

## Dean's Undergraduate Student Advisory Board Hosts Leadership Conference

By Douglas Trudeau, Vice President



**Back:** Dwight DeLoach (DSU), Chrisaad Gisbon (DSU), Rasheed Brown (NCCU), Dean Williams (GVSU), Altarius Moody (NCCU). **Middle:** Vernetta Biggs (DSU), Anika Wilson (GVSU), Tamecka Faria (DSU), Christina Helsel (GVSU), Vonnice Herrera (GVSU), Douglas Trudeau (GVSU), Michael Ballard (NCCU), Jadd Halawani (DSU). **Front:** Carole Williams (GVSU), Janae Moore (DSU), Kiara Peterkin (NCCU), Val Dittrich (GVSU).

The Dean's Undergraduate Student Advisory Board (DUSAB) welcomed North Carolina Central University and Delaware State University for a weekend conference on September 23, 2011. Both universities have undergraduate advisory boards similar to the DUSAB at GVSU, where the members serve as liaisons between the students and the Dean. The purpose of the conference was to enhance the members' professional and leadership development skills while engaging with other board members to share ideas and suggestions on how to improve their institution and community. Along with the student members of the boards, the conference included guest speakers: Seidman College of Business, Dean H. James Williams; Executive Director, Center of Entrepreneurship and Innovation, Kevin McCurren; Graduate Assistant, CEI, Austin Dean; and Assistant Vice President, Inclusion and Equity, Dwight Hamilton. The guest speakers discussed a variety of topics that related to their respective field. This allowed the students to engage in a constructive dialogue with well-respected professionals.

DUSAB president, Val Dittrich said, "The conference was by and large one of the most impactful conferences I have been a part of to-date. We were able to talk to students from other areas of the country and learn from their successes and struggles." The conference allowed students to collaborate with others while also learning about the cultures of the other institutions in attendance. NCCU student, Rasheed Brown, commended the conference by saying, "Although I did not have any expectations, I was anticipating a culture shock; however, it was more of a culture blast than a culture shock. From Art Prize, the community environment, the campus, new friends, discussion enrichment, and the night life—it was one of the most defining cultural experiences in my life by far." This sentiment was felt across the board as many members were challenged to step out of their ordinary way of thinking and embrace alternative viewpoints.

The visiting students were able to see ArtPrize and all of the events Grand Rapids offered that weekend. "The DUSAB could not have picked a better weekend to showcase the Grand Rapids community and GVSU as a whole. They (the visiting students) were nothing short of amazed throughout the entire weekend and I think that is a great testament to GVSU's community involvement," says Dittrich. The hope is to continue the student-led leadership development conferences for years to come. This conference was such a success for all of the participants that DUSAB plans to expand the scope and continue to improve on the event.

For more information on the Dean's Undergraduate Student Advisory Board, please visit [www.gvsu.edu/suab](http://www.gvsu.edu/suab) or email any questions to [suab.gvsu@gmail.com](mailto:suab.gvsu@gmail.com).

## New Director of Undergraduate Business Programs



*Michael A. Quashigah*

Please welcome Michael A. Quashigah as the new Director of Undergraduate Programs for the Seidman College of Business. Michael earned a Bachelor of Art degree in Political Science from the University of Colorado and a Master of Art degree in Higher Education Administration from Washington State University.

Prior to joining the Seidman College of Business, he served as Assistant Director Undergraduate Programs in the Henry B. Tippie College of Business at the University of Iowa where he earned recognition as “Faculty Advisor of the Year.” Michael previously served as Coordinator of Student Judicial Programs at Texas Tech University and Director of Hall Operations at the University of Northern Illinois.

Though he now calls Grand Rapids home, he grew up on the coast of Ghana sailing, fishing and generally roasting in the summer sun. He also likes to hike, and play tennis and soccer. His duties began September 1.

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### How Can I Make Myself More Marketable?

By Tami Kraker, Internship Coordinator, Seidman College of Business

Employment statistics and job market competitiveness are topics on the minds of many students at the freshman, sophomore, junior and senior levels. These topics present the question, “How can I make myself more marketable?” One way that you can set yourself apart is by participating in an internship. Many employers looking to fill entry level positions seek candidates with relevant work experience. As a student making progress towards graduation and course completion, full-time employment may not feel like an immediate concern; however, it is to your advantage to start considering and planning a career path as early as possible.

As a Seidman College of Business student, you are encouraged to experience professional work environments through internships, job shadowing and informational interviews. In addition to being a great résumé builder, an internship offers you the chance to network and build on your professional contacts. Internships could even fulfill business degree requirements!

Once you are happy with your résumé content and format, start searching for internship opportunities in Lakerjobs, [www.gvsu.edu/lakerjobs](http://www.gvsu.edu/lakerjobs). For further information on the internship process and requirements including how to pursue an internship for academic credit, go to [www.gvsu.edu/business/internships](http://www.gvsu.edu/business/internships).

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### SAVE THE DATE!

Seidman Management Department Career Night

Wednesday, March 21, 2012

Loosemore Auditorium, DeVos Center

Watch the January-February issue of *Connections* for more information.

## Seidman Student Professional Development Program

By Catherine Jones-Ridders, Director

Given below are the remaining fall 2011 Student Professional Development Program events you are encouraged to attend:

### **“What Do Employers Want?”**

Thursday, November 17, 2011  
6:00 to 8:00 p.m.  
Alumni House, Allendale Campus

Co-sponsored with the Seidman Business Ethics Center, panelists from local companies will discuss and answer questions about the qualities they seek in prospective employees. Refreshments will be provided.

### **“Networking 101: The Company Holiday Party and Beyond”**

Thursday, December 1, 2011  
6:00-8:00 p.m.  
Alumni House, Allendale Campus

Featured speaker, Kim Monaghan, will help you learn how to succeed at the company party while handling hors d'oeuvres and drinks. She will offer candid insight for today's business professional. Refreshments will be provided.

### **Upcoming Winter Semester Events – Place on Your Calendar**

#### **Tuesday, February 7, 2012 – Intercultural Training with Sean Huddleston**

5:30-7:30 p.m.  
Rooms 2215/2216 Kirkhof Center, Allendale Campus  
Learn how cultural diversity impacts the business sector.

#### **Tuesday, February 21, 2012 – Portfolio Development with Kim Monaghan**

5:30-7:30 p.m.  
Rooms 2215/2216 Kirkhof Center, Allendale Campus  
Learn how to properly create a dynamic portfolio for that next interview.

#### **Wednesday, March 20, 2012 – Meet the Dean of the Seidman College of Business**

6:00-7:30 p.m.  
University Club, DeVos Center, Pew Campus  
Come and meet Dean H. James Williams. Hear his vision for Professional Development within the Seidman College of Business. Bring questions or a specific topic you would like to discuss.

#### **Wednesday, March 28, 2012 – Dress for Success**

4:00-6:00 p.m.  
Room 2250 Kirkhof Center, Allendale Campus. Co-sponsored by the Seidman Student Professional Development Program, Career Services, LGBT, and the Women's Center.  
See what the business world considers proper attire for both men and women.

*Connections* is published bi-monthly during the academic year and once each summer. If you would like to submit an article, contact Roberta Osipoff, Seidman College of Business Special Project Assistant, Grand Valley State University, 1 Campus Drive, 250 Lake Huron Hall, Allendale, MI 49401 616-331-3774 or 616-331-3286 (fax).

## ProQuest Entrepreneurship

By Linda Masselink, Senior Librarian, Steelcase Library and Liaison to the Seidman College of Business



Interested in what you need to know to start a business? ProQuest **Entrepreneurship** is a database you will want to consult. Whether you want to start, grow or maintain a business, you will find valuable information searching this new online business source. Available for your information needs, you can access market research, video clips, trade publications, case studies, books, forms, working papers and dissertations. Highly recognized publishers in the field such as Dow Jones & Company, Springer Science+Business Media, John Wiley and Hoovers provide reliable and current content. Topic paths in the “browse” feature takes you to funding sources, legal issues, operations management, start-up tools and industry information. Top business plans from a wide range of businesses are found in **Entrepreneurship**. Full text for “how to” books are accessible. Find sample business forms and company profiles. Publications from the International Council of Small Business and the United States Association for Small Business and Entrepreneurship are provided. The video clips feature accounts of business experiences, advice and insights for improving management skills. Check it out!

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### Want to Get Involved in a Seidman Student Business Organization?

Are you looking to get involved in a Seidman College of Business student organization? Want to expand your leadership talents, learn new things and add to your résumé? Check out the many student business organizations available to Seidman students:

American Marketing Association (AMA)  
Beta Alpha Psi  
Beta Gamma Sigma  
Collegiate Entrepreneur Organization (CEO)  
Delta Sigma Pi  
Enterprise Systems Student Union (ESSU)  
Economic Club of Grand Valley  
GVSU Student Chapter of the Institute of Internal Auditors  
GVSU Student Chapter of the Institute of Management Accountants  
Investment Portfolio Organization (IPO)  
Minorities Interested in Business (MIB)  
Phi Chi Theta  
Dean’s Undergraduate Student Advisory Board (DUSAB)  
Society of Human Resource Management (SHRM)

For more information, contact the Seidman Dean’s Office at 331-7100.