2014-2015
ANNUAL REPORT

Eli Broad College of Business
2014-15: An Incredible Year

When I look at what has been accomplished at the Eli Broad College of Business in the past year, I am humbled and honored to be a part of this incredible school.

I’ve been a faculty member of the Broad College for many years and in various roles, yet serving as dean has given me even more appreciation for this truly amazing home to innovative, creative, and collaborative thinkers.

Recognition for the Broad College is the result of the accomplishments of our world-renowned faculty, our students, and our alumni. From this we have built a reputation for being one of the top business schools in the world, and this is reflected in our rankings. I like to call these the 3Rs.

Our Full-Time MBA program ranked among the top 20 public universities nationwide in the major MBA rankings. Our undergraduate business program ranked No. 21 overall and No. 11 among public universities in U.S. News & World Report. Other important recognitions include:

- Having our Full-Time MBA ranked No. 9 among public universities by Forbes for return on investment—with an average 3.3 years to pay back the MBA degree—second fastest among schools ranked and the fastest in the Big Ten.
- Having our supply chain management undergraduate and graduate programs ranked No. 1 and No. 2 respectively by U.S. News & World Report.

Most importantly, our students get jobs. The Lear Corporation Career Services Center reported a 99 percent placement rate of its undergraduates in the class of 2014. The MBA Class of 2015 reported a greater than 90 percent placement rate 90 days after graduation.

I strongly believe that our approach to education and our faculty are critical in making these results possible. Our faculty members are leading researchers outside of the classroom and they are innovative and creative teachers inside the classroom. They use experiential teaching opportunities to apply concepts to the business world and even create virtual labs where no space exists. Some important recognition for our faculty include:

- We were ranked No. 2 in managerial accounting research and No. 6 for accounting research on all topics by Brigham Young University research.
- Our Department of Management was ranked No. 2 in North America for research productivity in the jointly produced rankings by Texas A&M University and the University of Florida.
- Our Department of Marketing was among the top 15 in the world for research impact with three of the world’s top 50 researchers, according to a University of Minnesota study.

Moreover, the Broad College is a leader in developing the entrepreneurial mindset within the MSU community. Our Institute for Entrepreneurship and Innovation has been at the forefront of this for the past nine years—through entrepreneurial courses and experiences, the Broad Business Plan Competition, and assistance to students launching businesses. We prepare students to start their own ventures or to take those methodologies to existing companies around the world.

Our partners and alumni recognize our success. Because of this they have joined us in our work to develop transformational thinkers and doers who make business happen.

And we now have the opportunity to accomplish even more as part of Michigan State University’s $1.5 billion Empower Extraordinary Capital Campaign that was launched last October. We have raised more than $96.7 million—about 70 percent of our goal.

Specifically, the Broad College’s focus within the Empower Extraordinary Capital Campaign is to prepare the next generation of business leaders by building a new world-class business school facility that will create a vibrant community, supporting faculty research that enables them to be global problem solvers, supporting teaching in creative and innovative ways, and becoming an engine of opportunity by increasing financial support for students around the world.

With our eyes on the future, we at the Broad College of Business continue to make business happen. We invite you to learn more about us through this annual report and welcome your thoughts, comments, and suggestions.

Sanjay Gupta
The Eli and Edythe L. Broad Dean
Eli Broad College of Business
Michigan State University

Placement rate of undergraduates in the class of 2014.
Hakas Give Doctoral Student Support Gift of $620,000

Sue Haka, Ernst & Young Professor of Accounting at the Broad College, and her husband, Cliff Haka, director of libraries at MSU, decided to give some of their estate to educational institutions that have played important roles in their lives—including Michigan State University where they have worked a total of 66 years. MSU has been central to them in untold ways.

Part of the gift is directed toward the business school’s doctoral students in the Susan F. and Clifford H. Haka Doctoral Student Support Fund.

“I’ve been actively engaged with many Broad doctoral students over my years at MSU,” Sue Haka said. “Many alumni give to support undergraduates and even specific graduate programs, but the doctoral program is an area often overlooked and the money will be of significant benefit.”

Senior Associate Dean Haka Transitions to New Role

As senior associate dean for the Broad College of Business from 2010-2015, Sue Haka saw the college move through some trying times, while simultaneously strengthening the Broad brand.

Her five years of service continue to impact the college and Michigan State University community. When Haka first considered the associate dean for academic affairs position, the other associate dean seats were vacant and the college faced extraordinary budget challenges.

“Because I benefited over many years from my association with MSU and the Broad College, I wanted to give back,” Haka said. So she applied to the selection committee and was eventually appointed.

The immediate challenge was paying back college debt to establish a solid financial basis—something her accounting background prepared her to tackle. But there were more issues than settling finances; the Broad College needed to come together as a team to create a path forward.

Monthly meetings of the college’s academic department unit heads were a great way to share best practices, build collegiality, and learn from one another, she said.

While on the job, her favorite part was working with faculty and staff—seeing individuals grow professionally, and in particular, working with the academic unit heads to help strengthen the college.

Most recently, Haka was asked by the Provost to head a cross-campus team to create a university-wide minor in entrepreneurship and innovation. The team designed an entrepreneurship and innovation (E&I) option as part of the minor. The E&I option provides the opportunity for every student and every faculty member across the university to participate in an entrepreneurial activity, even if the student is not earning the E&I minor.

Diligent engagement of faculty and staff from across MSU enabled the program to move quickly. By Haka’s last day in the dean’s office—August 15, 2015—the minor was expected to be open to all MSU students by spring semester 2016.

Returning to a faculty position in the Department of Accounting and Information Systems to concentrate on accounting research and reintegrate into her departmental responsibilities may sound anticlimactic. But, not so. Haka loves the university.

“MSU is a fantastic place,” she said, adding that it offers untold opportunities for individuals to grow and realize their potential.

One thing that won’t change is the tradition that she and her husband started 20 years ago with friends and colleagues—riding their tandem bicycle—painted green and white, of course—in the MSU Homecoming Parade.
THE DEAN’S TEAM

Dean Sanjay Gupta, Glenn Omura, Bob Wiseman, and John Wagner

Getting to Top 20 MBA Programs

Changing the face of education in the graduate programs at the Broad College of Business means focusing on creativity and innovation for Glenn Omura, associate dean for MBA and professional master’s programs.

Appointed acting associate dean for the programs in July 2014, Omura was named to the permanent role in August 2015. As associate dean, Omura is responsible for setting objectives and strategy for the Full-Time MBA and Executive MBA programs, as well as providing administrative guidance to the professional master’s programs to ensure consistency.

Creative and innovative competencies are the focus of the MBA program to meet the pace of change in competition, technologies, politics, and economies that demand decision making skills that can speedily assess, analyze, recommend, and implement solutions.

“You can’t teach creativity and innovation from lectures. Students have to ‘do’ to learn,” Omura said. Extreme Green—intense, immersive days scheduled at midterm of each semester during the two-year MBA program—emphasizes creativity and innovation to solve business issues.

When it comes to faculty, Omura encourages them to draw out those student qualities in the classroom. For example, a corporate partnership with Whirlpool resulted in a winning team design that led to a new product category for the company, scheduled to be launched by Whirlpool.

Omura is excited by the opportunities that face the college and the way that it is addressing business education to better prepare students for today’s global work world. So, when will he know success has been achieved? “When our MBA program climbs to the top 20,” he said.

Bob Wiseman Is New Senior Associate Dean

Bob Wiseman, The Eli Broad Legacy Fellow, took over the duties of senior associate dean for the Broad College on August 15 and will bring some of what he learned from serving as the chair of the Department of Management to the role.

Creating programs and solutions and working collaboratively across campus was a key focus for Wiseman as department chair, including spearheading development of the Minor in Retail Management in collaboration with the College of Communication Arts and Sciences and College of Agriculture and Natural Resources.

Bringing students into the college a year earlier means developing soft skills at a higher level, as well as students gaining internships more quickly—with more time to participate.

John Wagner

John Wagner, associate dean for undergraduate programs at the Broad College, wanted to finish what he started with the school’s Residential Business Program (RBP) and expanded curriculum. Being named for his sixth year as associate dean allows him to do just that.

RBP was a driver for Wagner. And now that the living and learning community for freshmen and other undergraduates pursuing a degree in business is three years old, he is working to expand its impact with urban students.

“I took this job to do RBP,” Wagner said. His motivation came from watching his own daughter working to assimilate into student life on MSU’s campus. He wanted to make the first year an easy transition for business-focused students.

He also will use his experience creating online courses to assist the college moving forward in that area, and finding solutions to improve the systems that advance the college administratively.

On the academic side, he is focused on enhancing performance in teaching and research productivity across the college. This includes increasing support for these functions, enhancing the effectiveness of support services, and improving outcomes.

“My focus is to try to establish performance expectations and plans to achieve those expectations,” he said.

Undergraduate Dean to Finish What He Started

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In addition, after two years of developing the sophomore curriculum and gaining university approval, sophomore admission to the Broad College begins fall semester 2015. Seeing implementation of this was important for Wagner.

The program adds a business communications course to help students improve their communication and presentation skills—part of the soft skills employers seek.

Bringing students into the college a year earlier means developing soft skills at a higher level, as well as students gaining internships more quickly—with more time to participate.

Learn more about the Dean Team at broad.msu.edu/dean
New Leadership for HB

Michael McCall in January joined The School of Hospitality Business at the Broad College as its director, bringing energy and research experience to the position. He is also the National Automatic Merchandising Association (NAMA) Endowed Professor of Hospitality Business.

“This is the No. 1 public program in the country with an amazing reputation,” McCall said. “The School has a strong focus. And we are an industry-specific area of the business school that looks at the whole business of hospitality from real estate, to gaming, to resort development.”

McCall values the opportunity to work with Broad’s other departments and to tap into that expertise.

“The faculty here is having an impact on the field and producing some amazing research,” he said, including research on customer experience, value proposition, and analytics in hospitality.

McCall succeeded Ron Cichy, who stepped down August 15, 2014, after serving as director of The School since 1988.

“We are all grateful for the service and dedication that Ron brought to the school,” he said.

Prior to coming to the Broad College, McCall was chair of the Department of Marketing and Law and a professor at the Ithaca College School of Business and a visiting scholar and research fellow at the Center for Hospitality Research in the School of Hotel Administration at Cornell University.

Students Make a Difference and Ease Tax Time Apprehension

Adam Kogelschatz, a senior accounting major in the MSU Eli Broad College of Business, led 120 accounting student volunteers in the IRS program—Volunteer Income Tax Assistance (VITA)—that serves those with lower to moderate incomes.

“The individual impacts can be huge,” he said, recalling a tax return that was done for a single mom with three children who received a much greater return than expected—and what that meant to her family.

“She was in tears,” he said.

In 2014, $4 million came back to the Lansing area through the VITA program, Kogelschatz said, adding that $1.3 million of that was in earned income tax credit. VITA is operated locally through Asset Independence Coalition (AIC) of Lansing, which handles the administrative aspects of the program with the IRS.

Read more at broad.msu.edu
For 50 years, MSU has prepared graduates to have an impact on their careers and businesses through the Broad College of Business Executive MBA. While the program has had many names over the years—Advanced Management Program and Weekend MBA—the results have not wavered.

As the second oldest EMBA in the U.S., and the first launched at a public university, our program has produced more than 4,000 alumni who have had a positive impact on businesses and communities across the globe.

The Economist (2015) ranked Broad among the top 15 EMBA programs globally for career progression of graduates—and No. 11 for the percentage of alumni who have been promoted or grown their companies since graduation.

Erika Eraqi ('14) went from entry-level website creator for Jack Morton Worldwide to senior account director, managing strategic direction and design for the Cadillac account.

Big Three Beginnings

The program began with the first twinges of change in the auto industry in the early 1960s: classic sportsters still reigned, but interest in safety and pollution control had begun to emerge. To meet these demands, leaders at the Big Three—General Motors, Ford, and Chrysler—sought new education opportunities to prepare top employees for the changing times. This group approached MSU College of Business Dean Alfred L. Seelye about creating a Detroit-area executive education program.

The first class in 1966 had 46 students—largely up-and-coming Big Three executives and rising executives at auto industry suppliers.

In 1975, alumni working at the Big Three automakers led the charge to construct the Management Education Center in Troy, Michigan, as the permanent home of the Executive MBA’s metro Detroit cohort.

It’s not surprising, then, that Broad EMBA alumni have succeeded in top leadership roles at large manufacturers, particularly those related to the automotive and transportation industries, including General Motors Chairman and CEO Robert Stempel ('70), Lear Corporation Chairman and CEO Kenneth Way ('71), Ford Motor Company Chairman and CEO Alexander Trotman ('72), and Chrysler CEO James Holden ('90).
Empowering Alumni in Diverse Careers

What might be more remarkable are the less-traditional paths EMBA alumni have taken.

Reginald Eadie (’13), MD, wanted to better understand the business operations of the medical industry. As chief medical officer for Detroit Medical Center Harper-Hutzel Hospital, he sought knowledge that would make him more effective. He realized that his colleagues who were managing private practices were also facing similar obstacles—how do we do the work we were trained to do and still operate this business correctly and efficiently?

Earning his MBA has helped him to feel more balanced. When he looks at the hospital operations, Eadie can put on his administrator hat and ask the necessary questions from that point of view, and he can put on his clinical hat to consider needs from the medical side of the operation.

“I now have a complete understanding of what the business talk is,” he said. “When we talk finance, I understand the language. And, I can better get those in the business office to understand my language—from the clinical side.”

Today, Eadie is CEO of two Detroit-area hospitals—and he credits what he learned at Michigan State with his continued success.

Several recent alumni have enhanced their nonprofit leadership roles even before they graduated.

Kellie Boyd (’15) realized while serving as executive director of Disability Network Oakland & Macomb that she needed more education in order to be a more effective leader.

“I was running the organization and needed more understanding of finance and accounting, as well as strategy,” Boyd said. “After six years in the organization, I knew I wanted to be a better leader.”

Her MBA experiences prepared her to review an audit report and understand the finances of the organization, benefitting her overall understanding of the organization.

Lars Carlson (’15) sought a Broad Executive MBA education, already anticipating being named CEO of Youth Haven, Inc., a nonprofit organization that serves disadvantaged and at-risk children in two states. He’d been serving there for 17 years.

“I knew I needed to gain additional perspective in my leadership and really understand how businesses function and what it would take to lead a great company,” Carlson said.

He sought a face-to-face executive MBA program with national accreditation, national and global recognition, with the greatest return on his investment of time and finances.

“The interaction with my fellow students was by far the most rewarding aspect, especially my team,” he said. “I know that without that diversity, support, and knowledge this would have been a very different experience for me. It was another reason the EMBA program design was the right fit for me.”

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Improving the World Before Graduation

To further the Broad College mission, the EMBA program developed partnerships with local nonprofits, giving students the opportunity to apply their education and experience to help advance a nonprofit’s mission by solving one of its organizational or business challenges. The engagement with EMBA students provides extraordinary value to the organizations.

Tom Yaroch (’15) and his team worked with the Greater Lansing Food Bank (GLFB) to perform a comprehensive study and make recommendations related to facility planning and management.

The challenge was to determine how GLFB could efficiently serve seven counties with the same office and warehouse space it had to serve three. The team identified facility and operational improvements in design, space, capacity, and flow.

“There are multiple ways to help nonprofits help those in need. Giving a can of soup to a food bank is always a great idea, but from our perspective as business professionals, we can effect more change if we can help that food bank become a more efficient business,” said Glenn Omura, associate dean for MBA and professional master’s programs.

Learn more about EMBA at executivemba.broad.msu.edu

Celebrating 50 Years

The 50th anniversary provided an opportunity to reflect on the Executive MBA’s history and to celebrate by recognizing the successes of alumni, naming 10 individuals Alumni of the Decade. These honorees were recognized at the Broad Executive MBA Alumni Celebration May 14 at The Fillmore Detroit.

Alumni of the Decade Honorees

1966-1975
Ken Way, chairman, Lear Corp., retired, Class of 1971
John “Jack” Withrow, executive vice president, Chrysler Corp., retired, Class of 1971

1976-1985
Neil DeKoker, founder, president and CEO, Original Equipment Suppliers Association, retired, Class of 1977
Tom Ogden, president, Comerica Bank-Michigan, retired, Class of 1980

1986-1995
Daniel Ponder, CEO, Franco Public Relations Group, Class of 1990
Ambassador Yousif B. Ghafari, founder and chairman, Ghafari Associates LLC, Class of 1992

1996-2005
Lisa Dancsok, vice president, Rock Ventures LLC, Class of 1996
Jim Roberts, CEO, Jim Roberts Enterprises L.L.C. and Jim Roberts-Continentals Securities Advisory Services LLC, Class of 1996

2006-2015
David Dauch, chairman, president and CEO, American Axle & Manufacturing, Class of 2007
Reginald Eadie, MD, CEO, Detroit Medical Center Harper University Hospital, Hutzel Women’s Hospital and Detroit Receiving Hospital, Class of 2013

Yousif Ghafari (’92) went on to serve as U.S. ambassador to Slovenia under President George W. Bush, strengthening ties between the countries and encouraging trade, investment, and academic exchange. When he returned, he was named the Detroit Regional Chamber World Trader of the Year.
EMBA KEY MILESTONES

1964
Executive MBA program launched as “Advanced Management Program” (AMP)

1975
AMP classes begin at MSU Management Education Center in Troy

1999
Advanced Management Program name changed to Executive MBA

2010
Weekend and Executive MBA programs merge

CENTERS

The Lear Corporation Career Services Center
boasted a 99 percent placement rate for students receiving bachelor degrees in business, according to the May 2014 Destination Survey. These students were employed, continuing their education in graduate school, or starting their own business.

The Lear Center is focused on students and their lifelong career development and management—providing resources to develop foundational skills, exposure to business, and connections with alumni, as well as assisting undergraduate business students to find internships and full-time employment.

Financial Markets Institute (FMI) reached its $4 million target for The Helen S. Dashney Endowment, thanks to support from Broad College alumni, including 100 percent of FMI scholar graduates. Alumni of the program headed fundraising among their peers, with 15 former students pledging $5,000 to $10,000 to secure the FMI’s future.

“I’m proud of the fact that 100 percent of FMI alumni supported the fundraising effort and paid forward the opportunity they had,” said Helen Dashney, FMI director. “FMI would not exist for future Broad students without the endowment.”

The money raised provides operating expenses for the institute that is open to select finance and accounting students and offers hands-on investment experience. Students help manage the college’s $5 million small cap value fund on behalf of the MSU Foundation.

The Midland Research Institute for Value Chain Creation (MRIVCC) held its inaugural research summit, “Collaborative Value Chain Creation: Charting a Bold Research Direction,” in August to determine primary research. Research projects begun in the 2014-15 academic year are:
- Building a Knowledge Value Chain to Support Global Water Safety: Part of the UNESCO Global Water Pathogen Project
- Self-Powered RFID Sensing Technology for Monitoring of Complex Product Supply Chains
- Methodology for Monitoring Efficiency of Supply Chain Network Designs
- State of Michigan Agriculture Logistics and Supply Chain Assessment and Strategy Recommendations

The International Business Center (IBC) was reaffirmed as a Center for International Business Education and Research by the U.S. Department of Education in its 2014 grant competition. MSU has been a CIBER institution since 1990.

CIBERs were created by the U.S. Congress under the Omnibus Trade and Competitiveness Act of 1988 to increase and promote the nation’s capacity for international competitiveness. MSU is one of 17 business schools in the country with CIBERS.

MSU’s CIBER grant for the 2014 to 2018 period is titled Strategic Value Chains for Increased International Competitiveness. Some of its products are world-leading, such as globalEDGE with its 1.5 million active users online. IBC has also provided more than 12,000 companies nationwide with export assistance services, including some 1,900 companies in Michigan.

IBC also houses the Academy of International Business and has a partnership agreement with the U.S. Department of Commerce.
The Center for Venture Capital, Private Equity and Entrepreneurial Finance (CVCPEEF)

Director: Zsuzsanna Fluck

received research prizes and invitations for presentation for “Fund Managers under Pressure: The Rationale and Determinants of Secondary Buyouts.” It was published in the Journal of Financial Economics, with S. Aroet, J. Gaspar and U. Hege.

Industry Leaders Share with Students

The center featured 15 speakers that included serial entrepreneurs and venture capital and private equity professionals:

- Ralph Carmichael, CEO and president of Carmichael Company
- Michael J. Finn, president of Foxen Advisors
- Jim Forrest, retired managing director of WindPoint Partners
- Rabiana Gadgil, executive director, Morgan Stanley
- Christine Gibbons, CEO of Histostronics
- Matthew Growney, managing director of Rubyard Partners and CEO of Isabella Products
- Anne Hiller, senior director, product marketing, Ipswitch
- Sam Hogg, venture partner, Open Prairie Venture Fund and retired CEO of Giftzip.com
- Suyash Jain, senior analyst, corporate development/M&A at Delphi
- Merritt Luiz, advisory director of Morgan Stanley and president of Morgan Stanley IT Ventures
- Fred Matteson, managing director of Alvarez and Marsal
- Tom Nastas, founder and managing director of Innovation Ventures
- Jim Pionka, CEO, Michigan Molecular Institute
- Robert Skendarakis, CEO and chairman of Quantum Ventures
- Peter Woodford, administrator, alternative investment, Stale of Michigan Retirement System.

A major strategic planning and Lean transformation project in health care that included a faculty member from the Department of Surgery in the College of Human Medicine (CHM) highlighted the year. Shawnee K. Vickery, Demmer Legacy Fellow, professor of operations and supply chain management, and Demmer Center faculty director, initiated the project with her research team of Broad faculty and doctoral students.

In addition, she was a leader in cross-campus projects with:

- MSU Infrastructure Planning and Facilities
- The Diagnostic Center for Population and Animal Health (DCPAH) in the College of Veterinary Medicine
- The Center for Business and Social Analytics

An example of the companies for which projects were conducted are:

- Peckham Inc.
- Emergent BioSolutions
- Air Lift Company

The Center for Business and Social Analytics

was established to create intellectual capital and influence practice in the rapidly emerging space of business analytics, and through collaborative relationships to contribute to MSU’s goal of enhancing its competencies in computational science and analytics.

The center is a collaboration between the Broad College and the Colleges of Engineering, Natural Sciences, and Social Sciences, along with corporations and government entities. In its formative stage, the administrative structure, funding model, and collaborative connections are being built for the center.

Initial areas of interest in the center include social media analytics, marketing and brand analytics, health care informatics, and social data analytics. The center will connect to big data domains, including cybersecurity, marketing, emergency management, healthcare, finance, and transportation, and is affiliated with the master of science in business analytics program, a STEM-designated Broad College program.

Demmer Center for Business Transformation continued its mission of high impact and strategic focused projects, with 21 project engagements during the academic year.

Students Impact Community by Giving Business Assistance to Nonprofits

While Executive MBA students teamed with local nonprofits to find business solutions, a team of Full-Time MBA students from the Graduate Supply Chain Management Association (GSCMA) implemented a new floor plan and supply chain management process for the Habitat for Humanity ReStore.

The MBA Finance Lecture Series Featured Six Broad Alumni and Friends

- Gienda Minor (MBA ’93), senior VP and CFO of EVRAZ North America
- Bob Saul, managing director of Wood Creek Capital Management, with James Elkins (BA Finance ’98), portfolio manager of State of Michigan Retirement Systems
- Paula Reichle (BA Accounting ’81), senior VP and CFO of Sparrow Health System
- Kimberly Popovits (BA Hospitality Business ’80), chairman, CEO, and president of Genomic Health, Inc.
- Paula Rogers, past president of Institutional Capital and former member of Broad’s Finance Advisory Board

Alumni Honored

Patricia Weiss (Full-Time MBA ’15) was named to Poets & Quants’ list of “MBAs to Watch in the Class of 2015.”

Lars Carlson (Executive MBA ’15), CEO of Youth Haven Inc., was named to the Poets & Quants’ “Best Executive MBAs” list for 2015.

The Full-Time MBA Program

#11

Public University #35 Overall — Businessweek

#11

U.S. Public University #54 Global — Financial Times

#3

U.S. Public University Placement Success — Financial Times

Broad GMAT Scores Increase Greatest Among B-Schools

The Full-Time MBA program led the top 25 business college programs for increasing its GMAT scores by 30 points over the past five years—from 636 to 666, according to Poets & Quants analysis from available GMAT data.

NOTABLES

- Paula Reichle (BA Accounting ’81), senior VP and CFO of Sparrow Health System
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Public University #35 Overall — Businessweek

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U.S. Public University #54 Global — Financial Times

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U.S. Public University Placement Success — Financial Times

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Management

#2
Management Department in North America for Research Productivity
Texas A&M University and the University of Florida

Retail Management Minor Introduced
The Retail Management Minor—a collaboration of the Department of Management, the College of Communication Arts and Sciences’ Department of Advertising and Public Relations, and the College of Agriculture and Natural Resources’ Department of Agriculture, Food and Resource Economics—was added to help undergraduate students enhance their marketability.

Professor Recognized for Distinguished Contributions
John Hollenbeck, Eli Broad Professor of Management, received the 2015 Distinguished Service Contributions Award from the Society of Industrial and Organizational Psychology. This award is given for sustained, significant, and outstanding service to the field.

Marketing

Marketing Professor Ears Top MSU Honor
Roger J. Calantone, Eli Broad Chaired University Professor of Business, co-director of the Center for Business and Social Analytics, and professor in the marketing department, was named a Michigan State University Distinguished Professor—the highest honor bestowed on a faculty member by the university. Calantone also serves as senior advisor to the dean for integrative research and outreach at MSU’s Broad College.

Faculty Named Associate Editor to Two Top Marketing Journals
Tomas Hult, Byington Endowed Chair and director of the International Business Center, was named the associate editor of both the Journal of Marketing and International Journal of Research in Marketing.

Supply Chain Management

Undergraduate Program

Graduate Program

More Online Content for SCM Master’s Program
The Master of Science in Supply Chain Management added online content in January to reach a broader cross-section of supply chain management professionals. Faculty from the No. 1 ranked SCM program deliver the program content in both the online and on-site sessions.

China Travels Result in Student Internships
Brian Jacobs, assistant professor of supply chain management, and Judy Jacobs, director of corporate and student relations for supply chain management, joined other MSU faculty, staff, and students to travel to Hong Kong and Shanghai to visit 20 employers over two weeks as part of the International Corporate Tour (ICT), coordinated through career services. Focused on building corporate relationships to help students gain internships and graduates gain full-time employment, the team had immediate success placing students in summer internships.

Qiunan (Olivia) Zhao, a supply chain management major from Qinyang, Henan, China, interned with Pratt & Whitney Shanghai Engine Center.

“Olivia is highly recognized on her hardworking, patience, confidence and great potential,” said Amy Pan, material manager for the company. Chinese students make up about 30 percent of the student body in Broad’s undergraduate supply chain management program.
Professor Receives Brennan Award for Second Time

Charles Hadlock, the A.J. Pasant Endowed Chair in Finance, received the Review of Financial Studies Michael J. Brennan Best Paper Award for “Managers with and without Style: Evidence Using Exogenous Variation.” He is only the second person to receive the Brennan Award more than once.

Brattle Group Prize Earned by Broad Faculty

Hayong Yun, assistant professor of finance, has been named the recipient of the 2013 Brattle Group First Prize in Corporate Finance—awarded in 2014. The prize is awarded annually to the best academic paper in the field of corporate finance published in the flagship Journal of Finance over the past year. Yun’s first-prize paper was titled “Risk Management and Firm Value: Evidence from Weather Derivatives.”

Accounting & Information Systems

Faculty and Staff Take the Broad College Story to China

Faculty, staff, and students from the Department of Accounting and Information Systems met with leading Chinese universities. The team, led by Vallabh Sambamurthy, Eli Broad Professor of Accounting and Information Systems, department co-chairperson, and Shinta Shintawati, assistant director for the master of science degree in accounting, secured partnerships with two Chinese universities. Visits with others planted the seed for future collaborations.

“Our value proposition is that students from a top Chinese school who earn a master’s from our program have a global understanding and have the skills necessary to succeed,” said Sambamurthy.

Karen Sedatole, professor, and Ranjani Krishnan, Mainstreet Capital Partners Endowed Professor—were ranked No. 1 and No. 4 (respectively) in managerial accounting research over the past six years of publications.

Executive Development Programs

Online Non-Credit Certificate Programs Grow

Broad College’s Executive Development Programs (EDP) added two new Master Certificate in Advanced Procurement online non-credit certificate programs—Strategic Supply Management and Supply Base Management.

Developed and facilitated by the business school’s top-ranked Department of Supply Chain Management, these programs are designed to help working professionals advance their knowledge and skills. EDP has 23 online non-credit certificate programs. Three more business analytics programs will launch in the 2015-16 academic year.

Healthcare Leadership Academy

EDP created a strategic relationship with the Michigan Health & Hospital Association (MHA) and the Michigan Osteopathic Association (MOA) to support the Healthcare Leadership Academy. The five-day program, developed in conjunction with the Colleges of Human Medicine, Osteopathic Medicine, and Nursing at MSU, includes discussion of business strategy, decision-making, financial management, organizational development, change management and negotiation, as well as leadership assessments and individual coaching.

To learn more about our programs, visit broad.msu.edu/academics

The School of Hospitality Business

Professor earns Achievement Award

Jeff Beck, associate professor of The School of Hospitality Business, earned the Stevenson W. Fletcher Achievement Award, recognized for his outstanding achievement in contributing innovative ideas, methods or programs that have advanced teaching, learning or practice in the field of hospitality and tourism education.

See page 7 for story on the new director.

Finance

Undergraduate Program — U.S. News & World Report

#22

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Entrepreneurship

* Expands at the Broad College and Across MSU

The Broad College of Business’ entrepreneurial education foundation was strengthened with the opening of the Hive—a new "idea laboratory"—and the launch of an endeavor to help Michigan-based entrepreneurs. The Hive is a 3,800-square-foot space in Wilson Hall and a partnership between the Broad College, the College of Engineering, the College of Communication Arts and Sciences, Residential and Hospitality Services, and the Michigan State University Innovation Center. It is equipped with state-of-the-art technology and a layout that encourages team building and idea development.

The development of the entrepreneurial mindset will be magnified through the university’s new all-encompassing undergraduate Entrepreneurship and Innovation Minor.
A new venture to help Michigan-based entrepreneurs, while giving our students the opportunity to provide insights to an emerging business, did its pilot project with Which Way Adventures, a small northern Michigan snow bike outfitter. Students provided a full marketing plan to help the entrepreneur to scale his business. Going forward, four to six companies will be engaged each year.

These expansions, along with other entrepreneurial efforts across campus, continue to build MSU’s strong entrepreneurial education focused on helping our graduates who are faced with challenges and opportunities to make an impact on the ever-changing global economy.

The Broad Business Plan Competition — IEI’s premier event
- Showcases entrepreneurial student talent—graduate and undergraduate levels
- Allocates $18,000 in prize money each year to student teams to seed budding ventures
- Launching point to compete on a national scale

Student Startup Madness
- Event at the South by Southwest Interactive conference in Austin, Texas
- Michigan State students represented the campus three years in a row—2013-2015
- TechTwurl—a technology endeavor that buys old electronics and resells them on eBay, on Amazon, or to websites—represented MSU in 2015

Best performing graduate team in the Broad Business Plan Competition or GreenLight Business Plan Competition (hosted by Spartan Innovations) has a three-year automatic bid for the Global Venture Labs Investment Competition (GVLIC). 2015 student startup SteriDev Medical earned the Best Elevator Pitch Award at GVLIC.

ENROLLMENT CONTINUES TO GROW

2013-14 2014-15

0 50 100 150 200 250

Student Startup Madness at the South by Southwest Interactive conference in Austin, Texas

MSU TechTwurl team at the South by Southwest Interactive conference in Austin, Texas

Students gained practical experience and helped in the launch of Which Way Adventures.
I never thought about being an entrepreneur before coming to MSU. Whatever I end up pursuing, this has deeply affected me. It has taught me that I have the opportunity to do whatever I want.

Students Take Lessons on Entrepreneurship to Development

Friends for years, Jonnie Rozin and Zach Reider entered Michigan State University in the fall of 2014 as freshmen. Rozin had an interest in business and chose a management major, while Reider is pursuing a degree in computer science. What the pair had not planned for were the entrepreneurial opportunities ahead.

Rozin discovered the Hive and the Broad College Institute for Entrepreneurship and Innovation (IEI). He then signed up for BUS 170: Introduction to Business Model Creation. He took what he learned to the next level—and his friend, Reider, joined him in class and as a business partner.

The pair wanted to pursue Rozin’s idea for an app, but through the IEI course they learned that sometimes even good ideas aren’t always viable. So, they put that idea aside and pursued a different app that they thought would be more achievable, using the tools they had acquired.

The two pushed forward with their new idea for Squeel—a sports trash-talking app for people who love sports and love talking trash—but without vulgarity.

Rozin credits the Business Model Creation course with helping him find direction, and Reider said it opened his eyes to possibilities. “I never thought about being an entrepreneur before coming to MSU,” he said. “Whatever I end up pursuing, this has deeply affected me. It has taught me that I have the opportunity to do whatever I want.”

They plan to launch the app in the fall.

To learn more, visit ie.broad.msu.edu
MBA Alumnus Credits Success to Time at MSU

I’m not a venture capitalist, I’m a venture builder, I see myself as a teacher to help the great entrepreneurs get to the next level.

Manoj Saxena credits the Broad College of Business for “making him ready for his professional life in America”—the beginning of an incredible entrepreneurial career. He earned his MBA from the Broad College at Michigan State University in 1991 and became a successful CEO who took the entrepreneurial mindset into large corporations, launched and sold two of his own startups, and is now investing in entrepreneurial ventures.

Today, he is the founding general partner of The Entrepreneurs’ Fund, a $100 million seed stage fund focused on the cognitive computing space. Saxena is also a special advisor to IBM senior leadership, where he focuses on operationalizing the IBM Watson ecosystem.

Looking back, he said this journey is a result of his time at the Broad College. “It’s been foundational to my life,” Saxena said.

The analytical skills he acquired and the toolbox he says he carries with him from the Broad College have been crucial, as were the experiences on MSU’s campus. Determined not to take just any job on campus but to hold out for something that would add to his resume, Saxena had three different positions as a student that gave him market analysis experience, mainframe computer experience, and billing application design experience.

He believes all of these skills have assisted him along the pathway of his career, becoming a part of the foundation for his entrepreneurial experiences.

Working as an investor in cognitive computing—involving the use of artificial intelligence and machine-learning techniques to build software systems that can “interact, adapt, and learn” with people—he wants to use his expertise to help startups in this emerging realm of technology.
Today’s explosion of technology in the artificial intelligence, cloud, social, mobile, and big data space is a chance to change the world, he said, adding that technology touches all fields—from farming to finance.

He believes for entrepreneurs to succeed, they need integrity, intelligence, and energy. Entrepreneurs need more than a good idea; they need to identify market trends and recruit top talent because great companies are built with exceptional people, he said. And they must be purpose-driven—to do well by doing good.

He learned this on his journey—one that has always included a passion for what he was doing, whether working for a company, starting an endeavor, or what he was doing, whether working for a company, starting an endeavor, or supporting an entrepreneurial venture.

“I never knew I wanted to be an entrepreneur,” Saxena said.

When graduating from MSU, his goal was to work for a large corporation, and his first job at 3M fit that bill. He said his work at 3M was innovative and he enjoyed it. But he felt drawn to something else with the advent of the commercial Internet in the mid-1990s. He had learned skills in developing products, pricing, and how to enter and exit markets, and he took that knowledge and financed his first Internet software startup with $200,000 from 13 credit cards.

“I jumped in,” he said.

That was the first of two successful venture-backed software companies that he scaled and sold within a five-year span. The first, Exterprise, a business process collaboration company, was purchased by Commerce One in 2001. Webify, an emerging leader in industry-specific service-oriented architecture middleware, was acquired by IBM in 2006.

He joined IBM and spent seven years as general manager of IBM Watson, where his team built the world’s first cognitive systems in healthcare, financial services, and retail. He received the IBM Chairman’s Award for Watson commercialization and helped with the formation of Watson Business Group in January 2014 with a $1 billion investment from IBM.

Saxena also holds two U.S. patents for web services technologies and is an author of several more. In addition to his MBA from the Broad College, he has a master’s degree in management sciences from the Birla Institute of Technology and Science in Pilani, India.

Serves on Boards:
- Federal Reserve Bank of Dallas–San Antonio Branch
- Saxena Family Foundation
- Communities In Schools (CIS)
- IBM Watson

Technology and Science in Pilani, India.

Saxena’s advice for budding entrepreneurs: before you have a business plan, have a life plan that is built around a greater purpose. Build something that you are passionate about, and if you work hard and persevere with the right team, success and money will follow.

Student builds business around giving back

Some say entrepreneurs are born. That appears to be the case for supply chain management student Josh York. Once he arrived at Michigan State University’s Broad College of Business, he found a like-minded community that would help him to elevate his entrepreneurial spirit.

York earned third place in the Broad Business Plan Competition for his company, The York Project. His clothing company business model donates a piece of clothing to a person who is homeless for each item sold. He also donates clothing his company produces through his own clothing drives.

His plan: employ the homeless to create his clothing. He’s working toward that end.

The idea to make the clothing company something more developed in the basement of his parents’ Livonia, Mich., home. By early 2015, The York Project had donated about 7,000 items to those in need.

“I love doing this work and thought it was more a sideline, but what I’ve learned here is that it actually could be a business,” York said.

He’s learning in the classroom and from entrepreneurial enterprises on campus, including the Broad College’s Institute for Entrepreneurship & Innovation (IEI) and the Hatch—a student business incubator backed by MSU, Spartan Innovations, East Lansing, Michigan State University Federal Credit Union, and the Lansing Economic Area Partnership.
MSU’s Empower Extraordinary Capital Campaign was launched in October 2014 with the announcement of a new gift from Eli and Edythe Broad to the business school.

Part of the Empower Extraordinary Campaign for the Eli Broad College of Business, this lead gift is a challenge grant of $25 million provided through the Eli and Edythe Broad Foundation to raise an additional $80 million.

The Empower Extraordinary Campaign for the Broad College aspires to:

1. Create a world-class Graduate Pavilion to help build a vibrant community that is enriching, evolving and inspiring.

2. Be a global problem solver by supporting faculty research in areas of critical importance for the world and putting the best ideas to work.

3. Attract and retain the best and brightest faculty. Support teaching in creative and innovative ways to be a force for creativity, discovery, and learning.

4. Be an engine of opportunity by increasing levels of financial aid and support to attract top students from around the world.

The Graduate Pavilion is the largest piece of the Broad College campaign with a $60 million goal. Ten million dollars of the Broad gift is dedicated to this project through a challenge grant. This modern, signature building will help transform our teaching and learning through flexible classrooms, meeting and team rooms, and program support spaces, all combined with state-of-the-art technology and collaborative spaces to prepare students for the current business environment.

The pavilion will primarily house the Full-Time MBA and master’s programs under one roof, as well as career services for all students—undergraduate and graduate. The building will also provide a new entrance for the entire college, uniting programs and the business school community and making an important statement about the Broad College—a top-ranked and top-of-mind business school.

The Graduate Pavilion will allow us to repurpose existing spaces in our current facilities to specifically provide critical services for our undergraduates and significantly improve student access to services critical for their success.
STUDENT SUPPORT
- We are inclusive.
- We are providing exceptional experiences.
- We are rigorous and can draw top students from around the world.

Goal: $26,100,000
Raised: $26,934,471

FACULTY SUPPORT
- We are creative and innovative.
- We are leaders with a network.
- We are mentors.

Goal: $35,000,000
Raised: $33,262,855

COMMUNITY SUPPORT
- We are enriching.
- We are evolving.
- We are inspiring.

Goal: $61,500,000
Raised: $24,075,948

RESEARCH SUPPORT
- We are finding new paths.
- We are experts in areas of critical importance to the world.
- We are driven to put the best ideas to work for others.

Goal: $14,000,000
Raised: $12,478,950

MSU Funding

Combined Operating Resource Growth
The reduction in state appropriations per student is the driving force in the increasing tuition for students and families, not major increases in the overall cost of higher education.

Goal: $35,000,000
Raised: $33,262,855

As public universities find themselves without the state funding once available, other sources are sought to keep the cost of a college education affordable. As MSU and the Broad College have seen this funding dynamic change, costs have kept in line, but students have been asked to do more. That cannot continue.

Your support of the Broad College of Business will help us to continue to provide support for our faculty in the classroom and in research, as well as prepare our students to make an impact on the business world on day one.

How to donate
Discuss your interests and options for giving to the Broad College of Business with staff in the Office of Development by calling 517 353-4340 or visit giving.broad.msu.edu.

Broad Alumna Learned More From Her Alma Mater

Julia Vander Ploeg has leveraged her bachelor’s degree in marketing from the Broad College of Business in her work, leading her to her current position as vice president of North America Digital for McDonald’s USA.

In her position, Vander Ploeg is responsible for delivering industry-leading customer experiences and brand engagement through digital—designing and delivering smart digital strategies to win customers.

But she discovered she could still learn more—and she could do that at her alma mater at the Broad College and Department of Intercollegiate Athletics’ Building Winning Teams annual program that teams up coaches and Broad College award-winning faculty in a unique learning experience for executives.

Learning from successful MSU coaches was not only intriguing, it was an incredible experience, she said.

“Coaches take a group of kids and get them to perform and excel in high pressure, time constrained situations,” Vander Ploeg said. “That’s what business is—high pressure and time constrained.

She was looking for ways to ensure she was being the right leader for her team.
Highlighted Campaign Gifts

Schaberg Gift

Bob Schaberg (BA Accounting ’64) and Anna Lou Schaberg made a $3.5 million gift through their charitable foundation to support the Schaberg Curriculum Innovation Fund, the Bob and Anna Lou Schaberg Endowed Scholarship, and the construction of the Graduate Pavilion in the Broad College, as well as the Eli and Edythe Broad Art Museum and the North End Zone facility at Spartan Stadium.

In 2005, they established the Ernest W. and Robert W. Schaberg Endowed Chair in Accounting that honors Bob’s father, Ernest.

“We believe that investing in MSU enables students from a lot of different backgrounds to succeed,” said Bob Schaberg.

Kaufman Gift

Alan Kaufman is chairman, president and CEO of the H.W. Kaufman Financial Group and is the founding senior partner of the Metro Detroit-based law firm Kaufman, Payton & Chapa.

“This professorship is just the first step. We want to build a complete program within the Broad College of Business where talented students can discover the wealth of opportunities that come with pursuing insurance as a career,” Kaufman said.

United Shore and Ishbia Gift

Troy-based mortgage lender United Shore and Mat Ishbia (BA Management ’03), the firm’s president and CEO, made a $500,000 gift to create a new faculty fellow position with the Department of Marketing.

Ishbia, a former basketball player and student assistant coach under Men’s Basketball Head Coach Tom Izzo, was a member of the 2000 national championship team. He said the donation creates more of a partnership with MSU.

“It’s a platform to developing a best-in-class sales program as well as a pipeline between MSU grads to the exciting opportunities that exist in the mortgage industry,” he said.

Menear Gift

Craig Menear (BA Personnel Administration ’79) and Dawn Menear made a $500,000 gift to his alma mater to support the Graduate Pavilion.

“Michigan State was a great economic opportunity to be able to get a great education and a great life,” said Menear, CEO and president of The Home Depot.

“I am very happy to be able to give back some of what was given to me,” Menear said.

Gambrel Gift

Al Gambrel (BA Personnel Administration ’76), and Nancy Gambrel (BS Home Economics Education ’76), made a $1 million gift to establish the Gambrel Family Endowed Professorship in Management to attract and retain top faculty.

Many family members, including two of the couple’s four children and Al’s parents, join the couple as MSU alumni.

“We have a long and wonderful family legacy with State,” said Al Gambrel, who has served as senior vice president of human resources for TreeHouse Foods, Inc. in Chicago for the past 10 years. “And we share Lou Anna’s vision that one of our most important priorities is undergraduate education. As she says, our job is to educate the children of the middle class as if they were at Harvard. Nancy and I believe this gift is our way to help.”

Duffy Gift

John Duffy (BA Accounting ’82) and Becky Duffy (BS Medical Technology, Honors College ’82) funded the John and Becky Duffy Faculty Fellow Endowment with a gift of $500,000 to be used at the dean’s discretion in the Department of Accounting and Information Systems or The School of Hospitality Business.

“We were thinking of giving and one area was clearly our focus, the business school,” Duffy said. “In research there’s a lack of endowments and knew this would help MSU to grow.”

In addition to Duffy’s ties to the accounting department, the couple’s youngest son is a student in The School of Hospitality Business.

“Knowing how everything worked and being involved in the responsibility, I had no fear or anxiety,” Duffy said.

“I have become more involved with the college, serving on the alumni advisory board, and seeing more of what the university is doing, the business school growing, and the athletics department—we were part of the North End Zone Project,” Duffy said. “This is a good way to reconnect with Michigan State and give back and deepen our commitment.”

Driessnack Gift

Robert Driessnack (BA Accounting ’79) and Becky Driessnack (BS Medical Technology, Honors College ’82) made a $500,000 gift to create a scholarship in honor of her parents, Robert and Mary Weinman, and Robert himself.

The department of Accounting and Information Systems gift of $495,250 to increase the endowment to $1000,000 to support an endowed professorship.

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Other Gifts:

Frederick S. and Marilyn Marshall Addy Endowment Fund gift of $500,000.

Susan F. and Clifford H. Haka Doctoral Student Support Fund gift of $620,000. See pg. 3 for more.

Tom and Mary Weinman Arizona Endowed Scholarship Endowment.

Main Street Capital Endowment for the Department of Accounting and Information Systems gift of $495,250 to increase the endowment to $1000,000 to support an endowed professorship.

Michigan State University alumni April Clobes experience allowed her to seamlessly transition into her leadership position at the MSU Federal Credit Union. Clobes became the new president and CEO of the credit union on March 18, replacing retired Pat McPharlin.

She earned her bachelor of science in marketing in 1994 from the Broad College of Business and began her career with MSUFCU as a marketing specialist in 1996. She worked her way to a vice president position, then executive VP, COO, and now president and CEO.

She had been transitioning into the president and CEO role for about a year leading up to March 18, after she had been tapped from among a select group of executives at the credit union.

Clobes also holds a master of art degree in advertising from MSU and a master of business administration (MBA) from Western Michigan University.

McPharlin announced his retirement in May 2014. Prior to assuming the role of president and CEO, Clobes had gone through a calendar cycle of planning with the executive team and board of executives.
McLane Points to Broad Education as Catalyst for Future Success

Alumnus Drayton McLane Jr., a business leader and former owner of the Houston Astros, touts his time at Michigan State University and the Eli Broad College of Business as an important component of his success in business.

McLane visited campus in February, embracing the cold Michigan winter compared to his home state of Texas. He told students and faculty that he was initially drawn to the university in 1958 after hearing the dean of the Broad College’s MBA program and students speak at a conference. He wanted that same confidence, communication skill, and knowledge.

“The dean had the ability to communicate, to tell you how you would be able to relate this college experience to the real world,” McLane said.

At the age of 20, McLane stepped onto MSU’s campus and began his master’s degree in business—gaining those skills he sought. He graduated with the degree in 1959.

He later elevated his family business, McLane Co., and eventually sold to Wal-Mart. From there, he began the McLane Group, a holding company with logistics, as well as his most notable purchase of the Houston Astros, which he sold in 2011.

Broad Executive Forum events were held in Detroit and Chicago where Spartans and friends of the Broad College gathered.

Prestigious alumni offered insight and camaraderie at the events. Peter Faricy (BA Marketing ‘88), vice president and general manager, Amazon Marketplace, was keynote for the Detroit event. October 23, 2014. John Costello (MBA Marketing ‘70), president of Global Marketing and Innovation for Dunkin’ Brands, addressed the group in Chicago April 14, 2015.

The annual MSU Means Business April 30, 2015, presented by the West Michigan Spartans Alumni Club, was at the MSU Secchia Center in Grand Rapids, Mich. Alumnus Dan Behm (BA MLM-Purchasing ’83), president and co-founder of Open System Technologies, was named West Michigan MSU Business Person of the Year.

The School of Hospitality Business Alumni Association hosted its Annual Gathering of Leaders May 18 at the Sheraton Chicago Hotel & Towers during the National Restaurant Association Show in Chicago. Those honored were:

Emerging Alumni Leaders
- Erik Liedholm (BA ’93), Owner/Distiller, Wildwood Spirits Co. & Partner, Johnnie Walker Restaurant Group
- Blair Wills (BA ’02), President/Chief Operating Officer, StepStone Hospitality

Honorary Alumnus of the Year
- Ron Vlasic, CHA, Regional Vice President of Hotels, Kimpton Hotels & Restaurants

Alumnus of the Year
- Billy Downs (BA ‘88), Special Events Director, Team World Vision

Alumni Highlights

Spartans Unite Around the Country

Spartans were in Washington, DC, October 16 when the MSU Alumni Association, The School of Hospitality Business, and the Broad College of Business hosted a Green & White Forum on Travel and Tourism at the Washington Marriott.

The inaugural event featured educational sessions presented by panels of MSU faculty leaders and travel, tourism, and hotel executives, discussing the impact of the Travel Promotion Act passed in 2010 and the efforts to pass the bill that would extend its provisions, the Travel Promotion, Enhancement, and Modernization Act of 2014.

Commenence

The college handed out 1,331 undergraduate degrees in the following program areas:
- Accounting: 275
- Finance: 310
- General Management: 38
- Hospitality Business: 220
- Human Resource Management: 35
- Marketing: 151
- Supply Chain Management: 322
- Marketing Research: 23
- MBA: 67
- EMBA: 154
- MS in Accounting: 154
- MS in Business Analytics: 21
- MS in Finance: 43
- MS in Hospitality Business Management: 28
- MS in Business Research: 2
- MS in Marketing Research: 23
- MS in Supply Chain Management: 16
- PhD: 10

Spring Commencement Headlined by Broad Alumnus

It’s not about you. Take risks. Be a lifelong learner. Have the will to win. Business leader and alumnus Craig Menear (BA Personnel Administration ’79), chairman, CEO, and president of The Home Depot, shared four tips with members of the 2015 graduating class at Michigan State University’s spring Broad College of Business baccalaureate degree ceremony.

Menear told the graduates that while this moment was about them, the focus during the rest of their career would be on other people—the team they work with, the employees they manage, the customers they serve, and the communities in which they work.

“The minute you make it about you, you’ll lose focus on what matters and your career will stall. More importantly, your business will stall as well,” he said.

Menear said success also comes from taking risks and continually learning. Add in the will to win.

“You can’t get anything done if you don’t work together, even when it is getting others to see your point,” McLane explained.
Hotels Let Guests Borrow Items or Leave Them

Bonnie Knutson, a professor at Michigan State University’s School of Hospitality Business, said she saw an emphasis on choice, personalization and customization.

“Guests are saying, ‘I only want to pay for what I want to use,’ ” she said.

Are Workplace Personality Tests Fair?

“It’s intuitively appealing to managers that personality matters,” says Fred Morgeson, a management professor and organizational psychologist at Michigan State University, but the link is “much lower than the field has led us to believe.”

Talent Is One of Your Company’s Best Defenses:

“...The winning approach is the company that can react the swiftest and treat those changes as opportunities to jump into quickly,” Glenn Omura said.