

Reifel Named Interim Business College Dean



Dr. John W. Reifel

Longtime economics professor John W. Reifel assumed duties as interim dean of the Seidman College of Business on February 1. The announcement was made by Gayle R. Davis, provost and vice president for Academic Affairs. Reifel took over for H. James Williams, who left on January 31 to become president of Fisk University in Nashville, Tennessee.

Reifel earned a bachelor's degree in economics from the University of Notre Dame and a master's degree and doctorate from Michigan State University. He came to Grand Valley in 1971. He earned the Outstanding Teacher Award in 1996, as voted by his Seidman colleagues. He is a member of the American Economics Association and the Ferrysburg Planning Commission. Reifel also served as interim dean for the Seidman College in 2003 before Williams was hired. A national search will be conducted for a permanent replacement for Williams over the course of the next year.

Seidman Students Compete in 2013 Global Investment Research Challenge

On February 9, 2013, a Seidman College of Business team competed in the 2013 Chartered Financial Analyst (CFA) Institute Research Challenge.

The team, led by Finance Department Chair, Dr. Sridhar Sundaram, included students Devin Alexander, David Lo, Matt Maron, and Jeff Reinis. This year the team competed against five other universities: Ferris State, Central Michigan, Michigan Technological, Western Michigan, and the University of Toledo. While the scoring was very tight, the team from Michigan Technological University won the competition.

The Seidman Finance Department has already started planning for the 2014 competition!



L-R: Eric Hoogstra (Faculty Advisor), Jeff Reinis, Devin Alexander, Matt Maron, David Lo, and Sridhar Sundaram (Faculty Advisor)

Upcoming March-April Seidman College of Business and Career Services Events

- March 12 – Summer Job Fair, Henry Hall Atrium, Allendale Campus
- March 13 – Résumé Workshop, 12:30 p.m., Room 206 Student Services Building, Allendale Campus
- March 20 – Résumé Workshop, Noon, Room 202A Richard M. DeVos Center, Grand Rapids Campus
- March 22 – Seidman Honors and Recognitions Ceremony, 4:30-7:30 p.m., Charles W. Loosemore Auditorium, Grand Rapids Campus
- March 26 – Summer Internship Scramble, 4:00-5:30 p.m., Room 2263 Russel H. Kirkhof Center, Allendale Campus
- March 27 – Third Annual Careers in Management Event, Pictures at 4:30 p.m., Charles W. Loosemore Auditorium, Grand Rapids Campus
- March 28 – Résumé Workshop, 10:30 a.m., Room 205 Student Services Building, Allendale Campus
- April 4 – Dress for Success Fashion Show, 4:00-6:00 p.m., Room 2250 Russel H. Kirkhof Center, Allendale Campus, Passport Program Event
- April 4 – Résumé Workshop, 4:00 p.m., Room 202A Richard M. DeVos Center, Grand Rapids Campus
- April 8 – Résumé Workshop, 3:00 p.m., Room 202A Richard M. DeVos Center, Grand Rapids Campus
- April 18 – Résumé Workshop, 12:30 p.m., Room 206 Student Services Building, Allendale Campus

GVSU Fed Challenge Team

By Ryan Meyer, President of the Grand Valley Economics Club



LR: Daniel Diem-Rylaarsdam, Patrick Karabon, Michael Martin, Nathan Haustein, and Ryan Meyer

On November 19, 2012, five Seidman undergraduate students participated in a monetary policy competition, putting their knowledge of economic theory on display at the Ninth Annual Regional College Fed Challenge in Chicago, IL. Participants for the 2012 presentation team included Ryan Meyer, Patrick Karabon, Michael Martin, Daniel Diem-Rylaarsdam, and Nathan Haustein. The presentation team was assisted by two additional students, Jeff Holt and Shaun Carter, who worked as researchers. The competition, which included 16 teams from universities across the Midwest, requires students to collect and analyze current economic data, formulate a monetary policy recommendation, and defend that recommendation to a panel of judges.

The showing marked the sixth year in a row that Grand Valley has competed in Chicago. Grand Valley performed well in the semi-final round, besting the team from Michigan State, but ultimately fell to the team from the University of Chicago. This year, Northwestern University won the Chicago regional, and went on to win the national competition in Washington, D.C. Non-graduating members of the team plan to compete again next year.

Each year, the Grand Valley Economics Club and the Seidman College of Business support and fund the Fed Challenge team. The Economics Club meets biweekly on Monday evenings, and serves as a liaison between the student body and professionals in the field of Economics. All majors and class standings are welcome. The Economics Club can be contacted at econclub@mail.gvsu.edu.

Annual IMA Leadership Conference in San Antonio, Texas

By Andrew Cleary, President, GVSU IMA Chapter

This past November, several members of the Institute of Management Accountants (IMA) at Grand Valley got the chance to attend a national conference in San Antonio, Texas. Bill Maple, Kristin Clark, Lindsey Howe, and Andrew Rusnell traveled to the southern region for the Annual Institute of Management Accountants Leadership Conference. The group gained exposure to networking opportunities and learned valuable lessons on ethics, business etiquette, leadership, and job search techniques.

A favorite speaker of the group was president and CEO of NatureSweet Tomatoes who spoke on how he transformed the morale of his organization. The vice president of Finance Services from Dell also spoke and discussed that learning comes with sacrifices more times than not, and those who are successful make a unique difference with the legacy they leave behind. Mike Lejeune, the president of Stevenson & Company, spoke and instilled the valuable lesson that it is important to give one's fullest effort no matter his or her job title. The trip wasn't all business though; the group had the opportunity to experience many of San Antonio's attractions. They visited the Riverwalk, attended a Spurs vs. Thunder basketball game, toured the Alamo, and even participated in line dancing to Florida Georgia Line and Love & Theft.

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, Grand Valley State University, 1 Campus Drive, 250 Lake Huron Hall, Allendale, MI 49401 – 616-331-3774 (direct), 616-331-3286 (fax) or email osipoffr@gvsu.edu.

Internships: Experience Matters

By Tami Kraker, Seidman Internship Coordinator and Academic Advisor



Chelsea Behrens

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!

Chelsea Behrens, a fall 2012 Seidman College of Business graduate, was deliberate about her career path and motivated to achieve through academic performance and internship experiences. While she was progressing in her degree, she worked as a wealth management intern with Merrill Lynch, a finance intern at Spectrum Health Corporate and as a bank teller at Chemical Bank.

Chelsea loves her current full-time position at Mercantile Bank of Michigan as a commercial credit analyst. She noted, “I am confident that the experience I gained as an intern was instrumental in receiving my job offer as a commercial credit analyst. Looking forward, I hope to excel in the finance industry and will always be thankful for the internship opportunities I received at Grand Valley.”

As a Seidman College of Business student, you are encouraged to experience professional work environments through internships, job shadows 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 can even fulfill business requirements. Utilize your resources by meeting with Career Center professionals to assist you with résumé review and tips on the internship search process. To schedule an appointment, call the Career Center at 616-331-6708. And, for more information on the internship process go to www.gvsu.edu/business/internships.

Thinking About Graduate School?

Consider the Seidman Graduate Program Opportunity in Washington, DC

By Claudia Bajema, Director, Graduate Business Programs, Seidman College of Business

It is December 31, 2012, and every news channel is focused on the expected “fiscal cliff.” You are an educated and informed citizen; yet, you are confused about the dynamics of this situation. How is it that the consequences of failing to come to an agreement are so dire, yet our elected officials are still haggling over whether to even deal with the issue—and, presumably when the clock strikes 12, taxes escalate and essential programs are slashed? More significantly, how is it that the U.S. Congress has the lowest public opinion rating in just about any time in history, something like 9% of the population approving of its performance; yet, you are hearing that, despite a very recent election during which approval was just as low, the incoming Congress is going to look pretty much the same? Do we vote for people to represent our interests when we overwhelmingly think they are doing a lousy job?

Washington “insiders” put issues such as these in perspective for MBA students who participate in The Washington Campus Program. Each year, the Seidman College sends about 20 of its traditional part-time MBA students and all of its FIMBA (full-time MBA) students to D.C. to study public policy and governance in an intense, one-week residency program. In fact, the Seidman College of Business of Grand Valley has been a member of a 16-university consortium of The Washington Campus since the campus was launched by the Seidman College’s namesake, L. William Seidman, more than 30 years ago.

A typical agenda for the one-week program in Washington includes field trips to places like the Supreme Court, Congress, and the Federal Reserve, as well as presentations from senior officials in simulated scenarios: given a prescribed set of interests, how would you vote on the “fiscal cliff?” The agenda is always current. Students attending in March will inevitably have different presenters on different issues than the students who attended last October or June. The Washington Campus is one of many enrichment opportunities for Seidman students earning any of the four of its graduate degrees: the traditional, part-time MBA for working professionals; the full-time integrated MBA for recently graduated BBAs; the MSA for students aspiring for a career in accounting; and, the MST for students interested in a taxation career. For more information about Seidman graduate programs, please stop by the Graduate Business Office on the fourth floor of DeVos or go to www.gvsu.edu/business.

Third Annual Careers in Management Event – Wednesday, March 27, 2013
Charles W. Loosemore Auditorium, Richard M. DeVos Center, Building E, 4:30-7:30 p.m.

Event Agenda

4:30 p.m. – Keynote Address “Driving Towards Perfect Execution” featuring Frances Hogsten, vice president of Global Sourcing, Haworth Inc.

Introduction: Dr. John W. Reifel, Interim Dean, Seidman College of Business

Emcee: Dr. Timothy Syfert, Affiliate Instructor of Management, Seidman College of Business

Moderator: Les Brand, CEO, Supply Chain Solutions Inc.

5:00-6:00 p.m. – Panel Discussion: Senior executives from Accenture, Goodwill, Meijer, Steelcase and Supply Chain Solutions Inc. will answer student questions on various topics.

6:00-7:00 p.m. – Networking: Students will have the opportunity to network with individual corporate participants. Feel free to dress professionally and bring your résumé.

6:30-7:30 p.m. - Reception, Meijer Regency Room: Great opportunity to mingle and discover the numerous opportunities available in the greater Grand Rapids area.

Companies attending include Accenture, Amway, C.H. Robinson Worldwide, Enterprise Rent-A-Car, Goodwill Industries of Greater Grand Rapids, Gordon Food Service, Haworth, Herman Miller, L & W Group, Meijer, Louis Padnos Iron & Metal Co., Perrigo, Spectrum Health, Steelcase Inc., Supply Chain Solutions Inc., Sysco Grand Rapids, Target Corporation, TransCorr National Logistics, USF Holland, and Wolverine Worldwide.

Renovation of the Steelcase Library

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

Changes are coming to the Steelcase Library and they start to take shape on April 29, 2013. The library is expanding to provide more space for student studying, collaborative spaces for group work and some of the programming from the new Mary Idema Pew Library Learning and Information Commons (Mary I) on the Allendale Campus. The library instruction lab will have increased student seating and more computers. Increased outlets to “plug in” will be available in the new space. The magnificent reading room will remain as a quiet study area. Resources to build skills will be available with assistance from the Writing Center and Peer Research Consultants. Trained peer research consultants will be on-hand in the Steelcase Library to provide research assistance in gathering information for a class paper or project; and, for the Steelcase Library, peer research consultants will be trained on resources for professional program disciplines. You can make an appointment or drop in for a consultation with a peer research consultant. Questions on starting an assignment will get you to an action plan in a half-hour session. The Writing Center will help with the mechanics of your paper. Choose what you need to feel comfortable in meeting the requirements for your assignments. The improved library setting will “support a model of learning,” stated Provost Gayle Davis to enhance your educational experience at Grand Valley State University. Resources at the Steelcase Library will be available while the renovation work is being completed. The “new” Steelcase Library will be ready for fall semester 2013.

In addition to plans for the Steelcase Library, even greater changes are taking place in Allendale as the new library is taking shape. Mark your calendar for a sneak peek of the Mary I for students, faculty, and staff on April 17 from 4:00-6:00 p.m. On April 26, a satellite library will be available in the Thornapple Room of the Russel H. Kirkhof Center. The James H. Zumberge Library will close on April 27 and the Mary Idema Pew Library Learning and Information Commons will open to the campus on June 24.



Steelcase Library, Robert C. Pew Grand Rapids Campus



Mary Idema Pew Library Learning and Information Commons, Allendale Campus

Seidman Faculty Award Recipients Faculty Convocation February 2013



Dr. Mahendra Joshi, Assistant Professor of Management, won a Pew Award for Teaching Excellence.



Dr. Jitendra Mishra, Professor of Management, received a Service Milestone Award for 40 Years of Service



Dr. Paul Sicilian, Associate Professor of Economics, received a Service Milestone Award for 25 Years of Service.

**Congratulations to
each faculty member
on his achievement!**