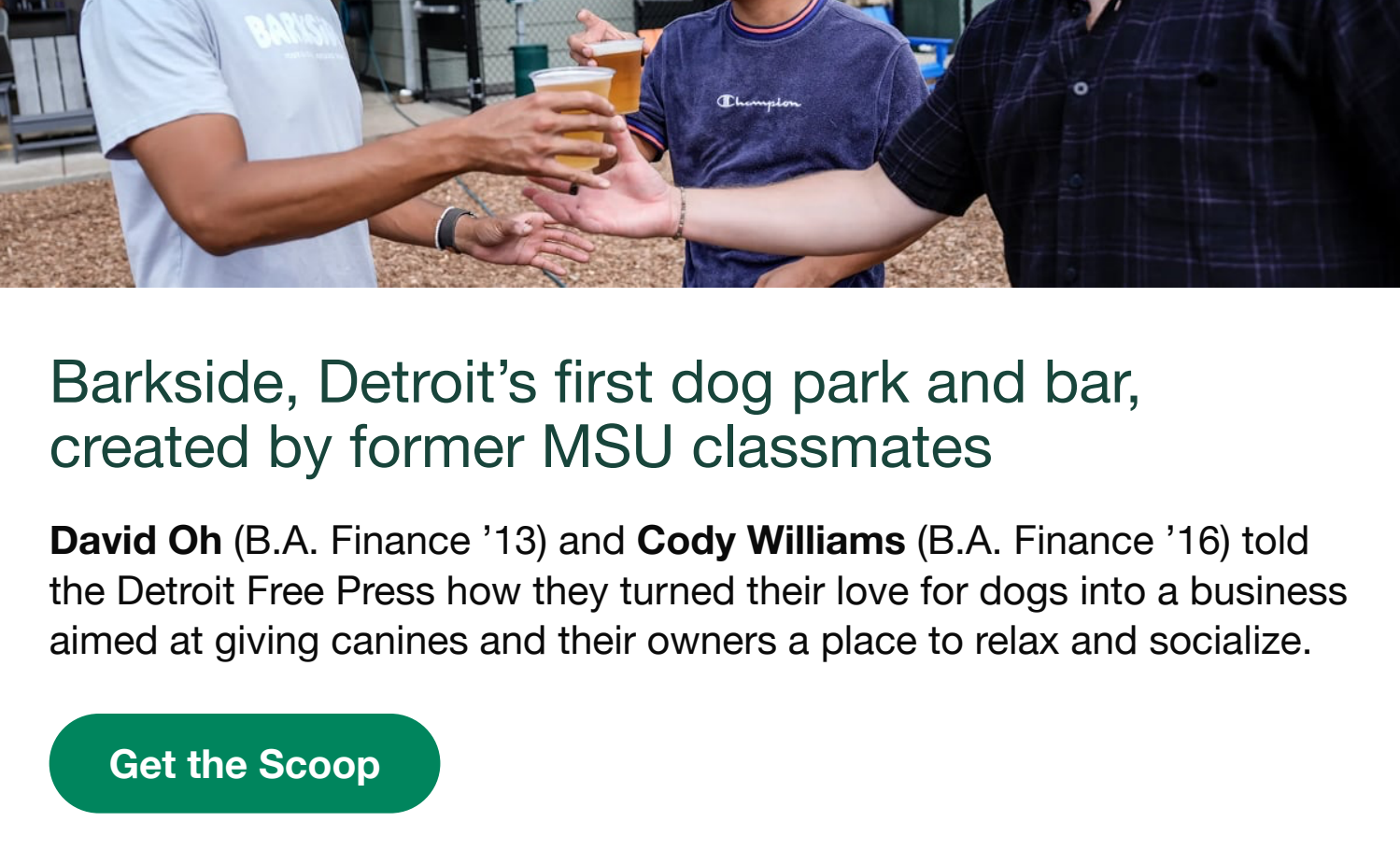




From the Banks

August 2024 Alumni Updates

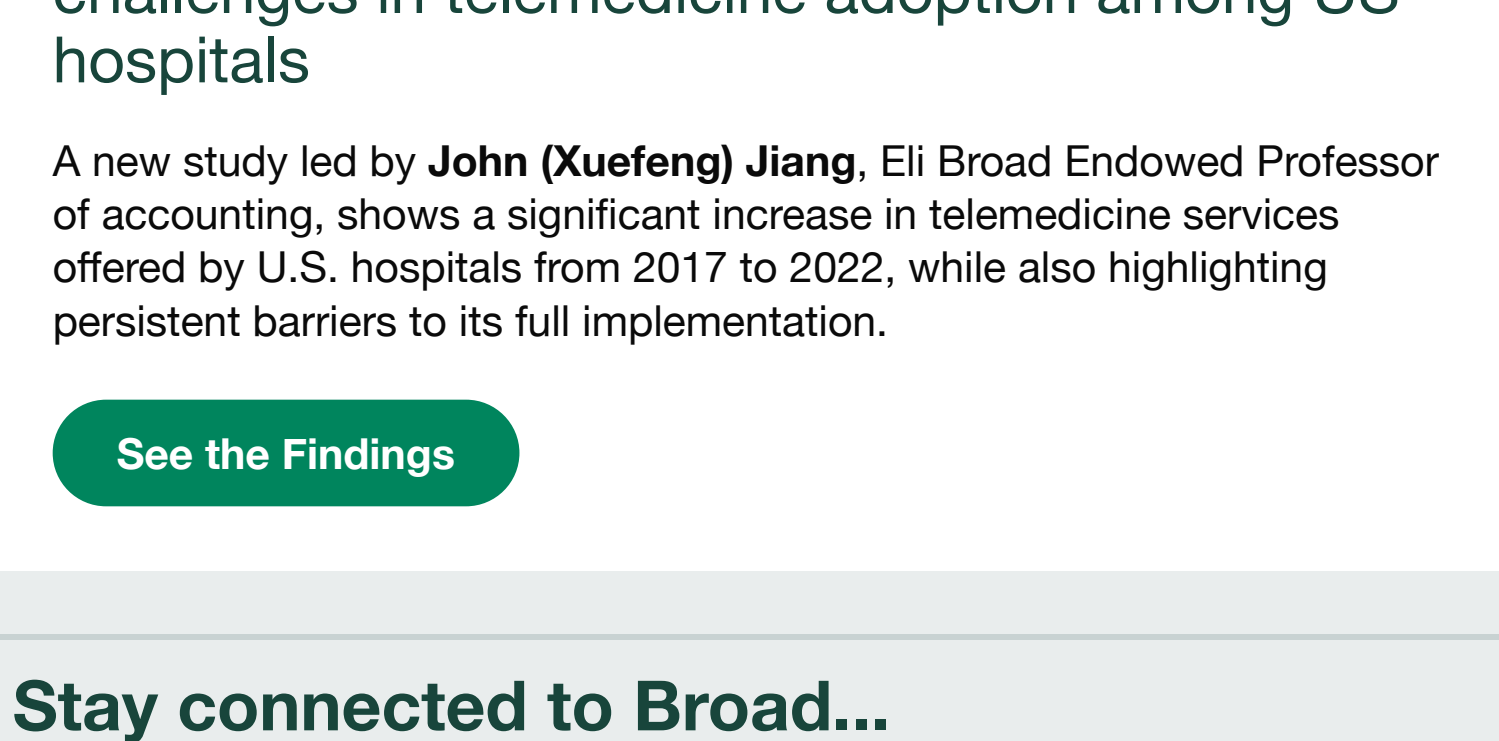


Barkside, Detroit's first dog park and bar, created by former MSU classmates

David Oh (B.A. Finance '13) and **Cody Williams** (B.A. Finance '16) told the Detroit Free Press how they turned their love for dogs into a business aimed at giving canines and their owners a place to relax and socialize.

[Get the Scoop](#)

Catch up on college news...

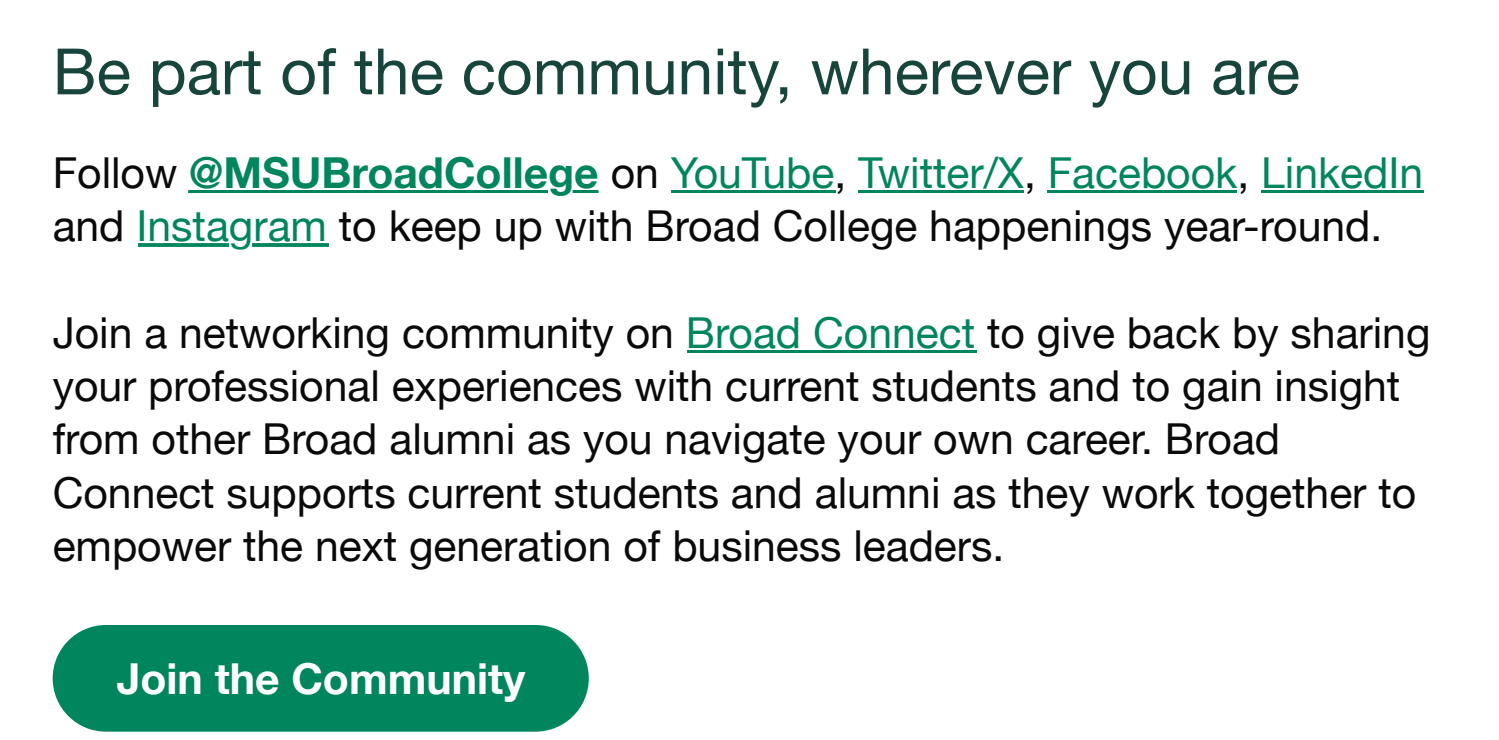


MSU study reveals rapid growth, persistent challenges in telemedicine adoption among US hospitals

A new study led by **John (Xuefeng) Jiang**, Eli Broad Endowed Professor of accounting, shows a significant increase in telemedicine services offered by U.S. hospitals from 2017 to 2022, while also highlighting persistent barriers to its full implementation.

[See the Findings](#)

Stay connected to Broad...



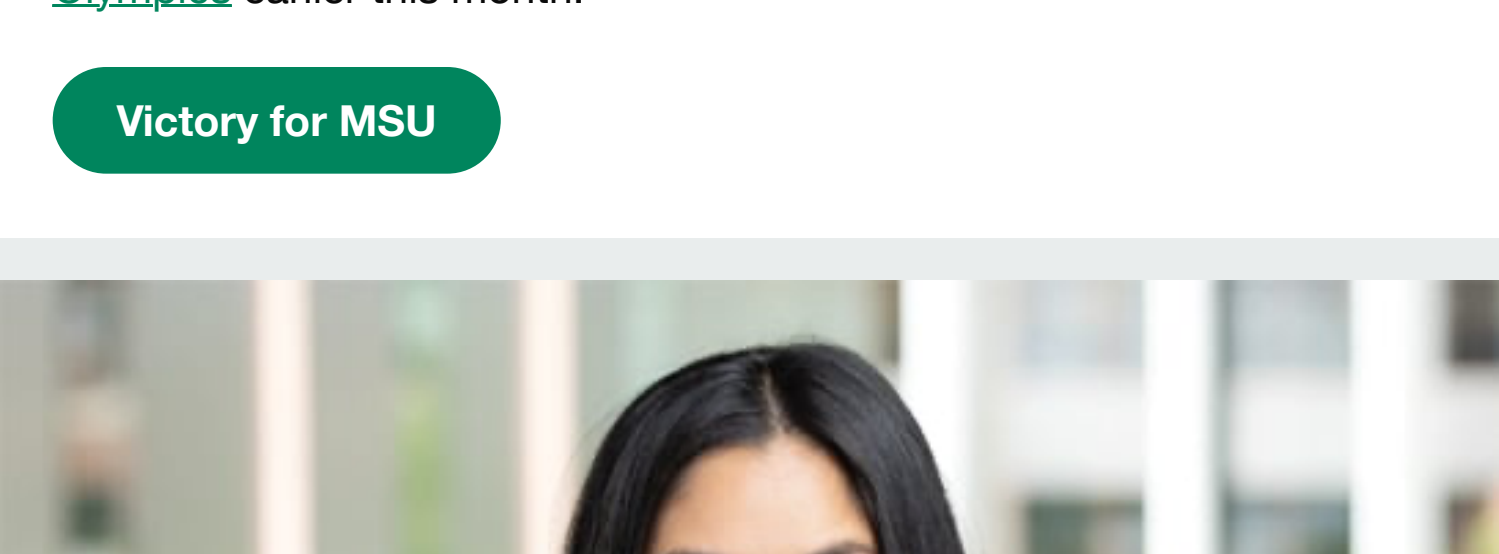
Be part of the community, wherever you are

Follow [@MSUBroadCollege](#) on [YouTube](#), [Twitter/X](#), [Facebook](#), [LinkedIn](#) and [Instagram](#) to keep up with Broad College happenings year-round.

Join a networking community on [Broad Connect](#) to give back by sharing your professional experiences with current students and to gain insight from other Broad alumni as you navigate your own career. Broad Connect supports current students and alumni as they work together to empower the next generation of business leaders.

[Join the Community](#)

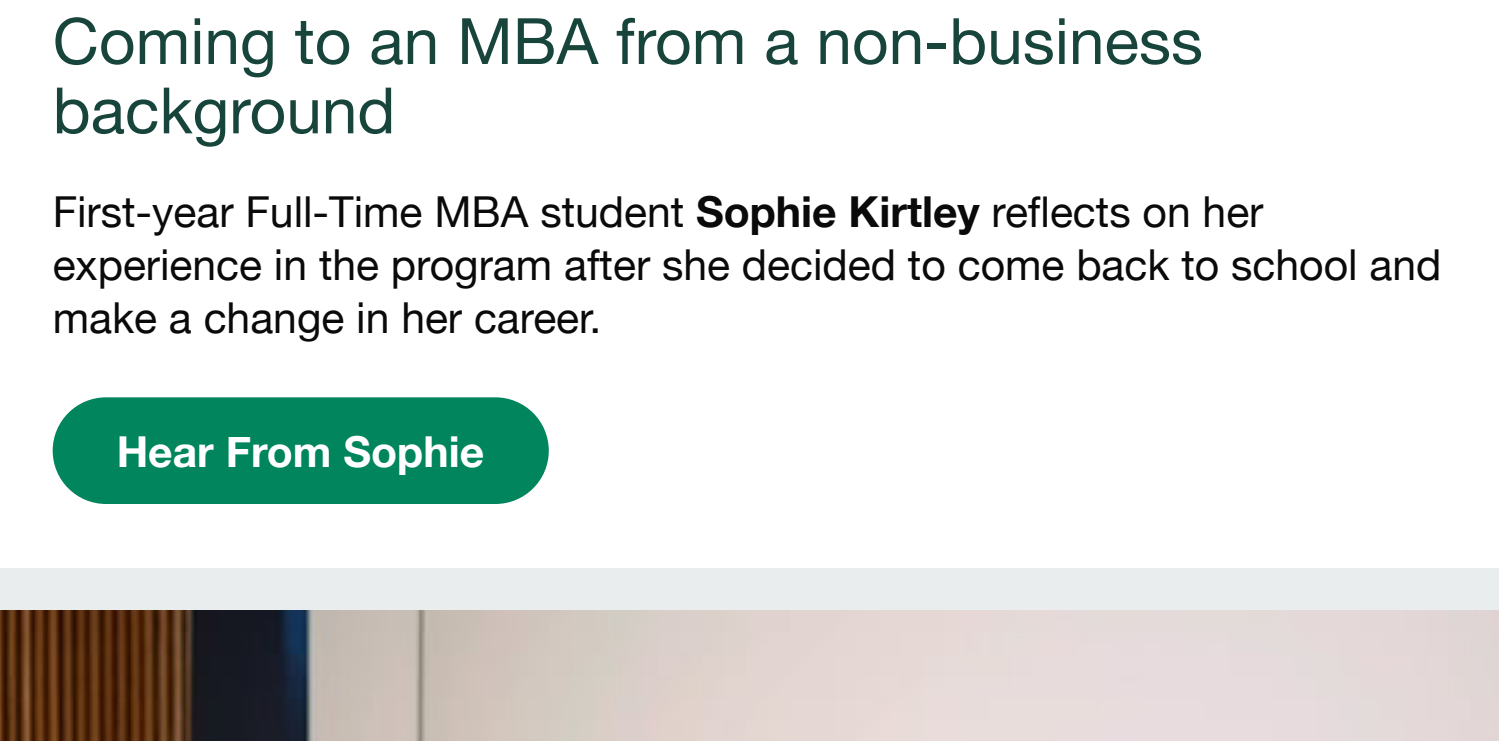
Connect with current students...



Broad Spartan finishes well in Paris Olympics

M.S. in Marketing Research and Analytics student **Heath Baldwin** won the decathlon in the U.S. Track and Field Championships/Olympic Trials, representing MSU, and competed for the United States in the [2024 Paris Olympics](#) earlier this month.

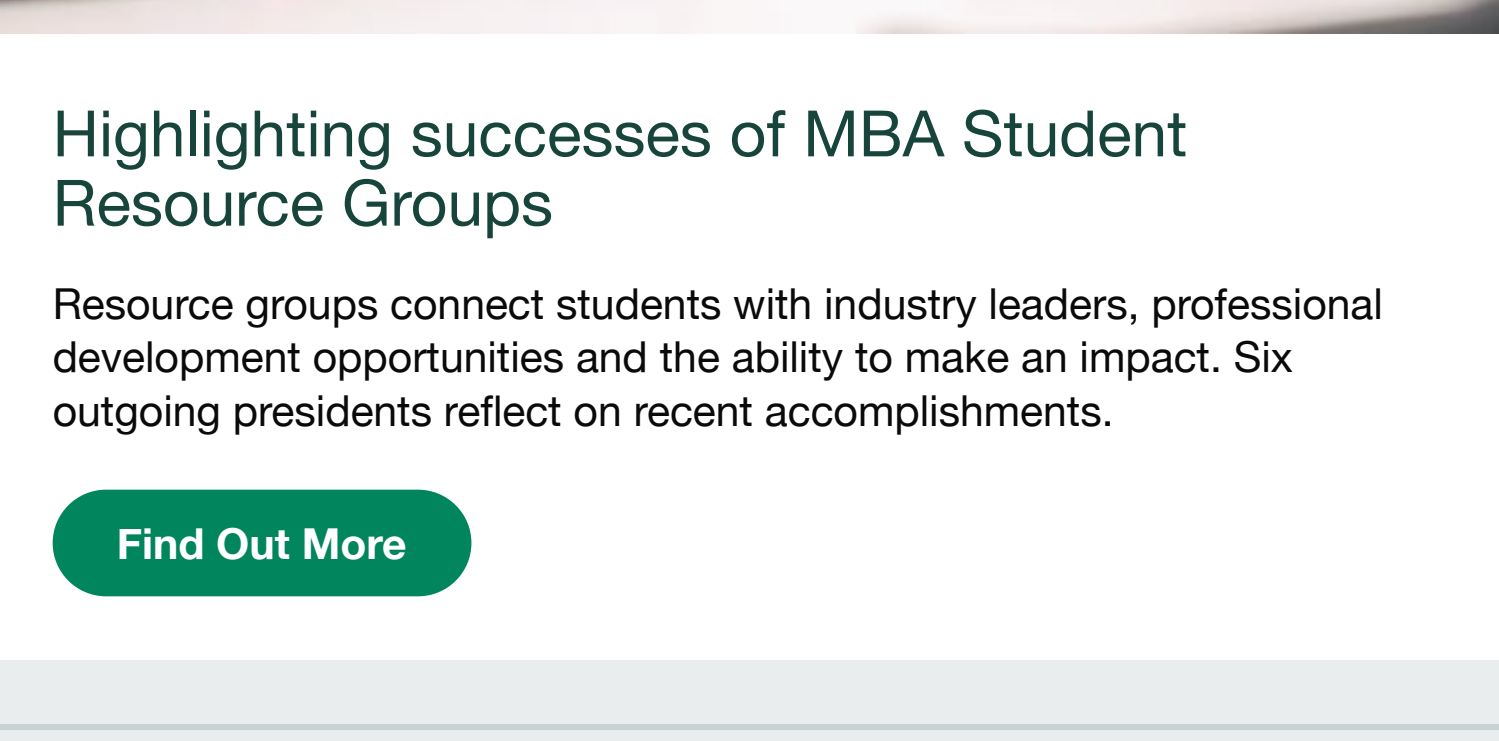
[Victory for MSU](#)



Coming to an MBA from a non-business background

First-year Full-Time MBA student **Sophie Kirtley** reflects on her experience in the program after she decided to come back to school and make a change in her career.

[Hear From Sophie](#)



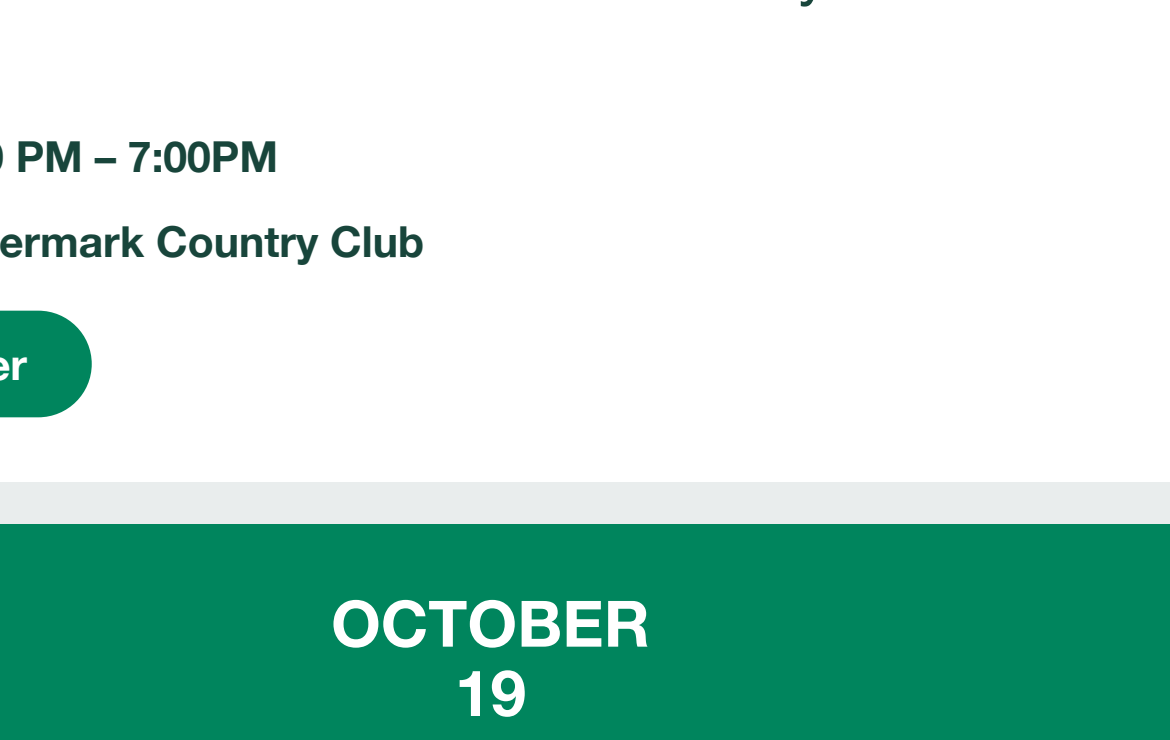
Highlighting successes of MBA Student Resource Groups

Resource groups connect students with industry leaders, professional development opportunities and the ability to make an impact. Six outgoing presidents reflect on recent accomplishments.

[Find Out More](#)

Mark your calendar for these events...

SEPTEMBER 17

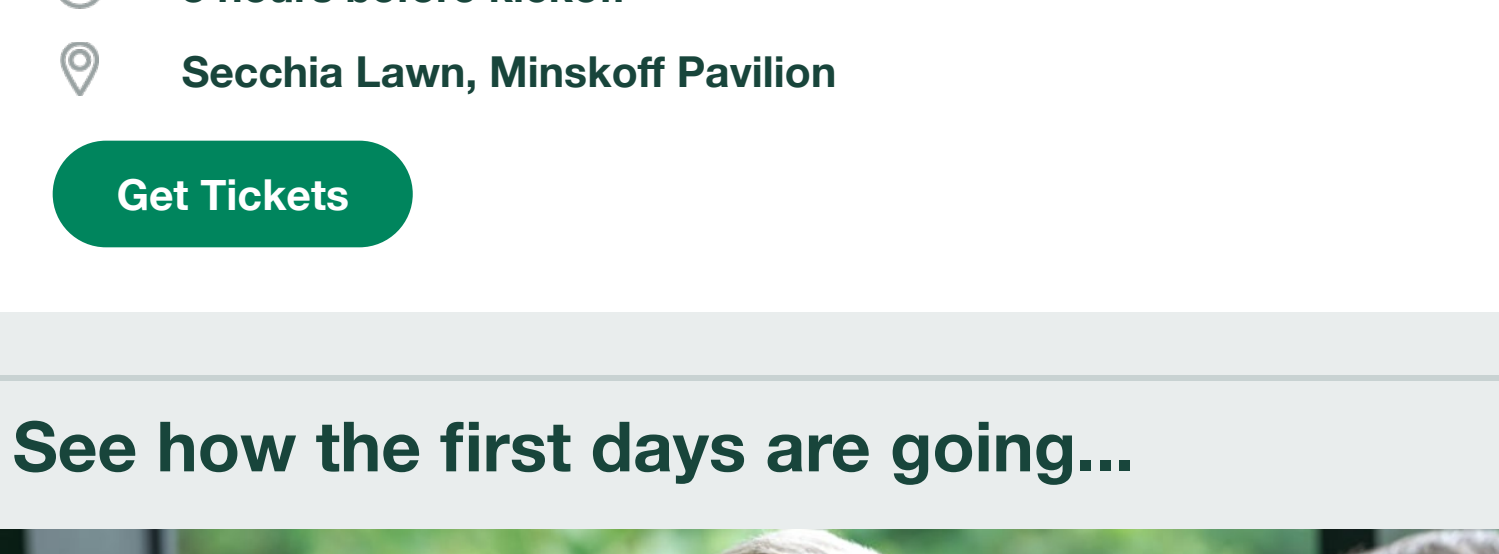


Meet David Souder and Brian Calley in Grand Rapids

🕒 5:00 PM – 7:00PM
📍 Watermark Country Club

[Register](#)

OCTOBER 19



Homecoming 2024: Broad College Alumni Tailgate

🕒 3 hours before kickoff
📍 Secchia Lawn, Minscokoff Pavilion

[Get Tickets](#)

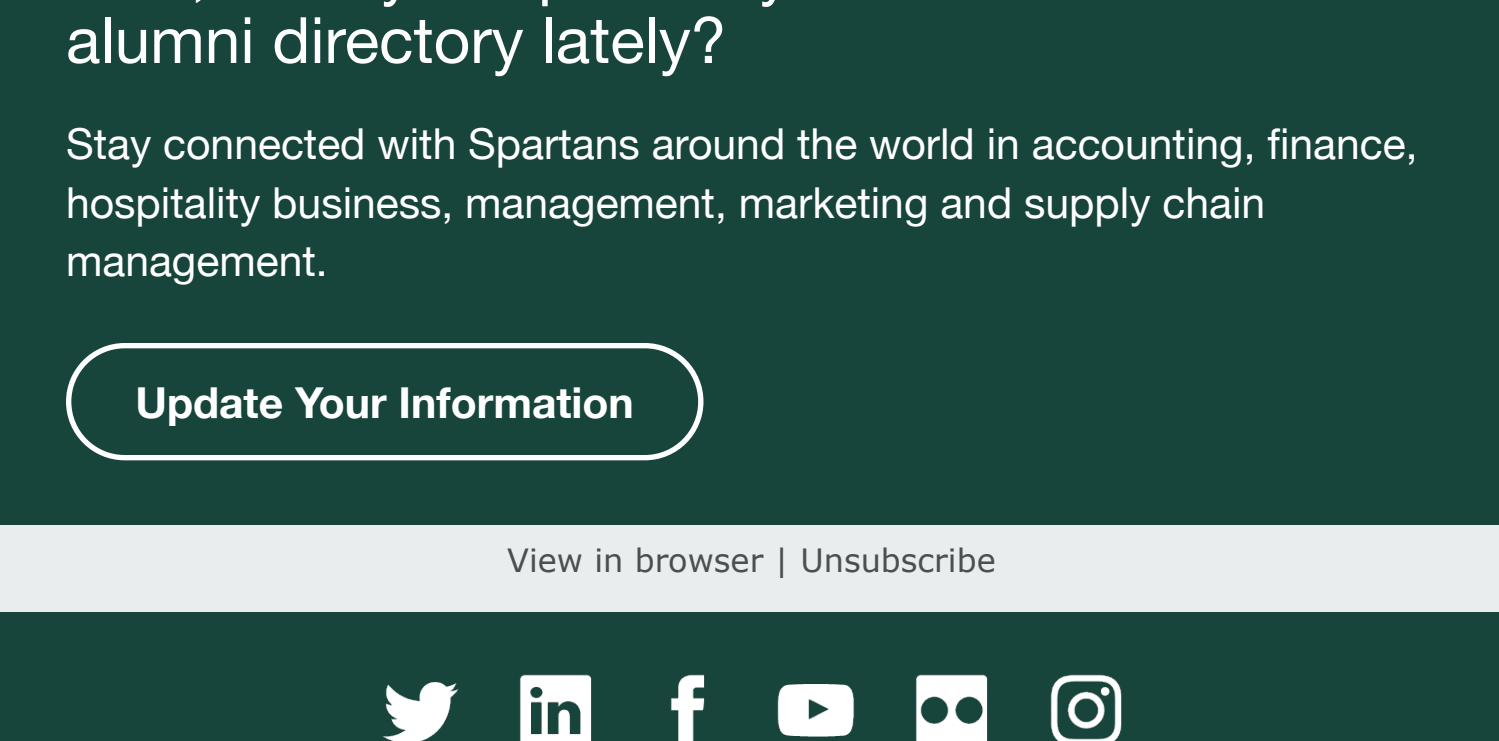
See how the first days are going...



Please join us in welcoming [David Souder](#), the new Eli and Edythe L. Broad Dean! He spent his first week on campus meeting with faculty, staff and students.

[See More Photos](#)

Show your Broad Spartan spirit...



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Our bounty of Green and White products offers the perfect way to show off your Broad Spartan spirit.

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Alec, have you updated your information in our alumni directory lately?

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