

## CPCU Society 'insures' CBA success with donation

The Greater Detroit Chapter of CPCU Society donated a \$250 monetary gift to the College of Business Administration as an honorarium for CBA graduate Douglas J. Holtz.

Holtz was elected in September to serve as president and chairman of the Board of the CPCU Society. CPCU – Charter Property Casualty Underwriters – is the international professional insurance society. Holtz gave the keynote speech at the CPCU Society "All Industry Day." —

## Scramble for scholarships



The 17th annual CBA Golf Outing will be in June at the PohlCat Golf Course in Mount Pleasant. Proceeds from the event will support the CBA Scholarship Fund. Participants will play in four-person scramble format. Teams, singles and corporations are welcome.

For more information, call Cindy Howard at 989-774-2130 or e-mail [cindy.howard@cmich.edu](mailto:cindy.howard@cmich.edu). —

## Nominate your colleagues or former classmates

The College of Business Administration will host the CBA Alumni Awards ceremony at the Comfort Inn in Mount Pleasant. The awards will take place from 6 to 8 p.m. April 16. The CBA Alumni Awards recognize successful alumni and reconnect them with the university. Many alumni from across the country come to celebrate the awards every year.

The categories for Alumni Awards are Alumni Commitment, Distinguished Alumni, Entrepreneur of the Year, Honorary Alum and Outstanding Young Alumni. Alumni can be nominated by filling out the nomination form at [www.cba.cmich.edu/development.asp](http://www.cba.cmich.edu/development.asp).

For more information, call Cindy Howard at 989-774-2130 or e-mail [cindy.howard@cmich.edu](mailto:cindy.howard@cmich.edu). —

## Going beyond business casual

The College of Business Administration is accepting donations of gently used business attire as well as cash donations for the CBA Suits for Success attire drive. The donations will provide CBA students with appropriate business attire for job and internship interviews.

Professional attire such as ties, dress shoes, men's and women's business suits and shirts will be accepted. Donations are tax-deductible.

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](mailto:concha.neeley@cmich.edu). —



# Over haulin'

## CMU research helps trucking industry identify ways firms can retain drivers

Central Michigan University researchers are working with trucking companies to reduce driver turnover – a significant and costly industry problem.

Zachary Williams, assistant professor of logistics and marketing; Michael Garver, associate professor of marketing, along with Steve LeMay of Dalton State University, found that the difficulty in driver retention stems from a failure on the part of trucking firms to recognize what is important to drivers.

By evaluating driver turnover within a large-truckload trucking firm, researchers more accurately captured retention information to better understand what truck drivers want from a carrier and what influences a driver's decision to remain with a particular firm.

New drivers, experienced drivers and company management were surveyed. Results indicated notable discrepancies between the groups.

The study found that managers overestimated the importance of time at home, workload, and company reputation and awards. It also found that managers underestimated the importance of personal safety, career development, and relationships with customers and other drivers.

To do the research, the group used maximum difference scaling, a new advanced system that allowed the researchers to create segments among drivers, each identifying different values that drivers deemed important and if those influenced their intentions to stay with the firm.

"The segments allow management to develop internal instruments and tailor programs to help recruit and retain highly qualified drivers," Garver says.



*A study by CMU logistics researchers Michael Garver, left, and Zachary Williams found that trucking firms that have a better understanding of their drivers' needs will decrease turnover.*



# Paying it forward

## Scholarship honors 30 years of dedication to students

Graduates from the Logistics Management Council (LMC) Honor Society travel to Central Michigan University for the annual homecoming reception hosted by Professor Robert "Bob" Cook, Ph.D., and his wife, Karen Cook. It is a 30-year tradition.

The fall reunion includes catching up and reminiscing.

This year, however, the celebration was a little different.

Bob and Karen Cook walked out the front door of their Mount Pleasant home to find nearly 40 alumni gathered on their lawn and holding an oversized check.

Logistics alumni presented the couple with the results of a two-year project – The Dr. Robert and Karen Cook Endowed Scholarship.

The scholarship currently holds \$52,275 raised by many logistics management and other alumni. More than 60 alumni contributed to the scholarship.

"Every homecoming I look forward to seeing everyone again. My former students are a part of my family," says Cook, a Jerry and Felicia Campbell professor and director of CMU's Logistics Management Program. "I never would have suspected that they had started a scholarship in our names. It was a wonderful surprise."

Cook's former students say they wanted to honor the couple for their 30 years of student mentoring.

CBA alumnus and LMC Honor Society founder Brian Gibson, '83, says Cook, who came to CMU in 1979, changed his life.

"My experiences at Central made me want to become a college professor," says Gibson, now a logistics professor at Auburn University. "I took Bob's class in 1983, and it influenced my teaching style. I got to work with him through research and student consulting projects."

The Cooks send an annual newsletter to almost 500 LMC alumni. And they still know almost every one of the LMC students who graduated in the past 30 years.

"These kids are so important to us," says Karen Cook. "We help connect them to job opportunities. We attend their weddings. We have scrapbooks of family pictures they send us. They are family in every sense of the word."



*LMC Honor Society founders Brian Gibson (also pictured more recently at right), '83, and Lori Sue Nichols, '83, at the Cook's homecoming reception in the early 1990s.*

*Karen and Professor Robert "Bob" Cook, left, were surprised by Brian Gibson, '83, and several other logistics alumni who presented the couple with a \$52,275 check for a scholarship fund in their names.*

And the alumni feel the same about the Cooks. Some of the alumni at the homecoming reception drove from as far away as Nebraska while others flew in from Texas and North Carolina to be at the check presentation.

"We know how lucky we are, and we wanted to show them how much we appreciate everything they have done for us and continue to do," Gibson says. "We wanted to build on the legacy that Bob and Karen have started."

The criteria to receive The Dr. Robert and Karen Cook Endowed Scholarship are still under consideration. Professor Cook and Karen Cook's collaboration will be instrumental in determining the process.

"They couldn't have dreamed up a better gift," Professor Cook says. "It is incredible to know that even during these difficult economic times, people – people I consider my family – are willing to support CMU students and their efforts to obtain a great education."





**Join other alumni  
and discover the many  
benefits of being a Gold  
Member of the CMU  
Alumni Association.**

**As a Gold Member you'll:**

- Strengthen your CMU pride when you receive regular news updates
- Stay connected with some of the more than 172,000 CMU alumni worldwide who participate in InCircle, CMU's online networking service
- Help us – through your annual \$35 membership – to host Homecoming events and other alumni programs throughout the year
- Receive discounts on purchases, such as airfare, car rentals, tickets at the Palace of Auburn Hills and DTE Energy Music Theater, and merchandise at the CMU Bookstore

Start enjoying the  
benefits of your CMU Gold  
Membership today!

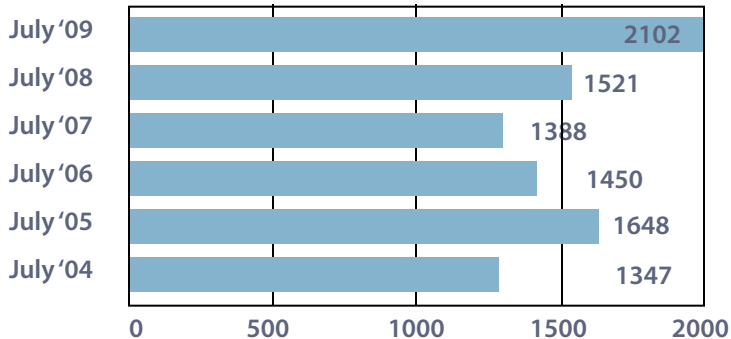
[cmualum.com](http://cmualum.com)

Celebrate  
Maroon and **Gold**

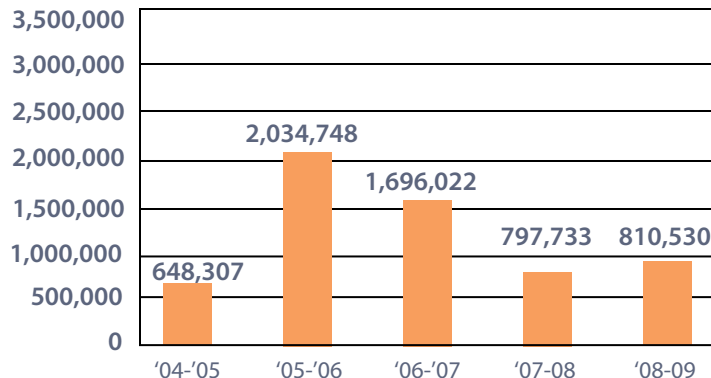


# CBA Highlights

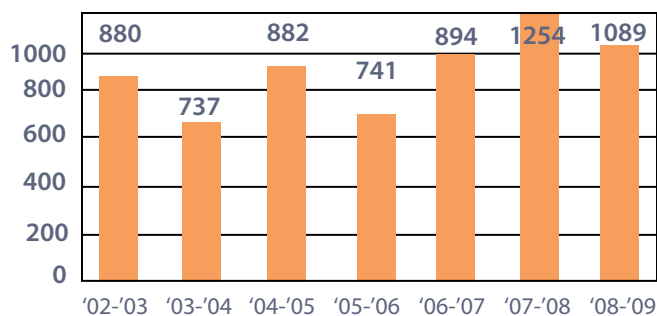
## Business majors



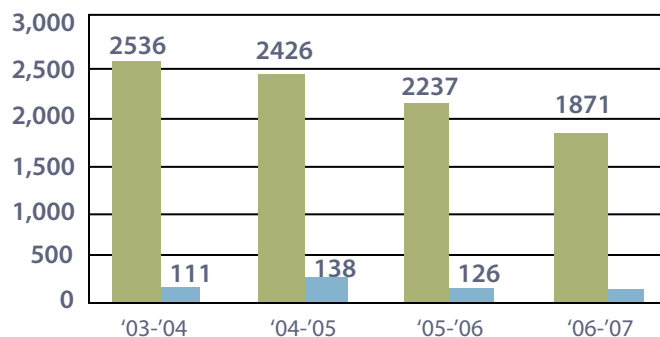
## Total contributions to CBA



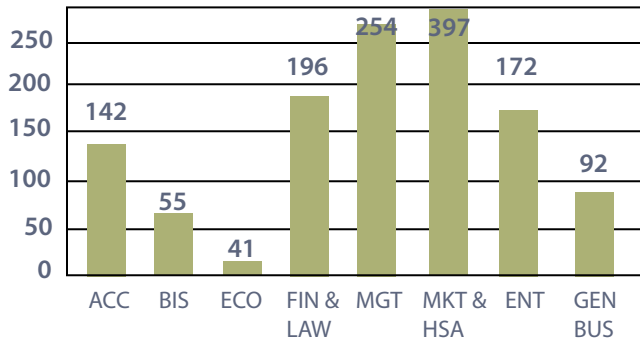
## Number of CBA undergrad degrees conferred



## Number of CBA donors

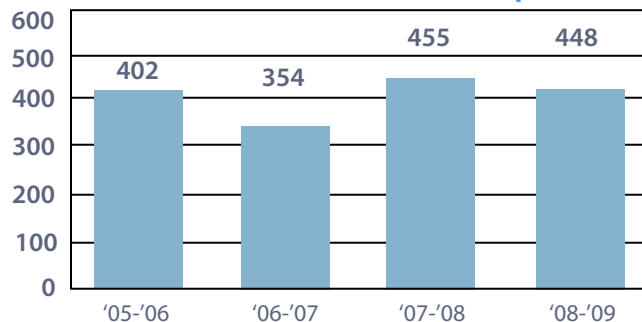


## Undergraduate degrees by department

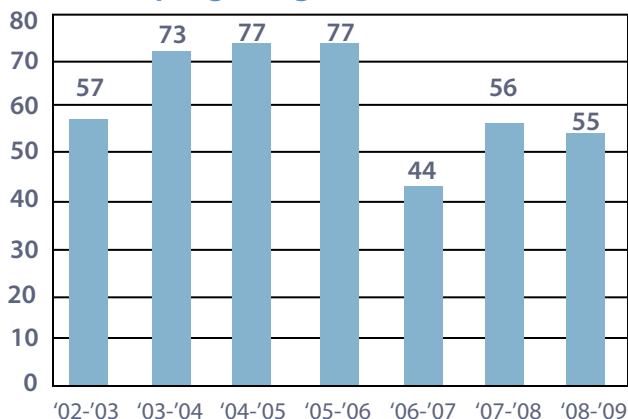


■ Number of Individuals ■ Number of Companies

## Students enrolled in internships



## M.B.A. program graduates



## Top 10 employers of CBA graduates

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

## Top recruiters of CBA graduates

- Auto-Owners Insurance
- Deloitte Tax LLP
- Exel
- Kraft Foods
- National City Bank
- Northwestern Mutual Financial Network
- Plante & Moran, PLLC
- Sears Holdings Corporation (K-Mart)
- Target Corporation
- Wells Fargo Financial

## CBA Honor Roll of Donors

### \$1,000+

Accenture Foundation Inc.  
 Access Business Group LLC  
 Ermil '75 and Linda Adamson '96  
 Steven M. Anderson  
 Timothy F. '82 and Kristi Lynn Anson '82  
 Bank of America  
 Bayer Corporation  
 Bayer HealthCare  
 Melanie Lyn Bergeron '84  
 Peter S. Beveridge '75  
 Lon M. '75 and Vicki Bohannon  
 John E. Bourdow '87  
 Rob '71 and Mary Bromley  
 Douglas '81 and Kathleen Brown '90  
 Jim\* and Nancy Burley  
 Mark '82 and Catherine Bush '83, '88, '05, '07  
 Al '56, '90 and Patricia A. Cambridge Jr.  
 Celani Charitable Foundation Inc.  
 Thomas '04 and Vicki Celani  
 The Center for Counseling  
 Keith '76 and Betty Jo Charles '76  
 Chemical Bank  
 Ken Cherry '90  
 Chrysler LLC  
 David E. '72 and Mary C. Clappison '77  
 Margaret E. Clark '57  
 Gary '69, '71 and Cathy Collins '98  
 Commercial Equipment Company  
 Steve W. Constantin  
 Con-way Freight Inc.  
 Linda J. Cook '87  
 Crane Worldwide  
 Rod '77 and Nan Crawford  
 Jeffrey '80 and Roxanne Croft '81  
 Crowe Horwath LLC  
 James '80 and Renaye Damman '80  
 Deloitte & Touche LLP - Wilton, CT  
 Richard and Colleen Divine  
 The Dow Chemical Company Foundation  
 Dow Corning Corporation  
 Carol and Dave Dow '71  
 Lee '76 and Lori Dow  
 Robert James Easterle '68, '69  
 Christine Eber '69  
 Drusilla Farwell Foundation  
 Dr. Mike Fields  
 Cynthia Dickey Fitzgerald '75  
 Brian '84 and Marcia Gibson '85  
 Jacalyn (Beckers) Goforth '82  
 Jim and Debi Goodrich  
 Keith E. Goodwin '74, '06 and Janice K. Goodwin  
 Margaret '80 and Richard Gove

Robert '80 and Judith Guilmette '75, '77  
 Hallmark Corporate Foundation  
 Steven A. Harrast  
 Mary '65 and Don Harter  
 Todd Robert Harter '94  
 Mary Lou '86 and Richard Hazleton '72, '93  
 Sandra L. Herrygers '87  
 Monica C. Holmes  
 Russell J. '66 and Cheryl Horton  
 Robert L. James '85  
 Kristine S. Jaros '93  
 Keli L. Keat '92  
 Dr. Philip L. Kintzele  
 Ira Kreft '77  
 Dr. Vernon E. Kwiatkowski  
 John G. Labrie '89  
 Thomas L. Lapka '78  
 Kirk L. Lavengood '87  
 Yae Sock Roh and Choon Young Lee  
 Larry Lepisto  
 Timothy '94 and Sherry Magnusson '94  
 Marathon Oil Company  
 Bruce '75, '76 and Diane Marble '84  
 Frank V. Maselli '90  
 Tim and Debra McGilsky  
 Gene '82 and Melissa McKay  
 Patrick J. McPhillips '88  
 Michigan Office Solutions  
 Michael '81 and Gail Moharter '81  
 Michael J. Morris '80, '93  
 Lori Sue Nickels '84  
 Brad P. Niergarth '75  
 Northwestern Mutual  
 Michael '70, '04 and Mary O'Donnell  
 Patrick Okonkwo  
 Pinnacle Advisors LLC  
 S. Benjamin and Rose M. Prasad  
 PricewaterhouseCoopers Foundation  
 PricewaterhouseCoopers LLP  
 David '91 and Penny Queller '91  
 Michael W. '69 and Judy Reed  
 The Rehmann Group  
 Paul '75 and Barb Richards  
 Robert Half International Inc.  
 Joan H. '69 and Joseph E. Rogers Jr. '65  
 James P. Scott  
 Daniel F. Smith '93  
 W. Sidney '65, '07 and Judith French Smith '65  
 Gregory N. Spear '87  
 Mark '91 and Michelle Szymczak '91, '97  
 Two Men and A Truck  
 Urban Land Institute  
 Allen '72 and Nancy Vander Laan '73

Cindy R. Vautrin '92, '00  
 Dan and Bonnie Vetter  
 James H. Wanty '71  
 WellPoint Foundation  
 Cherie Chartier Whiting '85  
 Zachary S. Williams '00  
 Holton Wilson  
 Francine and David Zick  
 \$500-\$999  
 Stephen M. '80 and Debra K. Abbott '80  
 Aetna Foundation Inc.  
 AITP West Michigan Chapter  
 Bruce and Christine Allen  
 Ernest and Alonna Almeranti  
 AT&T Foundation  
 Auto-Owners Insurance Company  
 Chris Beresford '81 and Erin McBrien '81  
 Adam B. Beuker '96  
 Robert Jay Blanchard '81  
 Daniel and Melodie Boling  
 Rick J. Bolt '91  
 Charles H. Brickell '80  
 Richard M. Brozowski '81  
 William G. '93 and Denise A. Buckley '96  
 Theodore '69 and Mary Jane Bunker '72  
 William Croft Burley '83  
 Steven R. Caldwell '80  
 David '87 and Kathy Cambridge  
 Michael '90 and Jodi Christensen '95  
 Russell R. Christy Jr. '79  
 Deborah M. Chubb '95  
 Kenneth '77 and Mary Clark '06  
 Paul W. '82 and Diane T. Clemo '84  
 Donald Karl Closs '60  
 Douglas C. Collyer '63  
 Robert L. Cook  
 James Anthony Cramer  
 Wendell and Marcia Dilling  
 The Dow Chemical Company  
 Eckersley Enterprises LLC  
 J. Dean and Betty Eckersley  
 EDS - Detroit  
 Gary E. Eymmer '82  
 James and Angela Felton '92  
 Steven Michael Foster '90  
 Kimberly J. Frederickck '91  
 Gary '94 and Lori Gagnon  
 Michael and Sherrie Garver  
 Steven '90 and Theresa Gee '90  
 Larry and Anne Glass  
 Vernon L. Gray '67  
 Robert '84, '87 and Karen Grove  
 Clarke H. Harper '95  
 Roger Hayen  
 Rich and Mary (Moran) Hill '87, '92

## CBA Honor Roll of Donors

Patrick J. '69 and Mary Lou Holmes  
 Steven '03, '04 and Christina Hough '04  
 Isabella Community Credit Union  
 Ian E. Johnson '04  
 Les Johnson '72  
 Mitchell A. Joppich '88  
 Michael W. Kane '75  
 Susan '68 and David Karmon '69, '76  
 Phillip '77 and Sue Kench  
 Karen Ann Kibiloski '84  
 Tim Knickerbocker  
 Wayne M. Korson '71  
 Gregory A. '81 and Anna S. Kretz '80  
 Paula '98 and Jeffrey Kreuger '99  
 Linda B. Laughlin '62  
 William E. Livingston '77  
 Kevin and Denise Love '94  
 Virginia C. Mello '84  
 Merrill Lynch & Co. Inc.  
 David L. Merritt '68  
 Charles R. Michelson '65  
 Tracey '84 and Paul Natke  
 Concha Neeley  
 Northwestern Mutual Financial Network  
 Randall '77 and Myra Norton  
 Lyndell C. Patrick '75  
 Kari '92 and Paul Peruski  
 Donald J. Pettijohn '71  
 Mahala K. Poland '03  
 Scott L. Pranger '83  
 Michelle J. Prothero '98  
 James '68 and Ann Rosloniec  
 Lynn Tilma-Ross '85 and James Ross III  
 '87  
 The Ryder System Charitable Foundation  
 E. Calvin Schneider '70  
 Randy '80 and Linda Shoaf '80, '90  
 Mary Jane Flanagan and Grant Skomski  
 '86  
 Scott '82 and Bridget Smith  
 Caprice '09 and Samuel Spralls  
 Laura L. Stowell '84  
 James R. Szollosi  
 Crina O. Tarasi '02 and Eugen M. Popa  
 '02  
 Gerald G. Turner '77  
 Julie Knutel Ungarino '87  
 Ken Van Der Wende  
 Stephen J. Wade '80, '87  
 Craig L. Weiss '99  
 Gavan D. '65 and Mary Jane Woods '66  
 Yeo & Yeo PC

### \$250-\$499

Allstate Foundation  
 Terry and Mary Jo Arndt  
 Rebecca A. Arrunategui '95  
 Dennis R. Aukema '90  
 Deborah Anne Barker '72  
 Kurt '89 and Laura Beck '91  
 Nancy K. Bender '85  
 James T. Biehl '83  
 Gregory Boehmer '03  
 Herbert W. Boschen '83  
 Jennifer '93 and Rick Bowman  
 COL Stuart C. Bradley '66  
 John H. Brooks '64  
 Dennis H. Buckler '82  
 Mark A. Burris '95  
 Linda Marie Butka  
 David J. '74 and Thea J. Chambers '74  
 Jeanne E. Chute '77  
 Mark C. Cieslak '73  
 Consumers Energy Company  
 Timothy J. '82 and Teresa K. Coscarelly  
 '79  
 Dean '82 and Lori Crutchfield '80  
 Dyann DeLatt '91  
 Dell Inc.  
 William E. Dover '85  
 Thomas B. '85 and Ann L. Emmerich '86  
 Debra D. Eston '74  
 Kevin M. Flattery '92  
 Paul Fortino '49  
 Daniel W. Gerber '81  
 K. Edward Goode '74  
 Marie T. Guimond '76 and David J.  
 Tuskey '79  
 James '68 and Barbara Gwisdala  
 Michael L. Hanisko '84  
 George C. Hass '80  
 Randall and Joy Hayes  
 Julie S. Hislop '83  
 Kristen L. Holt '94  
 William '75 and Jenny Hood  
 Jeff Hoyle '89  
 Brian D. Iles '81  
 Michael J. Jakolat '83  
 Jeffrey K. Jaworski '86  
 Emil '79 and Vicki Jensen '80  
 Carl Johnson and Sharon Bradley-  
 Johnson  
 JPMorgan Chase Foundation  
 Tracey '01 and Nicholas Katcherian  
 Kristin M. Kless '96  
 Bernie R. Lamp III '79  
 Wendy Lee Lehner '90

David\* and Barbara Lindley '67  
 David C. Magill '81  
 Gail E. Makinen '61  
 Margaret M. Malicke '81  
 Ronald K. Meltsner '78  
 Robert H. '71 and Gail Miller '88  
 Terry B. Miller '79  
 Timothy J. '80 and Vicki Milroy  
 James '59 and Charlotte Morris  
 William S. Nuber '87  
 Dennis '83 and Cynthia Pail '83  
 Brian J. Pesola '93  
 Cynthia Marie Moerdyk '97  
 Michael and Monica Rao '05, '09  
 Lynda '65 and John Reilly  
 John M. Rocholl '84  
 Lisa Marie Rodenhiser '85  
 Janet M. Root '88  
 Nicholas '02 and Stephanie Rost '01  
 Nancy '79 and David Rusch  
 Judge William and Eileen Rush  
 Steven A. Schneider '94  
 Mollyanna D. Sheltraw '86  
 Michael and Gail Shields  
 Hailey E. Silk '07  
 William Donald Smith '97  
 Shelley Ann Snyder '92  
 Janet Sutherland '64  
 Harvey A. Swanebeck '70  
 Michael '05 and Erika Thomas '05  
 Judy '74 and Larry Thomas '57, '61  
 John Robert Trudell '65  
 Steven R. Umlor '87  
 Mark J. VanderMeulen '72  
 Bob VanDeventer '74  
 Craig T. VanRaemdonck '97  
 Mark T. Verbecken '78  
 Ann F. Vezina '85  
 Sally L. Wallace '75  
 Scott A. '89 and Debra J. Walsh '87  
 Dominick L. Warner '05  
 Douglas M. Warriner '66  
 Thomas R. and Sharon M. Weirich  
 Janis M. Weston '83  
 Jeff '77 and Ann Winkler '78  
 Kathy M. Winters '91  
 Roger A. Wittenbach '65  
 Mary Lu '90, '92 and John Yardley '71  
 Michael '86 and Lori Zimmerman  
 Habib and Rosemary Zuberi

# Alumni Digest

## 2009

Lindsay Barnett, B.S.B.A. in human resources management, is working in San Francisco for Gap Inc. as an employee relations specialist.

Danielle Beckey, B.S.B.A. in entrepreneurship and IPC, is a phonathon coordinator at Mary Baldwin College in Staunton, Va.

Katie Dykehouse, B.S.B.A., relocated to Durham, N.C., and is employed in corporate sales for Greystar Real Estate Investments.

Alicia Hendershot, B.S.B.A. in human resources, is the human resource manager at Oakland Regional Hospital in Southfield, Mich.

Ken Hirschmann, B.S.B.A. in marketing, is in a 52-week district manager training program for Aldi Inc. after a summer internship with the company. Ken enjoys golfing and tries to stay in touch with friends and family in his free time.

Michael B. Barnett, B.S.B.A. in hospitality services administration, is working with Village Green Companies, a leader in residential property management. In the past year, he has been promoted two times — from manager-in-training to property manager of three communities in Farmington Hills to property manager of a multimillion dollar asset in Auburn Hills. He lives in Southfield with his girlfriend and enjoys golf and playing hockey when time permits.

Jason J. Jones, B.S.B.A. in real estate development, recently began a career with Max Brook Realtors in Birmingham, Mich., as a real estate agent.

Herbert Kipke IV, B.S.B.A. in finance, is currently employed by The Prudential Insurance Co. of America. He helps clients grow and protect their wealth through investments and insurance.

Tony Mikulec, M.B.A., was recently married (Alyssa) and is living in Rochester Hills, Mich. He works for JP Morgan Chase.

Bethany Schafer, B.S.B.A. in marketing, is currently working for Village Green Companies as a manager-in-training.

Natalie Slawnyk, B.S.B.A. in accounting, began working at the The Dow Chemical Co. June 1 as a cost accountant for the supply chain controllers.

Phillip Whittaker, B.S.B.A., was hired by Chase bank in June and started in July in Waterford, Mich., and enjoys the job very much. He says he owes it all to CMU and its faculty for imparting on to him the wisdom to claim what he wants in life.

## 2008

20 Hayley Zimnie, B.S.B.A. in finance, is an operations analyst at Baker Tilly Virchow Krause LLP, a public accounting firm in Southfield, Mich. She recently got engaged to Joel Kuehn.

## 2007

Ashley Mari Bohacz, B.A.A. in entrepreneurship, is living in Rockford, Ill., and works for Sears Holdings Corp. as the operational manager of a personal shopping program, Mygofer. She is a member of the Cherry Valley Jaycees and the Rockford Area Services Association.

Kelly Cieszkowski, B.S.B.A. in hospitality services administration, recently graduated from Oakland Community College with an associate degree in culinary arts and has started her own catering and personal chef business called Taste. Smile. Repeat.

Kelly (McGraw) Zimmerman, B.S.B.A. in marketing, was married Oct. 4, 2008, to 2008 CBA alum Brian Zimmerman. She lives in Grosse Pointe and is working as an accounting and finance recruiter in Southfield. They recently had a baby girl.

## 2006

Tiffany Strong, B.S.B.A. in human resource management, has been living in Denver, Colo., for a little over three years. She loves Colorado and suggests it to anyone looking to move to a new area. Tiffany is working as a recruiting manager over Arizona, Colorado and Texas for the largest privately owned property management company in the U.S., Riverstone Residential.

Stacey Zafiroff, B.S.B.A. in accounting and finance, started a new job at Warner Music Group in Burbank, Calif., as a senior accountant a few months ago.

## 2005

Katie Bien, B.S.B.A. in management information systems, began attending the full-time MBA program at the University of Chicago Booth School of Business this fall as part of the Deloitte Graduate School Assistance Program.

William Domako, B.S.B.A., was a wrestler while on campus. He is married to Chrissy and has a daughter that turned 1 on Sept. 10. He just opened a Tim Horton's in Toledo, Ohio.

Kristen Ennis Harris, B.S.B.A. in accounting, lives in Bowling Green, Ohio. She is currently working at Marathon Oil Corp. in Findlay, Ohio, as an internal auditor.

## 2003

Greg Boehmer, B.S.B.A. in management information systems and production operations management, is now a Certified Information Systems Security Professional (CISSP) and Certified in the Governance of Enterprise IT (CGEIT).

Rochelle Burns, B.S.B.A. in accounting, along with her husband, Kenneth, and their son Jakob Martin welcomed the birth of Jaxon Joseph on July 11, 2009. He was born at 3:30 p.m., weighed 8 lbs. 5 oz. and was 20 1/4" long. Rochelle is a staff accountant II at Genesys PHO in Flint. They live in Flushing.

Eric Martin-Catherin, M.B.A. is working as an account manager for COLT Telecom GmbH in Frankfurt, Germany. COLT Telecom is a leading European provider of business communications in 13 countries, providing last-mile fiber to more than 16,000 buildings in Europe.

James C. Martinez, B.S.B.A. in marketing and logistics management, earned his M.B.A. from the University of Phoenix on May 31, 2009. He received the Student of the Year Award and completed his degree with a 4.0 GPA. He has been working for the Boeing Co. as a logistics supply chain specialist III for five years. He is married to Jill Suematsu Martinez '03, and they have a 3-year-old child named Naya. They reside in Honolulu, Hawaii.

Matthew Reynolds, B.S.B.A. in marketing and logistics management, is employed as a domestic supply chain analyst for Detroit Diesel-Daimler Trucks North America.

## 2002

Chrystal (Stevens) Bisonet, B.S.B.A. in accounting, was married in April 2009 to Brook Bisonet and moved to Grand Haven, Mich., where her husband has a law firm. She is working at Consumers Energy as a budget coordinator.

Derek DeGroat B.S.B.A. in marketing and logistics management, and his wife, Jessica '03, welcomed their first child, Izabella Madison, on July 6. He is currently employed at Campbell-Ewald as a senior account executive.

Scott Naz, B.S.B.A. in marketing, logistics management and production operations management, is involved in a new company called AutoTransMart.com. He is the business development director for both JMN Logistics and AutoTransMart. AutoTransMart is a cutting-edge concept for the vehicle transportation marketplace that leverages the latest advances in Web technology. Vehicle shippers dramatically lower their transportation costs by having their extensive network of carriers compete by bidding to move their vehicles. Carriers are notified of shipments that match their profile so they can fill empty slots, maximize load factors and reduce empty backhaul miles.

## 2000

Chad Brown, B.S.B.A. in marketing and logistics management, and his wife, Jenn (Myers) '02 had their second child in December. The baby joins daughter, Cozette. Jenn is a stay-at-home mom. Chad is the director of marketing for Professional Contract Management Inc. and a partner of Michigan Educational Transportation Services.

Jody (Bonamy) Michael, B.S.B.A. in marketing and logistics management, was married to Jeremy Michael on July 25, 2009.

# Alumni Digest

## 1999

After 11 years in the NFL (two years with the Cincinnati Bengals and nine with the Detroit Lions), Brandon Bissell, B.S.B.A. in marketing, has moved to the MLB and Georgia to become the entertainment manager for the Atlanta Braves.

Jim Gadziemski, B.S.B.A. in logistics, and his wife, Allie, welcomed their third son, Desmond James, this past April. They live in Milwaukee with their sons, Calvin (4) and Jarrett (6). Jim works for Total Logistic Control.

Olivier Vella, M.B.A., resides in Sanois, France. He is working in banking in Paris as head of marketing on the investor relations team at BNP Paribas. He has a child named Valentine, who is now 13 months.

## 1998

Julie M. Barst, B.S.B.A. in accounting, earned a Ph.D. in English from Purdue University in May 2009 and is now assistant professor of English at South Dakota State University in Brookings, S.D., where she teaches classes in 19th-century British literature.

Julie Rondo, B.S.B.A. in hospitality services administration, has been asked to join the Editorial Advisory Board for Michigan Meetings + Events Magazine, the premier magazine for meetings and events professionals working in Michigan. It is published four times a year by Tiger Oak Publications and circulated to approximately 18,000 planners, suppliers and related professionals.

## 1997

Mark Baczewski, B.S.B.A. in marketing, along with wife, Kimberlee (Arnold) '98, and son, Erick, relocated to Holt, Mich. Mark has taken a new position as director of alumni engagement at Albion College.

Kristy Nelson Carlsen, M.S.A., has a son named Eiler Anthony Carlsen and teaches second grade.

Brett Godush, B.S.B.A., is the director of legal affairs at Four Winds Casino Resort in New Buffalo, Mich. He and his wife have 1-year-old daughter.

Michael Hester, B.S.B.A. in marketing, was recently promoted with his current employer, Heaven Hill Distilleries Inc. He was promoted to Kentucky/Tennessee regional sales manager and has relocated to Louisville, Ky. Heaven Hill Distilleries Inc. is the largest independent, family owned producer and marketer of distilled spirits in the USA. He is currently in his 10th year working with the company.

Jason Salisbury, B.S.B.A. in marketing, was promoted from director of marketing to vice president of marketing at MagazineLine.

## 1996

Lisa Davidson, B.S.B.A. in accounting, was married to Joe Davidson on Oct. 30, 2008. She is employed as a senior accountant for FPO Solutions in Pleasant Prairie, Wis. Lisa has a home office, and her clients are auto parts stores across the U.S.

Jennifer DeShazer, B.S.B.A. in accounting, welcomed a baby girl named Arden on March 5, 2009.

## 1995

Greg Frank, B.S.B.A. in marketing, has a new job as the sales manager for Cockburn Island Forest Products in Coldwater, Mich. They own 34,000 acres of forest on Cockburn Island, Ontario, Canada, which contains the largest remaining stand of Northern White Cedar in North America. They selectively harvest the trees and bring them down to their mill in Farwell to be made into log cabin siding, paneling, railing components and decking. From there they ship them to their facility in Coldwater where the products are warehoused and prefinished to customer specifications. They ship worldwide. Greg says that having a business degree from CMU was a large factor in getting the position over some of the other candidates!

Chris Malachino, B.S.B.A. in human resource management, was recently promoted to director of Admissions for Everest Institute in Grand Rapids, Mich.

Jeremy S. Stephens, B.S.B.A. in human resources management, was appointed by the Civil Service Commission in January 2009 to serve as the state personnel director for the State of Michigan. In this position he oversees the delivery of human resource services to all executive branch state departments and agencies covering over 50,000 classified state employees. He is responsible for the formulation and implementation of the Commission's mission, strategic plans, policies, directives, organizational structure, budget oversight and the promulgation of regulations to further implement Commission Rules. He directs over 500 employees. Jeremy currently serves as a member of the Governor's Cabinet, was appointed by the Governor to the Michigan Corrections Officer Training Council, serves on the Equal Opportunity Diversity Council and is the Ex-Officio to the State Board of Ethics.

## 1994

Rebecca Gill, B.S.B.A. in accounting, recently quit her VP of marketing position and launched her own Internet marketing company. Her full profile is available on LinkedIn at <http://www.linkedin.com/in/rebeccagill>, and her new Web site is <http://www.web-savvy-marketing.com>.

Julie McGuirk, B.S.B.A. in management, and her husband Rick '94, adopted a daughter from Russia in September 2008 named Taryn, born Nov. 2, 2006. Julie is a homemaker. Rick is employed with United Apartments property management in Mount Pleasant. They live in Mount Pleasant and are proud supporters of CMU athletics. Rick continues to serve on the CMU Development Board.

## 1993

Matthew Finch, B.S.B.A. in marketing, received his Master of Science in Management from Walsh College in December 2008. He has two children — Nathan and Natalie — both 3 years old. Matthew is employed by FedEx Global Supply Chain Services, Americas. He is a regional op. supervisor - GMPT Plant Operations. He has worked for FedEx for nine years.

Adam Pakledinaz, B.S.B.A. in accounting, is the president of Aero Business Advisors in Charlotte, N.C.

## 1992

Chris Conley, B.S.B.A. in marketing, is a supervisor for Michigan Consolidated Gas Co. in Milford, Mich. He is married to Shelley (Purdy) '92 and has two wonderful children, Sarah (7) and Clayton (10). They reside in Howell, Mich.

Andrew Wright, B.S.B.A., began a new job last May as assistant vice president/director of admissions at Missouri State University.

## 1991

Matt Delnick, B.S.B.A. in accounting, has a new job as chief financial officer of Greenstar North America headquartered in Houston, Texas. It is the nation's largest private recycling company.

Bonnie R. (Hammond) Ott, B.S.E.D., has been a teacher at Ovid-Elsie High School for 15 years. She also is the business department chairperson, as well as a School-To-Work Coordinator. She has appointments on the Shiawassee County Planning Commission and the Shiawassee County Community Mental Health Board Authority.

## 1990

Andrew Sack, B.S.B.A. in marketing, is a portfolio development manager with Sara Lee. He is married to Lisa Rasch '90, and they have three kids, Brett (13), Kristyn (11) and Nicole (8). They live in Walker, Mich.

## 1989

Mary (Herzog) Shepard, B.S.B.A. in management, is the executive director of Ohio University's Academic Outreach. She says that initiative has enabled her to gain new insights into higher education, as well as capitalize on her experience with Bristol Myers Squibb.

Deborah Trahey, B.S.B.A., M.S.A. '96, teaches seventh-grade math and language arts for Kearsley Community Schools. She also teaches part time in the Department of Education at Ferris State University. Deborah lives in Clarkston, Mich.

# Alumni Digest

## 1985

Donald Bergman, B.S.B.A. in hospitality services administration, is vice president of intercompany sales and operations for Buckhead Beef Northeast, a Sysco Foods Corp. company in South Plainfield, N.J.

Matthew Simon, B.S.B.A. in marketing, graduated on June 19, 2009, from Keller Graduate School of Management with an M.B.A. in accounting. He is working as a contract controller for a solar power installation company in Golden, Colo., and lives in Westminster.

## 1984

Barbara Hearne, B.S.B.A. in accounting, is a CPA and is currently working for Faithbridge UMC.

## 1983

Aubrey (Lasiewicki) Rieck, B.S.B.A. in marketing, has been employed as an administrative assistant for a Servpro franchise since January 2009.

Bob Wheelright, B.S.B.A. in management, is celebrating 15 years as owner of West Michigan Business Forms, established August 1, 1994.

## 1982

Barbara (Napolitan) McDougal, B.S.B.A. in marketing, has been employed by Port Huron Area School District as a fifth-grade teacher for the past 10 years. She has been married for 26 years to Brian McDougal. They have four children, Brianna (24), Brian (22), Bradley (20) and Benjamin (16).

James R. Newman, B.S.B.A., has a new baby boy, Isaiah James Newman.

## 1981

Richard L. Bartrem, M.B.A. in finance, is now the vice president for business affairs and treasurer at Hiwassee College in Madisonville, Tenn.

Brian Chermiside, B.S.B.A., was recently elected Dow Corning's executive director of marketing and sales and chief marketing officer, a corporate vice president. He currently serves as the chairman of Multi-Base, a Dow Corning subsidiary; he joined Dow Corning in 1985 and has held a variety of product line and commercial leadership positions, including electrical and communications industry manager, global marketing director for Life Sciences and executive director for Expertise-Based Industry Group. He is a former member of the Worldwide Board of Directors for Junior Achievement.

## 1980

Natalie Putman, B.S.B.A., wanted to share that her son, Kyle, graduated from the University of Kansas with a degree in computer science in May '09.

## 1979

Richard Boyer, B.S.B.A. in accounting, has been a CPA since 1998 and has worked for KPMG for 13 years, currently as a tax manager in the High Volume Tax Trust Practice in Phoenix, Ariz. His wife, Pamela, also a CPA, works for General Motors. Daughter Jennifer (23) is a 2007 graduate of Arizona State University and is now a high school math teacher. Granddaughter, Charlotte (Charlie) Boyer is now 3 ½. Charlie was flower girl for her mother, Jennifer, when she married Jason Frinkle in June 2009. Daughter Amy Boyer (20) began her third year at Cornerstone University in Grand Rapids, Mich. She is on athletic and academic scholarships. She is a multi-event track athlete that includes the pole vault, pentathlon and heptathlon. She has participated in the NAIA National Track competition, indoor and outdoor, in each of her first two years of college. Son, Richard III, (19) attends a special needs school for autism.

## 1978

Patricia Barbour, B.A.A. in business education and economics, has 11 grandchildren ages 3 to 20. She co-owns Barbour & Daughters, buying and selling antiques and art glass. Hobbies include deer hunting, reading and photography. She has been employed with CMU for 28 years and intends to stay for awhile.

## 1976

James Nuznoff, B.S.B.A., works as a sales and marketing representative for Interstate Brands Corp. in Akron, Ohio.

## 1972

Mike L. McColgan, B.S.B.A., is the partner, coach and dad of M.J. McColgan, three-time National Special Olympics golf champion. M.J. competes with the use of a golf cart because he was born with a walking disability. He competes in the Ryder Cup Alternate Shot format and recently won his ninth straight North California Golf Championship in Sacramento. He participated in the 2003 Summer World Games in Dublin, Ireland, and the 2007 World Games in Shanghai, China. They recently released their fifth successful golf book, "The Cardinal Sins of Golf," sold at large retail stores and via Amazon.com. The next big goals are winning number "10 in 2010" and participating in the 2011 Summer World Games to be held in Athens, Greece. M.J. also has been inducted into two Hall of Fames: 2004-California and 2006-Michigan (having been born there). In addition, as a Global Ambassador for Special Olympics Northern California he helped raise \$1 million last year giving speeches about winning and overcoming adversity.

## 1971

Jim Chapin, B.S.B.A., 1979 M.B.A. University of Detroit, retired from Ford Motor Co. in 2007 after a 30-year career in finance. Jim also was a real estate investor, buying, renovating, renting and flipping numerous "fixer" homes through the years, primarily in the Birmingham-Royal Oak area. Jim and wife, Noreen (Denny) '71 (who teaches at Royal Oak Schools), reside in Troy and spend summers in Traverse City. They have three children.

James L. Herman, M.B.A., changed jobs in July. He was selling manufactured homes in Park Royale, a 55+ Retirement Community in Pinellas Park, Fla. He now works for Island in the Sun Realty in Largo, Fla. He and his wife, Dorothy, and have a new granddaughter, Ella Brooklyn Brown, born May 19, 2009, in Roanoke, Va. She is their fifth! Jim says that he's sure most of the older alumni know how wonderful grandkids can be.

Janice Turbett Rimer, B.S.E.D, M.B.E. '76, has retired after 26 years with the St. Joseph County Intermediate School District as a work-based learning coordinator.

## 1970

Ken Smith, B.S.B.A., has retired as executive director of the Wm. Taylor Foundation/associate vice president of planned giving for Taylor University, Upland, Ind. He and his wife, Beth '70, are now residing in Sun City, Ariz.

## 1969

Jay Bonk, M.B.A., is the senior vice president and COO of SKS Consulting in Boca Raton, Fla. He lives in Naples, Fla., and hopes to retire in two years.

## 1964

Dave Nicholson, B.S.B.A., is the manager of alumni relations and development for Central Michigan University's Off-Campus Programs. He and wife, Donna '64, reside in Grand Blanc, Mich.

John Slasinski, B.S.B.A. in accounting, retired from the General Motors Tax Staff on October 31, 2008. Other than the three years he was in the U.S. Army and served as an infantry platoon leader in Viet Nam, he worked for GM for 44-plus years. John says that retirement is everything it is cracked up to be.

## 1950

Jerry Simowksi, B.S. in commerce, retired from Chrysler Financial Corp. in 1983. He built a home on Torch Lake and has resided there since. He married Barbara McNeil some 60 years ago. They have two children, three grandchildren and three great grandchildren. Jerry would love to hear from classmates.



# Advance yourself. Grow your business.

From drafting business plans with industry experts at the Labelle Entrepreneurial Center to developing an online MBA focused on business leadership and sustainable development, CBA gives guidance on how to be the best boss – even when you are your own.

For more information about the Value Driven Organization MBA, visit [cel.cmich.edu/onlineMBA/VDO](http://cel.cmich.edu/onlineMBA/VDO).

[cba.cmich.edu](http://cba.cmich.edu)

**CMU**  
CENTRAL MICHIGAN  
UNIVERSITY

## Exchange

College of Business Administration  
250 Applied Business Studies Complex  
Central Michigan University  
Mount Pleasant, MI 48859

# New president – with a business background – takes CMU helm

CMU's 14th president is a CPA  
with an M.B.A.

George Ross, president of Alcorn State University in Mississippi and former vice president of finance and administrative services at CMU, will assume his new responsibilities March 1.

A certified public accountant, Ross has held positions in corporate and non-profit finance and management prior to his work in higher education.

Ross also taught in CMU's accounting department while he served as the university's vice president of finance and administrative services.

"I worked with George when he was CMU's vice president of finance and administrative services," says Vetter, CBA interim dean. "I was impressed by his leadership and his collaborative style."

Ross also has developed training materials and provided instruction for various professional organizations throughout the United States, including the National Association of College and University Business Officers (NACUBO).

Ross says that while the economy and budget concerns are a reality everyone

in the country must deal with, they can't cloud CMU's focus on educating students.

"We have to remember that we are a university, and our mission has to be about our students – about student success, about student learning, about faculty scholarship," says Ross. "I want to have a conversation that is focused on how we shape the future."

"I believe in students, and I believe we should give them an opportunity for an education. They should have access, and it should be affordable."

Before his presidency at Alcorn State University and his vice presidency at CMU, Ross held the positions of executive vice president, Clark Atlanta University; executive vice chancellor at the University of Tennessee at Chattanooga; and vice president for business affairs at Tuskegee University.



*Interim President Kathleen Wilbur and newly appointed President George Ross*