

# EMU COLLEGE OF BUSINESS



FALL 2017



Alumnus Keith D. Johnson addressing students at the Alumni Business Conference

## BRINGING TOGETHER STUDENTS AND ALUMNI

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## THE 2017 ALUMNI BUSINESS CONFERENCE

More than 20 alumni speakers, representing every College of Business major, came from around the country to hold sessions on developing valuable habits, the best practices for personal development, the benefits of lifelong learning, business etiquette, and job prospects in their fields.

Kaydra Fadanelli, an EMU senior studying Japanese Language and culture and minoring in Accounting, said, “There were so many interesting topics, it was hard to choose which session to go to. I wish I could have attended more than one. I was very impressed with the variety of topics and the session I attended gave me a lot to think about as I prepare for my future.”

Over 800 students attended the 2017 Alumni Business Conference in September to learn valuable lessons and professional skills that will help them succeed in their future careers.

# THE 2017 ALUMNI BUSINESS CONFERENCE CONT.



Laurie Stegenga offers advice to students at the 2017 Alumni Business Conference

"We are grateful for the critical mass of expertise we have in the local area from alumni who want to give back. We also had several speakers who came from out of state to participate and share their experience with COB students. Speakers visited from New York, Connecticut, Texas, Florida and New Jersey for the Alumni Business Conference and everyone expressed interest in returning next year," said College of Business Interim Dean, Anne L. Balazs.

The Alumni Business Conference serves as an event to connect students and professionals while upholding the EMU College of Business' mission to prepare students to perform successfully in the global business community.

"The 2017 Alumni Business Conference was a smashing success. We had a full day of speakers and panelists and our distinguished guests shared valuable information with our

students," said Balazs, "Our speakers delivered thoughtful presentations with information students could use immediately and into the future."

The College of Business offers many other opportunities for the business community and students to get involved and learn more outside of the classroom. For information about programs and opportunities, visit <http://www.emich.edu/cob/calendar/index.php>

## Thank you to the 2017 Alumni Business Conference Speakers:

- Karen Andrews, Managing Director, The Andrews Group
- Pam Bishop, Consultant, Experis Finance
- Paul Bryant, Partner & CPA, Plante Moran
- Rod Byrne, Principal, Rehmann
- Rosalyn Emerson, Senior Marketing Manager, Chobani
- John Fovenesi, Owner, 24Seven Advisory Services, LLC
- Jerry Grady, Principal UHY, LLP
- Zach Gielow, CPA, Plante Moran
- D. Keith Johnson, Senior Managing Partner - Private Equity, Ranieri Strategies
- Chris Jones, Partner & CPA, Plante Moran
- Doug Kelly, Principal, Rehmann
- Michael Lyon, Executive Vice President, Nexsys Technologies (A Quicken Loans Company)
- Doug McIntosh, Owner, McIntosh Grounds Maintenance, Inc.
- Michael Meier, President, Venture Global Solutions
- Todd Palmer, President, Diversified Industrial Staffing & Extraordinary Advisors
- Leonard D. Posey, Senior Vice President and Chief Diversity Officer, Lee Hecht Harrison
- Debi Scroggins, President & CEO, The Bearclaw Coffee Company
- Laurie Stegenga, President, Foresight Capital Management Advisors
- Chelsie Taveras, Global Trade Operations & Compliance Manager, Cargill, Inc.
- Richard Tworek, CEO, Tworek, LLC



Rosalyn Emerson presenting at the 2017 Alumni Business Conference

# THE DIGITAL MARKETING WORKSHOP

Eastern Michigan University's Center for Digital Engagement is bringing together students, alumni and professionals to learn about the future of digital marketing at the seventh annual Digital Marketing Workshop: The New Face of Main Street. This event will take place at the EMU Student Center from 7:30 a.m. to 2 p.m. on Friday, November 17.



Angelina Miller, EMU alumna, speaking at a former Digital Marketing Workshop event

Workshop creator and professor Bud Gibson said, "Since 2011, The Digital Marketing Workshop has been a vital bridge to the community. We're excited to have developed an alumni base that is moving the workforce and community leadership of the 21st century forward."

The Digital Marketing Workshop offers the opportunity for professionals and students to learn about digital advancements from some of the best names in the industry. This workshop will explore the ways digital is transforming the local economy and how others can implement digital tactics to grow their business.

"In an ever changing business world, the Digital Marketing Workshop is a concentrated opportunity to learn what you don't know and meet people you should know to grow your business in the digital space." said James Fausone, Partner at Fausone Bohn, LLP and advisory board member for the EMU Center for Digital Engagement.

The Center for Digital Engagement is a leading program for digital learning and strives to highlight the ever-changing nature of digital in collaboration with business and community partners.

"I highly recommend this workshop for anyone aiming to build upon their digital marketing or social media education. It's hosted and developed by Bud Gibson and EMU's marketing department, who've led the way in southeastern Michigan -- and really in the country -- with digital marketing and social media training and education," said Kim Brown, EMU alumna and Senior Marketing Manager at Duo Security.

The half-day, action packed workshop will feature a keynote session, two breakout sessions, a lunch panel and over 20 industry leaders from organizations such as at Zingerman's Service Network, Little Caesars, MooseJaw, Duo Security, and Google.

Jorel McCree, Account Manager of Paid, Search and Social at iProspect and EMU alumnus said, "The Digital Marketing Workshop brings high profile talent and strategies to local brands looking to gain an edge so they can reach new consumers in a digital economy."



A student presenter speaking with a Digital Marketing Workshop attendee

# EMU COB EXECUTIVE MENTORING PROGRAM

The College of Business is bringing together students and high level executives for a one of a kind mentoring experience. The Executive Mentoring Program is designed to help each student develop their personal and professional capacities through a supportive and progressive mentor-mentee relationship.

The program was established by friend of the college, Marjory Epstein and former Dean Mike Tidwell in 2014 as part of the College's Center for Professional Development strategy. Students apply to the program by submitting their resume and are selected on a competitive basis. Mentors choose how many and which students they believe they can mentor best. From there, a relationship is established and students have their first meeting with their mentor!

"This is my fourth year as a mentor. As with any activity, if you believe the time spent is worthwhile and are having fun, you keep coming back," said mentor, Mary Klupp. "One reason this works is because the students pick the topics we discuss; from finding internships, to the problems of working on group projects. We don't solve every issue but we can talk it through and put it in perspective. While the program is semester based, I still keep in touch with students from previous years. This is an ongoing relationship and an experience that keeps evolving." Klupp recently retired from Ford Motor Company's Marketing Research Department where she worked for 31 years.

Undergraduate and Graduate students of the College of Business are encouraged to apply to this unique opportunity. The Executive Mentoring Program starts in early Fall and continues throughout the school year to allow meaningful relationships to form between mentors and students.

A former student in the Executive Mentoring Program, Rosebelle Silvera said, "I knew having an executive mentor could benefit me and my future career. I was matched up with Mary Klupp. She taught my group that you have to stand your ground and make sure you show your best self to employers."

If you are interested in learning more about the mentoring program or how you can become a mentor, contact [cob\\_dean@emich.edu](mailto:cob_dean@emich.edu)

