## Upcoming Events

**Economic Club Speaker Series**

**When:** January 22, 2013; 11 a.m.  
**Where:** Kellogg Center  
East Lansing, MI  

**Topic:** Leadership and its importance to an organization and its employees  

**Speaker:** John E. Sztykiel (BA Marketing ’79), president and CEO, Spartans Motors, Inc.  

**Sponsored by:** MSU International Business Center and The Global Business Club of Mid-Michigan

**More info**

**WMBA Information Session**

**When:** January 29, 2013; 6-8 p.m.  
**Frederick Meijer Gardens and Sculpture Park; 1000 East Beltline, Grand Rapids, MI**  

Join us for a presentation followed by Q&A with a current student and/or alumni panel.

**Registration**

**Global Business Club - MBA Dinner/Networking Event**

**When:** February 1, 2013; 6-8 p.m.

---

**Keeping up with the Times – Suggested Reading List**

**Brian Jacobs:**

**Theory of Constraints by Eliyahu M. Goldratt**

Theory of Constraints walks you through the crucial stages of a continuous program: the five steps of focusing; the process of change; how to prove effect-cause-effect; and how to invent simple solutions to complex problems. Equally important, the author reveals the devastating impact that an organization’s psychology can have on the process of improvements. Theory of Constraints is a crucial document for understanding what it takes to achieve manufacturing breakthroughs.

**Alumni Recommendation:**

**The Signal and the Noise: Why So Many Predictions Fail - but Some Don’t by Nate Silver**

The author is from MSU’s hometown – East Lansing, MI!

Drawing on his own groundbreaking work, Silver examines the world of prediction, investigating how we can distinguish a true signal from a universe of noisy data. Most predictions fail, often at great cost to society, because most of us have a poor understanding of probability and uncertainty. Both experts and laypeople mistake more confident predictions for more accurate ones. But overconfidence is often the reason for failure. If our appreciation of uncertainty improves, our predictions can get better too. This is the "prediction paradox": The more humility we have about our ability to make predictions, the more successful we can be in planning for the future.

**Book summaries provided in part by Amazon.**

---

**Bokemeier to Receive MSU’s Distinguished Academic Staff Award**

Charlie Bokemeier, Professor of Practice in Accounting, has been selected to receive MSU’s Distinguished Academic Staff Award. The award recognizes “the outstanding achievements of those professionals who serve the university in advising, curriculum development, outreach, extension, research, and teaching.” Only a maximum of four of these awards are given annually to reward “outstanding individuals with careers demonstrating long-term excellence and exceptional contributions to MSU” who have at least five years of continuous MSU employment. The award will be presented at MSU’s Awards Convocation on Tuesday, February 12, at the Wharton Center. Congratulations!

---

**Become a Board Member**

Are you interested in becoming a WMBAA board member? We are accepting applications. If you are...
Where: Henry Center
Lansing, MI

Topic: Managing a Global Brand in a Franchise Environment

Speaker: Michael T. Lawton (BA Accounting ’80), CFO and executive VP of Finance, Domino’s Pizza, Inc.

More info and Registration

Save the Date: Lenway featured speaker at MSU Means Business next month

When: February 28, 2013
Where: MSU Secchia Center
Grand Rapids, MI

Broad College Dean Stefanie Lenway will be the featured speaker at next month’s annual MSU Means Business event to be held Thursday, February 28, at the MSU Secchia Center in Grand Rapids, Michigan. The event brings together MSU alumni in Grand Rapids and West Michigan counties to network, learn about initiatives in the business program on campus, and announce the recipient of the 2013 MSU West Michigan Businessperson of the Year Award. MSU Means Business is presented by the MSU West Michigan Alumni Club with support from the Broad College of Business and other sponsors.

Adam Earle (BA Supply Chain Management ’02) serves as the 2013 event chairperson. Check for more event details as they become available: broad.msu.edu/events. We hope to see you there!

Find other events at: https://broad.msu.edu/category/alumni-events

Support Your WMBA Legacy!

Please consider supporting the WMBA and your legacy.

Click here: http://weekendmba.broad.msu.edu/life/alumni/wmba-giving/ to provide your financial support to the WMBA scholarship and endowment funds.

Watch for additional information in future WMBA and WMBAA communications.

Alumni Association Involvement

The WMBA Alumni Association wishes to invite interested alumni to get involved! We are seeking individuals who would like to participate in one of our alumni association’s great committees. This is a unique opportunity to be involved, make contacts, share ideas and have a positive impact on your WMBA Alumni community. Our committees include Networking, Communications, Distance Alumni, Alumni Golf Classic, Fund Development, Scholarship, Career Management, Broad Executive Forum of MidMI, and Nomination and Elections. If you are interested, please contact us at wmbacomunications@gmail.com

We look forward to hearing from you!

Attention class of 2009 and prior

If you have not been enrolled at MSU for more than two years, your MSU email account will no longer be valid. We do not want to lose contact with you! Please send us a new email address at:

wmba@bus.msu.edu

You can include the header, “email” and we will add your new email address to our database.

Join Us!

For more information and updates, please join us on Facebook and LinkedIn by clicking on the following links:

Facebook
LinkedIn

Contact Us

We look forward to your input!

For questions, suggestions or to request information about the newsletter, please contact the Communication Committee:

Lori Haindl Torres

Executive Directors:
President: Matthew Moberly (2007)
Vice President: Greg Arendt (2011)
Secretary: Alana Reome (2011)
Treasurer: Valentina Djokaj (2002)

Board Members:
Class of 1999:
Marc Johnson
Class of 2005:
Lea Ammerman
Kathy Georgopoulos
Class of 2007:
Rochelle Rizzi
Class of 2008:
Anand Gopalakrishnan
Class of 2009:
Sarah Post
Chadwick Taylor
Karel Williams
Class of 2011:
Lynn Andrews
Dina Kowalewicz

Ex-Officio Members:
Connie Lawson (Broad Alumni Office)
Cheri DeClercq (WMBA Program Office)

Show Your Spartan Spirit

It’s time to show your school and program spirit with unique customized apparel. We can help you find the perfect piece to show off your alma mater in the office, in the classroom, or at the Saturday tailgate!
Sarah Post
Alana Reome

wmbacommunications@gmail.com