

## London Study Abroad – Summer 2010

By Dori Danko, Instructor of Accounting

Have you ever thought of exploring new cultures, gaining new experiences and developing life-long friends? If so, then consider the London Study Abroad program. The program encompasses six weeks in the spring/summer semester and focuses on UK international business and culture, and corporate governance and ethics. The course runs four weeks at GVSU's DeVos Center and two weeks in London. Some of the students attending this past summer's trip described their experience for us:

"It seems like there is so much to say about my trip to London. First, I loved the opportunity to visit another country with people I did not know. What was intimidating at first quickly became an unforgettable experience. It was great being able to travel with such supportive and positive students and faculty. What I also loved about the nature of this particular program is that I was able to do something for myself academically and not be away from my children for a very long time. Lastly, I loved having the structured activities, like visiting the International Accounting Standards Board and still having free time to explore (and go shopping) in such a culturally diverse and active city. London was spectacular. Thanks to Grand Valley's program."

--Cheri Compton



"A quote that I think sums up Christopher Wren (the architect who designed St. Paul's Cathedral and over 50 other churches, the Monument, and I'm sure much more) is, 'Christopher Wren was a busy man.'"

--Bryan Avery

"It was interesting to hear about the convergence projects from the other side of the table." --Matt Gary

"It was the most amazing experience I ever had!" --Long Pham



"The study abroad trip to London provided a great opportunity to learn, have fun, and form friendships. The trip provided a variety of life experiences that will have a lasting impact. GVSU staff did a tremendous job planning, hosting, and sharing this phenomenal international experience with us." --Jaci Holsem

"There are so many memorable moments it is hard to pinpoint just one. I couldn't have imagined traveling to all the incredible places I did with better people. I walked away from this trip with great pictures, memories and lifelong friends. It is an experience I will never forget." --Felecia Arnold



"Platform 9 ¾ from Harry Potter is not actually between platforms 9 and 10 at King's Crossing. The train conductors know exactly what you are looking for when you start wandering around the end of platforms 9 and 10 looking slightly confused. All the conductor had to say to Matt Gary and I was, 'Harry Potter' and we just started shaking our heads yes." --Morgan Hickman

Planning for London Study Abroad 2011 will begin soon. Find out for yourself how exciting and informative this trip can be. For more information or if you are interested in being part of next summer's trip, contact Dori Danko at [dankod@gvsu.edu](mailto:dankod@gvsu.edu) or call 331-7397.



## Do You Have the Winning Business Plan?

By Shorouq Almallah, Operations Manager, Center of Entrepreneurship and Innovation

What do Facebook, Google, Amway, and custom design sneakers have in common? A great idea! All great ideas need a roadmap to grow and succeed. The Center for Entrepreneurship & Innovation (CEI) **Business Plan Competition** is an exciting and challenging opportunity that serves to stimulate and nourish the entrepreneurial talent at GVSU. By entering the competition, entrepreneurially oriented students, from any major, are inspired to develop and market entirely new ventures based on their original concept. The competition also provides students with a forum to develop much needed skills to pitch their business plans quickly and succinctly in order to secure financing from investors. Feedback from participating investors increases the probability that the student entrepreneurs will successfully launch their ventures.

First held in 2008, the competition is divided into two stages: submission and screening of the business plans, followed by the oral presentation by the top seven finalists. The screening process and judging of the final presentations are done by five judges from local business and the entrepreneurial community. The top three competitors share at least \$10,000 in prize money to help launch their new business, in addition to a complete package of in-kind services provided by local accounting, marketing, and taxation consultants.

The **Business Plan Competition** provides participating students with an array of opportunities to help them build their business plan and prepare them for the competition. Throughout the competition process, students are put in real-world situations as they learn what it takes to successfully launch a new business. They develop critical skills such as evaluating opportunities, creating marketing plans, preparing financials, and making the pitch to investors. Students also benefit from intense networking opportunities with faculty, business leaders, and investors as they share ideas and strategies. The feedback from these entrepreneurs is priceless for the students whether or not they win the competition.

The 4<sup>th</sup> Annual GVSU Business Plan Competition will be held in Loosemore Auditorium on Grand Valley's Pew Grand Rapids campus, March 22, 2011. For more information and details, please visit: [www.gvsu.edu/cei](http://www.gvsu.edu/cei)

### Success Stories

Several of the Business Plan Competition winners have gone on to implement their plans and start profitable ventures over the past three years:

#### Joe Pohlen: DormTshirts.com, 2008

DormTshirts.com is an internet business that allows users to turn their design ideas into money. The site combines a flexible internet platform with a state-of-the-art printing process able to print one to 1,000 t-shirts. Amateur designers can easily submit their designs. The more people who buy their shirts, the more money they make in commissions. DormTshirts.com was developed by business and graphic design majors Joe Pohlen and Dan Tasman.

#### Tyler Way: T.WayCustoms, 2009

Tyler Way started T.WayCustoms to market his custom-designed sneakers. He now custom designs and free-hand paints sneakers for clients including Chris Paul's charity auction, LeBron James, Tayshaun Prince, Rip Hamilton, and the most powerful man in sports: Worldwide Wes. His sneakers are coveted works of art and define the word exclusive.

#### Joe Pohlen: JTP Management, 2010

A 23-year-old senior and winner of the 2008 Business Plan Competition, Joe Pohlen bought his first house when he was 18 and started his first business as a senior in high school. JTP Management provides high quality affordable housing to students from Grand Valley State University, Aquinas College, Calvin College, Kendall College, Grand Rapids Community College and other local students. JTP Management has grown over the past four years from managing one house to 10 houses near Grand Valley's Grand Rapids Pew Campus.



Winners of the 2010 Business Plan Competition



2010 Business Plan Competition Final Contestants



By Elizabeth Psyck, GVSU Government Documents Librarian

Government documents contain a wealth of information about the economic and business climate in the United States and abroad. Although you have access to a number of great business databases while a Grand Valley student, you will lose access to them when you graduate and depending on where you work, may or may not have access to comparable resources. Government publications, on the other hand, are available at no cost to all either in print at Federal Depository Libraries (like Grand Valley) or online from any location. The following websites are just a few of the many business and economic resources available from the federal government. If you have any questions, please feel free to contact me at [psycke@gvsu.edu](mailto:psycke@gvsu.edu) or 616-331-8674.

[www.buyusainfo.net](http://www.buyusainfo.net) - Even though this website doesn't have a .gov suffix, it is a product of the Department of Commerce's US Commercial Service. There are a variety of really useful reports contained in this database, including country commercial guides (comprehensive reports that help businesses prepare for doing business in and with a foreign country), best market reports (which tell you the best region or country in which to market a product), and market research reports (include market demand, information on key suppliers, market entry, prospective buyers, market obstacles, and contact information for resources in the country in question).

[www.bls.gov](http://www.bls.gov) - The Bureau of Labor Statistics is the best place to go for data on employment and compensation in the United States. This is where you can find the Consumer Price Index, employment costs, information on productivity and workplace accidents, and unemployment rates. The BLS also collects information about how Americans spend their time and money.

[www.census.gov/econ](http://www.census.gov/econ) - The Census Bureau is best known for the Decennial Census, when it attempts to count every person living in the United States, but the Economic Census and related programs are also incredibly valuable sources of information. This website contains both current and historic surveys on the economy in general, construction, governments, foreign trade, manufacturing, mining, retail, services, and wholesale. They are organized either by sector or by form number if you're already familiar with the survey.

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## Is Business the Right Major for You?

By Leigh Brownley, Director of Undergraduate Business Programs

We know that you have been planning to major in business, and we would love to have all students major in a business field, but we wanted to give you a resource or two, just in case you want to explore other options or confirm that business is indeed the right major for you.

While we are the experts on helping you to fulfill the requirements for the business degree, the experts on career exploration are in the Counseling and Career Development Office. Contact them for an appointment by calling 616-331-3266.

The site listed below is to help get you started, and is based on the theory of a man named John Holland. Holland's theory is that you are most suited for careers and work environments that match your personality. Sounds simple, right? Well, the site is simple, so give it a quick try. It is: <http://www.nycareerzone.org>

At that page, click on the blue "Assess Yourself" button on the top. You'll pick the three words out of the six shown that describe you most, and then you may view various occupations that suit your personality.

Pick the two or three occupations that first peak your interest, and then explore them more through the resources shown below: O\*NET - <http://online.onetcenter.org> - At O\*NET, start by doing the Skills Search.

Occupational Outlook Handbook - <http://www.bls.gov/oco/home.htm> - Use the alphabetical index here to find the occupations quickly.

If business is 'it' for you, please give our office a call at 616-331-7500 to set an appointment with one of the Seidman Academic Advisors. The Seidman Academic Advisor will review with you the requirements you have remaining to earn your business degree as well as refer you to a faculty member in your field of interest, so that you may explore your major in more depth.



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

By Leigh Brownley, Director of Undergraduate Business Programs

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 200 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 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.

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## **Seidman Student Professional Development Program**

By Catherine Jones-Rikkers, Director

Given below are upcoming Student Professional Development events you are encouraged to attend:

### **Professionals of Color Lecture Series**

**Thursday, November 4, 2010**

**6:00-8:00 p.m.**

**Loosemore Auditorium  
DeVos Center of Pew Campus**

**Featuring guest speaker, Doug Glanville**  
***"Life, Baseball & Business"***

Doug Glanville throws into question every stereotype you may harbor about ex-pro athletes. As both an Ivy Leaguer and a pro baseball player, Glanville has managed to bridge worlds of sports, academics and commerce better than most showing us that brains, brawn and business are not mutually exclusive.

Co-sponsored with the Office of Multicultural Affairs

### **Office Party Etiquette**

**Thursday, December 2, 2010**

**6:00-8:00 p.m.**

**Alumni House  
Allendale Campus**

Are you graduating soon? Have you started interviewing? Do you wonder how you can improve your networking skills?

Landing a job in today's economic environment can be a daunting and difficult task. Networking is often the connection to finding gainful employment. Come discover how to work the room and successfully network in a festive holiday office party atmosphere all while eating hors d'oeuvres and juggling beverages. Refreshments will be provided.

## **Upcoming Winter Semester Events – Place on Your Calendar**

**Tuesday, January 25, 2011 – Fireside Chat with Dean Williams**

6:00-8:00 p.m., University Club, DeVos Center, Pew Campus

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

**Thursday, February 17, 2011 – "The Early Bird Gets the Worm" Featuring Ann Byars**

6:00-8:00 p.m., Room 2266 Kirkhof Center, Allendale Campus

Learn how to organize your job search in today's market – résumé building and job search strategy

**April – Dress for Success Fashion Show** co-sponsored by the Women's Center, LGBT Resources Center and the Seidman Professional Development Program--date and location are to be announced.

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