



*A newsletter for undergraduate  
students of business.*

Accounting • Business Economics • Economics • Finance • General Business •  
International Business • Management • Marketing

# Seidman College of Business

Undergraduate Student Services Newsletter • DeVos Center, 1<sup>st</sup> floor  
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• John Reifel, Interim Associate Dean • Leigh Brownley, Student Services Coordinator •  
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## Seidman Student Success Story: Why Antwan Goes On

Antwan Brown grew up in Benton Harbor, Michigan, where violence and poverty were a constant part of life. With his strong family support system, though, including his single mother who worked two jobs to make a somewhat normal life for her kids, Antwan was destined to succeed in whatever he ventured. Boxing with the local P.A.L. Association and Golden Gloves was his way to control his energy and stay out of trouble.

For Antwan, though, trouble tended to follow, and boxing later became mandatory just to get home from school. The situation became so bad during high school that his mother pulled him out of the district and relocated him to Grand Rapids to live with his grandmother. The move was complete culture shock to Antwan. He lobbied daily to go back home to be with his friends, until one spring day two weeks prior to high school graduation. That is when Antwan received a phone call telling him that his older brother had just been killed by a single gunshot wound. Antwan made up his mind to stay in Grand Rapids and focus on becoming a better student to make his parents proud.

Participating in high school sports, Antwan excelled in football, track, and wrestling. He received All-State honors for two consecutive years, earning himself a full-ride scholarship to Grand Valley State University to play tailback. At GVSU, he played football his freshman and sophomore years before leaving the team due to injury and family commitments. He continued to participate in indoor track, but needed to shift his focus from the field to the classroom.

With suffering grades, Antwan was on the verge of leaving GVSU until his mentor, Dr. Earl Harper of the Seidman College of Business, forced him to get his grades up or bear the consequences! Antwan soon took a full-time job at Sam's Club Wholesale Warehouse and attended school during the evening. During his tenure at Sam's, Antwan was quickly promoted from cashier to regional assistant manager of loss prevention for nine warehouses throughout Michigan. This gave him hands-on experience in the business world, and he was able to utilize his learning from Seidman and quickly apply it to his job. He also provided all of his friends from Grand Valley with summer employment. This position led him to other key career positions, ultimately leading Antwan to start his own business. *(Story continues on next page.)*



**Antwan Brown: Seidman alumnus  
(BBA 2000), Master's degree holder,  
and entrepreneur.**

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## Success: Antwan Brown *(Continued from previous page.)*

In 1996, while working full-time at a local insurance company and going to GVSU in the evening, Antwan managed to start his own construction and transportation company. It was the ultimate test of his skills and experience. "Going into business proved to be a challenge," states Antwan, and, according to him, it still is. To-date, he has directly supervised and managed over one-hundred civil construction projects ranging from small residential to state-funded highway projects, including operating a logistical trucking company with 48 state authority.



**Antwan (right) and Dr. Sherif Yehia, Ph.D., working in a lab to slump test freshly mixed high volume fly ash concrete.**

These experiences led Antwan to pursue his Master's degree in Civil Construction Engineering and Management at Western Michigan University, from which he recently graduated. During his studies at Western, he was extensively involved in research of concrete technology. This included improving the strength and durability of road materials through recycled coal combustion by-products, as well as, urban development and waterway infrastructure design. His goal is to take his knowledge and apply it to his hometown of Benton Harbor to make it a more desirable place to live and work.

Due to his passion for construction, and to further his career, Antwan desires to pursue his Doctoral Studies in Civil and Environmental Engineering. He expects to start his studies this fall. His research will be in the area of concrete materials production and processing to promote design/build infrastructure projects at a global level. "There is a lot to learn," he says. "I haven't begun to scratch the surface of what I envision doing in my career." His resilience and determination have proven to be strong points in his success.

Antwan would like to thank his professors at the Seidman College of Business for teaching him the core values of business, and he encourages young Seidman students, "To reach for the moon, because if you fall you will still be among the stars." Antwan is deeply rooted in his spirituality, family, and friends. "I dedicate my career to the people I've lost along the way who have always been an inspiration to me in the face of adversity," he says, "Most recently my grandmother, Ruby Mae Hunt, my cousin Romonte, and my brother Marcus, who will never be forgotten and are always in my heart."

*Antwan Brown holds a Bachelor of Business Administration degree with a major in management from GVSU and a Master in Civil Construction Engineering and Management from WMU. He intends to pursue his Ph.D.*

## Money Options

This is the time of year when you need to search for ways to defray costs for the 2005-2006 school year. One approach is to apply for scholarships. Most scholarship deadlines come by the beginning of March, so *now* is the time to apply.

Start your search by contacting the Financial Aid office (616-331-3234) to determine if there are university scholarships that are right for you. The Financial Aid Department suggests that you also check these scholarship search web sites:

[www.fastweb.com](http://www.fastweb.com)  
[www.fastaid.com](http://www.fastaid.com)

[www.finaid.org](http://www.finaid.org)  
[www.srnexpress.com](http://www.srnexpress.com)  
[www.collegenet.com](http://www.collegenet.com)  
[www.collegeboard.org](http://www.collegeboard.org)  
[www.blackexcel.org/link4.htm](http://www.blackexcel.org/link4.htm)  
[www.college-scholarships.com](http://www.college-scholarships.com)

The library also serves as an excellent source for locating scholarship information. Additionally, scholarships are available specifically for business students, which are found at [www.gvsu.edu/business](http://www.gvsu.edu/business), then Undergraduate Programs, then Scholarships.

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## Seidman First FRAD Grads

Four years ago, the Seidman College of Business started its Freshmen Admission (FRAD) program. Incoming freshmen who meet National Merit Scholarship criteria (3.5 or higher high school grade point average and 26 or higher ACT) are invited to declare their Seidman majors as freshmen.

Many of these students come to GVSU with advanced placement or dual enrollment credit already earned. Therefore, they are encouraged to take 200 level Seidman courses as freshmen and to start 300 level business courses as sophomores to help fill out their first and second year schedules.

Coming to GVSU with credits already earned also helps these students graduate earlier. The Seidman College of Business is proud to congratulate the first FRAD graduates, who completed their undergraduate degrees in three and one-half years.



**Leslie VanderMeulen (right) pauses for a photo and a smile at the December Seidman graduation reception with Dean Williams (left) and Leigh Brownley (center).**

### Student Scholarship Day: Spotlight on You!

This year marks the 10<sup>th</sup> anniversary of Student Scholarship Day. Take advantage of the opportunity to polish your presentation skills by presenting your business research at this great event! Student Scholarship Day is Wednesday, April 13, 2005, and is co-sponsored by The College of University-wide Interdisciplinary Initiatives and the Student Senate.

Presentation is open to all GVSU students who are involved in faculty-directed scholarship or creative works. A wide variety of efforts are appropriate, including scholarly research, an extensive class project, results of an independent research project, thesis findings, original art or composition, or performance. Presentations and exhibits are conducted across GVSU Allendale and Pew Campuses.

Details about the presentations will be sent in mid-March. Any questions can be directed to the faculty sponsor of your Seidman independent research or to [ssd@gvsu.edu](mailto:ssd@gvsu.edu).

To participate in Student Scholarship Day, do the following:

- Secure faculty sponsorship.
- Register online at [www.gvsu.edu/ssd](http://www.gvsu.edu/ssd). Use the online checklist to ensure you have all required information available at the time you register (registration open January 17, 2005 to February 11, 2005)
- Prepare an abstract for your presentation, and submit it online. This will be published in the Student Scholarship Day Proceedings.
- Start preparing now for the presentation on April 13, 2005.

### Mock Interviews to Start Soon

Officially declare Seidman majors and pre-business and pre-economics students who have a 2.75 or higher overall grade point average, need to start watching their mail for an invitation from Dean Williams to participate in this year's Mock Interviews.

Several distinguished members of the business community will donate their time to help Seidman students prepare for their future. Interviews will be held February 14-16, and 21-23. Watch Blackboard announcements for more details.



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## Prepare NOW for Registration in March

It's that time of year again! Preparing early for registration is the key to securing a schedule that best meets your needs and interests. Registration for the next academic year - spring/summer 2005, fall 2005, and winter 2006 - begins in March, after spring break.

Take time during January to review your degree analysis to prepare for registration. Degree analysis reports are accessible through the GVSU web site ([www.gvsu.edu](http://www.gvsu.edu)). Select Current Student, My Academic Records, Academic Records, and then Degree Progress. They are also available from the Records office (150 Student Services or the Transaction Windows in DeVos) or from Seidman Undergraduate Student Services (101B DeVos Center). You are mailed a degree progress report each February and October.

If you would like to review your degree analysis with a Seidman academic advisor, we encourage you to call Seidman Undergraduate Student Services to set up an appointment for January or February. Appointments are available on both the Grand Rapids and Allendale campuses and may be scheduled by calling 616-331-7500.

*Only official declared Seidman majors are eligible to register themselves for 300/400 level Seidman courses.*

*To declare an official Seidman College of Business major, 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 give us a call at 616-331-7500, or send us an email with your name, student ID, and intended major at: [go2gymbiz@gvsu.edu](mailto:go2gymbiz@gvsu.edu)*

## Coordinator's Corner: Specific Grade Requirements



**Rumor:** You must earn a C or better in every Seidman course **Rumor buster:** There are no specific grade requirements for Seidman courses (well, almost none.) I hear this one all the time! Someone will come in and say, "They tell me I need a C or better in my \*fill in the blank with a Seidman class\* in order for it to count." If any of you know who "they" are, please let me know, so I can set the record straight!

The only Seidman courses in which students must earn specific grades are 300/400 level accounting courses, and that is *ONLY FOR ACCOUNTING MAJORS*. For all other majors and courses, the goals are always cumulative grade point averages (GPAs). The three GPAs that you need to watch are as follows:

1. **Overall GPA for Admission to Seidman:** To be admitted to the Seidman College of Business, you need a 2.75 or higher overall GPA (that is the cumulative GPA for all of the course you take at GVSU only) and 55 or more earned hours.
2. **Overall GPA for Graduation:** To graduate from GVSU with a Seidman major, you must have at least a 2.5 or higher overall GPA (so that's a 2.75 or higher for admission to Seidman, and then keeping it at a 2.5 or higher for graduation)
3. **Seidman GPA for Graduation:** To graduate from GVSU with a Seidman major, you must also have at least a 2.5 or higher cumulative GPA in all of your Seidman courses (anything and everything that starts with ACC, BUS, ECO, FIN, MGT, or MKT).

There is no grade that corresponds to a 2.5. A C+ is worth 2.3 points per credit hour, and a B- is worth 2.7 points per credit hour. That means that to be admitted to Seidman, you need to be above a B- average.

If you have any questions about your grades or grade point averages, would like us to teach you how to calculate your GPAs, or want to talk about your academic progress in general, please feel free to call the Seidman Undergraduate Student Services office (616-331-7500) to set an appointment with one of the Seidman academic advisors.

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