

GVSU Receives Top Honors in Supply Chain Challenge Case Competition at MSU

By Dr. Ashok Kumar, Professor of Management and Advisor to the Supply Chain Management Challenge

Grand Valley made history on February 12, 2010 when a group of four Seidman seniors – Kyle Koenigsnecht, Michael Hershfield, Paul Rahrig, and Jason Wilkie – participated in and secured top honors at the Supply Chain Management Challenge case competition organized and hosted by the Eli Broad College of Business of Michigan State University. They were guided and advised by Professor Ashok Kumar (Management) and Assistant Professor Vivek Dalela (Marketing).

The competition was sponsored by Abbot, Northrup Grumman, Ford, Dow Chemical, Proctor & Gamble, Norfolk Southern, Deere, and the Center for Leadership of the Digital Enterprise, in addition to the host. The case competition was joined by 15 universities that included some of the top supply chain management programs in the country; e.g. Michigan State University, Penn State and The Ohio State University. Viewed in conjunction with the fact that Grand Valley State University was placed in second position in the same competition last year, this year's top honors confirms the quality and rigor of GVSU's Supply Chain Management program and establishes it as one of the best supply chain programs offered in the country.



L-R: Northrup Grumman's Mike Forbes, Broad School Professor David Closs, Kyle Koenigsnecht, Jason Wilkie, Deere's Tom VanDenBeldt, Dom's Amarendra Kumar, Michael Hershfield, Paul Rahrig, Professor Ashok Kumar and Assistant Professor Vivek Dalela.

The case participants (students only) received a three-hour training in a simulation software program developed at MSU – SCODE (Supply Chain Operations Decision Environment) which determined the value of four supply chain performance metrics – total revenue, supply chain contribution, demand service level (fill rate), and inventory turns, based on user inputs with respect to the suppliers, production locations, markets to serve, and shipping. The software provides information on demand forecast, cost and lead-time structures. The goal of the exercise was to maximize an objective function which is a weighted combination of these metrics. The scope and ambit of production locations, suppliers as well as markets, is global. Decisions need to be made over a 13-week horizon in about 3.5 hours, allocating about 16 minutes per week to make the entire set of decisions. The case and the simulation package expose the students to real-world supply chain challenges in a realistic way exploring the variability and interdependencies of a large number of variables and constraints. Participation in the case competition also provides an opportunity for students to interact with sponsors and explore job and internship opportunities where the sponsors have a chance to see students making decisions first-hand. The faculty advisors play a critical role in developing winning strategies and helping students practice implementing them in Excel prior to the actual event.



Dr. James Sanford

2010 Student Award for Faculty Excellence

Dr. James Sanford, Professor of Business Law in the Management Department of the Seidman College of Business, was selected as the winner of the 2010 Student Award for Faculty Excellence (SAFE). This prestigious honor is bestowed annually by the Student Senate to a faculty member who goes above and beyond for students both inside and outside of the classroom, as well as being an active and contributing member of the GVSU community. Dr. Sanford received the award at the Presidents' Ball this past February.

Grand Valley Student Chapter of the Institute of Management Accountants

By Jaimie Staat, Chapter Vice President

The former Student Management Accountants Association (SMAA) is now officially the GVSU Student Chapter of the Institute of Management Accountants. This change occurred during the winter 2010 semester, but the affects of it will be seen starting fall 2010. We have many plans for the organization and hope to grow our membership from the initial 15 members.

Since we are now a student chapter of IMA, our members are affiliated with the Grand Rapids area IMA as well as the national organization. Through IMA, we have access to meetings, conferences and other networking opportunities. We intend to take advantage of these opportunities to improve our knowledge and increase the employment opportunities of our members.

The goal of this organization is to educate our members regarding different accounting careers. An accounting degree may lead to employment as a CPA, but may also lead to an accounting career in areas such as manufacturing or service industries. Speakers from many different fields will be invited to talk with our members. We will also participate in plant visits such as the Steelcase tour we took in the winter semester. The organization will also be involved in the community through volunteering. One volunteering event we know we will be participating in is Habitat for Humanity. Giving back to the community is very important to us and we would like to do as much as we can.

Our first meeting of the year will occur on **Wednesday, September 22 at 6:00 p.m. at DeVos Room 202E** and will be an informational meeting. We encourage all of our current members and all those interested in the field of accounting to join us. We will also be at Student Night Life, on Tuesday, September 7, 2010, promoting our organization with additional information to hand out.

If you have any questions, please feel free to contact David Morgan, Chapter President, at morgadav@mail.gvsu.edu, or Jaimie Staat, Chapter Vice President, at jaimie.ima@gmail.com. Faculty advisors are Dr. Paulette Ratliff-Miller and Mr. David Centers. We look forward to an exciting year!

Economics Open House

Wednesday, September 22, 2010
11:45 a.m. to 1:15 p.m.
2266 Kirkhof Center
Pizza and pop will be provided.

RSVP up to the day of the event
in one of many ways:
economics@gvsu.edu or call
616-331-7290 or stop by
418C DEV or 250 LHH

Careers & Curriculum in Finance Open House

Thursday, September 30, 2010
6:00-8:00 p.m.
Loosemore Auditorium,
DeVos Center
Dress Code: Business Casual

RSVP by 9/21/10 to the Finance
Department at 616-331-7390 or
by sending an email to:
scbfinance@gvsu.edu

Student Professional Development Program

By Dr. Cathie Jones-Ridders, Director

This fall, the Seidman Student Professional Development Program will offer many opportunities for undergraduate students:

Tuesday, October 19, 2010 from 6:00-8:00 p.m., Loosemore Auditorium, DeVos Center, Pew Campus – Executive Round Table

What Do Employers Want?

Co-sponsored by the Seidman Business Ethics Center

Panelists will discuss and answer questions about the qualities they seek in prospective employees.

Thursday, November 4, 2010 from 6:00-7:30 p.m., Loosemore Auditorium, DeVos Center, Pew Campus – Professionals of Color Lecture Series

Guest Speaker: Doug Glanville – *Life, Baseball & Business*

Co-sponsored by the Office of Multicultural Affairs

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 the worlds of sports, academics and commerce better than most, showing us that brains, brawn and business are not mutually exclusive.

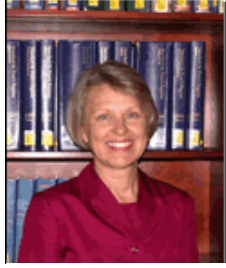
Thursday, December 2, 2010, 6:00-8:00 p.m., Alumni House, Allendale Campus

Presenter: Ann Byars – *Office Party Etiquette*

How to work the room and network in an office party atmosphere featuring hors d'oeuvres and beverages.

\$\$\$: The High Cost of Sharing Ideas

By Linda Masselink, Senior Librarian, Steelcase Library, Liaison to Seidman College of Business



Linda Masselink

What would you rather have ... a diamond ring valued at \$6,995 or a one-year subscription to Chinawire? The *Student Statement on the Right to Research* (www.righttoresearch.org), states “The high cost of academic journals restricts access to knowledge; in some fields, prices can reach \$20,000 for a single journal subscription or \$30 for an individual article.” Students need access to research for a successful academic experience.

Open Access provides literature without charge and free of most copyright restrictions. The information is available to users online. OA takes away costs and the need for permission rights to use, copy and distribute literature as long as the creator of the work is acknowledged for that work.

Benefits of Open Access are numerous:

- Scholars agree to provide access to their research without compensation.
- OA provides wider distribution of articles through the Internet.
- OA provides a means to keep research moving forward as results are shared openly with others.
- Publicly funded research such as articles from the National Institute of Health is available to everyone.

During the third week in October, many libraries around the world will be celebrating Open Access Week. This year Open Access is expanded to focus on how technology may be used to advance research and to allow use of media available on the Internet. Many copyright issues arise in making this work for societal and economic benefits for all. University Libraries is sponsoring the showing of *RIP! A remix manifesto*.

RIP! Explores the mashing up of media and pushes boundaries between users and producers. “The film’s central protagonist is Girl Talk, a mash-up musician topping the charts with his sample-based songs. But is Girl Talk a paragon of people power or the Pied Piper of piracy?”* You may be viewing a short segment of *RIP!* in one of your classes.



Open Access Week is October 18-24, 2010. Watch for announcements to view the whole 90 minutes of *RIP! A remix manifesto*. A special showing is scheduled for Kirkhof Center on Friday, October 22, 2010. Where do you stand? What do you think is more important, the creative process or the final product? Has

the affordability of technology and access to the Internet helped you make change or voice an opinion on an important issue? Consider these questions and more while watching this engaging and thought provoking film.

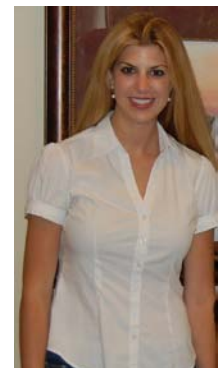
**RIP! A remix manifesto*: An education guide: <http://www3.nfb.ca/sg/100577.pdf>. Linda Masselink may be reached at 331-7337 or masselil@gvsu.edu.

Seidman Intern Wins 2010 Carol Quandt Student Essay Contest

By Tami Kraker, Academic Advisor, Seidman College of Business

Amanda Jarboe is a senior and a marketing major within the Seidman College of Business. In winter semester 2010, she completed an internship with Vanerum Stelter, a company local to Grand Rapids. From that experience, she had the opportunity to submit an essay for the 2010 Carol Quandt Student Essay Contest sponsored by the Michigan Council for Internships & Cooperative Education (MC-ICE). All essays were reviewed by the MC-ICE Awards and Recognition Committee where Amanda’s essay was chosen for First Place. Her work was published in the MC-ICE newsletter and on their Web site. Amanda was invited to attend the MC-ICE Annual meeting where she read her winning essay to event attendees. The 2010 essay topic was “*What changes would you like to see in the academic curriculum to better prepare you for your co-op/internship experience and/or future work experience?*”

The second and third place honors were also given to Seidman College of Business interns, Luis Ballesteros and Ryan Tucker.



Amanda Jarboe

Continued from the Seidman Connections Summer Issue 2010
New Scholarship Award Recipients for 2010-2011

<p style="text-align: center;">American Production and Inventory Control Society (APICS) Scholarship</p> <p>APICS scholarships are given annually to students interested in production and inventory control. Students are selected based on scholarship and financial need. This year's winners are Derek Dyke, Alexandra VanderMoere and Jason Wilkie.</p>	<p style="text-align: center;">Building Owners and Managers Association (BOMA) of Grand Rapids Scholarship</p> <p>Each year Building Owners and Managers Association (BOMA) awards a \$1,000 scholarship to a Seidman junior with a 3.0 or higher GPA and either a major in real estate economics or an interest in real estate. This year's winner is Cory Cain.</p>
<p style="text-align: center;">Dean's Advisory Board Leadership Scholarship</p> <p>Winners for 2010-2011 are: Lindsey Quaderer, Devyn Quick and Mike Slifco.</p>	<p style="text-align: center;">Hilda C. Holder Scholarship for Women in Business</p> <p>Morgan Hickman and Amanda Bradley are the scholarship award recipients for 2010-2011.</p>
<p style="text-align: center;">Steelcase Diversity</p> <p>Steelcase Inc. introduced this scholarship to advance and support persons of color in pursuit of an undergraduate degree. The recipients are: Kevin Battle, Douglas Dang, Karen Kwan and Laura Urzola-Rivas.</p>	<p style="text-align: center;">L.V. Eberhard Scholarship</p> <p>The L.V. Eberhard Business Scholarship is a distinguished award given to entering undergraduate students in the business program. Students have a minimum GPA of 3.5 and a minimum 29 ACT composite score. The \$1,000 scholarship is awarded and is renewable for four years. The 2010-2011 recipients are: Kristin Dreyer, Brendan Gore, Ellen Kellner, Elizabeth Krieg, Aaron Moore, and Mark Steckhan.</p>
<p style="text-align: center;">J.C. Huizenga Scholarship</p> <p>Recipients are: Melanie Cordero and Grace Poquette.</p>	<p style="text-align: center;">VanderZwaag Business Scholarship</p> <p>Recipient is: Kirstyn Wildey.</p>
<p style="text-align: center;">Kathleen B. Vogelsang Scholarship Recipient is: Teressa Keena.</p>	

Seidman New Faculty Spotlight



Please welcome Dr. Bradley Sturgill, Assistant Professor of Economics, one of several new faculty members to the Seidman College of Business.

Dr. Sturgill received his Ph.D. in Economics from North Carolina State University this past June 2010.

His research is in the areas of Economic Growth and Development. He completed his undergraduate work at Appalachian State University located in Boone, NC and taught there while finishing the last two years of his graduate work.

Dr. Sturgill enjoys hiking, jogging and baseball and "pretty much anything outside when the weather is nice."

He states, "The Economics Department in the Seidman College of Business seemed like a great opportunity to join a group of people at a comprehensive university that cares about teaching as well as quality research."

Seidman New Faculty Spotlight



Meet Dr. Kevin Lehnert, Assistant Professor of Marketing, a newcomer to the Marketing Department. Dr. Lehnert joins GVSU from St. Louis, Missouri where he graduated with his Ph.D. in Marketing and International Business from St. Louis University.

Dr. Lehnert received his MBA with Economics, International Business and Ethics foci from Loyola University in Chicago and an MA in Philosophy and History of Philosophy from Boston College. His major area of study was creativity and advertising, international marketing and regulatory behavior.

In joining the Seidman College of Business, he saw an opportunity to "be part of a family and to make a difference through the teaching of business ethics." Dr. Lehnert enjoys writing, assisting an independent film group in St. Louis and being a new father.