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Seidman College of Business

Undergraduate Student Services Newsletter • 101B DeVos Center
616-331-7500 • go2gwbiz@gvsu.edu

*A newsletter for undergraduate
students of business.*

• H. James Williams, Dean •
• John Reifel, Associate Dean • Leigh Brownley, Director Undergraduate Business Programs •

First Annual Regional Idea Pitch Competition – November 19, 2009

By Ryan Vaughn, Graduate Assistant, Center for Entrepreneurship



Winners for 2009

With the number of jobs available in West Michigan remaining near its lowest levels, many in West Michigan are turning to entrepreneurship as a way to create their own stimulus packages.

Imagine you had 90-seconds to completely describe your idea for a new product, service or business. In less time than it takes to microwave a bowl of soup, imagine pitching your innovative idea to a group of judges, your peers, and potential investors from around the West Michigan business community, with over \$2,500 in start-up capital on the line. That is precisely the situation in which 20 of the top undergraduate students at GVSU found themselves while participating in the 5th annual GVSU Idea Pitch Competition, presented by the

Collegiate Entrepreneurs Organization and the Center for Entrepreneurship at the Seidman College of Business.

From a pool of 94-contestants, the Michigan Small Business and Technology Development Center selected the top-20 GVSU students to pitch their 90-second idea to the audience and three judges.

GVSU students Michael McCarthy and Michael Henkey were awarded first place at the GVSU Idea Pitch Competition for their LED-lighted shower head idea. Along with prize money, McCarthy and Henkey were awarded an invitation to the Regional Idea Pitch Competition to pitch their ideas against the top three winners from other area colleges.

The regional competition was held on November 19 at GVSU's downtown Pew campus, and hosted by the Seidman College of Business in partnership with the Center for Entrepreneurship. Competing for prizes totaling \$4,000, contestants were judged by a panel of three of the top entrepreneurial minds in West Michigan: Danny Beckett (Spearia), Brent Hawkins (Infusion Marketing), and Rick DeVos (ArtPrize).

Grand Valley's Ashley Litke took home the first-place prize of \$2,000 after pitching her idea for a community bicycling system that could be installed in downtown Grand Rapids. Davenport student Helena Stieg won second place, taking home \$1,000 after pitching her idea for at-home cosmetology schools, while Aquinas students Peter Reno and Raul Velasco each won third place.

"This competition is special in that it has the potential to transform somebody's idea into reality," said Ryan Vaughn, of the GVSU Center for Entrepreneurship. "This competition is attended by some of the top minds in West Michigan as far as entrepreneurship and business, so this is a chance to get your idea, and yourself, in front of the people who can make it happen."

Sometimes opportunity knocks. But sometimes, as these students would tell you, you have to create your own opportunity. Then, entrepreneurship knocks.

\$\$ Money Options \$\$

This is the time of year when you need to search for ways to defray costs for the 2010-11 academic year. One approach is to apply for scholarships. Most scholarship deadlines **are in February and March** so **NOW** is the time to apply.

Contact the Financial Aid Office (616-331-3234) to determine if there are other university scholarships that are right for you, or check out their helpful scholarship information on-line. Go to www.gvsu.edu/financialaid, then from the menu on the left select "Current Student" and then "Scholarships." Need-based scholarships do require that you have a current "Free Application for Federal Student Aid" (FAFSA) on file. The Financial Aid Office suggests you also check these scholarship search websites: www.fastweb.com, www.fastaid.com, www.finaid.org, www.collegeboard.org, www.blackexcel.org/link4.htm, www.college-scholarships.com, www.finaid.org/scholarships/other.phtml, www.going2college.org, www.collegegold.com.

Library Research

By Linda Masselink, Senior Librarian, Steelcase Library and Liaison to Seidman

In her book, **The Elements of Library Research: What Every Student Needs to Know**, the author, Mary George, states: "You succeed at a research project when you have identified, described and discussed the significance of something you did not know."

All research is an investigation. What is known about a topic? How can you use that information to support your case? Is there a counter argument in your findings to consider? Start early to allow yourself the benefit of time to think carefully through your project and to benefit from learning as you make your way through the research process.

Become familiar with the library home page so you know where to go to begin your research process. This will save you time and will help you in planning your research strategy. From the home page, www.gvsu.edu/library, locate access to the library catalog; Library Guides, hours, and contact information for questions.

At GVSU, consult **Credo Reference**, (found under *Databases* on the library home page) for background information. This database provides text, images, sound files, and even a concept map that visualizes your search. You can narrow your search by setting limits of time or publication type. You can expand your search to include the library catalog or another general database. Credo Reference can give you the big picture and provide you with key words to assist you in searching other library resources. Jot these key words down. Once you have a topic in mind and key words to use in searching, consult **Summon** (available on the library home page) to find resources in the library catalog, and access several databases. Use the **Library Guides** linked from the library home page to locate databases and websites for the best options to find more specific information. How to cite sources can be found here too. Acknowledge and credit the sources of your information.

Successful research and the resulting project depend on a clear understanding of your assignment. Make sure you know what is expected of you. What kinds of resources are you required to use? Find more resources than you need and then select the best to use for your project. More resources help you verify the information you are finding. Keep track of your information sources as you use them. Know how to get back to an information source if you need to do that! Jot down titles, authors, publication information, page numbers, databases used.

Mary George says, "...library research is an integral part of inquiry in any field." Grand Valley State University Libraries have a wealth of resources for you to use. Come to the library online or in person. If you have questions, don't hesitate to ask a librarian.

Any questions, contact Linda Masselink, Senior Librarian, Liaison to Seidman College of Business, 331-7337, masselil@gvsu.edu.



Linda Masselink

Prepare Now for Registration in March!

To declare an official Seidman College of Business major and be eligible for 300/400 level Seidman courses, you need to have 55 or more earned hours and a 2.75 or higher overall grade point average.

If you meet these requirements, please send us an email with your name, G-number, and intended major to: go2gwbiz@gvsu.edu

It's that time of year again! Registration for the next academic year, spring/summer 2010, fall 2010, and winter 2011, begins in March after spring break. Preparing early for registration is the key to securing a schedule that best meets your needs and interests. Here's the best process:

1. Take time during January to review your degree evaluation to prepare for registration. Degree evaluation reports are accessible through My Banner and instructions are posted on the Seidman Undergraduate Programs Blackboard Announcements.
2. Check for the schedule to be finalized on-line toward the end of February. It will be official March 1, 2010. When it is, pick out the sections that you want (be sure to have a few alternate sections chosen just in case your first option is closed by your day to register).
3. **GET YOUR OVERRIDES EARLY!**
 - a. Any student with a 2.75 or higher overall GPA and who will have at least 55-credit hours by the semester in which they want to take the course, will be able to register for 300/400 level Seidman courses regardless of class standing.
 - b. **Juniors and seniors who have an officially declared Seidman major with between a 2.5 and a 2.749 GPA will need overrides to register for 300/400 level Seidman courses.** Once you have chosen your courses, visit the Seidman Undergraduate Student Services office in 101B DEV, give us a quick call at 616-331-7500 or email your name, G-number and schedule to go2gwbiz@gvsu.edu. The Seidman academic advisors will help you secure overrides as long as you meet the prerequisite requirements. **DO THIS EARLY!!**
 - c. If you are a junior or senior with a 2.499 or lower GPA or a sophomore with a 2.749 or lower GPA, please seek an appointment with our office immediately! (616-331-7500).
 - d. Economics and Business Economics majors needing ECO 495 will need a Permit Override to register for this course. For the Permit Override, starting February 1, please stop by Seidman Undergraduate Student Services in 101B DEV, give us a call at 616-331-7500, or email your name, G-number, and the semester in which you want to take the ECO 495 to go2gwbiz@gvsu.edu.

If you would like to review your remaining requirements with a Seidman academic advisor, we encourage you to call the Seidman Undergraduate Student Services office to set up an appointment for January or early February. Appointments are available at both Grand Rapids and Allendale campuses. Advising on the Allendale campus for winter 2010 will be held Tuesdays and Wednesdays by appointment only. To schedule an appointment for either campus, call 616-331-7500.

Seidman Economic and Finance Department Events for January-February

These events are free and open to all students.

ECONOMICS DEPT. Monday, February 8, 2010 Noon-1:00 p.m., University Club Lunch Provided Only If You RSVP Panel of faculty members will talk briefly about graduate school options and answer questions. Will include graduate school coursework, applying to and picking a school, taking entrance exams such as the GRE, GMAT, LSAT, what to expect when you are there, what it takes to succeed, employment options after graduation. RSVP by Tues., Feb. 2 at 5:00 p.m. to economics@gvsu.edu or call (616) 331-7290.	ECONOMICS DEPT. Wednesday, February 17, 2010 Noon-2:00 p.m., Rm. 2263 Kirkhof Pizza and Door Prizes! Come and find out what you can do with an Economics major! Get your questions answered and meet the Economics Department faculty! Find out how easy it is to get a second major. Explore career paths, internships, and study abroad opportunities. Learn about the Economics Club, Real Estate Club, and Economics Honor Society. RSVP by calling (616)331-7290 or email economics@gvsu.edu.	FINANCE DEPT. Thursday, February 25, 2010 4:00-7:00 p.m., Eberhard Center Finance Internship Expo Looking for a Finance internship? The Finance Department is hosting its annual Finance Internship Expo. At the Expo, students will have the chance to meet with prospective employers from the West Michigan area. The Finance department in conjunction with the Career Services Department will have résumé and interview seminars to prepare you for the Expo. For more information, please email scbfinance@gvsu.edu,
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SAVE THE DATE

*Seidman College of Business Ethics Center Presents the
Barry Castro Lecture Featuring Dr. Mary Gentile of Babson College
"Giving Voice to Values: Moral Competence and Courage"*

Tuesday, March 30, 2010

6:00 p.m. to 8:00 p.m.

Loosemore Auditorium, DeVos Center

Seidman Professional Development for January-February

COME TO THE FASHION SHOW! Men and Women's Fashion Show

January 27, 2010
4:00 p.m. to 6:00 p.m.
Loosemore Auditorium, DeVos Center

Are you looking for a job? Want to know how to dress to impress employers? Looking for great tips on how to find inexpensive or free professional clothing?

Cheer on your fellow students as they model men and women's contemporary business attire. Retail giveaways and free clothing will be available in the Exhibition Hall.

Brought to you by the GVSU Career Services Office, Women's Center and Seidman College of Business Professional Development

Professional Development Fireside Chat with Dean Williams

Monday, February 22, 2010
6:00 p.m. to 8:00 p.m.
University Club, DeVos Center

Come and meet Dean Williams. Hear about his vision for Professional Development within the Seidman College of Business. Bring your question or a specific topic you would like to discuss.

The Seidman College of Business newsletter is published by the business school bi-monthly during the academic year and once each summer. It is compiled by the Seidman College of Business Special Projects Assistant, 250 Lake Huron Hall, 1 Campus Drive, Allendale, MI 49401. Telephone: 616-331-3774
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