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VISIONARY LEVEL (Over $100,000)
Stephen Whiteley*

EXECUTIVE LEVEL ($15,000-$99,000)
John & Kathie Heitmann
James & Desoline Cooley
Win & Jodie Cooper*
Peeth & Presanna Kartha*
Linda & Randy Leach
Charles Stewart Mott Foundation
PricewaterhouseCoopers
Raptor Family Foundation
Rick & Michele Tromble*

PARTNER LEVEL ($1,000-$4,999)
Avanto Story
Carroll Baker & Kimberly Roberson
Robert & Kathy Cojen
Jennifer & Andrew Flagel
Dave & Diana Gibbons
Scott & Mary Johnson*
Cathleen Miller*
Plante Moran
Keith Moreland*
David Page
JoAnne & Julius Shaw

SUPPORTING LEVEL ($500-$999)
Yener Kandogan*
Michael Torrey

CONTRIBUTING LEVEL ($100-$499)
Barbara Anselmo
Richard Bacha
Jeffery Bigelow
Brian Blume*
Stephen Bolejka
Julie Byrd
Teresa Carroll
Cheryl Catton
Mary Caughlin
Laura Chat
Joel Churches
Louis Ciccone
Consumers Energy Foundation
Adam Coselmon
Franzine Cullari*

*Denotes faculty, staff, or an advisory board member of SOM

DONOR LEVEL (up to $99)
Damiola Alao
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Marianne Brenner
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Ree Cameskey
Bethany Collins
Raymond Collins
Kirk Greenman
Bridget Essa
Melissa Farmer
Nancy Fike
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James Terry
Katherine Timmerman
Kelly Townsend
Tracy Truchan
Kathryn Unicek
Catherine Washabaugh
Alan Wilson

SCHOOL OF MANAGEMENT
would like to thank our donors for their tremendous support
for academic year 2016/2017 (July 1, 2016-June 30, 2017)

DOAOR HONOR ROLL
Dear friends,

The fundraising campaign, Victors for Michigan, continues across all University of Michigan campuses. Your School of Management (SOM) has once again made history with a very generous gift from alumnus Stephen A. Whitener, who is featured in this edition of Business @ UM-Flint. His scholarship is the single largest scholarship now available to students pursuing business degrees at the Flint campus. Mr. Whitener hopes to leverage and support some of the students he has met and believes to be the best and brightest.

As the campaign continues through 2018, it has become even more focused on student success as its number one priority. Over 70 percent of our students receive some form of financial aid; many have to put their degrees on hold because they run out of aid. Scholarships are an effective way to ensure our students complete their degrees. Your gift, whether it is $5, $500 or $5,000, will impact our students’ success and our ability to make that happen!

As you read through this issue, you’ll find other ways students, alumni, faculty, staff, and donors are contributing to the success of our students. As you fall marks the exciting launch of a new master’s degree program in National Dynamics. We continue to innovate our curriculum, and we remain committed to building a national reputation for excellence in business education. In addition to our current undergraduate majors and master’s degree programs, this fall marks the exciting launch of a new master’s degree program in Leadership and Organizational Dynamics. We continue to innovate our curriculum, and we remain committed to building a national reputation for excellence in business education.

Your support truly leads to the success of our students. If you would like to explore how your gifts of time, talent, or treasure could benefit your alma mater and or community, feel free to contact me directly by calling (810) 424-5480 or emailing msfarrel@umflint.edu.

Thank you and always—GO BLUE!

Melissa Stephens-Farrell

P.S. You can also make a gift through the School of Management website at umflint.edu/som by clicking on the “give online” button.

Fundraising Highlights

$920,688 TOTAL GIFTS RAISED AND PLEDGED FOR 2016-17

97% STUDENT SCHOLARSHIPS
2% STRATEGIC INITIATIVES/EXCELLENCE FUND
1% STUDENT PROGRAM SUPPORT

Total market value of the School of Management’s endowed gift funds:

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$1,420,516</td>
</tr>
<tr>
<td>2015</td>
<td>$3,570,062</td>
</tr>
<tr>
<td>2016</td>
<td>$3,489,608</td>
</tr>
<tr>
<td>2017</td>
<td>$4,658,142</td>
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</tbody>
</table>

My alma mater is the University of Michigan-Flint campus. The School of Management is located on the second floor of the Riverfront Center on the University of Michigan-Flint campus. umflint.edu/som
This fall, the University of Michigan-Flint School of Management (SOM) launched a new graduate-level degree designed to enhance and develop the leadership skills of managers—the Master of Science in Leadership and Organizational Dynamics.

“The MS in Leadership and Organizational Dynamics offers managers the theory and applied skills to become more effective leaders,” said Thomas Hemphill, PhD, a professor of strategy, innovation, and public policy at UM-Flint, who helped develop the new program. “This is accomplished through a unique offering of graduate courses taught by highly motivated faculty in, for example, the areas of organizational ethics, conflict resolution and negotiation, change and talent management, and strategic innovation.”

The program is orientated toward those in the private and not-for-profit sectors, Hemphill said. Students do not have to come from a business background. The degree helps those currently in management positions and can be achieved in as few as 20 months, or planned out over five years.

“Leaders cannot get enough good training,” said SOM Dean Scott Johnson. “This will give them a good theoretical background and framework to think about their own careers and organizations.”

Dean Johnson said the degree program develops the knowledge base and skills for managers on how to succeed and lead no matter what changes take place within their industry or workplace.

The degree is offered in the NetPlus format, with 60 percent of the coursework online, along with two weekend sessions on campus per semester. This allows students from a wide range of geographical areas to earn this degree and continue in their current jobs, while also building a professional network through on-campus classroom sessions.

“Organizations are seeking high-performance leaders who have the skills and training to manage change, inspire others, and improve the bottom line,” said Brian Blume, PhD, a UM-Flint professor of organizational behavior and HR management, who also helped develop the program.

“The MS in Leadership and Organizational Dynamics offers participants the opportunity to develop personally and professionally as leaders, as well as to advance their organizations and communities.”

As an internet researcher, Phil Longstreet, PhD, recognized the importance of discovering if there exist negative consequences to utilizing the online medium. In his most recent article, Longstreet addresses an ongoing issue in society: internet and social media addiction. He explores how particular activities may be related with increased negative life outcomes, and how to mitigate these negative effects. Longstreet hopes his research will serve as a foundation for further investigation into how to avoid or alleviate these negative consequences.

“Much of my research has surrounded the idea that not everything in cyberspace is necessarily good for us,” said Longstreet. “In the early 2000s, people flocked to the internet and online social platforms. There was a lot of research that explained what motivated people to participate in these activities. However, at that point there was relatively little work on how these technologies affected a person. As the internet and social networking expanded, society started to experience negative effects, such as individuals becoming addicted to either or both of these platforms, or people becoming so absorbed in an online medium that they neglect things in the physical realm (such as walking into traffic because one is too busy texting to look up).

“From a business perspective, we want to be able to see people utilizing the online space as it tends to simplify many business transactions, and e-commerce is one of the fastest growing retail spaces. However, at the same time, spending additional time online may not be beneficial to the individual. Thus, it is in our best interest to figure out how to maximize the profitable and beneficial portions of internet technologies while at the same time minimizing its negative consequences.”

For more information about the new graduate program, visit umflint.edu/som/ms-leadership-and-organizational-dynamics.

As a key to managing internet & social media addiction, Technology in Society, 50.

Phil Longstreet
PhD
Assistant Professor


AACSB International Accreditation Affirmed for UM-Flint’s School of Management

BY HELEN LUND

Last February, AACSB International, the premier accrediting body for business schools worldwide, affirmed continuing accreditation for the School of Management (SOM) at the University of Michigan-Flint. SOM first gained AACSB International accreditation in 1992. Through an ongoing commitment to improvement, SOM continues to offer high-quality programs with a special focus on impact, innovation, and engagement. Beyond SOM’s high-quality programs, AACSB International credited the school’s strong financial support for faculty and staff professional development. Faculty and staff are student centered and provide lasting and meaningful professional relationships with current students and alumni. AACSB International acknowledged SOM’s active engagement with alumni through social media, digital, and printed outlets.

AACSB International applauded SOM’s strong support of students pursuing international experiences, including faculty-lead study abroad opportunities. SOM students can participate in exchange programs with universities in Belgium, Croatia, France, Germany, Poland, Romania, Slovenia, Sweden, and Taiwan. SOM is also dedicated to supporting young entrepreneurs through programs and activities offered by the Hagerman Center for Entrepreneurship and Innovation. The Hagerman Center hosts an annual Business Pitch Competition, sponsors a speaker series (Lunch with an Entrepreneur), and works closely with the Entrepreneurs Society student organization.

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While there has been an explosion of research in a human resource development literature devoted to transfer of training, too little of the science of transfer is informing professionals in their design and execution of training initiatives despite recent demands for evidence-based practice. Brian Blume, PhD, and co-authors Timothy T. Baldwin, PhD, (Indiana University) and Kevin Ford, PhD, (Michigan State University) offer three broad recommendations for moving future research toward more consumer-centric outcomes: (1) systematically report more and richer information related to the trainees, trainers, and organizational contexts under study; (2) focus explicitly on the optimization of transfer, not just learning; and (3) expand the measurement and reporting of transfer outcomes.

“My research examines the effects of international diversification on multinational enterprises (MNEs),” said Kelley. “Specifically, I bring attention to the fact that while it may appear that there is a universal relationship between international diversification, or multinationality, and performance, the relationship is, in fact highly subjective, or ‘relative’ to many contextualized factors. For example, certain aspects of being internationally diversified may enhance MNE performance, while others may, at the same time, be diminishing performance. These relationships can vary by industry, country of origin (among other contexts), and time.”

“In addition, I emphasize that relationships between multinationality and performance are relative to the performance criterion of the firm as well. While traditional financial performance variables are frequently used, such as return on sales, assets, or equity, these are not necessarily aligned with other performance outcomes such as environmental or social responsibility or reputation management. Managing all these performance outcomes and balancing the needs of multiple stakeholders is often very difficult and increasingly so as the firm expands internationally.”

Business brews was held at Flint-based brewery, Tenacity.

Last winter, the Entrepreneurs Society teamed up with Tenacity Brewing to offer two networking events as part of their “Business Brews” series. Students were invited to Tenacity’s taproom to check out a local business while meeting fellow students and other business-minded individuals. Each event included a prize giveaway with door prizes donated by Tenacity.

At the second event, Tenacity’s owner, Jason Caya, spoke about his experiences starting an entrepreneurial business while meeting fellow students and other business-minded students. Each event included a prize giveaway with door prizes donated by Tenacity.

REFEREE JOURNALS IN PRINT

Brian Blume, PhD “Not all transformational leadership behaviors are equal: The impact of followers’ identification with leader and modernity on taking charge,” Journal of Leadership & Organizational Studies

Erik Fosgerau, PhD School of Business Psychology, “The state of training and development research: Moving toward consumer-centric inquiry,” Society of Industrial & Organizational Psychology

Yener Kandogan, PhD “Network analysis of international trade using product-level lower frequency directed data and weighted measures,” Academy of International Business Annual Meeting

Min Jung Kang, PhD “Banker decisions and CEO incentives,” European Financial Management Association

CONFERENCE PRESENTATIONS

Syagkin Banerjee, PhD “Ranking cuisines and customers from geosocial customer data,” INFORMS

Brian Blume, PhD “An expanded model of training transfer,” Society of Industrial & Organizational Psychology

Jack Helmuth, PhD “Family business: Measuring performance in an imperfect world,” Academy of Business Research

US NEWS & WORLD REPORT LISTS UM-FLINT AS TOP BUSINESS SCHOOL

SOM’s part-time MBA program has been listed as one of the top business schools in the U.S. as a part-time student by U.S. News & World Report for 2018. The publication ranks schools based on an independent assessment of the quality of various graduate degree programs:

The ranking system of US News & World Report is extremely important to SOM and other business schools as it is an objective and respected third-party ranking system trusted by students and businesses. Main categories that receive scores are student assessment, average GMAT score and average GRE quantitative and verbal scores of part-time MBA students, average GPA, work experience of MBA students, and the percentage of part-time MBA students attending each institution.

CEO CONFERENCE

Last fall, students in the UM-Flint Entrepreneurs Society attended the annual Collegiate Entrepreneurs’ Organization’s National Conference in Tampa, Florida. The students competed in the conference’s business pitch competitions against colleagues from over 100 universities. UM-Flint won two first-place prizes and two second-place prizes in the competition—a feat the group has achieved in each of the past three years.

The CEO Conference is a rich opportunity for students to meet with their peers from across the country,” said Entrepreneurs Society Advisor Michael Witt, Ph.D., JD. In addition to the competition, they attend lectures from CEOs of major corporations about business start ups, market growth, and funding sources.” This year’s CEO Conference will be held in Tampa from October 26-28.

BUSINESS BREWS

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The impact of followers’ identification with leader and modernity on taking charge,” Journal of Leadership & Organizational Studies

December 26-28.

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In addition to this year’s award, McCarthy was recognized as SOT’s top student. “I bought a financial course for the university nine years ago to inform students about personal finance, as well as undergraduate courses in business statistics, management science, accounting, and personal finance. I developed the personal finance course for the university nine years ago to inform students about the personal financial decisions they would eventually face regardless of their choice of major.

“Helping students understand difficult subjects is what I enjoy the most about teaching,” said McCarthy. “I’ve learned how to take these subjects and break them down into much easier, logical steps. This process allows many students, who thought they could never understand these subjects, to be able to learn even the most difficult equations and concepts.”

Michael McCarthy

Originally from Grand Blanc, McCarthy earned his BBA from UM-Flint in 1984 and an MSA from Central Michigan University in 1992. He has over 35 years of professional and academic experience and has held several professional positions including departmental assistant director, corporate controller, deputy executive director, business manager, financial analyst, and president.

Outside of the classroom, McCarthy spends his time managing rental properties and grading student work.

“My colleagues and I have rented, and I’m in the process of selling those that are not. I also seem to spend a lot of my free time grading student assignments, papers, and tests. Most semesters, I have between 120 and 200 students.”

In addition to this year’s award, McCarthy was recognized as SOM’s Outstanding Lecturer of the Year (2016) and nominated for the Dr. Matthew Moe and Windfield Cooper.

Last March, the Hagerman Center for Entrepreneurship and Innovation held its annual Business Pitch Competition, which awarded four teams a total of $15,000 to pursue their ventures and business ideas. "While the funding was highly valuable to the winning teams, the impact of the competition extends far beyond the financial support,” said the Hagerman Center’s director, Mark Simon, PhD.

“As importantly, they are rewarded in many other ways, such as the possibility to think through business ideas and gaining grace under fire,” said Simon. "Overall, the competition is an incredible tool to prepare them for life as an entrepreneur.”

Sixty-seven people, including 57 UM-Flint students, submitted proposals for the competition. Four teams were selected to participate in the final round. Each team had seven minutes to make a pitch to a panel of judges, which included SOM Dean Scott Johnson, Skypoint Ventures’ Managing Director Bryce Moe, and Cooper Commercial Group’s President Windfield Cooper.

Participants did not know the percentage of the $15,000 they could receive ahead of time.

“This uncertainty, combined with presenting their ideas in a more formal environment in front of approximately 85 people, increased the pressure, thereby mirroring what entrepreneurs encounter," Simon said.

Brittney Thomas, a graduate student in the Social Sciences program, received $8,000 for her idea for a counseling program to help single moms get through college. She said the event challenged her and gave her confidence to pursue her idea, which includes starting a residential facility for student mothers and their children. The funding will eventually be used for the purchase of a facility for her venture, named Momma Gotta Have a Life Too.

“The business pitch competition pushed me to really develop my thoughts, utilize resources, and step out of my comfort zone,” Thomas said. "This event was beneficial to the area because all ideas were centered around the city and seek to restore and expand on local businesses.”

Um-Flint Business Pitch Competition Supports Ventures

Michelle McCarthy was the winner of this year’s Business Pitch Competition. Also pictured, Dean Scott Johnson and judges Bryce Moe and Windfield Cooper.

SOM Launches Alumnimentor Group at Affinity Dinner

On April 4, SOM celebrated the launch of alumna Teresa Lindhurst’s (BBA, ’19) group, Entrepreneurs Society Affinity (ESA). The Affinity Dinner was held at the Northbank Center Grand Ballroom and was attended by over 150 guests, including current SOM students, alumni, and members of the Flint business community. Lindhurst formed ESA to create a dedicated network of supportive alumni and local business members who provide educational, mentoring, and employment opportunities for the students of the Entrepreneurs Society of the University of Michigan-Flint. ESA was formed in partnership with SOM and the Flint and Genesee Chamber of Commerce.

2017-2018 Frances Willson Thompson Critical Issues Forum

The Forum starts earlier this year, with lunch beginning at 11:45 a.m. and the program taking place from noon to 1:15 p.m.

You can purchase single tickets, and 2-ticket series at umflint.edu/cif.
STUDENT RESEARCH IN DATA ANALYTICS

BY JACINDA KITTS

On April 27, School of Management (SOM) students presented their research during the Student Research Conference at the William S. White Building. Student presentations included a study about the release of Google Home and its impact on Google’s stock values as well as an evaluation of Snap Inc. and its recent decision to go public.

Two student groups demonstrated their ability to handle real data, using various statistical forecasting techniques, in order to derive implications of business decision making.

“Data analytics has become one of the most important tools in the industry as well as in academia recently,” said Assistant Professor of Operations and Supply Chain Management, Sandun Perera, PhD. “I believe that unique skills beyond the basics are required for our students’ success in the job market. Consequently, their course projects are carefully designed to give them real-world experience.”

Perera sponsored both student groups for the conference. Nick Matties, marketing major, and Sydney Parvin, entrepreneurship management major, presented research on parent company of mobile application Snapchat, Snap Inc. Matties and Parvin made predictions of how Snap Inc.’s recent initial public offering (IPO) would affect their revenue. Matties and Parvin then used several forecasting methods to predict Snap Inc.’s revenue futures and compared revenues of those now-public companies, such as Twitter, Facebook, and Zynga. The team was able to generate data that concluded positive future periods for Snap Inc.

“This was a fun learning experience, and I think it is great that UM-Flint now offers an operations and supply chain management major,” Parvin said.

Jojylnn Clement, an accounting and operations and supply chain management major, and Bo Xia, an accounting major, presented research on Google’s product launch, Google Home. Clement and Xia tracked changes in Google’s public trading values before and after the launch of their Google Home. The research team implemented multiple forecasting methods and accuracy tests to predict Google’s future following the launch of Google Home. Areas of research also included subsidiaries and those products and an evaluation of Google’s organizational and operational strategies.

“Presenting our research to faculty, strangers, and peers was empowering and encouraging. This was an opportunity to apply classroom material to real life situations,” Clement said. “I am very thankful to be attending a university where the faculty, like Dr. Perera, encourages students to pursue activities beyond the classroom.”

USMAN AHMED
PHD
ASSISTANT PROFESSOR

Usman Ahmed, assistant professor of operations and supply chain management, earned his PhD in operations management & information systems with a minor in strategy from York University. He also holds an MBA from Lahore University of Management Sciences and a bachelor’s degree in computer engineering from the Georgia Institute of Technology.

Prior to his graduate studies, Usman worked in various positions in the retail supply chain. His main research interests include supply chain management, sustainability, and supply chain analytics. He has published in the Journal of Operations Management and the International Journal of Operations and Production Management, among others.

GEORGE WHITE
PHD
ASSOCIATE PROFESSOR

George White, associate professor of strategic management, earned his PhD in international business from the College of Business Administration at the University of Texas at El Paso and was a post-graduate student at the Center for Asian Studies, University of Alabama. He also holds a JD in international law from Western Michigan University Cooley Law School, an LLM in international commercial law from the Graduate School of Law at Emory University, an MBA from the College of Business Administration at the University of Texas at El Paso, and a BA in history (emphasis on Asia) from the University of Alabama as well as a certificate in Mandarin Chinese from Feng Chia University in Taichung, Taiwan.

White has taught at the Strone College of Business at Old Dominion University and is a non-resident research fellow at the Asian Institute of Management’s Policy Center in the Philippines, and honorary professor at Hebei Normal University in China. His research studies the interaction between legal institutions and multinational enterprise (MNE) strategic behavior and performance outcomes, primarily in Asia. His work has been featured in the Journal of World Business, International Business Review, Journal of International Management, Management International Review, Thunderbird International Business Review, International Journal of Conflict Management, as well as leading international law journals.

SHICHUN ‘ALEX’ XU
PHD
ASSOCIATE PROFESSOR

Shichun ‘Alex’ Xu was promoted to associate professor of marketing on September 1, 2017. Xu joined the University of Michigan-Flint in 2015. He earned his PhD in marketing with a minor in international business from Michigan State University and holds an MBA degree from the University of Arkansas. His undergraduate degree is from Shandong University in China. He currently teaches courses in new product development and marketing strategy.

Xu’s research interests include new product development, international marketing strategy, and channel relationships. He has published in the Journal of Product Innovation Management, Management International Review, Journal of Business Research, Journal of International Marketing, and the Journal of International Business Studies, among others. His current research focuses on effective management of R&D alliances to facilitate knowledge transfer between alliance partners and to increase the innovation output of alliances.
The Office of Alumni Relations adds value to the alumni experience by fostering university spirit and managing communications between the University and its graduates. Our programs build leadership, create traditions, support students, and foster connections between our 40,000 University of Michigan-Flint alumni. Our office, in collaboration with the University of Michigan Alumni Association, is your tie to the Leaders and Best. Here’s how you can stay connected to your School of Management and the University of Michigan-Flint:

**BE SOCIAL**
Follow UM-Flint social media. Share your photos, tweets, and videos on our official social media sites listed at umflint.edu/socialmedia, using the #umflint hashtag, and be sure to like the UM-Flint School of Management page on Facebook!

**UPDATE YOUR INFO**
Did you move? Get a new job? Get married? Let us know what you’ve been up to and how we can contact you to stay connected. Find us at umflintalumni.org.

**MAKE A GIFT**
Give back to SOM! Every gift to our campus matters, regardless of size. Support the university efforts to prepare the next generation of Leaders and Best. Contact Melissa Stephens-Farrell at (810) 424-5480 or mstephan@umflint.edu, or visit umflint.edu/som and click on “give online” button in request info box.

**VOLUNTEER**
Build your resume while giving back. The Office of Alumni Relations offers many volunteer opportunities throughout the year. Go to go.umflint.edu/volunteer.

**WEAR IT ON YOUR SLEEVE**
Wear your UM-Flint pride. Check out the UM-Flint Bookstore for your UM-Flint and Wolverine gear. Visit go.umflint.edu/bookstore.

**SPREAD THE WORD**
Stay up-to-date with the latest UM-Flint news and stories with your friends and fellow alumni. Check out news.umflint.edu.

**HIRE THE LEADERS AND BEST**
Recruit from the deep UM-Flint talent pool that’s been producing leaders for more than 60 years. SOM alumni can post internship and job postings as well as utilize career counseling and assistance in finding a job. For more information, contact Antonio Riggs, SOM student service coordinator, at (810) 237-6680 or antriggs@umflint.edu.

**NETWORK WITH US**
The Office of Alumni Relations and the U of M Club of Greater Flint host a number of events throughout the year. Stay up-to-date with the latest events on our website, umflintalumni.org.

**KEEP IN TOUCH!**
For more information about alumni opportunities in the School of Management, contact Anna Swartz, SOM alumni liaison, at (810) 424 5567 or annas@umflint.edu.
SOM STUDENTS EXPERIENCE BUSINESS AND CULTURE IN JAPAN
BY KIM LAU, MA

Last November, students from the School of Management (SOM) and the University of Michigan-Dearborn College of Business spent nine days immersed in the business, economics, and culture of Japan. Gregory Laurence, PhD, associate professor of management and chair of the Department of Management and Marketing in the School of Management, coordinated the trip with the Kakehashi Project, a fully funded, youth exchange program between Japan and the United States.

“The Japanese consulate in Detroit contacted me about the project through my position as a faculty associate of the Center for Japanese Studies (CJS) in Ann Arbor,” explained Laurence. “Last year’s theme for the program was business and economics, and I happen to be the only business faculty from among the three U-M campuses who is part of CJS.

“I was pleased that we could collaborate so seamlessly with UM-Dearborn to fill the 23 spots for the trip, which bodes well for future study abroad programs. Neither school may be in a position to attract enough students for a program on our own, but if we work together, we may be able to. This is a good model to follow for future trips.”

Sixteen UM-Flint students (most pursuing MBA degrees) as well as Laurence, seven Dearborn students, and Professor Claudia Kocher, PhD, associate dean of the University of Michigan-Dearborn College of Business, participated in the trip. On the itinerary were lectures by the Ministry of Agriculture, Forestry, and Fisheries and the Ministry of Economy, Trade, and Industry. Students had the opportunity to observe several local industries/companies:
- Yamato Soy Sauce & Miso Co., Ltd. (fermented food maker)
- PFU Limited (computer-related manufacturer and system integrator)
- Komatsu Seiren Co., Ltd. (fabric maker)

In addition to lectures and company visits, students visited Senso-ji Temple in Asakusa and stayed with host families to experience Japanese culture in a home setting and were accompanied by program coordinator/guide Yukiko Chiba (“Yuki-san”) as they traveled through Japan.

“Our schedule was jam packed with interesting company site visits and lectures, and the homestay experience was universally mentioned by students as being a highlight of the trip,” said Laurence. “I was pleased that we could collaborate so seamlessly with UM-Dearborn to fill the 23 spots for the trip, which bodes well for future study abroad programs. Neither school may be in a position to attract enough students for a program on our own, but if we work together, we may be able to. This is a good model to follow for future trips.”

“ar to the extent that we can build up an endowment for study abroad scholarships going forward, our programs will only become more popular and robust.”

Associate Professor Gregory Laurence

MSTAFF200 COMMEMORATES ROLE OF STAFF IN UM’S HISTORY

On June 27, over 20,000 staff, faculty, and retirees from the three UM campuses gathered for MSTaff200—a celebration that commemorated the role of staff in the University of Michigan’s 200 year history. The event ran from 11:30 a.m. to 5:30 p.m., with exhibits, refreshments, free gifts, and live performances extending from Ingalls Mall to the Diag.

“The event was a huge success,” said Lori Burger, assistant director for Academic Human Resources, who led the MSTaff200 committee for the UM-Flint campus. “Many individuals in the Ann Arbor community stated that it was the best event they have ever attended at the University of Michigan.”

MSTaff200 featured staff-curated tent displays highlighting staff contributions to campus operations throughout the decades as well as looked toward the future. The event also included giveaways, refreshments, a photo booth/selfie station, entertainment, and opportunities for staff members to share their unique artistic or performing talents and service to the local and global community.

All current and retired U-M staff members from the Ann Arbor, Dearborn, Flint campuses and Michigan Medicine and their immediate families were invited to MSTaff200. Over 600 volunteers helped plan the event.

Over 20,000 staff, faculty, and retirees from the three UM campuses gathered for MSTaff200—a celebration that commemorated the role of staff in the University of Michigan’s 200 year history. Pictured are U-M Flint Staff: Jason Gooding, Information Technology Services; Lori Burger, Human Resources; Sara Flinton, Office of Development; Laura Bender, Earth & Resource Science; and Vicki Ames, Custodial Services.
Since the launch of the public phase of the Victors for Michigan-Flint campaign in 2015, thousands of students, alumni, and friends as well as several foundations and corporations have shown their support of the UM-Flint campus. This year, the campaign wrapped up its fiscal year crossing the $50 million mark. While this is a significant milestone, the university hopes to build even greater momentum toward meeting targets in the area of student support—the most important objective for the campaign.

“Without a doubt, we are seeing a very positive impact on the campus,” said Jay E. Nussel, director of Development. “Thanks to our generous donors, we were able to exceed our fiscal year goal of $16,300,420, which will be on the student support goal.”

UM-Flint’s ability to offer financial aid is based on the size of the scholarship endowment. At only $30.6 million, it is too small to generate enough income to meet student need. Since the minimum to start an endowment is cash or pledges equal to $10,000, it is easier for donors to establish them at UM-Flint than at larger campuses. This type of gift will benefit students for generations to come. Those who cannot give that amount now can designate a part of their estate to fund an endowment.

“Every gift is important to us—regardless of size,” said Nussel. “A $100 gift to a fund dedicated to students with emergencies could help a student who can’t pay their rent. A $50 gift to the SOM Excellence Fund could help pay a student’s expenses going to a conference that they otherwise could not attend. Every gift helps. Every gift can help a student.”

UM-Flint is one of the top 100 public universities in the country. According to Nussel, “We believe it is important to not only recruit the brightest students but also retain qualified students. Some of the highest ranked students in the state of Michigan have made an early commitment to UM-Flint. The pledge is of over $10,000, it’s easier for donors to establish them at UM-Flint than at larger campuses. This type of gift will benefit students for generations to come. Those who cannot give that amount now can designate a part of their estate to fund an endowment. The Victors for Michigan-Flint Campaign is the largest and most ambitious capital campaign in UM-Flint’s history. Alumni and friends can use this opportunity to make a real and lasting difference in the future of UM-Flint and in turn, the future of our city, our region and beyond by making strategic investments in three important areas: extraordinary student support, real-world engaged learning, and big ideas. The campaign continues through December 2018.

For more information about supporting study abroad scholarships in SOM, contact Melissa Stephens-Farrell at (810) 424-5460 or mfarrell@umflint.edu.

For more information about the Victors for Michigan-Flint Campaign, or UM-Flint, visit our website at umflint.org/advancement or call University Advancement at (810) 424-5448.

BE BOLD.
THE CAMPAIGN FOR UM-FLINT

UPDATE: VICTORS FOR MICHIGAN-FLINT CAMPAIGN CELEBRATING A MILESTONE, TARGETING STUDENT SUPPORT

BY KIM LAUX, MA

THE PARTNERSHIPS

C.S. Mott Foundation

Not counting the gift from the C.S. Mott Foundation, or the gift of the Riverfront Center, last year fundraising grew from $2.1 million to $5.3 million (this far exceeds the typical growth rate which is about 5 to 7 percent per year).

$62 percent of the campaign’s donors are alumni.

Over 600 faculty and staff at UM-Flint have demonstrated their strong commitment to students by supporting the campaign.

Gifts specifically benefiting the School of Management (SOM): $3.2 million (most of campaign has been gifts benefiting the university as a whole). SOM is second behind the College of Arts and Sciences in terms of fundraising by unit.

While Nussel is delighted that the campus has surpassed its $40 million goal for the campaign, he emphasizes the need to direct future campaign efforts toward the area of student support. At this point, the campus has only raised $11 million toward the $20 million it needs to attract and retain qualified students.

“One simply is no more important goal for philanthropy than to keep education affordable,” said Nussel. “Our students arrive with tremendous needs for financial aid. While 70 percent of our students get some form of aid, very few students get all the financial aid they need. Our average student graduates with about $27,000 in debt despite the fact that we are such an excellent value. Between now and the end of the campaign, the focus of our fundraising team will be on the student support goal.”

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STEVEN T. MATHIESON, CEO

THE鐵ル

The part of this experience that was most beneficial was having the opportunity to learn about a culture in a different country. I felt vulnerable at times because I had to rely on people I only knew for a short time. I developed a tremendous amount of trust in my hosts as they guided me through the program. As we visited the different companies, we were exposed to new business practices and operations and gained greater perspective. Those moments allowed me to consider and reflect on the practices we have in the US and how we approach situations differently.

I strongly recommend these types of experiences be continually offered for students. They allow students to be able to not only think more critically, but also more inclusively when interacting with people who may have perceived differences. Additionally, having Dr. Laurence as the faculty lead for this program was helpful given his extensive knowledge of the country.

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THE JAPANESE GOING GLOBAL PROJECT

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Panoramic of Rainbow Bridge in Tokyo taken from the balcony of a restaurant. Photo by Ashley Chapman, iproperty page.

Professor Gregory Laurence and student Ashley Hixson (UM-Flint) and DaShon Shamoon (UM-Dearborn) during a company visit to Komatsu Seiren. Photo by Ashley Hixson, (left)
The Kakashi project gave participants a unique perspective tailored to business students. The meetings with local officials and government officials gave us additional insight into the delicate balance of foreign trade and the efforts required to maintain it.

This experience allowed us to explore the wonderful culture, traditions, and cuisines of Japan. We were fortunate to be able to experience metropolitan Tokyo as well as smaller cities of Komatsu and Kanazawa. The culture, traditions, and cuisines of Japan. We were also given the opportunity to visit smaller cities.

What left the biggest impression on me? Let me tell you:

• The absolutely gorgeous natural landscape that I saw on the Sea of Japan side while visiting Ishikawa.
• The people were respectful and polite. Even during encounters with security personnel and police at the airports, they were incredibly patient and receptive of us as they explained the reasoning behind their motives and were extremely apologetic for any inconvenience.
• Seeing historic temples and shrines.
• All the food!

“I didn’t realize you could start an endowed scholarship with $10,000,” said Leach. “It was nice to have someone from the university reach out to us and show us that even if you give a smaller amount (in comparison to some of the larger gifts), it can go a long way. You just have to get your foot in the door.”

“Melissa showed us the list of SOM scholarships in last year’s Business@UM-Flint, and we could see that our students needed more. There are so many people who start their degrees, then put their education on hold to work full time or raise a family. They just don’t have the money to continue. I wanted to establish a scholarship for students in these situations who may not receive other types of aid... Helping one person may not change the world, but the world may change for that one person.”

After becoming more aware of the various opportunities to give, Leach shared the information with her father. He had supported the University of Michigan system for the past six years by purchasing a season suite at the Big House (he notes that 80 percent of this contribution goes toward an endowment fund for athletics). Cokley soon realized how many more students a gift like this could help at UM-Flint.

“Originally, I was going to contribute to the fund started by Linda,” said Cokley. “Then, I decided to initiate my own after learning it cost more to purchase football tickets in Ann Arbor than it did to start an endowed fund locally, UM-Flint offers good options for donors. Each gift is like a building block.”

In addition to supporting education, the Leach and Cokley families have contributed to several other local organizations and institutions. They started a donor-advised fund through the Community Foundation of Greater Flint (he has given 10 percent of his estate to this fund), and Cokley has also contributed to Catholic Charities of Flint, the Salvation Army, and the United Way. Cokley has also given to the Flint Public Schools Foundation, the Flint Community Foundation, and the Flint Cultural Center of Flint.

Ike Ewanki, president of the Flint Area Foundation, has also contributed to the UM-Flint and livable communities. He has also given to the Flint Public Schools Foundation, the Flint Community Foundation, and the Flint Cultural Center of Flint.

“The true blue family! Standing (left to right) Randy and Linda Leach, son-in-law, Joshua Graham; daughter, Marianne Graham (Leach); daughter-in-law, Deepti Sharma. Seated (left to right) son, Mark Leach, son, Matthew Leach. “While it’s important to us to support education, these gifts are a way we can reach those who may not have the opportunity to go to college,” said Leach. “It’s also a way for us to give back to the loyal customers we have served over the years.”

STARTING AN ENDOWED FUND

Are you interested in starting a scholarship? UM-Flint offers the option of establishing an endowed scholarship fund through a donation of $10,000 (or more), which can be given over five years. Unlike other gifts, an endowed fund offers long-term impact for students. It is invested in perpetuity, with interest from the fund used to finance the corresponding scholarship(s) available to students. For more information about endowed funds or other opportunities to support student success in SOM, contact StephensonFarrell at (810) 424-5480 or mfarrell@ umflint.edu.
DEFINING VALUES THROUGH PHILANTHROPY

LOCAL FAMILY BUSINESS OWNERS ESTABLISH NEW SOM SCHOLARSHIPS

BY KIM LAUX, MA

Upholding values has been important to the Cokley family since James “JC” Cokley founded Genesee Ceramic Tile in 1973. The company’s reputation was built on honesty, quality, and access to American-made products. Since then, Genesee Ceramic Tile has grown from a staff of three at one location to a regional leader in all tile applications, with over 70 employees and four full-service showrooms and sales centers located in Burton, Sterling Heights, Farmington Hills, and Grand Rapids.

This past year, Cokley and his daughter, Linda Leach (BBA, ’78), controller for Genesee Ceramic Tile, demonstrated their support for local education by offering gifts of $10,000 to establish two new endowed scholarships: the James and Desoline Cokley Family Scholarship and the Linda and Randy Leach Family Scholarship. Both scholarships provide tuition support to qualified University of Michigan-Flint students studying business within the School of Management, with consideration given to students who may not be eligible for other types of aid.

“Education is important to our family and serves an important role in our community,” said Leach, who represents the first generation of the Cokley family to attend college. “After graduating from high school, I worked for the family business while pursuing a degree in accounting from UM-Flint. This helped me see connections between what I was learning in my courses and my responsibilities managing the company’s finances. For example, many of my classmates dreaded the auditing class. I did well in it because I saw how critical it was for a business to prevent fraud and double check systems.

“Without having the option of attending a local university, I wouldn’t have been able to work at my family’s business and pursue my degree at the same time. This scholarship is my way of showing gratitude and helping other students have the same opportunities.”

Leach’s interest in starting an endowed scholarship was sparked last fall after being approached by Melissa Stephens-Farrell, major gift officer for the School of Management.

STUDENT REFLECTIONS

ASHLEY CHAPMAN  
BBA student

When I first heard about the trip, I hesitated to apply because I was nervous. I knew the culture would be completely different from what I am used to, and I didn’t know how to speak Japanese. I went out of my comfort zone though and applied. My advice to anyone else who may feel the same is to just do it! Don’t let your doubts or thoughts scare you into not doing something that could truly make you happy.

The most beneficial part of this trip was the knowledge and information I learned about Japan’s business culture and conducting business on a global level. I didn’t realize how much I absorbed until I had to recall my knowledge to answer questions and suggest opinions in my international business and international management classes after returning from Japan. I also developed closer friendships with my classmates and met people who share the same interests as I do traveling and experiencing new cultures. It’s cool to see I’m not the only one with those passions.

SOM has obtained Rosetta Stone licenses for students interested in furthering their foreign language skills. This software is available online in 30 major languages and for all proficiency levels. For more information, contact international business faculty, Yener Kandogan, PhD, (yener@umflint.edu) or Keith Kelley, PhD, (keithkel@umflint.edu).
UM-FLINT EXPANDS PARTNERSHIP WITH BERGISCHE UNIVERSITÄT WUPPERTAL

BY KIM LAUX, MA

Over the past year, leaders at UM-Flint and Bergische Universität Wuppertal (BUW) in North Rhine-Westphalia, Germany, organized visits between delegations from both campuses to explore ways of strengthening their ongoing partnership. While student exchanges between the two universities have been successful, they hope to expand the partnership by offering more faculty exchanges and opportunities for research collaboration.

“Our chief goal with this trip was to expand and strengthen our partnership with the German university, a collaboration that benefits both our students and faculty,” said Chancellor Susan E. Borrego in a Board of Regents Update in June. One of the visits took place last fall. Lambert T. Koch, president (rector) of Bergische Universität Wuppertal, along with a physics and chemistry professor and International Office representative, visited UM-Flint to meet with university officials. Then in June, a UM-Flint delegation, led by Chancellor Borrego, traveled to Germany to represent the University of Michigan system at an alumni reception at the University of Bonn, connect with leadership at BUW’s campus, and visit internship sites where UM-Flint students are often placed.

“The involvement of Chancellor Borrego and Provost Douglas Knerr is a sign to our students and faculty that the University is embracing the value of a global education—not just teaching about it in the classroom, but helping them experience it firsthand,” said Claus Wimann, academic exchange officer at UM-Flint and chief liaison between the two institutions. “Such experiences shape the way we think about life, work, culture, and communication. It’s refreshing to see how people change after working or studying abroad.”

Since the partnership between UM-Flint and BUW began in 2012, over 75 students (43 from UM-Flint) have participated in exchanges between the two universities. UM-Flint honors students have worked in the biology and chemistry labs in Wuppertal, and School of Management students have worked summer internships at German companies involved in the partnership. Thirty-six students from University of Wuppertal have taken courses at UM-Flint.

Future efforts of the partnership are aimed at increasing the number of faculty exchanges and opportunities for research collaboration. "Our chief goal with this trip was to expand and strengthen our partnership with the German university, a collaboration that benefits both our students and faculty," said Chancellor Susan E. Borrego in a Board of Regents Update in June.

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Swift continues to build The One Percent community while focusing on his day trading and investments full time. In the winter, he plans to limit his market activity to investing and pursue corporate law at Baylor Law School in Texas.

“I consider myself a Texan because I was born in Toronto, then moved to the suburbs of Dallas,” said Swift.

“After the age of fifteen, I began to move around a lot, but have always returned home to Dallas. Actually, the time I’ve spent in Michigan has been the longest. I’ve ever lived anywhere other than Dallas. I moved here to live with my father after being in a two-month coma from a traumatic brain injury I got in an auto accident.

“I’ve attended several other schools and UM-Flint, by far, was the best. My professors were caring and offered one-on-one attention. They taught me information that I could immediately apply and use to pay my way through school. I was actually excited to wake up and go to class each morning. Not only did I finish my degree, but I also managed to graduate with honors and now plan to enter law school.”

In addition to his involvement in FMA, Swift was part of a fraternity on campus called Kappa Sigma. Last year, he organized a school-wide holiday clothing drive and raised over $10,000 in retail value for a resale value for VOA of over $1,500.

“My success as a student and emerging financial professional has taught me how important it is to surround yourself with like-minded people,” said Swift. “This is how you come up with the ideas that take you to the next level. I found these people at UM-Flint.”

The One Percent online trading community is currently open to invited guests. The monthly membership fee is $50 with the first month free for SOM students. If you are interested in joining or learning more about the community, contact Douglas Swift at douglas.swift@theonepercent.co.

FINANCIAL MANAGEMENT ASSOCIATION

The Financial Management Association (FMA) allows students the opportunity to gain first-hand experience in market fundamentals and technical analysis. Students learn and challenge each other on the various aspects of finance, including investment banking, investment trading, investment management, and business finance.

FMA oversees an investment portfolio composed of mid- to large-cap US equity stocks, bonds, mutual funds, and Forex. Managing the portfolio helps students realize the relationships between economic, political, and environmental factors and market conditions.

“Students learn best when they take it upon themselves to study the material because of a desire to know more,” said John Stephens, DLA, lecturer of Finance and advisor of the Financial Management Association. “This is exactly what is happening with the club and the investment project. It is my desire, and the School of Management’s, that programs like this evolve—that our students go beyond the classroom with covered earnings.”

For more information about the Financial Management Association, visit clubs.umflint.edu/fma.

SOM ABROAD
A little over a year ago, Douglas Swift (BBA, ’17) and his brother-in-law decided to invest in the buying and selling of used cars. He was shocked at how quickly he could make “pretty good money” while juggling a 15-credit course load. After hearing how well Swift was doing, his father asked him if he ever considered investing in the stock market. This question ignited Swift’s passion for finance and eventually led to the conception of the online trading community, The One Percent.

“I immediately took an interest in learning everything about the stock market—the newest economic trends, the latest technologies, and so much more,” Swift recalled. “I actively sought out conversations with other people interested in stocks. Even now, I enjoy talking about trading and investments as much as possible.”

Swift discovered an organization on campus, the Financial Management Association (FMA), which connected him with other like-minded students. As a member of FMA, he had the opportunity to help manage the organization’s stock portfolio. Swift learned how to use the Bloomberg terminals on campus to articulate why certain investments were good decisions.

“FMA generates a lot of excitement from students because they work on real companies and trade with actual money,” said John Stephens, OBA, lecturer of finance and advisor of the Financial Management Association. “We have four Bloomberg terminals (the industry standard in the brokerage world) that students have become very proficient with in terms of accessing data and making trading decisions. They have surpassed any instruction from faculty on the system and have self-motivated their learning outside of the classroom.”

Using the terminals, Swift predicted that Nvidia would be a smart addition to FMA’s portfolio. He suggested this to the group, and they voted in favor of his idea. Swift presented his recommendation to Stephens and Dean Johnson. It was this data that illustrated why the investment was smart.

“Two days after we invested in Nvidia, people started selling off their shares. But we remained firm in our decision, and it paid off. Nvidia is up over 65% to date, and the FMA’s position in NVDA is up over 45 percent.”

As Swift became more adept at navigating the financial arena, he was interested in creating an online trading community where people could communicate and share information about trading as it happened throughout the day. He started a group text, which later evolved into a What’s App chat. The chat soon became too large and disorganized. As requests for membership increased, Swift and his business partner, Collins Vakayil, decided to host the community on Discord, a free voice and text chat used primarily by gamers.

“Instead of having to fund our idea and cover the costs of a server, domain, and Web maintenance, we felt it was better to use an existing app to host the server and our community for free,” said Swift.

Swift and Vakayil named this community The One Percent. This social networking platform connects stock traders who research, analyze, and share information on equities. Al-Madan and Habbas got involved by taking on roles as “analyst for economic events” and “long-term investing strategist” within the community.

“So far, the response has been excellent,” said Swift. “The One Percent has grown to over 200 invited members in six months and has received the attention of several financial bloggers. While we don’t give recommendations, we do talk when things are happening. Our members like sharing pictures of what they’re buying. Screen shots I’ve seen only can confirm that there have been three or four different traders and investors who invested over $200,000 at various times based on information shared by our community.”

“But if we were to offer one piece of advice to someone interested in getting into day trading, it would be to devote plenty of time into doing it. The amount of time it takes to learn the technical factors alone (used to make decisions regarding when to buy or sell) will take weeks or even months. Consider signing up for a paper trading account (a trading service that allows you to trade without risking real money), and treat it as if it were coming straight out of your bank account.”

Research collaboration. According to Weimann, BUW is one of the leading institutions in Germany in terms of research. So far, 15 UM-Flint faculty have traveled to Wuppertal as part of the exchange. Professor Jurgen C. Wolter, University of Wuppertal, was welcomed as the Myron and Margaret Winegarden Visiting Professor at UM-Flint in 2013/2014. Associate Professor Greg Rybarczyk from Geography, Planning & Environment Department (College of Arts and Sciences) spent several months during Spring 2017 at BUW doing research on sustainable transportation. This fall, SOM Professor and Fulbright Scholar Yahid Lofti will spend his sabbatical at BUW. In addition, Dr. Yener Kandogan spent a six month sabbatical at BUW in 2014.

As the academic exchange officer and liaison for the program, Weimann has been working on raising the quality of the exchange through a more rigorous selection process and better preparation of students to confront challenges such as culture shock and differences in mentality and language. He has also secured the support of several companies, including Plante Moran, Webasto, and Arvato Systems, to provide ten $3,500 Applied Study Abroad Scholarships that can be used to cover expenses while students work or study abroad.

For more information about supporting study abroad scholarships in SOM, contact Melissa Stephens-Farrell at (810) 424-5480 or mstephens@umflint.edu.

Zena recently completed an internship at Arvato Systems in Cologne, Germany, as part of the exchange. She studied abroad in Poland as a sophomore and wanted to gain marketing experience working for a global corporation.

“I learned a lot about technology, broadcast, media and more,” said Eldaky. “It was a totally new area for me with challenging terminologies and concepts. I was able to implement some marketing strategies that I learned at UM-Flint into my marketing plans at work. In addition, I built a small strong network in Germany, picked up new marketing strategies and tools, and learned more about the corporate world than I would have by simply reading about it.

“Through SOM scholarships, I was able to travel abroad twice. SOM support made it possible for me to afford housing, enjoy a comfortable living style, and travel through Europe. I am very fortunate to have this opportunity, and I would definitely do it again!”

In June, a UM-Flint delegation, led by Chancellor Boren, traveled to Germany to represent the University of Michigan system at an alumni reception at the University of Bonn, connect with leadership at BUW’s campus, and visit internship sites where UM-Flint students are often placed (opposite page). The Palace of Parliament in Budapest was taken by Zena Eldaky during her study abroad in Europe (left).
Globalization of business has made it almost imperative that business students have some exposure to the strategies used at an international level. Equally important is to expose our students to diverse cultural experiences. That’s why the School of Management (SOM) encourages students to take advantage of study abroad opportunities, faculty-led trips, international internships, and exchange programs especially designed to prepare them for careers in our global economy.

In 2010, Professor Peeth Kartha, PhD, developed a study abroad course called “Emerging Economy of India” that included a trip to India in collaboration with the Alliance University in Bangalore. The course offered students an opportunity to learn about the dynamic economy of India as well as Bangalore, the capital of India’s southern Karnataka state. Bangalore is often recognized as the Silicon Valley of India.

During the trip, students had opportunities to communicate and exchange ideas with faculty members, students, and business professionals in India to experience Indian business practices and culture. The course also included visits to several companies including some of the leading IT companies such as Infosys. Based on feedback, the course was well received by students. It was offered four times in subsequent years.

“Study abroad programs provide our students with an opportunity to understand and personally experience the cultural and social diversity of the host country,” said Kartha. “The wonderment and pure excitement that I saw on the faces of our students on the various trips convinced me that this was a worthy endeavor to take up on.”

As Kartha continued organizing more study abroad programs, he often witnessed that, for each trip, one or two “eager and deserving students” had to cancel their plans at the last minute because of the high costs associated with international travel. He wanted to do something to help.

With the support of his wife, Pressna, Kartha began the process of establishing a scholarship. His immediate family, Drs. Pravina and Barun Brahma and Anjali and Rajit Basu, wanted to support this endeavor as a way of honoring their father’s legacy at UM-Flint. Their generous contribution made the Karthas’ gift eligible for the 1:2 Matching Gift Program offered on all three campuses.

“With contributions from our immediate family and partial matching funds received from the university, we are happy that the endowment will be able to support four scholarships of $1,000 each every year on an ongoing basis,” announced Kartha. “These scholarships are designed to help students who need additional financial help for international travel so that they can take part in the study abroad programs. Our students benefit immensely from this exposure to a global business arena.

“I have spent a major part of my productive years, over three decades, working for this university. I always considered this place as my second home. In comparison to how I and my family have benefited by being part of this university, this gift is a small pay back. Establishing such scholarships also makes our students feel that the faculty cares about them not just academically but also for their overall betterment.”

Professor Peeth Kartha

“Since so much of my career involves social media and communication, I’m hungry to learn as much as I can,” said Lindhurst. “However, technology is always changing and social media is still an emerging field, I just can’t find the education or formal training to satisfy this need.

“Then I thought, perhaps the best way to find what I was looking for was to ask other professionals. In college, the Entrepreneurs Society would have been the ideal forum to discuss about these kinds of issues. Why not create an organization for alumni and local entrepreneurs that offered the same opportunity?”

Lindhurst met with Witt and SOM Alumni Liaison Anna Swartz (BA, ‘08), about her idea. They acknowledged that a group like this was much needed and recognized its potential to positively impact alumni as well as students in the Entrepreneurs Society through training, mentorship, and other opportunities. They encouraged her to seek the support of the Genesee County Chamber of Commerce since an organization like this could benefit the community by building stronger ties between local businesses and professionals. They decided to call this organization Entrepreneurs Society Affinity (ESA).

“While it’s still in its early stages, I see ESA as an opportunity to give back to a community that has given so much to me,” said Lindhurst. “Flint and the Cultural Center are my home. There’s a lot of positive energy here; you can feel it. I believe ESA will give us the chance to work together and share what we’ve learned.

“The mentorship component between ESA and SOM helps to ensure the future of local entrepreneurship and allows alumni the opportunity to support student success. I was fortunate to have strong mentors who helped shape who I am today, I hope I can do the same for others.”

The new organization garnered the support of over 150 representatives from businesses, government entities, non-profits, UM-Flint and the community who attended its official launch at the Gala Affinity Dinner in April.

“Teresa is a tenacious competitor with extremely high standards of excellence in performance,” said Witt. “She has a deep commitment to the University, and it doesn’t surprise me at all that she is drawing such positive attention to SOM through her efforts with ESA. She is gathering like-minded people in the community, and I’m impressed with how everyone is working together.”

For now, Lindhurst is concentrating on her career at Giroue and continues to lay the groundwork for ESA. Her growing network includes professionals in Flint and Genesee County as well as those working on the west side of the state and even some outside of Michigan. Lindhurst also manages various social media outlets for her church, Our Lady of Lebanon, and “dabbles” in local politics.

And she hasn’t forgotten her first passion.

“When I get stressed or need a break from digital media, I immerse myself in music,” said Lindhurst. “This is where I find my escape.”
Teresa Lindhurst never imagined that she would grow up to become the founding leader of an organization for local entrepreneurs. She spent most of her youth immersed in music—performing at the Flint Institute of Music and teaching violin, viola, cello, and bass lessons at Grand Blanc Music. Eventually, her passion led to “behind-the-scenes work” planning and organizing events and sparked her interest in exploring business as a major in college.

“Although I had decided on business, I wasn’t really sure which direction I wanted to go,” said Lindhurst. “Sophomore year, I took Dr. Witt’s BUS 250 (Business Law) course. He was the advisor for the Entrepreneurs Society and encouraged me to attend a meeting. Getting involved with this organization ended up being one of the best decisions I made as a student! It opened my eyes to the different industries impacted by entrepreneurship and helped me realize what I wanted to do.”

For the next two and a half years, Lindhurst took on the role of managing the society’s website and social media, giving her hands-on experience in marketing. She dual majored in business administration and marketing while using her non-business electives to strengthen the technical and hands-on experience in marketing. She dual majored in business administration and marketing while using her non-business electives to strengthen the technical and communication skills she knew would be necessary after graduation.

“Words can’t describe how valuable my membership in the Entrepreneurs Society was to my success as a student and my future as a young professional,” said Lindhurst. “It gave me the opportunity to practice what I was learning in the classroom, and I learned how integral social media is to the communication strategies of an organization.”

The Entrepreneurs Society also helped me build a network of professional contacts. In fact, I landed my first job through another Entrepreneurs Society alumnus, Sean Tabor (BBA, ’16). He knew about a job opening at a company called SourceWorldWide, LLC that matched my qualifications. Within five days of forwarding my resume to them, they invited me in for an interview.

(SourceWorldWide, LLC, which has recently relocated from Fenton to the historic Dryden Building in downtown Flint, is what Lindhurst describes as a full service, digital marketing, and SaaS (Software as a Service) company. As a software development company, they developed the innovative and affordable web-to-print solution, PrintSites, to help modernize the print industry. It is complete with a content management system, product designer, SEO tools, and a white glove customer experience. This product empowers over 5000 eCommerce storefronts, including the entire The UPS Store network to sell and manage the sale of personalized products. Additionally, Source offers other tech-based services such as IT consulting, website hosting, and network solutions.

As the content specialist at Source, Lindhurst has many of the same responsibilities that she undertook as the VP of Marketing for Entrepreneurs Society. She is, in part, a content marketer, blog editor, SEO copywriter, and a social media manager. Lindhurst also plays a key role in helping the UX and Technology team implement solid copy principles and techniques to improve their website’s user experiences and their online shopping conversions.

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“The task of ‘selling’ the benefits of quantitative methods is made easier for graduate students since many of them have been using some techniques already at work,” Kartha also appreciated the opportunity to have a lasting impact on undergraduate students. He hopes his course taught students a logical step-by-step approach to problem solving, eased their fears about dealing with equations, and helped them realize that quantitative techniques are essential tools for business analysis.

“Teresa Lindhurst is a demonstration of the Karthas’ belief that the emerging international business environment calls for global competence in our business graduates,” said Melissa Stephens-Park, major gifts officer for UM-Flint. “Providing business students with an opportunity to immerse themselves in the culture and business environment of a host country helps them to achieve their highest potential.”

Kartha joined the faculty of UM-Flint in September of 1979. He holds a doctorate in statistics with a minor in industrial engineering from the University of Wisconsin at Madison. His decision to come to UM-Flint was based primarily on SOM’s vision for an MBA program. Kartha participated in each stage of the process, including curriculum development and negotiations with Ann Arbor on credit requirements.

“I especially enjoyed teaching in the MBA program,” said Kartha. “The task of ‘selling’ the benefits of quantitative methods is made easier for graduate students since many of them have been using some techniques already at work.”

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“I tried to prepare our undergraduate students by giving them confidence,” he said. “In fact, I learned from the thousands of students over the years that emotional mentorship from teachers was essential for their success. Seeing the sparkle in their eyes when they understand a difficult concept is very satisfying.”

Outside of his work at the university, Kartha has been an industrial consultant and developed and presented several workshops in statistical process control, Taguchi methods, and quality engineering. He has served as a member of the Board of Examiners for the Malcolm Baldrige National Quality Award for two years. He also served as a senior examiner for the Michigan Quality Leadership Award administered through the Michigan Quality Council for four years.

Presonna and Panthi Kartha, Ph.D., along with their immediate family Drs. Pana and Barun Brahmo and Angel and Nargh Badia recently established the Kartha Family Scholarship for Study Abroad. This scholarship provides support for SOM students who wish to study abroad through a faculty-led international experience.

For more information about the Entrepreneurs Society, visit clubs.umflint.edu/es.

BICENTENNIAL OPPORTUNITY MATCHING INITIATIVE

Student support is the highest priority of our Victors for Michigan-Flint campaign. To encourage transformative gifts from our faculty, staff, alumni and friends, the University of Michigan is offering the Bicentennial Opportunity Matching Initiative across all three campuses.

The Bicentennial Opportunity Matching Initiative can be applied to new or existing endowments ($50,000 or more) designated to support graduate, or professional scholarships on a university-wide basis or within a specific college, school, department, or program. Gifts can be pledged over five years, and funding will be matched $1 for every $2 committed. While financial need must be a primary consideration, donors may set other criteria (academic merit, special talents and interests, study abroad, field study, internship, or geographic origin of the recipient). Groups consisting of up to four donors/ households may pool their gifts for matching funds.

For more information, contact Melissa Stephens-Park at 810.487.5463 or mstephens@umflint.edu.
Sarah Razak (MBA, ’15; BBA, ’04) became “obsessed” with French macarons after trying them in Washington, DC, in the fall of 2009. They were difficult to make, as they require special equipment and ingredients, so Razak had to order them from businesses in California and New York. Three years later, she decided to make her own.

“I spent six months studying various methods and techniques,” said Razak, who lives and works in Flint. “My first batches were successful, so I gave them to friends and coworkers. People started asking how they could buy them.”

While Razak was encouraged by such a positive response to her tasty confections, she knew it would be difficult to sell them. Macarons need to be refrigerated, which meant Razak would have to be licensed and operate out of a commercial kitchen. Unlike other types of start-ups, she couldn’t make her product in her home; it had to be “an actual operation.”

“At the time, I was still in grad school with a full-time job,” she explained. “I worked on my business plan, looked into financing, and perfected my recipe and operations. I heard that the new Flint Farmers’ Market and community kitchen space was being built and realized that a major obstacle (finding commercial kitchen space) was now an opportunity.

After graduation, I had saved enough money, secured an investor, and found part-time work that enabled me to quit my full-time job and pursue my dream.”

Razak named her business, Gémeaux Macarons. Gémeaux (pronounced zhee-mo) is French for Gemini. Razak thought the name was fitting since you have to match “twin” biscuits when constructing the cookies. Not to be confused with macarons, macarons are comprised of two almond meringue biscuits held together by a jam, buttercream, ganache, fruit or cheese filling. Razak uses the French meringue method rather than the Italian meringue found in most commercial bakeries.

“This technique is more difficult but produces a better biscuit in terms of taste (more almond, less sugar), density, and texture,” she said.

Gémeaux Macarons are sold online (www.gemeauxmacarons.com) and at The Local Grocer, a downtown business that specializes in Michigan products and produce. It’s also where Razak purchases most of her supplies.

“Marketing through social media has been where I’ve seen the biggest impact,” said Razak. “I can reach a large audience for a small investment. Keep in mind that I’m selling a colorful dessert, so I make sure to use enticing photos with a clear message and target a specific demographic.”

Social responsibility is especially important to Razak. She has partnered with several Michigan producers and suppliers to obtain many of the natural, high quality ingredients (butter/milk, jams/preservatives, cheese, eggs, ice cream, coffee/tea) needed for her business. She also tries to reduce environmental impact and food waste when possible.

“I took an environmental science class that impacted the way I view sustainability as well as personal and corporate responsibility,” Razak explained. “So, when I had the opportunity to establish my corporate values, I wanted to address those issues and do what I could to create a responsible product and operations.”

To anyone considering starting their own business, Razak stresses that financing and cash flow are crucial to success.

“My financial background helped me make prudent estimates and cut costs through operational efficiencies rather than product quality,” she explained. “It’s important to ask how much debt you are willing to accumulate. Be conservative in your estimations and realistic in your goals.”

Razak has fond memories of UM-Flint and realizes how valuable her education has been to her business. She also welcomes the opportunity to pass on knowledge to someone who’s just starting out.

“My undergrad classes set the foundation for Gémeaux Macarons,” said Razak. “Then, the graduate program helped me hone my skills and business acumen. I became more confident in pitching my ideas, which was crucial to securing investors. After all, they are investing in you as much as your investment. I also had some wonderful professors who were more influential than they realize. They offered constructive feedback and helped me make connections. After graduation, Dr. Gregory Laurence put me in touch with Dr. Mark Simon, Professor of Entrepreneurship & Innovation and Director of Hageman Center for Entrepreneurship & Innovation, to speak to his undergrad class. I ended up staying and listening to three students’ pitches for an Entrepreneur Grant Competition. I got the opportunity to offer them direction and insight. It feels good to be able to pass on knowledge to someone who’s just starting out. Hopefully it helped them like my professors helped me.”

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Show students how downtown Flint is being transformed to support and encourage entrepreneurial ventures, as well as introduce the strong entrepreneurship program at the UM-Flint School of Management.

While entrepreneurs enter the business field from diverse educational backgrounds, a 2017 study by the Kauffman Foundation reveals that the number of college-educated entrepreneurs has increased from 23.7 to 30.1 percent. This makes entrepreneurs with college degrees the biggest educational category of new entrepreneurs in the US.

The School of Management (SOM) began offering a major in entrepreneurship and innovation management in the fall of 2015. This major blends the expertise of the school’s marketing and management faculty, and covers an array of issues, such as product design, business start-ups, technological innovation, marketing research, project management, and negotiation skills. The Hageman Center for Entrepreneurship & Innovation was established the same year. The Center is currently under the direction of Mark Simon, Ph.D, the Hageman-endowed professor of entrepreneurship and innovation.

SEI grew out of the Hageman Center’s goal of “increasing the University of Michigan-Flint community members, general interest in and awareness of the possibility of starting companies.” The Hageman Center plans to offer the SEI again next July.

For more information, visit umflint.edu/som/hageman-center-entrepreneurship-innovation.
This past July, the Hagerman Center for Entrepreneurship & Innovation welcomed high school juniors and seniors to campus for the second Summer Entrepreneurship Institute (SEI). Students spent three days attending lectures, visiting local businesses, listening to guest speakers, and working in groups to develop their project ideas and strengthen their presentation skills.

“The high school curriculum doesn’t typically include courses in entrepreneurship or innovation,” said Brian Blume, PhD, professor of organizational behavior & HR management, associate director of Hagerman Center for Entrepreneurship & Innovation. “The Summer Entrepreneurship Institute enables us to reach out to these students. Based on the evaluations, students seemed to think it was a fun and insightful experience.”

Blume and Dale Tuttle, a lecturer of management, were the primary instructors in this year’s SEI. The first day began with an introduction to entrepreneurship and idea generation followed by an exercise introducing students to creativity and design thinking. They discussed opportunity identification and formed teams based on several of the ideas generated. After lunch at the Flint Farmers’ Market, students went on a campus tour, participated in a session on competitive positioning, and worked with their teams on developing their projects.

On the second day, students visited SkyPoint Ventures where they met David Olilla, president and chief innovation officer, and Bryce Moe, managing director. They returned to campus to discuss the role of customers (Who are they? Why do they do what they do? How much will they pay?), the role of competitors, and the role of the entrepreneur. They ate lunch at Riverfront, then listened to guest lecturer Sharina Jones, President of Think Beyond the Chair, talk about the role of vendors and starting a business out of necessity. During the afternoon, students learned how to estimate profits and how to incorporate this information into their team projects.

The final day opened with guest speaker Darrin Hanna, founder of NextStep Solutions. Hanna discussed his experiences with the company, which he started while still in high school. Next, students attended a session that addressed marketing, where they developed logos and slogans. The session also explained the expectations for the group presentations. After lunch in the University Pavilion, students attended lectures on feasibility analysis and critical risk factors. The day ended with the group presentations and a question and answer session.

“I think the camp was effective in introducing students to entrepreneurship and helping them to develop an entrepreneurial mindset,” said Blume. “We also were able to

"The Ferris Wheel offers the city of Flint with endless opportunities. The co-working space and innovation hub will attract a variety of people from all over and foster chance encounters, innovative thinking, and collaboration that will positively impact Flint’s atmosphere.”

Adham Habbas is another UM-Flint student who has been able to apply what he’s learned in the School of Management to SkyPoint Ventures and the launch of the Ferris Wheel. Habbas, a double major in finance and economics, is a student project manager at SkyPoint Ventures. He works as a team leader to guide clients’ products through the development process into operation.

“While working at SkyPoint Ventures, I’ve been able to meet and work with some incredible people who have helped me strengthen my analytical skills,” said Habbas. “The goal for the Ferris Wheel is to create and strengthen Flint’s business network and spur innovation, as it will host the 100k Ideas program.”

100k ideas is the innovation platform housed inside the Ferris Wheel that will offer startups support from concept to commercialization.

The Ferris Wheel offers affordable memberships for local students which include wifi, 24/7 access, and conference room credits. It provides them with a creative workspace in the center of Flint, encouraging academic success and entrepreneurial thinking. For more information about the Ferris Wheel, visit ferriswheelflint.com.
Steve Whitener (BBA, ’77) hasn’t forgotten the support he received as a college student at UM-Flint in the 1970s. He was slated to graduate with a bachelor’s degree in business. He worked 32 to 40 hours a week at Kroger to help pay for school, but as a senior, he struggled to pay for college, along with basics like groceries, gasoline, and rent.

“I ran out of money. I thought, ‘I am literally broke. I can’t continue and this is my senior year’,” Whitener said.

But university officials helped Whitener land a series of scholarships. Several of them came from small organizations or clubs. This helped Whitener to stay in school and graduate in 1977.

“It astonished me that these groups existed, let alone donated to the university so some struggling student could get to the finish line,” Whitener said, who has carved out a long and successful business career, including founding multiple companies.

“So my message to the students is don’t forget how you got here,” Whitener said. “When you get here and things go right for you, remember who helped you.”

Whitener said his UM-Flint education helped him in his career.

“The value and horsepower of a Michigan degree, whether you got your degree in Flint, Ann Arbor, or Dearborn, is powerful worldwide,” Whitener said. “I learned that early on. It is a very recognizable accomplishment.”

Whitener recently expressed his gratitude to the university with a $750,000 donation to the School of Management (SOM). The donation enabled SOM to establish the Stephen A. Whitener Scholarship for Innovators.

Whitener Scholars will be School of Management students, with preference given to forward thinking students who have already started a business or who show a serious intent or serious interest in starting a business.

The first Whitener Scholar, student Nicholas Matthies, receives this scholarship in the fall.

Whitener said the scholarship is intended to leverage and support the talent on campus.

“The students here are some of the brightest I’ve ever met,” Whitener said. “It is fascinating how bright they are.”

SOM Dean Scott Johnson said Whitener’s donation “provides vital financial support for some of our top entrepreneurship students.”

“We are very appreciative and humbled by Mr. Whitener’s support and trust in his alma mater,” said Johnson. “This gift helps cement our reputation for being a business school that supports outstanding students with a keen interest in developing their own companies.”

Whitener visited campus last December, and spoke to SOM students about his business career and keys to entrepreneurial success at an event sponsored by the university’s Hagerman Center for Entrepreneurship and Innovation, and by the student Entrepreneurs Society.

“When he visited campus, we had a room full of students who were listening carefully to Steve’s description of his career as an entrepreneur,” Johnson said. “They were totally focused on his very personal message which can rightfully be described as someone who has achieved the American dream.”

Matthies, marketing director of the Entrepreneurs Society, said he found Whitener’s words and life story inspirational.

“He really inspired my entrepreneurial drive. He was passionate and had a ‘just do it’ mentality and he spoke a lot about just going out and doing. That was a big issue for me. Getting from the thought to the action and his speech really helped me to realize that nothing is going to happen unless you actually do it. You have to create the opportunities, make them happen,” said Matthies.

“That’s what I really got from listening to him speak and it made me realize there’s no time better than the present to get started. I’m so grateful for his donation and I couldn’t be happier about what he’s doing for both me and the school. It’s really amazing the way he’s giving back.”

Matthies preferred not to disclose his business idea but said the scholarship will enable him to pursue his ideas.

Whitener’s entrepreneurial approach dates back to his youth in Pontiac. Around 7 years-old, he would collect cans and bottles tossed aside by workers from a nearby factory and cash them in at a corner shop. Over time, he had enough saved to give small short-term loans to neighbors. In college, he started buying real estate, and has continued this business mindset throughout his career.

“I have always been a business minded guy,” Whitener said. “I see opportunities wherever I look.”

In the early 1970’s he saw UM-Flint as one of those opportunities, and enrolled in 1973.

“It was a very warm and cordial community,” Whitener said. “Academically, I learned a little bit from every class I took, and it paid off over the years. The more you know, the easier life is going to be. Learn all you can now; it makes all your life easier.”

After graduating, Whitener purchased several real estate properties, and had a successful career in sales, including at Westinghouse Electric Co., Eaton Cutler Hammer, Firelli International, and Anixter.

Whitener founded National Systems Installers in 1993 to provide infrastructure services to companies. In 1999, he founded Nuspire Networks, which offers managed IT security services to companies. He is chairman of the board of National Systems Installers, and former chairman of Nuspire, a multimillion dollar company he sold in 2016.

Whitener said he plans on continuing to build on his relationship with his alma mater.

“The professors are world class. The students that come out of here are world class,” Whitener said. “I think the combination of the grit of the city of Flint, and the horsepower of the University of Michigan-Flint, that combination is a very powerful duo.”
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“I think the camp was effective in introducing students to entrepreneurship and helping them to develop an entrepreneurial mindset,” said Blume. “We also were able to support and encourage entrepreneurial ventures, as well as introduce the strong entrepreneurship program at the UM-Flint School of Management.”

Professor Brian Blume

The camp was effective in introducing students to entrepreneurship and helping them to develop an entrepreneurial mindset. We also were able to show students how downtown Flint is being transformed to entrepreneurship and helping them to develop an “I think the camp was effective in introducing students to entrepreneurship and helping them to develop an entrepreneurial mindset,” said Blume.

Brian Blume, PhD, leads a classroom session during the 2017 Student Entrepreneurship Institute.

**Summer Entrepreneurship Institute Enriches Student Aspirations**

By Kim Laux, MA

SOM STUDENTS HELP TO LAUNCH INNOVATION HUB AND FRR: ENTREPRENEURS TO FLINT

By Jacinda Kitti

Born in 2014 through Phil and Jocelyn Hagerman’s continuous efforts to revitalize the community of Flint, Skypoint Ventures began investing in promising local entrepreneurs by providing a space for those companies to grow. Skypoint Ventures is not a venture capitalist or real estate company, but rather, is in the business of ideas, “making things happen and following through in all its forms, from the physical to the intangible.”

Skypoint Ventures recently launched a new venture and innovation hub called the Ferris Wheel. The Ferris Wheel is a seven-floor office space located in the Ferris Furs building that is dedicated to economic growth within Flint. Beyond modern amenities, accessibility, and its professional atmosphere, the Ferris Wheel provides business hospitality services to professionals, freelancers, and startups looking for a place to set up shop and network with thinkers alike. The Ferris Wheel will host entrepreneurs in a range of stages, from napkin-sketch to prototype, while offering standard and premium business amenities and services such as customization spaces, conference rooms, and online member network for a monthly rent. This space is not solely exclusive to startups; national and international brands have expressed interest in utilizing this space. The leadership of Skypoint Ventures has recruited young and talented students both local and from across the country to manage and develop the launch of the Ferris Wheel.

David Olilla, president and chief innovation officer of Skypoint Ventures, said, “There’s a new generation of young, hard-working individuals who are determined to make a positive impact in Flint. Many of these individuals study at UM-Flint, and they have been essential to launching the Ferris Wheel. The students who work at Skypoint don’t just view the Ferris Wheel as a job or a project. Instead they are helping reconstruct the community that their family, friends, co-workers, and they themselves are a part of.”

The launch of this innovation hub can be greatly attributed to the dedication of local university students. Students from UM-Flint’s School of Management (SOM) have provided invaluable business and marketing perspectives.

Ariees Spangler is one of those essential students working at Skypoint Ventures. She is a student marketing specialist at Skypoint and a senior at UM-Flint majoring in marketing. Her role at Skypoint involves collaborating with other student specialists to develop brand awareness and handle marketing efforts for the Ferris Wheel. Spangler develops and manages all social media accounts for the company and has achieved vast online presence for the new innovation hub.

“Helping with the development of the Ferris Wheel has allowed me to touch on multiple areas of business and broaden my knowledge while also working directly in my field of study,” said Spangler. “I’ve had the chance to experience the many steps required to start a business and see what it is like to work with a brand that has no established image. The Ferris Wheel will provide the city of Flint with endless opportunities. The co-working space and innovation hub will attract a variety of people from all over and foster chance encounters, innovative thinking, and collaboration that will positively impact Flint’s atmosphere.”

Spangler believes the Ferris Wheel will empower and inspire the community by bringing people, dreams, and ideas together.

Adham Habbas is another UM-Flint student who has been able to apply what he’s learned in the School of Management to Skypoint Ventures and the launch of the Ferris Wheel. Habbas, a double major in finance and economics, is a student project manager at Skypoint Ventures. He works as a team leader to guide clients’ projects through the development process into operation.

“While working at Skypoint Ventures, I’ve been able to meet and work with some incredible people who have helped me strengthen my analytical skills,” said Habbas. “The goal for the Ferris Wheel is to create and strengthen Flint’s business network and spur innovation, as it will host the 100K Ideas program.”

100K ideas is the innovation platform housed inside the Ferris Wheel that will offer startups support from concept to commercialization. The Ferris Wheel offers affordable memberships for local students which include wifi, 24/7 access, and conference room credits. It provides them with a creative workspace in the center of Flint, encouraging academic success and entrepreneurial thinking. For more information about the Ferris Wheel, visit ferriswheelflint.com.
Sarah Razak (MBA, ’15; BBA, ’04) became “obsessed” with French macarons after trying them in Washington, DC, in the fall of 2009. They were difficult to make, as they require special equipment and ingredients, so Razak had to order them from businesses in California and New York. Three years later, she decided to make her own.

“I spent six months studying various methods and techniques,” said Razak, who lives and works in Flint. “My first batches were successful, so I gave them to friends and coworkers. People started asking how they could buy them.”

While Razak was encouraged by such a positive response to her tasty confections, she knew it would be difficult to sell them. Macarons need to be refrigerated, which meant Razak would have to be licensed and operate out of a commercial kitchen. Unlike other types of start-ups, she couldn’t make her product in her home; it had to be “an actual operation.”

“At the time, I was still in grad school with a full-time job,” she explained. “I worked on my business plan, looked into financing, and perfected my recipe and operations. I heard that the new Flint Farmers’ Market and community kitchen space was being built and realized that a major obstacle (finding commercial kitchen space) was now an opportunity. After graduation, I had saved enough money, secured an investor, and found part-time work that enabled me to quit my full-time job and pursue my dream.”

Razak named her business, Gémeaux Macarons. Gémeaux (pronounced zhee-mo) is French for Gemini. Razak thought the name was fitting since you have to match “twin” biscuits when constructing the cookies. Not to be confused with macarons, macarons are comprised of two almond meringue biscuits held together by a jam, buttercream, ganache, jelly, or cheese filling. Razak uses the French meringue method rather than the Italian meringue found in most commercial bakeries.

“This technique is more difficult but produces a better biscuit in terms of taste (more almond, less sugar), density, and texture,” she said.

Gémeaux Macarons are sold online (www.gemeauxmacarons.com) and at The Local Grocer, a downtown business that specializes in Michigan products and produce. It’s also where Razak purchases most of her supplies.

“Marketing through social media has been where I’ve seen the biggest impact,” said Razak. “I can reach a large audience for a small investment. Keep in mind that I’m selling a colorful dessert, so I make sure to use enticing photos with a clear message and target a specific demographic.”

Social responsibility is especially important to Razak. She has partnered with several Michigan producers and suppliers to obtain many of the natural, high quality ingredients (butter/milk, jams/preservatives, cheese, eggs, ice cream, coffee/tea) needed for her business. She also tries to reduce environmental impact and food waste when possible.

“I took an environmental science class that impacted the way I view sustainability as well as personal and corporate responsibility,” Razak explained. “So, when I had the opportunity to establish my corporate values, I wanted to address those issues and do what I could to create a responsible product and operations.”

To anyone considering starting their own business, Razak stresses that financing and cash flow are crucial to success.

“My financial background helped me make prudent estimates and cut costs through operational efficiencies rather than product quality,” she explained. “It’s important to ask how much debt you are willing to accumulate. Be conservative in your estimations and realistic in your goals.”

Razak has fond memories of UM-Flint and realizes how valuable her education has been to her business. She also welcomes the opportunity to pass on information and insight to a new wave of entrepreneurs.

“My undergrad classes set the foundation for Gémeaux Macarons,” said Razak. “Then, the graduate program helped me hone my skills and business acumen. I became more confident in pitching my ideas, which was crucial to securing investors. After all, they are investing in you as much as you are investing in yourself.”

“I also had some wonderful professors who were more influential than they realize. They offered constructive feedback and helped me make connections. After graduation, Dr. Gregory Laurence put me in touch with Dr. Mark Simon, Professor of Entrepreneurship & Innovation and Director of Hagerman Center for Entrepreneurship & Innovation, to speak to his undergrad class. I ended up staying and listening to three students’ pitches for an Entrepreneur Grant Competition. I got the opportunity to offer them direction and insight. It feels good to be able to pass on knowledge to someone who’s just starting out. Hopefully it helped them like my professors helped me.”

show students how downtown Flint is being transformed to support and encourage entrepreneurial ventures, as well as introduce the strong entrepreneurship program at the UM-Flint School of Management.

While entrepreneurs enter the business field from diverse educational backgrounds, a 2017 study by the Kauffman Foundation reveals that the number of college-educated entrepreneurs has increased from 23.7 to 30.1 percent. This makes entrepreneurs with college degrees the biggest educational category of new entrepreneurs in the US.

The School of Management (SOM) began offering a major in entrepreneurship and innovation management in the fall of 2015. This major blends the expertise of the school’s marketing and management faculty, and covers an array of issues, such as product design, business start-ups, technological innovation, marketing research, project management, and negotiation skills. The Hagerman Center for Entrepreneurship & Innovation was established the same year. The Center is currently under the direction of Mark Simon, PhD, the Hagerman-endowed professor of entrepreneurship and innovation.

SEI grew out of the Hagerman Center’s goal of “increasing the University of Michigan-Flint community members’ general interest in and awareness of the possibility of starting companies.” The Hagerman Center plans to offer the SEI again next July.

For more information, visit umflint.edu/som/hagerman-center-entrepreneurship-innovation.
For the next two and a half years, industries impacted by entrepreneurship and helped me. Although I had decided on business, I wasn’t really sure interest in exploring business as a major in college. As the content specialist at iSource, I helped the UX and Technology team implement solid copy and network solutions. Additionally, iSource offers other tech-based services such as IT consulting, website hosting, and network solutions. As the content specialist at iSource, Lindhurst has many of the same responsibilities that she undertook as the content manager. Lindhurst also plays a key role in helping the UX and Technology team implement solid copy principles and techniques to improve their website’s user experiences and their online shopping conversions.

The Entrepreneurs Society has students the opportunity to apply what they are learning in the School of Management (SOM) to the real world. In addition to collaborating with the Entrepreneurs Society Affinity on the Gala Affinity Dinner, last year’s events included: Business Brews networking events at Flint-based brewery, Tenacity; the Business Pitch Competition; the Case Competition; and the CEO Conference. The society’s president, Brian Halpin, worked with CEO of Beacon and Bridge gas stations to develop a marketing campaign to stop State legislation that threatened medium-sized businesses in Michigan.

ENTREPRENEURS SOCIETY
The Entrepreneurs Society is a student organization established by Lecturer Michael Witt, PhamD, JD, in 2008 to encourage entrepreneurial activities at UM-Flint. Its mission is “to foster creativity and innovation by and between the university’s faculty, staff, students, and the community in which we live.” This mission is accomplished through discussion sessions, invited lectureship, practical business-oriented experiences, and research efforts.

The Entrepreneurs Society gives students the opportunity to apply what they are learning in the School of Management (SOM) to the real world. In addition to collaborating with the Entrepreneurs Society Affinity on the Gala Affinity Dinner, last year’s events included: Business Brews networking events at Flint-based brewery, Tenacity; the Business Pitch Competition; the Case Competition; and the CEO Conference. The society’s president, Bryan Halpin, worked with CEO of Beacon and Bridge gas stations to develop a marketing campaign to stop State legislation that threatened medium-sized businesses in Michigan.

For more information about the Entrepreneurs Society, visit clubs.umflint.edu/es.

“Although I had decided on business, I wasn’t really sure which direction I wanted to go,” said Lindhurst. “Sophomore year, I took Dr. Witt’s BUS 250 (Business Law) course. He was the advisor for the Entrepreneurs Society and encouraged me to attend a meeting. Getting involved with this organization ended up being one of the best decisions I made as a student! It opened my eyes to the different industries impacted by entrepreneurship and helped me realize what I wanted from my education.”

For the next two and a half years, Lindhurst took on the role of managing the society’s website and social media, giving her hands-on experience in marketing. She dual majored in business administration and marketing while using her non-business electives to strengthen the technical and communication skills she knew would be necessary after graduation.

“Words can’t describe how valuable my membership in the Entrepreneurs Society was to my success as a student and my future as a young professional,” said Lindhurst. “It gave me the opportunity to practice what I was learning in the classroom, and I learned how integral social media is to the communication strategies of an organization.

“The Entrepreneurs Society also helped me build a network of professional contacts. In fact, I landed my first job through another Entrepreneurs Society alumnus, Sean Tabor (BBA, ’16). He knew about a job opening at a company called SourceWorldwide, LLC that matched my qualifications. Within five days of forwarding my resume to them, they invited me in for an interview.” (SourceWorldwide, LLC, which has recently relocated from Fenton to the historic Dryden Building in downtown Flint, is what Lindhurst describes as a full service, digital marketing, and SaaS (Software as a Service) company. As a software development company, they developed the innovative and affordable web-to-print solution, PrintSites, to help modernize the print industry. It is complete with a content management system, product designer, SEO tools, and a white glove customer experience. This product empowers over 5000 eCommerce storefronts, including the entire UP Store network to sell and manage the sale of personalized products. Additionally, Source offers other tech-based services such as IT consulting, website hosting, and network solutions.

As the content specialist at Source, Lindhurst has many of the same responsibilities that she undertook as the content manager. Lindhurst also plays a key role in helping the UX and Technology team implement solid copy principles and techniques to improve their website’s user experiences and their online shopping conversions.

“The task of ‘selling’ the benefits of quantitative methods is made easier for graduate students since many of them have been using some techniques already at work,” said Melissa Stephens-Farrell, major gifts officer for UM-Flint. “Kartha joined the faculty of UM-Flint in September of 1979. He holds a doctorate in statistics with a minor in industrial engineering from the University of Wisconsin at Madison. His decision to come to UM-Flint was based primarily on SOM’s vision for an MBA program. Kartha participated in each stage of the process, including curriculum development, and negotiations with Ann Arbor on credit requirements.

“I especially enjoyed teaching in the MBA program,” said Kartha. “The task of ‘selling’ the benefits of quantitative methods is made easier for graduate students since many of them have been using some techniques already at work.”

Kartha also appreciated the opportunity to have a lasting impact on undergraduate students. He hopes his course taught students a logical step-by-step approach to problem solving, eased their fears about dealing with equations, and helped them realize that quantitative techniques are essential tools for business analysis.

“I tried to prepare our undergraduate students by giving them confidence,” he said. “In fact, I learned from the thousands of students over the years that emotional mentorship from teachers was essential for their success. Seeing the sparkle in their eyes when they understand a difficult concept is very satisfying.”

Outside of his work at the university, Kartha has been an industrial consultant and developed and presented several workshops in statistical process control, Taguchi methods, and quality engineering. He has served as a member of the Board of Examiners for the Malcolm Baldrige National Quality Award for two years. He also served as a senior examiner for the Michigan Quality Leadership Award administered through the Michigan Quality Council for four years.

Presso and Paithi Kartha, Ph.D., along with their immediate family (Mr. Parnass and Baron Brahno and Angel and Night Blackburn) recently established the Kartha Family Scholarship for Study Abroad. This scholarship provides support for UM students who wish to study abroad through a faculty-led international experience.

BICENTENNIAL OPPORTUNITY MATCHING INITIATIVE
Student support is the highest priority of our Victors for Michigan-Flint campaign. To encourage transformative gifts from our faculty, staff, alumni, friends, the University of Michigan is offering the Bicentennial Opportunity Matching Initiative across all three campuses.

The Bicentennial Opportunity Matching Initiative can be applied to new or existing endowments ($50,000 to $1 million) designated to support undergraduate, graduate, or professional scholarships on a university-wide basis or within a specific college, school, department, or program. Gifts can be pledged over five years, and funding will be matched $1 for every $2 committed. While financial need must be a primary consideration, donors may set other criteria (academic merit, special talents and interests, study abroad, field study, internship, or geographic origin of the recipient). Groups consisting of up to four donors/ households may pool their gifts for matching funds.

For more information, contact Melissa Stephens-Farrell at 810-487-5643 or melissa.stephens-farrell@umflint.edu.
Globalization of business has made it almost imperative that business students have some exposure to the strategies used at an international level. Equally important is to expose our students to diverse cultural experiences. That’s why the School of Management (SOM) encourages students to take advantage of study abroad opportunities, faculty-led trips, international internships, and exchange programs specially designed to prepare them for careers in our global economy.

In 2010, Professor Peeth Kartha, PhD, developed a study abroad course called “Emerging Economy of India” that included a trip to India in collaboration with the Alliance University in Bangalore. The course offered students an opportunity to learn about the dynamic economy of India as well as Bangalore, the capital of India’s southern Karnataka state. Bangalore is often recognized as the Silicon Valley of India.

During the trip, students had opportunities to communicate and exchange ideas with faculty members, students, and business professionals in India to experience Indian business practices and culture. The course also included visits to several companies including some of the leading IT companies such as Infosys. Based on feedback, the course was well received by students. It was offered four times in subsequent years.

“Study abroad programs provide our students with an opportunity to understand and personally experience the cultural and social diversity of the host country,” said Kartha. “The wonderment and pure excitement that I saw on the faces of our students on the various trips convinced me that this was a worthy endeavor to take up on.”

As Kartha continued organizing more study abroad programs, he often witnessed that, for each trip, one or two “eager and deserving students” had to cancel their plans at the last minute because of the high costs associated with international travel. He wanted to do something to help.

With the support of his wife, Pressna, Kartha began the process of establishing a scholarship. His immediate family, Drs. Payna and Barun Brahma and Anjali and Rajit Basu, wanted to support this endeavor as a way of honoring their father’s legacy at UM-Flint. Their generous contribution made the Karthas’ gift eligible for the 1:2 Matching Gift Program offered on all three campuses.

“Wealth contributions from our immediate family and partial matching funds received from the university, we are happy that the endowment will be able to support four scholarships of $1,000 each every year on an ongoing basis,” announced Kartha. “These scholarships are designed to help students who need additional financial help for international travel so that they can take part in the study abroad programs. Our students benefit immensely from this exposure to a global business arena.

“I have spent a major part of my productive years, over three decades, working for this university. I always considered this place as my second home. In comparison to how I and my family have benefited by being part of this university, this gift is a small pay back. Establishing such scholarships also makes our students feel that the faculty cares about them not just academically but also for their overall betterment.”

Professor Peeth Kartha

“Since so much of my career involves social media and communication, I’m hungry to learn as much as I can,” said Lindhurst. “However, technology is always changing and social media is still an emerging field. I just can’t find the education or formal training to satisfy this need.

“Then I thought, perhaps the best way to find what I was looking for was to ask other professionals. In college, the Entrepreneurs Society would have been the ideal forum to discuss about these kinds of issues. Why not create an organization for alumni and local entrepreneurs that offered the same opportunity?”

Lindhurst met with Witt and SOM Alumni Liaison Anna Swartz (BA, ’08), about her idea. They acknowledged that a group like this was much needed and recognized its potential to positively impact alumni as well as students in the Entrepreneurs Society through training, mentorship, and other opportunities. They encouraged her to seek the support of the Genesee County Chamber of Commerce since an organization like this could benefit the community by building stronger ties between local businesses and professionals. They decided to call this organization Entrepreneurs Society Affinity (ESA).

“While it’s still in its early stages, I see ESA as an opportunity to give back to a community that has given so much to me,” Lindhurst said. “Flint and the Cultural Center are my home. There’s a lot of positive energy here; you can feel it! I believe ESA will give us the chance to work together and share what we’ve learned.

“The mentorship component between ESA and SOM helps to ensure the future of local entrepreneurship and allows alumni the opportunity to support student success. I was fortunate to have strong mentors who helped shape who I am today. I hope I can do the same for others.”

The new organization garnered the support of over 150 representatives from businesses, government entities, non-profits, UM-Flint and the community who attended its official launch at the Gala Affinity Dinner in April.

“Teresa is a tenacious competitor with extremely high standards of excellence in performance,” said Witt. “She has a deep commitment to the University, and it doesn’t surprise me at all that she is drawing such positive attention to SOM through her efforts with ESA. She is gathering like-minded people in the community, and I’m impressed with how everyone is working together.”

For now, Lindhurst is concentrating on her career at Source and continues to lay the groundwork for ESA. Her growing network includes professionals in Flint and Genesee County as well as those working on the west side of the state and even some outside of Michigan. Lindhurst also manages various social media outlets for her church, Our Lady of Lebanon, and “dabbles” in local politics. And she hasn’t forgotten her first passion.

“When I get stressed or need a break from digital media, I immerse myself in music,” said Lindhurst. “This is where I find my escape.”

ENTREPRENEURS SOCIETY AFFINITY

Last April, over 150 representatives from businesses, government entities, non-profits, UM-Flint, and the community came together to celebrate the birth of the Entrepreneurs Society Affinity (ESA). Local entrepreneur, Teresa Lindhurst (’10), formed the organization in partnership with the School of Management and the Flint and Genesee Chamber of Commerce.

ESA welcomes the interest of SOM alumni and local business professionals. Benefits of membership include:

• Networking with other innovative professionals
• Furthering education/training in business-related topics through classes (offered monthly)
• Sharing/finding mentorship opportunities
• Mentoring students and recent SOM graduates

If you would like to learn more about ESA, contact Teresa Lindhurst at tblindhurst@mail.com.

Lindhurst launched the Entrepreneurs Society Affinity at the Gala Affinity Dinner.

“I have spent a major part of my productive years, over three decades, working for this university. I always considered this place as my second home. In comparison to how I and my family have benefited by being part of this university, this gift is a small pay back. Establishing such scholarships also makes our students feel that the faculty cares about them not just academically but also for their overall betterment.”

Professor Peeth Kartha
DOUGLAS SWIFT  
BBA, ’17  
FULL-TIME INVESTMENT TRADER (FLINT, MI)  
CO-FOUNDER OF THE ONE PERCENT (ONLINE TRADING COMMUNITY)

BY KIM LAUK, MA

A little over a year ago, Douglas Swift (BBA, ’17) and his brother-in-law decided to invest in the buying and selling of used cars. He was shocked at how quickly he could make “pretty good money” while juggling a 15-credit course load. After hearing how well Swift was doing, his father asked him if he ever considered investing in the stock market. This question ignited Swift’s passion for finance and eventually led to the conception of the online trading community, The One Percent.

“I immediately took an interest in learning everything about the stock market—the newest economic trends, the latest technologies, and so much more,” Swift recalled. “I actively sought out conversations with other people interested in stocks. Even now, I enjoy talking about trading and investments as much as possible.”

Swift discovered an organization on campus, the Financial Management Association (FMA), which connected him with other like-minded students. As a member of FMA, he had the opportunity to help manage the organization’s stock portfolio. Swift learned how to use the Bloomberg terminals on campus to articulate why certain investments were good decisions.

“FMA generates a lot of excitement from students because it allows you to trade without risking real money), and treat it as if it were coming straight out of your bank account.”

Using the terminals, Swift predicted that Nvidia would be a smart addition to FMA’s portfolio. He suggested this to the group, and they voted in favor of his idea. Swift presented his recommendation to Stephens and Dean Johnson. It was this data that illustrated why the investment was smart.

“Two days after we invested in Nvidia, people started selling off their shares. But we remained firm in our decision, and it paid off. Nvidia is up over 65% year to date, and the FMA’s position in NVDA is up over 45 percent.”

As Swift became more adept at navigating the financial arena, he was interested in creating an online trading community where people could communicate and share information as it happened throughout the day. He started a group text, which later evolved into a What’s App chat. The chat soon became too large and disorganized. As requests for membership increased, Swift and his business partner, Collins Vakayil, decided to host the community on Discord, a free voice and text chat used primarily by gamers.

“Instead of having to fund our idea and cover the costs of a server, domain, and Web maintenance, we felt it was better to use an existing app to host the server and our community for free,” said Swift.

Swift and Vakayil named this community The One Percent. This social networking platform connects stock traders who research, analyze, and share information on equities. Al-Madlan and Habbas got involved by taking on roles as “analyst for economic events” and “long-term investing strategist” within the community.

“So far, the response has been excellent,” said Swift. “The One Percent has grown to over 200 invited members in six months and has received the attention of several financial bloggers. While we don’t give recommendations, we do talk about when things are happening. Our members like sharing pics of what they’re buying. Screen shots I’ve seen only confirm that there have been three or four different traders and investors who invested over $200,000 at various times based on information shared by our community.”

“If I were to offer one piece of advice to someone interested in getting into day trading, it would be to devote plenty of time into doing it. The amount of time it takes to learn the technical factors alone (used to make decisions regarding when to buy or sell) will take weeks or even months. Consider signing up for a paper trading account (a trading service that allows you to trade without risking real money), and treat it as if it were coming straight out of your bank account.”

research collaboration. According to Weimann, BiUW is one of the leading institutions in Germany in terms of research. So far, 15 UM-Flint faculty have traveled to Wuppertal as part of the exchange. Professor Jürgen C. Wolter, University of Wuppertal, was welcomed as the Myron and Margaret Winegard Visiting Professor at UM-Flint in 2013/2014. Associate Professor Greg Rybarczyk from Geography, Planning & Environment Department (College of Arts and Sciences) spent several months during Spring 2017 at BiUW doing research on sustainable transportation. This fall, SOM Professor and Fulbright Scholar Yahid Lofti will spend his sabbatical at BiUW. In addition, Dr. Yener Kandogan spent a six month sabbatical at BiUW in 2014.

As the academic exchange officer and liaison for the program, Weimann has been working on raising the quality of the exchange through a more rigorous selection process and better preparation of students to confront challenges such as culture shock and differences in mentality and language. He has also secured the support of several companies, including Plante Moran, Webasto, and Arvato Systems, to provide ten $3,500 Applied Study Abroad Scholarships that can be used to cover expenses while students work or study abroad.

STUDENT REFLECTIONS

ZENA ELKADY  
Marketing student

Zena recently completed an internship at Arvato Systems in Cologne, Germany, as part of the exchange. She studied abroad in Poland as a sophomore and wanted to gain marketing experience working for a global corporation.

“I learned a lot about technology, broadcast, media and more,” said Elkady. “It was a totally new area for me with challenging terminologies and concepts. I was able to implement some marketing strategies that I learned at UM-Flint into my marketing plans at work. In addition, I built a small strong network in Germany, picked up new marketing strategies and tools, and learned more about the corporate world than I would have by simply reading about it.”

“Through SOM scholarships, I was able to travel abroad twice. SOM support made it possible for me to afford housing, enjoy a comfortable living style, and travel through Europe. I am very fortunate to have this opportunity, and I would definitely do it again!”

In June, a UM-Flint delegation, led by Chancellor Borrego, traveled to Germany to represent the University of Michigan system at an Alumni reception at the University of Bonn, connect with leadership at BiUW’s campus, and visit internship sites where UM-Flint students are often placed (opposite page). The Palace of Parliament in Budapest as taken by Zena Elkady during her study abroad in Europe (left).
SOM ABROAD

UM-FLINT EXPANDS PARTNERSHIP WITH Bergische Universität Wuppertal

BY KIM LAUX, MA

Over the past year, leaders at UM-Flint and Bergische Universität Wuppertal (BUW) in North Rhine-Westphalia, Germany, organized visits between delegations from both campuses to explore ways of strengthening their ongoing partnership. While student exchanges between the two universities have been successful, they hope to expand the partnership by offering more faculty exchanges and opportunities for research collaboration.

“Our chief goal with this trip was to expand and strengthen our partnership with the German university, a collaboration that benefits both our students and faculty,” said Chancellor Susan E. Borrego in a Board of Regents Update in June. One of the visits took place last fall. Lambert T. Koch, president (rector) of Bergische Universität Wuppertal, along with a physics and chemistry professor and International Office representative, visited UM-Flint to meet with university officials. Then in June, a UM-Flint delegation, led by Chancellor Borrego, traveled to Germany to represent the University of Michigan system at an alumni reception at the University of Bonn, connect with leadership at BUW’s campus, and visit internship sites where UM-Flint students are often placed.

“The involvement of Chancellor Borrego and Provost Douglas Knerr is a sign to our students and faculty that the University is embracing the value of a global education—not just teaching about it in the classroom, but helping them experience it firsthand,” said Claus Wemann, academic exchange officer at UM-Flint and chief liaison between the two institutions. “Such experiences shape the way we think about life, work, culture, and communication. It’s refreshing to see how people change after working or studying abroad.”

Since the partnership between UM-Flint and BUW began in 2012, over 75 students (43 from UM-Flint) have participated in exchanges between the two universities. UM-Flint honors students have worked in the biology and chemistry labs in Wuppertal, and School of Management students have worked summer internships at German companies involved in the partnership. Thirty-six students from University of Wuppertal have taken courses at UM-Flint.

“Such experiences shape the way we think about life, work, culture, and communication. It’s refreshing to see how people change after working or studying abroad.”

Academic Exchange Officer Claus Wemann

Future efforts of the partnership are aimed at increasing the number of faculty exchanges and opportunities for student exchanges to explore ways of strengthening their ongoing partnership. While student exchanges between the two campuses to explore ways of strengthening their ongoing partnership. While student exchanges between the two campuses to explore ways of strengthening their ongoing partnership. While student exchanges between the two campuses to explore ways of strengthening their ongoing partnership. While student exchanges between the two campuses to explore ways of strengthening their ongoing partnership. While student exchanges between the two campuses to explore ways of strengthening their ongoing partnership. While student exchanges between the two campuses to explore ways of strengthening their ongoing partnership. While student exchanges between the two campuses to explore ways of strengthening their ongoing partnership.

Swift used the Bloomberg terminals on campus to articulate why certain investments were good decisions.

FINANCIAL MANAGEMENT ASSOCIATION

The Financial Management Association (FMA) allows students the opportunity to gain firsthand experience in market fundamentals and technical analysis. Students learn and challenge each other on the various aspects of finance, including investment banking, investment trading, investment management, and business finance.

FMA oversees an investment portfolio composed of mid-to-large-cap U.S. equity stocks, bonds, mutual funds, and Forex. Managing the portfolio helps students realize the relationships between economic, political, and environmental factors and market conditions.

“Students learn best when they take it upon themselves to study the material because of a desire to know more,” said John Stephens, DBA, lecturer of finance and advisor of the Financial Management Association. “This is exactly what is happening with the club and this investment project. It is my desire, and the School of Management’s, that programs like this evolve—that our students go beyond the classroom with experience that’s real.”

For more information about the Financial Management Association, visit clubs.umflint.edu/fma.
Define Values Through Philanthropy

Local Family Business Owners Establish New SOM Scholarships

By Kim Laux, MA

Upholding values has been important to the Cokley family since James “JC” Cokley founded Genesee Ceramic Tile in 1973. The company’s reputation was built on honesty, quality, and access to American-made products. Since then, Genesee Ceramic Tile has grown from a staff of three at one location to a regional leader in tile applications, with over 70 employees and four full-service showrooms and sales centers located in Burton, Sterling Heights, Farmington Hills, and Grand Rapids.

This past year, Cokley and his daughter, Linda Leach (BBA, '78), controller for Genesee Ceramic Tile, demonstrated their support for local education by offering gifts of $10,000 to establish two new endowed scholarships: the James and Desoline Cokley Family Scholarship and the Linda and Randy Leach Family Scholarship. Both scholarships provide tuition support to qualified University of Michigan-Flint students studying business within the School of Management, with consideration given to students who may not be eligible for other types of aid.

“Education is important to our family and serves an important role in our community,” said Leach, who represents the first generation of the Cokley family to attend college. “After graduating from high school, I worked for the family business while pursuing a degree in accounting from UM-Flint. This helped me see connections between what I was learning in my courses and my responsibilities managing the company’s finances. For example, many of my classmates dreaded the auditing class. I did well in it because I saw how critical it was for a business to prevent fraud and double check systems.

“Without having the option of attending a local university, I wouldn’t have been able to work at my family’s business and pursue my degree at the same time. This scholarship is my way of showing gratitude and helping other students have the same opportunities.”

Leach’s interest in starting an endowed scholarship was sparked last fall after being approached by Melissa Stephens-Farrell, major gift officer for the School of Management.

SOM ABROAD

Student Reflections

Ashley Chapman

BBA Student

When I first heard about the trip, I hesitated to apply because I was nervous. I knew the culture would be completely different from what I am used to, and I didn’t know how to speak Japanese. I went out of my comfort zone though and applied. My advice to anyone else who may feel the same is to just do it! Don’t let your doubts or thoughts scare you into not doing something that could truly make you happy.

The most beneficial part of this trip was the knowledge and information I learned about Japan’s business culture and conducting business on a global level. I didn’t realize how much I absorbed until I had to recall the opinions in my international business and international management classes after returning from Japan. I also developed closer friendships with my classmates and met people who share the same interests as I do traveling and experiencing new cultures. It’s cool to see I’m not the only one with those passions.

SOM has obtained Rosetta Stone licenses for students interested in furthering their foreign language skills. This software is available online in 30 major languages and for all proficiency levels. For more information, contact international business faculty, Yener Kandogan, PhD, (yener@umflint.edu) or Keith Kelley, PhD, (keithke@umflint.edu).

SOM is involved with the following active exchanges in 2017-2018:

- Alexandru Ioan Cuza University
  Iasi, Romania
- Burgundy School of Business (BSB)
  Dijon, France
- Hasselt University
  Hasselt, Belgium
- Kozminski University
  Warsaw, Poland
- National Taiwan Normal University (Exchange)
  Taipei, Taiwan
- Romanian-American University
  Bucharest, Romania
- University of Gothenburg
  Gothenburg, Sweden
- University of Ljubljana - Faculty of Economics
  Ljubljana, Slovenia
- Zagreb School of Economics and Management
  Zagreb, Croatia

For more information about these programs, visit umflint.edu/international/educationabroad.
“I didn’t realize you could start an endowed scholarship with $10,000,” said Leach. “It was nice to have someone from the university reach out to us and show us that even if you gave a smaller amount (in comparison to some of the larger gifts), it can go a long way. You just have to get your foot in the door.

“Melissa showed us the list of SOM scholarships in last year’s Business@UM-Flint, and we could see that our students needed more. There are so many people who start their degrees, then put their education on hold to work full time or raise a family. They just don’t have the money to continue. I wanted to establish a scholarship for students in these situations who may not receive other types of aid... Helping one person may not change the world, but the world may change for that one person.”

After becoming more aware of the various opportunities to give, Leach shared the information with her father. He had supported the University of Michigan system for the past six years by purchasing a season suite at the Big House (he notes that 80 percent of this contribution goes toward an endowment fund for athletics), Coley soon realized how many more students a gift like this could help at UM-Flint.

“Originally, I was going to contribute to the fund started by Linda,” said Coley. “Then, I decided to initiate my own after learning it cost more to purchase football tickets in Ann Arbor than it did to start an endowed fund locally, UM-Flint offers good options for donors. Each gift is like a building block.”

In addition to supporting education, the Leach and Coley families have contributed to several other local organizations and institutions. They started a donor-advised fund through the Community Foundation of Greater Flint and were recently recognized for their 10-year support of the charity that has awarded over $100 million in grants to the greater Flint area. They have also given to the Catholic Community of St. John and Blessed Sacrament and Powers Catholic High School. The music room at Clio High School; the music room at Clio High School; the music room at Clio High School; the music room at Clio High School; the music room at Clio High School.
Since the launch of the public phase of the Victors for Michigan-Flint campaign in 2015, thousands of students, alumni, and friends as well as several foundations and corporations have shown their support of the UM-Flint campus. This year, the campaign wrapped up its fiscal year crossing the $50 million mark. While this is a significant milestone, the university hopes to build even greater momentum toward meeting targets in the area of student support—the most important objective for the campaign.

“We finished the year with a flourish!” said Jay E. Nussel, director of Development. “Thanks to our generous donors, students of this University will have more resources to enhance their education, more scholarships to address their pressing financial needs, better facilities to learn in, and a stronger University of which to be proud.”

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Other points to celebrate this year:
- UM-Flint is third of 36 fundraising units within the University of Michigan for total campaign revenue vs. campaign goal (126.1%); UM-Flint’s total is 13th of 36 units in total revenue raised.
- This last fiscal year, UM-Flint raised $16,300,420 (including the transformative $11 million grant from the C.S. Mott Foundation).
- Not counting a grant from the C.S. Mott Foundation or the gift of the Riverfront Center, last year fundraising grew from $21.1 million to $53.3 million (this far exceeds typical growth rate which is about 5 to 7 percent per year).
- 62 percent of the campaign’s donors are alumni.
- Over 600 faculty and staff at UM-Flint have demonstrated their strong commitment to students by supporting the campaign.
- Gifts specifically benefitting the School of Management (SOM): $3.2 million (most of campaign have been gifts benefitting the university as a whole). SOM is second behind the College of Arts and Sciences in terms of fundraising by unit.

While Nussel is delighted that the campus has surpassed its $40 million goal for the campaign, he emphasizes the need to direct future campaign efforts toward the area of student support. At this point, the campus has only raised $11 million toward the $20 million it needs to attract and retain qualified students.

“There simply is no more important goal for philanthropy than to keep education affordable,” said Nussel. “Our students arrive with tremendous needs for financial aid. While 70 percent of our students get some form of aid, very few students get all the financial aid they need. Our average student graduates with about $27,000 in debt despite the fact that we are such an excellent value. Between now and the end of the campaign, the focus of our fundraising team will be on the student support goal.”

UM-Flint’s ability to offer financial aid is based on the size of the scholarship endowment. At only $30.6 million, it simply is too small to generate enough income to meet student need. Since the minimum to start an endowment is cash or pledges equal to $10,000, it’s easier for donors to establish them at UM-Flint than at larger campuses. This type of gift will benefit students for generations to come. Those who cannot give that amount now can designate a part of their estate to fund an endowment.

“Every gift is important to us—regardless of size,” said Nussel. “A $100 gift to a fund dedicated to students with emergencies could help a student who can’t pay their rent. A $50 gift to the SOM Excellence Fund could help pay a student’s expenses going to a conference that they otherwise could not attend. Every gift helps. Every gift can help a student.”

The Victors for Michigan-Flint Campaign is the largest and most ambitious capital campaign in UM-Flint’s history. Alumni and friends can use this opportunity to make a real and lasting difference in the future of UM-Flint—and, in turn, the future of our city, our region, and beyond—by making strategic investments in three important areas: extraordinary student support, real-world engaged learning, and big, bold ideas. The campaign continues through December 2018.

The part of this experience that was most beneficial was having the opportunity to learn about a culture in a different country. I felt vulnerable at times because I had to rely on people I only knew for a short time. I developed a tremendous amount of trust in my hosts as they guided me through the program. As we visited the different companies, we were exposed to new business practices and operations and gained greater perspective. Those moments allowed me to consider and reflect on the practices we have in the US and how we approach situations differently.

I strongly recommend these types of experiences be continually offered for students. They allow students to be able to not only think more critically, but also more inclusively when interacting with people who may have perceived differences. Additionally, having Dr. Laurence as the faculty lead for this program was helpful given his extensive knowledge of the country.
SOM ABROAD

SOM STUDENTS EXPERIENCE BUSINESS AND CULTURE IN JAPAN
BY KIM LAUR, MA

Last November, students from the School of Management (SOM) and the University of Michigan-Dearborn College of Business spent nine days immersed in the business, economics, and culture of Japan. Gregory Laurence, PhD, associate professor of management and chair of the Department of Management and Marketing in the School of Management, coordinated the trip with the Kakehashi Project, a fully funded, youth exchange program between Japan and the United States.

“The Japanese consulate in Detroit contacted me about the project through my position as a faculty associate of the Center for Japanese Studies (CJS) in Ann Arbor,” explained Laurence. “Last year’s theme for the program was business and economics, and I happen to be the only business faculty from any of the three U-M campuses who is part of CJS.

“I was pleased that we could collaborate so seamlessly with UM-Dearborn to fill the 23 spots for the trip, which bodes well for future study abroad programs. Neither school may be in a position to attract enough students for a program on our own, but if we work together, we may be able to. This is a good model to follow for future trips.”

Sixteen UM-Flint students (most pursuing MBA degrees) as well as Laurence, seven Dearborn students, and Professor Claudia Kocher, PhD, associate dean of the University of Michigan-Dearborn College of Business, participated in the trip. On the itinerary were lectures by the Ministry of Agriculture, Forestry, and Fisheries and the Ministry of Economy, Trade, and Industry. Students had the opportunity to observe several local industries/companies:
• Yamato Soy Sauce & Miso Co., Ltd (fermented food maker)
• PFU Limited (computer-related manufacturer and system integrator)
• KOMATSU Seiren Co., Ltd (fabric maker)

In addition to lectures and company visits, students visited Senso-ji Temple in Asakusa and stayed with host families to experience Japanese culture in a home setting and were accompanied by program coordinator/guide Yukiko Chiba (“Yuki-san”) as they traveled through Japan.

“Our schedule was jam packed with interesting company site visits and lectures, and the homestay experience was universally mentioned by students as being a highlight of the project through my position as a faculty associate of the Center for Japanese Studies (CJS) in Ann Arbor,” explained Laurence. “Last year’s theme for the program was business and economics, and I happen to be the only business faculty from any of the three U-M campuses who is part of CJS.

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“‘To the extent that we can build up an endowment for study abroad scholarships going forward, our programs will only become more popular and robust.’

Associate Professor Gregory Laurence

MSTAFF200 COMMEMORATES ROLE OF STAFF IN UM’S HISTORY
On June 27, over 20,000 staff, faculty, and retirees from the three UM campuses gathered for MSTaff200—a celebration that commemorated the role of staff in the University of Michigan’s 200 year history. The event ran from 11:30 a.m. to 5:30 p.m., with exhibits, refreshments, free gifts, and live performances extending from Ingalls Mall to the Diag.

“The event was a huge success,” said Lori Burger, assistant director for Academic Human Resources, who led the MSTaff200 committee for the UM-Flint campus. “Many individuals in the Ann Arbor community stated that it was the best event they have ever attended at the University of Michigan.”

MSTaff200 featured staff-curated tent displays highlighting staff contributions to campus operations through the decades as well as looked toward the future. The event also included giveaways, refreshments, a photo booth/selfie station, entertainment, and opportunities for staff members to share their unique artistic or performing talents and service to the local and global community.

All current and retired U-M staff members from the Ann Arbor, Dearborn, Flint campuses and Michigan Medicine and their immediate families were invited to MSTaff200. Over 600 volunteers helped plan the event.

Over 20,000 staff, faculty, and retirees from the three UM campuses gathered for MSTaff200—a celebration that commemorated the role of staff in the University of Michigan’s 200 year history. Pictured are UM-Flint Staff, Jason Gooding, Information Technology Sciences; Lori Burger, Human Resources; Sara Ferriby, Office of Development; Laura Bender, Earth & Resource Sciences; and Vicki Ames, Custodial Services.

ALUMNI EVENING WITH GREG LAURENCE, PHD

Greg Laurence, associate professor of management at UM-Flint, will discuss his research on “Interacting with Our Workspaces: Sound & Stuff.”

DATE: Wednesday, December 6
TIME: 5:30 - 6:30 p.m.
LOCATION: Table & Tap (555 S. Saginaw St.)

The event is free but space is limited. Please register online at umflint.edu/som.
The Office of Alumni Relations adds value to the alumni experience by fostering university spirit and managing communications between the University and its graduates. Our programs build leadership, create traditions, support students, and foster connections between our 40,000 University of Michigan-Flint alumni. Our office, in collaboration with the University of Michigan Alumni Association, is your tie to the Leaders and Best. Here’s how you can stay connected to your School of Management and the University of Michigan-Flint:

**BE SOCIAL**
Follow UM-Flint social media. Share your photos, tweets, and videos on our official social media sites listed at umflint.edu/socialmedia, using the #umflint hashtag, and be sure to like the UM-Flint School of Management page on Facebook!

**MAKE A GIFT**
Give back to SOM! Every gift to our campus matters, regardless of size. Support the university efforts to prepare the next generation of Leaders and Best. Contact Melissa Stephens-Farrell at (810) 424-5480 or misfarrel@umflint.edu, or visit umflint.edu/som and click on “give online” button in request info box.

**SPREAD THE WORD**
Stay up-to-date with the latest UM-Flint news and stories with your friends and fellow alumni. Check out news.umflint.edu.

**TAKE US ALONG FOR THE RIDE**
UM-Flint is in the Vehicle City. Show your UM-Flint pride with a UM-Flint license plate available from the Michigan Secretary of State michigan.gov/sos.

**NETWORK WITH US**
The Office of Alumni Relations and the U of M Club of Greater Flint host a number of events throughout the year. Stay up-to-date with the latest events on our website, umflintalumni.org.

**KEEP IN TOUCH!**
For more information about alumni opportunities in the School of Management, contact Anna Swartz, SOM alumni liaison, at (810) 424 5587 or annas@umflint.edu.
STUDENT RESEARCH IN DATA ANALYTICS

BY JACINDA KITTS

On April 27, School of Management (SOM) students presented their research during the Student Research Conference at the William S. White Building. Student presentations included a study about the release of Google Home and its impact on Google's stock values as well as an evaluation of Snap Inc. and its recent decision to go public.

Two student groups demonstrated their ability to handle real data, using various statistical forecasting techniques, in order to derive implications of business decision making.

"Data analytics has become one of the most important tools in the industry as well as in academia recently," said Assistant Professor of Operations and Supply Chain Management, Sandun Perera, PhD. "I believe that unique skills beyond the basics are required for our students' success in the job market. Consequently, their course projects are carefully designed to give them real-world experience."

Perera sponsored both student groups for the conference. Nick Matthies, marketing major, and Sydney Parvin, entrepreneurship management major, presented research on parent company of mobile application Snapchat, Snap Inc. Matthies and Parvin made predictions of how Snap Inc.'s recent initial public offering (IPO) would affect their revenue. Matthies and Parvin then used several forecasting methods to predict Snap Inc.'s revenue futures and compared revenues of those now-public companies, such as Twitter, Facebook, and Zynga. The team was able to generate data that concluded positive future periods for Snap Inc.

"This was a fun learning experience, and I think it is great that UM-Flint now offers an operations and supply chain management major," Parvin said.

Joylynn Clement, an accounting and operations and supply chain management major, and Bo Xia, an accounting major, presented research on Google's product launch, Google Home. Clement and Xia tracked changes in Google's public trading values before and after the launch of their Google Home. The research team implemented multiple forecasting methods and accuracy tests to predict Google's future following the launch of Google Home. Areas of research also included subsidiaries and those products and an evaluation of Google's organizational and operational strategies.

"Presenting our research to faculty, strangers, and peers was empowering and encouraging. This was an opportunity to apply classroom material to real life situations," Clement said. "I am very thankful to be attending a university where the faculty, like Dr. Perera, encourages students to pursue activities beyond the classroom."

Nick Matthies, Sydney Parvin, Joylynn Clement, and Bo Xia presented their research at the Student Research Conference last April.

USMAN AHMED
PHD
ASSISTANT PROFESSOR

Usman Ahmed, assistant professor of operations and supply chain management, earned his PhD in operations management & information systems with a minor in strategy from York University. He also holds an MBA from Lahore University of Management Sciences and a bachelor's degree in computer engineering from the Georgia Institute of Technology.

Prior to his graduate studies, Usman worked in various positions in the retail supply chain. His main research interests include supply chain management, sustainability, and supply chain analytics. He has published in the Journal of Operations Management and the International Journal of Operations and Production Management, among others.

GEORGE WHITE
PHD
ASSOCIATE PROFESSOR

George White, associate professor of strategic management, earned his PhD in international business from the College of Business Administration at the University of Texas at El Paso and was a post-graduate student at the Center for Asian Studies, University of Alabama. He also holds a JD in international law from Western Michigan University Cooley Law School, an LLM in international commercial law from the Graduate School of Law at Emory University, an MBA from the College of Business Administration at the University of Texas at El Paso, and a BA in history (emphasis on Asia) from the University of Alabama as well as a certificate in Mandarin Chinese from Fung Chia University in Taichung, Taiwan.

White has taught at the Strome College of Business at Old Dominion University and is a non-resident research fellow at the Asian Institute of Management's Policy Center in the Philippines, and honorary professor at Hebei Normal University in China. His research studies the interaction between legal institutions and multinational enterprise (MNE) strategic behavior and performance outcomes, primarily in Asia. His work has been featured in the Journal of World Business, International Business Review, Journal of International Management, Management International Review, Thunderbird International Business Review, International Journal of Conflict Management, as well as leading international law journals.

SHICHUN "ALEX" XU
PHD
ASSOCIATE PROFESSOR

Shichun ‘Alex’ Xu was promoted to associate professor of marketing on September 1, 2017. Xu joined the University of Michigan-Flint in 2015. He earned his PhD in marketing with a minor in international business from Michigan State University and holds an MBA degree from the University of Arkansas. His undergraduate degree is from Shandong University in China. He currently teaches courses in new product development and marketing strategy.

Xu’s research interests include new product development, international marketing strategy, and channel relationships. He has published in the Journal of Product Innovation Management, Management International Review, Journal of Business Research, Journal of International Marketing, and the Journal of International Business Studies, among others. His current research focuses on effective management of R&D alliances to facilitate knowledge transfer between alliance partners and to increase the innovation output of alliances.
BY KIM LAUK, MA

Student success has been important to Michael McCarthy, MSA, since joining the School of Management (SOM) faculty in 2007. In fact, he “retired” from the business world at age 35 to dedicate himself to teaching. This year, McCarthy was the recipient of the 2017-18 Collegiate Lecturer Award in honor of exceptional teaching, service, and additional contributions to the University.

“The University of Michigan-Flint is fortunate and proud to have Michael as a faculty member,” said Douglas Krent, PhD, Provost and Vice Chancellor for Academic Affairs, in an email to the university. “He is an exemplary student-centered instructor and a valued and respected member of the School of Management and our community of scholars.”

SOM Dean Scott Johnson commented, “Michael is a significant contributor to teaching excellence. He is known for his high expectations for our students which they both appreciate and respect.”

McCarthy teaches a graduate course in applied quantitative analysis as well as undergraduate courses in business statistics, management science, accounting, and personal finance. He developed the personal finance course for the university nine years ago to inform students about the personal financial decisions they would eventually face regardless of their choice of major.

“Helping students understand difficult subjects is what I enjoy most about teaching,” said McCarthy. “I’ve learned how to take these subjects and break them down into much easier, logical steps. This process allows many students, who thought they could never understand these subjects, to be able to learn even the most difficult equations and concepts.”

Michael McCarthy

Originally from Grand Blanc, McCarthy earned his BBA from UM-Flint in 1984 and an MSA from Central Michigan University in 1992. He has over 35 years of professional and academic experience and has held several professional positions including departmental assistant director, corporate controller, deputy executive director, business manager, financial analyst, and president.

Outside of the classroom, McCarthy spends his time managing rental properties and grading student work.

“I bought a few foreclosures back when homes prices dropped so drastically,” he explained. “I spend a fair portion of my free time managing those I still have rented, and I’m in the process of selling those that are not. I also seem to spend a lot of my free time grading student assignments, papers, and tests. Most semesters, I have between 120 and 200 students.”

In addition to this year’s award, McCarthy was recognized as SOM’s Outstanding Lecturer of the Year (2016) and nominated for the Dr. Matthew Hilton-Watson Distinguished Professor award three times during his tenure. He has received over 80 Golden Apple awards, which are generated solely by student nominations.

“I’ve been fortunate to receive different forms of recognition from students over the last ten years, and it really means a lot to me,” said McCarthy. “But this award is from the administration and has a different meaning. Any administration recognition I’ve received is because Dean Johnson has really been the most supportive dean I’ve ever experienced. I can’t thank him enough for nominating me.”

UM-FLINT BUSINESS PITCH COMPETITION SUPPORTS VENTURES

Brittney Thomas was the winner of this year’s Business Pitch Competition. Also pictured, Dean Scott Johnson and judges Bryce Moe and Winfield Cooper.

Last March, the Hagerman Center for Entrepreneurship and Innovation held its annual Business Pitch Competition, which awarded four teams a total of $15,000 to pursue their ventures and business ideas. “While the funding was highly valuable to the winning teams, the impact of the competition extends far beyond the financial support,” said the Hagerman Center’s director, Mark Simon, PhD.

“As importantly, they are rewarded in many other ways, such as the ability to think through business ideas and gaining grace under fire,” said Simon. “Overall, the competition is an incredible tool to prepare them for life as an entrepreneur.”

Sixty-seven people, including 57 UM-Flint students, submitted proposals for the competition. Four teams were selected to participate in the final round. Each team had seven minutes to make a pitch to a panel of judges, which included SOM Dean Scott Johnson, Skypoint Ventures’ Managing Director Bryce Moe, and Cooper Commercial Group’s President Winfield Cooper.

Participants did not know the percentage of the $15,000 they could receive ahead of time.

“This uncertainty, combined with presenting their ideas in a more formal environment in front of approximately 85 people, increased the pressure, thereby mirroring what entrepreneurs encounter,” Simon said.

Brittney Thomas, a graduate student in the Social Sciences program, received $8,000 for her idea for the creation of a non-profit to help single moms get through college. She said the event challenged her and gave her confidence to pursue her idea, which includes starting a residential facility for student mothers and their children. The funding will eventually be used for the purchase of a facility for her venture, named Momma Gotta Have a Life Too.

“The business pitch competition pushed me to really develop my thoughts, utilize resources, and step out of my comfort zone,” Thomas said. “This event was beneficial to the area because all ideas were centered around the city and seek to restore and expand on local businesses.”

SOM LAUNCHES ALUMNI/MENTOR GROUP AT AFFINITY DINNER

On April 4, SOM celebrated the launch of alumna Teresa Lindhurst’s (BBA, ’15) alumni group, Entrepreneurs Society Affinity (ESA). The Affinity Dinner was held in the Northbank Center Grand Ballroom and was attended by over 150 guests, including current SOM students, alumni, and members of the Flint business community.

Lindhurst formed ESA to create a dedicated network of supportive alumni and local business mentors who provide educational, mentoring, and employment opportunities for the students of the Entrepreneurs Society of the University of Michigan-Flint. ESA was formed in partnership with SOM and the Flint and Genesee Chamber of Commerce.

DARE TO

DREAM! DELIGHT! DEFY! DISRUPT!

2017-2018 Frances Willson Thompson Critical Issues Forum

By Bryan Hopkins, ES President, during the Gala Affinity Dinner

The Forum starts earlier this year, with lunch beginning at 11:45 a.m. and the program taking place from noon to 1:15 p.m.

You can purchase single tickets, and 2-ticket series beginning at 11:45 a.m. and the program taking place from noon to 1:15 p.m.
This year’s CE competition—a feat the group has achieved in each of the past three years. The National Conference in Tampa, Florida. The students competed in the conference’s business pitch competitions for part-time MBA students attending each institution. The ranking system of programs is trusted by students and businesses. Main categories that receive scores are student assessment, verbal scores of part-time MBA students, average GPA, work experience of MBA students, and the percentage of part-time MBA students attending each institution.

CEO CONFERENCE

Last fall, students at the UM-Flint Entrepreneurs Society attended the annual Collegiate Entrepreneurs’ Organization’s National Conference in Tampa, Florida. The students competed in the conference’s business pitch competitions against colleagues from over 100 universities. UM-Flint won two first-place prizes and two second-place prizes in the competition—a feat the group has achieved in each of the past three years.

The CEO Conference is a rich opportunity for students to meet with their peers from across the country,” said Entrepreneurs Society Advisor Michael Witt, Ph.D. “In addition to the competition, they attend lectures from CEOs of major corporations about business start-ups, market growth, and funding sources.”

This year’s CEO Conference will be held in Tampa from October 26-28.

REVIEW JOURNALS IN PRINT

Brian Blume, PhD “Not all transformational leadership behaviors are equal: The impact of followers’ identification with leader and modernity on taking charge,” Journal of Leadership & Organizational Studies

Eric Field, PhD, University of Missouri-Columbia Psychology “The state of training research: Moving toward consumer-centric inquiry,” Society of Industrial & Organizational Psychology

Yener Kandogan, PhD “Network analysis of international trade using product-level lower frequency directed data and weighted measures,” Academy of International Business Annual Meeting

Min Jung Kang, PhD “Banker directors and CEO incentives,” European Financial Management Association


Wei Li, PhD “An attractor-based multi-start local search system for multimodal traveling salesman problem,” Annual Conference on Modeling and Optimization: Theory and Application


Catherine Miller, PhD “Annual financial and sustainability reporting: Existence and persistence of information consistency,” American Accounting Annual Meeting

Keith Moreland, PhD “The impact of CPAs’ financial advice on financial behaviors,” American Accounting Annual Meeting


Mark Simon, PhD “Coffee of the Kuna: $30,000 in 30 days,” Southeast Case Research Conference, “Coffee of the Kuna: $30,000 in 30 days,” Southeast Case Research Conference, “Coffee of the Kuna: $30,000 in 30 days,” Southeast Case Research Conference, “Two sources of overconfidence: Incorporating disconfirming feedback in an entrepreneurial context,” Journal of Small Business Strategy
While there has been an explosion of research in human resource development literature devoted to transfer of training, too little of the science of transfer is informing professionals in their design and execution of training initiatives despite recent demands for evidence-based practice. Brian Blume, PhD, and co-authors Timothy T. Baldwin, PhD, (Indiana University) and J. Kevin Ford, PhD, (Michigan State University) offer three broad recommendations for moving future transfer research toward more consumer-centric outcomes: (1) systematically report more and richer transfer research toward more consumer-centric outcomes; (2) focus explicitly on the optimization of transfer, not just learning; and (3) expand the measurement and reporting of transfer outcomes.

“My coauthors and I have published several titles on the science of transfer, and I believe the science of transfer is informing professionals in their design and execution of training initiatives. However, too little of the science of transfer is informing professionals in their design and execution of training initiatives despite recent demands for evidence-based practice. Brian Blume, PhD, and co-authors Timothy T. Baldwin, PhD, (Indiana University) and J. Kevin Ford, PhD, (Michigan State University) offer three broad recommendations for moving future transfer research toward more consumer-centric outcomes: (1) systematically report more and richer transfer research toward more consumer-centric outcomes; (2) focus explicitly on the optimization of transfer, not just learning; and (3) expand the measurement and reporting of transfer outcomes.

Research in business often examines the bottom line first, then addresses social and environmental issues where and when it is convenient or expedient to do so. In his research, Keith Kelley, PhD, focuses on aligning these outcomes for firms to improve both business and society. He believes there is a great need to show what makes this process easier for firms as well as what makes it harder, such as international diversification. Kelley also emphasizes reputation management in relation to these other outcomes for the digital economy gradually increases reliance on reputation as a substitute for personal experience.

“My research examines the effects of international diversification on multinational enterprises (MNEs),” said Kelley. “Specifically, I bring attention to the fact that while it may appear that there is a universal relationship between international diversification, or multinationality, and performance, the relationship is, in fact, highly subjective, or ‘relative’ to many contextualized factors. For example, certain aspects of being internationally diversified may enhance MNE performance, while others may, at the same time, be diminish performance. These relationships can vary by industry, country of origin (among other contexts), and time.

“In addition, I emphasize that relationships between multinationality and performance are relative to the performance criterion of the firm as well. While traditional financial performance variables are frequently used, such as return on sales, assets, or equity, these are not necessarily aligned with other performance outcomes such as environmental or social responsibility or reputation management. Managing all these performance outcomes and balancing the needs of multiple stakeholders is often very difficult and increasingly so as the firm expands internationally.”
This fall, the University of Michigan-Flint School of Management (SOM) launched a new graduate-level degree designed to enhance and develop the leadership skills of managers—the Master of Science in Leadership and Organizational Dynamics.

“The MS in Leadership and Organizational Dynamics offers managers the theory and applied skills to become more effective leaders,” said Thomas Hemphill, PhD, a professor of strategy, innovation, and public policy at UM-Flint, who helped develop the new program.

“This is accomplished through a unique offering of graduate courses taught by highly motivated faculty in, for example, the areas of organizational ethics, conflict resolution and negotiation, change and talent management, and strategic innovation.”

The program is oriented toward those in the private and not-for-profit sectors, Hemphill said. Students do not have to come from a business background. The degree helps those currently in management positions and can be achieved in as few as 20 months, or planned out over five years.

“Leaders cannot get enough good training,” said SOM Dean Scott Johnson. “This will give them a good theoretical background and framework to think about their own careers and organizations.”

Dean Johnson said the degree program develops the knowledge base and skills for managers on how to succeed and lead no matter what changes take place within their industry or workplace.

The degree is offered in the NetPlus format, with 60 percent of the coursework online, along with two weekend sessions on campus per semester. This allows students from a wide range of geographical areas to earn this degree and continue in their current jobs, while also building a professional network through on-campus classroom sessions.

“Organizations are seeking high-performance leaders who have the skills and training to manage change, inspire others, and improve the bottom line,” said Brian Blume, PhD, a UM-Flint professor of organizational behavior and HR management, who also helped develop the program.

“The MS in Leadership and Organizational Dynamics offers participants the opportunity to develop personally and professionally as leaders, as well as to advance their organizations and communities.”

For more information about the new graduate program, visit umflint.eucsomms/leadership-and-organizational-dynamics.

As an internet researcher, Phil Longstreet, PhD, recognized the importance of discovering if there exist negative consequences to utilizing the online medium. In his most recent article, Longstreet addresses an ongoing issue in society: internet and social media addiction. He explores how particular activities may be related with increased negative life outcomes, and how to mitigate these negative effects. Longstreet hopes his research will serve as a foundation for further investigation into how to avoid or alleviate these negative consequences.

"Much of my research has surrounded the idea that not everything in cyberspace is necessarily good for us," said Longstreet. "In the early 2000s, people flocked to the internet and online social platforms. There was a lot of research that explained what motivated people to participate in these activities. However, at that point there was relatively little work on how these technologies affected a person. As the internet and social networking expanded, society started to experience negative effects, such as individuals becoming addicted to either or both of these platforms, or people becoming so absorbed in an online medium that they neglect things in the physical realm (such as walking into traffic because one is too busy texting to look up).

"From a business perspective, we want to be able to see people utilizing the online space as it tends to simplify many business transactions, and e-commerce is one of the fastest growing retail spaces. However, at the same time, spending additional time online may not be beneficial to the individual. Thus, it is in our best interest to figure out how to maximize the profitable and beneficial portions of internet technologies while at the same time minimizing its negative consequences."
Dear friends,

The fundraising campaign, Victors for Michigan, continues across all University of Michigan campuses. Your School of Management (SOM) has once again made history with a very generous gift from alumnus Stephen A. Whitener, who is featured in this edition of Business@UM-Flint. His scholarship is the single largest scholarship now available to students pursuing business degrees at the Flint campus. Mr. Whitener hopes to leverage and support some of the students he has met and believes to be the best and brightest.

As the campaign continues through 2018, it has become even more focused on student success as its number one priority. Over 70 percent of our students receive some form of financial aid; many have to put their degrees on hold because they run out of aid. Scholarships are an effective way to ensure our students complete their degrees. Your gift, whether it is $5, $500 or $5,000, will impact our students’ success and our ability to make that happen!

As you read through this issue, you’ll find other ways students, alumni, faculty, staff, and donors are contributing to the success of our students with their gifts of time and talent. We welcome you to consider how you can do the same. Please know that your support is making a difference and being utilized to fuel our mission focused on student engagement, innovation, and impact for nearly 1,000 students in SOM.

Your support truly leads to the success of our students. If you would like to explore how your gifts of time, talent, or treasure could benefit your alma mater and or community, feel free to contact me directly by calling (810) 404-5480 or emailing msfarrell@umflint.edu.

Thank you and always—GO BLUE!

Melissa Stephens-Farrell

P.S. You can also make a gift through the School of Management website at umflint.edu/som by clicking on the “give online” button.

Fundraising Highlights

$920,688 TOTAL GIFTS RAISED AND PLEDGED FOR 2016-17

- 97% STUDENT SCHOLARSHIPS
- 2% STRATEGIC INITIATIVES/EXCELLENCE FUND
- 1% STUDENT PROGRAM SUPPORT

Total market value of the School of Management’s endowed gift funds:

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
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<tr>
<td>2014</td>
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<td>2017</td>
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DEAN’S MESSAGE

Dear alumni and friends of the School of Management:

I am pleased to welcome you to this 2017 edition of Business@UM-Flint. The magazine provides the opportunity for us to share some of our successes and new initiatives. We are proud of our students, alumni, faculty, and staff. Higher education keeps evolving with new programs and delivery methods, but our focus on preparing students to make a positive impact in the work place and in the community remains intact.

The theme of this year’s publication is student success. The magazine profiles the many ways we promote student success. For example, you will read about a significant gift to the SOM that will support future generations of students wanting to start their own businesses. There are stories about successful alumni, outstanding professors, and new scholarships for students. We also highlight our Summer Entrepreneurship Institute, our faculty-led trip to Japan, hands-on student research projects, international internships, and student involvement in real business start-ups. All of these initiatives contribute to the future success of our students.

In addition to our current undergraduate majors and master’s degree programs, this fall marks the exciting launch of a new master’s degree program in Leadership and Organizational Dynamics. We continue to innovate our curriculum, and we remain committed to building a national reputation for excellence in business education.

Thank you for your continued support and GO BLUE!

Sincerely,

Scott D. Johnson, PhD
Dean

The School of Management is located on the second floor of the Riverfront Center on the University of Michigan-Flint campus. umflint.edu/som
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