The Gainey School of Business enables future business leaders to take on the world for Christ.
At the Gainey School of Business, every student, faculty and staff member is on a path toward growth and discovery. We are committed to glorifying God through pursuits of personal and professional development. Because of that, we take very seriously our mission statement: Equipping Leaders to Serve. Captured in just seven syllables, this has served as our compass for more than a decade.

Servanthood serves as a key focal point for our school. We believe our faculty and staff, first and foremost, are servant leaders within their own areas of calling. Some are called to be professors, bringing years of industry experience to what they teach. Those called as administrators lead through both their hearts and hands. As each of us traverses this path of Christian higher education, we strive to connect with those we encounter, and whom God has called us to nurture. We rejoice as we watch them transform into vibrant servant leaders who expertly guide the next generation of business leaders.

While the goal for our students is graduation, there is joy in the journey. Take some time now to read about what we’re accomplishing within the Gainey School of Business. See why we believe wholeheartedly in the programs and initiatives we’ve implemented, and which serve to prepare graduates to master the business challenges of the 21st century. In this issue, read about the ways the Hosmer Center for Entrepreneurship & Innovation is strengthening the community as well as stories of graduates who are now professionals like Nate and Kate Price, Nate Henderson, Brandon Ansel and more. These graduates are applying their knowledge and skills, grounded in a strong faith in Jesus Christ, to make a difference in each of their callings.

As of June 1, 2014, the external business programs will be under the leadership of the Gainey School of Business. On behalf of the faculty and staff, I’d like to welcome Dr. Margaret O’Rourke-Kelly, professor of communication and business, and Dr. George Griffin, associate professor of business, as well as many adjunct faculty who have been a key part of the external business programs. With these programs, the Gainey School of Business is 10-programs strong, positioned to reach anywhere from 800 to 1,000 students. This growth will make the Gainey School of Business one of the biggest evangelical Christian business schools in the Midwest. The best days of the Gainey School of Business are ahead of us.

We invite you to join us in this adventure.

In His grip,

DR. CALEB CHAN
GAINEY SCHOOL OF BUSINESS DEAN

Letters from the Dean
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**SPRING ARBOR UNIVERSITY CONCEPT**

Spring Arbor University is a community of learners distinguished by our lifelong involvement in the study and application of the liberal arts, total commitment to Jesus Christ as the perspective for learning, and critical participation in the contemporary world.
The Consumers Energy Foundation recently awarded a $15,000 grant to Spring Arbor University’s Hosmer Center for Entrepreneurship & Innovation to renovate a meeting space for the community to gather for entrepreneurial brainstorming, economic development, networking and continuing education opportunities at SAU’s downtown Jackson site. The artwork within the renovated room was created by local artist and alumna Jane Robinson, a Michigan native and an innovative contemporary emerging artist who works in acrylic and mixed media.
The Hosmer Center for Entrepreneurship & Innovation (HCEI) provides opportunities for campus, graduate and professional study students, as well as emerging and seasoned business professionals, to achieve entrepreneurship success through mentoring and education. Thanks to the vision of Harry and Jauneta Hosmer, the center utilizes the latest technologies and engages real-world educators and entrepreneurs in dialogue to deliver sound business practices encapsulated within a Christian worldview.

Operating out of the Spring Arbor University Jackson Campus, the HCEI leverages its strategic location in the heart of downtown Jackson to provide access to workshops, seminars and experts in the business world. Supporting the collective impact model, the HCEI recognizes that when organizations and individuals work together to share expertise and experiences, they will likely achieve effective results.

For those enrolled as traditional undergraduate students, a total of four entrepreneurship courses are specifically designed for academic credit. Students majoring in business administration, finance and international business can choose entrepreneurship as their concentration. A three-credit hour entrepreneurship practicum can also be completed to meet graduation requirements. In addition to undergraduates, HCEI also assists real-world entrepreneurs outside the university to make their ideas, dreams or visions for starting or growing a business a reality.

Under the leadership of Executive Director, Ron Griffith, the HCEI has worked collaboratively with the Jackson County Chamber of Commerce, Hillsdale County Chamber of Commerce, community economic development entities across southern Michigan, Michigan Council of Arts and Cultural Affairs, Junior Achievement, South Central Michigan Works, Michigan Small Business Development Center and other institutions of higher education.

In working with these strategic partners, the Hosmer Center has been able to bring the following speakers and activities to the Greater Jackson area:

**DR. CHARLES BALLARD**
Michigan State University professor of economics addressed the economic climate of Michigan for business development at a community breakfast.

**ANIL SINGH-MOLARES**
Woodrow Wilson Visiting Fellow visited the SAU campus for one week, addressing faculty, students and the greater Jackson community on economic development topics with significant focus on entrepreneurship.

**MARY KRAMER**
Publisher of *Crain’s Detroit News* addressed Michigan and business development during a community luncheon.

**“THE BUSINESS OF CREATIVITY”**
A series of seven workshops for entrepreneurs was held for the arts and cultural community to provide information on business planning, generating income, the Web, social media marketing, branding and marketing, etc.

**MICHIGAN SMALL BUSINESS DEVELOPMENT CENTER**
Through the Michigan Small Business Development Center partnership with HCEI, a series of workshops was presented on starting a new business.
The Gainey School of Business is a place where faith and business meet. Developing competent and credible business professionals is the goal of most business schools. What separates the Gainey School of Business from the rest of the pack is its devotion to teaching business excellence within the framework of Christian ethics and morality. On top of this, the school fosters an environment where students are invited to stretch their legs and start operating as the capable professionals they are quickly becoming. No dream is too big and no goal is too lofty – the Gainey School of Business not only encourages students to pursue their passions, but gives them the tools and resources to start making them a reality even before graduation.

Whether they are called as accountants, marketers, financial analysts or entrepreneurial business owners, students are equipped with real-world know-how. They are called to wrestle with contemporary business challenges and dilemmas and seek out realistic solutions.

They participate in client work, manage funds through the on-campus trading room, engage in corporate consulting, or help businesses hone their competitive and marketing strategies. And, through tours of major financial districts, they have opportunity to interact with high-level decision makers. All of this is done within the context of Christian faith, in which students are called to consider every business decision in the light of God’s word. As a result, the Gainey School of Business succeeds year after year in producing well-rounded professionals prepared to take the world by storm.

Take some time to get to know this special place. Dive deep into each program and hear from those who’ve been changed through their connection with the Gainey School of Business. After all, this is not just a school – it’s a community of believers working toward a common goal: building successful businesses and organizations that glorify God and inspire the world.
GAINEY SCHOOL OF BUSINESS
NOW OFFERS DEGREE COMPLETION PROGRAMS

EFFECTIVE JUNE 1, 2014, ALL EXTERNAL BUSINESS PROGRAMS WILL BE OFFERED THROUGH THE GAINEY SCHOOL OF BUSINESS. THE UNDERGRADUATE BUSINESS AND ORGANIZATIONAL MANAGEMENT PROGRAMS WILL CONTINUE TO BE OFFERED AT MULTIPLE EXTERNAL SITES AS WELL AS ONLINE. ADDITIONAL PLANS INCLUDE OFFERING A THIRD ACCELERATED DEGREE PROGRAM, FACILITIES MANAGEMENT, IN NORTHERN MICHIGAN DURING FALL 2014.

THE BACHELOR OF SCIENCE IN BUSINESS accelerated program provides a broad range of educational preparation for careers in business or preparation for graduate study. Graduates learn professional preparation within a liberal arts setting along with quantitative skills and the know-how to implement business theory in the workplace.

THE BACHELOR OF SCIENCE IN ORGANIZATIONAL MANAGEMENT accelerated degree program provides expertise in management, human dynamics and organizational development for business and public administration. This program takes a systems approach to the problems, principles and practices of management, incorporating conceptual and theoretical knowledge, while presenting the material from a Christian perspective.

THE BACHELOR OF SCIENCE IN FACILITIES MANAGEMENT accelerated degree program provides insight and familiarity within this emerging field. Taught from a Christian perspective, this degree helps students understand the complexities of private and public organizations, communities, and to critically think through problems. This program is offered in a hybrid format, which allows students to take accelerated courses in the classroom through Spring Arbor University and online courses provided by BOMI International, an industry leader within the facilities management field.

The convergence of Spring Arbor University’s traditional business programs and external business programs positions the Gainey School of Business for tremendous growth, making it one of the largest faith-based business schools in the Midwest. Regardless of the program students choose, the Gainey School of Business remains committed to equipping leaders to serve.

Visit arbor.edu/academics/adult-and-professional/programs for more information.
CAPITAL GAINS

Expert finance professionals know what makes a business tick. They are the master puppeteers who guide companies into the realm of profitability and success. Gainey School of Business finance students are well-equipped to join this elite rank of professionals through various opportunities to master their craft. GSB students manage a $30,000 mutual fund for the university endowment, tour the New York Stock Exchange, the Federal Reserve Bank of New York, Bloomberg Corporate Offices and complete an internship in a financial firm—all to give them a realistic glimpse into the world of finance. These opportunities help in preparing students to secure a job with a reputable financial firm, run their own business, or succeed as a corporate analyst. Students are also prepared for the Series 7 Exam, which is a prestigious qualification exam for general securities registered representatives.
Professor of Finance Randy Lewis was on the fast track to success. He had secured his MBA, landed the controller position at a mid-sized company, and was banking a solid paycheck. From a worldly perspective, Lewis had it all. But, everyone encounters unexpected bends in the road that make them rethink their approaches to life. For Lewis, it came one day during his daily seven-mile jog.

“I got a shock to my heart while running and ended up at Mayo Clinic,” said Lewis. “They found nothing wrong so they put me through a stress reduction program. A young man witnessed to me during this period and this caught my attention.”

Feeling uncertain about his health and in need of eternal life assurance, Lewis sought out to learn more about God. After accepting the young man’s invitations to many Christian functions, Lewis finally gave his life to the Lord. “This happened in the mid-1980s,” said Lewis. “I left my job and started my Ph.D. at Michigan State University where I started the Navigators 2:7 Series Bible study. Two years later, I finished the study equipped to go out and love others for Christ.”

With a doctoral degree in hand, Lewis found himself at a crossroads. He could take a well-paying job at United Technologies and continue down the path he had started, or take a different road and teach at Spring Arbor University. “The choice was clear,” said Lewis. “Now, 24 years later, I am still at Spring Arbor University, and I am growing in Christ each day of my life. I keep my job because of my love for Christ, my students and my colleagues.”

For Lewis, he recognizes the divine intervention that directed him to where he is today. “Jesus chased me until I gave my life to him,” said Lewis. “Now, I chase him because He loved me enough to get my attention. I tell my students that no matter what company they work for, they can serve Christ. But, they should never forget that the love of money can never compare to the love of Christ.”
SERVANTHOOD AND STEWARDSHIP

The practice of marketing and entrepreneurship is driven by creativity and innovation. Most practitioners and educators would agree with this idea. But what makes the Gainey School of Business and its marketing courses distinct is the foundational paradigm that students and faculty learn and apply the principles of servanthood and stewardship as the basis for these disciplines. These two principles are drawn from our Judeo-Christian worldview. Christ calls us to serve all as serving Him. Likewise, our creator has provided us with resources that we might function as caretakers or stewards in the service of others. The marketing curriculum is designed to harness students’ creative potential, emphasizing effectiveness, efficiency and the overall ethics of strategic marketing. This educational formula succeeds in producing marketing majors who possess the power for getting the right message in the right hands at just the right moment.
GSB’s Marketing Program is one of a few in the country that has created opportunities for undergraduate students to be involved with client projects from their very first class experience.

STRATEGIC PARTNERSHIPS WITH AREA ORGANIZATIONS

Students work with local organizations, both for-profit and not-for-profit, to establish public relations plans, marketing plans, branding campaigns and advertising strategies. This successful program continued in 2013-2014 with the following client organizations:

- Meats and Sweets
- Clean Sweeps of Michigan
- Marino’s Pizza
- “The Billies” (an Irish band)
- Western School District
- Hutch’s Food Center
- Greenwood Camp
- Sandstone Community Church
- Fire Fabrication and Supply
- Queen of the Miraculous Medal Church
- Tree of Life Bookstore
- Mural.ly
Since 2010, the international business program has equipped students to work effectively in our rapidly developing, global business environment. Students prepare for work in diverse environments that challenge them to look beyond their own culture’s business practices. They gain foreign language proficiency as well as universal business knowledge and skills. Many international business students pursue internships abroad, where their liberal arts training and classroom learning is truly tested. Putting themselves in others’ shoes helps students respect different perspectives, especially in the business world. As the world becomes more globalized, there will be an increasing demand for college graduates who not only can demonstrate problem solving, communication and interpersonal skills, but also possess cross cultural adaptability and foreign language proficiency. This is why an international business degree from Spring Arbor University will give its graduates a competitive advantage in the business world.
Fueled by the harsh realities of world poverty, hunger and injustice, many Gainey School of Business students recently were challenged to use their education to help those in need through a documentary series produced by the Acton Institute headquartered in Grand Rapids, Mich. The Acton Institute believes in finding a healthy approach to increasing prosperity around the world. Through PovertyCure, an international network of organizations and people, and through a six-part documentary series, the Acton Institute encourages people to consider the potential negative impact that giving aid, as opposed to encouraging free enterprise, has on a community. They also seek to show how free enterprise principles can help to preserve humankind, a theme consistent with the general philosophy of the international business program at Spring Arbor University.

“Business as missions is about introducing people to Christ through actions,” said freshman accounting major Maesi Howdyshell. “The poor don’t need aid; they need the ability to use their God-given talents to provide for themselves.”

The documentary series highlights the story of John, an Rwandan entrepreneur who started his own egg business. However, in response to the Rwandan genocide, a church in Atlanta began sending eggs to John’s village. The village soon had a surplus of eggs and John lost customers. Unable to compete against free goods, John’s business failed and he resorted to selling off all of his hens. Shortly thereafter, the church in Atlanta ceased sending eggs to Rwanda, and John’s business was no longer able to meet the local demand. Through this story, PovertyCure illustrated how supporting local entrepreneurs fosters human creativity and dignity, and ultimately brings positive change to those in poverty.

During SAU’s annual FOCUS lecture series, the Gainey School of Business invited co-producer Anielka Munkel of PovertyCure to visit campus. Munkel, a former minister of tourism advisor in Nicaragua and government investor network coordinator at the Investment Promotion Agency of the Presidency in Nicaragua, spoke about her experience filming the series and her interactions with those in developing countries. Many students were impacted by her stories that promoted a collaborative and holistic approach, and revealed the potential of free enterprise principles for alleviating poverty.

“PovertyCure is an organization that understands how to serve God with both heart and minds,” said junior communication and philosophy major Michael Darling. “They believe that an entrepreneurial spirit helps cultivate economic growth, and their data points strongly in that direction. When we move from aid to enterprise, the person is placed at the center of the economy. There is a certain pride that comes with working and creating.”

Visit povertycure.org for more information.
IT ALL ADDS UP

Time and again, accounting students in the Gainey School of Business prove themselves to be adept professionals who succeed at the uppermost level of the accounting field and prove they are, indeed, trusted business advisors. That proof stems from a solid curriculum and excellent work on the part of the accounting department to prepare these students to excel. And not only are they prepared to succeed within the accounting profession, the education they receive equips them to also move into other careers like banking, consulting and small business ownership.
PREPARATION FOR THE CPA EXAM

The Gainey School of Business prepares accounting professionals who are not just excellent at the accounting practice, but who will also be certified public accountants when they exit the University. The CPA Examination serves to protect the public interest by helping to ensure that only qualified individuals become licensed as Certified Public Accountants (CPAs) and SAU ensures that those accounting majors taking the CPA track are well prepared for the exam. During the 2012-2013 year, the class test average on the CPA review course was 84.2 percent (75 percent is needed to pass the exam).

WORTHWHILE CAREER OPTIONS

Accountants are always in high demand. GSB accounting students routinely have their pick of any number of career options including: public accounting (auditing, taxation, and consulting); private/industrial accounting (financial and cost accounting); governmental/nonprofit accounting (fund accounting); and forensic accounting (investigative accounting). Accountants are in high demand by government agencies such as the IRS, FBI and CIA, and the program provides an excellent foundation for non-accounting business careers, including banking, consulting and small business ownership. In addition, accounting provides an excellent undergraduate background for a law degree.

“During my senior year at SAU, I was able to work two internships and receive an offer for a full-time position with Rehmann Robson, a regional CPA firm, starting after graduation. This success came about from implementing the knowledge and skills I gained throughout my time spent in GSB’s accounting program.”

– Laura Pugh
Class of 2014, accounting-CPA major
While leadership talent may be an inheritable trait, being a successful leader takes work. The recipe for creating a future CEO starts with a strong liberal arts foundation, followed by a passionate mindset and an electrifying energy harnessed and funneled into business-oriented goals. Knowledge is power and for those who seek a degree in business administration, it will take more than book learning to master the craft. It will take a myriad of life lessons to truly prepare students for the challenging world of business. Through varied courses and opportunities, business administration students learn to see the world in a multi-faceted way – equipping them to deal with an unpredictable market and ever-evolving customer needs. We are proud to present Nate Henderson, a business administration major with a finance concentration, and his pursuit for excellence.
Aristotle taught that we are what we repeatedly do, and that excellence is not an act, but a habit. Nate Henderson, a 2005 SAU graduate, understood these truths, evidenced by his rise within the financial field. A highly motivated young man, his forbears bequeathed him a legacy of sacrifice and service, and instilled in him the importance of higher education.

The son of a school principal, Henderson’s father, Richard, was born and raised in Spring Arbor. His mother came to Spring Arbor after her father’s death. Her widowed mother got a job in the SAU cafeteria in order to send her daughters to the Christian college. Growing up in Spring Arbor, where Henderson graduated in the top 10 of his high school, he had his pick of universities, but Henderson chose to stay home and join the Gainey School of Business.

Having grown up amidst the collegiate atmosphere of SAU, he recognized the value of a strong, Christian education. Determined to complete his degree in record time, Henderson enrolled as a freshman at SAU and took summer classes at Jackson Community College. With a strong appetite for learning, he sought every opportunity to satiate his thirst for knowledge. He cofounded the Student Managed Investment Group (SMIG) and served as president for Students in Free Enterprise (now Enactus) and as director of intramurals.

He also grew in his Christian faith, continuing to attend Spring Arbor Free Methodist Church, and becoming a youth group leader.

He graduated from SAU in three years and immediately moved into his career as an insurance agent and personal banker. He got his MBA with a concentration in Applied Security Analysis from the University of Wisconsin-Madison, becoming an intermediate equity analyst for the State of Wisconsin Investment Board, managing a portion of the state’s $80+ billion pension fund.

Henderson’s skills and passion for finance caught the attention of Loomis, Sayles & Company, an investment management firm headquartered in Boston. He recently became a vice president for the firm’s Birmingham, Mich., office. Henderson said, “God has given me a passion for the equity markets. The investment industry is exciting because the capital markets are always changing as macroeconomic factors shift around the world. I am thankful my professors at GSB, like Randy Lewis and Dave Globig, encouraged me to pursue my passion.” Nate and his wife, Beth who is also a SAU graduate (accounting major), have a 3-year-old daughter and a new-born son. Both continue to be great Christian role models and examples of excellence.
BUSINESS CHANGERS

In a little over 18 months, MBA students move from burgeoning business professionals to become qualified business experts. With an emphasis on lifelong learning, the MBA curriculum prepares students to easily adapt within an ever-changing global marketplace. After mastering business basics, students are required to take their newfound knowledge into the real world and apply their business acumen within real organizations as part of their Living Case Study. As they take the reins of their own education and test the rules of business, they learn how to improve organizations and encourage the kind of environment where people use their collective skills to improve efficiency and refine today’s business practices.
MBA HELPS GRADUATE SECURE PROMOTION AND SHARPEN PROFESSIONAL GOALS

With career aspirations to lead and influence a financial services company, Troy Trahan set out to attain a Master of Business Administration degree, but the start of his pursuit was not as smooth as he envisioned. “After completing my undergraduate degree, I decided to continue on to graduate school. However, the doors just kept closing on the universities I thought I wanted to attend. My wife graduated from SAU and, being a new Christian, I decided to explore the idea of attending a faith-based university. God undeniably opened the door to SAU, as everything fell into place perfectly,” said Trahan.

As director of sales and service for a credit union in Flint, Mich., Trahan uses the principles he acquired through the MBA program at Spring Arbor University to serve educational and health care employees and their families in Genesee, Lapeer, Livingston, Oakland and Shiawassee counties. “My chief focus is to coach, teach and develop our employees to serve our members in a proactive manner in order to help our members save time and money, while simultaneously enhancing the credit union’s proactive sales and service performance,” said Trahan.

“Conceptually, SAU introduced me to areas of study that now provide the underpinning for how I approach my career. Servant leadership, participative leadership and authentic leadership are the three that influenced me the most and, most appropriately, are congruent with the teachings of Jesus Christ. Prior to SAU, I had no knowledge of these concepts — they were game-changing for me,” said Trahan.

Trahan notes that the Living Case Study project capped his MBA journey on a positive note after he researched and developed a business case for approaching sales and service from a Biblical perspective. “By the grace of God, the study produced substantive bottom line results for the credit union ($50,000+ in interest income), as well as intangible results in the form of a renewed focus on proactive, consultative member (customer) service, leading to increased member (customer) satisfaction,” said Trahan, who was then appointed to his current title as director of sales and service. “This likely would have never happened without the practical approach provided by the Living Case Study, as well as the Biblical shaping provided by SAU’s mission.”

In addition to a clearer professional focus and promotion in his current job, Trahan developed professional relationships with his professors and fellow students, as well as lifelong friendships in Christ. “I developed friendships with people in the cohort that still continue. We pray for each other and share updates on family and church,” said Trahan.

MBA FAST FACTS

- MBA LAUNCHED IN ADDITIONAL LOCATIONS: Battle Creek, Flint, Gaylord, Jackson, Kalamazoo, Lansing, Metro-Detroit and Metro-Toledo
- NEW CURRICULUM: Students choose the focus that best fits their career goals from three concentrations including management, organizational development and finance

LIVING CASE STUDY HOSTS OFTEN RATE THE PROJECTS HIGHLY WITH PRICE TAGS EXCEEDING THE TOTAL MBA PROGRAM TUITION

- 30,000-40,000 RESEARCH HOURS CONTRIBUTED TO LIVING CASE STUDY HOST ORGANIZATIONS SINCE 1993
STUDENT ORGANIZATIONS

A NUMBER OF STUDENTS OFTEN RECEIVE OFFERS FOR INTERNSHIPS AND MANAGERIAL POSITIONS THANKS TO THEIR CONNECTIONS.

ENACTUS

Enactus (formerly Students in Free Enterprise) is an international student-led organization that envisions entrepreneurship as a conduit for world change. The Spring Arbor University team has pursued these passions since 2002, emphasizing the concepts of ENtrepreneurial spirit (recognizing and creating value from opportunity), ACTion (committing to see something through even when the outcome is not guaranteed) and US (individuals who are part of a greater whole). They help people in the Greater Jackson Area and in third world countries realize their dreams through creative and innovative projects focusing on free enterprise principles and applications.

Each year, the team competes in the regional competition with teams from other colleges and universities, having advanced four times (2004, 2005, 2006, 2014) to the national competitions. Some of the projects they’ve participated with include Kenya We Love You, College for a Day, Green Day, Trikes for India, Business Consulting Project, Non-Profit Fair, and Spring Arbor Township Clean Up Day (averaging 15,000+ pounds of e-waste).
STUDENT MANAGED INVESTMENT GROUP

The Student Managed Investment Group, founded by SAU students in 2005, provides an opportunity for students to participate in real-world investment management activities. To date, SMIG has a portfolio of about 15 stocks with a total value exceeding $30,000 and investments that out-perform the S&P 500. Students can sign up for a one-credit hour class that meets once a week in the CP Federal Credit Union Trading Room. Students research about different stocks and make recommendations to hold, buy or sell stocks during class. Their clients include the accounting scholarship fund, Enactus and the finance department scholarship fund.

NYC WEEKEND

Every spring, Professor Randy Lewis takes 15-20 students to New York City to tour various financial institutions based in and around famous financial hubs, such as Wall Street. This popular, one-credit experience is designed to give students a taste of the worldwide financial affairs. Since 1994, between 300 and 400 students had taken this experiential learning trip to NYC. The opportunities offered are rare and, in many cases, only available to SAU students. Students regularly tour the New York Stock Exchange, the Federal Reserve Bank of New York, and Bloomberg Corporate Offices. SAU is one of the few institutions in the U.S. to have regular tours of the New York Stock Exchange.

WOMEN IN LEADERSHIP

The Women in Leadership Conference is designed to help women fulfill their potential as leaders. The event brings together women of all ages and backgrounds, and presents them with relevant tools for spiritual, personal and professional development. This event features inspirational workshops, compelling speakers and opportunities for networking. Started in April 2008, the first event was organized and implemented almost solely by student planners, and that tradition continues today. The 2014 event took place in April with over 100 people in attendance. The keynote speaker was Desirae Kelley-Kato of Capital Area Response Effort Program, who spoke on finding God's unique purpose for your life. For more details, visit sites.arbor.edu/wil.

Photo (below): Kristi Hoffman, television host and producer, and CEO of Total Package Professional, speaks at the seventh annual women in leadership conference.
Last year, the Gainey School of Business launched The Leadership Webinar Series. Special assistant to the president and former Sparton Corporation CEO and president David Hockenbrocht served as the inaugural speaker. Hockenbrocht spoke with GSB Dean Caleb Chan about management and leadership principles for emerging leaders. Here are some key takeaways from that online event:

**What management and leadership principles have you learned and practiced over the last five decades?**

Prepare for prosperity, not just this year, but also in 2025 and 2050. The future will be characterized more by change than continuity. Networking will be an even more important part of business. And, in your business in 2025, there will be even less chance for a financial margin error. General Motors, for instance, once had 55% of the market share in the auto industry. Today, their margin for financial error is gone.

**What is the most important thing in managing a business in an ever-changing economy?**

It is customer relationships. Over a long, long time, I have learned to delight, not please, your customers with your process. We grew Sparton from a $65 million business to a $320 million business by constantly talking to our customers so they knew what to expect from us.

**What traits do you look for in a leader and how do you know you found one?**

A good leader gets up early in the morning and prepares for the day. A good leader thinks strategically about the business, and they know how to care (not to take care) for their customers.

**How do you motivate your employees (from the custodian to the management team)?**

Take the customer relationship to the lowest possible level and get everyone involved. If you did that all the time, you would own the world.

**What were the biggest challenges you encountered as CEO at Sparton?**

My biggest challenges were the market-driven problems. We dealt with them successfully because we always had new products to introduce as the old ones went away.

**What role does the Bible have in business?**

The Bible is God’s own eternal testament to mankind, and it deals with every problem mankind (or womankind) confronts today, not in one incidence, but in many incidences. By reading the Bible faithfully, you will become sufficient, beyond anything, for work in today’s world.

**Recordings from the GSB Leadership Webinar Series are available at youtube.com/user/Springarboru. (Use keywords: Gainey Leadership Webinar within S&U Channel for easiest search)**
VISITING SCHOLAR

REFLECTS ON LIBERAL ARTS IN BUSINESS

While on campus, Singh-Molares conducted classes and seminars to share his practical knowledge in entrepreneurship, global business and the liberal arts. Fluent in Spanish, French and English, Singh-Molares went from managing a Microsoft foreign language team to overseeing all internationalization vendor relations for the company.

He founded EchoMundi LLC, an international services firm that helps corporations do business abroad, and Phoenix Global Partners, a highly-specialized contract manufacturing firm.

Singh-Molares also co-founded the Preeclampsia Foundation, the only foundation dedicated to raising awareness and funding research for preeclampsia, a common, life-threatening pregnancy-related disease. He also launched the Compassionate Action Network, an organization dedicated to fostering international compassion.

With no formal academic training in business, Singh-Molares credits his time at Microsoft for his business skills and discipline, but he affirms that his liberal arts education shaped the way he does business.

“I don’t consider liberal arts a sterile, academic pursuit,” said Singh-Molares, who studied philosophy, English literature and political science at the University of Rochester. “These are courses and degrees you use to figure out what values you want to include in your life. The liberal arts are alive, vibrant, relevant and practical.”

Singh-Molares encouraged students to pair unusual disciplines together in order to find new value in their programs. “Marry disciplines together until they are no longer different,” he said. “Find the connection points between them to foster creativity, an appreciation of different perspectives, and new abilities.”

Singh-Molares emphasizes the importance and relevance of lifelong learning. “I encourage everyone to consider how they can apply their degrees practically to inform the way they live their lives right now,” he said, “Not just after they graduate.”

IS A LIBERAL ARTS BUSINESS EDUCATION WORTH IT?

Anil Singh-Molares, Woodrow Wilson Visiting Fellow and global entrepreneur, would say it’s critical in the development of a well-rounded business professional. Singh-Molares spent a week at SAU in October 2013, encouraging students throughout campus to value the multi-faceted education they were receiving – and use it to their advantage as they prepare for their careers.
SAU PROFESSORS ARE GENUINELY INTERESTED IN HELPING ME BECOME A BETTER BUSINESS MAN BY GIVING ME THE TOOLS THAT I NEED TO BE SUCCESSFUL.

- BRANDON ANSEL
Finding the Formula for Business Success

For Brandon Ansel ’01 (business administration major), entrepreneurship seems embedded in his DNA. Early on, he recognized the value of a dollar and a relationship. He learned how to leverage and nurture both. But mostly, it’s the relationships he’s formed that have helped him achieve success.

His passion for entrepreneurship started early on in his career. When most newlyweds are using their wedding money to take honeymoons and put down payments on first homes, the Ansels took every dime they received and invested in 30 plastic candy vending machines to place in area Jackson businesses. That stroke of business genius set Ansel on a trajectory that has led him to today. He is currently the president of NorthStar Capital Advisory Services – a private equity and capital services firm based in Jackson, Mich. He is also a founding partner in several businesses in the software, hospitality, real estate, insurance and venture capital industries.

At 35, Ansel has acquired a lot of business sense and worldly wisdom, which led him to write his first book, The Next Right Thing: Simple Principles, Extraordinary Results! Inspiration for the book came after he experienced a serious skiing accident in Montana. As he worked through rehabilitation, unsure of whether he’d use his right leg to walk again, he used the time for reflection. It was during those long months of rehabilitation that he was inspired to write about the principles that motivate him. Through his book, Ansel advises readers to consider where they are right now and think about where they want to be. He asks them to consider, “What is the next right thing to do? If you can start the process with the end in mind, knowing exactly where you want to go, writing it down, putting it on paper, your action will get you there.”

Ansel also advises young entrepreneurs to value every relationship, and endeavor to give more to the relationship than you take. These values were first instilled in him while a student at SAU, saying that the professors modeled this type of servant leadership. “SAU professors are genuinely interested in helping me become a better business man by giving me the tools I need to be successful,” said Ansel. “They are always willing to help and ask what they can do for me, even to this day. I want to be like that myself to others.”
S U M M E R  E N T R E P R E N E U R S H I P
P R O G R A M  H E L P S  Y O U N G  A L U M S
S U C C E E D  A S  B U S I N E S S  O W N E R S

Having participated as a teenager in a dance studio near her home in Evart, Mich., GSB alumna Kate (Schaffer) Price always dreamed of owning her own dance studio. But, like many aspiring entrepreneurs, she struggled with moving beyond square one. That all changed when she decided to participate in the SAU Enactus Summer Entrepreneurship Institute, funded by a CCCU Market Economy Mini Grant in 2008.

The one-week learning experience with SEI helped her think through the logistics of opening a studio, like how to register as an LLC (Limited Liability Company). With tools in hand, Price could finally make her dreams a reality. “Through SEI, I was challenged, encouraged and motivated to pursue my dream of owning a studio,” said Price.

She and her husband, Nate, are now co-owners of Academy of the Arts, a dance studio in Spring Arbor, Mich. They aspire to educate, nurture and inspire students of all ages in areas such as dance and gymnastics by providing a Christian environment that stresses the development of positive attitudes and values.

“I am learning the value of relationship building. While managing the business is important, building relationships with students and parents as well as instructors and staff are just as important. Without proper management of these relationships, the business will cease to exist,” said Kate.

Kate serves as the artistic director of the studio, overseeing the day-to-day operations of the studio, including advertising, recruiting and developing instructors, writing new curriculum, handling parent/student questions and complaints, among other responsibilities.

By day, Nate works in Lansing as a financial analyst. By night, he works as the behind-the-scenes-support at the studio. Anything from praying at the beginning of dance performances, to changing the light bulb to keeping up with financial statements are tasks that typically fall to Nate.

As the business grows, the Prices now look to establish a nonprofit dance company. This past year they received help from the SAU Enactus Team to develop a branding strategy and establish their advertising needs. The project was funded by the Sam’s Club Step Up for Small Business Projects Grant. With a steady flow of caring students and quality instructors, their business surely will thrive and continue to serve the Spring Arbor and Greater Jackson community for years to come. “I really don’t see my work at the studio as a job. It is God’s calling on my life,” said Kate Price.
I realize I am not just a professor teaching the students ways of this world, but someone very special whom the Lord has been graceful to save, to become a practical and a living example by the way I live and carry myself among the students.

- Sheela Samson, Immanuel University Business Professor
IMMANUEL UNIVERSITY BUSINESS

PROFESSOR FINDS INSPIRATION IN
GAINEY SCHOOL OF BUSINESS

Providing students with a global perspective is a top priority for the Gainey School of Business. Partnering with the Center for Global Studies and Initiatives, the GSB welcomed MBA Professor Sheela Samson and four of her MBA students from Immanuel University in October 2013.

A relatively new university, Immanuel University was founded in 2011 by the Free Methodist Church in Hyderabad, India. Samson considered her visit enlightening. She was amazed by the use of such tools as the CP Federal Credit Union Trading Room for teaching finance and helping students manage client projects, and the Student Managed Investment Fund – where students learn about trading under the close supervision of experienced faculty. “I appreciated the mutual responsibility between students and faculty in achieving student success,” said Samson.

Samson was impressed by the business faculty’s high levels of commitment, responsibility and ownership toward the students’ success and educational needs. Being a native to India, the American education system fascinated her. “American education is much more liberalized and realistic in its approach. The American way of education empowers a student to become a leader and consider whatever he or she does or chooses to be,” said Samson. She also noted the natural inclination of SAU students to be independent in thought and action, believing that would well equip them to be great managers imbued with Christian work ethics and values.

After attending business faculty meetings, chapel and several classes during the three-week visit, Samson testified to seeing the Spring Arbor Concept coming alive in this learning community. She admired the business faculty as they modeled practical examples of Christian values and morals in their personal and professional lives. Since returning to Immanuel University, Samson has implemented lessons she learned in her own classroom and shared it with her fellow faculty.

“l realize I am not just a professor teaching the students ways of this world, but someone very special whom the Lord has been graceful to save, to become a practical and a living example by the way I live and carry myself among the students,” said Samson.

Jeremy Shankle, one of Spring Arbor University’s business administration students, had the opportunity to visit Immanuel University with the cross cultural study group in January 2014. Shankle met professor Samson and her students at IU. “This visit helps our students gain new cultural perspectives, and brings the relationship between the two universities full circle,” said Caleb Chan, GSB Dean.
MEET THE FACULTY

K. CALEB CHAN, PH.D.
DEAN
PROFESSOR OF BUSINESS AND MANAGEMENT

GARY BRITTEN, J.D.
ASSISTANT PROFESSOR OF BUSINESS

JIM COE, PH.D.
PROFESSOR OF BUSINESS

VILMA EDGINTON, PH.D.
AFFILIATE PROFESSOR OF FINANCE

DAVID GLOBIG, D.B.A., C.P.A.
PROFESSOR OF ACCOUNTING

RANDY LEWIS, PH.D.
PROFESSOR OF FINANCE

E. ALLEN KNIGHT, MBA, A.B.D.
ASSISTANT PROFESSOR OF MARKETING

MARGARET O’ROURKE-KELLY, PH.D.
PROFESSOR OF COMMUNICATION AND BUSINESS

SHARON NORRIS, PH.D.
ASSOCIATE PROFESSOR OF BUSINESS
DIRECTOR OF GRADUATE STUDIES

GEORGE GRIFFIN, ED.D.
ASSOCIATE PROFESSOR OF BUSINESS

GAINNEY SCHOOL OF BUSINESS ADVISORY COUNCIL MEMBERS

Mr. Robert Carlton  Mr. John Crist  Dr. Travis Fojtasek  Mr. Harvey Gainey
Mr. Lloyd Ganton  Mr. Anthony Gardner  Hon. Carlene Walz Lefere  Mr. Craig Little
Mr. Tony Mira  Mr. Chad Noble  Mrs. Chelsea Page  Mr. Allen Spiess
Mrs. Rennell Weathers
GARY BRITTEN
Britten attended the annual Austrian Economics Research Conference 2014 in Auburn, Ala., in March.

CALEB CHAN
Chan served as one of the workshop speakers at the inaugural Human Trafficking Conference held at SAU. The workshop featured two organizations, Starfish Project in China and Sari Bari in India, that provide training and employment with a holistic approach to delivering exploited women from the sex industry.

JIM COE
In partnership with Bishop Joab Lohara, Coe and his family founded the Coe Immanuel Institute in Hyderabad, India, which educates people in the “untouchables” caste to learn practical skills for earning a living. He is also working on completing a book titled, *Leading from the Inside Out*.

DAVID GLOBIG
Globig had his CPA license transferred to Michigan.

GEORGE GRIFFIN
Griffin was selected as a recipient of a Fulbright Specialist Award in Spring 2014. During a six-week program, Griffin taught a course in entrepreneurship at Ilia State University with MBA students and worked directly with the Business School Dean, Mikheil Batashvili, to develop a new concept for providing practical experience and training for the business students.

ALLEN KNIGHT
Knight completed his first two chapters on his dissertation, “A Normative Theory For Achieving Leadership Excellence: An Examination Of The Self-Leadership Context.” He plans to finish his dissertation by Fall 2014. Knight was also awarded the Free Market Forum Fellowship to participate in the 2014 Acton University organized by the Acton Institute June 17 – 20.

RANDY LEWIS
Lewis completed a four-day DALMAC bike ride from Lansing to Mackinac over the Labor Day weekend with 1,500+ other bikers, covering a 350-mile distance under mostly high 90-degree temperatures. Through the CP Federal Credit Union Education Program, Lewis speaks with local high school students regularly during their visit to the world-class trading room.

SHARON NORRIS
Norris presented research papers at the annual Academy of Management (AOM) meeting in August (Orlando, Fla.). AOM is the world’s largest professional/academic organization with a vision to inspire and enable a better world through scholarship and teaching about management and organizations. Norris also has a number of publications in academic journals and contributed to book chapters in the field of organizational leadership.

MARGARET O’ROURKE-KELLY
O’Rourke-Kelly, authored *Phenomenal Woman: The Dora Stockman Story* and is the author and producer of her one-woman show, “Home on the Grange with Dora Stockman,” which she has presented in numerous venues across the state of Michigan. She has traveled extensively abroad and has taught in Liberia and China.

PROFESSORS ALLEN KNIGHT, RANDY LEWIS, DAVID GLOBIG AND CALEB CHAN
Professors Chan, Knight and Lewis hosted a panel discussion during homecoming weekend in Fall 2013 on “Restoring the Dignity in the Business Profession: How Do We Honor God in Business?” In addition, the faculty team Chan, Globig, Knight and Lewis led a workshop on integrating work and worship in the workplace during the 2014 Focus series with attendance over 70 in the Poling Center.