

Seidman Faculty Award Recipients

Seidman College of Business is proud to announce the following faculty received awards presented at the February 3, 2011 Provost's Faculty Awards Convocation:

GVSU Outstanding Teacher Award:

Dr. Vijay Gondhalekar
Associate Professor of Finance

Pew Teaching Excellence Award:

Dr. Gerry Simons
Associate Professor of Economics

Faculty members recognized at this event have worked at GVSU for 25 years or more:

35 Year Milestone:

Dr. Gregg Dimkoff
Professor of Finance

30 Year Milestone:

Mr. Jim Sanford
Professor of Business Law

25 Year Milestone:

Dr. Mike Yuhas
Professor of Accounting and Taxation

Gift from ooVoo.com for GVSU Community

By Star Swift, Associate Professor of Business Law

GVSU was given a gift by a video chat service called ooVoo.com. The gift is a free one-year business subscription to all members of the Grand Valley State University community. The business plan allows you options such as: 6-way video chat windows, desktop sharing, file sending, instant chat, sending videos in your emails, recording your conversations and any more features.

ooVoo is using Grand Valley State University as one of its two lab schools. The other lab school is the University of Georgia at Athens (UGA). Please feel free to download the program at www.gvsu.edu/ooVoo/. The company is also working with the University of Texas at El Paso (UTEP).

There are two things to remember with ooVoo. First, it is a higher quality video resolution than many video chats so you need fast broadband for it to work properly. Second, if you are using more than two windows, you should use a headset. The library has laptops with ooVoo so that you may use it at school if you do not have a computer.

The library will also soon be providing classes on telepresence (video chat) etiquette. You might not think this is important, but many employers are now using telepresence to interview candidates and these classes will help you prepare for such a potential interview.

Some professors are now using ooVoo for virtual office hours and weekly reviews. This saves everyone gas and time. You should give it a try! If you have any problems, contact ooVoo support or email ooVoo@gvsu.edu.

New Scholarship in Honor of Dean Emeritus Don Williams, Sr.

(Reprinted with permission by Connie Dang, Director, Office of Multicultural Affairs at GVSU)

In celebration of GVSU's 50th anniversary, the Office of Multicultural Affairs and the Alumni Association hosted the Multicultural Cohort Programs Reunion on November 12, 2010. Over 200 GVSU faculty and staff members, cohort alumni and current student members gathered to celebrate the many successes and achievements of the cohort programs.

The evening included a welcome reception, followed by opening remarks from Chris Barbee, director of Alumni Relations. Guests enjoyed a special video presentation that highlighted the program's history, alumni and current student members. Guest speakers included Ray Bennett, '92, alumnus of the MBEC program and senior vice president of lodging development for Marriott International and Dean Emeritus Don Williams.

The evening included a surprise announcement from Bennett that he endowed a new scholarship in honor of Williams. The Dean Emeritus Don Williams, Sr. Multicultural Business Education Scholarship was established by Bennett and will recognize and assist business majors in the MBEC Multicultural Business Education programs with the cost of education. The evening ended with entertainment provided by *Blues on the Banks of the Grand*, featuring Joyce Cobb.

Is That What You Meant to Say?

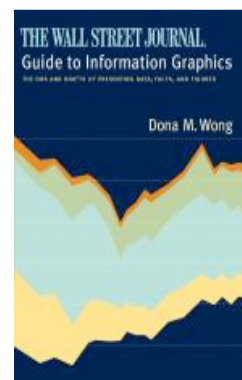
By Linda Masselink, Senior Librarian, Steelcase Library and Liaison to Seidman
331-7337 or masselil@gvsu.edu

How do you express yourself in the language of graphics? Frequently, it is important to show data in a chart, table or other form of visual presentation. To be effective in communicating in a graphic form, many options come into play. How the information is displayed can impact the interpretation of the reader. First, you need to determine the best way to show your data. Additional decisions involve use of color, type font, and scale.

Dona Wong, an expert in financial graphics, has written a very timely book, *The Wall Street Journal Guide to Information Graphics: The Do's and Don'ts of Presenting Data, Facts, and Figures*. In this book, she provides a series of mini-workshops with numerous illustrations to show what works and what doesn't to make meaningful graphics for a paper or presentation.

Start with the "three essential elements of information graphics:" rich content, inviting visualization and sophisticated execution. According to Wong, **"Rich content"** brings meaning to a graphic. **Inviting visualization** interprets the content and highlights the essence of the information for the reader. **Sophisticated execution** brings the content and graphics to life."

Using this guide, it is easy to see where and how graphics add power and clarity to sharing data. Find this book at the Steelcase Library.



Seidman Professional Development for March-April

Professional Development Fireside Chat with Dean Williams

**Monday, March 28, 2011
6:00-8:00 p.m.**

University Club, DeVos Center

(Note: Re-scheduled from January)

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.

Come to the Dress for Success Fashion Show! For Men and Women

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's and women's contemporary business attire.

Sponsored by the Seidman Professional Development Program, LGBT and the Women's Center

Thursday, April 7, 2011 – 4:00-6:00 p.m.
Cook-DeWitt Center, Allendale Campus

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 Special Projects Assistant, 250 Lake Huron Hall, 1 Campus Drive, Allendale, MI 49401.
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Seidman Student Business Organizations

Did you know there are many Seidman student business organizations in which you may participate? Below is a listing of the organizations, contact information and a brief description. Get involved!

Alpha Kappa Psi—contact gvapski@gmail.com. Founded in 1904, Alpha Kappa Psi is the oldest and largest co-ed professional business fraternity. Provides outstanding leadership opportunities and the model environment for the development of young professionals committed to the field of business.

American Marketing Association—contact ama@mail.gvsu.edu. The goal is to learn how best to market ourselves as individuals. Through monthly professional dinner meetings, students develop personal relationships with professionals from around the area. Weekly chapter meetings consist of anything from professional speakers to planning for social or fundraising events. Students attend annual regional and national AMA conferences and network with other student organizations.

American Production and Inventory Control Society—contact apics@mail.gvsu.edu. The student chapter brings to students an array of opportunity for success in the realm of production and inventory control. This organization, holds regular meetings, brings speakers to campus, schedules company tours, holds fundraisers, sponsors social events and provides a platform for students to network with the over 700 professional members of the parent chapter in Grand Rapids.

Beta Alpha Psi—contact bap@mail.gvsu.edu. The objective is to be a service organization for the GVSU community and to encourage and give recognition to scholastic and professional excellence in the field of accounting. The club holds regular meetings, takes trips, sponsors speakers, hosts pre-recruiting functions and participates in an annual awards banquet. Members must meet certain academic standards and membership is by invitation only.

Beta Gamma Sigma—contact bgs@gvsu.edu. BGS is the international honor society serving business programs accredited by AACSB International. Membership is the highest recognition a business student anywhere in the world can receive. Membership is by invitation only and only the top ranking undergraduate students are invited to join. Students eligible for membership are sent an invitation letter in February, induction is held at the end of March.

Collegiate Entrepreneurs' Organization—contact ceo@mail.gvsu.edu. CEO informs, supports, and inspires GVSU students to be entrepreneurial and to seek opportunity through enterprise creation. Offers excellent networking opportunities and serves as an informational resource for prospective entrepreneurs. Members are able to engage in business plan experience, vision exploration and tactics to overcome issues that young entrepreneurs may face.

Delta Sigma Pi—contact dsp@mail.gvsu.edu. This is a professional, interdisciplinary, co-educational business fraternity with a national alumni membership in excess of 150,000 business men and women. Membership activities encourage academic and professional development by operating the chapter as a business. Chapter activities include bringing business leaders to campus, conducting fundraisers, field trips and social events. Membership is open to all pre-business and business students who meet Seidman academic standards.

Enterprise Systems Student Union—contact gvsu.essu@gmail.com. ESSU is the first student organization at GVSU specifically designed for students interested in Enterprise Systems. ESSU is open to all majors. The organization hosts the ERP speaker series, provides networking opportunities with companies, conducts résumé workshops and practice interviews and provides tutoring to management information systems students.

Grand Valley Economics Club—contact econclub@mail.gvsu.edu. Open to all GVSU students who have an interest in economics. Club conducts numerous social and scholarly activities throughout the year including panel discussions on current economic events and economic hot topics, presentations about job and internship opportunities, "Dinner with Models"—social dinners with an economic perspective, presentations by faculty about their current research, field trips including visits to the Chicago Board of trade and Federal Reserve Bank of Chicago.

GVSU Student Chapter of Institute of Internal Auditors—contact decosterc@mail.gvsu.edu. Organization focuses on providing students with supplemental information in internal and IT auditing. Focused on bringing in professional speakers, attending professional meetings outside of the GVSU campus, it offers students information to help them succeed in careers in internal and IT auditing such as exam prep courses.

GVSU Chapter-Institute of Management Accountants—contact Nateschultz.ima@gmail.com. IMA offers student members access to many of the benefits of regular professional members at a reduced rate of \$39. IMA student members learn about the role of accountants and financial managers in business while exploring career options.

Seidman Investment Portfolio Organization—contact invest@mail.gvsu.edu. Goal of IPO is to foster interaction among students and enhance their career opportunities. We are always seeking students who are interested in personal investing, portfolio management, markets and economics. Activities of the club include biweekly meetings, trips, speakers and social events. Primary function has been the management of a portfolio of securities which was donated to the university. The club has complete power over the investments involved.

Minorities Interested in Business—contact mib.at.gvsu@gmail.com. Purpose of this organization is to develop and encourage professionalism among minorities in the business world, establish networking and communication skills with the external businesses and business-oriented associations, raise awareness about major events related to business in order to improve knowledge and skills, and make this possible through the use of academic, service and professional events provided.

Seidman Student Business Organizations Continued

Phi Chi Theta-Professional Economics Business Fraternity-contact burills@gmail.com. Purpose is to promote the cause of higher business education and training for all individuals, foster high ideals for individuals in business careers, encourage fraternity and cooperation among individuals preparing for such careers and stimulate the spirit of sacrifice and unselfish devotion to the attainment of such ends.

Seidman Real Estate Group-contact williade@mail.gvsu.edu. The goal of this organization is to aid students in attaining real estate industry specific knowledge and offer networking opportunities for students interested in real estate related careers. Speakers are hosted from different real estate disciplines, touring ongoing and past developments as well as discussing market trends specific to real estate. Open to all majors.

Seidman Undergraduate Advisory Board-contact scbugradadv@gvsu.edu. Members serve as ambassadors through conveying the needs, opinions and concerns of all students to the Seidman Dean. Act as a resource by which the educational experience of Seidman students is enhanced. Membership is by application only; applications are accepted as needed.

Society for Advancement of Management-International Business-contact divitto@mail.gvsu.edu. Members are generally management majors but all students are welcome. Holds regular meetings, speakers, hosts social events and works to foster interaction among its members and the outside community.

Society for Human Resources Management-contact shrm@mail.gvsu.edu. Purpose of SHRM is to aid members in becoming more effective in the field through group projects and activities, publications, speakers and employment assistance.

You're Invited! ... Upcoming Events

GVSU Graduate Showcase 2011: Education for the Future

The Office of Graduate Studies and Center for Scholarly and Creative Excellence will be hosting the Graduate Showcase 2011 on March 28 and March 31 on the Robert C. Pew Campus. Each event will feature poster presentations on a wide variety of research conducted by our outstanding graduate students and their faculty mentors. Next, faculty representatives from each graduate program will give a brief overview of their program followed by a short presentation of scholarship and research activities from the program. It's the perfect opportunity to learn more about how Grand Valley is preparing its students for the future and how you may be able to take advantage of our graduate programs.

Monday, March 28—Loosemore Auditorium – 4:30 to 7:30 p.m.: Accounting, Business Administration, Communication, Criminal Justice, Education, English, Health Administration, Public Administration, Social Work and Taxation.

Thursday, March 31—Hager-Lubbers Exhibition Hall – 4:30 to 7:30 p.m.: Biology, Biomedical Sciences, Biostatistics, Cell and Molecular Biology, Computer Information Systems, Engineering, Medical and Bioinformatics, Nursing, Occupational Therapy, Physical Therapy, Physician Assistant Studies, Professional Science Master's

For more information: call 616-331-7105 or visit www.gvsu.edu/gradshowcase/

Finance Internship Expo

Looking for a finance internship? The Finance Department is hosting the third annual Finance Internship Expo where students will have the opportunity to meet with prospective employers from the West Michigan area. If you plan on attending and/or would like your résumé included in the résumé CD for participating employers, please RSVP to scbfinance@gvsu.edu with your résumé attached.

Refreshments will be served.

Thursday, March 24, 2011

4:00-7:00 p.m.

Eberhard Center, Second Floor, Pew Campus

Barry Castro Lecture

“Why Ethics Matter: Local CEOs on Money, Managing and Morality”

Panel Discussion with:

Fred Keller, Cascade Engineering

Jeff Koeze, Koeze Company

Shelley Padnos, Louis Padnos Iron & Metal Co.

Tuesday, March 29, 2011

6:00-8:00 p.m.

**Loosemore Auditorium, DeVos Center
Pew Campus**