EXCELLENCE: Our Common Bond

Dear Alumni and Friends of the School of Management,

The past year for me has been filled with meeting many new people who have a common bond. The bond is a fondness for UM-Flint and a desire to see the School of Management thrive and succeed. I am very proud to be your Dean in this new chapter.

As you will see in this issue, there are many initiatives that demonstrate our commitment to our students, to our community, and to being an engaged international hub for business education. Our rankings in Business Week, U.S. News and World Report, and The Princeton Review testify to our national recognition.

Our professors and staff are truly committed to excellence and student success. We are constantly seeking new ways to improve existing courses and programs. We also seek to embrace new learning approaches that will be important to our students in the coming years.

As we approach our 40th anniversary as a School of Management (1975-2015), we will be seeking your involvement and continued support in helping us celebrate this milestone. Details will be emerging about our yearlong celebration. My very best wishes to you!

Sincerely,

Scott D. Johnson, Ph.D.
Dean, School of Management
40 YEARS OF SOM

The 2014 / 2015 academic year marks the 40th anniversary of the School of Management at UM-Flint. In honor of this historic milestone, the School of Management is hosting a number of alumni and community engagement events that you’re invited to. See page 18 for specifics.


According to Robert Franek, The Princeton Review Senior VP-Publisher, “We recommend UM-Flint’s School of Management as one of the best institutions a student could attend to earn a business school degree.”


Part-Time MBA Program RANKED 8TH in the Midwest, 46th Nationally

The School of Management was awarded another prominent distinction by Bloomberg BusinessWeek: a place in the Top 50 of its biennial “Best Part-time MBA program” rankings for 2013.

In the Midwest, only the part-time MBA programs at the University of Michigan Ross School of Business, the University of Nebraska and Indiana University were ranked higher within the Big Ten than the part-time program at UM-Flint.

MasterCard Provides $90,000 In Grant Funding for Work/Live Projects

The success of the Work/Live home concept created by the School of Management Entrepreneurs Society in partnership with the Genesee County Habitat for Humanity caught the attention of MasterCard.

The company recently announced it is providing a $90,000 grant to the Genesee County HFH to support future Work/Live projects in the county.

See the article on page 20 for more about the Entrepreneurs Society’s involvement on Work/Live projects.
SOM Alumna, Michelle Goff, named CFO OF THE YEAR by Crain’s Detroit Magazine.

Michelle Goff, BBA ’83 was awarded the distinction of “CFO of the Year – large private company 2013” by Crain’s Detroit Business.

Goff received her undergraduate degree from the School of Management in 1983 before continuing her education on the Ann Arbor campus. Since receiving her MBA in 1986, she has held a number of senior finance positions for large companies including CIGNA Behavioral Health, Campbell-Ewald Co., R.L. Polk & Co., and Highgate, LLC.

On April 1 of 2014, John Sullivan, BBA ‘81, took over the reins as Treasurer of the University of Michigan. In the role, Sullivan is responsible for the university’s treasury, debt management and risk management functions. He is also an integral member of the executive lead team in the University’s Finance Division.

Read about how his experiences as a student at UM-Flint helped him on the road to success on page 16.

SOM Awards $32,000 in Scholarships to Transfer Students

Throughout its history, SOM has forged partnerships with community colleges across the state of Michigan to provide an easier transition for students who transfer to UM-Flint in pursuit of a BBA degree.

A new initiative put in place this year provides financial support to the highest achieving students from our partner institutions. Through the initiative, 16 top transfer students from six community colleges around the state were awarded scholarships totaling $32,000 for the 2014-2015 academic year.

Francine Cullari, SOM Lecturer, Receives Prestigious HUDSON AWARD

The Roberts P. Hudson Award, considered the highest award conferred by the State Bar of Michigan, is presented periodically to commend one or more lawyers for their unselfish rendering of outstanding and unique service to and on behalf of the State Bar of Michigan, the legal profession and the public.

The School of Management is proud to congratulate Lecturer of Business Law, Francine Cullari, MA, MBA, JD, for being selected to receive the Hudson Award in 2014.

Entrepreneur-in-Residence, DR. MICHAEL WITT, Guides Innovation in Alberta

As a member of the expert panel on technology commercialization and innovation engaged by the government of Alberta, Canada, in the fall of 2013, Dr. Michael Witt, Entrepreneur-in-Residence and Lecturer of the School of Management, took part in creating a report that will steer the province’s approach toward successfully competing in the global market.

The report, entitled “Sustainable Prosperity Through Innovation,” outlines six key recommendations that will form the foundation for innovation growth in the province, and played a major role in the government’s decision to launch the Alberta Innovation Council.

Visit the Alberta government’s website at http://eae.alberta.ca for more details.
MAIZE AND BLUE
Distinguished Scholar Award

The Maize and Blue Distinguished Scholar Award is the highest academic award bestowed upon graduates of the University of Michigan-Flint, and is presented to no more than 13 graduates at each spring and winter commencement ceremony. During the 2013/2014 academic year, Maize and Blue Scholar Awards were presented to four outstanding SOM students.

SOM SCHOLARSHIP RECIPIENTS

Congratulations to the 2013-2014 SOM scholarship recipients. During the '13/'14 academic year, a total of $78,818 was awarded to 65 students.

Program Innovations

The School of Management is dedicated to the development and implementation of new programs and initiatives that prepare our students for future trends and opportunities in a constantly evolving global market. Our latest additions to the BBA and MBA programs are outlined below.

Entrepreneurship and Innovation Management Major in 2015

Effective Fall 2015, the School of Management will offer a new major at the undergraduate level: Entrepreneurship and Innovation Management.

Entrepreneurship and Innovation Management are widely recognized fields of study within management/ business degree programs. To date, these complementary fields of management have been folded into the Management Major under the Entrepreneurship Track of the BBA program at UM-Flint. By instituting the new major, both complementary fields will receive the prominence they deserve.

Feedback from our students indicated a desire to broaden their education beyond the “core” courses in the Entrepreneurship Track. The new major provides greater depth and breadth of educational exposure for students interested in either starting their own businesses or working in entrepreneurial and innovative organizations. The program incorporates coursework in innovation management and marketing to help them achieve those goals.

New Course on Project Management

In the new project management course, students will learn information systems project management principles and strategies that include project planning, estimating costs, developing schedules, managing risks, managing quality and executing projects. In addition, students will learn team building within the realm of information systems projects, and the development and use of collaboration technologies to support project teams. Upon successful completion of this course, students should be prepared to take the CAPM certification exam through the Project Management Institute, and will be able to:

- Build and lead information systems project teams
- Plan, charter, structure, execute and control information systems projects
- Use advanced project management technologies
- Use collaboration technologies and development environments

DrAP/MBA, DNP/MBA and DPT/MBA Dual Degree Programs

At some point in their career, individuals employed in the healthcare sector are likely to assume administrative responsibilities that require business knowledge and management skills. Some healthcare professionals may even consider opening their own practice. Courses in the MBA program provide the knowledge and skills needed to succeed in these situations.

The School of Management now offers the MBA degree paired with several doctoral programs in healthcare, including Anesthesia Practice (DrAP/MBA), Physical Therapy (DPT/MBA), and Nursing Practice (DNP/MBA). Students in these programs start the MBA curriculum while finishing up their doctoral studies or soon after, and are able to “double-count” several courses to expedite MBA program completion. After successful completion of the dual degree program, students are awarded their doctoral degree and an MBA with a concentration in Health Care Management.
Today’s dynamic business world demands more than knowledge of the basics. To be successful, professionals need to realize the implications of globalization and the international marketplace as well as how to effectively communicate across cultures. Study abroad opportunities offered through the University of Michigan-Flint’s School of Management (SOM) and International and Global Studies Program go beyond providing students with an understanding of international business. They allow them to experience it firsthand.

“Our School of Management is highly involved internationally, which is unusual for a college this size,” said Seyed Mehdian, Ph.D., a finance professor who has led several study abroad trips at the University over the past 12 years.

“Feedback we’ve received from students and alumni indicated that the intercultural skills they acquired and the international connections they made during study abroad trips had a significant impact on their lives, both personally and professionally. Some of our students have even landed job opportunities overseas as a result of these experiences.”

In the summer of 2013, Professors Jacob Peng, Ph.D., and Gregory A. Laurence, Ph.D., led a group of 14 students to Japan and Taiwan to experience the economic systems, business practices and management styles common in these countries.

“Japan and Taiwan are two economies that are quite important for U.S. companies to understand,” said Laurence, who worked for several years at the American Chamber of Commerce in Japan and PADECO, a development consultancy in Tokyo.

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“Japan is one of the world’s largest economies and one of the largest trading partners for the U.S. Taiwan may be less obvious to American students, but just as important to gain some exposure to. Our students tend to be amazed when they learn that brands like HTC, Asus, Acer and Giant Bicycles are all Taiwanese companies. Then, when you combine the fact that Japan and Taiwan have a complex and unique relationship, I think that adds incredible depth to our students’ understanding of Asia.”

Professor Peng grew up in Taiwan and has traveled extensively in both Taiwan and Japan. Through his experiences and student feedback, he emphasizes how important it is to take advantage of study abroad opportunities.

“I can say with confidence that all the students who have participated in this program (in 2009, 2011 and 2013) concluded that this was one of their best experiences at UM-Flint,” said Peng. “Almost all the students say they want to return to Asia.

In fact, one study abroad alumnus is working in Taiwan, and two are applying to work in Japan.

“Taiwan provides a very safe and friendly environment to study international businesses and Chinese culture. Getting out of one’s comfort zone is not easy—and that’s why faculty-led study abroad trips add tremendous value to students. We take the worry of travel logistics away so that students can focus on learning and experiencing culture shock in a safe and fun way.”

During the trip, students visited eight businesses, seven cultural sites and three universities where they attended lectures on history, language and business. A portion of the coursework required students to keep blogs that featured their reflections about each country as well as a general reflection of the experience as a whole.

In her blog, Kelsey Brady, a senior majoring in international business, wrote, “When I left, I thought
Experiencing the European Economy in Germany - THE LOCOMOTIVE OF EUROPE

In May of 2014, Professor Mehdian led a group of nine students on a study abroad trip to Wuppertal, Germany. Students spent two weeks attending lectures at partner institution Bergische Universität Wuppertal (BUW), networking with professionals and other students, and visiting cultural landmarks and businesses. Students also travelled to Frankfurt, Berlin, Cologne and Dusseldorf during their time in Germany.

“Our study abroad trips don’t focus solely on business,” said Mehdian. “A large cultural component is built into our itineraries as well. This includes meeting with students at the universities hosting us so that students can interact and, in many cases, develop friendships. This connection gives students a glimpse of what life is like at the host university and an opportunity to communicate within the context of another culture.”

During their trip, students met with CEOs, managers and other representatives of the companies visited, and made a trip to the German Stock Exchange.

“The business components of our trips allow students to see how business and styles of management operate in different cultural settings. In addition to informative lectures at our host universities, students visit and observe specific businesses, then meet with company representatives afterward for discussion and to have their questions answered.”

Prior to organizing the 2014 Germany Study Abroad course, Mehdian conducted similar visits to Russia, China, India, Japan and Taiwan.

“I can’t emphasize enough how important it is for students to take advantage of opportunities that will provide them with a global education,” said Mehdian. “You acquire so much knowledge that you can’t possibly learn from staying home—international experience observing how businesses operate in different settings and styles of management that differ from what people are familiar with here. These study abroad opportunities are an invaluable experience.”

The partnership between the University of Michigan-Flint and Bergische Universität Wuppertal (BUW) that led to the 2014 study abroad trip also spawned the “Internship in Germany” program, launched in the summer of 2013.

International business majors participating in the “Internship in Germany” program spend six weeks gaining professional experience as interns abroad in the German city of Wuppertal. The program places SOM students in German companies and organizations including Sparkasse (bank), Barmenia (insurance company) and Jackstadtzentrum (entrepreneurship center) from July through August, and students also participate in cultural trips and lectures at BUW during their stay.

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The decision to require international business students to participate in opportunities like the “Internship in Germany” program was partially due to feedback provided by alumni of the School of Management.

“Through surveys, our alumni indicated the importance of graduating with internship experience and felt that it should be a requirement,” said Kandogan. “The relatively new international business program requires an internship at a multinational company or study abroad experience, so it is a positive move in the right direction in light of the feedback we’ve received.”

Although it’s considered a young university by European standards, BUW has already established its reputation as “a force in business and industry that goes beyond its role in regional economics.” The school’s business startup and marketing program won BUW the number one position in the German university rankings twice in the past 10 years.

In addition to internships, the articulation agreement between the two universities also allows for student exchange programs and research opportunities for students and professors from UM-Flint and Wuppertal.

ALUMNI: Did you participate in a study abroad program as an SOM student? We welcome you to share your experiences with current students by speaking at one of our future trip information sessions. To get involved, call (810) 762-3160.
Prominent healthcare executive Kim Horn is no stranger to grit—“perseverance and passion for long-term goals” are two of the leading predictors of success. Throughout her life, Horn has worked relentlessly to achieve the goals she set for herself. In fact, it was perseverance in an ever-changing industry that led to her current position as President of the Kaiser Foundation Health Plan of the Mid-Atlantic States in Rockville, Maryland.

“Early in my career, one of my mentors offered this advice: ‘Make a plan, then work the plan,’ ” said Horn. “These words resonated. And, I learned that ‘working the plan’ often entailed a lot of hard work.

“As a student at the University of Michigan-Flint, I worked full time and took a full class load. This taught me self discipline, time management skills and the payoffs of working hard. It was this experience that shaped me into the person I am today—enjoying an amazing career that blends the dynamic world of operations management with helping people. I get to go home each day knowing that I played a part in saving lives and improving health in our country.”

In her position of leadership, Horn oversees all aspects for Kaiser’s mid-Atlantic region, which serves more than 500,000 members and operates 30 medical centers throughout the District of Columbia, Northern Virginia and Maryland.

“What a remarkable time and place to be working in the healthcare industry,” said Horn. “We’re currently in the midst of accomplishing so much here in our nation’s capital. And, to be able to do it at Kaiser Permanente, one of the country’s largest not-for-profit health plans, makes me feel both proud and fortunate.”

Prior to joining Kaiser in 2012, Horn served for 15 years as President and Chief Executive Officer of Priority Health in Grand Rapids. Under her leadership, the organization grew from 100,000 to more than 600,000 members across the state of Michigan with revenues exceeding $2 million annually.

“While our mission is to help people, health care is a business,” said Horn. “It was one of my professors in the School of Management who helped me realize this. He coached me through my career options, eventually inspiring me to pursue health care over the automotive industry. What I’ve discovered is that health care is rich with opportunities. I’ve worked with some of the most brilliant people in the world from several different fields.”

In addition to her career, Horn has spent the last 15 to 20 years devoting her time and talent to community, philanthropic and industry endeavors, especially those geared toward education, children’s health and making communities more viable.

“I encourage my daughters, Rachel and Alison, to devote about 20 percent of their time to service,” said Horn. “There comes a certain point in your career where you can give back—utilize your skills and connections for something greater. I consider it a privilege.”
The University of Michigan-Flint has always held a special place in John Sullivan’s (’81) heart. He grew up a few blocks from campus near the College Cultural neighborhood and graduated from Flint Central.

The downtown area became Sullivan’s second home as a young adult; it’s where he hung out, went to college and landed his first professional job. And, while he couldn’t have known it at the time, that first job at Citizens Bank in downtown Flint started Sullivan on a career in the financial industry that would ultimately lead to his becoming U-M’s treasurer this past spring.

Although he works from the Ann Arbor campus, Sullivan continues to stay connected to the UM-Flint campus through his job, and credits much of his success to the education he received there.

“When I attended UM-Flint, it was much smaller than it is now, but I received an outstanding education. And, over the past few decades, I’ve witnessed its amazing transformation,” said Sullivan. “The campus has experienced tremendous growth—in terms of size, enrollment and program offerings—and plays a valuable role as a catalyst in reviving downtown businesses and expanding opportunities locally.”

Sullivan was selected as U-M’s new treasurer after a national search and was appointed by the Regents in March 2013. Since 2000, he has worked at the University as the controller for investment accounting, with the responsibility of ensuring accurate accounting and reporting for billions in cash and investments.

“Taking on new challenges is what I enjoy most about my career,” said Sullivan. “As many people who go into accounting, I like to solve problems. And, I enjoy helping other people solve theirs. In my new position as treasurer, I look forward to working with my colleagues across the university to offer them the highest-quality financial services and exemplary customer service.”

Before being hired at the University, Sullivan worked in the financial industry for over 20 years. He earned his BBA in accounting from the UM-Flint, an MBA in finance from UM and a JD from Wayne State University.

“Experience has taught me not to be afraid of trying something new,” said Sullivan. “It leads to professional growth, new skills and an increased awareness of opportunities you may not have considered. Fortunately, I had the support of my wife Mary as I took on new challenges—career changes and pursuing MBA and law degrees.”

Sullivan is a father of six and, as a parent and graduate of UM-Flint, recognizes the value and many benefits of getting an education at one of UM’s outlying campuses. In fact, two of his children have graduated from UM-DeArms. He’s also an active member of his local parish, St. Priscilla in Livonia, where he serves on the finance committee and is a member of the St. Vincent de Paul Society.

As a busy professional, Sullivan acknowledges that balancing time between work and family can be a challenge. Fortunately, he developed a strategy for this early in his career as he juggled working full time and attending UM-Flint to finish his accounting degree.

“While Flint is not without its challenges, I was fortunate to grow up in a city that presented me with so many opportunities to succeed. These past few years have seen remarkable growth in the Flint campus, which is so important to the Greater Flint area. In my new role as Treasurer for the University of Michigan, I look forward to working with the UM-Flint campus and surrounding community to make the future even brighter.”
In 1975, the School of Management was established as the first professional school on the University of Michigan-Flint campus. This academic year marks the school’s 40th anniversary.

Over the past 40 years, the School of Management has evolved from a regional college into a nationally recognized institution known for providing high-quality business educations to domestic and international students alike. With recurring top 50 rankings in Bloomberg BusinessWeek’s “Best Part-Time MBA Programs,” and regular inclusion in The Princeton Review’s “Best Business Schools” annual publication, the School of Management continues to build its reputation as an engaged, international hub for business education.

In celebration of our 40th anniversary, the School of Management will be hosting a number of events throughout the academic year, just a few of which are outlined to the right. Visit the School of Management website at www.umflint.edu/som for additional details about these and other events to be announced in coming months.

SOM 40TH ANNIVERSARY BUSINESS PLAN COMPETITION — $5,000 GRAND PRIZE

1st Round: December 6, 2014 | 2nd Round: May 19, 2015
Location: 1 Riverfront Center W, Flint, MI 48502
Deadline to Register: November 18, 2014

The University of Michigan Flint’s School of Management invites all UM-Flint students and alumni to compete for a cash prize and resource package in the school’s 40th Anniversary Business Plan Competition this winter. The $5,000 cash 1st place prize, provided by event sponsor Diplomat Specialty Pharmacy, is contingent upon the prize money’s being put toward the implementation of the winning business idea. Complete details on the resource package will be outlined later this year.

The competition, the first of its kind hosted by SOM, will consist of two rounds — a preliminary elevator pitch round, where teams outline their business idea in three minutes or less, and a final round in May 2015, where the finalists will present their full business plan. To be eligible, all teams must include one or more actively enrolled UM-Flint students. The first 40 teams to register before the October 18 deadline will be guaranteed a spot in the first round.

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In partnership with the UM-Flint Innovation Incubator program, workshops will be provided to support teams selected for the final round. Workshop dates and details will be released later this year. Visit the SOM website at www.umflint.edu/som to register or for additional contest details.

THE ECONOMIC FORUM PRESENTED BY SOM & THE FLINT ROTARY

December 12, 2014 | 11:30 a.m. | Northbank Center Ballroom
432 N. Saginaw St, Flint, MI 48502

Learn about the state of U.S. and World Economics from SOM faculty and other expert panel members during this annual event hosted in partnership with the Rotary Club of Flint.

The School of Management (SOM) and the Rotary Club of Flint invite you to “The Economic Forum” on Friday, December 12, 2014, in the Northbank Center Grand Ballroom at 432 North Saginaw Street, Flint, Mich. The event takes place from 11:30 a.m. to 1:30 p.m. with a lunch buffet served at 11:30 a.m. followed by the program beginning at 12:00 p.m.

Event admission is $10 per person, which includes lunch. For tickets or more information, please contact Kristin Arntz at kristinca@umflint.edu or 810.762.3253 by December 8, 2014.

Remember to visit the SOM website frequently to find out about additional anniversary events.

www.umflint.edu/som
ENGAGED LEARNING

Habitat for Humanity and Entrepreneurs Society Work/Live Concept Garners International Recognition

What started as a local collaboration between the University of Michigan-Flint’s Entrepreneurs Society and Genesee County Habitat for Humanity has evolved into an international prototype that is building hope in communities around the world. The Work/Live program expands upon Habitat’s current model of building homes in the community (as an active way of addressing poverty housing issues) by including space for functional and profitable home-based businesses under the guidance and recommendations of the Entrepreneurs Society.

“This is the first time anything like this has been done at any of our 1,000 Habitat for Humanity locations in the United States,” said Margaret Kato, Executive Director at Genesee County Habitat for Humanity. “In fact, it has been so successful, Habitat International is sending the model created by Genesee County HFH and the UM-Flint Entrepreneurs Society and Entrepreneur in Residence/Professor Michael Witt, PharmD, JD, faculty advisor to the Entrepreneurs Society, was in charge of market research analysis for the business. She met with future owners Tyler Bienlein and Scott Hempel to share the organization’s advice toward their business plan and insights on how to market to their target audience.

“First I created a survey using Qualtrics, which is a great resource for all UM-Flint students,” said Hoffman. “The survey was then distributed to the students at UM-Flint, Mott Community College, Baker College and Kettering University.

“After we received the results, I reviewed them and shared my findings with Tyler [Bienlein] and Scott [Hempel]. This information changed the way they saw their customers and helped them after some of the ways they planned on conducting business, specifically their hours of operation. Properly preparing new business owners on what to expect after opening day is integral to their success. I am still in contact with Tyler and Scott, and plan to assist them with their future questions, as well all members of the Entrepreneurs Society.”

Planning for the Future of Flint and Beyond

Beyond providing living space for the owners and commercial space for their businesses, Work/Live houses have the potential to increase employment and income opportunities for lower income families. On a larger scale, they can help to strengthen neighborhoods while making them safer. Witt believes projects like these are what our community needs moving forward.

“The Entrepreneurs Society is deeply invested in the future of our city,” said Witt. “We don’t want to see empty storefronts. We want to encourage businesses that will be viable and best serve the community and, specifically, the neighborhoods where they’re located. It’s a win-win for everyone—the new owners of the homes/businesses, our students, Habitat for Humanity and neighboring local residents/businesses. We’ve broken new ground with this model, and we look forward to sharing it with other communities around the world.”

The local Work/Live project and Habitat International's Work/Live program is funded in part by MasterCard through Habitat’s Neighborhood Revitalization Initiative. MasterCard recently announced it is providing an additional $90,000 grant to the Genesee County HFH, and a total of $400,000 in grants to be awarded to five HFH affiliates in MasterCard target markets that will replicate the model created by Genesee County HFH and the UM-Flint Entrepreneurs Society.

FOR MORE INFORMATION

about the Entrepreneurs Society, visit http://som.umflint.edu/esofumf/.
The Genesee County Habitat for Humanity can be found at http://www.geneseehabitat.org.

Alumni, we need you! You are invited to serve as mentors to our student members, who are full of innovative ideas and eager to pursue them. Send an email to Entrepreneurs-Society@umflint.edu or attend one of our weekly meetings to see how you can get involved with projects like the groundbreaking Work/Live program.

COMMUNITY ENGAGEMENT
This filing service is offered as part of the volunteer income tax assistance (VITA) program, a national effort organized by the Internal Revenue Service. Prior to participating in the program, students received training in tax preparation through the Income Tax Preparation course (ACC 325) taught by Cathleen Miller, Ph.D., associate professor of accounting in the School of Management. Professor Miller trained the students and oversaw their work during each tax preparation session.

As part of the VITA program, students provided free basic income tax return preparation with electronic filing and informed taxpayers about special tax credits for which they may qualify such as Earned Income Tax Credit, Child Tax Credit, and Credit for the Elderly or the Disabled. In addition to the federal tax preparation, the students complete the State of Michigan and City of Flint tax returns for free. For several taxpayers, the State of Michigan Homestead Property Tax Credit and Home Heading Credit were the only credits available and provided much-needed income for these taxpayers.

Annually supported by Beta Alpha Psi, the accounting and finance national honor fraternity at UM-Flint, the free tax assistance program has offered help with filing taxes since the late 1960s. This tax season, Professor Miller received funding for the program from the new UM-Flint Civic Engagement Course Implementation Grant Program and the School of Management.

During the 2014 “tax season,” 35 accounting students from UM-Flint spent their Saturdays in February and March at the Flint Public Library providing free tax filing services to the public. The students assisted a total of nearly 700 local taxpayers who qualified for the program (low income families, elderly adults and disabled adults). They also spent two Saturdays in April on campus in the Riverfront Building classrooms assisting nearly 200 additional local taxpayers.

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Together with the Student Veterans Association and Toys for Tots, the UM-Flint Entrepreneurs Society organized a campus event, Pictures for Presents, that coincided with the city’s holiday parade in early December 2013. By offering free holiday portraits in exchange for toys or monetary donations that went to the local marines’ Toys for Tots program, the five-hour event brought in 50 donations and provided holiday photos for 17 families.

Serving as organizers and photographers at this event were Byron Killin and his wife Natalie, professional photographers and owners of Timeless Surroundings in Clio. The Killins, who opened their web-based studio (www.timelesssurroundings.net) earlier in 2013 under the guidance and assistance of the Entrepreneurs Society, saw this as an opportunity to give back.

“The idea for this event was a joint concept of my wife and myself,” said Killin, junior accounting student and director of marketing/public relations for the Entrepreneurs Society. “We know many people who have benefitted from the Toys for Tots program in the past, and it is a charity that is dear to both of our hearts. Children deserve the experience of opening a toy on Christmas, the joy of feeling special, and the love of someone who cares. The photo idea seemed to click almost immediately.

“There are many people in the Flint community that can not afford, or have not had the opportunity, to have a family portrait taken. The concept was designed to not only help Toys for Tots, but to help the community as well.”

In addition to promoting students’ engagement in the community, the Pictures for Presents event served as experiential learning—a real world opportunity for students to apply what they’re learning in the classroom.

“Pictures for Presents taught me a lot about how to market an event and that location plays a major role in the success of any public event,” explained Killin. “To promote the event, we [the Entrepreneurs Society] wrote and distributed press releases to local media outlets, while the Student Veterans Association walked in the parade and handed out leaflets to attract people who were already in the downtown area, and we ran a large advertising campaign on the UM-Flint campus. Our marketing efforts garnered a radio interview on AM 1570 with Lou Lobsinger, multiple radio promotional spots on 103.9 FM, and television spots on WJRT’s “Mug Shots” as well as WNEM 5’s “Weekend Outlook.”

“The turnout for the event was not as large as we had hoped, but we identified a number of ways we can improve next time. We are looking at making this an annual event and are brainstorming ideas to generate more buzz in the community.”

“We know many people who have benefitted from the Toys for Tots program in the past, and it is a charity that is dear to both of our hearts.” - Bryan Killin
Phil Longstreet, Ph.D.  Assistant Professor of Management Information Systems

Phil Longstreet, Ph.D., joined the School of Management in 2013 as an Assistant Professor in Information Systems. Phil received his B.S. in Production Operations Management & Information Systems at the University of Idaho, his MBA from Idaho State University, and his Ph.D. in Management Information Systems from Washington State University. Phil’s notable industry experience includes working as Director of Technology for Cognos Homes Inc. and Manager of Quality Assurance at Workscope Inc. Phil’s research has been published at prestigious conferences including Americas Conference on Information Systems and the Hawaii International Conference for System Sciences. Phil is actively researching in e-commerce visual appeal, computer selfefficacy and technostress.

Keith Kelley, Ph.D.  Assistant Professor of International Business

Dr. Kelley received his Ph.D. in Business Administration from Florida International University in Miami, Fla., alongside a Master’s degree in International Business. He also holds a Bachelor of Science degree in Business Administration & International Affairs from the University of New Hampshire in Durham, N.H., and has more than five years of experience teaching subjects including international business, strategic management, global strategy and entrepreneurship. His research focuses on the performance outcomes of international diversification strategies, such as firm reputation, and has been presented at major conferences such as the Academy of Management, Academy of International Business, and the Strategic Management Society. Professionally, he has worked in various capacities for small, medium and large enterprises in the service industry for more than 20 years.

Sima Fortsch, Ph.D.  Assistant Professor of Operations Management

Sima Fortsch holds a Doctorate in Supply Chain & Operations Management with a minor in Industrial Engineering from the State University of New York at Buffalo (SUNY), where she won the Graduate Student Excellence In Teaching Award in the year 2012. Prior to joining UM-Flint, Dr. Fortsch taught Strategic Management, Supply Chain & Global Operations (S&I), Managing New Product and Process Development (Rochester Institute of Technology, RIT), Statistics, Contemporary Economics, and Principals of Management (State University of New York at Brockport). Her research interests are in the area of Supply Chain and Operations Management using Econometrics, Statistics and Meta-Analysis tools. Prior to receiving her Ph.D., Sima Fortsch worked in several industries at companies including Eastman Kodak and Proctor & Gamble corporations.

Amy Maynard  Business Manager

Amy Maynard joined the School of Management in 2013, with 15 years of experience in Accounting and Finance within the Defense and Aerospace and Music Distribution industries, and holds a Bachelor of Accountancy degree from Walsh College. Most recently, she was employed at DPS Technologies in Madison Heights as Division Financial Analyst/Manager for six years and, prior to DPS, at PD Systems, Inc., as a project analyst for more than a year.

Min Jung Kang, Ph.D.  Assistant Professor of Finance

Min Jung Kang earned her Ph.D. in Finance from Michigan State University in 2012. As an instructor at MSU, Min received the “Excellence in Teaching” award for the 2009-2010 academic year. Her MBA, with concentrations in Finance & Strategy and Management was completed at the KDI School of Public Policy and Management, Seoul, South Korea. Her research interests include corporate finance and governance, and CEO turnovers and compensation. Her professional experience includes positions for HSBC and Korea International Trade Association (KITA), in Seoul, South Korea.
Yener Kandogan, Ph.D., Associate Professor of Management

"Breaking the Rules" to Gain a Competitive Advantage

For some, the ability to recognize and respond to the forces at work in the world can lead to unprecedented success or an "Out of Business" sign on the door. In the article, "A Perspective on Destruction Regeneration in International Marketing," Erin Cavusgil examines how the global business landscape has changed in recent decades and how this affects companies searching for a leg up on the competition.

"As academics, we need to take a closer look at how our projects have evolved over the years—to better understand the current status and predict future outcomes," said Cavusgil. "The article identifies the ways the global landscape has changed in recent decades and how these changes impact corporations as they search for competitive advantage."
“While academics are important, I’ve found that some of the most meaningful experiences happen outside the classroom,” said Baker, a practicing CPA and founding partner of Fromholz, Paauwe & Baker, PC, a Flint-based accounting firm established in 1977. “As a student at the old Flint Jr. College (now Mott Community College), I was President of Student Government and Vice President of the Student Union. Service projects and involvement in organizations are what helped me apply what I learned in my classes. Over the years, I’ve found this experience to be invaluable in my work life.”

Even as a busy accounting professional, Baker has actively served on the boards of several community organizations, including United Way, Chamber of Commerce, Leadership Flint (now part of Resource Genesee) and The Community Foundation. He met Roberson through the Genesee Valley Rotary Club.

Roberson is program director of the Flint Area grant making team at the C.S. Mott Foundation. She received her doctoral degree from the Rackham Graduate School at the University of Michigan and has taught classes on the UM-Flint campus where her father M. Joseph (Joe) Roberson (former athletic director at Michigan) served as interim chancellor.

Adding to the impact of the couple’s gift was the C.S. Mott Foundation’s generous matching program. While it is not unusual for employers to match the charitable gifts of their employees, the Foundation’s 3:1 match significantly increased the amount of the recently established scholarship.

“Assistance like this can really make a difference in someone’s life,” said Roberson. “A scholarship can be the deciding factor in keeping a student in school—allowing them to pursue their dreams. Combining a scholarship with service gives students an opportunity to think and immerse themselves in what they’re learning through service projects instead of working long hours at a part-time job. We have close ties with UM-Flint and believe it provides a high quality education that is a first choice for a lot of people. We are happy to support the Flint campus and its students.”

The Baker-Roberson Service Scholarship Fund provides a scholarship stipend for selected accounting students’ “learning through service” projects with an area non-profit organization or a School of Management faculty-advised program.

“Service to the community has become increasingly important for business leaders,” said Scott D. Johnson, Ph.D., Dean of the School of Management. “The Baker-Roberson Service Scholarship provides not only financial support, but also an incentive for our students to learn through service. Being engaged in the community through this scholarship will help develop students into future community leaders.”
Avid pilot, competitive sailor, successful entrepreneur. Winfield ("Win") Cooper, III, attributes many of these extraordinary accomplishments to lessons he learned from his father Winfield L. Cooper, "The Elder," a prominent real estate professional/educator who recently retired after an outstanding 50-year career. This past fall, Cooper decided to honor his father by establishing the School of Management’s first faculty award in his name, the Win Cooper Faculty Excellence Award.

"We were watching Michigan play down at the Big House when I told him the news," said Cooper, CEO of Cooper Commercial Group, Ltd., a commercial real estate business based in Flint.

“He was obviously pleased that I chose to honor him in this way. And, it made him feel good to know how significant he is to me—not only as a father, but also as my mentor. I have such amazing memories of him and how he’s impacted each stage of my life. I’m glad I had the opportunity to do this for him while he’s still alive.”

In addition to a strong entrepreneurial spirit and passion for sailing the Great Lakes, both father and son share the desire to give back to their communities. Cooper earned his B.A. and MBA from the University of Michigan in Ann Arbor, yet he chose to make his gift to the Flint campus, where he serves on the School of Management Advisory Board.

"From discussions I had with the dean and other members of the board, I knew this type of gift would have a much greater impact in Flint than it would in Ann Arbor," Cooper explained. "I decided to establish an award for faculty, because I know how important it is to have strong leadership in the classroom. My father taught courses and served as Education Chair at the Great Lakes Chapter of the Appraisal Institute for several years. Our hope is that this award will recognize and help retain faculty who are already doing an outstanding job and possibly even recruit new professors to the Flint campus."

"Plus, the Greater Flint area is my community. It’s where I live and work, and it has been good to me. Supporting local education and the future of our children is essential. My grandson Gabriel is 7. He is a ray of sunshine to me and my wife Jodie. If anything else, you’ve got to give back for your kids—your grandkids.”

The Win Cooper Faculty Excellence Award will be awarded to two tenured faculty in the School of Management for a three-year period. The operating stipend may be used for professional growth and development (not part of salary). Criteria will be based on the professors’ abilities to demonstrate extraordinarily fine teaching skills and produce distinguished intellectual contributions.

"Retaining and recognizing our outstanding faculty is the key to creating an excellent business education for our students," said Scott D. Johnson, Ph.D., Dean of the School of Management. "I am grateful and elated that Win Cooper has chosen to invest in the School of Management. His leadership demonstrates a commitment to our students and to the community.”
Dear friends,

2013 was a good year for the School of Management in fundraising efforts. Our sincerest thanks to all who have made a gift! As an alumnus of SOM, it is my pleasure to work with such a committed alumni base and community members who support the great efforts of our students, faculty and staff.

Of particular note, the 2013 calendar year brought our first ever faculty award, The Win Cooper Faculty Excellence Fund, which provides support for professional growth and development to faculty who exhibit excellence in teaching. SOM also received our first scholarship dedicated to students committed to service in our community. The Baker-Roberson Service Scholarship Fund aims to reduce students’ financial burden, allowing them more time to participate in service related activities.

This is just a glimpse of the full story. Please feel free to contact me directly if you have any questions. I would also be pleased to assist you in exploring how you can support the School through a donation or by utilizing your talent to engage with students in a meaningful way.

Our fundraising effort is young, please know that a gift at any level can make a difference!

Sincerely,

Melissa Stephens-Farrell

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

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Fundraising Highlights:

Nearly $86,000 was available to award to School of Management students this past year in scholarships.

- The Oliver, LaGore, Van/Valin Investment Group Scholarship
- The Pamela Hernandez Devon Scholarship
- The Cathleen Miller, Ph.D., CPA Accounting Scholarship

Total Gifts for 2013: $80,431.00

Allocations:

- 67% toward endowed and non-endowed scholarships
- 15% toward strategic initiatives (gifts made to the Excellence Fund)
- 12% toward faculty support
- 6% toward program support (gifts made to the accounting fund, study abroad, NetPlus)

The School of Management would like to thank our donors for their tremendous support for calendar year 2013 (January 1 – December 31, 2013).

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