A more accessible college degree is another key to reshaping Michigan’s economy. Walsh is working with partner institutions like Macomb Community College to make this a reality. A new program unveiled on January 18 dually admits Macomb County high school students to Walsh and Macomb Community College to obtain an associate, bachelor’s and master’s degree within five years. Read about the MCC/Walsh College Honors Fast Track program on page 11.

Many of you are reading this issue of the Walsh Journal for the first time as new graduates and alumni. The Journal is just one link to your alma mater and fellow alumni. Another is attending College-sponsored events like the “Walsh Gala: A Unique Evening for the Arts” on Friday, March 10 at the Hotel Baronette in Novi. It’s a great opportunity to enjoy art, music, fine wine, and the company of Walsh friends while benefiting the College scholarship program and an arts endowment. I look forward to seeing you there.

As always, I invite your comments and suggestions. You can contact me via e-mail at kpretty@walshcollege.edu.

Keith Pretty, JD
President, Walsh College

President’s Message

Keith A. Pretty, JD

It was a pleasure to confer 306 master’s degrees and 188 bachelor’s degrees at the 86th Walsh College commencement on January 28. Welcome to the nearly 500 new members of our Walsh College alumni family!

Everyone should be prepared to transcend language and cultural barriers in order to conduct business in today’s global economy. I cannot think of a better way than the new Walsh College Master of Science in International Business degree. Registration is under way now for the program’s first two courses which begin on March 31 at the Troy and Novi campuses. Read more about the MSIB on pages 6 and 7.

The Walsh MBA was the most frequently awarded graduate degree (116) at the winter commencement. Many identify the MBA with Walsh and consider it the gold standard for that degree. On February 1, Walsh College welcomed Sheila Ronis, PhD, a leadership and management educator and business and government consultant, to direct the MBA and master of science in management degree programs. She is a frequent presenter to state and national government leaders on creating vision strategies for the future. Read more about Dr. Ronis on page 10.

A key to reshaping Michigan’s economy is innovative, small entrepreneurial businesses with a global reach. Walsh’s Business Leadership Institute encourages family businesses and small and emerging businesses with seminars, affinity groups and professional advice in a variety of areas. The Michigan Business Success Stories speaker series continues with David Brandon, CEO of Domino’s, on May 9. The calendar of upcoming BLI events is on page 10.
Walsh Loses a Loyal Friend

Edward E. Evans
1935 - 2005

The College lost a loyal friend and advocate in Edward E. Evans, 70, who died on October 4, 2005. Ed was WCAA board president and founded the alumni golf league.

An outgoing person, Ed was often quietly generous toward several charities and organizations during his lifetime, according to Carolyn Evans, his wife of 38 years. A Korean War veteran who loved the Old West and especially John Wayne, “Ed was a good man who never spoke ill of anyone,” Mrs. Evans said. “He loved his country and all that it stood for, and he included Walsh College in that.”

Ed received a Walsh certificate in accounting in 1972. He was WCAA president from 1996 to 1998, volunteering on several committees and founding the Walsh College Golf League.

Ed put his accounting skills to work at Detroit Edison for 19 years, and sold real estate on the side for a friend. He left Edison to pursue real estate, acquiring three residential/property management companies.

During the Korean War, Ed served stateside and was recently commander of American Legion Post 86 in Detroit. World War II movies, battleships, and planes fascinated him, and he admired John Wayne for “his honesty and principles,” Mrs. Evans said. The stories, movies, music, and singing cowboys of the Old West were big favorites; the couple traveled West to visit movie locales like Monument Valley, the OK Corral, and Boot Hill.

Daughters Leslie (Dean) Rasch and Holly (Joseph) Nahorodny; grandsons Troy, Hunter, and Ian, and his sister Beverly (Tom) Mansell also survive Ed. Tributes in Ed’s memory may be made to the WCAA Endowed Scholarship Fund.

On the Cover ...

The world is becoming a smaller place in which to conduct business. The College’s new master’s degree in international business offered this spring puts a global perspective on traditional business disciplines and includes cultural and social customs necessary to conduct business worldwide.

The Frankel Lobby at the Troy campus has a new display of 17 flags representing the home countries of Walsh College international students, who include (from left) Thandie Kupe, Ayotunde Onanuga, Iris Mawunganidze, Lydia Makarovicova, Michael Hsu, Hafiz Ahmed, Marie Thouvenot, Kabina Bhari, Hyvelly Koffi, Vladimir Delic, Damilola Odetola, and (center left) Luat Doan and Darko Kajevik.
“Walsh College is your lifelong learning partner. Your professors, the Walsh staff, your classmates, and our alumni association will always be a lifeline for you.”

~ Walsh College President Keith Pretty

Receiving the 2005 Jeffery W. Barry Awards for Educational Excellence and Service were Alan Barry of Commerce Township; president and chief operating officer of MASCO Corporation; Aubrey W. Lee of Orchard Lake, a member of the Walsh College Board of Trustees and retired senior vice president and head of the Municipal Banking Group at Bank One Michigan; and James B. Nicholson of Grosse Pointe Farms, president and chief executive officer of PVS Chemicals, Inc.

Students Meet U.S. Treasury Secretary

Adjunct Assistant Professor George Gardner’s undergraduate Finance students met privately with and asked U.S. Secretary of the Treasury John W. Snow questions about the economy before he spoke on “Fiscal Policy and the World’s Most Resilient Economy” at a recent Detroit Economic Club meeting. (Back row, from left) Kyle Smith, Julia Piel, Anthony Collica, Professor Gardner, Treasury Secretary John Snow, Michigan Secretary of State Terri Lynn Land, Scott Chesney, Paul Nagy, Mark Sommer, and Mike Lea. (Front row, from left) Mike Emmi, Don Howe, Scott Parkinson, Anna S. Kwierz, and Elda Deliu.

“Walsh opens doors; you have to make the decision to walk through, but Walsh opens them.”

~ Carol Esselink, MAC, ’05
Walsh 86th Commencement Honors 494

Walsh College honored 494 graduates at its 86th commencement ceremony on Saturday, January 28, 2006, at Zion Christian Church in Troy.

Leslie A. Murphy, CPA, group managing partner at Plante & Moran and chair of the American Institute of Certified Public Accountants, was conferred an honorary doctor of laws degree by Walsh President Keith Pretty and gave the keynote address on “No Right Way to Do a Wrong Thing.”

Carol Esselink, who received a master of science in accountancy degree, represented graduate degree candidates as commencement speaker. Ami Hamilton, who received a bachelor of business administration degree, represented undergraduate degree candidates as commencement speaker.

“How many moms, dads and spouses of graduates do we have in the audience?” WCAA President Ken Bluhm asked, praising their supportiveness.

Keynote speaker Leslie Murphy, CPA, received an honorary doctor of laws degree and spoke about personal ethics in the workplace.

“We each can take comfort in knowing that, from this point forward, we can accept any challenge and succeed. Each of us has created endless opportunities for our futures.”

~ Ami Hamilton, BBA ‘05

“Business ethics and personal ethics are inextricably linked. If the code of ethics at your organization is at odds with your personal code of ethics, it’s impossible to resolve that conflict.”

~ Dr. Leslie A. Murphy, CPA, Keynote Speaker Honorary Doctor of Laws Recipient
Volkan Kavusan speaks Turkish, German, and English, has Turkish and German citizenship (his parents were born in Turkey), two passports, and a Walsh BBA.

A Walsh MSIB degree will be his next passport: to a finance assignment with a multinational company in Asia. He would especially like to go to China. “I am curious about the Far East,” he said.

In 1999, at 21, Volkan traveled from Hamburg, Germany, to the United States to be an au pair for a Birmingham family. After a year, he began working for DaimlerChrysler and remained in the U.S. to earn an associate’s degree in business administration from Oakland Community College. When it was time to transfer, Volkan said he “knew about Walsh’s reputation as an excellent business school,” and Walsh tuition compared favorably to international student tuition at surrounding colleges and universities. Volkan completed his BBA with a concentration in finance in 2005.

An email from Hamsa Yaqo, coordinator, International Student Advising, about the MSIB appealed to Volkan’s career goals and sense of adventure. “I want to know a different culture,” he said. “I came here by myself and adjusted. I would like to travel around the world in my job, and am willing to relocate anywhere.”

Like Volkan, Emily Jatkoe is combining business and a fascination with Chinese culture with working for a global company on assignment in China. She was ready to enroll in Eastern Michigan University for an MBA with an international business elective when she learned that Walsh would offer an entire master’s degree in international business this spring. On the strength of the MSIB’s potential value, she decided to come to Walsh.

“I think that larger companies will look for this type of degree in the next five years,” she said. “They will need people who can understand how different economies work and who are able to do business in different countries.”

Emily pursued her interest in China as an undergraduate at Western Michigan University, studying Chinese culture and history along the way to a bachelor’s degree in economics.

In January, she decided to enroll in Mandarin classes at the New Century Chinese School at Schoolcraft College. “I think the Chinese will appreciate that you took the time to study and learn the language, and they will be more apt to do business with you.”

Emily is open to the type of company and the Chinese location of her future assignment: she just wants to get there.

“China’s culture and economy are growing so fast. The economy is expected to be the world’s fourth largest in a couple of years. They’re expected to overtake the domestic automotive market by 2010.”
ultinational corporations seek the employee who comfortably and knowledgeably works across several business cultures to seal a deal, work on a team, or lead a project. Can someone learn these skills?

Walsh College says yes, with a 36-credit-hour Master of Science in International Business (MSIB) degree unique to the metro Detroit area.

The MSIB is an excellent way for people anticipating overseas assignments or working for foreign-owned firms in the United States to acquire or sharpen those skills, Jonathan Campbell, PhD, associate vice president, Academic Administration, said. Students who graduate with a Walsh MSIB “should be able to understand the cultural and ethical constraints and opportunities present in various regions of the world, as well as the skills, behaviors, and attitudes needed to be effective in international business,” he added. MSIB program applicants should have two years of work experience.

Registration for the program’s first courses – International Economics and Finance, and Culture and Doing Business in India – is under way for the spring semester beginning March 31. International Business and Finance focuses on the world economy’s increased globalization, examining international trade policies and analyzing international monetary arrangements. The India course is an overview of the country’s geography, political structures, history, language, and social and business cultures.

Walsh market research revealed strong student interest in an international business degree, according to John Young, chief marketing, enrollment, and government relations officer. Nearly half the students polled by phone in a 2005 Mitchell Research Co. survey said they would be “very” or “somewhat” likely to pursue such a degree if Walsh offered it.

The degree’s three-credit elective international business internship also appealed to international students on several levels, Hamsa Yaqo, coordinator, International Student Advising, said. “They can use it to as a way to be employed and paid when their status would otherwise not allow them to be,” she said, adding, “the internship provides a wonderful opportunity to obtain one year of employment after they graduate, which is known as optional practical training; it can be used as a great experience for their resume, and increases their chances of getting a better job when they return home.”

Several Walsh students are enrolled in adjunct assistant professor Al Callewaert’s “Culture and Doing Business in China” course this semester to determine if they’ll pursue the MSIB degree. As the class project, students interview Chinese businesspeople who emigrated to Windsor from Hong Kong in the late ’90s.
Walsh student and Novi Deputy Police Chief Thomas C. Lindberg is finding that what he learns in class, especially marketing and customer service, “definitely rubs off on the job.”

Police officers are often the first person people call when there’s a problem, so the Novi Police Department markets itself to the community and views its 53,000 residents and additional 250,000 daily shoppers as customers. “Our driving foundation is accessibility,” he said. “For instance, we have foot patrols, and police on bicycles.”

How I Became WCAA President

About five years ago, I was sitting on a blanket with my young children, watching a free summer concert at Troy city hall, minding my own business. That’s how I became the current WCAA president!

Let me elaborate a bit. My kids weren’t really interested in the concert (I think it was a jazz band). They were much more interested in the little toddler on the blanket next to us, so they proceeded to go over to the other blanket and play with the little guy. I kept a watchful eye, waiting for the mom and dad to chase my children away, but they didn’t seem to mind, so I eventually went over and introduced myself. As it turned out, the father on the other blanket was a Walsh alumni and board member of the WCAA named Mike Doyle. After we spoke for a while, Mike asked if I would be interested in joining the board. I had recently done a fair amount of interviewing job candidates on the campus, so I thought this would be a good opportunity to become more involved with the College.

Now that I’m entering my sixth and final year on the board, I look back on that day at the concert and realize that if it wasn’t for my kids’ networking skills, I probably would have missed a very rewarding and wonderful affiliation with Walsh College and the WCAA. Over my tenure on the board I have met, networked, and worked with some very talented and terrific people. I have listened to and had the pleasure of meeting business leaders from various industries. I have worked closely with College faculty and staff to promote programs and events. I have shaken the hand of new graduates shortly after they have received their diplomas and remembered how I felt when I earned the right to walk across that same stage. But most important I have had the opportunity to meet and network with Walsh graduates like yourselves, listening to your success stories, and sharing your fond memories of your experience at Walsh.

One of the most important benefits of being a member of the WCAA is having the opportunity to network and meet other Walsh alumni. It’s funny, but this seems to be a skill that my children mastered when they were five and three years old – I’m still trying to get it right!

Ken Bluhm
WCAA President
Sheila R. Ronis, PhD, is New Director of MBA, MSM Programs

Sheila R. Ronis, PhD, joined Walsh College on February 1 as director of the MBA and MSM degree programs and associate professor of management. She will lead the re-visioning of the Walsh MBA and MSM programs, according to Rod Hewlett, DA, executive vice president and chief academic officer. Dr. Ronis will also work closely with Len Brzozowski, director of the Walsh Business Leadership Institute. “I am delighted to be joining the Walsh College family during this exciting transformational time to direct the MBA and MSM Programs,” she said. “Over the next few years, the programs will be revised to reflect the current global business realities so that our students will be better prepared to meet today’s and tomorrow’s business challenges.”

Dr. Ronis is currently chief executive officer of The University Group Inc., a global competitive issues consulting firm that advises global executives and senior government leaders on improving the U.S. industrial base. Among her areas of expertise is visioning, a planning tool corporations use to think about events that could happen in the future before they occur.

“Done correctly, visioning is a disciplined process that helps organizations answer the questions they need to ask in order to be prepared for the future,” she has written. “If a CEO cannot answer these questions, it is likely that his organization is not prepared for the future.” (Visioning Processes: A Futurist’s Strategic Perspective; eMotion Reports.com)

Dr. Ronis has taught graduate courses in leadership, strategic management, managing the global firm, and national security strategy for the University of Detroit Mercy, Oakland University, and for the Industrial College of the Armed Forces in Washington, D.C. During the 1980s, she was an assistant dean and director of the Institute for Business at the University of Detroit Mercy. Her experience in business and government includes Ameritech Publishing, AT&T, Michigan Bell, and a national energy program for the U.S. Energy Research and Development Administration. She has also worked with General Motors, Ford Motor Co., and the Department of Defense.

Dr. Ronis is the author of more than 163 papers on issues ranging from national security to automotive futures. She is a frequent conference presenter on the effects an eroding industrial base – particularly the automotive industry – have on national security.

Dr. Ronis earned a bachelor of science degree in physics and mathematics, a master of arts degree and a doctor of philosophy degree in organizational behavior, all from The Ohio State University.
Walsh College, Macomb Community College Announce Accelerated MBA Program

With new Honors Fast Track Program, students can earn three degrees in five years.

Walsh College and Macomb Community College have teamed up to create a program that gives students the opportunity to complete a master of business administration degree in five years, versus the typical six years. Honors Fast Track also makes Macomb County higher education programs more available and affordable.

The program begins at Macomb College, where students complete an associate’s degree. They can then take approximately another year’s worth of coursework before completing the rest of their bachelor’s and then their master’s degree requirements through Walsh College. Courses in the program’s bachelor and master’s degree portion will be available at the Macomb University Center, located on Macomb’s Center Campus in Clinton Township.

Honors Fast Track builds upon and expands the long-standing partnership with Macomb College, Walsh College President Keith Pretty noted. “It also increases access to business knowledge for future Macomb business leaders, giving them the opportunity to remain in this exciting growth market and power the region’s continued success,” he said.

Macomb Community College President Albert L. Lorenzo agreed, adding, “Students can complete their degree more quickly at a significant cost saving by taking additional courses at the community college tuition rate.”

The Macomb/Walsh Honors Fast Track program applies to Macomb’s four associate of business administration (ABA) majors: general business, business management, accounting, and marketing. Macomb students who earn their ABA degrees in one of these four program areas with a minimum of a 3.3 GPA are eligible to transfer to Walsh College to complete their bachelor’s and master’s degrees. Macomb College serves more than 30,000 students each semester.

For more information about Honors Fast Track, contact Dave Corba, Macomb College, at corbad@macomb.edu or 586.286.2058, or Karen Mahaffy, Walsh College at kmahaffy@walshcollege.edu or 586.723.1500.

Macomb / Walsh Honors Fast Track Program

ABA Degree → BBA Degree → MBA / MS Degree
Fourth Annual Walsh College Gala: A Unique Evening for the Arts

to Benefit the Novi Student Scholarship Fund, the General Scholarship Fund, the WCAA Endowed Scholarship, and an art endowment for the College

Friday, March 10, 2006
VIP Reception: 6 p.m., General Reception: 7:30 p.m.
Hotel Baronette, Novi, Michigan

VIP Reception
Presentation by
Master Sommelier
Madeline Triffon
Tastings from the private
wine collections of
Bob Cummings and
Van Conway

Fine art and sculpture
of Carol Hennessey and
Kegham Tazian
Music by the
Acoustic Jazz Network
Strolling dinner catered by
Matt Prentice

General Reception
Tastings of dessert and ice wines
of Black Star Farms from
Leelanau Vintners and
local distributors

Co-Chairs
Mary Bartlett
MSW Group
Kathryn Pothier
Charter One

Tickets
Student: $40
General Reception: $75
VIP Reception: $150

For tickets and sponsorship information, please call 248.823.1204.