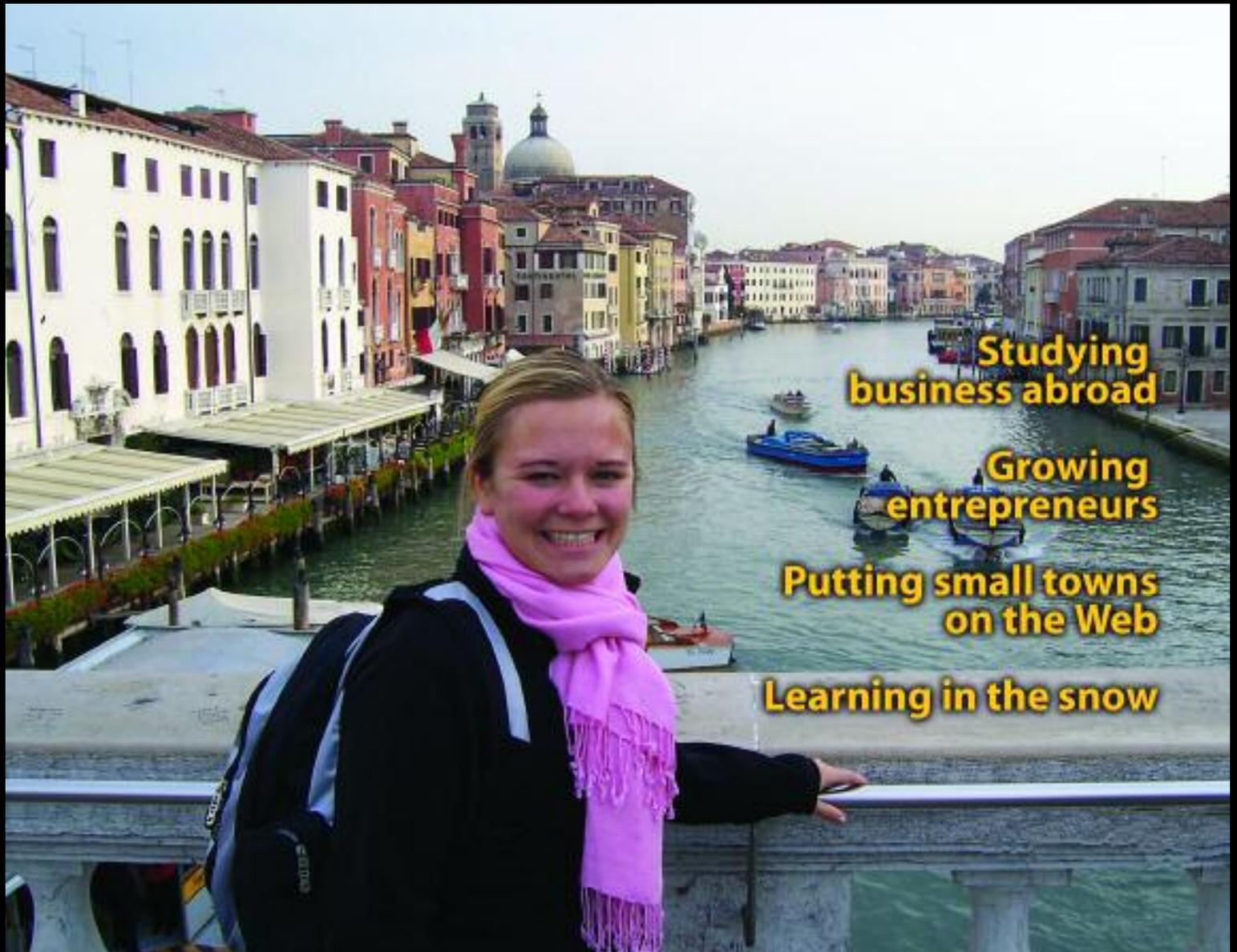


# SUPERIOR HORIZONS

Northern Michigan University College of Business

Fall 2007



**Studying  
business abroad**

**Growing  
entrepreneurs**

**Putting small towns  
on the Web**

**Learning in the snow**

# A Message from the Dean

**T**he College of Business is on the go! Over the past year, we have had many notable successes: New faculty members have joined us. The curriculum has been revamped. Faculty won regional and national honors. Student organizations implemented innovative programs. Our internationalization efforts continue to gather pace. We hosted two outstanding executives in residence. We have begun to assess student learning in a meaningful way. Continuing education workshops for accountants are offered. Graduate programs are being revived. Surveys of students and alumni indicate rising satisfaction with our programs and processes. Our accrediting body—The Association to Advance Collegiate Schools of Business International—has given us a clean bill of health.

In this issue, we share some stories on entrepreneurship. Our country's prosperity and continued well-being is founded on risk-taking, on trying out innovative ideas and a drive to strike out on our own. The college has a rapidly growing major in entrepreneurship. This fall, we have started a minor in that discipline—designed primarily to introduce non-business students to the essential tools needed to successfully launch their own businesses. Professor Bruce Sherony has been the force behind our entrepreneurship program. Two of our graduates have created businesses and we spotlight their stories here. But you don't have to graduate to start your own business. The



**Professors' lectures and textbook readings are being powerfully complemented by experiential and active learning.**

greeting card project which the students of the American Marketing Association put together with the students in the art and design program is an excellent example of cross-disciplinary student collaboration that combined business acumen with artistic creativity. We are now working on having an annual business plan competition for our students with cash prizes.

This past fall, we created a student managed investment fund, named The Superior Fund, to provide students hands-on experience in managing real monies through investing in a portfolio of stocks and bonds. The fund started with

\$200,000, much of it provided by hundreds of alumni. We are presently working on building a financial trading room, equipped with continuous data feed from stock markets and the necessary software, to enable our students to simulate buying and selling stocks. The trading room will be ready this fall. This is a big and expensive project. These two projects—the investment fund and the trading room—are dramatic examples of how student learning is being transformed. Professors' lectures and textbook readings are being powerfully complemented by experiential and active learning.

As I begin my third year as dean of the college, I am more enthused than ever about our progress toward becoming a leading business school in this region. Without doubt, one of our greatest assets is our 7,200-plus engaged alumni. You have been very supportive of the college over the years and I look forward to your staying in touch with your alma mater. In my travels, I have met several of you and there are few things I love more than hearing about your work, your family and your memories of your Northern days. I thank you for your generosity and support.

Sincerely,  
Rajib Sanyal

PS. I look forward to your comments and suggestions. Reach me at [rsanyal@nmu.edu](mailto:rsanyal@nmu.edu).



## Superior Horizons

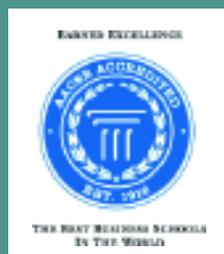
*Superior Horizons* is published annually by the College of Business, Northern Michigan University, for its alumni, friends and benefactors.

### Editorial offices

College of Business  
Northern Michigan University  
1401 Presque Isle Avenue  
Marquette, MI 49855  
906-227-2947  
906-227-2605 fax  
bizdean@nmu.edu  
www.nmu.edu/business

### Editorial Board

Dr. Rajib Sanyal, Dean  
Annette Brown, Assistant to the Dean  
Karen Ward, Editorial Assistant  
Michael Nelson, Development Officer  
Rebecca Tavernini, University Editor



# Contents

Fall 2007

## FEATURES

- 4 Virtual Real Estate
- 5 Diamonds to Die For
- 6 Greetings from NMU  
Learning from the Best
- 7 The Entrepreneur's Coach



Page 9

## STUDENT FOCUS

- 8 Putting Michigan's Small Towns Online  
Dining for Success
- 9 Learning in the Snow
- 9 Student Profile



Page 10

## INTERNATIONAL REACH

- 10 Discovering Myself in Vienna  
South of the Border: Mexican  
Ties Strengthened

## COLLEGE NEWS

- 10 College Web Site Gets Makeover  
The Superior Fund  
Faculty Facts
- 16 Networking with Business Alumni  
Save the Date: 2007 Homecoming Reunion  
Projects Seeking Partners

## ALUMNI UPDATES

- 12 News from College of  
Business grads
- 15 Scholarships and Awards



Page 12

*On the cover: NMU marketing major Katie Hedrich in Venice, Italy, during her study abroad experience.*

## Virtual Real Estate

NMU grad builds next generation technology business



**R**aphael Bennett '04 and his Chicago-based company, NeuStep, have created the world's first and only Web-based virtual walk-through experience. It has made the traditional "virtual tour," that allows for only one 360 degree view of a room in a property, obsolete.

What the NeuStep (pronounced "new-step") virtual walk-through has to offer that the standard virtual tour is incapable of is movement and interaction with the property. With a NeuStep virtual walk-through, the user can virtually travel up to the front door of a property and walk inside, explore rooms and hallways, travel up and down stairs, go inside or outside, and stop at any point for a 360 degree view of their current surroundings. "It will change the way we search for interesting destinations or search for large purchases such as real estate, planes and yachts," claims Bennett.

**With a NeuStep Virtual walk-through, the user can stop at any point for a 360-degree view of their surroundings. "It will change the way we search for interesting destinations or search for large purchases such as real estate, planes and yachts."**

Having grown up in an entrepreneurial family, it didn't take Raphael long to realize he wanted to follow in his family's footsteps. "Some people are just passionate about playing music," he explains. "Business and entrepreneurial opportunity is my music and I practice 12 to 15 hours a day, seven days a week; rarely six."

Bennett feels strongly that his education at Northern Michigan University prepared him for his current endeavors. "By far the class that helped me the most was Strategic Management. It was rumored to be one of the more difficult classes in the College of Business. I was by far an

average student, but Brian Gnauck's class intrigued me to such a point that I enjoyed the challenge," he says. On top of the education he received at Northern, working with the university's laptop program allowed him to gain knowledge about computers that he could apply to the technical side of NeuStep. He recalls, "When I left NMU I was more proficient with computers than anyone I knew. NMU converted me into a process-driven individual."

In 2002, he came up with the idea of what would over time evolve into NeuStep. "I developed the technology and wrote the technical documentation that I would need to submit my provisional patent applications. From there I spent about four additional years developing the product, designing the business plan, and brainstorming the Neu brand," he recalls. NeuStep officially opened its doors in May 2006. Since then, the company has secured such

clientele as Fox Studios, Paramount, Delta Airlines, Virgin Airlines, RE/MAX, Rubloff real estate, and Boeing... just to name a few.

On the rare occasion when he's not putting in the late hours, Bennett spends his time with his girlfriend, skiing, sailing and gliding—his latest hobby. He is also in

the process of writing a book titled *Neu It, and Why I Did It...* It is directed toward young people who are considering becoming an entrepreneur. It explains his business experiences and the reasons he chose the entrepreneurial path. He is also working on another project called NeuAngels, a marketplace for entrepreneurs seeking angel investors, and vice versa.

To learn more about Bennett's business ventures, contact him at [rbennett@neustep.com](mailto:rbennett@neustep.com) or visit [www.neustep.com](http://www.neustep.com). •

*Editor's note: A NeuStep virtual tour of NMU and Marquette is scheduled to debut on Northern's Web site this fall.*

# Diamonds to Die For

Doug Menzies '81 deals in diamonds and metals—but not the jewelry store variety



The next time you see road maintenance crews cutting concrete or read of oil companies drilling new wells, the chances are the industrial diamonds doing the cutting and the drilling have a connection with Standard Die & Fabricating, Inc. In a highly sophisticated factory in Livonia, in suburban Detroit, the company transforms some of the world's most exotic and specialty metals—cobalt, titanium, zirconium, among others—into sheet metal stampings for the aerospace, oil, defense and medical industries who then turn them into the abrasives used for cutting, drilling, grinding, polishing and sharpening.

Doug Menzies '81 is the president of the company, which was founded by his father in 1970 as a traditional stamping plant supplying the area's automobile industry. Doug joined the business right out of Northern when the company was moving into industrial diamonds, a transformation that has continued. Currently employing 60 workers, many of them highly trained engineers and metallurgists, the company's reach today is global. It buys its supplies from around the world and its customers, big names in the business world, such as GE and Smith International, are both in the U.S. and abroad in countries such as

Ireland, the U.K. and Sweden. Menzies, who runs the company with his brother Alan, has grown the company to annual sales of \$20 million from \$3.5 million when he took over.

He attributes the competitive edge that his business enjoys to having excellent information systems. "We have the ability to locate specialty materials and suppliers globally," Menzies notes. These metals are expensive and rare, and with

economic activity on the rise worldwide, the demand for them is growing, and

"having access to stocks of these materials give us the edge."

Competing in a global industry, "we have to stay on top of our information system to get raw materials delivered on time and at the right price." He also notes that, "We are very focused on quality and customer service. We meet ISO 9001 standards and follow lean manufacturing principles. We provide precision drawing and stamping services and work closely with our customers.

"The business has done well because the global economy is expanding, even though Michigan is not in good shape." For instance, with oil prices high, oil companies are drilling more wells, and that has

increased the demand for drilling bits that use industrial diamonds.

Recalling his time at Northern, Menzies feels that "the small classes, the intimacy they provided, kept me grounded. Northern also taught me to become focused and accomplish goals." He was an avid ice hockey player and also coached the Marquette Americans team in the

**"We have the ability to locate specialty materials and suppliers globally... having access to stocks of these materials give us the edge"**

city's hockey league. That gave him the opportunity "to get to know the locals very well and enjoy the community."

Although very busy, Doug, who is married and has two young children, is able to find time for personal travel, venturing to Alaska this summer. He supports local charities and also tries to keep in good physical shape, sometimes combining the two. For instance, he rode in a 150-mile bicycle race to raise funds for the Multiple Sclerosis Foundation and in a 300-mile race for the Make-a-Wish Foundation.

To learn more about Standard Die & Fabricating, Inc., visit [www.standarddie.com](http://www.standarddie.com). •

## Greetings from NMU

NMU students join forces to start a card business

**T**he entrepreneurial spirit is very strong among NMU's business students as evidenced by the greeting card business that the American Marketing Association (AMA) embarked on in fall 2006. The members of this collegiate chapter demonstrated that they were more than just learning about marketing; they were actually going out and doing it.

The idea of designing greeting cards in cooperation with the students in the School of Art and Design, and then selling them to the campus community, came about as a way to raise money to pay for the annual field trip the AMA organizes for its members.

Kendall Sutliff, the president of the chapter (and chair of the Dean's Student Advisory Board), took the lead for the project, coordinating the art and design students and the marketing students. Through a course project, art students designed a holiday greeting card and a general card, submitting 52 designs, with campus judges selecting the winners. The marketing students focused on the business aspect of the enterprise—mass production, pricing, advertising and distribution—with cards being mailed around the country, and even to France.

The project was a complete success, Sutliff noted, "It was great to take what we've learned in the classroom and apply it to a real project, yet know that if we lost money it wasn't the end of the world. It was set up to be a learning experience and it turned out to be a very positive one. There are some things we would do differently next time—like having designs in place before promoting the cards so people can envision what they're going to be like. But overall, it went very well."

With money raised, the AMA traveled to Green Bay, Milwaukee, and Chicago, visiting alumni businesses. •



### Learning from the Best

This past year, the college hosted two executives in residence. In the fall, Dennis George '60 spent almost a month on campus. During his stay, he taught two short courses and met students and faculty groups. George, a lawyer, is based in the Seattle area where he practices with the firm of McNaul Ebel Nawrot & Helgren. In the spring, Steve LaHaie (pictured above), a senior vice president of Lettuce Entertain You Enterprises based in Chicago, was our visiting executive. LaHaie '75, is an expert on the food industry and manages boutique restaurants in the Chicago area. Both executives shared with students, faculty and administrators their insights on what it takes to succeed, on the challenges of leadership and the importance of ethical and socially responsive conduct in their organizations and personal lives.

The executive in residence program is designed to enrich student learning and faculty development by introducing accomplished leaders to the university community. The program began in the fall of 1979 and has brought to campus senior corporate executives, accomplished professionals and successful entrepreneurs from organizations far and near, big and small, private and public, manufacturing and service.

# The Entrepreneur's Coach

Bruce Sherony is the professor behind the fastest-growing major in the College of Business



**T**he entrepreneurial stories profiled here are linked through one dedicated faculty member: Bruce Sherony. He has been with the college since 1979 and has spearheaded the development of the entrepreneurship programs.

"The entrepreneurship major is growing fast. It is popular," he says. In fact, it is the fastest growing major in the college. "And now we are bringing on stream a minor in entrepreneurship.

"From the best of my knowledge, roughly half of the students who have graduated are going into business on their own and the other half are joining corporations," he observes.

He attributes his own interest in entrepreneurship to his parents who were entrepreneurs and owned a small hardware store in the Chicago area. "What a business is, how it runs and where it comes from has always been a point of fascination for me," he says. According to Sherony the students in the entrepreneurship program all have something in common. "I notice students in this program are very independent, goal-driven and aspire to use their skills to develop something unique in their life."

When asked if entrepreneurship can be taught to students, he reflects: "Yes. We can teach many of the skills that entrepreneurs need and we study entrepreneurs to identify these skills. Secondly, we can motivate students to shadow successful entrepreneurs and

these exemplars show the pathway to success. Combine these two, and we can do a lot of influencing. Of course, we cannot make someone become a successful entrepreneur."

The quality of NMU's entrepreneurship program lies in how the program came about—through an extensive survey of approximately 700 regional employers about entrepreneurship, intrapreneurship and the needs of employees and employers. The program incorporated the findings, has a practical approach and is

competition," he anticipates.

Sherony's specialization is entrepreneurial advisory boards and his work has appeared in such publications as *The New England Journal of Entrepreneurship* and the *Business Journal for Entrepreneurs*. He points out that entrepreneurship is "becoming broad in its applicability. It is no longer confined to business but is now valued in the non-profit sector and the government."

## Can entrepreneurship be taught to students?

**"Yes. We can teach many of the skills that entrepreneurs need and we study entrepreneurs to identify these skills. Secondly, we can motivate students to shadow successful entrepreneurs and these exemplars show the pathway to success... We can do a lot of influencing. Of course, we cannot make someone become a successful entrepreneur."**

firmly anchored in the region. Sherony notes that "half of the students in the program have parents who are entrepreneurs, or are in family business. They want to stay here and be successful."

Sherony is currently working with others to design a campus-wide business plan competition. "We can have some of our successful entrepreneur alumni serve as judges for the

Sherony is not all work and no play. He is an avid reader and can be seen chasing walleye on Little Bay de Noc. He also finds time to study Italian and makes frequent visits to Chicago. He enjoys living in Marquette because, as he puts it, "it is a friendly, helpful community with much to offer." •

## Putting Michigan's small towns online

The handiwork and creativity of the college's students is evident in the Web sites of the Michigan townships of Arcadia, Higgins, Milford, South Branch, Klacking, Crystal Lake and Crockery; of organizations such as the Northern Center for Lifelong Learning, Marquette Women's Center, United Way and Big Brothers/Big Sisters; and Northern Michigan University's Academic Senate Office and the Speech, Language and Hearing Sciences Department. Students designed the sites as part of a service learning project.

Seniors majoring in computer information systems worked in teams on these projects as part of a capstone course. Course professor Sandra Poindexter said, "Service learning gives students an opportunity to apply their academic course work to real-world situations. They are more motivated to learn when they have a defined project and can see the outcome of their efforts, and the townships benefit from having students assist with developing high-

quality sites and training employees to maintain the sites. The students really rose to the challenge."

Students also studied the effectiveness of a State of Michigan initiative to involve university students in bringing local governments online. In the three month study of the Web sites of 13 representative Michigan townships, students obtained information from township clerks, tabulated and evaluated site features, checked for compliance with state guidelines, and reviewed existing reporting, documentation, and research on the subject. The study was prepared for the State of Michigan's Department of Information Technology and the Michigan Townships Association.

The study found that, overall, the Web sites were well developed, generally compliant with state guidelines, appreciated by users and contained current information. The study suggested reconsideration of content guidelines, cautions on excessive download time and the need for greater awareness of the sites. •



## Dining for success

Dining etiquette can be critical to landing a great job and progressing in one's career. Would-be employers, superiors and clients closely scrutinize table manners. Graduating seniors preparing for their job interviews are particularly anxious to make sure they know how to conduct themselves in the dining room. Questions worry them: Which salad plate, bread and butter plate and drinks are mine? What should I order for dinner? What should I order to drink? How are the bread basket, butter and salad dressing passed? How do I

eat and answer questions at the same time? What do you say when you really don't like your meal and someone asks, "How is your meal?" To answer these and myriad other questions, the

business person was seated at a table of students. A talent coach, Trisha Signs, provided pointers and tips during the meal on proper dining etiquette in the U.S. and abroad.

**"It exposed students to a necessary aspect of operating in the business world that is not usually taught in business classes."**

Dean's Student Advisory Board organized a "Dining for Success" event. Held at a local restaurant, about 50 College of Business students, in their best professional attire, mingled and conversed with invited local business people. The evening began with cocktails and hors d'oeuvres, followed by a full course dinner. At dinner, each

As one student said, "It exposed students to a necessary aspect of operating in the business world that is not usually taught in business classes or at all through a business program."

Among the business people present were Mark Aho '78, '83, Mary Nurmi '74, Brandon Lane '05 and Adam Fray '04. •



## Learning in the snow

**M**arquette, the Queen City of the North, has a well-deserved reputation for being a winter playground given the generous snow it receives. One highlight of the season is the UP 200 Sled Dog Race that starts in downtown Marquette. In its 18th year, the race, approximately 240 miles in length, is a qualifier for the famous Alaska Iditarod, and draws more than 15,000 visitors each winter. The other highlight is the Noquemanon Ski Marathon and the Half Noque, which attract cross-country skiers from around the world for the races from Ishpeming to the Superior Dome. Thousands of residents and visitors throng the trails to cheer the skiers.

This year, an enterprising faculty member created two short, academic courses that linked students with the sled dog race and the cross-country ski race. In keeping with the university's emphasis on academic service learning, Carol Steinhaus designed courses that required students to assist with organizing these two major events.

Twenty six students put their

brain and brawn at the disposal of the Noquemanon organizers. They attended pre- and post-race meetings and each volunteered 11 hours to such tasks as timing the races, stuffing and distributing bags of items for each racer, distributing computer chip timing devices, manning aid stations, providing finish times and helping run the awards ceremony.

Two weeks later, 29 students worked to pull off the three-day sled dog race. Students attended the organizational meetings and also the pre- and post-race meetings to understand the complexity of the races. They chose from a menu of tasks and each provided at least 11 hours of service, controlling the crowd, taking down barricades and assisting all night with race check points and road crossings and at the finish line.

The coordinators of both events were delighted with what the students contributed, and look forward to next year's partnership. "Where but in the U.P. and at NMU would students have the opportunities to participate in such activities," muses Steinhaus. •

## College of Business Student Profile

**Number of students** — 942

**Where do they come from?**

Michigan—76%  
    Upper Peninsula—54%  
    Downstate—22%  
Illinois—9%  
Wisconsin—8%  
Minnesota—2%  
Outside the U.S.A.—2%

**What are the most popular majors?**

Management—16%  
Marketing—15%  
Accounting—14%

**What are their gender and race?**

Females—43%  
Males—57%  
  
White—88%  
Black—3%  
Native American—2%

**How old are they?**

Females—24.4  
Males—22.9

Source: Institutional Research, Northern Michigan University, Fall 2006 profile

## Discovering myself in Vienna

by *Katie Hedrich, NMU junior marketing major*

**A**s I stepped through the terminal gate into Austria I knew there was no turning back. I looked right, then my head snapped left, I couldn't read a sign or understand a single word I heard. I thought, "Oh no! How am I going to find the bus to get into Vienna?" In the near distance, my eyes locked in on the universal symbol for information. I slightly relaxed the grip I had on my luggage and began my journey to the information counter. With every step I took I rehearsed the few German words I knew, "Hallo. Wombat's in Wien?" As I took the last step I said to the woman at the desk, "How do I get to Wombat's Hostel from here?" She gave me a blank stare. My stomach hit my shoes and tears nearly filled the counter. As I stood there in deep panic she reached for an English map of Vienna, wrote Bus 6 on it and pointed me towards the door where a coach bus was waiting. I sighed with relief as I climbed aboard.

As the days turned to nights and nights to days, I realized my study abroad program was in full swing. I was engaging in lectures about the culturally fertile era that set Vienna's destiny. Lectures were taught with hands-on experiences that took us to the heart of the ring (city center). Standing in the center of the ring, I was overwhelmed with the history, culture and beauty that lay before me. In front of me rested the platform on which Hitler stood as he gave his brainwashing speeches. As I turned around I saw the *Rathaus*, (the city hall) in the distance. It had the look of an old European cathedral. At Christmas time, every inch of it is lit. I brought my eyes down towards the ground and noticed the word "Volksgarten," meaning "the people's garden." The roses were in full bloom, bordering the sidewalks and the fountain in the center of the garden. Viennese and tourists strolled by, experiencing the breathtaking view with me.

When I wasn't enhancing my education with the program, I was living the experience through my travels to Prague, Czech Republic; Krakow, Poland; Bratislava, Slovakia; Venice, Italy; Frankfurt, Germany; and Salzburg, Austria. During my travels I met people from all over the world. One gentleman was from Hungary. He was a kind man in his early forties who spoke about as much German as I did and no English. We spent an hour engaging in conversation using hand motions and facial expressions.

With each trip I took and person I met it was a building block to my personality.

This study abroad program helped me admit to myself how important relationships are to me and helped me realize what little I knew about other cultures. It also helped me understand why I enjoy being around people and why I enjoy trying to understand what really makes them work deep inside. This opportunity was the most rewarding, challenging and exhilarating thing I have ever done. This experience was made possible for me because I received two amazing scholarships: Barret Ludlow and William & Margery Vandament. Every time I think about my study abroad experience, I greatly appreciate the assistance from the NMU Foundation. •

*You can support students like Katie Hedrich to discover themselves and the world by creating a scholarship or giving to the Student Global Outlook Fund. Please contact Michael Nelson of the NMU Foundation at [mnelson@nmu.edu](mailto:mnelson@nmu.edu).*



### SOUTH OF THE BORDER: Mexican ties strengthened



*COB faculty Charles Rayhorn, David Helton and Raymond Amtmann with URN Rector Daniel Garcia, bottom center, and his wife, Adriana.*

Three College of Business faculty members were among a team from NMU that traveled to Chihuahua, Mexico, in May to identify international study opportunities for our students. The university is exploring how it can partner with Universidad de Regional Norte (URN) to offer courses and internships in Mexico.

This visit was a continuation of the dialog that started with Daniel Garcia, rector of URN, when he first visited NMU in 2005. In Mexico, the faculty met with URN counterparts, compared curricula, toured business facilities, and met local business and government leaders. The business faculty are working on specific student involvement projects for the partnership.

## College Web Site Gets Makeover

Have you visited the college's new and improved Web site? If not, please do so. It carries a lot of information, is updated regularly, and is easy to navigate. On the first page, we have two distinctive features—an alumni spotlight and a faculty spotlight. The site also allows visitors to connect with the university's Alumni and NMU Foundation offices and to become familiar with all the exciting moves we are making at the college. See it at [www.nmu.edu/business](http://www.nmu.edu/business).



Fund officers Michael Ansell and Patricia Downs with faculty adviser Daniel Konku (from left).

## The Superior Fund

Students in the finance program can now apply their classroom learning to real-world investing using real money. The Superior Fund has been launched with \$200,000 provided by alumni and friends and the university. Students in the investment course study industries and individual companies and decide which stocks and bonds to buy and sell, and track

their performance. An investment policy guides student decisions. A team of external advisers provides broad oversight of the fund; they are Mark Aho '78 (A.G. Edwards), Douglas Garrow '91 (Ameriprise), Michael Morgan '87 (Wells Fargo Bank), Paul Nardi (Makela, Toutant, Nardi, & Hill) and Richard Tegge '85 (Smith Barney).

A naming competition among students led to the Superior Fund's title. Daniel Konku, assistant professor of finance, said that the name "reflects our location and our expectation for the performance of the fund." With the creation of this learning tool, NMU finance students will be graduating with invaluable real-world investing skills that powerfully complement classroom learning. Dean Rajib Sanyal notes that while the principal purpose of the Superior Fund "is to elevate and transform student learning, the returns on the investment will be available to the college to support student activities."

One such activity would be to compete in the annual RISE (Redefining Investment Strategy Education) Symposium in Dayton, Ohio, where students and faculty from more than 200 universities with student-managed investment funds interact with Wall Street professionals. This year, Konku and fellow finance associate professor David Rayome took three students to Dayton to observe and learn. Next year, the students will be eligible to compete.

## Faculty Facts

- Sandra Poindexter and Raymond Amtmann, both faculty members in the information systems program, were recognized with a second-place prize in the 2006 Innovation in Leadership of Business Education competition for developing and implementing strategies to provide international learning experiences for our students. The award was given by the Mid-Continent East AACSB Business Administration Association.

- Probably most of this magazine's readers have taken a course with Professor James Camerius in the marketing program, our longest-serving faculty member (since 1963). He was awarded the 2007 Philip Fisher Distinguished Service Award by the Society for Case Research. The award is given annually to the person who has served the society with distinction. Professor Camerius has been a leader in case writing, using cases in the classroom and in case research organizations (often as a member of editorial review and advisory boards) for many years.

- Joel Thompson, professor of accountancy, was the recipient of the College of Business Outstanding Teacher Award.

- David Helton received tenure and was promoted to associate professor in the information systems program.

- Three new faculty are joining the college this fall. Jung Kook Lee will be teaching in the marketing program. He has worked in the hotel industry in South Korea. Gregory McPhee will be teaching accounting. He has wide experience in the field, most recently at Ernst & Young. Charles Wolfe will be teaching in the entrepreneurship program; his specialization is franchising.

# Alumni updates

Please keep us informed about the changes in your career, life and address. You can easily do that by sending us the information, including pictures, by e-mail to [bizdean@nmu.edu](mailto:bizdean@nmu.edu) with "Alumni News" in the subject line.

## 2000-2007

**Carpenter, Adam '06** is employed by Superior Iron Range Community Federal Credit Union in Marquette. He and his wife, Roberta Feltner, live in Marquette.

**Delisle, Michelle '00** started a privately owned and operated EMS agency in Marquette that provides ambulance services. She is a 50 percent owner of Mediride, Inc.

**DePetro, Victoria '04** is an administrative assistant handling employee benefits at Adult Learning Systems-UP in Marquette. The company provides residential services to persons with developmental disabilities and mental illnesses.

**Foster, Ryan '06** has joined Superior Iron Range Community Federal Credit Union in Negaunee. He is responsible for maintaining all information systems and future IT expansions.

**Fray, Adam '04** is working with Cintas, in the corporate uniform industry. He is based in Traverse City. Adam actively hires NMU graduates at the career fairs on campus.

**Gardner, Kevin '04** married Nell Bagley in 2006. He is currently employed as a professional hockey player for EV-Fussen in Fussen, Germany, where the couple lives.

**Gauthier, Tyler '04** is employed by St. Onge Insurance of Ishpeming as a commercial lines executive. He and his wife, Amber Kirkish, reside in Ishpeming.

**Giangrassie, Jennifer '03** is employed as an online specialist account manager for CareerBuilder.com. Based in Chicago, Jen, a member of the American Marketing Association, is active in the Chicago Public Schools and serves as a mentor to young children.

**Gorsalitz, Erica '04** and her husband, Jacob Stock, currently live in Novi. Erica is

pursuing a juris doctor degree at Thomas M. Cooley Law School. She is a member of Women's Law Alliance.

**Gustitis, Lori '01** and Mark Rivord were married in 2006. Lori is currently employed by Grant Thornton in Minneapolis, Minn., where the couple resides.

**Hokenson, Jessica '03** is business development coordinator with Marquette-based insurance agency Hetrick & Associates. Jessica has been using a Web-based sales tracking and management tool called MySalesResults.com to improve internal processes. The program is offered by an agency affiliate in which Jessica is a part owner. The product went public in October 2006, and it was featured in an article in the January 2007 issue of *Rough Notes*, an insurance industry publication.

**Kosonen, Heather '03** married Michael Sundberg. Heather is employed by Bellissimo Salon and Image Consulting in Marquette.

**LaValley, Jeff '06** is a loan officer for Clear Water Mortgage in Marquette.

**Light, Tina '06** is employed with A. G. Edwards in Marquette.

**Ogea, Libby '00** is married to Douglas Nelson. She works for 1Prospect Technologies in Crandon, Wis. The couple lives in Rhinelander, Wis.

**Pepin, Lindsey '06** (right) is in the tax department of Schenck Solutions in Green Bay, Wis.

**Pilon, Joseph '05** is a rental consultant with Enterprise-Rent-A-Car, based in Marquette.

**Rogers, Kristen '06** and **Justin Weber '05** married in June. Kristen works for Marquette Internal Medicine. Justin is employed by Menards in Marquette.

**Reed, Kelly '07** is a certified Michigan property and casualty insurance agent

with Hetrick & Associates in Marquette.

**Rustman, Robert '04** lives in San Francisco, Calif., where he is a human resource generalist for Securitas Security Services and is a member of Society of Human Resource Management.

**Syrjala, Scott '04** teaches at Ishpeming High School in Ishpeming.

**Tanis, Timothy '04** completed his MBA from Willamette University in Oregon with a focus on human resource management and computer information systems. In December 2006, he passed the Global Professional in Human Resources Certification examination which only 700 people have passed worldwide.

**Whitley, Ryan '01** is with Hetrick & Associates Insurance Agency in Marquette.

**Williams, Brandon '06** works for Select Realty, Inc. in Marquette.

## 1990-1999

**Anderson, James '93** is director of quality assurance with Michigan Works! in Escanaba. After completing his MS in Training and Development in 2006 from NMU, he is currently pursuing his doctorate in training and performance management through Capella University in Minneapolis, Minn.

**Bentzen, Brian '90** is a sales executive for Computer Associates and lives in Arlington, Va.

**Borlace, Dean '91** has been named vice president and treasurer of Superior Extrusion Inc., at Sawyer. Prior to this appointment, Dean was the director of administration and finance at the company since November 2005. He is licensed in Michigan and Wisconsin as a certified public accountant.

**Cappaert, Charlie '91** is vice president and commercial loan officer at National Bank and Trust (SNB&T) in Marinette, Wis. He received the WINGS (Worthy Individual Noted for Generous Service) Award for his exceptional level of community service.



# Alumni updates

**Garrow, Doug '91** is a certified financial planner and a financial advisor with Ameriprise Financial Services in Marquette. Doug played for the Wildcats hockey team while at NMU. Doug is on the advisory board of the Superior Fund.

**Lake, Amanda '95** is an assistant manager with Range Telecommunications in Marquette.

**Jahfetson (Gendron), Heather '95** has been teaching since 1996 at BHK Child Development in L'Anse. She holds various certificates such as infant/toddler CDA and preschool CDA and is a certified hearing/vision technician. Heather is married to Roger and they have three children. They live in Baraga.

**Lane, Steven '91** is vice president of corporate debt at Advantus Capital Management in Minneapolis-St. Paul. He credits his experience with a student-run investment fund at the University of Minnesota, where he earned his MBA, with getting hired for his first investment analyst job.

**Loeber, Michael '92** is the president of Loeber Motors in Chicago. The company sells Mercedes-Benz, Porsche, and Maybach cars.

**Olson, Brent '92** was recently promoted to Director at KPMG LLP in Chicago. Brent has traveled worldwide, and is a national instructor for the firm's advisory practice.

**Sibilsky, Kristy '91** is associate vice president and loan officer with Range Bank in Marquette.

**Smazenka, Jamie '97** is a marketing and communications manager with Chippewa Nature Center in Midland.

**Sobeck, Thomas '90** (right) is the chief financial officer of Presque Isle Electric & Gas Cooperative, Onaway. An avid hockey fan, he coaches hockey and travels to tournaments with his two sons.



**Syed, Haroon '92** is a global client manager with Schneider National. He lives in Green Bay, Wis., with his wife and two sons.

**Teigen (Mackay), Laurie '93** is an assistant controller with Community Health Partnership, a managed care organization in Eau Claire, Wis. Laurie, a certified public accountant, is also an adjunct instructor at Lakeland College.

## 1980-1989

**Aho, Mark '83** (right) is vice president of investments and branch manager of A.G. Edwards in Marquette. Mark is on the advisory board of the Superior Fund.



**Albrecht, Denise '75, '81** (right) has been a senior vice president and regional managing director of U.S. Bank's Private Client group in Denver, Colo., since 2005. She currently oversees the personal trust and wealth management offices in Colorado and Montana.



**Baron, Greg '80** is a project manager with Nooter Construction Company in St. Louis, Mo.

**Berg, Lawrence '81** is regional vice president of Infinity Marketing Insurance Sales, based in Matthews, N.C.

**Bridges, Mike '89** is a RE/MAX Hall of Fame real estate agent serving the Sarasota, Bradenton, Lakewood Ranch and Venice areas of Florida for the past 16-plus years. Mike sells on average seven properties a month. He is based in Sarasota.

**Dix, Sheryl '84** is senior branch office administrator of Edward Jones in Negaunee.

**Dolan, Mark '84** is a deck officer of the American Steamship Company, responsible for navigation, cargo handling and the

ship's business. He is also a member of the American Maritime Officers. He is married to Cheryl Oslund and they live in Traverse City and have a daughter and a son.

**Hodges, Richard '82** is a co-owner of Key Electronics, based in Wixom. The company manufactures wire harnesses, battery packs and other customized auto industry support products.

**Jenkin, Jim '81, '84** is the director of sales for American Fiber Services. He is responsible for the business development and management of procurement and sales of recovered fiber and pulp. Jim is also a certified purchasing manager. He is on the board of directors of NMU's Alumni Association. Jim and his wife, **Deborah '82**, have two children and live in Appleton, Wis. He is involved with coaching youth hockey and Trout Unlimited.

**Kotz, Paul '80** (right) is vice president of 5 Alarm Fire & Safety Equipment, Inc., headquartered in Fort Atkinson, Wis.



**Leach, Gavin '84** was appointed vice president for finance and administration at Northern Michigan University and treasurer of the University's Board of Trustees effective July 1. Gavin joined the university as a senior accountant in 1989. A certified public accountant, he subsequently held the positions of budget analyst, senior financial analyst, budget director and associate vice president for finance and planning.

**Martin, Robert W. '88** was named district president for Michigan by Wells Fargo in 2007. He is based in Marquette.

**Morgan, Michael '87** is a senior portfolio manager with Wells Fargo Bank in Marquette. Mike is on the advisory board of the Superior Fund

**Swanson (Gerry), Elizabeth '89** is an administrative supervisor at Marquette Internal Medicine Associates, a growing practice with seven physicians, in Marquette.

# Alumni updates

**Tegge, Richard '85** has been promoted to second vice president wealth management with Smith Barney. He is also a promoter of the Marquette Rangers hockey team. Rich is on the advisory board of the Superior Fund

**Tignanelli, Greg '80** continues to work in the wine and spirits industry with Shaw-Ross International Importers, a subsidiary of Southern Wine and Spirits, which is the largest company in the industry, based in Miami, Fla. He travels extensively in the Midwest to meet and work with distributors and retailers including national clients such as Meijer's, Costco, Carrabba's and Outback Restaurants. His position involves managing and motivating sales people. Greg lives in Gross Pointe with his wife, **Ann '79**, and their three children.

**Williams, Bret '84** was inducted into the NMU Sports Hall of Fame in September 2006. After graduating from NMU, he coached at the Olympics ski championships and went to Norway where he married **Siri Sorum '83**. He then began a career in the financial services industry at Geldermann, a brokerage firm. He is currently a principal in two brokerage firms in Chicago: Financial Consortium International and Myfuturesonline.com. He was inducted into the NMU Sports Hall of Fame last fall. He lives in Naperville, Ill. with his wife and three children.

## 1970-1979

**Bennett, Timothy '74** is the executive director of Bay Cliff Health Camp, a therapy center for children with physical disabilities, located in Big Bay. He is also chair of the Catholic Diocese Review Board for the protection of children. He received the 2006 NMU Alumni Civic Leadership Award.

**Davis, James '72** is chief operating officer and managing director of support services for Chase Investment Services Corporation in Chicago.

**Flood, Robert '75** is president of Argonics, Inc. of Marquette, a company he founded and which is one of the industry's largest producers of polyurethane products. Of his 75 employees, almost a third are Northern alumni. Bob's wife, **Lisa '83**, is an NMU alumna and an employee.

**Gulis, Steven '79** is executive vice president, chief financial officer, and treasurer of Wolverine World Wide, Inc. since 1996. The company manufactures and sells a wide range of shoes under names such as Hush Puppies, Merrell, Wolverine, Sebago, Bates and others. He is based in Rockford. Steve delivered the Winter 2007 NMU commencement address. He is married to **Janet (Bloeser) '80** and they have one daughter.

**Grundstrom, James '73** (right) is president of Frei Chevrolet, an auto dealership in Marquette. He has been working there since 1964, starting in the body shop, and became president in 1990. Jim is an avid skier. He has been the patrol director of the Marquette Mountain Ski Patrol since 1996 and a member of the Professional Ski Instructors of America since 2000.



**Grundstrom, Pamalene '73** has retired from her position as executive assistant to the president and secretary to the Board of Trustees of Northern Michigan University. She has been married to James Grundstrom since 1973. Pam and Jim have two children.

**Marek, Stephen '74** is vice president of finance and operation at U.S. 41 Lumber in Quinnesec.

**Pearson, Eric '74** is the owner of Bill & Paul's Sporthaus, a dealer in outdoor sports apparel and equipment in Grand Rapids.

**Skytta, Mike '72** retired from Wells Fargo Bank in February after 37 years of service. He served as district president since 2001 and community banking president in Marquette since March 2000. He is also vice chairman of the Lake Superior Community Partnership and president of the LSCP Foundation.

**Stream, William '70** is president of Peninsula Bank in Ishpeming. He was elected a director of the Michigan Community Bankers Service for 2006-07.

**Ungrodt, Thomas '76** serves as president and chief executive officer of Ideation in Ann Arbor, a producer of catalogs of gift retailers. He is an officer on the NMU Foundation Board.

**Verlinden, Mark '78** (right) is first vice president of Comerica Bank in Detroit. He has held a number of management positions, including commercial lending officer, corporate credit officer, loan group manager and divisional credit administration officer. He was named to his current position in 2004. He and his wife, **Tina (Rudolph) '79**, reside in Clarkston, where she is employed as a school psychologist at Clarkston High School. They have four sons.



## 1960-1969

**Glascott, Robert '67** is a principal of Glascott & Associates, a real estate consulting firm in Chicago. Robert and his brother Timothy have been in the real estate business since 1970. They have real estate projects in Lincoln Park and currently own and manage over 200 apartments and retail units in various Chicago neighborhoods. They also own and operate Glascott's Saloon, a fun and time-honored bar in Lincoln Park..

**Lindberg, Steven '66** was elected in November 2006 to the Michigan House of Representatives, representing the 109th district, which includes Marquette. Steve worked for the Marquette Area Public School system as a teacher and guidance counselor until retiring in 1997. He and his wife, Paulette, have one son and two grandchildren.

**Stipech, Frank '67** retired from UPPCO in September after 30 years of service.

## IN MEMORY

**Pelto, Richard D. '96**, September 15, 2006.

**Roland, Bryce S. '91**, August 30, 2006.

## Student Scholarships and Awards

**T**his spring, more than \$43,000 was given away in scholarships, ranging from \$200 to \$5,000.

We congratulate these students on their achievement and thank the donors for their generosity and foresight.

### Scholar Award Recipients

#### *Accounting Scholar Award*

Mark R. Hedstrom and Matthew E. Maunu

#### *Associate of Business Scholar Award*

Heather M. Nolde

#### *Business Education Scholar Award*

Steven R. Kass

#### *Business Computer Information Systems Scholar Award*

C. Paul Belser and Benjamin G. Kibler

#### *Entrepreneurship Scholar Award*

Kelly E. Ahern

#### *Finance Scholar Award*

Anthony J. Cook

#### *Management Scholar Award*

Heather A. Lidbeck

#### *Marketing Scholar Award*

Christopher B. Leffler

#### *Michigan Business Education Association*

#### *Student Teacher Award*

Meghan J. Ivory

#### *National Business Education Association Award of Merit*

Steven R. Kass

#### *Ski Area Business Management Scholar Award*

Jared R. Scholz

#### *The Wall Street Journal Student Achievement Award*

Andy Cisneros

### Scholarship Recipients

#### *The Arthur Andersen Scholarship*

Robert C. Klean and Heather J. Nelsen

#### *The Andrew and Theresa Brunswick Marketing Scholarship*

Katie M. Hedrich

#### *The Kenneth J. and Virginia A. Bureau Scholarship*

Angela L. Brumm

#### *The Sam M. Cohodas*

#### *College of Business Scholarship*

Brandon N. Brown, Rob T. Carpenter, Jessica M. Ewald, Katie M. Hedrich, Ryan J. Meyskens, Heather J. Nelsen and Christopher M. Windberg

#### *The Sam and Evelyn Cohodas Scholarship*

Megan M. Shanahan

#### *The John and Susi Dahlke Scholarship*

Steven Mattis

#### *The Keith Forsberg Accounting Award*

Matthew J. Franti

#### *The Burton G. Frick Endowed*

#### *Scholarship in Business*

Stuart J. Pearson

#### *The Hetrick & Associates Scholarship*

Jason W. White

#### *The Gloria and William Jackson Scholarship*

Jason R. Anderson, Kimberly E. Hallfrisch and Mary Jeanne Rajala

#### *The Yolanda M. Kline Memorial Scholarship*

Amy E. Boettcher

#### *The David E. Lahti College of Business Scholarship*

Cristina M. Corey, Kenneth Holman, Brian A. Kehoe, Jeffrey E. Olsen and Tanya N. Sickels

#### *The Kenneth A. Larsen Accounting Scholarship*

Mary Jeanne Rajala

#### *The John M. Longyear Scholarship*

Brian J. Bowers

#### *The Barret Ludlow Scholarship*

Colleen M. Argall, Mindi L. Hendrickson and Mathurin E. Martinson

#### *The Makela, Toutant, Hill & Nardi Scholarship*

Andy Cisneros

#### *The Robert S. Myefski Memorial Scholarship*

Jason R. Anderson

#### *The Sherman Nebel Memorial Scholarship*

Ryan J. Meyskens

#### *The Anne and Robert Pecotte Scholarship*

Jennifer L. Perry

#### *The Albert L. Quaal Scholarship*

Angela L. Brumm, Jessica M. Ewald, Matthew L. Gerard and Brittney M. Manion

#### *The Range Bank Scholarship*

Carla D. Foster

#### *The Fred C. and Jane B. Sabin Scholarship*

Sara Blomquist

#### *The Colby Trinkka Scholarship*

Sara Blomquist

#### *The Lorna Weddle Scholarship*

Ryan C. Vesta

#### *The Peter White Student Scholarship*

Brandon N. Brown, Brian A. Kehoe, Angela M. Neumann, Tanya N. Sickels, Andrew J. Sikora and Kendall K. Sutliff

#### *The Stan Whitman Memorial Scholarship*

Geoff C. Lasich

### Honors Society Inductees

These NMU students, ranking in the top 10 percent of the baccalaureate programs at schools accredited by AACSB International (The Association to Advance Collegiate Schools of Business), were invited into the Beta Gamma Sigma honor society:

**Seniors:** Kelly E. Ahern, Anthony J. Cook, Mark R. Hedstrom, Christopher B. Leffler, Heather A. Lidbeck and Jared R. Scholz.

**Juniors:** Timothy M. Anderson, Colleen M. Argall, Daniel R. Bechtel, Brian J. Bowers, Ross A. Brooks, Katie M. Hedrich, James M. Helman, Audrey R. Ingraham, Sally J. Joachim, Aaron M. Simon and Christopher M. Windberg.

### Outstanding Graduating Seniors

These students were recognized for their outstanding academic work, campus leadership, and personal qualities:

Jennifer Pikka  
Christopher Leffler  
C. Paul Belser

### Celebration of Student Research and Creative Works Presenters

Eric VandenAkker and Jennifer Perry made a presentation on their international information technology experience, reporting on the IT seminar they attended in Copenhagen, Denmark. Katie Hedrich presented a poster on her study, "The Relationship Between Written Business Plans and the Success of a Small Business."

# Networking with Business Alumni

In the business world, networking matters for success. We network for many reasons—to advance our careers, grow our businesses, enrich our social lives. With over 7,200 College of Business alumni around the country and the world, here is a ready-made group to network with. The College of Business, in partnership with the university's Alumni Association, has been doing its bit.

This past year, we had our first College of Business alumni reception during Homecoming Weekend. It was a smashing success with over 200 people attending. When the Wildcats hockey team began its season with its "home" game in Green Bay, our alumni gathered at the game and a post-game party. The college also organized a pre-game party in Ann Arbor where the Wildcats played the Wolverines. We hope to do more of these get-togethers this year, to bring many of you together and get reconnected with the college.



*The inaugural College of Business alumni homecoming reception at the Landmark Inn in Marquette.*



Northern graduates. The service enables alumni to connect with old friends, create personal Web pages, recruit talented NMU candidates to their companies, post resumés and search for jobs. More than 3,000 have signed up for the Northern Network. To take part, go to <https://nmu.affinitycircles.com> and register. It's easy and it's free!

Also check out the Northern Network. The NMU Alumni Association recently launched an exclusive online community that promotes social and professional networking opportunities among



## Projects Seeking Partners

Last summer, I joined the College of Business as its first development officer. My role is to work with Dean Sanyal to identify academic projects in the College of Business and work with alumni and friends to bring these projects to life. Since I have come on board, I have met several of you and have facilitated your support for many of the college's initiatives.

The college is incorporating high-quality "hands-on" learning into its curricula to provide students transformative "real-world" experiences. Through your generous support, we have established the Superior Fund, awarded over \$43,000 worth of scholarships this year, hosted two executives in residence and enabled students to experience the world on field trips in the U.S. and overseas. One of our alums, Ervin Kranberg, has created an endowment to provide a cash prize in our new business plan competition. The financial trading room is a major project and provides a valuable opportunity for individuals and organizations to partner with the college. Please contact me at 906-227-1152 or [mnelson@nmu.edu](mailto:mnelson@nmu.edu) to learn more about these and other projects and how you can get involved.

—*Michael Nelson*

## Save the Date!

Homecoming 2007

College of Business Alumni Reception

Friday, October 5

Homecoming is the season for all alumni to come to campus and rekindle the Wildcat spirit. All College of Business alumni and their families are invited to a reception at the Skyroom of the Landmark Inn in Marquette. The reception will start at 6:30 p.m. just after the homecoming parade. Snacks will be provided along with door prizes and a cash bar. Come, reconnect and celebrate!



**Superior Horizons**  
College of Business  
Northern Michigan University  
1401 Presque Isle Avenue  
Marquette, MI 49855

Non-Profit Org.  
U.S. Postage  
**PAID**  
Midland, MI  
Permit No. 135