Professor Dan Lake: Broad College of Business: Instructor
Department: Marketing
By: Brittany Buchanan

This month, our professor spotlight is on Dan Lake, a professor who genuinely bleeds green and wins over his students with his charisma, passion, and humor. Dan has been an instructor at Michigan State University since the summer of 2002. He holds an Undergraduate degree from Michigan State University and a Master's from Northwestern, but Spartans, do not be fooled, Professor Lake is a die-hard Spartan Alum. Let me start from the beginning, back in 1992 when Dan was graduating high school and determining where he would attend college. Dan followed his 6th grade crush all the way to Michigan State University. “People make stuff up to justify rational reasoning,” Dan noted on his explanation of making his college decision. Of course that's exactly what he had to do to convince his father that Michigan State was the school for him. He described the great athletics, the meal plans, and of course the fact that MSU was only about an hour and a half away from his parent's home in Rochester Hills. But like many other Spartans, it was impossible for Dan not to fall in love with Michigan State from the moment he arrived. Dan was a “good high school student”, but reached his full academic potential at Michigan State where he “became a much better college student,” only ever missing 5 physical classes in all of his undergrad (impressive, I know). He still shares the memorable experiences he had living on Beal Street when attending MSU and is always interested in what we're up to as students these days. Dan is very passionate about learning and continuing his education, still sitting in on other professor's lectures occasionally.

Dan contributes to the academic life of Michigan State beyond that of a typical professor. Christa Akkary, a junior Advertising and Public Relations major, took one of Dan's summer semester classes in 2014. “He genuinely got to know everyone and what his students were personally interested in” which is what makes Dan an outstanding professor. Christa felt that the class was “relevant and meaningful to students. He also tailored the class to be one that interested us most, even if it was something as silly as Kim Kardashian news”. Dan is a professor who exceeds the slides presented in lecture and feels that discussion and exchange among students is important to better learning. It is important to Dan to share real world experiences that his students can really relate to.

Professor Lake doesn't come to Michigan State just to teach, and students get more out of his classes than just the credit hours. Dan Lake is especially dedicated to following Spartan Athletics, attending the Rose Bowl in 2014 and continually being a season ticket holder. Dan is able to mold his personal interest of college and professional sports as well as player endorsement marketing and reality T.V. all within his consumer behavior marketing classes. It is apparent that Dan is passionate about teaching and wants to teach students in a unique and engaging environment. Dan is a professor who undoubtedly leaves a lasting impression on his students, and truly wants them to learn and succeed both personally and professionally.

From College to Full-time

By: Jennifer Chu

Around this time one year ago, I was a senior in college counting down the days till graduation, worrying about grades, thinking it's almost spring break, and stressing about finding an apartment and the cross country move to Seattle, WA. I was fortunate to have a job offer with Starbucks Corporate. To give you a little background about me, I am from Grand Rapids MI. I graduated in 2014 from MSU as a Supply Chain Management Major, had one co-op at J&J, my senior year was not so fun, cramming 4 years into 3 & 1/2, but the experience was unparalleled (don't get me wrong) and one internship, my junior year, at Starbucks Corporate rounding out my supply chain experience prior to full time. Currently, I am in a two year Leadership Rotational Development Program at Starbucks Corporate in Seattle, WA.
Keep your work life and personal life separate. Relax when ing your outlook emails on your phone when it’s the weekend. have a problem when you’re bringing work home and check life. My advice – try not to be a workaholic; you know you home. Work will follow you home but don’t let it become your day at work, and the other 20% is the time you spend at The reality about life out of college is that you spend 80% of

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2. What is the business need?
3. How can I challenge the status quo?  Asking “why are we doing it this way?”
4. How do I build a network of people that would be my advo cate?
5. Who do I ask to be my mentor that will challenge me?
6. What are my strengths? What do I like?

The first challenges you might face are the learning curve (expect it 2-3 months before you feel comfortable in your new role), change in the workplace or projects (it is bound to happen), and ambiguity (you might not fully know all of the information of the things they are asking you to do). But in return, you learn to take on more responsibility. You will be surprised at how well you do once given the opportunity. My advice: you will not be perfect, mistakes will happen and its how you deal with it that really matters.

Career advice: Whether you are in a leadership program or just starting as an entry level employee, these 6 questions are some food for thought:
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College and Corporate World Tradeoffs: You will be trading in the days of case studies, cumulative exams, homework and not to mention those long hours of group meetings in the Business Library (the one located in the basement) for a constant 8-5 Monday through Friday job in the corporate world. I would say be prepared for bills, filling taxes, navigating healthcare options, 401k, paying off student loans, but what you gain is what I like to call independence (you are now fully responsible for yourself). And on the more personal note, your social life will change, 40 hour weeks can be really exhausting, those skype dates you planned will rarely happen, as well as, staying awake past midnight will be non-existent, and you will find sleep is sometimes more important than eating (but don’t do that.) So I would say just “embrace it.” You might find yourself across the country, you will be learning to live on your own, and you will be starting from the bottom in your new organization. My advice: be flexible, do new things, and just roll with it.

You will be setting your own expectations, crafting your own career path, and building your own schedule to some degree. The first challenges you might face are the learning curve (expect it 2-3 months before you feel comfortable in your new role), change in the workplace or projects (it is bound to happen), and ambiguity (you might not fully know all of the information of the things they are asking you to do). But in return, you learn to take on more responsibility. You will be surprised at how well you do once given the opportunity. My advice: you will not be perfect, mistakes will happen and its how you deal with it that really matters.

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The reality about life out of college is that you spend 80% of your day at work, and the other 20% is the time you spend at home. Work will follow you home but don’t let it become your life. My advice – try not to be a workaholic; you know you have a problem when you’re bringing work home and checking your outlook emails on your phone when it’s the weekend. Keep your work life and personal life separate. Relax when you’re at home and know that work will still be there waiting for you the next day. You will always have list of things to do and you will not be able to finish all of it – learn to prioritize. In the end, your work life balance is really up to you. My last parting words, things I learned from my grandfather the most important things in life: 1) Your health, 2) Your Family, 3) Your Work.

Calling all Leaders

East Lansing, MI – Breaking barriers and finding ways to stand out is the key to building a successful career. Women in Business Students’ Association (WBSA) is giving all MSU students the opportunity to decide how they will break barriers, stand up and stand out as a young professional at their Eighth Annual Women in Business Leadership Conference. The conference is Friday April 10, 2015, 9 AM-2 PM at the East Lansing Marriott. Registration is free and opens March 16. Please visit msuwbsa.com to register.

“The Women in Business Leadership Conference offers students an outlet to grow, develop, and reflect on their futures. They will get the chance to learn valuable lessons on diversity, innovation, and international opportunities from individuals from Fortune 500 companies such as Google, Dow Chemical, and Fiat Chrysler,” said Mariam Metti, President of WBSA and an accounting senior “Along with this, they will hear from a panel of young alumni on the transition from college to the work place. Getting the chance to take an entire day to focus on yourself and your professional development is extremely valuable, especially when you are unaware of all the potential paths you could consider to take throughout your career.”

The Women in Business Leadership Conference is open to everyone. This year the theme is “Breaking Barriers: Stand UP, Stand OUT” and Dow Chemical Company, Fiat Chrysler, and Google are presenting.

WBSA is also excited to announce that Erika Eraqi, Senior Account Director a Jack Morton Worldwide, will be the keynote speaker. Ms. Eraqi was selected as one of Crain’s Detroit Business Twenty in their 20s in 2014.

“The executive board selected Erika Eraqi as our keynote speaker because we felt that she completely embodied our theme, Breaking Barriers: Stand Up and Stand Out. Being that she is only 28 years old, and has already reached the role of director within her six years at Jack Morton Worldwide speaks volumes about how she was able to set herself apart in her career and make such a huge impact in such a short period of time,” said Mariam Metti.

At the Women in Business Leadership Conference students will have the chance to participate in workshops that are built around the theme: “Breaking Barriers: Stand UP, Stand OUT”. These workshops will be delivered by Dow Chemical Company, Fiat Chrysler, and Google.

There will also be Women in Business Young Alumni workshop, where former Women in Business Executive Board
Members will share their experiences in the corporate world. The young female alumni represent pwc, Deloitte, Marriott Hotels and BDO.

“WBSA brought past members already graduated and situated amongst the work force. It was an incredible experience; not only do you get to hear how much WBSA has helped each past member succeed in the professional world, but it’s great to hear from someone who was in your own shoes a couple years ago and to see where they are today,” said Maria Kosukha, a finance senior.

WBSA is an MSU student organization that is part of the Multicultural Business Programs within the Eli Broad College of Business. They provide students with an opportunity to establish relationships with Fortune 500 companies at bi-weekly General Membership Meetings and other annual events. As a result, over 60 percent of WBSA’s members receive both internships and full time offers. WBSA provides students with the opportunity to build personal bonds with other students with similar interests.

Broad Times Industry Quiz
By: Emily Allen

As Michigan State University students, we are constantly seeing companies from a wide array of industries, but the question that many students ask themselves is, “what industry is for me?” or “what industry will I be most successful in?” If this is you, don’t worry, because you are not alone! This survey below is one tool you can use to help narrow down your job and internship search to what you like most, and where you would fit in best!

1. How do you like to spend your free time? Do you:
A: Watch sports or enjoy being active?
B: Enjoy shopping, blogging, or keeping up with trends?
C: Spend time working or volunteering?
D: Balance your checkbook and/or track your spending?

2. Which of the following words best describes your personality?
A: Driven
B: Innovative
C: Caring
D: Analytical

3. If your friends were asked to describe you they would probably say…
A: He/She loves working hard, and is very outgoing.
B: He/She works well under pressure, and is always coming up with new ideas.
C: He/She loves helping making the world a better place by helping others.
D: He/She is extremely organized, and has great attention to detail.

4. If you had a superpower what would it be?
A: The ability to see the future
B: The ability to make time slow down
C: The ability to be in two places at once
D: The ability to remember everything you experience

5. If you had a million dollars would you spend it on:
A: Sports tickets, and you would travel the world going to games.
B: Fabric, buttons, and the best sewing machine you can buy
C: Feeding the poor
D: You wouldn’t spend it. You would invest it.

6. What magazine are you most likely to subscribe to?
A: Sports Illustrated
B: Vogue
C: World Ark
D: The Economist

7. What would you consider a dream date?
A: Tickets to the Final four to cheer on the Spartans
B: A trip to the Fashion institute of Technology in NYC
C: A trip to the humane society to play with puppies
D: A tour of Wall Street in NYC

If you got mostly A’s- You should work in the sports industry. You know your stats, and you love working with people. You’re outgoing, hardworking, and fun to be around. Not everyone can be an elite athlete, but if you keep working hard, you CAN work in the sports industry!

If you got mostly B’s- You should work in the fashion industry. You’re the first of your friends to wear the hottest new look, and you work well under pressure. Keep being creative, and wow every recruiter you meet with your great ideas!

If you got mostly C’s- You should work in the Non-Profit industry. You’re a caring and helpful individual who loves to give back. Working in this industry is so rewarding because you can directly see your efforts change the lives of individuals right before your eyes. The world needs more people like you!

If you got mostly D’s- You should work in the financial industry. You’re smart, organized, and GREAT with numbers. You are the person your friends come to when they need help with math. You analyze problems in different ways then most people, and this gives you a powerful advantage in the job market!
April Events

**Tuesday, April 14th**
Annual Taste of NAHBS Event: TBD
SCMA General Meeting: 6:30pm, Eppley 118

**Wednesday, April 15th**
Twin Cities Spartans Events: 5-6pm, Lear Center
Evaluating out your Job Offers: 4-5pm, webinar

**Wednesday, April 17th**
Finding your Internship: 1-2pm, 113 Student Services Building
Landing a Summer Job to Strengthen your Resume: 6-7:30pm, 1230 Engineering Building

**Friday, April 10th**
BASF Resume Critiques: 10-2pm, BCC Hallway
WBSA Leadership Conference: 10-2pm, East Lansing Marriott
Resume Boot Camp: 11-3pm, 113 Student Services Building
Figuring out LinkedIn: 11-12pm, 113 Student Services Building
Prospective Spartan Tour: 3:30pm

**Friday, April 17th**
Finding your Internship: 1-2pm, 113 Student Services Building
Landing a Summer Job to Strengthen your Resume: 6-7:30pm, 1230 Engineering Building

**Wednesday, April 8th**
MSU Marketing Association meeting: 6:30pm, Eppley 116
Job Strategies Webinar: 4-5pm

**Wednesday, April 1st**
SCMA General Meeting: 6:30pm, Eppley 116

**Monday, April 6th**
MSU Marketing Association meeting: 6:30pm, Eppley 116

**Thursday, April 23rd**
Broad College Spring Picnic: 10-2pm

**Wednesday, April 29th**
SCMA General Meeting: 6:30pm, Eppley 116

**Lear Center Resources**
Walk-in Career Advising:
Monday/Wednesday 9-12pm
Tuesday/Thursday/Friday 1-4pm
Friday 1-3pm

Resume Drop Off:
Drop your resume off at the Lear Center and have it critiqued within 48 hours after drop off

Quality Resume Writing Workshops
Monday 4:15-5:00pm
Thursday: 11:30-12:15pm