

SPRING 2017

insight



BUILDING BUSINESS CONNECTIONS

School, students, alums benefit from strong community relationships

INTEGRATIVE THINKING | EXPERIENTIAL LEARNING | GLOBAL UNDERSTANDING

OAKLAND UNIVERSITY

School of Business Administration



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- Launching businesses



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COMMUNITY CONNECTIONS

A Message from Dean Michael A. Mazzeo

Our location in Oakland County is one-of-a-kind. Within a few miles, there are offices for half the Global Fortune 500 companies, headquarters for 40 of the Global 100 automotive original equipment manufacturers, 4,300 life science businesses, 85 defense and homeland security companies and more than 1,000 international firms from 39 countries.



Having all this in our backyard offers a wealth of opportunities for partnerships, collaboration and regularly bringing the world and classroom together. This issue of *Insight* offers many examples of this synergy.

In this issue, you'll read about David Tull, founder and CEO of Crestmark, and vice chair of OU's Board of Trustees, who spearheaded a transformational scholarship gift to benefit Oakland business students (page 2).

Through their research endeavors, our faculty members share their expertise. This issue includes an article featuring the University's new Data Science and Analytics Center, led by business professor Vijayan Sugumaran (page 6), and professor Caitlin Demsky's work on the impact of workplace stress. Two stories focus on the lasting impression faculty have made on alums – from international travel experiences with long-time instructor Frank Cardimen (page 12) to the academic and professional lessons from retiring professor Gadis (Buck) Dillon (page 16).

Our students secure prime internships (page 8) and work on real-world projects (page 10), giving them valuable professional experience. At the undergraduate level, a large percentage of Oakland undergraduate business students are professionally employed before they graduate.

Our alums continue to experience career success. This issue features an Executive MBA alum who recently was appointed COO (page 17). In another feature, we catch up with an MIS/MBA alum whose many professional endeavors include a management role at Nintendo (page 14).

As you can see, strong relationships between businesses, community, faculty, students and alums propel business and education forward.

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Community Connections

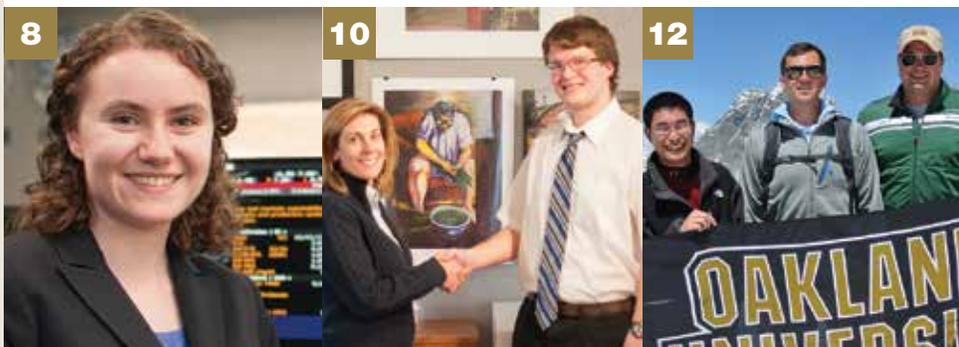
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BOARD MEMBERS SUPPORT, ADVOCATE FOR BUSINESS SCHOOL

The Oakland University School of Business Administration welcomed two industry leaders as members to the school's Board of Visitors in fall 2016: Rob Dutkiewicz, ACC '88, president, Clayton & McKervey; and Stefanie Kimball, executive vice president and chief risk officer, Independent Bank.

"The business school benefits greatly from the input, counsel and support that all our board members share. We are fortunate to have these business leaders involved in the school, serving on our board," says Michael A. Mazzeo, Ph.D., dean and professor of finance, Oakland's School of Business Administration.

Both alumni of Oakland's business school, Dutkiewicz and Kimball join an active board comprised of business leaders who support the school in developing transformational programs that integrate education with real-world application and skills. Specifically, members of the board advise and assist in implementing the school's strategic vision, help identify and raise resources for the school and its programs, and advocate for the school in the community.

Craig Stinson, FIN '84, executive adviser, Windpoint Partners, chairs the board, **Raymond Gunn, MGT '82**, senior managing director, Van Conway and Partners, is the vice chair.

The remaining executive board members are:

R. Hugh Elliott, president and CEO, Elliott Group International
Timothy Healy, special adviser retired, Takata
Mark Mendola, ACC '86, U.S. tax leader, PwC

The business school's Board of Visitors also includes:

Michael G. Bickers, FIN '86, market executive, PNC Bank
Kevin Gleeson, ECN '73, attorney, Sullivan, Ward, Asher & Patton PC
Robert Manilla, FIN '85, vice president and chief investment officer, The Kresge Foundation
Michael Novak, FIN '83, vice president, NAFTA regional controller, FCA
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EXECUTIVE BOARD MEMBERS



R. Hugh Elliott



Raymond Gunn



Timothy Healy



Craig Stinson



Mark Mendola



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Crestmark CEO and OU Board of Trustees member David Tull presents the scholarship check to Michael A. Mazzeo, dean, School of Business, and Angie Schmucker, vice president, development and alumni relations.

CRESTMARK DELIVERS EXPERIENCE, SUPPORT TO STUDENTS



Accounting student Sean Eliason was one of the first recipients of the Crestmark scholarship.

When it comes to building connections that make a difference, Crestmark and Oakland's School of Business Administration are taking it to the next level. From hiring alumni and interns to CEO and Founder David Tull serving on Oakland's Board of Trustees, Crestmark leaders put their belief in the value of an OU education in action.

It is a process that began in earnest when Tull joined the board in 2014. His leadership role spurred the creation of a life-changing scholarship for OU business students as well as an internship program that gives students real-world experience.

CELEBRATING BY GIVING BACK

This past year, Crestmark celebrated its 20th anniversary by creating a \$100,000 scholarship fund to support Oakland business students over the next five years. For staff, investing in promising students seemed the perfect complement to the bank's day-to-day work of providing loan support for growing businesses nationwide.

"We realize each OU business school student is a potential business leader of tomorrow," says Tull. "In providing these opportunities, Crestmark hopes to see the students fulfill their dreams of obtaining a higher education, and know this will help them fulfill their future personal life visions."

That describes how accounting students Tasha Beller and Sean Eliason, the first two scholarship recipients, felt upon learning of their award. Crestmark's generosity is making a difference for these hard-working students, both of whom work more than 30 hours a week and balance full class loads. Despite the arduous schedule, both Beller and Eliason maintain solid grade point averages.

"I felt a huge weight lift off my shoulders," Eliason says. "It really gave me peace of mind."



Meghan Daly, FIN '16, (second from left) joined Crestmark as a field examiner after learning about the company at an OU career fair. Here she meets with other OU alums at Crestmark.

That peace of mind is helping them reach their goal of becoming certified public accountants. "Education is one of the keys to success and we at Crestmark are delighted to support these students on their journey," says Tull.

"We greatly appreciate the generosity of Trustee Tull and the Crestmark team in creating this extraordinary scholarship fund," says Michael A. Mazzeo, Ph.D., dean and professor of finance in Oakland's School of Business Administration. "These scholarships will be pivotal to the students who receive them."

CULTIVATING TALENT

Crestmark values the real-world skills and knowledge that Oakland University alums bring to the organization. More than a dozen Crestmark employees are alums of the university, while its internship program regularly gives future business leaders the chance to learn by doing.

Hired by Crestmark after meeting at an OU career fair, Meghan Daly, FIN '16, field examiner, says, "I've been here 10 months and I absolutely love it. I couldn't have asked for a better job out of college."

"We realize each OU business school student is a potential business leader of tomorrow."

*David Tull
CEO and Founder, Crestmark*

Daly credits the successful launch of her career to her business classes and the courses she took as part of the b-school's ACHIEVE program, a required career and professional development program. "The ACHIEVE classes give students so many skills outside of classroom

knowledge," Daly says. "I got a lot of experience working with others and solving problems."

It's that experience she and her fellow b-school alums bring to organizations like Crestmark.

Daly relishes the experience and camaraderie of working with Oakland alums. "We have so many OU grads, which speaks to the quality of the School of Business and

the quality of Crestmark," Daly says. "To see my employer care so much about my alma mater means so much to me." ■

By Liz Lent



BUSINESS SCHOOL WELCOMES NEW DEVELOPMENT DIRECTOR

Lori Sakorafis joined the staff as director of development for the business school in early November. Sakorafis's key responsibilities include working with current as well as prospective business school alumni. She comes to Oakland with more than three decades of experience in the corporate world, most recently as vice president of staff operations in the global service group at Kelly Services. Feel free to reach out to Sakorafis with questions about how you can support the OU business school with your time, talent or treasures. She can be reached at lsakorafis@oakland.edu or at (248) 370-2121.



Joe Tuchman appreciates the synergy between Oakland University and industry.

COMMERCIALIZATION COLLABORATION TURNS INNOVATION INTO REALITY

When industry and higher education intersect it creates an environment that supports entrepreneurial experience and economic growth.

Take the example of a recent collaboration between Oakland University and Beaumont Health. Beaumont worked with the OU School of Business on the marketing and sales of a new IV/oxygen tank holder invented by its clinical engineering department. Created to increase the patient mobility that is critical to recovery, the new tank holder also enhanced patient safety while easing demand on hospital staff in the Pulmonary Mobility Unit.

That's where Joe Tuchman, BIS '16, then an OU entrepreneurship student and Ideas 2 Business program coordinator, came in. Presented with an opportunity to put his education and experience to

work, Tuchman didn't hesitate. He researched the need for the new tank by contacting different hospitals in the area to see if it was something they were interested in. His research showed they experienced some of the same issues.

From there, Tuchman identified the challenges of new product development and created a strategic marketing plan. With support from Beaumont and OU, Tuchman launched Rise Mobility, an independent company to shepherd the product through manufacturing, marketing and sales.

"Getting the price from \$300, how much it cost to produce the prototype Beaumont made, to a more affordable point was necessary," he says. "With the help of Opus Mach, a manufacturing company in Warren, we were able to cut the production price dramatically."

"This proves we can make things happen with OU and Beaumont, and it's teaching someone how to be an entrepreneur."

*Eric Stief,
director of the Beaumont
Commercialization Center*



Joe Tuchman, BIS '16 helps test the new tank holder.

Working with Opus Mach, he developed 12 holders for testing at Beaumont. If the test is successful, he'll order more and take them to various hospitals to sell them in bulk.

"When he sells the units, he will give us a royalty, our inventors get a little piece of that. Our hospital gets a little piece of it — everybody wins," says Eric Stief, who served as director of the Beaumont Commercialization Center until January 2017. "This proves we have real innovation. It proves we can make things happen with OU and Beaumont, and it's teaching someone how to be an entrepreneur."

It's this synergy with industry that Oakland business students value.

"It gives the students real-world experience," Tuchman says. "No textbook or class will prepare them for these challenges. This kind of experience allows students to engage with professionals, strengthen their communication skills and prove they are capable of amazing things."

Tuchman appreciates the education, experience, mentorship and support he received at Oakland. "OU invested in me. Everyone took the extra time to work with me and help me through this project. Beaumont received a product that is more durable than anything out on the market right now," he says. "My goal is to hire my first employee from OU by the end of this year."

The collaboration is a win for everyone. "This is proof that this valuable partnership has a real application for our staff as well as the Oakland University students," says Richard Kennedy, Ph.D., vice president of the Research Institute at Beaumont Health. "It shows that we can collaborate effectively as we work on innovations that can improve patient care. It proves we can make things happen with OU." ■

By Susan Thwing

STUDENT'S ENERGY COMPANY HELPS MCLAREN SAVE \$1.6 MILLION

Sterling Heights-based Future Energy Company completed a turn-key LED lighting corporate initiative at all McLaren's 11 hospitals across Michigan. "We installed over 25,000 LED fixtures and 12,000 Cree SmartCast intelligent light fixtures," says Sam DiNello, company co-founder, vice president and OU student. "It is the largest lighting project in the world."

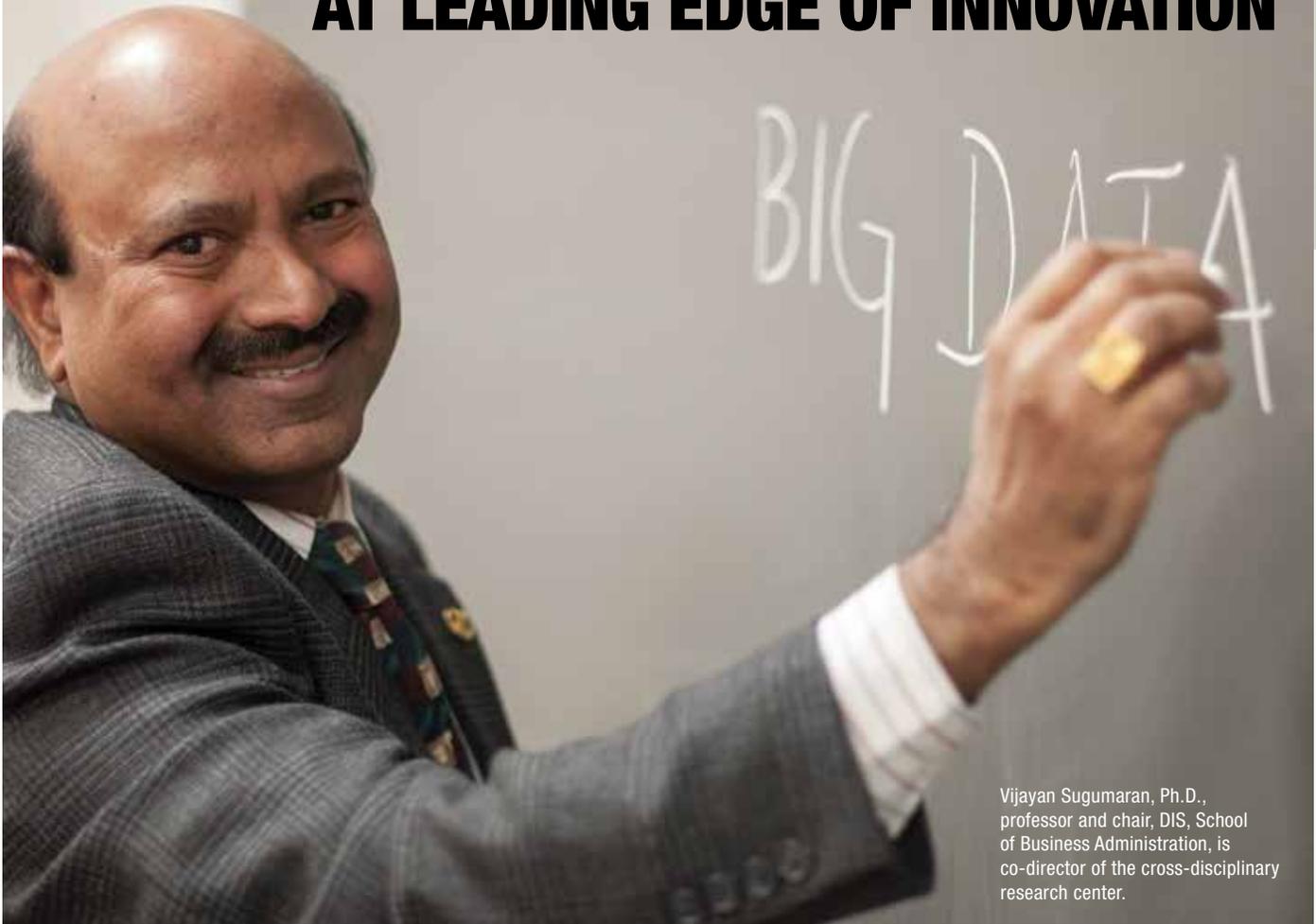


The new lights were installed in parking lots, halls, waiting room and staff areas. "Our team literally went through every single hospital, every single area, and counted and documented every fixture, including the number of lamps in each. Then we analyzed the wattage, evaluated the application, and determined which Cree fixture would replace it," DiNello says in the white paper about the project.

Staff have also commented that lights in parking structures and stairwells brighten as they approach and that hallways seem much better illuminated without the "cave effect" created by the previous lighting. "The housekeeping staff at McLaren Port Huron even told me that it's a lot easier now for them to see what they're cleaning," DiNello adds.

According to the McLaren web site, the system-wide upgrade to Cree LED lighting yields warm inviting light that promotes comfort and security while delivering \$1.6 million in annual savings. ■

DATA SCIENCE CENTER PUTS INFORMATION AT LEADING EDGE OF INNOVATION



Vijayan Sugumaran, Ph.D., professor and chair, DIS, School of Business Administration, is co-director of the cross-disciplinary research center.

In today's information-fueled world, data is a valuable commodity. It plays a role in everything from marketing and medical care to engineering and information technology. Oakland's new Center for Data Science and Big Data Analytics is set to examine the ever-growing impact of information as it applies to research and industry.

With its wealth of expertise across disciplines, the center will partner with businesses of all sizes to help them make the most of their data opportunities and transform that information into action.

"We want to provide an environment for business, faculty and students to come together to work on problems related to analytics and big data," says center Co-Director Vijayan Sugumaran, Ph.D., professor and chair, Department of Decision and Information Sciences, School of Business

Administration. "We will set up infrastructure for big data projects, to work on everything from financial analytics to evolutionary biology. We will look at all kinds of sources of data. We will analyze and come up with meaningful solutions and novel ways to do different things."

The diverse academic interests of its directors and founding members reflect the center's multidisciplinary nature. Ravindra Khattree, Ph.D., professor of statistics in the Department of Mathematics and Statistics in the College of Arts and Sciences, serves as co-director alongside Dr. Sugumaran. Founding faculty hail from the School of Business Administration, School of Engineering and Computer Science, and the College of Arts and Sciences.

BUILDING THROUGH PARTNERSHIPS

"The goal of the center is multifold. Partnering with local, national and international businesses is one priority," says Dr. Sugumaran. "Research is a key

component and another is teaching." Oakland students across majors will benefit from a multidisciplinary approach that will bring thought leaders to Oakland to share their insights and collaborate on data solutions.

The center launched with a forum that brought industry professionals and faculty experts together to discuss the myriad opportunities the new center will afford.

For data professionals, the energy was palpable at the forum and represented the excitement surrounding this expansive field. Chuck Brooks, Ph.D., vice president of reporting and analytics for Comerica, presented at the forum says, "My hope is that OU's center will provide training and knowledge to help people learn how tech can be applied to business. It's an opportunity for business to understand how technologies are changing and to understand what the right tools are to get the job done. It's a chance to experiment."

According to *Forbes* magazine, more data has been created in the past two years than in all of human history.

The data boom is just getting started. According to *Forbes* magazine, more data has been created in the past two years than in all of human history. Estimates suggest that by 2020, roughly 1.7 megabytes of new information will be created every second for every human being on the planet. “We get data in all sorts of forms now,” says Dr. Sugumaran. “It’s not just numbers. It’s text, audio and even video. As a society, we produce data at a very high rate.”

This boom inspired the creation of the center. “The question we face today is, how we can make our

world better and safer by using the valuable information available in this data,” says Dr. Khattree. “Developments in analysis have not kept pace with the rate of important new data that is being generated. Our center will provide a platform for OU and Michigan businesses to meet this need by exchange of ideas, collaborative efforts, and educational and training activities.”

With students, professors and industry professionals working together, the Center for Data Science and Big Data Analytics is poised to push this rapidly growing

field even farther, delving deep into the meaning of this information and reaching beyond the facts and figures. ■

By Liz Lent

Learn more about the Data Science and Analytics Center at oakland.edu/research/centers/datascience.



Founding faculty hail from the School of Business Administration, School of Engineering and Computer Science and the College of Arts and Sciences.

Estimates suggest that by 2020, roughly 1.7 megabytes of new information will be created every second for every human being on the planet.

PREMIER INTERNSHIPS CONNECT STUDENTS TO COMMUNITY, EXPERIENCE



Business student Megan Tack

One look at her resume and it's easy to see why a major global corporation snapped up OU business junior Megan Tack for a summer internship early in the fall semester.

Tack applied for the Fiat Chrysler Automobiles U.S. LLC Information Communication Technology internship after meeting the corporation's representatives at the OU Career Fair, an FCA open house event on campus and the etiquette dinner hosted by the University. She received the offer after two interviews.

"I was impressed by the escalated timeline to make an offer by FCA," says Wayne Thibodeau, senior director, Career Services. "Traditionally, we do not hear of this happening before November. To receive an offer in October is very exciting."

A double major in operations management and human resources management, Tack is double minoring in international management and Spanish. When not in class, she serves as a business student ambassador and a career ambassador for the school, advising fellow students on networking, job applications, resumes and more. She's also involved in student organizations such as OU's Society for Applied Investing and Financial Education, the Society for Human Resources Management and Beta Gamma Sigma, which honors high academic business achievement.

"I really love all of the opportunities to get involved at OU," says Tack. "There are so many things to do and ways to learn. It makes it easy to apply everything I'm learning in the classroom to real-world situations."

A Presidential Scholar and Honors College student, Tack studied in Spain last summer, where she also volunteered to teach English to pre-school and elementary children. The experience was a step on the path Tack hopes will culminate in a management consulting career with an international firm. Her internship with FCA U.S. LLC, one of the world's largest automobile manufacturers, will bring her close to that vision by giving her real-world skills in a multinational business setting.

For Tack, the internship will build on the broad base of experiences she already has amassed as an active, involved School of Business student.

"The School of Business really gives its students all the opportunities they could want, including the networking events, professional development and even the speakers they bring in to talk with us," says Tack. "We hear from industry leaders and real-world business people. It's a true holistic experience, putting together everything we learn inside and out of the classroom." ■

By Liz Lent

More than **70%**
of business grads get
professional experience
before they graduate

NEW CAREER SEARCH RESOURCE FOR STUDENTS AND ALUMNI

Oakland students and alumni have a new resource available in their search for internships, on- and off-campus employment and networking opportunities.

With 1.5 million student profiles and 105,000 recruiters from 65,000 companies posting over 400,000 job opportunities to date, Handshake has transformed the recruiting experience for students, recruiters and career centers.

"Handshake is the ultimate job-search and networking platform for OU students and alumni," says Kaitlyn Barbas, marketing and events coordinator for OU Career Services. "It brings together students, alumni, employers, and Career Services like no other platform."

Employers can utilize Handshake to create and manage job postings, register for and track Career Services events, market recruitment and networking events, schedule and manage on-campus interviews, and stay connected with Oakland University students and alumni.

Alumni are welcome to attend all workshops, seminars and career fairs sponsored by Career Services. Job search, resume, cover letter and interviewing assistance are provided along with opportunities to interview with employers on campus and to view job postings. To create an account, visit oakland.joinhandshake.com. ■

98% of OU business graduates are employed in Michigan

PROFESSIONAL EXPERIENCE

Oakland's premier location in the economic hub of Michigan means Oakland University business students are connected to industry throughout their education. This includes access to professional internships at major international corporations as well as government entities, start-up organizations and regional companies. Here is a small sampling of internships from Summer 2016.



Megan Allen
Finance major, business intern
ABB Robotics



Elodie Chidiac
Finance major, field services intern
Crestmark



Brent Naismith
Actuarial science major, actuarial intern
Blue Care Network



Samantha Roberts
Marketing major,
corporate affairs and communications intern
Yazaki North and Central America



Danielle Wade
Human resources management major,
international human resources intern
Fiat Chrysler Automobiles



Joseph Wysocki
Finance major,
wealth management intern
Plante Moran

SUCCESSFUL CAREER OUTCOMES

Whether part of Oakland's undergraduate or graduate programs, Oakland students report reaching their career objectives after graduation.

84% of 2014-15 **undergraduate business** graduates were employed **before graduation**

63% of **MBA grads** report a new employer or new title and an average **35% salary increase**

MSITM grads report a **30% average salary increase**

97% of **OU MAcc grads** are **placed before they graduate**

STUDENTS GET REAL-WORLD ECONOMICS LESSON, ASSIST COMMUNITY

The Art & Apples Festival® is a staple of Rochester's annual festival scene, attracting hundreds of artists and tens of thousands of visitors over the course of three days each September. Until 2016, the exact number of attendees and the financial impact of the festival on the greater Rochester area was unknown by Rochester's Paint Creek Center for the Arts (PCCA), the festival organizer for more than 30 years.

When PCCA Executive Director Tami Salisbury combined forces with Oakland University Economics Professor Jonathan Silberman, Ph.D., they came up with a plan that would offer a real-world learning experience for Oakland business students and give PCCA the information it was seeking.

"We'd been trying to do this for a couple of years," says Salisbury. "But we're a 501(c)(3) charity, so we don't have deep pockets to conduct an analysis of this scope. Partnering with Oakland University made sense."

"The economic impact analysis clearly says that without the Art and Apples Festival, \$2.6 million dollars would not have been spent in the area during this time."

*Tami Salisbury,
Executive Director,
Paint Creek Center
for the Arts*

REAL-WORLD IMPACT

Throughout the summer of 2016, Dr. Silberman worked with PCCA to design the economic impact study. PCCA collected information during the Festival, held the weekend following Labor Day. From there,



Economics major Matthew O'Neil, one of the team members who worked on the Art and Apples Festival project, meets with Tami Salisbury, executive director, Paint Creek Center for the Arts.

the students in Dr. Silberman's ECN 418: Seminar in Economic Policy class, compiled and analyzed the data, developed a report and delivered the presentation.

"Dr. Silberman worked together with our class throughout the entire project," says economics major Nino Vallone. "We used survey data gathered by festival volunteers and estimated attendance to extrapolate the variables that we were then able to analyze using a statistical software package."

Analysis of the data, combined with additional detailed intercept and online surveys, uncovered crucial information for PCCA, including:

- An estimated 85,000 patrons attended Rochester's 51st Annual Art and Apples Festival
- 20 percent of attendees reside more than 25 miles away; some came from as far as 50 miles away
- The total economic impact Art and Apples provides to the community is estimated to be \$2.6 million

Salisbury was thrilled with the work. "It was tremendous. The students came with insightful questions. They took the data and drilled down to give us really good information and presented it in a manner that was easy to understand.

"The economic impact analysis clearly says that without the Art and Apples Festival, \$2.6 million would not have been spent in the area during this time," says Salisbury. "Think about it; all of these patrons were dining, buying gas, shopping at the

stores and some staying at hotels, essentially spending money that wouldn't have otherwise come into the community."

Now PCCA has tangible data to share with grant funders, sponsors and artists about the value the Art and Apples Festival delivers to the community.

EDUCATION AND EXPERIENCE

"It's very good education for the students. It's one thing to talk in the classroom about what the theory is or what the issues are, but when you do an economic impact study, it's quite another thing to actually implement," says Dr. Silberman.

"This project helped every student in the class get valuable statistical experience and data entry experience regardless of their major," says economics major Matthew O'Neil.

Collaborations like these are the foundation of a stable and thriving community, with the added bonus of giving students a practical hands-on experience that they can apply in their professional careers.

"This is real life," says Salisbury. "We're using this data to show the local communities the value that the festival provides. When you invest so much time and energy in something you want to know that it was worth your time. We're so grateful to Oakland University for delivering our proof." ■

By Rachel Oakley

WORK SHIFT

Organizational behavior professor explores the effect of workplace stress

The French government recently passed a law giving workers in companies with 50 or more employees “the right to disconnect” from after-hours work-related emails, stating intervention was necessary for workers’ health and well-being.

Are the French onto something? Caitlin Demsky, Ph.D., thinks so.

“We’re all so connected to our devices and used to being ‘on’ 24/7 that it’s hard to unplug,” says Dr. Demsky, an assistant professor in OU’s Department of Management and Marketing. “But not having adequate downtime when we’re off the work clock can take a toll.”

Dr. Demsky would know. Her ever-expanding body of research delves into the importance of a healthy work-life balance and sheds light on the negative psychological effects of work-related stress that can trickle home.

THE HOME FRONT

It’s both a professional and personal mission. “My parents were blue-collar workers who worked hard, but they didn’t always have the best support within their work environments,” Dr. Demsky says. “They brought home positive aspects related to their jobs, but there were also negatives, in terms of increased tension. I’m the first person in my family to graduate from college, and I hope I can make a difference in how people understand and manage workplace stress.”

With a bachelor’s degree in psychology and English and a Ph.D. in industrial and organizational psychology from Portland State University, Dr. Demsky researches areas related to employee stress and well-being.

The bulk of Dr. Demsky’s work focuses on the effects of “workplace aggression” (WPA). Statistics indicate that about 41 percent of American employees report having experienced some form of (non-physical) WPA within the past 12 months, which encompasses incivility, abusive supervision, bullying, social undermining and interpersonal conflict.

The fallout can be significant. With the potential to contribute to an assortment of health ailments (i.e., sleep disturbances, backaches, headaches, fatigue, alcohol use, gastrointestinal issues, anxiety, depression), WPA is a job stressor that can also trigger feelings of anger, frustration or annoyance that an employee can carry homeward, setting the stage for interpersonal family conflict – creating a vicious cycle.

Dr. Demsky’s research indicates that employees can mitigate negative effects of WPA by learning how to psychologically detach from the work day and recover from work stress at home — fostering not only a healthier home life but also allowing employees a chance to reenergize for the next work day.

“Employees can learn better ways to cope with workday stress and how to separate from it,” Dr. Demsky says, “but employers should take some responsibility as well.”

Whether stepping up to WPA with new HR policies or creating a workplace that encourages segmenting work from after-hours time, Dr. Demsky feels more can be done.

“This effort benefits both employees and employers,” Dr. Demsky explains. “Employees who are protected from workplace aggression have a greater ability to be engaged on-the-job and productive, innovative employees.”

Dr. Demsky has published her research work in the *Journal of Occupational Health Psychology*, *Organizational Dynamics*, and *The Industrial-Organizational Psychologist*. Her work has also been presented at numerous conferences, including the Society for Industrial and Organizational Psychology and Work, Stress and Health.

She’s working on two new research projects.

The first study, using survey data collected from U.S. Forest Service employees, investigates the relationship between WPA and quality sleep, honing in on rumination as the behavioral culprit for the inability to fall asleep/stay asleep.

The second project investigates the daily effects of WPA on diminished employee sleep and the specific role that a supportive home partner/family member can play in reducing the negative effects of WPA.

At OU, Dr. Demsky teaches “Introduction to Organizational Behavior” and “Introduction to Human Resources Management.” She brings her research into the classroom in creative ways.



Caitlin Demsky, Ph.D., assistant professor, studies the importance of a healthy work-life balance.

LIFE APPLICATION

It’s not unusual to see a quick mindfulness (relaxation) exercise taking place in Dr. Demsky’s classroom; the value of such “micro breaks” highlight another element of her research on stress management.

She also practices what she teaches, creating a class policy of specific after-hours times when she won’t be responding to emails. “I hope it emphasizes the need to shift gears,” Dr. Demsky says.

Discussing workplace issues during class proves enlightening.

“The majority of my students hold a job,” Dr. Demsky says, who began teaching at OU in 2015. “I marvel at their ability to handle so much so well. Their work experiences bring a perspective into class that makes discussions interesting and practical.”

What she treasures most about teaching is simple yet profound. “When students tell me they notice that I care about them, it means everything,” Dr. Demsky says.

It’s likely that her students will also remember what being part of the solution in decreasing workplace stress looks like, whether as an aware employee, courteous co-worker, supportive family member, or a conscientious, proactive employer. ■

By Mary Gunderson-Switzer

Oakland graduate business students, Matterhorn, Switzerland in 2015.



TRAVEL FUND HELPS MBA STUDENTS PREPARE FOR GLOBAL MARKET

“The world is the market now,” says Professor Frank Cardimen, “and if you’re not in it, you’re missing an opportunity.”

Since 1999, Cardimen has been leading students abroad with the goal of giving them the tools and real-world knowledge they need to succeed in the global marketplace, particularly within the guidelines of the European Union, the United States’ main trading partner.

With Britain out of the EU after Brexit, the future of the union is uncertain. For American businesspeople, this means opportunity as much as it means threats to the way business currently runs. Understanding these

threats and opportunities is critical learning for students and business professionals alike.

“There are opportunities, but where?” says Cardimen. “There are threats, namely the EU floundering now that Britain is out. So what should U.S. businesspeople do? How do you position your organization in the States toward that uncertainty in Europe? Learning that first-hand is the goal of the program.”

Of the 140 students Cardimen has traveled with over the years, he says at least 15 have made lifelong careers out of international business. “Many others used their global experience to gain opportunities in their company,” says Cardimen. “Everyone would tell you it was a major life-altering experience.”

“The trips definitely brought my business career to fruition,” says Danielle Lia, MBA ’13, who works as a Global IT SOX compliance controls assessor for General Motors. “I’m now working for a global company, interacting with team members in different countries.

“The first business meeting we had abroad everything came together,” says Lia, who is also pursuing a post master certificate in international business. “It all came into focus. This is everything they’ve been teaching us. We could see it in action. It was fantastic.”

“That’s the joy of teaching the class: watching the light bulb go off,” says Cardimen. In 2014, Oakland business alums Craig and Ann Stinson honored Cardimen, their former professor and longtime friend, with the creation of the Frank

Oakland graduate business students visit Vespa in Pontedera, Italy, in 2014



Cardimen International Initiatives Fund. The fund aims to help ease the financial burden of traveling abroad.

Others have added their support in recognition and appreciation of Cardimen's commitment to global education and experience.

"Every contribution, large or small, significantly supports students, which is what it's all about," says Cardimen. "The students feel that because they went on this trip they now have the capacity to give back."

Take Bill Benton, MBA '02, director, project management and revenue at Accuray Inc., who traveled with Cardimen in 2002. "I was very fortunate to work for a company that offered tuition reimbursement," says Benton. "Nowadays companies

don't offer that same type of financial aid. It's my mission to help other students who may not be able to afford the option to do that."

Benton wants others to experience what Cardimen's passion for travel and learning afforded him. "If there were more people in the world like Frank the world would be a better place," he says.

"It was invaluable," says Tej Yale, MKT '13, MBA '16, marketing coordinator, AIM, Inc., a robotics company. "We interacted with senior-level management, discussed the (then) recent Brexit vote and how it affected business operations. We learned important cultural differences and had thought-provoking conversations."

Lia values the donor support. "I am grateful and blessed to have been able to go on those trips," she says. "By supporting the fund, they're enabling students to experience different cultures and letting them live what OU has been teaching them in the classroom. The end result is greater than the sum of its parts." ■

By Rachel Oakley

Gifts supporting the Frank Cardimen International Initiatives Gift Fund (30305) may be made online at oakland.edu/give.



Frank Cardimen and Oakland grad students take a break at the Eiffel Tower in 2011.



Yum! Brands in China hosts Oakland MBA students in 2010.



MBA students in front of Basilica La Sagrada Familia in Barcelona, Spain, in 2016.

SLEEPLESS IN SEATTLE

A newborn, Nintendo and neighborhood make a full life for MIS alum

If you want to keep up with Tramale Turner, you'll need a dose of caffeine and your running shoes. "I like to live my life staying engaged in every moment and ready for any new opportunities," says Turner MIS '00, MBA '01.





Tramale Turner, MIS '00, MBA '01, with his wife, Jacquelyn, and daughter, Isabella.

"I thought I had a plateful already!" Turner laughs. He took the advice to heart. He earned his MBA at OU in 2001, which coincided with the closing of his company.

A friend from Alpha Kappa Psi told him about an opening at Volkswagen she felt was perfect for him. Already working for local companies as an internet systems analyst/technical

leader, Turner wasn't convinced the automotive industry was his niche.

"My friend applied for me, and I got that job," he says. "If it wasn't for the student and faculty support at OU — that great, connected network — that job wouldn't have happened."

Turner began at Volkswagen as an e-business technology leader and worked his way up to process integration manager for VW brand and marketing.

After a decade of fruitful years at Volkswagen, Turner was ready for a new opportunity.

GAMES PEOPLE PLAY

Turner joined Nintendo in 2010. His current role is senior manager of IT, where he runs IT Solutions Consumer Online and Publishing. "It's a customer software development group working on solutions supporting Nintendo's online services, consumer facing online system, and developer support services," he explains.

The work includes the account service that allows Nintendo Wii U and Nintendo 3DS customers to play online. His group is also responsible for developer.nintendo.com, which supports the many large and small third-party developers creating tools and software available on Nintendo's consoles.

It's an exciting job to have in a technologically burgeoning city. "The tech industry in Seattle has exploded in the past 10 years, with companies like Nintendo, Amazon and Google," Turner says. "That means a lot more transplants to the area."

Transplants themselves, Turner and his wife had a desire for a gathering spot — a fun, relaxed place to mix it up and feel a sense of community. In fall 2015, they bought Poco Wine + Spirits, a bistro pub in Seattle's Capitol Hill neighborhood. Poco's loft-like

mezzanine level and beautiful patio area provided the welcoming place they envisioned.

COMMUNITY CONCERN

There was an even deeper reason for purchasing Poco. "It's always good when you can turn something painful into something positive," Turner reflects.

In March 2015, Turner and his wife experienced a painful loss. Their first daughter, Hayley, was stillborn. "It was a difficult time," he says. "My wife was particularly sad, and I wanted to do something so we could move healthfully through our grief and help others. I thought about what the hospital staff had done for us."

They gave the Turners a gift to treasure. "They presented us with a keepsake box to take home, with Hayley's hand and footprints, as well as her hat, blanket and photos in it," Turner says. "We were touched by their kindness, and it helped us cope."

The Turners wanted to provide keepsake boxes to others who face the same loss — via clinics or hospitals that may not have funding to offer such gifts. "We bought Poco with this mission in mind," Turner says. "We'll set money aside toward this effort, through a foundation in Hayley's name."

Poco has yielded an effective partnership. "I attend to inventory and staff issues," Turner says. "My wife, who is also a senior editorial projects manager at Zillow, has excellent communication and marketing skills that she puts to great use."

At Poco they find renewed joy in connecting with staff and an eclectic crowd of customers, and there's plenty of laughter.

"We've been blessed in so many ways," Turner says. "I'd like to do more for those less advantaged in our community, and perhaps be an advocate in the life-impacting areas of education, or arts and culture."

To that end, Turner's a member of Leadership Tomorrow, a Puget Sound-region leadership development program that fosters community stewardship. "I don't know if this will evolve into serving in the government sector someday," Turner says, "but I've thought about it."

When it comes to Tramale Turner, everything is possible. ■

By Mary Gunderson-Switzer

Delighting in the recent birth of his daughter, Isabella, lack of sleep isn't a concern for the action-oriented Turner.

Rising each day at 4 a.m., he arrives at his senior management position at Seattle's Nintendo of America at 5 a.m., hitting the employee gym; then it's on to leading his work group, with the day often culminating with a videoconference to Kyoto, Japan (Nintendo's headquarters), until 8 or 9 p.m.; when that wraps up, he puts on his entrepreneurial hat and heads over to the bistro he owns with his wife, Jacquelyn.

Turner's fulfilling life is the result of a series of forward-thinking decisions, mixed with a strong desire to connect with others — and a dash of adventure.

LIVING THE LIFE

Born and raised in Detroit, Turner graduated from Cass Technical High School at 16 and headed to the University of Pennsylvania to study computer science/computer engineering and Japanese.

He thrived but didn't graduate. "After three years, I ran out of money," he says. "At 19, a relationship and a desire for an international experience took me to Japan."

It was there Turner started an interactive web/media development company, NetFIVE. It did so well that he opened one in Michigan, where he was literally steps away from completing his education.

"NetFIVE was located right across the street from OU," says Turner. "One day I just walked over to the admissions office."

Working at NetFIVE while pursuing a bachelor's degree in management information systems (MIS), Turner also rushed OU's Alpha Kappa Psi co-ed fraternity. During this time Turner fondly recalls MIS Associate Professor Mark Isken continually telling him, "You could be doing more."

ALUMS APPRECIATE HIGH STANDARDS SET BY RETIRING PROFESSOR

A great leader finds joy in the success of others and inspires generations of future leaders. After 51 years in the classroom — 30 at Oakland — it's safe to say Accounting Professor Gadis "Buck" Dillon, Ph.D., has done just that.

After a three-year phased retirement, Dr. Dillon taught his final semester at Oakland in winter 2017. Alums wholeheartedly agree his zeal for making sure they were academically and professionally prepared had a lasting impact on their success.

"He instilled the confidence in me that I could do it," says Michael Dingwall, ACC '92. "When I first started college, I wasn't sure it was the right thing for me. I was insecure. Buck provided the confidence in me that I could excel in academia and life."

That confidence was well placed. Dingwall is now partner at RSM US LLP, the fifth-largest public

accounting firm in the U.S. "Buck is so happy when his students succeed," Dingwall says. "When he heard I made partner, his was one of the first messages I got."

MEASURING SUCCESS

Dr. Dillon's genuine pleasure in seeing others succeed left an impression.

"The way he approaches teaching helped me become a better coach and a better sharer of knowledge," says Steven Sosnoski, ACC '93, CFO, Sequoia Tool, Inc. "My success is measured more by how well the people who work for me have done for themselves than just my own personal success. That's something Buck instilled in me. Buck taught me so much in terms of managing people."

"He had a ripple effect," agrees Michael Brown, ACC '97, partner, Dowling & Yahnke LLC. "I determine my success based on the success of the people I am leading."

Dr. Dillon's high expectations extended beyond the classroom, always encouraging students to reach higher.

"Buck held his students to a high standard and helped them achieve great things," adds Brown. "He pressed that if you're going to do something you should do it well." Dr. Dillon encouraged Brown to join BAP and OASIS, where Brown practiced his leadership skills.

There's a method to Dr. Dillon's demands. "I have a level of expectation and I beat the students up pretty badly," he jokes. "I think it is necessary because once they leave college they need to have the professional drive, they need to be ready to make the commitments."

Korry Bates, ACC '09, MAcc '10, risk assurance, PwC, appreciates Dr. Dillon's

approach. "I called him when I passed the professional audit section of my CPA exam. I thought his class was harder than the exam. Because of that I walked out of the exam knowing I did a great job."

As a student, Bates worked with Dr. Dillon to launch OU's chapter of the National Association of Black Accountants, of which Bates served as president.

PROFESSIONALLY PREPARED

From drilling concepts to connecting students with student organizations, accounting professionals and conferences, Dr. Dillon made it a priority to ensure his students were also professionally prepared.

"He helped us think big picture and see how things are connected. When we're interviewing for jobs, having that perspective on what to expect really puts you ahead of the other candidates. It gave me a big advantage," says D'Lorean Bell, ACC '12, brand finance analyst, FCA.

Rebecca Braga, ACC '13, MAcc '14, assurance staff, Plante Moran, sums it up. "To learn from him was an honor. The best way I can thank him for the wisdom he's shared and the direction he's given my career is to do the best I can, because that's what he enjoys and expects of us."

Dillon responds humbly: "I have been extremely fortunate through the years. I have been associated with some truly outstanding students who have been willing to work hard to be successful. I value the time I spent here, all the relationships and ties I've built. It is with some reluctance that I actually hang everything up and leave." ■

By Rachel Oakley, SBA/CAS '16

Gifts supporting the Dillon Legacy Fund (30376) can be made online at oakland.edu/give.



PRESCRIPTION FOR CAREER SUCCESS

Casey Kadow, EMBA '13, believes hard work, mentorship and education inspired his rapid rise to chief operations officer of McLaren Greater Lansing. Kadow launched this upward trajectory, which included three promotions in three years, when he wisely followed advice from his CEO to get an MBA.

"I needed a reputable program that offered flexibility around my career and family. My CEO suggested Oakland University's EMBA," he says. His research of Michigan-based Executive MBA programs with weekend schedules confirmed his boss was correct. "Oakland's Executive MBA program met my criteria: a quality program with AACSB-International accreditation, convenient location and a flexible class schedule," he says.

It didn't take long to realize Oakland's Executive MBA program was an ideal fit. The depth of Oakland's expertise in healthcare leadership combined with the

"I relate my recent career success directly back to Oakland's Executive MBA program."

Casey Kadow

alternate weekend class schedule meant the program easily met the dual demands of work and family, which includes his wife, Lindsay, and three young children.

Designed for experienced professionals, Oakland's program features hands-on learning methods with a focus on integrative thinking, analysis of real business cases, working in learning teams and participating in business simulations. "There's a really good balance," he says.

ACTIONABLE KNOWLEDGE

Kadow points to the quality mix of academic scholars and business professionals teaching the classes as one of the many strengths of the program. "From my accounting class with Donna Free to David Chinsky's leadership lessons, I found all the classes relevant to my everyday operational tasks," he says.

His manager and colleagues immediately noticed his enhanced business acumen in corporate finance and managerial economics, knowledge that his master's in molecular biotechnology from Wayne State University and his bachelor's degree in medical technology from Michigan State didn't cover.

His experience in Professor Jonathan Silberman's, Ph.D., economics course transformed Kadow into a lifelong learner. "Dr. Silberman is an extraordinary lecturer and has a fascinating way of mixing textbook economic concepts with current world events," Kadow says.

Even after graduating, Kadow and his fellow Executive MBA alums attend public lectures by Dr. Silberman whenever they can. "I respect Dr. Silberman's intellect. His insight helps me mine nuggets that impact my job in healthcare administration."

"It's a pleasure to have students like Casey who are enthusiastic about learning and have the experience to apply what they discover," says Dr. Silberman.

LIFELONG CONNECTIONS

In addition to his career success, Kadow relishes the professional network and friendships he built as a student. Kadow recalls how he and some of his classmates would continue dissecting economics concepts they learned in Dr. Silberman's economics lectures long after class was dismissed.

"We'd use Dr. Silberman's discussions as a springboard to conversation," he says. "We ended up creating lasting friendships that I did not expect to make when I enrolled in an Executive MBA program."

The diverse professional backgrounds of the students accentuate the learning, providing each student with a broader perspective of business.

Kadow and fellow EMBA alum Bryan Proctor, COO of Tyler Technologies, which provides software for local government agencies, including police, fire and EMS, connect regularly for advice and support. Proctor, too, appreciates the benefits of Oakland's Executive MBA program. "As a student in Oakland's Executive MBA program you have interactions with others from a



Casey Kadow, EMBA '13, earned three promotions in three years.

variety of industries who have real-world examples of how they tackled issues," Proctor says. "You learn from them, getting a breadth of knowledge simply because of the various interests of your new expanded network."

AN EMBA ADVOCATE

Kadow is a proud alumnus and ambassador of Oakland University. "Oakland's Executive MBA program really exceeded my expectations for quality, environment and faculty," he says.

When approached by colleagues considering following in his academic footsteps, he doesn't hesitate to tell them: "I relate my recent career success directly back to Oakland's Executive MBA program." ■

By Rene Wisely

ABOUT THE PROGRAM

The Executive MBA at Oakland University is a premier graduate business program designed exclusively for experienced professionals. Offered in a cohort structure, the fully inclusive 21-month program meets Friday afternoons and Saturdays on alternate weekends to support the lifestyle of busy professionals. Students in Oakland's Executive MBA program are often mid-career executives preparing for senior management or senior executives looking to enhance their skills. Learn more at oakland.edu/emba.



SUMMER IS ALL BUSINESS AT CAMP FOR HIGH SCHOOL STUDENTS

For high school students interested in business, the Oakland University summer camps are an exciting and informative way to introduce them to many aspects of the business world.

Three different weeklong camps focus on exploring the world of business, providing a glimpse into being an actuary, and giving insight into business essentials.

The actuary camp, led by Professor Ronald Tracy, Ph.D., is new for 2017, and will address the fundamentals of actuary science along with college-level concepts in finance, economics, mathematics, statistics and data analytics.

The other two camps, led by Professor Frank Cardimen, focus on the fundamentals of a business education including disciplines such as accounting, economics, marketing, management, human resources management and finance. In the Business Essentials camp, students learn about starting a business, build career-related skills and hear career success stories from business professionals.

"The whole purpose of the camps is to expose students to the business world and to what it takes to be a good businessperson," says Cardimen.

Hands-on demonstrations, expert speakers, field trips, and topics on entrepreneurship, connectivity, investment management and international business including Brexit have been part of the OU summer business camp experience.

Previous business campers learned about security at Comerica, supply chain management at Krispy Kreme, and executive leadership at Fiat Chrysler Automobiles (FCA), which also included an exclusive tour of the aero-acoustic wind tunnel.

For Vaishali Arora, last summer's business camp met several goals she, and her son, Karan, had set. "I wanted something educational, close to home, at a good price," says the Rochester resident. "This camp provided all that, and knowledge of business. Plus, Karan really enjoyed the camp. We both liked it."

Having spent previous summers attending math and computer science camps, Karan, who was entering his high school freshman year, wanted a new experience. The weeklong camp took him to the OU INCubator, which supports high-tech businesses and academic innovation. He and fellow campers also enjoyed the business school's newest data analytics computer lab and trading floor, which features dual-screen Bloomberg financial terminals.

For the 25 or so students who participate in each session, the camps offer an enriching academic environment that helps them gain an understanding of all that the business field offers. ■

By Alice Rhein

Learn more about the business camps at oakland.edu/business/summer-camps.



NEW ALUMS SHOW PROFESSOR THEIR GRATITUDE WITH NAMED SCHOLARSHIP

Just before graduation Phillip Johnson, FIN '16, Victoria Latcha, MKT '16, David Sullivan and Alvin Pitris, MKT '16, decided they wanted to do something special to thank Joy Jiang, Ph.D., professor, management, for going above and beyond in helping them pursue their academic and career aspirations. They decided to establish the Joy Jiang Annual Scholarship, to honor her while also helping a future business student.

Each of the four felt creating a scholarship was a fitting way to honor Dr. Jiang and inspire others to enrich the lives of future students. Pitris put it this way, "I wanted to show my gratitude in a way that could help a future student have a similar experience as my own. Paying it forward is something I believe in, and I hope this scholarship encourages others to do the same."

Dr. Jiang serves as faculty adviser for the Business Scholars Program, which sent a team of OU students – including Sullivan and Johnson – to the 2015 International Business Strategy Competition at California State University-Anaheim. The event featured 36 student teams who were tasked with managing a

virtual company, making strategic and operational decisions. OU's team took first place for Best Overall Performance and for Best Documents.

Over the 2016 winter recess, Dr. Jiang led a group of 26 business students – Latcha, Pitris and Johnson among them – to Dublin, Ireland, and Budapest, Hungary, for a first-hand look at the dynamics of international business.

Calling the trip a once-in-a-lifetime opportunity, Johnson says the trip deepened his appreciation for new people and places. "Professor Jiang always encourages her students to work hard, dream big and have fun, which really helped us make the most of our time under her teaching."

Now they are inspiring Christian Kettenbeil, the general management senior who received the scholarship in Fall 2016, who says he feels a responsibility for living up to the example set by Dr. Jiang and the alums. Kettenbeil epitomizes the spirit of the scholarship through his devotion to his academics combined with his leadership on and off campus.

An Academic Peer Mentor (APM) in Oakland's International Village, a member of Leadership OU and full-time student with a 3.69 GPA, Kettenbeil is busy on campus and off. He's using his business education and

experience in two entrepreneurial ventures. Kettenbeil is minority owner of Dessert Oasis Coffee Roasters in Detroit, is co-founder of Ace High Pomade Company and is starting up a drone photography company.

"I'm awestruck by the impact Professor Jiang has on her students," says Kettenbeil. "For these students — now alums — to come together to create a scholarship in her name is a true testament to her ability to bring great business minds together and help them get set for successful careers." ■



General management major Christian Kettenbeil received the Joy Jiang scholarship.



OU business students inside Dell headquarters in Dublin, Ireland. Phillip Johnson (far left), Victoria Latcha (third from left), and Alvin Pitris (second from right) with Professor Jiang (far right).

IN THE NEWS



A dozen companies with strong ties to the auto industry participated in the career fair at the MICHauto event.

MICHAUTO EVENT FEATURES AUTO MOBILITY OPPORTUNITIES

Oakland business and engineering students spent an afternoon learning about how mobility is transforming the industry and careers at a MICHauto Discover Auto Mobility event on campus. Featured speaker Jessica Robinson, director, CitySolutions at Ford Smart Mobility, Ford Motor Company, talked about the creation of Ford Mobility, a new subsidiary formed to design, build, grow and invest in emerging mobility services.

"This is real, this is now, and I think this is the coolest space to be in," Robinson told students. "Ford and all the auto manufacturers are looking for people who will bring fresh perspective to the table."

Students also heard from a panel of young professionals in the field, networked with professionals and took part in a career fair where a dozen companies with strong ties to the industry talked with students about career options.

MICHauto is a key economic development initiative of the Detroit Regional Chamber, dedicated to promoting, retaining and growing the automotive industry in Michigan. Janell Townsend, Ph.D., OU professor of marketing, helped bring this event to the Oakland campus. ■



OAKLAND DECA STUDENTS PLACE IN STATE COMPETITION, QUALIFY FOR INTERNATIONAL COMPETITION

Oakland DECA members competed against some of the best business students in the state in the Michigan DECA Collegiate competition. Twelve of those students placed in the top three in their respective categories, bringing home 12 plaques and 20 medals. The entire team qualified to compete at the International Conference in Anaheim in April. The following students took first place in their events:

- Erika Barker and Jahnvi Gudi in International Marketing
- Dave Bork in Travel and Tourism
- Anthony Piazza in Fashion Marketing Management

FLAGSTAR BANK PARTNERSHIP EXTENDS INFLUENCE OF SOUTHEASTERN MICHIGAN ECONOMIC DATA CENTER

The OU business school's Southeastern Michigan Economic Data Center (SEMEDC), led by Economics Professor Jonathan Silberman, Ph.D., uses cutting-edge technology to deliver up-to-date statistics on the local economy including the labor market, employment and earnings, real estate, consumer prices and key industries such as automotive. It provides expert analysis through insights on the regional economy.

Recognizing the unique value of this regional economic perspective, Flagstar Bank is partnering with the School of Business as the presenting sponsor of its SEMEDC. With Flagstar's support, Dr. Silberman will expand the SEMEDC's analysis of key economic trends and extend the reach of the insights by sharing results with a more organizations and individuals, and create more opportunities for undergraduate business students to get real-world research experience.

Since launching the SEMEDC in late 2015, Dr. Silberman has published more than a dozen economic insights on various topics and presented to a variety of professional

and community organizations. He has also been interviewed in articles that have appeared in *The Oakland Press*, *Detroit News*,

Crain's Detroit Business, Bankrate.com, Quartz.com and Facebook. Through the SEMEDC, Dr. Silberman also provides key metrics to select local government entities to assist in highlighting and addressing economic trends. oakland.edu/semedc

Flagstar Bank has been serving consumers and businesses in Michigan for 30 years. From its headquarters in Troy, it also provides consumer loans, builder financing, and other commercial loans across the country. It ranks as the fifth-largest bank mortgage originator. Flagstar is a committed corporate citizen supporting financial literacy, community loan programs, and local nonprofits. ■





Richard DeVore

BUSINESS SCHOLARS PRACTICE SKILLS AT SPONSORED CASE COMPETITION

The OU Credit Union sponsored the first OU Business Scholars case competition of the year. This competition challenged four Scholars teams to create and demonstrate a strategy detailing how Smoothpay can grow its mobile payment user base. Each team was required to read and examine the case, then develop and present a business plan to a panel of judges, all within three hours. A question-and-answer session with the judges followed each 20-minute presentation. The Grizz Bizz team — Zareen Ali, marketing major; Melissa McDonald, finance major; Danny Namou, finance major; and Krystena Yancey, accounting major — won the competition with a recommendation highlighting how Smoothpay could expand its market through the use of wifi. Each member of the winning team will receive a \$350 tuition credit. ■

STUDENTS MEET BUSINESS LEADERS

The Economics Advisory Board Lecture series featured Richard DeVore, executive vice president, PNC Bank, and OU Board of Trustees chair, at its annual lecture.

Society for Applied Investing and Financial Education welcomed OU b-school Board of Visitors member Craig Stinson to its first meeting of the academic year. Stinson shared advice and insight, and answered questions from meeting attendees.

OU accounting students met Kimberly Ellison-Taylor, incoming chairperson of the Board Directors of the American Institute of Certified Public Accounts (AICPA). During the two-hour small group meeting which was held at KPMG in Detroit, Ellison-Taylor interacted with students and answered questions. ■



Jeff Jackson, chief lending officer, OU Credit Union (far left) and Lea Ammerman, executive vice president, member services, OU Credit Union (far right) congratulate three members of the winning Grizz Bizz team after the competition.



Craig Stinson

ORGANIZATIONS RECOGNIZE BUSINESS ALUMS

Three Oakland business alums were named to the 2017 class of Oakland County's Elite 40 Under 40:

Alex Delavan, MBA '16, director, sponsored programs, OU

Jessica Knapik, MIS '01, program analyst, Walsh College

Emily Paula, HRM '12, MBA '15, HR business partner, Fiat Chrysler Automobiles

Dbusiness recognized **Matthew Loria, FIN '00**, partner, Auxium, on its most recent 30 in Their Thirties list. ■



Alex Delavan



Jessica Knapik



Emily Paula



Matthew Loria

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SPRING 2017
insight



**Summer camps for
high school students
JULY 2017**



**SEIZING OPPORTUNITY
FORWARD-THINKING MIS ALUM
CONNECTS WITH COMMUNITY**

SEE INSIDE, PAGE 14

