Inside
Resources to start your business
University-wide competition for $45,000 in start-up money
The Inc. 500 names alumnus’ business to list

Your business connection
Building partnerships with CBA’s entrepreneurial advantage
Dear Friends,

Walk the halls of Grawn Hall and you will observe the unbridled energy of more than 3,000 business majors. The buzz is palpable. Whether it’s managing our almost $1,000,000 student portfolio, prepping for a study abroad experience, team building for our New Venture Competition, or simply working toward professional certification and ultimately a degree – our students create a flurry of energy that inspires anyone who stops for a moment to watch.

It is what makes my colleagues and me proud of the decision we made to link our careers to Central Michigan University. Behind each and every face there is a story and in every heart there is a dream. Our goal at the College of Business Administration is to make the dreams and aspirations of our students a reality.

That’s a tall order in today’s economy but it’s a challenge we at the College accept with enthusiasm and hope. I look forward to sharing with you in the years ahead what transpires in these halls.

I’m proud to join the ranks of the many dedicated people who are committed to making CMU a stimulating, nurturing institution and to helping our students fulfill their potential. If you’ve not been to Mount Pleasant recently, do think about coming back to be a part of this exceptional learning environment. We welcome your contributions in whatever form.

I look forward to meeting you in the weeks and months ahead. And mark April 8 on your calendar. It is the day dozens of teams of students will compete for $45,000 of prizes in our New Venture Competition. Campus will be humming with excitement, and you can watch our best and brightest pitch their business ideas to panels of angel investors and business executives. See you on campus or at an alumni event near you.

Fire-up Chips!

Chuck Crespy
Dean
With this issue of Exchange, the College of Business Administration reflects on many of the entrepreneurial efforts happening around the college, the university, the state and the nation – all with CMU ties.

There are many positives to running your own company – entrepreneurship can help you make a life doing what you love, our complicated world needs better answers, and entrepreneurs restructure our economy in stronger, more sustainable ways.

So for the next few pages, get to know more about entrepreneurial successes that originated within the College. Some are former classmates. Others are current students. Hopefully each story will inspire you.
The Dow Chemical Co., CMU to benefit from online Six Sigma training program

As companies continue to face increased competition, the need to consistently improve business processes remains a priority. The Dow Chemical Co. is one of many Fortune 500 companies getting ahead of the curve by using Six Sigma to improve their business processes. Six Sigma is a methodology that seeks to improve business processes using data-driven decision methods to reduce or eliminate causes of defects, errors and inefficiencies. Successful application reduces costs, increases revenue and adds value.

“If Six Sigma is used properly, companies can experience significant financial returns and enhance their competitive position,” says Sean Goffnett, assistant professor of marketing and logistics at CMU. While working at Johnson Controls, Goffnett saved his company $1 million by locating inventory and production inefficiencies after intensive Six Sigma training.

Dow and CMU have a history of collaboration on Six Sigma. This new agreement continues the relationship while increasing Dow’s capability for training its employees and offering CMU students the opportunity for industry-level training incorporated into university curricula.

Need meets expertise

As a global company, Dow has thousands of employees throughout the world, creating the need for flexible training options.

Through the five-year agreement, CMU is using Dow Six Sigma proprietary materials to develop and deliver, in an online learning format,
Six Sigma Green Belt Project Leader training to 1,500 Dow-related employees worldwide on an annual basis.

“CMU started with basic Six Sigma training materials provided by Dow that are formatted for face-to-face delivery,” says Goffnett, one of the lead faculty on this project. “Dow left it up to CMU to put this material in a format that is suitable for online delivery.”

The self-paced 17-week program will include virtual small-group exercises, and Dow Master Black Belts will participate in student coaching and provide training material revision assistance throughout the life of the agreement.

“We selected a blended-learning approach in order to deliver anywhere, anytime capabilities for our employees to get the training they need,” says Peter Marshall, services director for The Dow Chemical Co. “In an organization such as Dow, which is spread globally across many different locations, this is extremely valuable to us.”

CMU has already delivered many of the training materials to Dow, and two pilot sessions took place this fall. A full rollout of the project is expected at the beginning of 2011.

“Initial feedback from the pilots has been very positive, and we have been able to improve and make minor changes based on that feedback,” says Goffnett.

In exchange for CMU’s development and delivery of the Six Sigma program, Dow will provide funding to CMU for the initial five-year phase of their agreement.

**A winning partnership**

CMU and Dow began their collaboration on Six Sigma in May 2005 through an agreement that allowed several CMU faculty to participate in Dow-sponsored Six Sigma Black Belt certification training that resulted in their Black Belt certification.

And the students will soon have an opportunity to benefit firsthand.

CMU plans to develop Six Sigma curricula and make it available for CMU students who are pursuing an academic degree or certification.

“This is a win-win situation for CMU and Dow,” says Andy Paquet, a CMU adjunct faculty member and retired Dow employee who has been providing Dow Six Sigma training for many years. “This is a very efficient, cost-effective means for Dow to provide this training to their employees, and CMU students benefit through access to the training materials.”

CMU faculty envision a noncredit program that will be offered through CMU’s Off-Campus Programs.

“We chose CMU to help develop our e-learning program for Green Belt Project Leaders because of its proven track record in delivering e-learning capabilities and, of course, our long history of collaboration with the university,” says Marshall. —
Ask Charles Crespy about his role as the new College of Business Administration dean, and the former University of New Mexico professor can’t contain his enthusiasm.

Consider it a side effect of having a dream job.

“I’m one of those people who is really lucky. I go to work everyday because I enjoy what I do,” Crespy says. “I get up every morning, and I look forward to the new challenges.”

Crespy, who prefers the name Chuck, served as dean of the University of New Mexico’s Anderson School of Management from 2004 to 2007. His academic managerial experience includes serving as dean of The University of Texas at El Paso College of Business, chairman of the marketing department at Miami University and interim director of graduate programs in public administration at Clark University.

Here’s a conversation about his experiences and plans for shaping the next generation of business leaders.
What vision do you have for the college?

We are all aware of the economic challenges before us. Business schools from across the state have an opportunity to help forge a brighter future for Michigan. We would like to play a leading role in that process – by encouraging new business startups; through the various degree programs we offer and through the professional certifications for which we prepare students.

What attracted you to CMU?

This is a fine school. It’s one of the only 200 or so colleges that are accredited for both business and accounting by the global business accrediting body, the AACSB. CMU has lots of upside potential. I know; I’ve worked with a couple of CMU faculty who have ties from the Latin American Studies Program at the University of New Mexico. Moreover, I have family in Michigan.

Looking at your background – you have bachelor’s and master’s degrees in Latin American Studies, an M.B.A. and a Ph.D. in international management – how important is it for students to understand other cultures or learn a foreign language?

I worked for the fruit and vegetable producer Del Monte in Mexico. The interview for that job was in Spanish, so if you couldn’t speak Spanish, you couldn’t get the job. For me it was a career-changing opportunity. It gave me a sense of what the business world was like outside of the United States. When you have face-to-face interaction with someone whose first language is not English, you begin to understand all the cultural nuances associated with connecting with them. It really was an eye-opening experience. Giving students first-hand experiences with foreign cultures is what we’re trying to do with our international program.

What steps to shape Michigan’s future does the college plan to take?

We’ve launched CMU’s first new venture competition. We have marshaled $30,000 for first prize, $10,000 for second prize, $5,000 for third prize, all from private donors. Our hope is students will get so excited about what they propose that upon graduation they will become job creators by launching their new ventures.

Anything else?

We believe one of the things that will help our students have a competitive advantage is not only to get their degree but to get professionally certified as well. One of our strategic goals is to encourage, measure and track the percentage of our students who graduate in their chosen field with a professional certification, be it a certified financial planner, a certified public accountant, certified in SAP, as a Six Sigma green belt or certified in international business.

What do you hope to accomplish here at Central?

My job as dean is to hire good people who have passion for what they’re doing and try to clear a path in front of them so they can run as fast as they can. A dean tries to facilitate the good work of the dedicated faculty – and we have a lot of those people. I’m quite busy trying to clear paths for our faculty so they can do great things for our students, so those students can have successful careers in Michigan and around the world.
A variety of credit, debit and rewards cards tend to weigh down consumers’ wallets – and with multiple cards issued to one person, payments are frequent and scattered, increasing the potential for identity theft.

CMU entrepreneurship student Daniel Pearson plans to solve these problems.

Pearson’s business idea for The Hybrid Card Company would integrate consumers’ credit, debit and rewards cards into one account, making it easier and more convenient, with more secure payment options. And The Hybrid Card Company has put him in the national spotlight.

Pearson submitted his business idea to Entrepreneur magazine’s College Entrepreneur of 2010 contest in May and found out that he was one of five finalists.

“This is incredibly humbling to be a finalist in this contest,” says Pearson, a CMU senior from Waterford. “Money is not a huge thing for me, so it is the networking opportunities that are very exciting. It’s every entrepreneur’s dream.”

Consumers would swipe the Hybrid Card at a register or enter it online, and the account would offer payment recommendations based on interest rates, rewards bonuses and other variables, which would save money with every transaction.

Smart card technology would be used in order to protect sensitive card data and help guard consumers from identity fraud.

“I want to give consumers who carry multiple credit, debit and rewards cards an easier and more secure way to shop,” says Pearson.

Great from the start

The Hybrid Card Company is not Pearson’s first business venture. In 2008, he created Pearson’s of Oakland County, a landscaping business, which he recently sold.

The 21-year-old also is the founder and president of CMU’s chapter of collegiate entrepreneurs.

Pearson, who received national press in 2009 as an entrepreneur who provided free lawn mowing services through his former landscaping business for people in Oakland County who had lost their jobs, plans to continue down this charitable path with The Hybrid Card Company.

He hopes to set a new precedent for corporate responsibility by donating 10 percent of all transaction fees toward education programs that teach responsible credit habits.
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Central Michigan University students have the opportunity to enrich both their future careers and the economic environment of Michigan. They can do this through the CMU New Venture Competition.

“Our hope and plan with this is that students will get so excited about what they propose that they’ll go out upon graduation and not look for jobs, but they’ll go out and create jobs,” says CBA Dean Chuck Crespy.

Student teams from across the university, in any field of study, can create a business idea for a product, service or technology startup for a chance to win up to $30,000. The teams with the top three business plans will receive cash prizes, including $30,000 for first place, $10,000 for second place and $5,000 for third place, to jump-start the business.

With the help of mentors who are experts in their fields, students are guided through the business planning process over a period of several months and the business plans will be presented and judged in April 2011.

“We’ll work with students on how to organize their business. We’ll show them how to legally register their business ideas with statement forms. If they have a business idea or plan, we will help them make that dream a reality,” Crespy says.

The business plans will be judged by senior-level investors and industry leaders and evaluated from the perspective of bankers, angel investors or venture capitalists who are making a decision regarding investing in the business presented.

“We realize the challenge now for our graduates is: You study hard, you do well, you make good grades, you go out in the market and nobody’s hiring,” Crespy says.

Here are resources for starting or growing a small business:

- Automation Alley helps companies plug into opportunities to grow their business, to go global and to diversify. www.automotationalley.com
- Michigan Economic Development Corporation is the state’s official economic development corporation; it’s a one-stop resource for businesses seeking to grow in Michigan. michiganadvantage.org
- Michigan Small Business and Technology Development Center provides counseling, training, research and advocacy for new ventures, existing small businesses and innovative technology companies. misbtdc.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 perform federal, state and local government contracts. aptac-us.org
While the economy continues to struggle, many focus on being able to provide food and shelter for themselves and their families. Often overlooked is the access to sports, which is why senior Casey Smith created an organization that provides sports equipment to kids in need.

Smith, the founder and president/CEO of Cleat Repeat and an entrepreneurship major, was a multi-sport athlete most of his life and always had access to sports equipment to help him learn and grow his skills.

He took this for granted until his senior year in high school when he realized a classmate’s family was struggling financially and worried that his classmate may not be able to continue his passion for playing football.

“I played football in high school and drove past a fellow teammate’s house and saw it was foreclosed on,” Smith says. “I knew his family didn’t have a lot of money and that he really wanted to play football, but it can be expensive to play sports. It was hard to see that, and I wanted to help.”

Smith created Cleat Repeat with the mission to collect new and used sports equipment that can be donated to ensure all children have the opportunity to participate in athletics.

“After doing some research, I found out there was nothing in Michigan like it,” he says.

He accepts donations of used sports equipment and then provides that equipment to children in need.

Entrepreneurship

Thirty years ago Dan Boge started his accounting firm. Today, Boge, Wybenga & Bradley, P.C. in Mount Pleasant is a successful accounting firm. The firm has six partners, 30 employees and handled roughly 6,000 tax returns in 2010.

“I didn’t even consider accounting before college,” says Boge, ’76. “I grew up on a farm in Shepherd, and I was the first in my family to go to college. Everyone I knew who went to college was a teacher, so I thought I would teach English.” Boge says CBA accounting professors like Thomas Weirich and the late Leonard Plachta helped influence him to travel the business route.

Boge signed up to take accounting classes his freshman year. The result: He earned solid A’s in those courses.

“There is just something about knowing the numbers and being able to weigh your options based on that knowledge. It’s a tremendous value when making business decisions and advising clients,” says Boge, who recently celebrated his 30th anniversary with wife, Gail, and is a father of three – Ryan, ’04, Steve, ’07 (the University of Michigan), and Nicole, a CMU accounting student.

So what does the accounting graduate think is the reason for his firm’s success? Boge’s answer: Honest, dependable and respectful partners.

“Your ethics, ambition and values need to match,” he says. “It needs to be harmonious. And you all need to agree on a common goal – everyone must benefit and have a purpose.”
David Underwood, the Fall 2010 Executive in Residence, remembers making money at age 6 from selling cucumbers and corn and learning the benefits of sales from that early experience.

“You have to reach out to your customers and give them what they want – and you have to do it differently or better than anyone else,” he says, noting that his youth may have won him a few customers.

With that lesson learned, the 1979 business administration graduate worked in sales at Fortune 500 companies such as Hewlett Packard and later branched off into entrepreneurship. He began his first company in 1994.

Underwood, president of Exacq Technologies, says his business is a leading developer of open architecture, Video Management System solutions for security and surveillance applications. The company is headquartered in Indianapolis, Ind.

Speaking to an audience of nearly 200 during his November keynote speech, Underwood – who lives in Fishers, Ind. - says there are benefits and costs to working in both the corporate world and the independent business environment.

He said the Fortune 500 companies had great training programs, but your own business allows for higher-level involvement – not just in a narrow section of one.

“I wanted broader responsibility and to see how an entire company worked. I didn’t want just a little slice of it,” he says. “Some colleagues and I decided to start a business we were experienced in and knew there would be a growing market for – security technology.”

When Underwood started his first company in the mid-1990s, he says the timing was ideal because recording was moving from analog to digital. Underwood gave students the advice to look for changes in technology when seeking out a startup idea.

“We were one of the first companies in the nation to incorporate digital, and it took off,” he says. “When technology changes, it gives an opportunity for entrepreneurs because large companies cannot move as quickly as a smaller business can.”

Underwood’s strategy to incorporate customer needs and changing technology has worked. Exacq Technologies is ranked No. 173 on the 2010 Inc. 500 list of the fastest growing private companies in the U.S. and is the highest-ranked physical security manufacturer on the list.

“Running a business is hard work,” he says. “But it is worth it to make money by doing something that you like and work toward something you believe in.”

Here are some questions Boge says to ask before entering into a business partnership:

- Do we have similar vision, ideas and objectives about how to run the business?
- Is each of our strong points and skills complementary to one another?
- Are we both able to communicate well with one another in a pleasant, respectful and comfortable manner?
- In your gut, do you trust this individual?
Published below, with permission, is Jason Taylor’s letter to the editor that ran in the Wall Street Journal.

“A Boom Followed War Stimulus’ End”

Your article “National Economies Hinge on Shaky Withdrawal From Stimulus” (The Outlook, Jan. 25) draws a parallel between the winding down of massive “stimulus” spending after World War II and today.

The article correctly notes that there were widespread fears about a return to high unemployment after the reconversion from the war, but it propagates what many economists believe is a long-standing myth about how “pent-up demand” from American consumers helped the economy avoid a post-stimulus depression. Keynesian economists at the time scrambled to find a way to reconcile their model with the reality that massive cuts in government employment and spending – from a value that was 48% of gross domestic product in 1944 to less than 18% in 1946 – were accompanied by full employment rather than economic Armageddon, as the Keynesian multiplier theory would suggest.

While pent-up demand from consumers was their response, in separate studies Richard Vedder, Lowell Gallaway (1993) and Robert Higgs (1999) showed that increases in consumer spending weren’t nearly large enough to have meaningfully offset the declines in government spending. Instead, they attribute the post-stimulus economic miracle to the power of the free market to adjust after nearly 15 years of poor government policies by the Hoover and Roosevelt administrations done in the spirit of economic stimulus.

Jason E. Taylor, Professor of Economics
Central Michigan University
Mount Pleasant, Mich.

Looking for a new home? 
Ask these questions:

• Is there a demand for the housing space in the community you are relocating to? “Look for prospects for steadiness and growth,” says Patrick Corcoran, real estate program director. “In many markets, builders’ costs are above home values, so you could get a great deal on a nice home and you can safely predict that there will be negligible new supply. So you will have the best home at a great price in a growing community.”

• Are there trends in job growth? “In most communities, supply outlook is very favorable – you could get a great price discount on a dream home,” he says. “But that doesn’t mean every situation is favorable. Look where the employers in the area are and if they have remained steady in this economy or have begun to add back jobs.

That doesn’t mean that you shouldn’t move to a community that isn’t holding up as well in the economy – it just means if you buy in a declining area, you are further out on the risk/return spectrum.”

Commercial real estate is recovering at a better pace than residential. That was the message shared at CBA’s fourth annual real estate conference.

Patrick Corcoran, real estate program director, moderated the fall program, which had two separate panel discussions – one focused on the housing market and the other on commercial properties.

Nearly a dozen experts in real estate development, lending, capital markets and investments spoke to the audience and answered questions during the conference. After the workshop, several real estate professionals and students attended an internship/career fair.

During the discussion, Corcoran says that the prices of homes in the mid-Michigan area rose three percent in the past year – but that recovery followed a 32 percent drop. He says commercial properties – which are much more difficult to measure because of the variety (office buildings, shopping centers, apartment complexes) of each investment building – have fared even better.

“We have seen signs of a bottoming in both. There are increases in the indexes for homes and commercial properties – there have been similar outcomes during the past year,” he says.

Commercial properties had overfinancing like the single-family homes did – but unlike single-family homes, commercial properties did not have the overbuilding. He says that is partially the reason residential property sales are slow to rebound.

The other reason is because buyers are cautious.

“Imagine that you came from another town and you had sold your home for a loss,” Corcoran says. “Then you come to your new location and look around, but you are nervous because you have the scars to show that the market you left was terrible. There are great opportunities out there for home buyers, but you need to do research.”
The 2010 CBA Alumni Awards honored alumni, students, faculty and staff who have actively worked to improve student learning and the CBA environment. The 2010 winners are:

**Distinguished Alumni Award:**
Joseph Rogers, Jr., ’65

**Honorary Alumni Award:**
Richard Levick

**Alumni Commitment Award:**
Michelle Somes-Booher, ’91

**Entrepreneur of the Year Award:**
Jamison Agnello, ’03

**Outstanding Young Alumni Award:**
Matthew Wahl, ’06

**Hazleton MBA Faculty Excellence Award:**
Deborah Gray-Chubb and Anil Kumar

**Rogers MBA Faculty Excellence Award:**
Vigdis Boasson

**Dow Corning MBA Endowed Scholarship Awards:**
Edward Woelfert, Venubabu Nallamoorthy, Shamshideen Mahmoud, Prapul Mannem, Sarjit Chowdhary, Boyi Zheng, Yiyun Wang

**AT&T Teaching Excellence Awards:**
Samuel Spralls III, Thomas Weirich

**CBA Adjunct Teaching Award:**
Kenneth Cherry

**Outstanding Students of the Year:**
Mara D’Amico, Brittany Mouzourakis, Ashley Pryor, Anna-Marie Visser, Kyle Smith

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**Alumnae mentor future business leaders**


The women who hold these positions — along with 44 other high-level CBA alumnae — came to campus this fall. Their goal: To mentor female CBA students on how to negotiate salary, navigate the interviewing process and land a great job in the business field.

The program, organized by CBA’s Women in Business organization, began after female business students completed a survey indicating that they’d like the college to create a formal career mentoring opportunity.

Working with the results of psychology assistant professor Kimberly O’Brien’s research about male and female mentoring styles, the College of Business put on a fall workshop for both mentors and student mentees prior to pairing the nearly 100 people.

“With the assistance of these professional women from major corporations and influential nonprofit organizations, CBA is dedicated to substantially increasing the number of successful women in business,” says Chuck Crespy, dean.
In the “business of people”

Stephen D. Barker, ’70, spoke to CMU marketing students about what makes a business succeed: the person who runs it.

Barker, president of Catellus Group, a Michigan- and North Carolina-based corporation, came to campus as a Spring 2010 Executive in Residence.

Barker, who started his business 30 years ago, says its primary focus is to acquire and add value to underutilized existing hotels, retail centers, office buildings, industrial facilities and development land. Barker says his interest in architecture is key to his businesses’ success.

“I like interesting property and the details of historic buildings,” he says. “I can be quite a detail person. When updating a property, I want all the design choices — down to the soap or the dishes used — to support the look of the building and the feel of the area.”

But he also told the class that sharing personal interests can win business. Barker listed off his interests to the class, which included art, riding Harleys, Civil War history, playing guitar and interior design.

“All these things play into marketing,” Barker says. “Telling you those things helps you get to know me. Hopefully, more of you can relate to me now. That is what the business of people is all about. And remember — no matter what business you start, you always need people.”

Wishful thinking

Marketing Associate Professor Deborah Gray-Chubb was recently appointed to the Make-A-Wish Foundation of Michigan’s Board of Directors. It is the fifth largest MAW Foundation in the nation.

“In addition to the good work done, the Make-A-Wish Foundation is a top ‘brand’ and has an impeccable reputation for fiscal/financial responsibility and accountability,” says Gray-Chubb.

She says the appointment, which is unpaid, was a difficult one to get — and the interviewing process took four months. “I want to give back, and this will allow me to do that,” Gray-Chubb says. “It also will raise CMU’s awareness across the state of Michigan.”

Coming full circle: Marketing class helps alumna

College of Business Administration Professor Mike Garver’s sales class provided several marketing proposals to a fellow CMU graduate — retired schoolteacher and author Anna Unkovich, ’70. Garver says his sales class takes on a large marketing project every spring semester, and Unkovich’s book was chosen after assistance was requested.

Unkovich sought advice on how to best advertise her book Chicken Soup for the Soul in the Classroom, which is a collection of lesson plans and activities for teachers that are based on the personal stories in the Chicken Soup books.

Garver says his undergraduate students met with Unkovich, who traveled from her home in California, at the beginning of the spring semester and tailored the semester-long project to her needs. Students, who were in groups of four, presented their marketing suggestions — such as book readings or speaking engagements — and completed research on the best advertising return on investment — like directing people to an updated website — to Unkovich in May.

Unkovich says she’s grateful for the recommendations Garver’s class gave her.

“It’s nice to come back to the place that helped me start my career and get advice on how to navigate my new one,” she says.

Author Anna Unkovich reviewed several marketing ideas generated from Professor Mike Garver’s students.

Deborah Gray-Chubb, ’93
For 21 years, I have had the pleasure of serving Central Michigan University in a myriad of roles and assignments – I have met so many people in the community and CMU alumni. Now I am very proud to have been selected as the new senior director of development for CBA.

Since my start in late August, I have come to realize what truly incredible things we can do in our own college to benefit our students, enabling us to claim a leading role in the revitalization of the state and nation.

Under Dean Chuck Crespy’s leadership, you can feel confident that the college’s approach will be to create, build and complete worthwhile initiatives that make a difference.

Just as my predecessors have stressed that we need your input and assistance in many ways, I ask that you look at our Operation Reconnect (page 23) in this publication and choose a way to help us. I trust you will get as much – or more – from any endeavor taken up on CBA’s behalf as our students will.

I feel blessed about all of the very positive things that have occurred in my short time here, including:

• The successful launch of the New Business Venture Competition. What a great way to take the lead in our state’s stressful economic time!

• A $30,000 gift from retired finance and law professor Rose Prasad to create an endowed scholarship to benefit the Finance Management Association as well as the Martha Seger Fund – both tremendous student-based initiatives.

• A spirited challenge among CBA’s six departments and the dean’s office during the Annual University Campaign. We are competing to see who claims the coveted Howard Cup (a first-time award in honor of our one and only Cindy Howard) as the unit with the highest percentage of employees giving to CBA.

• The receipt of a $500,000 gift from the estate of Dr. George Veazey that will be used for a variety of scholarships for CBA students.

Count on the fact that we will make upgrading our communication of programs and needs to you a priority in the months and years ahead.

In the meantime, would you please help us as a leader, volunteer and/or donor? We need your support.

Proud to be a Chippewa!

Jay J. Lanctot, ’89

Meet Sandy Sommer,
CBA’s new assistant
director of development.

Sandy, who is a 1993 CBA graduate with a B.S.B.A. degree, has worked for community and national nonprofit organizations in Michigan before returning to her alma mater.

She can be reached at somme1sk@cmich.edu or 989-774-1736.
CBA Highlights

Business majors

Number of CBA undergrad degrees conferred

Undergraduate degrees by department

M.B.A. program graduates

Total contributions to CBA

Number of CBA donors

Students enrolled in internships

Top 10 employers of CBA graduates
- General Motors Corporation
- Dow Chemical Company
- Ford Motor Company
- EDS
- Central Michigan University
- Chrysler LLC
- State of Michigan
- Dow Corning Corporation
- Comerica
- JPMorgan Chase

Top recruiters of CBA graduates
- Accenture
- Central Michigan University
- Domino’s Pizza
- Enterprise Rent-A-Car
- Ernst & Young
- Exel Logistics
- First Inventors
- JB Hunt
- Penske
- State of Michigan
- U.S. Federal Government
CBA Honor Roll of Donors

$1,000+
Accenture Foundation Inc.
Ermil ’75 and Linda Adamson ’96
Aetna Foundation Inc.
Jamison M. Agnello ’03
AMJ Trading Co.
Timothy F. ’82 and Kristi Lynn Anson ’82
Appraisal Advisory Group
Bank of America
Benjamin ’06 and Nichelle Barra ’06
Daniel ’97 and Jennifer Beaudoin ’96
Melanie Lyn Bergeron ’84
Lon M. ’75 and Vicki Bohannon
Douglas ’81 and Kathleen Brown ’90
Nancy Burley
Al ’56, ’90 and Patricia A. Cambridge Jr.
Cargill Inc.
Daniel F. Carr ’90
Keith ’76 and Betty Jo Charles ’76
Margaret E. Clark ’57
Tim D. Coleman ’96
Gary ’69, ’71 and Cathy Collins ’98
Compuware Corporation
Steve W. Constantin
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Winter 2011
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Hans Karsten
Zachary S. Williams '00
David E. Wilson '73
Karl R. Wittbold '78
Stephane '65 and
Mary Jane Woods '66
2010
Andrea Betrus, B.S.B.A. in accounting. Andrea started working at Dow Chemical as a cost accountant in June.
Mara D'Amico, B.S.B.A. in international business. Mara has begun a year of service as an AmeriCorps Vista Service-Learning Coordinator at the Center for Community Involvement at Miami Dade College in Miami, Fla.
Adam Griffin, B.A.A. in entrepreneurship. Adam recently took an IT position with the Roman Catholic Diocese of Harrisburg, Pa.

2009
Brette Bossick, B.S.B.A. in international business and German. Brette will be attending the Hertie School of Governance in Berlin to obtain his Master of Public Policy degree. He is appreciative of the support given to him by faculty at CMU.
Jacob Howard, B.S.B.A. in finance and personal financial planning. Jacob is working as a financial adviser for MetLife in Grand Rapids, Mich.

2008
Nate Mueller, B.S.B.A. in finance and marketing. Nate is employed as a financial analyst for Thomson Reuters in Southfield, Mich. He plans to get married in December and recently purchased a house in Sterling Heights.
Brian Ricitch, B.S.B.A. in finance. Brian is an asset manager at Home Servicing LLC in Baton Rouge, La.

2006
John Fechik, B.S.B.A. in management, M.S.A. '08. John lives in Las Vegas and has been working at the Venetian Hotel Resort and Casino. His current position is player development representative in the Casino Marketing department. John has been with the company for a little over a year and started out as a resort service agent assisting guests over the phone for box office, hotel and dinner reservations. He was promoted to casino marketing specialist assisting players and hosts with various requests. He currently lives in Henderson.
Jared Schrotenboer, B.S.B.A. in marketing. Jared was employed by Bayer Healthcare in Bentonville, Ark., where he was part of the sales team for the Walmart and Sam's Club accounts. He recently relocated to Holland, Mich., to pursue a sales position at Teddy's Transport, located in Holland. It is a trucking company that was started by his grandfather, Ted, and currently employs six members of his family.
Jack Schuett, B.S.E.D. Jack was hired for a new position as CEO/Executive Director with the YMCA in Fullman, Wash.

Kim Sonefeld, B.S.B.A. in marketing. Kim recently started a custom invitation and announcement e-commerce-based business called Hummingbird Invitation Studio with her cousin. It is her hope to get it launched by press time.

2005
Angela Baldwin, B.S.B.A. in marketing and logistics. Angela is currently working for Pepsico in the Gatorade division located in Orlando, Fla. She has been with the company for almost three years. Angela is a business planner and enjoys the challenges in her career. She enjoys working out and traveling when possible. Angela is considering pursuing her master’s degree.
Weston Keit, B.S.B.A. in marketing and logistics. Weston was recently promoted to inventory planning manager at Drexel Heritage in Thomasville, N.C.
Brian Partie Jr., B.S.B.A. in management, M.S.A. '08. Brian and his wife welcomed their first child, a baby girl, Celine Tess. She is absorbing most of their free time, and they love it!
Gregory Schink, B.S.B.A. in personal financial planning. Greg recently had a job change from Morgan Stanley to Merrill Lynch as a financial adviser. He also has begun his M.B.A. through CMU online.
Dave Tuttle, B.S.B.A. with a triple major in marketing, logistics management, and purchasing and supply management. Dave and his wife, Elizabeth “Katie” Tuttle (graduate from the School of Education), moved to Winsont-Salem, N.C., where he started a new job with B/E Aerospace working as a supply chain manager in their seating products group. Katie started a job working at Reynolds High School.

2004
Michael Love, B.A.A. in entrepreneurship. Michael has earned the designation of Premier Service Agency for 2010 from the Allstate Insurance Company. The Premier Service Agency designation is awarded to Allstate agency owners who have consistently met designated levels in customer service and business performance.

Aaron Seybert, B.S.B.A. in accounting and corporate finance. Aaron graduated from law school at the Michigan State University College of Law in May 2009. He passed the Michigan bar exam in October 2009 and is now a licensed attorney in Michigan. In June of 2010, Aaron married fellow MSU Law alumna Veronica Farley, in East Lansing, Mich. In that same month he accepted an assistant vice president position at JPMorgan Chase’s New Markets Tax Credit division in Chicago where he and his wife now live.

2003
Greg Boehmer, B.S.B.A. in management information systems and productions operations management. He also holds an M.S.A. in accounting information systems. Greg was promoted to manager at Deloitte and Touche in August.
Ranine (Ngwenya) Brown, B.S.B.A. in management information systems. Ranine and her husband, Taiwan Brown, who also attended CMU, celebrated the birth of their first child on August 23, 2010. The baby’s name is Tobias N. Brown.
Matt Kreh, B.S.B.A. in human resources. Matt is an operations consultant for Fieldglass Inc. and lives in Chicago, Ill.

2002
Aaron Pawlak, B.S.B.A. in logistics management and purchasing and supply management. Aaron has a new position at Merrill Lynch in Auburn Hills. He and his wife had their first child in September 2010.
Chad Pleiness, B.S.B.A. in marketing and logistics management. Chad recently started a new job with Kimberly-Clark as a customer business partner working with the buying team at Meijer corporate offices. He is working on his M.B.A. with CMU. Chad was recently elected to the Mason County Sports Hall of Fame. He was first team all-state in three sports (basketball twice, baseball and football once). The basketball team was state runner-up and semifinalist his last two years. The baseball team went to the quarterfinals. He played all three sports at CMU – one year of football, three-year basketball letter winner and All-MAC honors two years, four-year baseball letter winner, and unanimous first team All-MAC one year. His team won the MAC basketball title in 2001 and baseball made the MAC tourney his last 3 years and tied for the regular season title in 2000. Chad played three years of minor league baseball for the Toronto Blue Jays – Pitcher of the Year in 2002, all-star in 2003. He was drafted in the fifth round of the 2002 amateur draft (out of 50 rounds) – won division title each year and championship first year.

2001
Julie (Dolman) Quinn, B.S.B.A. in marketing. Julie recently married Shawn Quinn.

2000
Tracy Collison, M.B.A., and her husband, Ken, welcomed the birth of their fifth son, David Kelly, on January 25, 2010. Proud brothers include Thomas, John, Luke and Gabriel. Tracy is a program manager at The Dow Chemical Co.
Virginia (Gin) Hammond, B.S.E.D. Gin has a grandson, Evan, born in July 2009.

1999

Kevin Cotter, B.A.A. in entrepreneurship, M.S.A. ’02, Doctor of Juris Prudence ’06. Kevin was elected 99th district State Representative.

Krista McBride (Moilanen), B.S.B.A. in human resources management. Krista and her husband, Tim (Lowery, ’97), welcomed their second child Kaylee Terese into the family.

1997

Daniel Beaudoin, B.S.B.A. in production operations management. Dan is married to Jennifer (Pomplin), ’96. They have four beautiful children – Connor, 9, Mady, 7, Brooker, 2, and Piper, 1. Dan is one of the current owners of DMF Bait Co. Currently they are the largest distributor of packaged worms for fishing.

1993

Ted Keniston, B.S.B.A. in hospitality services administration. Ted is currently living in Atlanta, Ga., and working as a managing consultant for Trustwave, a company that specializes in Internet and credit card security.

1992

William Christopher Sachs, B.S.B.A. Chris was promoted to director of international operations at Fisher Dynamics and is responsible for the manufacturing facilities and development in Asia and Europe. Fisher Dynamics is a global provider of engineered seating systems and mechanisms with headquarters in St. Clair Shores, Mich.

1991

Matt Delnick, B.S.B.A. in accounting. Matt was promoted to CEO in March at Greenstar North America. He resides in Houston, Texas.

1990

John Bergmann, B.S.B.A. in finance. John is a vice president with AXA Advisors Great Lakes. John recently earned national recognition from the company. The award honors AXA Advisors’ top district managers nationwide for excellence in recruiting and developing financial professionals.

1989

Lori Rathje, B.S.B.A. in human resources management. Lori is the secretary for the School of Broadcast and Cinematic Arts at CMU.

1988

Donna Goldthorpe, B.S.B.A. in retail management. Donna passed the National Registry Exam for her EMT-Basic certificate in May and is now working for Allied EMS in St. Ignace, Mich.

1986

Michael Dudash, B.S.B.A. in finance. Michael is the vice president and director of brokerage at The Hayman Co. located in Troy, Mich.

1985

Thomas Zimmer, B.S.B.A. in marketing. Tom joined Merrill Lynch in 2009 and is currently certified and licensed in many series as well as life and health insurance and annuities. Tom is a member of the Vestry at Grace Episcopal Church and a co-chair of the Newcomer’s Committee. Tom enjoys spending time with his wife and two children, Henry and Anne-Charles.

1984

Kris Hamilton Perry, B.S.B.A. in management. Kris has been employed by Bridgestone Americas Tire Operations LLC as a sales manager for the past 22 years. She is married to Scot Perry and has two children, Scott and Brittany. Brittany is attending CMU this year. The family resides in Traverse City, Mich.

1983

Jeff Burrow, B.S.B.A. in production operations management. Jeff is employed at Exel Inc. (logistics company which is part of DHL) as the senior vice president, South America. He has been employed with them for 23 years and is currently based and living in Campinas, Brazil. His hometown is Grand Blanc, Mich.

Jeff Rautio, B.S.B.A. in marketing. Jeff is a system sales specialist at AVI Systems in Grand Rapids, Mich.

Steve Salesky, B.S.B.A. in management information systems. Steve retired from Delphi Saginaw Steering Systems after 30 years of service on March 1, 2008, as a metallurgy technician in the Divisional Materials Laboratory. He returned to Delphi Saginaw as a contractor for Castrol Chemical Management working as a plant engineer, managing chemicals for two plants. He was laid off for a period of time. He has since returned to Delphi (Nexteer Automotive Corp.), as an administrative assistant/manufacturing analyst in the Divisional Materials Laboratory. Steve has been married to his wife, Felicia, for 21 years and has a 19-year-old son, Kyle, a sophomore attending Concordia University in Chicago, and a 17-year-old daughter, Karly, a senior at Heritage High School in Saginaw, Mich.

1982

Dennis Hamilton, B.S.B.A. Dennis has a new business called Hamilton Meetings & Incentives LLC in East Lansing, Mich.

Mark Tuttle, B.S.B.A. in accounting. Mark is vice president and CFO for the Stroh Companies Inc. in Detroit. His oldest son Andrew graduated from CMU in 2009 with a degree in international business and a minor in Spanish. Andy is currently using his training from CMU’s MBA as a sales associate with Michigan Wheel in Grand Rapids. Mark’s youngest son Michael is a sophomore in CMU’s CBA. Mark and his wife, Kathy, are celebrating their 25th wedding anniversary with a 10-day trip to Italy.

Kelly Leonard (Schafer), B.S.B.A. in management information systems. Kelly is now working for UnitedHealth Group as Director of the Business Integration and Alignment team for AmeriChoice. She has been with UnitedHealth Group for over five years. She and her husband, Justin, have two daughters – Julia, who is 2, and Shelby, who was born July 22.

1995

Eric Haener, B.S.B.A. in finance. Eric joined Freudenberg-NOK in August 2010 as a senior talent acquisition specialist in its corporate human resources department. Freudenberg-NOK is a joint venture between Freudenberg and Co. in Germany and NOK Corp. in Japan and together make up the world’s largest producer of elastomeric seals and custom molded products. He is married to Kimberly Haener and has two daughters, Riley, 6, and Reese, 2.

1994

Andreason Brown, B.S. in economics. Andreason was hired as vice president, finance and administration. He was formerly vice president of information and administration at Executive Service Corps of Chicago.

1990

John Bergmann, B.S.B.A. in finance. John is a vice president with AXA Advisors Great Lakes. John recently earned national recognition from the company. The award honors AXA Advisors’ top district managers nationwide for excellence in recruiting and developing financial professionals.

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1979

Tom Lavoie, B.S.B.A. Tom is retired from his teaching career, taking the Michigan retirement system incentive that was offered a few months ago. After graduating from CMU in 1979, he taught and coached in Illinois and then returned to Michigan where he taught and coached the last 24 years at Real City High School. He is currently an assistant coach with the men’s basketball program at Saginaw Valley State University and lives in Mount Pleasant. Tom has two daughters, Jackie, 24, and Danielle, 23.

1978

Gary Buckner, B.S.B.A. Gary has been working as the administrator of a skilled nursing facility in metro Detroit. He works for one of the largest private companies in the U.S. with over 120 facilities throughout the country. He is a grandfather of two fantastic little boys and still has a son playing football, basketball and soccer at Farmington Harrison High School.

Tsutomu Nakajima, M.B.A. in marketing. Tsutomu is an executive coach for the American Management Association.

1974

Thomas Youngquist, B.S.B.A. Tom has an M.B.A. from Madonna. His new assignment is director of sales for Hewlett Packard public sector. Tom continues to reside in West Bloomfield, Mich. He has three grown children and two grandchildren. One of his children is married to a CMU alumnus. They were able to attend the GMAC Bowl in Mobile, Ala.

1973

Thomas Burzynski, B.S.B.A., M.B.A. ’75. Tom was recently promoted to vice president at UMT Consulting Group in New York City. It is a portfolio and project management consulting company specializing in the deployment of enterprise project and resource management systems.

Walt Clements, B.S.B.A. in business administration. Walt was recently appointed as the director of the Lewis White Real Estate Center of the University of Missouri in Kansas City in the Bloch School of Business. He also has been accepted into the Counselors of Real Estate CRE and the Fellows of the Royal Institute of Chartered Surveyors of London.

Dan Savage, B.S.B.A. Dan is the West Coast Director of Greater Talent Network and the Producer of the Music Center Speaker Series in Los Angeles. He has produced and placed hundreds of programs over the years for speaker events – from Bill Clinton to today’s best-selling authors. Dan was Program Board Chair at CMU in 1972 and 1973.

1972

Mike McColgan, B.S.B.A. Mike is the proud dad, coach and golf partner of M.J. McColgan. They compete in the Ryder Cup Alternate Shot format. M.J. is a three-time National Special Olympics Golf Champion and nine-time California State Champion. He has been inducted into the 2004 San Francisco Hall of Fame and 2006 Michigan Hall of Fame, having been born there. They have written five successful golf books; Mike is a current editor for Golf Today Magazine. M.J. also has been nominated for the 2011 California Hall of Fame. In 2009 he won the Ping Gold Putter award, and in 2011 they will participate in the Summer World Games to be held in Athens, Greece. Past participation includes the 2003 World Games in Dublin, Ireland, and 2007 Games in Shanghai, China. As part of a Speakers Bureau, they currently speak to many businesses and organizations about winning and overcoming adversity.

1967

Dale Wernette, B.S.B.A. Dale is the founder of Sherpa and Associates and Sales Leadership Forums. His personal mission is to help people and organizations “climb their mountains” to greater productivity and profitability by providing an innovative, flexible and results-oriented development process. Dale and his wife, Karen, are natives of Michigan and currently reside in Scottsdale, Ariz.

1966

Stu Bradley, B.S. in commerce. Stu retired a year ago as a financial adviser with Edward Jones after 16 years in Marquette, Mich. Since then, a small group of community-minded individuals have formed an Internet sales company called MUUpperHand that sells upper peninsula-made products. Products include art, jewelry, food, apparel and other items unique to the U.P. Their tag line: “U.P. made goods for displaced Yoopers around the world.”

1965


1960

Hans Andrews, B.S. in commerce. Hans is retired from Olney Central College in Illinois after six years as the college president. He now has a small publishing business called Matilda Press. In the 1958-59 year at CMU, he had the opportunity of being the president of the business club. In 2005 he was inducted into CMU’s ROTC Hall of Fame.

1950

Jerry Simowski, B.S. in commerce. Jerry married CMC student Barbara McNeil in August 1949. He retired from Chrysler Financial Corp. in 1983 as facilities manager. They built a house on Torch Lake in 1984 and relocated. They have 2 children, Mike and Lynne, 6 grandchildren and 4 great grandchildren, plus another great grandson due in early October 2010. They keep busy by being active in local community organizations.

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Join the CBA Alumni Board or one of its committees.
Meeting four to six times a year, the CBA Alumni Board plans and organizes events and programs for CBA alumni. Contact Sandy Sommer at somme1sk@cmich.edu, 989-774-1736.

Mentor a CBA student.
Provide career advice or job shadowing. Contact Cindy Howard at howar3cl@cmich.edu, 989-774-2130.

Present at Dialogue Days.
Sponsored by DaimlerChrysler, this speaker series features business leaders from across the country. This year, the two-day event is scheduled for February 16 and 17. To participate, contact Cindy Howard at howar3cl@cmich.edu, 989-774-2130.

Share your expertise as an Alumni Presenter.
Impart your wisdom to students in the classroom or in student organizations. Contact Sandy Sommer at somme1sk@cmich.edu, 989-774-1736.

Sit on a Departmental Advisory Board.
Play a vital role in shaping curriculum, developing programs and advocating for your major CBA field of study. Contact Sandy Sommer at somme1sk@cmich.edu, 989-774-1736.

Take part in the Dow Corning Executive in Residence.
Twice each semester, top-level business executives present one- to two-day classes or workshops for students. For information on attending or being a Dow Corning Executive in Residence, contact Jay Lanctot at lanct1jj@cmich.edu, 989-774-1732.

We want to hear from you!
Send your news and accomplishments to Cindy Howard at howar3cl@cmich.edu or 989-774-2130.
Martha Seger – the first woman appointed to a full term on the Federal Reserve Board (by President Reagan) – taught finance on CMU’s campus in the 1980s.

Seger, a former member of the Federal Open Market Committee, wanted CMU’s students to have a real-world understanding of the financial world.

And she still does.

To leave a learning legacy on campus, Seger donated seed money to start the Martha Seger Fund, which provides CMU finance students with an opportunity to manage an investment fund with real profits and losses. Money from the Fund awards students who place high in CMU’s Stock-Trak competition and pays for the CMU Stock-Trak awards banquet.

The Fund, started in 1993, can use alumni support to continue to fund student functions and financial educational opportunities.

To donate to the Martha Seger Fund, contact Jay Lanctot at jay.lanctot@cmich.edu or 989-774-1732.

Sign up for the CMU Alumni Investment Challenge.

The College of Business Administration is starting an alumni-only Stock-Trak virtual stock exchange game this semester – similar to the competition the Martha Seger Fund helped start at CMU in 1993 that allows students to exercise and test their investing strategies.

If you are interested in participating or would like more information go to cba.cmich.edu.
Investing in the students

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