Inside
Marketing alumnus taps CMU to create luxury experience
Nationally ranked – Professional Sales Program gets real

From CMU to CFO
Dow Chemical Company CFO, Bill Weideman, ’76, shares the path leading him to the top of a $60 billion company
Dean’s Column

Proud to be a Chippewa!

This year CMU celebrates its 120th anniversary. All of the CMU family—alumni, students, faculty and staff can be both proud of, and grateful for, the heritage built by previous generations of Chippewas.

We owe much to those with the vision and courage to transform our institution from Central Michigan Normal School and Business College (1892) to Central State Teachers College (1927); to Central Michigan College of Education (1941); to Central Michigan College (1955) and finally to Central Michigan University (1959), which is today a national doctoral institution.

Indeed the College of Business is in the midst of a transformation as we anticipate and meet important challenges. We strive to exceed the expectations of our students—to assure them that their degree has value that will far surpasses its dollar cost. We focus on three key factors that augment classroom learning: 1) professional certification opportunities 2) experiential learning opportunities—like our own New Venture Competition, study abroad programs, national competitions, extended internships with major corporations, and 3) the strong support of our job placement office in launching our students’ professional success.

Ours has been, and continues to be, an inspiring transformation in service of the highest and best interests of Michigan, and the dreams and aspirations of our students. In coming decades graduates of the CBA will be building businesses across Michigan and beyond. We believe this is an enterprise worthy of the support of everyone connected with our University. Join us as we work to build a stronger legacy for our Chippewa extended family!"}

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Charles T. Grawn Hall, circa 1950s

Charles Crespy

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Chuck Crespy, Dean

A previous version of this sentiment was shared in CM Life on 4/16/12.
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It was his mom that prompted Bill Weideman, ’76, to pursue an accounting degree from CMU 36 years ago. “The best jobs are in accounting and engineering,” she’d say,” Weideman explained during the Dialogue Days keynote address for the College of Business. “I was sitting in your seats a little over 30 years ago, pursuing an accounting degree and wondering what I’d be doing 20 years in the future,” Weideman told an audience of students in Warriner Hall’s Plachta Auditorium. “Never in my wildest dreams did I imagine I’d be where I am today – the CFO of a $60 billion global company.”

Weideman shared his path to becoming the chief financial officer of The Dow Chemical Company at the annual event, which brings more than 50 CMU alumni and friends to campus to offer career advice to CBA students.

After earning his bachelor’s degree in accounting, Weideman began his career with Dow as a cost accountant at the company’s Midland facility. His nearly 40-year climb to the top included a variety of jobs at many of the company’s locations across the country, including global business finance director for specialty chemicals and corporate controller of Texas Operations, the largest integrated petrochemical manufacturing complex in the world.

“I always looked for improvement opportunities within the task at hand,” Weideman said. “I used every challenge that I faced as a chance to learn everything I could about the company.”

This extensive experience throughout the company provided Weideman with a broad perspective of Dow, which has proved to be invaluable as CFO. “I have gained a little bit of knowledge about every area related to finance within the company,” said Weideman. “I’m not a subject matter expert on any one thing, but I know who to call for answers. I have established a strong network, and that’s critical in doing my job.”

In reporting directly to Dow Chemical President, Chairman and CEO Andrew Liveris, Weideman concentrates on simplifying the complexities of the company’s accounting, taxes, investments, mergers and acquisitions – and everything else finance-related – and finding solutions.

“My job is to get to the root of the matter and find a solution,” said Weideman. “As CFO, I try to simplify issues, get to the point and answer questions for the president such as: are we on track, where do we have a problem and how are we going to solve it.”

Over the years, Weideman has learned that to get ahead you don’t have to oversell yourself. “Everybody wants good people working for them,” Weideman said. “If you do a good job at the task at hand, the rest will take care of itself.”

In closing, Weideman told the audience who will soon be embarking on their career paths, as CMU students, they are well prepared. “CMU grads have done very well at our company,” said Weideman. “The culture of CMU is a Midwestern, can-do type of environment. It’s the same culture we have at Dow.”

Throughout your career, don’t stay within one career path, broaden your experiences. Try lots of things along the way. Life is all about learning.”
What’s it take to be CFO?

Bill Weideman, CFO of The Dow Chemical Co., shared some insight on what it takes to be CFO of a $60 billion global company

- Have a broad perspective – the ability to absorb a little bit of knowledge about every area of the company related to finance. “As CFO, I’m not a subject matter expert on anything, but I have a basic understanding of all aspects of finance within the company, and I know who to call for answers.”

- Be an effective communicator – face-to-face communication is essential for building relationships in business. “Phones and emails are great for communicating quickly, but you can’t begin a relationship with a text or an email. Face-to-face communication comes first, then you can follow up with emails.”

- Set yourself apart – take the initiative to make a difference in the company. Be willing to identify a problem, but be ready with a solution. “Even if it’s not exactly the right solution, there’s tremendous value in finding a possible solution. Problem solvers are an important attribute to every company.”

Sound Advice

More than 50 alumni and friends returned to campus for CBA’s annual Dialogue Days. They shared their stories of how they got to where they are today and offered advice to students who will soon be venturing out into the business world.

Ward Abbey
1970 BSBA/MBA
Senior VP Investments, Wells Fargo Advisors

Richard Allen
Attorney, Law Offices

Mary Barz
Executive Director, CM Pregnancy Services

Stan Bies
1972 BSBA
General Counsel, University of Michigan

John Blossey
2005 BSBA
VP Commercial Loan Officer, Community State Bank

Tim Brockman
1983 BSBA
Owner, Max & Emily’s

Brian Brunner
2009 BS
Assistant Director, Chippewa Athletic Fund, CMU Athletics

James Burke
2000 BAA
Co-Manager, Sears Holding Corp.

Dwight Carpenter
1977 BSBA/1986 BSBA
Attorney, Law Offices

Gary Copp
1983 MBA
COO, Carson City Lumber

Peter Daniel
1989 BSBA
Global Marketing Comm., Kimberly-Clark

Phil Deja
President, Scotland Oil

Patrick Duffy
1986 BSBA
Financial Advisor, Edward Jones

Tony Essenmacher
1982 BSBA/1994 MBA
Vice President, Comerica Bank

Robin Lynn Grinnell
1989 BS
VP of Donor and Community Relations, Capital Region Community Foundation

Michelle Hall
2006 BSBA
HR Business Partner, Dow Chemical

Thomas Hall
1967 BSED
Attorney, Hall & Bolles, PC

Jim Holton
1995 BS
Owner, Mountain Town Station

Mike Jenkins
1981 BSBA
Signature Client VP, AT&T

Steve Jesnek
1981 BSBA
Senior Business Development Manager, Haworth

Alan Johns
1984 BSBA
President, Appraisal Advisory

Michael Larson
VP & CIO, MidMichigan Health

Mike Malaga
1989 BSBA
Vice President, Comerica Bank

Michael May
1991 BSBA
Regional VP, Verve Mobile

Lisa Mazure
1989 BSBA
Audit Manager, Office of Auditor General

Fred Mester
1959 BA
Attorney, Law Offices

Janet Neal
1976 BSED
President, A Balanced Perspective

Terry Pordon
1991 BSBA
Director – International Tax, Chrysler Group LLC

Drew Purcell
2007 BSBA
Operations Manager, Target Distribution

Amy Repp
1992 BAA
Customer Development Account Manager, Nestle

Emily Schafer
2007 BSBA
Assistant GM, Corporate Partnerships, Great Lakes Loons

Gregory Schink
2005 BSBA
Financial Advisor, Merrill Lynch

Mike Schuette
2005 BSBA
Private Banker, JP Morgan Chase

Linda Shoaf
1980 BSBA
Director of Military Contracts, GE Aviation Systems

Bob Thomas
1982 BSBA/1993 MSA
President/CEO, Signature Bank

Ken VanElslander
2003 BS (on campus 72-76)
President, Retired, Art Van Furniture

Dave Wilson
1973 MBA
CPA, Gabridge & Co.

Robert Zeinstra
1985 BSBA
National Manager, Advertising & Strategic Planning, Toyota Motor Sales
Gary Olsson wants to put you in the driver’s seat to experience Lincoln luxury. Shortly after he graduated in 1994, Olsson joined Ford Motor Co. For nearly a decade, this marketing alumnus has created and stage-managed dynamic auto show displays for Ford and Lincoln brands at the second largest U.S. automaker. He travels to 85 shows across the United States and Canada each year.

His role as North American Regional Auto Show Operations Manager is to engage visitors in the displays and vehicles. He works to build interest and excitement among show visitors and future Ford and Lincoln owners.

One of Olsson’s favorite displays showcased the 2011 Ford Mustang. He put it on a dynamometer so car shoppers could sit in the driver’s seat and experience the feeling of taking the muscle car from 0-130 mph – without ever leaving the show floor. “Part of the car’s appeal is to feel the exhilaration. So we created that for them,” says Olsson.

Olsson strives to get people to connect with products he believes in – and to do that he seeks to create hands-on, real-life experiences. This is something he learned in his marketing studies while at CMU.

“The professors I had in the College of Business – I especially remember Professor Joe Myslivec – were interactive and got students involved in class. It was exciting. I go out and get people excited, too,” says Olsson.
Eighteen years after his time in Mount Pleasant, Olsson still taps the expertise of CMU business faculty and their students on a professional level.

CMU Marketing and Hospitality Professor Gary B. Gagnon trained 70 professional product specialists from Olsson’s Lincoln team to create the ultimate experience for the display, emulating service found at the world’s finest establishments. They trained for a week in Los Angeles, with a day at the Beverly Wilshire Hotel and mystery shopping along the renowned Rodeo Drive in Beverly Hills to fully experience luxury.

For three months prior to the debut at the January 2012 North American International Auto Show in Detroit, Gagnon directed the team in visiting and studying their experiences at high-end regional establishments.

Gagnon’s CMU students gained experience, too.

During the Detroit show, Gagnon’s Marketing 341: Marketing for Services class toured the luxury vehicle stands for Lincoln, Cadillac and BMW. Observations by the students, who didn’t know about the connection to Ford, were so rich that a 30-minute debriefing stretched to more than three hours. The students had so much valuable insight to offer.

“The college has an impressive program and outstanding marketing students. They provided us with important data and the perfect way to get that data,” Olsson says. “With Gary’s expertise, we created an elevated hospitality experience at the Lincoln display that had never been done before at an auto show.”

“The professors I had in the College of Business – I especially remember Professor Joe Myslivec – were interactive and got students involved in class. It was exciting.”

– Gary Olsson, ’94
Mark Gustin graduates in May. He’s not stressed about finding a job. He’s been a student in CMU’s Professional Sales Program, which has a 90 percent placement rate at graduation and a 100 percent placement rate within three months.

The program has been named one of the top university sales programs in the U.S. every year since 2009 by the University Sales Education Foundation.

Gustin says CMU’s innovative, energizing Professional Sales Program has prepared him to hit the ground running.

“I won’t be one of those students still looking for a job three months after graduation,” Gustin says.

“They don’t just teach from the book,” says the senior from Greenville majoring in marketing with a concentration in professional sales. “We do role plays. We’re forced out of our comfort zones. The class is run like a business.

Students like Gustin who graduate from CMU’s Professional Sales Program have a clear advantage in the job market over candidates from other backgrounds, says Concha Allen, associate professor of marketing and a founding faculty member of the program.

“The word is out,” Allen says. “Employers know these students are real job candidates prepared for success from day one.

“We make students comfortable outside their comfort zones while they’re still here at CMU, so when they hit that first job, they’re confident in their setting,” Allen says. “We’ve prepared them for the good, the bad and the ugly.

Ken Cherry, assistant professor of marketing and professional sales, remembers when recruiters ignored CMU, and he had to drive his students to top companies hoping to get them connected to help students get sales jobs.

The Professional Sales Program changed that.

“Now, companies are coming here, and they keep coming back,” says Cherry.

“One of the first companies to recruit CMU sales students was Total Quality Logistics out of Cincinnati, Ohio. They targeted Central specifically because of the Professional Sales Program -- before it even had students enrolled,” says Allen.

Since that time, the program has forged relationships with Federated Insurance, AT&T Business to Business, Thomson Reuters, Dow Corning, MOS (Michigan Office Solutions), ADP, Unified Brands, Enterprise and Kraft Foods, among others.

“Our students are just killing it,” Cherry says proudly. “It’s really something.”

The Professional Sales Program started in fall 2008 with 20 students and now has 217 enrolled. It’s an innovative collaboration with Carew International, a leading sales training provider worldwide. Carew lends the proprietary methods, techniques and materials for the program’s curriculum.

It offers both a concentration in professional sales for students majoring in marketing and a minor in professional sales designed for students of any major.

Carew CEO Jeff Seeley is a CMU alumnus. He wanted to give students at his alma mater an edge in the job market.

“When students leave the university after this program, they have a skill set already in place,” says Seeley, who graduated in 1982 as an accounting major. “They know their own selling skills. It’s an opening bid to being successful.”

Cherry admits even he was a little skeptical when he headed to Carew for his teacher training. After all, Cherry had 18 years professional sales experience working with a variety of top companies including Hallmark, JC Penney and Frito Lay.

“I walked away thinking, ‘Wow – I wish I had this when I was 21.’ The materials were solid, simple old-school stuff your
Students walk out of the class with things that it took me years to figure out. Students practice real sales presentations while being filmed for later critique.

“We have a 360-degree approach,” Cherry says. “We prepare students to sell, we prepare them to interview, we offer them opportunities to secure internships, we provide them the tools to effectively network with alumni and industry professionals.”

Mark Gustin likes to tell how not so long ago, “I got stage fright talking on the telephone.” The Greenville senior is now President of CMU’s successful chapter of Pi Sigma Epsilon, a sales fraternity. He recently took first place in a regional professional sales competition, wowing judges with his confidence, composure and sales skills.

“I have so much confidence now,” says Gustin, 21, a marketing major with a concentration in professional sales.

CMU hosted the fraternity’s regional sales competition in early November. It was the largest regional competition ever.

Students from Michigan and universities in surrounding states, including Purdue, Ohio State, Ball State, and Toledo competed. Of the 10 finalists, an impressive five were from CMU.

Gustin won first place and a trip to the PSE National Sales Competition in San Diego. It is the fourth straight time CMU has won this regional sales competition.

Students compete against each other in challenging, real-life sales situations, making their sales pitch to a buyer while three judges watch and take meticulous notes.

The pressure is so intense, some student competitors break down, Gustin says. Not him. He nailed it. He gives his professor, Ken Cherry, a lot of the credit.

“Professor Cherry has made my experience at CMU,” Gustin says. “I used his tips and tricks and concepts that he went over in class. After I won, I shook his hand and said ‘thank you.’”
Michael Garver, a professor of marketing, has been awarded the Service Learning Award for 2012, reflecting his service contributions in the community and around campus.

The award was given through Michigan Campus Compact, a service-oriented organization that promotes volunteerism.

The award, given every two years, recognizes faculty who engage students and provide them with high-quality opportunities to make an impact through their course work.

Service learning projects in Garver’s classes are often through the campus and community, specifically with the Volunteer Center, Leadership Institute, Study Abroad and Career Services.

“I'm proud of the accomplishments that my students have made with these projects,” he says. “It means most to me that we've done a good job with these, our clients are always really happy and we've exceeded expectations. We're all a team in this, and I'm proud that the students have done a really great job.”

CMU hospitality students will gain real-world experience in the Hospitality House at McLaren in Flint when it opens its doors for the first time. Students will manage the 30-room facility, which serves as an accommodation for patients and caregivers traveling to Flint for cancer treatments.

Vice President of the McLaren Foundation Roxanne Caine says the advanced technology of the Proton Therapy Center will be the first of its kind, which will expose students to patients from all over the world.

CMU marketing and hospitality services administration faculty member Gary Gagnon believes working in the Hospitality House will give students a competitive edge in the job market.

“This luxury hospitality skill of welcoming people warmly and providing for their needs is a skill set that will go across many industries going forward in a competitive market,” says Gagnon.

Caine says the help of CMU students will help keep costs for McLaren low.

“I'm thrilled to be able to offer this opportunity to fellow Chippewas as a proud alumna of CMU,” says Caine. “CMU students are one impressive bunch of young people.”

Alumna Roxanne Caine, vice president of the McLaren Foundation, is thrilled to offer fellow Chippewas the opportunity to gain real world experience.

“Chippewas manage McLaren Hospitality”

Award-winning professor

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Eight teams with the most outstanding business plans were awarded $60,000 in start-up capital at the second annual New Venture Competition last spring. Michigan Lt. Gov. Brian Calley, State Rep. Kevin Cotter and Mike Finney, president and CEO of Michigan Economic Development Corp., joined CMU President George E. Ross in honoring the winning teams.

“The competition strengthens CMU’s mission to improve the quality of life in Michigan by working to create a new wave of start-up businesses,” says Deb Zellner, executive director of CMU’s Isabella Bank Institute for Entrepreneurship.

The 30 student teams participating in the daylong event competed for cash from $500 to $30,000. Judges and panelists, representing business leaders from throughout mid-Michigan and the state, evaluated team presentations based on quality of the idea, strength of the management team and the business plan.

Students participating in the competition represent all current academic areas of the university and are from 71 cities and towns across Michigan.

“I applaud the New Venture Competition and its sponsors for encouraging Michigan’s entrepreneurs to unleash their creativity and talent,” said Calley.

CMU expanded the 2012 competition to include student teams from Michigan Technological University.

“Tata Consultancy Services remains unique in its community-first approach. This business model was further examined when Vice President and Global Head of TCS Abidali Neemuchwala visited CMU to speak with business students about the importance of having a philanthropic foundation in all company matters.

Neemuchwala has had the opportunity to see this combination of business and philanthropy come together through being a leader in the company’s business process services area, where he specializes in providing quality service to clients on a daily basis.

“In a free enterprise the community is not just another stakeholder in business, but in fact the very purpose of its existence,” says Neemuchwala.

Neemuchwala educated students on the significance of corporate citizenship by tying together company values and strategies. The company reflects corporate citizenship by being 66 percent owned by philanthropic trusts and sharing its success with health care, educational and environmental organizations, making a difference all over the world.

Sophomore Ryan Mauer who attended Neemuchwala’s presentation says, “I never really thought about philanthropy in a business model. The fact that they incorporate it into their company to lead by example is inspirational.”
Meet the new CBA faculty

Students benefit from our global perspective. New CBA faculty are drawn from four continents and bring with them diverse interests and experience.

Vikesh Amin, Economics
Ph.D., Royal Holloway, University of London, 2010
Research area: Applied microeconomics

Misty Bennett, Management
Ph.D., Central Michigan University, 2012
Research areas: The impact of generational differences on workplace attitudes, social support in the workplace and models of work-family conflict

Meenakshi Beri, Economics
Ph.D., Wayne State University, 2012
Research areas: Applied microeconomics, labor and health economics

Angela Chang, Marketing and Hospitality Services Administration
Ph.D., Indiana University, 2003
Research areas: Green marketing, health marketing, prosocial behavior and consumer welfare

Wan-Jiun Paul Chiou, Finance and Law
Ph.D., Rutgers University, 2005
Research areas: Portfolio management, international financial markets, law and finance, and financial econometrics

Steven Dahlquist, Marketing and Hospitality Services Administration
Ph.D., Michigan State University, 2012
Research areas: Interorganizational marketing and collaboration

Spenser Robinson, Real Estate, Finance and Law
Ph.D., Cleveland State University, 2012
Research areas: Real estate, sustainability and valuation

Dimitrios G. Staikos, Economics
Ph.D., The University at Buffalo, The State University of New York, 2012
Research areas: Real estate and housing economics, urban economics, and applied microeconomics

Golnaz Taghvatalab, Economics
Ph.D., Virginia Technological University, 2012
Research areas: Labor economics, development economics, Middle East economics, and economics of marriage and divorce

Steven Tracy, Business Information Systems
MBA, University of South Dakota, 1988
Research areas: Enterprise resource planning systems
Alumni accolades

College honors commitment of alumni, faculty and students

Gathering in the new Isabella Bank Institute for Entrepreneurship – the first event hosted there – more than 100 people assembled to recognize the 2012 CBA Alumni Award winners. We’re proud to share this year’s honorees …

Nominations for the 2013 awards

Do you have a friend or colleague who uses his or her CMU degree to excel in the business world? If so, we want to hear about it.

Go to cmich.edu and type in the keywords: CBA Alumni Awards

For more information, contact Cindy Howard at 989-774-2130 or cindy.howard@cmich.edu.

Alumni Awards
Alumni Commitment Award
Bruce Marble, ’75, BSBA, business administration
Retired, Global Sales Director, Life Sciences, Dow Corning

Distinguished Alumni Award
Robert Daddow, ’73, accounting, MBA ’74
Assistant County Deputy Director, Oakland County

Honorary Alumni Award
James Goodrich
Managing Director, Northwestern Mutual

Entrepreneur of the Year
Cynthia Fitzgerald, ’75, BSBA, business administration
President, TELAdjust Inc.

Outstanding Young Alumni
Steven Cullen, ’09, BSBA, logistics management and international business
Certification Project Manager, NSF International

Faculty Awards
Hazleton MBA Faculty Excellence Award
Vigdis Boasson, Finance and Law

AT&T Teaching Awards
Michael Garver, Marketing and Hospitality Services Administration
Jerry DiMaria, ’07, Business Information Systems

Dean’s Teaching Award
Adam Epstein, Finance and Law

Student Awards
Dow Corning MBA Awards
Zheng Wang, Ran Zhou, Astha Bhandari

Outstanding Students of the Year
Paulina Lee, Rose Stokes, Ashley Troyer, Michelle Benmark, Lauren Hendryx

Pictured from left – CBA Dean Chuck Crespy proudly presents the honorees of the 2012 CBA Alumni Awards: Bruce Marble, Steven Cullen, Cynthia Fitzgerald, Robert Daddow and James Goodrich.
Every day I am in Grawn Hall, I see the enthusiasm and promise of our students in the College of Business Administration. Like you, I am part of a strong network of CBA alumni and donors who helps support this enthusiasm among our next generation of corporate leaders.

My role in development within the college offers me great opportunities to meet – and bring together – interesting and accomplished alumni, as well as hope-filled, career-bound students.

A soon-to-be graduating senior shared with me some of her CMU experiences and how appreciative she is for the help she has received along her educational journey. She spoke about guest lecturers, mentors, spending a semester studying in Vietnam and learning through an internship in Washington, D.C. Each experience offered her something special that she will keep with her long after leaving CMU.

This bright young woman requested to be introduced to the alumni who created a scholarship that helped her along her path. She wanted to thank them for their generosity. And I had the privilege of arranging that meeting.

After a general discussion of majors, hometowns and foreign languages, they spoke of a shared curiosity that drives so many of us in the business world.

From CMU students to working professionals, we each know the positive experiences we have had at the university.

I invite you to engage with us and see what’s new in CBA. There are opportunities to serve as a student or team mentor, guest speaker, work with career services to recruit new hires or interns from CMU, or make a financial investment in our programs or students, such as the scholarship mentioned above.

CBA alumni and friends: thank you for paving the way, for doing great things in the business world and for paying it forward by continuing to support our CBA in so many meaningful ways.

Proud to be a Chippewa!
Sandy Sommer ’93

To learn more
If you would like to become more involved in the college through volunteer efforts or supporting the college financially, please contact Sandy Sommer, ’93, at somme1sk@cmich.edu or 989-774-1732.
CBA Honor Roll of Donors

$100,000 +
Isabella Bank
Louise A. Plachta, ’92, ’08
Scott L. Pranger, ’83

$50,000 - $99,999
Keith E. Goodwin, ’74, ’06 and Janice K. Goodwin
Richard Edward Veazey, ’66*

$10,000 - $9,999
The Glenn Family Foundation
Wayne M. Korson, ’71
Timothy, ’94 and Sherry Magnusson, ’94
Bruce, ’75, ’76 and Diane Marble, ’84
Michael F. Pintek, ’90
PricewaterhouseCoopers Foundation
Allen, ’72 and Nancy Vander Laan, ’73
Jon E., ’84 and Terri L. Voigtman, ’85
James H. Wanty, ’71

$5,000 - $9,999
Krystal L. Allen, ’01
AYCO Charitable Foundation
Daniel, ’76 and Gail Boge
Rod, ’77 and Nan Crawford
The Dow Chemical Company
The Dow Chemical Company Foundation
Jacalyn (Beckers) Goforth, ’82
IBT Foundation
Independent Bank of Bay City
Ken, ’70 and Kathy McCarter
Paul Murray
Michael, ’70, ’04 and Mary O’Donnell
Paul, ’75 and Barb Richards
Carl, ’81 and Mary Ellen Spradlin ’80
The Stroh Companies Inc.

$2,500 - $4,999
Edward (Ward) Abbey, ’70
Bank of America
Daniel, ’97 and Jennifer Beaudoin, ’96
Cargill Inc.
Daniel F. Carr, ’90
Steve W. Constant
Deloitte Foundation
Dr. Kimberly, ’79 and Judy DeWitt, ’92, ’08
Dow Corning Corporation
Ernst & Young Foundation
Financial Executives Institute
Cynthia Dickey Fitzgerald, ’75
Mary Lou, ’86 and Richard Hazleton, ’72, ’93
IBM Corporation
Dr. Philip L. Kintzele
Dr. Vernon E. Kwiatkowski
George and Julie Lenyo
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Fiscal year - ending June 30, 2012
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Fiscal year - ending June 30, 2012

2012
Stephanie Jazkowskia, B.S. with a minor in legal studies. Stephanie received the Fulbright award and left for Poland on Sept. 5 to serve as an English teaching assistant.

2011
Steve McIsaac, B.S.B.A. in general management. Steve is employed as an account manager for Nolan Transportation Group based out of Atlanta, Ga., working in Grand Rapids, Mich.

2010
Adam Militello, B.S.B.A. in marketing. In May 2010, Adam moved to Orlando, where he works as a business analyst in SeaWorld's finance department. Adam has purchased a house and will begin graduate school at the University of Central Florida where he will pursue a Master of Science in Hospitality & Tourism Management.

Zheng Wang, B.S.B.A. in international business. Zheng had a summer internship experience with Delphi. He participated in a Global Finance Transformation project and worked with many finance managers and IT solution architects – many of whom were College of Business alumni. He enjoyed working with them and hearing some of their stories about life at Central.

2009
Katie (Dykehouse) Anson, B.S.B.A. in general business. Katie started a new role with Abercrombie and Fitch's corporate headquarters in New Albany, Ohio, as an executive assistant to the EVP. She married fellow CMU alum, Drew Anson, '09, in June 2011.

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Thank you.
Scott Konkol, B.S.B.A. in human resources. Scott recently accepted a job as an account manager with Groupon in Chicago. He started out on the Providence, R.I., market in January and was promoted to the Los Angeles, Calif., market in June.


2008

Evan Borin, B.S.B.A. in finance. Evan has a new position as store manager of the CVS pharmacy in Mount Pleasant.

Nate Mueller, B.S.B.A. as a double major in finance and marketing. Nate began a new job with Ally Financial as a senior financial analyst in April. He also started his M.B.A. at Michigan State in August and plans on graduating in 2013.

2007


In July 2012, she took a job opportunity with Comcast Spotlight in Bingham Farms as a financial analyst with the Comcast Spotlight Financial Analysis and Planning Team.

Jennifer (Lancto) Symons, B.A.A. with a minor in business administration. Jennifer and her husband, John, had their first child on May 14, 2012. Her name is Lola Jean Symons. She weighed 5 pounds and was 18 inches long.

2006

Dan Hellerstedt, B.S.B.A. in management information systems and operations management, along with his wife, Lesley (Pionk) Hellerstedt, B.S.B.A. in management information systems, welcomed a baby boy, Carson, on Dec. 24, 2011. Both Dan and Lesley work for Rockwell Collins based out of Cedar Rapids, Iowa, as senior business integration analysts. They are now working remotely, as they have relocated back to Michigan this summer.

2005

Ryan Frederick, B.S.B.A. in hospitality services administration. Ryan is married to Erin (Bjorkquist) Frederick. They live in San Francisco. He works as the general manager of the Hilton Garden Inn Airport North, a White Lodging Services hotel. Ryan returns to Mount Pleasant each semester on behalf of White Lodging Services to recruit graduating seniors and potential interns looking to earn a job in hotel management.


Sarah Klug, B.S.B.A., triple major in marketing, logistics management, and purchasing and supply management. She completed her M.B.A. from Western Michigan University in April. Sarah works for Amway as a global logistics analyst. She married Eric Nyhof on Dec. 8, 2012. They plan to reside in Jenison, Mich., with their Great Dane, Zeus.

2004

Michael Love, B.S.B.A. in entrepreneurship. Michael is an exclusive agency owner for Allstate Insurance. He was recently recognized with their Circle of Champions Award for high standards in customer satisfaction.

2003

Rochelle Burns, B.S.B.A. in accounting. Rochelle is the plant accountant for TRW Automotive in Saginaw.


2002

Matthew Olinik, B.A.A. with a minor legal studies. Matthew has just completed his fifth year working for the Saint Louis Blues (NHL)/Peoria Rivermen (AHL) organization.

Aaron Pawlak, B.S.B.A. with a double major in logistics management and purchasing and supply management. Aaron and his wife recently welcomed their second child, James Michael Pawlak, on Feb. 21, 2012.
Chad Pleiness, B.S.B.A. in marketing and logistics management, M.B.A. ’12. Chad received a promotion in April at Kimberly-Clark. He and his wife moved to Appleton, Wisc.

Aimee (Waller) Shannon, B.S.B.A. in accounting. Aimee is the controller of Stoneybrook Golf Club in Bradenton, Fla. She was recently married on May 25, 2012, to Bill Shannon.

2000

Bob Garcia, B.A.A. Bob was a business administration minor at CMU. He was recently named vice president for enrollment at Alma College after serving as the director of admissions for the last 2 ½ years.

1999

Brandon Bissell, B.S.B.A. in marketing. Brandon was promoted to senior entertainment manager and talent buyer for the Atlanta Braves. He is responsible for booking all live entertainment at home games, including booking and producing postgame concerts with such artists as The Beach Boys, Ludacris, Lynyrd Skynyrd, O.A.R., Sara Evans and more. He has been with the Braves since 2008. Brandon previously worked for the Cincinnati Bengals from 1998 (internship) and 1999, then with the Detroit Lions from 2000 to 2008. In that time, he has worked six Super Bowls and three NFL Pro Bowls in Hawaii.

1997

Mark Baczewski, B.S.B.A. in marketing. Mark began a new position as assistant director of development in the College of Communication Arts and Sciences at Michigan State University in September 2011.

Whit Wallace, B.S.B.A. in management. Whit was recently appointed as the new corporate travel and events manager at Wolverine Worldwide located in Rockford, Mich. In this role, he will manage all aspects of their travel program and functions and oversee the coordination of all company events held at their corporate business center.

1992

Todd Gregory, B.S.B.A. in finance. Todd recently relocated to Saginaw as a result of his recent promotion to community president for Citizens Bank. He has since been offered and accepted the position of regional president, commercial banking also with Citizens Bank. At present, he is holding both titles. Todd is married to Anne (McArdle) Gregory, ’93.

1988

David Scott Wilson, B.S.B.A. in finance. David is currently working as a commercial leader in the Diversified Products Group for GE Capital.

1987


Kenneth Neal, B.S. with a minor in business. Kenneth has been elected as the 98th President of the Old Newsboys’ Goodfellow Fund of Detroit for 2012.

Jeffrey Pfaffmann, B.A.A. with a minor in business administration. Jeff received his M.S. and Ph.D. at Wayne State University. His current position is associate professor and department head at Lafayette College in the Department of Computer Science.

1985

Anne Dragos, B.S. in merchandising and retail sales. Anne is employed at Dow Chemical Co. as an account manager in the Performance Packaging Business and Adhesive and Functional Materials division.

Charles (Charlie) Stevens, B.S. with a minor in business administration. Charlie is employed as the claims manager for the Michigan Municipal Risk Management Authority. He has been appointed to the Board of Governors for the Charter Property Casualty Underwriters Society and serves as a trustee on the Board of Directors for the Michigan Public Risk Insurance Manager Association. He also is a member of the International Association of Insurance Professionals and Michigan Adjusters Association and has been president of the Oxford Lakes Homeowners Association since 2005. Charlie has previously served as president of the Greater Detroit Chapter of CPCU. His daughter Olivia will graduate from CMU in spring 2013.

Jeff Tagsold, B.S. in economics and mathematics. Jeff lives in DeWitt, Mich., and is president of Auto-Owners Insurance Company. He has worked for Auto-Owners since his graduation. Jeff just brought his son Travis to CMU as an incoming freshman. Travis is living in Thorpe Hall just like his dad did.

1984

Michael S. McClellan, B.S.B.A. in general education administration and management. Michael has a new job as director of operations of El Matador/Garden Fresh Salsa. He married Jennifer (van der Molen). They have two children, Jessica (24) and Andrew (13).

1983

Chris Moyer, B.S.B.A. in management information systems. Chris took the role of chief technologist for HP Enterprise Services in March. He says that it is a fun, but demanding a global role that lets him help customers get the most business impact from their technology investments.

1982


Sue (Bibb) Ekkens, B.S. in office administration. Sue has been married to Mark Ekkens, ’81, for more than 30 years. They have three children and three grandchildren. Sue works as a client service specialist with Financial Advisory Corp. in Cascade, Mich.
1980
Dave Case, B.S.B.A. in business and administration. Dave began a new position as lead faculty in health information technology at Delta College in January 2011.

1978
Eric Hans, B.S.B.A. in business and administration. Eric is now working as an account executive at Custom Sales and Marketing Food Brokerage in the Metro Detroit area.

1971
Charles H. Geletzke Jr., B.S.B.A. in business. Charles retired on Dec. 4, 2011, from the Canadian National Railroad with 45 years of service in the railroad industry. He also is excited to share that he recently published a new book, “The Detroit & Toledo Shore Line Railroad-Expressway for Industry.”

1972
Mike L McColgan, B.S. in business. Mike’s son, M.J., has been the National Special Olympics Golf Champion three times. Mike and M.J. have written five successful golf books together. They also participated in the 2011 Summer World Games in Greece, 2007 World Games in China and 2003 World Games in Ireland.

1974
Mark Haas, B.S.B.A. in business and administration. On July 1, 2012, Mark was promoted to associate vice president for finance and CFO of Michigan State University. He was previously the assistant vice president for business. Prior to joining MSU, Mark was the chief deputy state treasurer for the State of Michigan.

1973
Thomas Jenks, B.S. with a minor in business administration, M.A. ‘77. Tom retired as a Major in the U.S. Army. This past year he was initiated into the CMU ROTC Hall of Fame. Tom also worked for the Cleveland School District where he had taught Army JROTC since 1995, then moved to Grand Rapids to continue teaching JROTC. He has since returned to Collinwood High School in Cleveland, Ohio, to start a third career, teaching high school JROTC.

1968
Al Madsen, B.S. in business. Al was recently elected Imperial Potentate—the highest rank for a Shriner. In this position he serves as president of the board of directors of Shriners International and chairman of the board of directors of Shriners Hospitals for Children.

1970
Richard Eugene Perry, B.S.B.A. in accounting. Richard is married with two children and two grandchildren. He’s served as a certified public accountant, a finance manager and assistant superintendent controlling over $200 million budget, the interim superintendent of a 8,000 student school district, and semiretired as the board chairman of a $55 million credit union.

1967
Dale Wernette, B.S.B.A. in business administration. Dale received the 2012 CMU Alumni Club Chapter Service Award for his strong leadership for the alumni chapter in the Phoenix and Scottsdale areas.

1964
Dave Nicholson, B.S.B.A. in general business administration. Dave continues in his role as director of development and manager of alumni relations for CMU’s Global Campus (formerly Off-Campus and Online Programs). Dave and wife Donna, ’64, are grandparents of Ramsey, 11, Ellyson and Julia.

1968
Al Madsen, B.S. in business. Al was recently elected Imperial Potentate—the highest rank for a Shriner. In this position he serves as president of the board of directors of Shriners International and chairman of the board of directors of Shriners Hospitals for Children.
Leonard often said,

"It doesn’t matter who gets the credit for the job, let’s just get it done," and he lived that philosophy. He was a doer, leader, conciliator – a man who faced many challenges but a man who always analyzed and gave thought to the matter before he acted.

He began his career at CMU in 1972 as an accounting professor, then became dean of the College of Business. He served as president from 1992 to 2000. He would have been humbled to know that the Executive Conference Room was named in his honor.

– Louise A. Plachta