



# Seidman College of Business

Undergraduate Student Services Newsletter • DeVos Center, 1<sup>st</sup> floor  
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*A newsletter for undergraduate  
students of business.*

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• John Reifel, Associate Dean • Leigh Brownley, Director Undergraduate Business Programs •  
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## Seidman IPO Members Take Analyst Roles by Brandon Finnie, Seidman IPO

Last winter, Seidman IPO (Investment Portfolio Organization) took on a major project requiring hard work and providing an amazing learning experience for the students involved. The idea for the project came from the group's faculty advisor, Dr. Yatin Bhagwat, with the objective being to have students think and act as real life analysts, as opposed to using secondary information from websites like Yahoo! Finance.

Students started by analyzing all the financial data of a company, as would be expected when researching potential investments. The students then made appointments to interview the CFO's (Chief Financial Officers) of each company. To go into this meeting well-informed, a large amount of preparation, accomplished by reading through financial statements and news articles on the company, was needed.

A small group of students attended the interview and asked difficult questions to get a feel for the strength of the company. The line of questioning included: company growth, overseas business, strength of the dollar, and outsourcing. In the end, the students formulated an opinion of the company as an investment.

Mark Fowler, Alden Schaub, Brandon Finnie, and Dr. Bhagwat had the opportunity to meet with Mary Chowning, CFO of X-Rite (NASDAQ: XRIT), headquartered in Grandville, Michigan. All of the participants left the meeting excited about the company. Despite strong feelings from the CFO to the contrary, the students felt that X-Rite was an attractive target for acquisition, due to a recent retreat in the stock price.

Christie Kurkiewicz, Brandon Finnie, and Dr. Bhagwat had the opportunity to meet with Stephen Gulis Jr., CFO of Wolverine World Wide (NYSE: WWW), headquartered in Rockford, Michigan. Mr. Gulis has been very kind to the Seidman IPO organization. Wolverine has performed tremendously over the past year, and has been a strong distributor of earnings through dividends for the past decade. Wolverine is a great company with excellent leaders and a worldwide presence.



Mary Chowning (*left*), V.P. and CFO of X-Rite, Inc. meets with (*from left*) Mark Fowler, Alden Schaub, Brandon Finnie, and Dr. Bhagwat.

Seidman IPO members plan to carry on this project, researching as many West Michigan companies as possible, such as Perrigo, and conducting a comparison of local furniture companies Steelcase, Herman Miller, and Haworth. Another possibility is to review companies in Chicago or New York during the group's annual trips. Check out Seidman IPO at [www.gvsu.edu/invest](http://www.gvsu.edu/invest) for more information and pictures of events.

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## First One in Your Family to Go to College??

Do you feel lost with lots of questions?

Many students whose parents did not complete a four-year college degree feel very lost at a university, especially their first year. GVSU has a wonderful support program for such students. The Educational Support Program (ESP), in 239 STU on the Allendale campus, is a federally funded academic support program where your questions are answered and you are taught to make good use of your time in college.

Professional advisors and undergraduate peer mentors work with the ESP participants on such issues as scheduling, study skills, career exploration and many other areas.

It is the goal at ESP to help participants achieve their academic and personal goals in a timely fashion. Call 616-331-3401 for more information about ESP or to make an appointment.

## Courses Added to Themes

This summer, 20 courses were added to the various themes, and are retroactive. This means that courses taken in the past may now fulfill a theme requirement. To determine if you have fulfilled your theme, and may be registered for an extra course, check your degree analysis, and see if you have three or more courses in one theme. If you have MORE than three courses in a theme, in three different areas of study (e.g., PSY, LIB, MGT, ECO, BIO, COM, etc.), then your theme is done and you have an extra class!

The courses added to themes are as follows:

COURSE #	COURSE NAME	TH #	THEME NAME
AAA 340	African American Cultural and Social Thought	20	THE AMERICAN MOSAIC
AAA 351	Perspectives on African American Males	8	GENDER, SOCIETY AND CULTURE
BMS 223	Public Health Concepts	16	HEALTH, ILLNESS, AND HEALING
CJR 236	News in Society	3	SOCIETY AND MEDIA
CLA 287	Roman Law	12	PERCEPTION
CLA 345	Tradition & Perception	19	PERCEPTION
ECO 349	Emerging Market Issues	15	GLOBAL CHANGE: INTEGR. AND FRAG.
GPY 309	Intro City Region Planning	17	CITIES
GPY 350	Russia	15	GLOBAL CHANGE: INTEGR. AND FRAG.
GPY 352	Latin America	11	EARTH AND ENVIRONMENT
GPY 356	Europe	11	EARTH AND ENVIRONMENT
GPY 410	Landscape Analysis	11	EARTH AND ENVIRONMENT
HPR 340	Health Care Management	16	HEALTH, ILLNESS, AND HEALING
LAS 210	Exploring Latin America	7	REV. AND EVOLUTION IN THE AMERICAS
LAS 475	Latinos in West Michigan	20	THE AMERICAN MOSAIC
MKT 358	Marketing Communications	3	SOCIETY AND MEDIA
MKT 359	Multinational Marketing	15	GLOBAL CHANGE: INTEGR. AND FRAG.
PSY 385	Psychology of Religion	9	RELIGION
SOC 323	Families in Society	4	THE HUMAN JOURNEY
SOC 346	Sociology of Art	18	CREATIVITY: IDEAS & INNOVATION
SOC 420	Sociology of Community	20	THE AMERICAN MOSAIC

**Be sure to check with Seidman Undergraduate Student Services (616-331-7500, 101B DEV) if you have any questions regarding themes or whether you have fulfilled your theme requirements.**

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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 Seidman Undergraduate Student Services, 101B DeVos Center. Telephone: 616-331-7500. Fax: 616-331-7391.

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## Seidman Presents Professional Development Series Schedule

We look forward to seeing you at the 2005-2006 Seidman Professional Development Series events, which are open to all business students. At the Etiquette Dinner, a four course meal is provided and the cost is only \$10.00 per student (payment is due in advance to Seidman Undergraduate Student Services). All other events are free of charge to students, and snacks and beverages will be provided.

- **How to Work a Room: Don't be the One Standing in a Corner at a Reception AND**
- **Table Topics: How to Carry on a Conversation with Someone You Don't Know**

*October 13, 2005, 6:00 p.m. to 7:30 p.m., 2<sup>nd</sup> Floor EC*

Back by popular demand! At some point, you will attend a reception or a business dinner to represent your company. Along with learning ways to initiate and carry on conversations and how to extract yourself from conversations gracefully, we also teach you the correct way to wear a nametag. Let us teach you what you need to know to successfully represent your company.

- **Reallionaire: Nine Steps to Becoming Rich from the Inside Out**

*November 10, 2005, 6:00 p.m. to 7:30 p.m., 2<sup>nd</sup> Floor EC*

Join the Seidman College of Business and the Office of Multicultural Affairs as we team up to present the extraordinary entrepreneur, Mr. Farrah Gray, author of "Reallionaire: Nine Steps to Becoming Rich from the Inside Out." Listen as Farrah Gray, a self-made millionaire by the age of 14, shares his story, his inspirations, and his courage.

*At the 2004-2005 Etiquette Dinner, students learned everything about a business meal from the time they sat down at the table, through the time they stood up at the end. Check out the photos below!*

*Right: Cori Blake and John Parshall practice proper passing. (Note the intense concentration!)*



*Above: Paul Lane facilitates students' many, many questions.*

*Paul Lane (standing, left), and Leigh Brownley (standing, right) conducted the event.*



*Right: Leigh Brownley keeps an eagle-eye on everyone.*

- **How to give a Professional Presentation that Beats the Competition**

*February 16, 2006, 6:00 p.m. to 7:30 p.m., 2<sup>nd</sup> Floor EC*

Giving a good presentation means more than having a PowerPoint presentation with all the bells and whistles. It also means a professional delivery, reading the meeting participants, and knowing the best leave behinds. Regardless of your audience, this presentation will teach you how to grab attention and make a great impression.

- **Etiquette Dinner: How to Eat in Front of Your Boss or Client (RSVP required 331-7500)**

*April 13, 2006, 6:00 p.m. to 8:00 p.m., 2<sup>nd</sup> Floor, EC*

Learn the table manners needed to get you through a formal business dinner, whether it is with co-workers, bosses, clients, or prospective clients! Reservations are limited to 100, and preference will be given to students with junior or senior status, so call right away!

For information about any of the above events, please contact Seidman Undergraduate Student Services, 101B DeVos, 616-331-7500.

Does the chance to network with 13,000 Human Resource professionals, select from 20-30 concurrent session seminars everyday for four days, and the opportunity to hear world renown speakers including Bill Cosby, Malcolm Gladwell, and Beatrice Berry sound great? Add in a six night, seven day stay in San Diego and you can't beat it!



**SHRM members (from left) Nicole Mason, Mike Johnson, Sarah Knaffle, and Cori Blake.**

In June, four Seidman College of Business students from the Society for Human Resource Management (SHRM) made the trip to California to attend the Global Conference and Exposition hosted by the Society for Human Resource Management. The attendees were Nicole Mason, Cori Blake, Sarah Knaffle, and Michael Johnson. Not only did the students have the chance to meet many prominent Human Resources (HR) members of the worldwide

business community, but also local companies such as Herman Miller, Cascade Engineering, and Nucraft Furniture, all of which are prospective employers after graduation.

The students also had the opportunity to attend four to six daily concurrent seminars with topics varying from Law and HR, Diversity in the Workplace, HRIS for beginners, to workshops tailored specifically for student chapter officers. As educational as it was, it was also very entertaining, with a private concert at the San Diego Zoo, featuring Hootie and the Blowfish, and outings to Tijuana and boating trips on the bay.

Thanks to fundraising, the Seidman College of Business, and the Student Senate, the trip was almost completely funded. SHRM is a great organization and being a part of such a large organization can give you an edge when you go out into the business world, whether you're looking for an internship or a permanent position with a new company. The 2006 conference will be held in Washington, D.C. The only requirements for attending are that you must be a member of Seidman's SHRM, you must help with the fundraising process, and you can not be graduating this academic year.

For more information on joining SHRM, please e-mail Nicole Mason at [shrm@student.gvsu.edu](mailto:shrm@student.gvsu.edu).

## Delta Sigma Pi Goes to Orlando, Florida

By Dylan Davis, Delta Sigma Pi

Members from Delta Sigma Pi's Lambda Xi chapter, Seidman's co-educational, interdisciplinary business fraternity, recently attended a national conference for all brothers and alumni.

August 10th was the beginning of Delta Sigma Pi's Grand Chapter Congress located in Orlando, Florida. Dylan Davis and Tricia Garcia, two of the Lambda Xi brothers, flew down to join up with about 1,000 other brothers from around the country to make decisions on how the approximately 250 chapter fraternity should continue to run for the next two years. Many by-laws were changed to stay current, and elections were held for national officers.

The five days were made up of more than just national decisions; there were break-out sessions that ranged from e-mail etiquette, to how to be a strong leader, and were led by business professionals from around the country. All the break-out sessions were very insightful and educational. After attending professional

seminars about various fields during the day, the students enjoyed evening activities, such as an awards dinner and a formal dance to meet other brothers and to network. On the last day, Sea World was taken over by Delta Sigma Pi for a few hours. With Greek letters as common as sandals, the day ended with a Shamu show just for Delta Sigma Pi brothers.

The trip taken by Seidman's Delta Sigma Pi members was educational and allowed brothers to network, make friends, have fun, and, most importantly, be part of something larger. An experience like this usually comes along once in a lifetime, but for Delta Sigma Pi it takes place every two years at Grand Chapter Congress, and Grand Valley's Lambda Xi chapter will be there for the next Congress, celebrating the chapter's 100 year anniversary. It should be a great time.

If you are interested in Delta Sigma Pi please send an email to [dsp@student.gvsu.edu](mailto:dsp@student.gvsu.edu).

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