



CBA NEWS

CBA Launches New Advertising Campaign

This spring, the College of Business Administration is launching an ambitious new marketing campaign, featuring print, radio, television, and online advertisements. The television ad, to air during Horizon League basketball games, is the first ever to focus specifically on the CBA. Radio ads will be featured on National Public Radio.



MARK YOUR CALENDER



Last Day to Withdraw	March 28, 2013
Easter Recess University Closed	March 29-31, 2013
Honors Brunch	April 7, 2013
Final Exam Week	April 22-27, 2013
Official End of Winter Term	April 27, 2013
Summer Term I Registration ends	May 5, 2012
Summer Term I Classes begin	May 6, 2013
Last Day to Add a class Summer Term I	May 10, 2013
Baccalaureate Commencement	May 11, 2013



CBA Student Awards

Business majors **Jesus Ginez** and **Brendan Barkume**, both of whom are sophomores in the CBA's 5-year BS/MBA program, tied for first place in the Career Education Center's Best Resume contest, sponsored by Quicken Loans, and senior **Tracy Hrabovsky** is being recognized as the Business Co-op Student of the Year. Our chapter of Beta Gamma Sigma, the national honor society for business majors at AACSB-accredited colleges, was recently recognized as a Premier Chapter, and earned a scholarship for community service from the accounting firm KPMG, which will go to **Samantha Rekuta**. One member of the chapter, **Christina Stilianos**, who also serves a President of the CBA Student Advisory Board, was selected to attend the annual Student Leadership Conference in St. Louis. And undergraduate business major **Kaitlin Avery** and MBA student **Luljeta Mata** received awards this spring from the Detroit Chapter of Financial Executives International. Additional student awards are recognized at the annual Honors Convocation, held this year on Palm Sunday.



Krzysztof Wach, PhD

Special International Lecture

From Communism to Capitalism: Entrepreneurship in Poland

Monday, April 15, 2013

Reception, 4:00pm, CF 118

Lecture, 5:00pm, CF

Special guest: Christopher Wroblewski, '13.

Business Administration major Christopher Wroblewski recently completed a semester abroad in Poland, as well as an internship at a bank in Warsaw. Christopher will provide his own insights as an American student experiencing the business world in Poland.

## WHAT'S NEW

### CBA Alumna to Receive Honorary Doctorate!



**Congratulations to Ms. Jane Kay Nugent, '48**, a CBA alumna and retired Vice President of Detroit Edison (now DTE Energy), who will receive an honorary Doctorate of Humane Letters from UDM at the 2013 Commencement ceremony. Ms. Nugent received a bachelor's degree in Personnel Management from the University of Detroit, an MA in Personnel Psychology from Wayne State University and an MBA from the University of Michigan. She was among the first to be granted a Certified Administrative Manager designation by the Administrative Management Society, and also earned the designation of Accredited Executive in Personnel. She participated in the nation's first management development program for women at Cornell University, and subsequently presented a similar program in major cities across the country. She also taught at Cornell, the University of Detroit, the University of Michigan, and Wayne State University, and authored numerous articles for business and human resources publications. She retired from Detroit Edison as Vice President of Administration, previously having held the position of Vice President of Human Resources. She was a member of the Senior Management Committee and Management Council at retirement.

### CBA Student Selected Valedictorian for 2013



Business major **Kaitlin Avery, '13**, shown below with Dean Eisenhauer (L) and Provost Zarkowski (R), has been selected as the UDM Valedictorian for 2013. Ms. Avery has been the recipient of numerous awards and honors throughout her academic career, including the Rev. Gerald Cavanagh, S.J. Scholarship for service-learning. Congratulations Kaitlin!

## Academia News

### New Business Scholarships!

The College is pleased to announce several new scholarships, funded by alumni donations. Beginning this year, the **Gary T. MacLean Scholarship** will be awarded annually to an Accounting student. Gary T. MacLean, '65, graduated from our accounting program before earning a law degree. His law firm specializes in taxation, corporate structuring, and succession and estate planning. The **Thomas F. Russell Scholarship** for a business major has been endowed with a \$100,000 bequest by the late Thomas F. Russell, '48, former President, Chief Executive Officer, and Chairman of Federal Mogul and a member of the CBA Hall of Honor. The **Joseph and Margaret Kloka Scholarship** will alternate between business and engineering students. In addition, the **Rev. Gerald F. Cavanagh, S.J., Scholarship**, funded by alumni donations and named in honor of Fr. Cavanagh, who serves as the Charles T. Fisher III Chair of Business Ethics, will be awarded for the first time this spring. The Cavanagh Scholarship recognizes students for outstanding contributions of service-learning.

### Forensic Accounting Certificate

The CBA Certificate Program in Forensic Accounting has now been approved as a gainful employment program by the federal government. Students enrolling in the program are therefore eligible for federal financial aid.

## CBA Career Portal

### Upcoming Career Education Center Events

April 2013

#### CEC Workshops

Exploring Careers in the Legal Profession

4/03/2013 1:00 PM – 2:30 PM

And

Job Search Boot Camp

4/30/2013 9:30 AM- 5/02/2013 4:00 PM

*Pre-registration is required*

*Go to [www.udmercy.edu/cec](http://www.udmercy.edu/cec) for registration information*

### CEC offers Career Advice from the Professionals

Stand out from the competition when you apply for a job or internship! Get advice from an expert! Register for a one-to-one appointment with an employer who actively recruits at UDM and can tell you how to improve your job search success.

**Northwestern Mutual**

**4/03/2013 1:00 PM - 5:00 PM**

### What is Your Next Step? An Exclusive Career Workshop

Valassis Client Services, Livonia, MI

Tuesday, April 9, 2013.

## “IN THE KNOW”

# GRADUATE STUDENT ADVISORY BOARD EVENTS: PAST AND PRESENT

### Holiday Season Celebration & Awards

The Graduate Student Advisory Board (GSAB) held its annual Holiday Season Celebration & Awards on Tuesday, December 18, 2012 at Rosie O'Grady's in Ferndale. At this seasonal holiday celebration, GSAB member Emily Doerr received a Recognition Award for her outstanding generosity and dedication to the efforts of the MBA Graduate Student Advisory Board. Also, GSAB members Tarence Wheeler, Shaun Latcher, Nicholas Cannon, Kai Zhao, Mirela Mesic, Gerta Rapo and Luljeta Mata received a Letter of Appreciation for their leadership and service toward GSAB.

### Winter 2013 Welcome Reception

On Wednesday, January 9, 2013, the Graduate Student Advisory Board hosted a Welcome Reception to welcome returning students and to extend a special welcome to new graduate students this semester. Among attendees were Dean Joseph Eisenhauer, Assistant Dean Leonard Kloft, GSAB Faculty Advisor Dr. Gregory Ulferts, Dr. Robert Hutchinson, and many GSAB members and graduate students. Thank you to all who contributed, participated, and made this event a great success!

### Monthly Networking Events

On Wednesday, January 23, 2013, Tuesday, February 26, 2013 and Monday, March 25, 2013 the Graduate Student Advisory Board hosted its monthly alumni and student networking events at Rosie O'Grady's in Ferndale. These free, monthly events give alumni and students great opportunities to network and increase the value of their UDM MBA degree. If you are interested in keeping in contact with your colleagues and Graduate Student Advisory Board, please feel free to join and attend the next meeting on Monday, March 25, 2013, 5:30 p.m. - 7:00 p.m., at Rosie O'Grady's in Ferndale.

### Upcoming GSAB Events

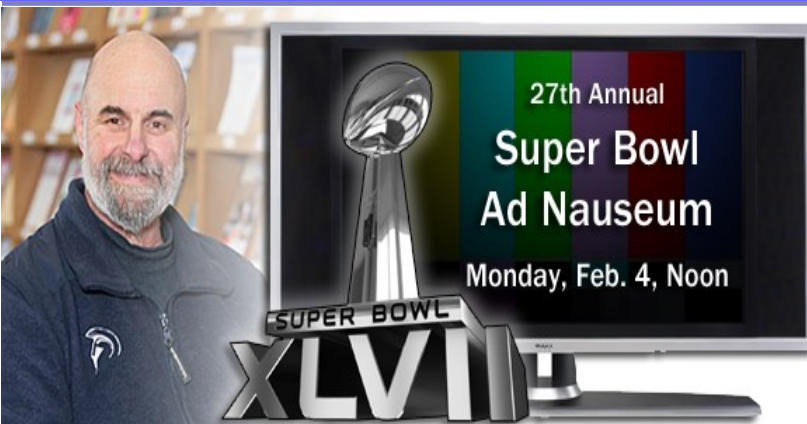
UDM MBA Alumni & Student Networking Event  
Friday, April 26, 2013, 5:30 p.m. - 7:30 p.m., Rosie O'Grady's, Ferndale.

### GSAB Contact Information

For further information about the MBA Graduate Student Advisory Board events, or if you would like to join GSAB, please contact one of the Board officers or the faculty advisor, listed below. Thank you.

Luljeta Mata, Co-Chair: [matalu@udmercy.edu](mailto:matalu@udmercy.edu)  
Gerta Rapo, Co-Chair: [rapoge@udmercy.edu](mailto:rapoge@udmercy.edu)  
Mirela Mesic, Treasurer/Secretary: [mesicmi@udmercy.edu](mailto:mesicmi@udmercy.edu)  
Gregory Ulferts, Faculty Advisor: [gregory.ulferts@udmercy.edu](mailto:gregory.ulferts@udmercy.edu)

## CBA FEATURED FACULTY



### **Dr. Michael Bernacchi**

courses in Marketing Management, Consumer Behavior, Marketing Communications, Research and Corporate Social Responsibility and Sports and Entertainment Marketing. Bernacchi is a frequent contributor and consultant to business, not-for-profit organizations and the media. He publishes a weekly marketing newsletter, "Under the Mike-roscope". He joined the University in 1973. Dr. Michael Bernacchi can be reached at 313-993-1116 or [bernachmd@udmercy.edu](mailto:bernachmd@udmercy.edu) if you would like to learn more about "Under the Mike-roscope".

Did you know for over 23 years, University of Detroit Mercy Marketing Professor Michael Bernacchi, Ph.D., J.D., has produced "Under the Mike-roscope", a newsletter discussing current "marketing and advertising's bends, trends & ends." he explains. A well-known fixture in Detroit and national media, UDM's marketing guru has made several appearances on CNN's "Talk Back Live," the Voice of America worldwide radio network (VOA), ABC, CBS, NBC, MSNBC and on the pages of Sports Illustrated, Time, TV Guide, the New York Times, USA Today, the Wall Street Journal and the Washington Post, to name a few. At the University of Detroit Mercy, he has taught