

VISION

SPRING 1998

THE ELI BROAD PLEDGE:

Expanding Information Technology



BROAD
COLLEGE OF
BUSINESS
MICHIGAN STATE
UNIVERSITY

ALSO INSIDE:
Executives
in the classroom

In this issue

- 2** **MBA AMP in Top 20**
First-Class Ticket to Executive Leadership
- 3** **Executives in the Classroom**
Guest Lecturers Bring Food Industry to Life
- 4** **Leadership Alliance Program**
MBA Students Team with Senior Execs
- 5** **Undergraduate Corner**
- 6** **Broad College Development Report**
Another Outstanding Year
- 7** **Alumni Corner**

Vision is published by The Eli Broad College of Business, Michigan State University, 520 North Business Complex, East Lansing, MI 48824-1121.

Paul Osterhout
Director of Development

O. Richard Bundy
Director of Special Giving

Barbara Greider
Director of Marketing

Linda Rochin
Communications/Alumni Relations Coordinator

Bridget McCarthy
Administrative Assistant

Your comments, suggestions and feedback on this and future issues of **Vision** are welcome. Please forward them to Linda Rochin, editor, at 517-353-4340 or by e-mail mail to: rochin2@pilot.msu.edu

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MICHIGAN STATE UNIVERSITY

THE ELI BROAD PLEDGE:

\$1.95 Million to Expand Information Technology

by Barbara Greider

The Eli Broad College of Business and Graduate School of Management is expanding its emphasis on information technology, thanks to a new gift by Eli Broad, chairman and chief executive officer of SunAmerica, Inc. Broad graduated with honors from Michigan State in 1954 with a degree in accounting and became the youngest CPA in the state. He went on to found not one, but two billion-dollar companies (the other is homebuilding giant Kaufman & Broad). He now works and lives in Los Angeles.

Broad said he made the \$1.95 million gift to endorse recent improvements at the college that bears his name. It is a contribution above and beyond the \$20 million endowment he made in 1991 to develop an MBA program to provide business leaders for the new millennium.

"The Broad School is accomplishing its goals and rising in the national rankings," he said. "This progress is reflected in the number of highly qualified students in this year's entering class. The curriculum was completely revamped to give Broad graduates an edge in today's competitive business world."

A substantial part of the new Broad gift will enable the college to do just

that, said Dean James B. Henry.

"We intend to establish two distinguished professorships which will allow us to recruit world-class professors and add to an excellent existing core faculty in information technology," said Henry. "Information is power in today's global economy. The manager who knows how to incorporate information technology into business decision-making is very much in demand."



"This gift will allow the Broad School to remain on course in the pursuit of excellence," said MSU President Peter McPherson. "It will help the faculty and staff in their efforts to provide our MBA students with the tools that are essential for success in today's global business economy."

The \$1.95 million will also cover the cost of remodeling two classrooms into dedicated information systems labs, fund scholarships for first-year MBA students and provide continuing support for second-year

MBA students with graduate assistantships and fellowships designed to off-set the financial costs associated with completing the program. Currently, 16 MBA students, known as Broad Scholars, receive such scholarships. Another portion of the \$1.95 million gift will endow a Broad Distinguished Lecture Series to bring speakers of international acclaim to campus.

"These are all leadership activities that will strengthen graduate business education at Michigan State University," said Broad. "I am delighted to remain involved in the continuing efforts of Dean Henry and his faculty and staff to deliver a first-rate educational product that is relevant to the needs of American enterprise in the coming century."

SunAmerica is a financial services company specializing in retirement savings and investment products and services. The company held more than \$52 billion of assets as of December 31, 1997, including \$36 billion on its balance sheet, \$2.7 billion managed in mutual funds and private accounts and \$13.5 billion under custody in retirement trust accounts.

NEW COMPUTER ACCESS

Gast Library Adds Technology

Upon entering the William C. *by Linda Rochin*

Gast Business Library, you are immediately impressed with the spaciousness and attractiveness of your surroundings. Opened in September 1997, the library was made possible by a gift from Marcella (Marcie) Schalon and her brother, Warren Gast, in honor of their late father.

The new facility has three times the space of the old business library.

"Usage has increased significantly across all hours. We are now open until 1:00 a.m. Sunday through Thursday, and the study rooms are booked on a regular basis," says Shari Buxbaum, acting head librarian. To accommodate demand, the library now has three full-time librarians and shares one part-time librarian with the university's main library. Fifteen student employees also contribute to the facility's smooth operation.

"What students like most is the environment and the technology. They can bring their laptops and plug into the study carrels and tables or use our computers,"

continues Buxbaum. Laptop computers are also available for check out for library use to Michigan State University faculty, students and staff with a valid MSU library card.

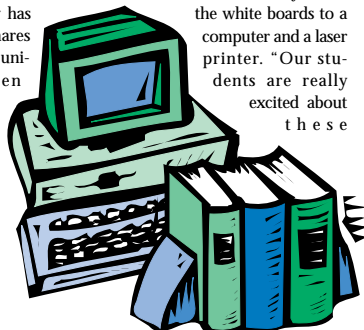
Technology at Gast does not end with computer access. In addition to the \$100,000 Dr. and Mrs. Lewis J. Minor gave to the library building project, they also contributed another \$25,000 to provide the latest technology in two study rooms. These rooms are outfitted with electronic white boards and have been designed for students to work in groups and plan presentations. Ideas are transferred directly from

the white boards to a computer and a laser printer. "Our students are really excited about these

advances," says Buxbaum. "The rooms provide the right environment for the group study projects that are a major part of the business curriculum."

Following the library dedication, Schalon made an additional gift of \$150,000 to honor her mother, Martha Gast. This gift has been used to equip a library instruction room. It has an LCD projector installed in the ceiling with an automatic projection screen and a conference table with chairs for 30 people. "We plan to make optimal use of this room by offering regularly scheduled training programs on how to use our electronic resources," says Buxbaum. "In addition, we will be able to schedule special presentations tailored to the needs of a class assignment."

As in any new construction project, adjustments continue to be made. New overhead and wall signs have been installed and the furniture rearranged several times to balance the need for both quiet and discussion areas. "We are thrilled with the space and potential the facility has for the campus," adds Buxbaum.



Leading Executive MBA Programs

(Business Week's alphabetic listing, 10/20/97)

CASE WESTERN RESERVE
Weatherhead
Cleveland

CHICAGO
Chicago

COLUMBIA
New York

DUKE
Fuqua
Durham, N.C.

EMORY
Goizueta
Atlanta

MICHIGAN STATE
Broad
East Lansing

NYU
Stern
New York

NORTH CAROLINA
Kenan-Flagler
Chapel Hill

NORTHWESTERN
Kellogg
Evanston, Ill.

PENNSYLVANIA
Wharton
Philadelphia

PITTSBURGH
Katz
Pittsburgh

PURDUE
Krantz
West Lafayette, Ind.

SOUTHERN CALIFORNIA
Marshall
Los Angeles

SOUTHERN METHODIST
Cox
Dallas

TEXAS
Austin

TULANE
Freeman
New Orleans

UC IRVINE
Irvine, Calif.

UCLA
Anderson
Los Angeles

VANDERBILT
Owen
Nashville

WASHINGTON
Olin
St. Louis

Business Week recognizes Michigan State University's Advanced Management Program as one of the Top 20 in the country. Graduates confirm the rigors and benefits of this highly regarded program.

When Business Week ranked MSU's Executive MBA one of the nation's Top 20 such programs last fall, it is safe to say those who know it best — its 2,000 highly successful alumni — were pleased. But few, if any, were surprised.

The enormous success graduates have had since it all began in 1964 is not much of a secret. Virtually every major corporation in the state boasts top talent who are alumni of what many affectionately call AMP — the Advanced Management Program.

They range from fast-rising junior executives to chairpersons and CEOs, all veterans of an intense 21-month program that, since 1975, has been centered at MSU's Management Education Center in Troy. This is not, graduates say, your traditional ticket-punching MBA. They testify that the program raised their horizons and taught them to think globally. They also learned about teamwork in a way they will never forget.

Kenneth Way, chairman and CEO of Lear Corp., and AMP graduate, regularly sends Lear executives through the program. Alexander Trotman, chairman of Ford Motor Co. is an alum, as is Robert Stempel, the former General Motors chairman, who now, as chairman of Energy Conversion Devices, Inc., is working to make the electric car a practical alternative.

Edmund Rieger, who became director of the Executive MBA in 1997 after nearly 20 years as a successful management consultant in the private sector, says the high caliber of the student body is one of the most impressive factors. Indeed, graduates testify they learned as much from the widely diverse talent among their classmates — especially in their study teams — as from the faculty.

For those considering the program, the key word is "rigorous." Candidates do not take leave from their jobs during the Executive MBA program; they keep on working — an average of 50 hours a week — while putting in 25 hours or so, including two long nights and one weekend day at the management center.

Admission is highly selective. Only those who are already considerably experienced, with at least eight years in the work force and four years as managers, need apply. The vast majority are nominated and fully sponsored by their employers.

The expense is not trivial; while the cost at MSU compares favorably to the

majority of other executive MBA programs, tuition and fees will run an estimated \$37,000 for the incoming class. That includes two intensive weeks abroad in either Europe or Asia.

The strict requirements "help limit our enrollment to those with high

MSU AMP PROGRAM IN TOP 20

First-Class Ticket to Executive Leadership

by Jack Lessenberry

potential for future leadership," Rieger says. What is virtually limitless is the background of those entering. While just over half the 60-some students who enter every year come from auto-related industries, the rest span the workforce from health to communications to retail.

adjunct or part-time faculty. Professor Bruce Allen has become an Executive MBA legend. An expert on vertical integration, he has taught in the program every year since 1967. "My sense is that the students are as good or better than ever, and more diverse, certainly," he says.

Today, a fifth of the class are students from traditionally underrepresented groups, and nearly that many are female. One of those is Lisa Dancsok ('96), chief of staff for corporate administration at Blue Cross/Blue Shield of Michigan. "I think it is the best thing you can do for yourself personally as well as professionally, as long as you are willing and able to make the sacrifices, and have support systems around you," says Dancsok. She is now lobbying her employer to regularly send promising executives through the program.

Over the last two years, the curriculum for the program has changed to keep pace with current business trends. These include an increase in credit hours (from three to five) for a Global Marketplace course, and

replacing five weekend management retreats with one intensive two-week course on contemporary issues. Topics for this two-week session include managing technology, leadership, and negotiation skills.



Lisa A. Dancsok



Greg Avesian



Ed Rieger



Paul Neubert

"We have even had a couple doctors and lawyers putting themselves through the program," says Rieger. The program makes good use of the diversity of its members; each year at the start, the new class is divided into study teams of six to eight students who will work intensively together throughout the program.

"The diverse backgrounds of my team members, plus the nature of the program, really helped me develop my business skills and decision-making ability," says Greg Avesian ('96), manager of Chrysler's technical computer center.

The program also provides team members with a resource and networking pool that may stay in touch for life.

Greetings from the Alumni Board of Directors



Business courses were available from the Michigan Agricultural



College as far back as 1861. It wasn't until 1953, though,

that the first accredited degree in business was offered by Michigan State University. At long last, in 1956, the business division gained the formal status of a college.

It is in this relatively short period of time that The Eli Broad College of Business has evolved into one of the largest undergraduate business pro-

grams in the country. The high caliber of the education received by all of us, as alumni, continues to expand in value as the Broad College is consistently recognized for its competitive excellence.

What is truly exciting is recognizing that this community of alumni spirit and collective accomplishment by each of us today is plainly visible to our families, friends, associates, employers and employees. In the early 60s, it was Dean Alfred L. Steelye's conviction that "managing business is managing the process of change." Within this timeless certainty comes the recognition that life is all about learning. As such, the importance of our education from the Broad College

is constantly growing.

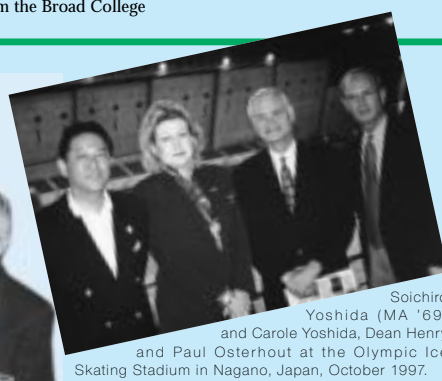
The remarkable progress made by our alma mater is a direct result of a talented faculty and staff and our ongoing participation. As alumni, this participation includes attendance, accomplishments, involvement and support. Your connection to MSU's Broad College is as vital and meaningful today as it was when you graduated.

Best wishes for continued success.

Jim Proebstle

Jim Proebstle
Alumni Board President

Ronald Cichy, director of *The School of Hospitality Business*, welcomes Lone and Dan Darrow, MA, '61, to the annual Celebration of Leadership in New York City, November 1997.



Soichiro Yoshida (MA '69) and Carole Yoshida, Dean Henry and Paul Osterhout at the Olympic Ice Skating Stadium in Nagano, Japan, October 1997.

Newly-Elected Members of The Eli Broad College of Business Alumni Association Board of Directors



John H. Costello (MBA '70)
Senior Executive Vice President/
General Manager, Marketing, Sears,
Roebuck and Co., Hoffman Estates, IL



Richard J. Fineberg (Accounting, '66;
MA, Accounting, '67) Managing
Partner, Northern California Deloitte &
Touche LLP, San Francisco, CA



James H. Harris (Accounting, '73)
Vice President and Corporate
Controller, Penske Corporation,
Detroit, MI



James R. Ledinsky (General Business
'59; MBA '64) President, Corporate
Securities Advisors, Inc., Barrington, IL



Mary Vallender (MBA, '82)
Senior Vice President, Information
Resources, Inc., Chicago, IL

UPCOMING EVENTS CALENDAR

Broad College Alumni Association Board of Directors Meeting

APRIL 24

Greater Detroit Dean's Reception

MAY 27

Friends of the College Day

AUGUST 20

Chicago-Area Golf Outing

OCTOBER 5

Broad College Alumni Tailgate (MSU vs. Indiana)

OCTOBER 10

Detroit Management Conference

FALL 1998 Date TBA

Conference Theme: "Information Technology in the 21st Century"

ALUMNI IN THE NEWS...



Bruce Coventry, '91, has been named manager of Chrysler's Jeep Engine Plant in Kenosha, Wisconsin.



Thomas E. Evans, '81, has been named president of Tenneco Automotive of Deerfield, Illinois.



Gary Osbeck, '56, group sales and marketing director for seven years at Boyne USA Resorts, Boyne City, has been named vice president-business development officer at FMB-Northwestern Bank, Boyne City.



George W. Gregory, '72, was elected chairperson of the Taxation Section of the State Bar of Michigan. He is with the firm of Lee, Gregory and Steinberg, P.C., in Birmingham, Michigan.

- Kenneth Elzinga, MA, '66, and Ph.D., '67, was selected as one of the "Ten All-Time Favorite Professors" by the University of Virginia Alumni Association. Elzinga is a professor of economics at the University of Virginia, where there is a two-year waiting list for his upper-level antitrust seminar.
- James E. Miller, BA, '71 and MBA, '73, was named president of the Mazda Motor Company and corporate vice president of Ford Motor Company. Miller lives in Hiroshima, Japan.
- Edgar W. Pugh, '66, was elected vice chancellor of the Delta Theta Phi International, a 97-year-old law fraternity with more than 100,000 members. Pugh is president of the firm of Pugh, Arslanian and Suo in Birmingham, Michigan.
- Susan Unger, '72, appeared on the cover of the Dec. 15, 1997 issue of Information Week magazine and was quoted in an article on electronic business. Unger is chief information officer at Chrysler Corporation.

1998 SPARTAN FOOTBALL SCHEDULE

at Oregon September 5	INDIANA October 10	PURDUE November 14
NOTRE DAME September 12	at Minnesota October 24	ILLINOIS November 21
at Michigan September 26	NORTHWESTERN October 31	at Penn State November 28
CENTRAL MICHIGAN October 3	at Ohio State November 7	

Another Outstanding Year

1997-98 is already shaping up to be another outstanding year for Broad College fund raising. At the end of January, we had surpassed the \$4 million mark in new commitments.



With another \$9-10 million in proposals being considered, we are looking forward to completing the year in great fashion.

Eli Broad's generous new gift for information technology in our MBA program is highlighted in our cover story. His support continues to inspire other graduates and friends to provide financial resources for a wide range of high-priority projects and programs. Let me offer the following examples:

Special Gift Club Activity on Record Pace

Much of our success this year has come from our concentrated efforts at recruiting new members for MSU's various gift clubs: Presidents Club Associates, The Presidents Club and The Beaumont Tower Society. Rich Bundy, Broad College director of special giving, is working closely with our alumni board of directors to secure new pledges for these clubs. These efforts have already resulted in 83 new club members and over \$500,000 in new pledges.

One special gift campaign that has been exceptionally successful so far has been a drive to finance the Faculty Research, Development and Travel Endowment and the Director's Fund in The School of Hospitality Business. With a goal of raising \$500,000 for each

project, we have sought to enroll 75 new members in the Beaumont Tower Society by the year 2002, The School's 75th anniversary.

In the first six months of the campaign, 14 Hospitality Business alumni were recognized for making a commitment to join the Beaumont Tower Society. Combined, this group has pledged more than \$230,000 to these projects. They represent nearly half of the total Beaumont Tower Society commitments made to our college this year. Six other Hospitality Alumni have made pledges to join the Presidents Club or Presidents Club Associates. Eighteen additional solicitations representing a combined \$263,000 are pending.

New Endowments

Endowments may be created by donors at Michigan State for gifts of \$20,000 or more. Once established, these funds are perpetual. Gift principal is invested and annual earnings support projects and programs designated by the donor. Among nearly a dozen new endowments already established in 1997-98, four in particular illustrate the variety of ways donors can create them:

• **Through Insurance.** Mark Clark, senior vice president for Marriott Health Care Services in Portage, has named The School of Hospitality Business the beneficiary of his life insurance policy. Proceeds will fund the Mark A. Clark Endowed Scholarship in Hospitality Business.

• **Through a Gift of Cash and Stock.** John Costello, senior executive vice president for the Merchandise Group of the Sears Corporation in suburban Chicago, is a new member of the Broad College Alumni Board of Directors. Last summer, John made a significant pledge over five years to become a member of

the John Hannah Society, and designated his gifts to endow a new MBA Scholarship program that bears his name.

• **Through a Will or Trust.** Richard and Karen Jury of Haslett recently amended their wills and trusts to add a new bequest for the Broad College. Proceeds from their estate will create and endow the Karen L. and Richard H. Jury Business Discretionary Endowed Fund. This generous endowment will support programs and opportunities of high priority for the Broad College in perpetuity.

• **Through a Charitable Annuity.** This year George McGregor of Hendersonville, North Carolina, decided to create a second gift annuity with the college. Combined, the two annuities will create the George F. McGregor Endowed MBA Fellowship and help future generations of students who choose the Broad College for their graduate work.

The development staff is here to help you in any way we can as you consider how you might want to support your college or Michigan State University. The Broad College is definitely on a roll and represents the kind of business education opportunity you will want to continue to be a part of.

I encourage you to get involved and to help provide the kind of private resources the college will need to fulfill its many-faceted mission in the future.

Paul Osterhout
Director of Development

Linda Rochin is the new communications and alumni relations coordinator in the college development office. Rochin is working to ensure that the college's key audiences—alumni, faculty, staff and students—know what the college is doing. Specifically, she's responsible for publication of **Vision** and coordi-



nation of all alumni special events. Rochin received a BA degree

in English from the University of California, Davis, and an MA in communications studies from California State University, Sacramento. Prior to coming to Michigan State, she held several positions in communications, public relations, and alumni affairs at the University of California, Davis.

Detroit Management Conference Benefits MBA Students

The DMC Planning Committee donated approximately \$5,000 to purchase two laser printers for the MBA computer lab and a Pentium computer for use by MBA students.



Shown clockwise from top: Jerry McVety, Pat and Gail Yauch; Joe Kuszi, Tom and Tim Gale; and Roger Penske, keynote speaker at the program.



EXECUTIVES IN THE CLASSROOM

Food and packaged goods marketing students have access to information as current as today's headlines. They are learning about business trends and issues directly from the source — the executives who are responsible for implementing change in leading companies in the food industry.

Guest Lecturers Bring Food Industry to Life

"These executives bring so much to the learning experience, beyond demonstrating how business theory is actually put into practice. They also model professional behavior, and provide insight into other important aspects of business life, such as various corporate cultures and the com-

RECIPE FOR LEARNING

- 28 industry executives
- 1 undergraduate food marketing class
- 1 MBA food marketing class
- 1 semester
- Mix with questions, comments and dialogue
- Yield: Students better prepared to take on tomorrow's business challenges

plexities of managing in this rapidly changing industry," says seminar leader John W. Allen, professor of food marketing, and director of the Food Industry Alliance. "Guest lecturers really bring the industry to life."

Here is a sampling of what students learned this past year:

Don Dufek, retired senior vice president, The Kroger Company, is co-chair of a food industry-wide effort known as Efficient Consumer Response (ECR). According to Dufek, "Basically,

ECR asks the question 'If you owned the entire supply chain—what would you do differently? How would you change the way product flows, the way information flows and the way cash flows to improve everyone's bottom line?'"

Students were briefed on ways the food industry is expecting to squeeze over \$30 billion in costs out of the supply chain through a number of ECR initiatives. Dufek also explained that ECR is growing the top line as well, at cutting-edge companies, by providing products and services more responsive to customer needs.

Ron Fielding, president, Hormel Foods International, shared his thoughts on forming alliances and partnerships as a strategy for expanding business internationally. His goal is to sustain 20 percent growth in Hormel's global business, largely in Asia and Europe. He detailed the major reasons partnership arrangements fail, and explained how managers could guard against making those mistakes. In addition to doing your homework on potential partners and local business customs, Fielding identified several organiza-

tional and business system prerequisites for international success. "It isn't enough to selectively recruit and properly train the best talent you can find. You need to build flexibility into your domestic production facilities, improve your partner's manufacturing capabilities, and internationalize all aspects of your business, including research and development, procurement and human resource policies."

The futuristic thinking of Ryan Mathews, editor-in-chief of *Progressive Grocer*, a leading supermarket trade publication, stimulated students. He cautioned students to look beyond cur-



Don Dufek, retired senior vice president, The Kroger Company, at a local Kroger store.

rent competitors because transformational change often comes from those outside the industry. Mathews predicts that electronic commerce and the application of technology will become exponentially more important in the near future.

"Technology is the key to creating customer intimacy. Complete and detailed consumer information will be the currency of the future," he says. Supermarket retailers have the opportunity to truly know their shoppers through smart card technology, responding to, and even anticipating their every need. Customized product offerings and services will become the norm. "Consumer loyalty will be earned and re-earned through trust — as consumers, we need to trust the businesses who are the keepers of our secrets," Mathews concludes.

Four Receive Outstanding Alumni Honors

The Eli Broad College of Business presents Outstanding Alumni Awards each year to alumni who have excelled in their fields. Selection is made by the Business Alumni Association and is the highest honor the college bestows on its graduates. The college has recognized 59 individuals with Outstanding Alumni Awards since 1967. This year's honorees are:



John T. Becker (BA, economics, '42), is chairman and chief executive officer of Eurpac Service, Inc. Eurpac is the fourth international trading company that Becker has chaired. He began his career in 1950 when he established the European Service Company in Paris, France. In 1955, he established the Beldora AG in Baden, Switzerland; in 1961, he founded AKAI International in Frankfurt, Germany.



Thomas C. Gale (MBA, '78) was named executive vice president — product development of the Chrysler Corporation in 1996. Since receiving the Outstanding Alumni Award, Gale was named to executive vice president—product strategy, design and external affairs, and general manager Jeep operations and is now responsible for vehicle design, product strategy, and government and external relations. He began his career at Chrysler in 1967.



Edward E. Hagenlocker (MBA, '82) is vice chairman of Ford Motor Company. He is responsible for an organization that includes the company's new automotive products operations, land development, technical operations, and rental car operations. Hagenlocker began his career at Ford in 1964 as a research scientist. He has held the positions of director/president of Ford of Brazil, vice president and general manager of truck operations, and vice-president and executive vice-president for general operations for North American Automotive Operations.



Patricia Yauch (MBA, '85) is the president of WorkTransitions, a consulting firm that specializes in transitioning individuals in the midst of a career change. Her career began in 1970 as a communications consultant and continued with several high-level administrative management positions in the communications industry. Yauch founded WorkTransitions in 1996.

FOOD INDUSTRY GUEST LECTURERS 1997

Margaret Alexander, Regional Manager, Dietary Products, Inc.

David Beaman, Vice President, National Retail Operations, Ralston-Purina

Richard Benedetto, Director, Retail Ventures, KPMG Peat Marwick

Fully Clingman, President, H.E. Butt Grocery Company

Kevin Coupe, Editorial Director, Supermarket Insights

Don Dufek, Senior Vice President (retired), Kroger Company

Birgit Enstrom, Café Director, H.E. Butt's Central Market

Bob Ethen, Customer Business Manager, Kraft Foods

Ron Fielding, President, Hormel Foods International

Debra Gmelin, Senior National Account Executive, Coca-Cola USA

William C. Haines, Vice President, Research and Development, Dairy Management, Inc.

Robert Harris, Chairman and CEO, Alliance Foods

Marv Imus, Owner, The Shopping Center, Paw Paw, MI

Mike Jessen, General Manager, Valporaiso Division, Aldi, Inc.

Ryan Mathews, Vice President and Editor-in-Chief, Progressive Grocer

Roger McAlister, District Manager, and Rodger Rolland, Section Sales Director, Philip Morris USA

Michael O'Connor, Consultant to Andersen Consulting

David Onorato, Regional Manager, and O.J. Smith, District Manager, Hershey Chocolate USA

Jim Perun, Vice President, Operations, Michigan Division, Kroger Company

Don Pliffer, Category Manager, Tops Markets

Tom Quinn, President, J.W. Messner Advertising

Jeff Schroeder, Vice President, Customer Development, Pepperidge Farm

Robert Stauth, Chairman and CEO, Fleming Companies

Joe Swedberg, Director of Marketing-Meat Products, Hormel Foods

James Swoboda, Director, Logistics and Distribution Technology, Spartan Stores

Sharon Wicker, Vice President, Marketing, Hunt Foods

MBA Students Team with Senior Execs

Thirty-one Detroit and Lansing-area senior executives are participating in a new program for MBA students. The executives are serving as "corporate advisors" for a team-oriented course called "The Global Organization and the Firm's Strategic Position." Most have an MBA from Michigan State University, many from MSU's Troy-based Executive MBA program.

Introduced last fall, the course is the framework of the new MBA curriculum. The idea, said Harold Sollenberger, associate dean for MBA programs, is to give students more interaction with corporate executives to make classroom discussions relevant and meaningful.

Students are working in assigned teams with a corporate advisor to gain real-world insights into how organizations handle eight different topics that relate to the way in which corporations define and position themselves in the global marketplace. After an enthusiastic and successful first semester, the corporate advisors/study teams are now working on the second semester part of the course, according to Sollenberger. A second cohort of advisors and team members are participating in a spring/summer course section.

Each corporate advisor works with a study team of six MBA students. The semester begins with a dinner meeting on campus at which advisors and team members discuss plans for the course.

The teams make at least one on-site visit to their advisor's workplace to observe the team advisor in action in his or her corporate environment, to learn first-hand how the advisor's organization is structured, and to meet other members of the organization's

by Linda Rochin

from the GM Powertrain Group in Lansing, was truly committed to the course and made it a hands-on learning experience."

Ramegowda supports his classmate. "We toured every area of the plant. At the conclusion of six trips to Lansing, we had met Bill's entire management team." Both agreed that the best part of the experience was seeing concepts and theories they learned in class applied in the real business world and strongly recommend the class to others.

Advisor Bill Waldron had a similar reaction. "This was a great opportunity to meet and work with students who will be moving into the corporate world. My team was organized and ready to get down to the work at

hand," said Waldron. "I was impressed with their creative ideas and their willingness to listen and learn. I would recommend volunteering to anyone who wants to contribute to a new generation of business and corporate leaders."

Waldron also praised the MBA staff: "We knew what to expect and had their support."

Sollenberger encourages business leaders interested in the Leadership Alliance Program to call the MBA office at 517-432-5100.

Stan Sharik and Srinivasa Ramegowda are first-year MBA students enrolled in the course. "The fall semester was a great experience and I am really looking forward to learning even more in the second semester," said Sharik. "Our advisor, Bill Waldron



Chuck Fisher, president/Chrysler Division, Lear Corporation, gets to know Pauline Nguvo over dinner.

1997-1998

Leadership Alliance

Program Corporate

Honor Roll

Ameritech

BASF

Chrysler Corporation

Chrysler Penastar Aviation

Delphi Automotive Systems

DeMattia Group

Electronic Data Systems

Ford Motor Company

General Motors Corporation

GM Powertrain Group

GM Truck

Lamb Technicon, A Division of Unova Inc.

Lear Corporation

Masco Corporation

New Venture Gear, Inc.

Phoenix Group, Inc.

Rollins Healthcare Data Systems

St. Joseph-Mercy of Macomb Hospital

The Dow Chemical Company

The Standard Products Company

Thorn Apple Valley, Inc.

Thyssen Production Systems

Broad College Faculty Member Honored by Michigan State

Harry J. Holzer, professor of economics, recently received special recognition from the university.



He was awarded one of ten 1998 Distinguished Faculty Awards for outstanding contributions to the intellectual development of MSU. Holzer is a distinguished researcher whose work is directly relevant to some of the most important social issues of the day. He has emerged as a leading expert on youth unemployment and the consequences of welfare reform. Holzer has published his research findings in prestigious economics journals and is a frequent resource for the national press, including The New York Times.

FACULTY IN THE NEWS

- Dean James B. Henry is serving on the Lansing Chamber of Commerce's Retain General Motors Task Force. The task force's goal is to produce a report on how mid-Michigan can affect GM's decision regarding the location of a new plant that will replace two existing Lansing plants.

- Research by David Neumark, professor of economics, was featured in Aaron Bernstein's "Commentary" in *Business Week* (Feb. 2, 1998) on "The Case for Another Minimum-

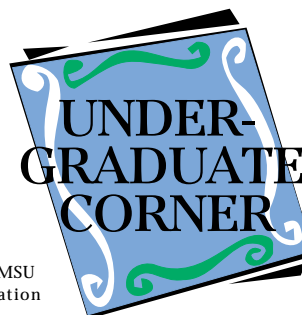
Wage Hike." Neumark, modifying his long-standing opposition to minimum wage increases, was quoted as saying, "In a very tight labor market like today, there might be less of an unemployment effect." Neumark was also quoted on this conclusion in *The Washington Post* and on National Public Radio.

- Research about corporate takeovers was reported in the Feb. 9, 1998 issue of *Business Week*. The article referred to work by Assem Safieddine, assistant professor of finance,

who found that the willingness of targets of hostile takeovers to increase their debt levels usually defuses the impact of such actions on shareholders.

- Roger Calantone, the Eli Broad Professor of Marketing and Product Innovation and acting associate dean for research and finance, was quoted in a special 1998 issue of *CEO Magazine* devoted to "Technology and the CEO." Calantone was interviewed about the use of technology in product development.

Pre-Business Major Awarded Nordstrom Scholarship



Matthew Gerhardt, a sophomore accounting major, was one of only five students in the country to receive a Nordstrom Scholarship in November 1997. The annual award is given to students with disabilities who are pursuing undergraduate business degrees. Winners are selected by members of the President's Committee on Employment.

Gerhardt is an excellent student and maintains a busy schedule. He works at Intramural East as a building supervisor and is a member of the Broad College Accounting Club. He serves as vice chairperson on Michigan State University President Peter McPherson's Handicapper Advisory Committee and as vice president of the Council of Students with Disabilities. One of his favorite activities is volun-

teering at the MSU Sports Information Office.

Gerhardt was diagnosed with Duchenne's muscular dystrophy when he was in the second grade and uses a wheelchair. "I owe my success to my parents and my brother who is a senior at the University of Kansas. He has been the strongest influence in making me strive to meet my fullest potential," says Gerhardt. "I am hoping to venture into the sports world with my accounting education to work with a professional sports team."

Gerhardt is following a path set by his parents. His mother graduated from MSU with a BA in elementary education in 1970 and an MA in classroom teaching in 1981; his father received a BA in English in 1970.

1997 Broad College Recipients of the Richard J. Lewis Quality of Excellence Award

Three individuals were recognized in 1997 for outstanding contributions to The Eli Broad College of Business. Paulette Stenzel, professor of business law, was honored for coordinating the Merida, Mexico Overseas Study Program. Sherri Henry, the staff recipient, was recognized for developing a web site for the college's undergraduate program. Jason Polonski, the student recipient, was recognized for organizing the annual charity auction for *The School of Hospitality Business*.

Undergraduate Advising Via the Web

Thanks to a new scheduling system in The Eli Broad College of Business, an appointment to see an advisor is as close as the computer. The appointment system, which premiered in fall 1997, allows students to schedule advising appointments from any computer that has access to the World Wide Web. "We've made attempts in the past to establish this kind of a system," says Renée Firestone, director of undergraduate programs. "Our dream is now a reality."

Students access the appointment system through the Broad College's Web site (www.bus.msu.edu). They then open the undergraduate program's Web page, where they are prompted to provide specific information (name, address, major). At this point students can schedule, confirm, cancel and reschedule an appointment with an advisor.

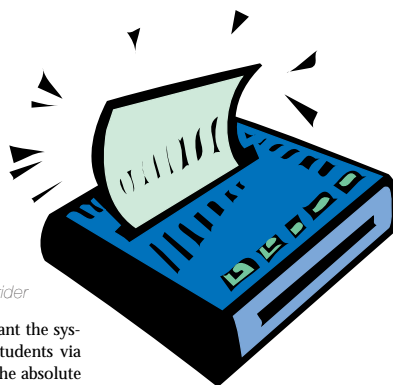
"Student response to the system has been very positive," Firestone says. "We can now provide better service and save time for students and staff. Office assistants can print the next day's schedule and pull student files so advisers can prepare for appointments. Another important use of the system is to track high traffic periods for project

planning," she adds. "We want the system to send reminders to students via e-mail so we can reduce to the absolute minimum the number of unkept appointments."

Students away from campus also have access to the system as long as they have access to the Internet. "In the fall, our students abroad made their annual enrollment advising appointments using the system," Firestone says.

The program has worked so well that all colleges on campus will soon have the option of using the system. Original funding to develop the system came from the office of Paul Hunt, vice provost for computing and technology.

By Suzanne Caltrider



Three Broad Graduates Receive Academic Honors

Christian M. Holt and Matthew K. Becker, both accounting majors, and Michael Gonzalez, a general business administration major, were recognized by the Michigan State University Board of Trustees in December. The students, all December graduates, were among seven students recognized for achieving the highest scholastic grade point average at the close of their last semester in attendance.

