Spring is here and the sun is shining in Southfield – we thought it would never come! With the start of spring we have tremendous activity and excitement on campus with the annual University Alumni Reunion and Open House events for young and old, plus information sessions at most of our off-campus locations. It’s a great time to bring family, friends, and business colleagues to any of our locations where you can learn about new courses, new certificates, and new programs.

As mentioned last month, we always want to hear from current students and alumni so that we can ensure we know your wants and needs as we develop courses, programs, and plan upcoming events. Therefore, from time to time we’ll ask you to respond to an online survey that should take only a few moments of your time. This month’s topic: Student Delivery Preferences. No, we’re not talking about pizza delivery - we want to know how you feel about online, hybrid, and on-ground course delivery. After reading this month’s COM Connection, please take a few moments to complete our first online Student Survey either anonymously or with your contact information so that you can be invited to an upcoming focus group.

Students leading through theory and practice!

From the minute she walked into the Open House in Traverse City back in the summer of 2003, it was obvious that Shelby Reno was a goal-oriented, dynamic woman who is willing to work hard to achieve her goals. Shelby was one of the first applicants to the Master of Business Administration (MBA) program when it was announced that the College of Management was launching a cohort in Traverse City. With her outstanding credentials she was accepted on the spot to the challenging two-year program. At the time of her acceptance she was serving as the vice president and marketing manager for Huntington National Bank in Traverse City and was promoted and transferred mid-way through the program. She now lives in Grand Rapids and commutes when the weekend on-ground sessions are held. As regional vice president and marketing manager she leads retail marketing and community relations programs for Huntington’s West Michigan region, which extends from Niles to Sault Ste. Marie. This includes managing the implementation of corporate programs in banking offices, developing internal sales contests, building the region’s key community partnerships, and consulting with districts on micro-marketing initiatives. In addition, she is responsible for initiating contacts with media sources to foster news and media coverage on a variety of bank-related topics.

Shelby’s enthusiasm and high level of energy are reflected in all aspects of her life. She earned a Bachelor of Arts degree in English from Boise State University in Boise, Idaho,
graduating with honors. Her MBA thesis revolves around women’s issues from a global perspective, focusing on both the similar and exclusive challenges women contend with in the U.S., Eastern, and Western Europe. The areas of focus include the glass ceiling and how mentoring plays a part in cracking it, work-life balance, and pay inequities. Shelby is part of an ongoing steering committee within Huntington that is focused on (1) women entrepreneurs, (2) female executive and professional customers, and (3) creating the best environment for women to grow their careers within the organization. She is also currently involved in planning a professional women’s golf outing in conjunction with the Grand Rapids Bar Association’s diversity initiative for the purpose of building opportunities for professional women to network.

Shelby holds committee chair positions with the Association for Corporate Growth, Ad Club of West Michigan, and American Cancer Society’s 2005 Cattle Baron’s Ball Fundraiser. Past board positions were held with the Northern Michigan Advertising Club and Junior Achievement. Past volunteer leadership posts were held with the American Heart Association, Informed Citizens Enterprise, YWCA of Grand Rapids, Traverse Area Chamber of Commerce, Special Olympics Michigan, and Heart of West Michigan United Way. Somehow she also finds time to be the editor of the regional newspaper! All of these activities and her commitment to community clearly explain why she was recently honored as one of West Michigan’s Business Leaders Under 40, organized by the Grand Rapids Press and their business publication, “Western Michigan Business Review.”

Since graduating college in 1994, Shelby has lived in New York City, Dallas, Traverse City, and Grand Rapids. The College of Management is pleased that although she is constantly on the move personally and professionally, she will be part of our first Northern Michigan graduating class this summer. She has volunteered her time, her photo, and her testimonial about our program over the past two years and certainly became recognized as a College of Management success. We’re proud to have had her as our “poster woman” while in the program and hope to continue to have her represent us as an active member of the alumni. Thank you Shelby for truly representing us by “leading through theory and practice.”

Success…you determine the degree!

“With some 1.3 million organizations accounting for $350 billion in annual spending, the nonprofit sector is the third-largest contributor to the US gross domestic product,” stated the March 30 issue of The McKinsey Quarterly. The College’s MBA program currently has a concentration in Nonprofit Management that attracts those working in the nonprofit sector that want to advance their careers and those considering a career change from the for-profit world. One result of recent corporate scandals is that more workers have found that the career options in the nonprofit sector are not that different than those in the for-profit sector yet they have the potential for greater personal satisfaction. In the book, Careers in the Nonprofit Sector, Terry McAdam notes, “Nonprofit jobs provide more challenge, variety, satisfaction, and intrinsic rewards than those in private enterprise or
the government. Most of the great movements in society have had their origins in the independent sector.”

Jerry Lindman, Director Center for Nonprofit Management, recently announced that the college now offers a **Graduate Certificate in Nonprofit Management and Leadership** that will appeal to those with similar interests yet not interested in pursuing a 36 credit graduate degree. They understand the value of additional education in their field; however, finances, family, or career demands prevent them from taking on a full two-year program. This 12 credit, Graduate Certificate is designed to provide a comprehensive understanding of what it takes to lead and manage a charitable 501(c) 3 nonprofit organization in today’s environment. The Certificate requires graduate-level coursework including three specially designed nonprofit management courses, and one elective drawn from traditional MBA courses. One of the courses, **Comprehensive Fund Development for Nonprofit Organizations (MGT6083)**, is offered this summer over five Saturdays from 9a.m.-5:00 p.m. This course and the other nonprofit courses can be taken as an elective or as a non-credit seminar.

Students taking coursework for the **Graduate Certificate in Nonprofit Management and Leadership** will learn the knowledge and skills needed to:

- Understand the valued role the nonprofit sector plays in today’s society
- Implement strategic competencies needed to lead a nonprofit organization
- Analyze and manage strengths and weaknesses in organizational systems
- Understand comprehensive fundraising by a nonprofit organization
- Design successful fundraising proposals
- Create strategies to build communities of support
- Learn best practices of partnering with business and government

The instructors for the certificate and MBA concentration coursework include Dr. Jackie Stavros, Deanna McGraw, M.S.W., Carole Pence, M.S., Dr. Robert Inskeep and Jerry Lindman, J.D. See [www.ltu.edu/management/nonprofit_grad_cert.asp](http://www.ltu.edu/management/nonprofit_grad_cert.asp) for more information on all these options.

**Location, location, location.**

All our locations are buzzing with activity and it starts with the **Graduate Open House** on Thursday, April 7 from 6:00-7:30 p.m. where you get a chance to meet Dean DeGennaro, faculty, and staff. The dean starts the evening with a brief message and some history about the college and our current programs. Join us in M336 in the Buell Management Building and meet some of the potential COM students. The **Macomb Education Center Open House** quickly follows that event and includes an overview of our undergraduate and graduate degree programs delivered in this state-of-the-art facility. Join Education Center Manager Betsy Jenaway and her team of volunteers on Sunday, April 10 from 12:30-3:30 p.m. and enjoy the “spring” refreshments. Not to be outdone, Cori Blanchard will welcome one and all to her beautiful Plymouth location on Thursday, April 14 from 4:30-7:00 p.m. Knowing Cori, there will be balloons, candy, and packets
of information about the COM programs and the College of Engineering Masters program being considered for the center.

The Northern Michigan Education Center team will be hopping from Traverse City on April 13 to Petoskey on April 14. Both events run from 5-7:00 p.m. and include on-the-spot credential reviews. A new cohort is planned for Traverse City in the fall and Petoskey should have its first cohort starting shortly after. Teri Goodman, Education Center Manager and Laura Majewski, Executive Director, Regional Education Centers, will meet and greet area residents interested in our highly successful weekend MBA program. Go to www.ltu.edu/management to see our event locations.

To top it all off, the University Alumni Reunion and Open House has activities galore from Thursday, April 21 – Sunday, April 24. Activities kick off on Thursday with the Young Alumni Career Networking Reception in the University Gallery from 5:30-9:00 p.m. Companies expected to attend include DaimlerChrysler, Nissan, Project Control Systems, Resource Solutions, and Walbridge Aldinger. Walk, Run, Have some fun.………..Join COM faculty and staff participating in the 5K Fun/Run on Saturday, April 23. The COM team of “Olympic Gold Medal Winners” will leave the Don Ridler Field House at 9:00 a.m. T-shirts, water, fruit, plus a chance to see the faculty in jogging outfits will definitely make it worthwhile! Sure the part about the Olympic medals is a stretch but you can always get a few laughs seeing if they can even finish the event. Contact kirkwood@ltu.edu so we can reserve your shirt today. Follow the run by visiting the used book sale, watching the leaded glass demonstration, viewing the classic car show, playing miniature golf, and drinking root beer floats before or after the family picnic! Days of excitement for everyone so don’t miss it this year.

Faculty and staff in the news:

- The headline read, “Putting a face on muscular dystrophy” in the March 18 edition of the Tecumseh Herald. The handsome face they were talking about belongs to 8 year-old Eddy Welch, son of Professor Marvic Welch and her husband Kevin, Tecumseh City Manager. Marvic has been teaching Foundations of Business at both the Southfield and Plymouth locations for almost two years. She and her family made the news when the Herald started a series focused on individuals living with disabilities or facing other life challenges. Eddy is one of Marvic’s three adopted children and has Becker Muscular Dystrophy, a neuromuscular disease that can strike adolescents or adults. The entire Welch family recently took part in the second annual Great Walk at the Great Lakes Crossing Mall in Auburn Hills, an MDA event. TEAM EDDY, aka Welch family and friends, was the top fundraiser for the event, donating over $3,000 to the cause. Proof positive that our COM professors really do have a life outside the college!

- Another professor with a life that will be much more relaxing in the near future is Dr. Bill Doran. Dr. Doran joined the College of Management in 1998 and has taught a multitude of classes in Southfield, Vancouver, and Taiwan over the
years. His extensive experience with United Technologies Automotive and other firms provided that perfect combination of theory and practice that the college was seeking in Project Management. Bill will be retiring from teaching and moving to Florida at the end of this semester and will be greatly missed by us all. Luckily he agreed to still make trips to our international locations when courses requiring his Project Management expertise are offered. Faculty and staff will miss seeing and hearing him whistling or singing while making copies for class. He always has a smile or a joke, no matter how dreary the day. Students will miss his love of the subject matter, words of encouragement, and strong respect for them as tomorrow’s leaders. Thank you and best of luck to you Dr. Doran!

Dr. Al McCord recently announced that the summer course MIS6013 Management Information Systems would be fully online for the first time. This course is equivalent in content and expectations to an on-ground or hybrid course. Students will interact with Dr. McCord and other students using Blackboard and other online tools, instant messaging, and telephone conference calls. The first week of this course will begin on Monday, May 23 and is compressed into a 9-week period, followed by a one-week final exam. If you are interested in saving time driving to campus this summer and are an excellent time manager, self-disciplined, and a focused learner, this could be the graduate course for you. Register for MIS6013 CRN3134 starting April 4.

Thanks to Dr. McCord for also coordinating the popular LTU/EMU Spring Lecture Series as a summer elective again. Last year’s course was very popular with DMIT, MSIS, MBA, and MSOM students from Lawrence Tech. Students meet with Eastern Michigan University students at the Ypsilanti Marriott Conference Center for seven evening sessions followed by a final meeting in the College of Management. This year’s lecture series will focus on the promise and challenges of technology from birth to old age. Online discussion forums and group projects will be based on topics covered by prestigious speakers with international credentials. Sample topics include “Information Overload”, “The Pace of Life,” and “Technology in the Lives of Children.” For further information see http://www.ltu.edu/management/index.asp.

Professor Diane Cairns reminds professional women that the Michigan Council of Women in Technology Foundation is once again making available three scholarships and laptop stipends that will be awarded in May. The parent organization, Michigan Council of Women in Technology (MCWT) provides leadership, mentoring, community outreach, professional development and networking to professional women within the Michigan technology community. Diane stated, “We are kicking off our 2005 academic school year with 3 scholarships and laptop stipends to be awarded in early May. We encourage students to review our scholarship application process and note that any female students currently accepted or enrolled in a Computer Science, MIS, Information Systems or Computer Engineering curriculum are eligible to apply for our $5000 scholarships or $2000 laptop stipends. The scholarships are renewable for up to
an additional 3 years as long as the student continues to meet eligibility requirements.” Please review [http://mcwt.cusiteonline.com/114.php](http://mcwt.cusiteonline.com/114.php) for more details and the application. Act quickly since application deadline is April 8 to be considered for the May awards. Note that the site has a deadline of March 31 – fear not, MCWT has agreed to extend a week so our COM students can apply (Diane is expected to fully recover from the arm twisting). All applications received will remain on file for the year, for potential future opportunities. Don’t be intimidated by the process – Diane has offered to help with the paperwork since she sincerely enjoys giving out money, so contact her at cairns@ltu.edu today!

- Dr. Jamie Hsu, professor of management and engineering at Lawrence Tech, was mentioned in the cover story of the March 30th issue of the Detroit News. “Hsu, who spent 31 years at General Motors in product planning and emerging technologies, will moderate a panel during the SAE convention about China’s automotive engineering, design and product development capabilities. Panelists, including executives from Delphi Corporation, Philips Semiconductors China, and Pan Asia Technical Automotive Center, are expected to discuss China’s rapid strides in automotive manufacturing as well as lingering concerns about rampant piracy of technology despite the Beijing government’s vows to crack down on trademark and intellectual property theft,” stated R.J. King in the article. The 2005 SAE World Congress runs from April 11-14 at Cobo Center, Detroit.

Special events:

- Students in science, technology, engineering, mathematics, and business administration with an interest in the space industry are invited to the [Space Career Fair](http://www.spacecareerfair.org) in Colorado Springs, CO on April 5. Pre-registration is required. More information at [www.spacecareerfair.org](http://www.spacecareerfair.org).

- You’re invited! Join Professor Jerry Lindman for the [Nonprofit Career Forum](http://www.spacecareerfair.org) on Wednesday, April 6, 5:45-6:45 in M216B. Presenters include Rosemarie Evenhuis, Vice President, Right Management Consultants, and Kevin Finn, Director of Career Services at Lawrence Tech. The forum will assist participants interested in exploring careers in the nonprofit sector. RSVP to lindman@ltu.edu or call 248.204.3095.

- [CIMBA Information Sessions](http://www.spacecareerfair.org) will be held on two Friday nights in April. If interested in learning more about the unique, limited enrollment Career Integrated MBA program “up close and personal” take advantage of this opportunity to meet current students and faculty before and during an actual class. To participate on either April 8 or April 15, contact Diane Cairns at cairns@ltu.edu.

- [BoardWalk, Developing Nonprofit Board Leaders Through Training](http://www.spacecareerfair.org), continues with the 6th workshop in the series on Friday, April 8 in the Buell Management
Building from 9 a.m.-12:00 noon. This month’s topic is “Developing Productive, Self-Renewing Boards.” For further information contact Lindman@ltu.edu.

- Join Professor Kirkwood at the Institute of Management Accountants (IMA) meeting on Tuesday, April 19 to hear Christine Dobrovich speak on “Sarbanes-Oxley 404 Compliance: Finding a Better Way in 2005.” The event starts with networking and dinner at 5:30 p.m., followed by Christine’s presentation at 6:30 at the Gazebo in Warren. Students interested in attending should contact kirkwood@ltu.edu by April 13.

Connecting with industry leaders:

Marn Myers, CEO of the nonprofit organization Judson Center in Royal Oak (http://www.judsoncenter.org), needed a professional opinion on the organization’s communications technology system in this $17 million nonprofit organization serving at-risk adults, families and children. Scott Bain, Six Sigma Black Belt for Ford Motor Company/Automotive IT, and working on his MBA with a concentration in MIS, had a desire to contribute 10-15 hours a month to volunteer for a nonprofit. These two were brought together by the COM’s Volunteer Matching Program run by the Center for Nonprofit Management and Director, Jerry Lindman.

Scott took the initiative to send in the one-page Volunteer Opportunity Form to Jerry and from there it was a simple matter to arrange an introductory conversation between Marn Myers and Scott. Those two decided it was a match and now work together helping at-risk adults, families and children in southeast Michigan. With work, family, and Lawrence Tech all making demands for your time, it may seem impossible to fit in membership in a professional organization. Belonging to such an organization may provide networking opportunities yet you may not be comfortable with the associated social requirements or the expense. Thanks to the Volunteer Matching Program, you can “network” with some of the region’s leaders while reaping the rewards of community service and fully utilizing the skills developed in our programs.

If you have 10-15 hours to volunteer on a strategic project with a nonprofit organization, contact Jerry Lindman at lindman@ltu.edu or (248) 204-3095, and explore matching your volunteer interests and skills with a nonprofit that can put them to work on a good community cause. As Professor Lindman says, “There is no obligation….but it is up to you to begin the process. COM’s strategic Volunteer Matching Program is here to help local nonprofits and you.”

In response to your requests:

- Calling all graduates! If you are planning to graduate in May 2005, you must complete the Petition for Graduation Form no later than April 15. The sooner you submit the form and the $50 graduation fee to the Office of the Registrar, the sooner the College of Management will audit your file and let you know if you have completed all university requirements for graduation. The graduation fee is a
non-refundable fee that is good for ONE YEAR ONLY. If you do not graduate with the degree you are applying for within one year from the term you have petitioned, you must submit another petition and fee. This form can be obtained in the Office of the Registrar (E108), Student Service Center (E109) or online at www.ltu.edu/registrars_office.

- **Calling all continuing students!** It’s time to REGISTER again – summer and fall semester registration begins on **Monday, April 4**. The tentative schedules are available for summer and fall 2005 and spring 2006 at http://www.ltu.edu/management/summer_courses.asp.

- **Career Services** and Dr. Jackie Stavros do it again with some terrific opportunities for students and graduates: Unix Programmer at Ford, Senior Associate-Security Policy Management position with PricewaterhouseCoopers, and Learning and Development Coordinator for HCR Manor Care in Toledo, Ohio. To get full position descriptions and required credentials, email kirkwood@ltu.edu.

- The **Office of Career Services** recently implemented a **JOB SEARCH CHECKLIST** for initial meetings with students. Since the needs of each student vary, this checklist helps the staff make a better assessment of a student’s needs. Additionally, students attending classes at an off-campus location who are unable to meet with Career Services can complete the form and email to their office. Career Services will then set up a teleconference and proceed with appropriate career coaching. The form can be found at www.ltu.edu/career_services/Students.asp.

- Don’t forget to complete this month’s quick survey about **Student Delivery Preferences**. Complete the survey at: http://www.surveymonkey.com/s.asp?u=66976950681.

Copies of this newsletter available at www.ltu.edu/management/_newsletter.asp
Send questions, ideas, or requests to be deleted from this communication to: kirkwood@ltu.edu.