## CALENDAR

### SEPTEMBER

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>4-7</td>
<td>Campus closed; Labor Day holiday.</td>
</tr>
<tr>
<td>17</td>
<td>Walsh College Career Fair; 1 - 4 p.m.; Troy campus; alumni, students, graduates, candidates for graduation. Business attire. Free.</td>
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### OCTOBER

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<thead>
<tr>
<th>Date</th>
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<tr>
<td>7</td>
<td>Doctoral Degree Information Session; 6 - 7:30 p.m.; Novi campus. Register: 248.823.1218.</td>
</tr>
<tr>
<td>15</td>
<td>Doctoral Degree Information Session; 6 - 7:30 p.m.; Troy campus. Register: 248.823.1218.</td>
</tr>
<tr>
<td>23</td>
<td>2nd Annual Accounting and Tax Network Open House; 5 - 8 p.m.; Barry Center; Troy campus. Information: <a href="mailto:walshatn@walshcollege.edu">walshatn@walshcollege.edu</a>, or <a href="http://www.walshcollege.edu/ATN">www.walshcollege.edu/ATN</a>.</td>
</tr>
<tr>
<td>27</td>
<td>B2B Monthly Networking Breakfast; 7:15 - 8:30 a.m.; Troy campus</td>
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### NOVEMBER

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<tr>
<th>Date</th>
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<tr>
<td>6</td>
<td>Leadership Awards (formerly Barry Tribute Dinner); 6:30 - 11 p.m.; Royal Park Hotel; Rochester. Black tie preferred. Tickets $250; 248.823.1204 or <a href="mailto:arichard@walshcollege.edu">arichard@walshcollege.edu</a></td>
</tr>
<tr>
<td>25-29</td>
<td>Campus closed; Thanksgiving holiday.</td>
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### DECEMBER

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<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>19-27</td>
<td>Campus closed for holidays.</td>
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**Correction**

The faculty rank of Louise August, PhD, was incorrectly reported in an article on faculty service anniversaries in the last Journal. Dr. August, who observed 10 years of service with the College, is an adjunct professor of Finance.
This issue of the Journal focuses on the many connections Walsh College makes—between students, faculty, employees, alumni, donors and our valuable community college partners.

On July 14, President Obama made an exciting, historic, community college connection. He selected Macomb Community College, our first community college partner, as the site of a national TV broadcast announcing the American Graduation Initiative.

The President sees community colleges as the heart of this program to raise the number of college-educated Americans by 5 million by 2015.

Walsh community college partners were receiving their place in the sun, and it was truly gratifying. In the span of a 24-hour news cycle, they were transformed from “under-funded and underappreciated” to slightly more funded and certainly more appreciated.

My place in the sun on this warm day was at the back of the line in a huge crowd waiting to hear the President. I stood behind gates that had been shut because too many tickets had been given out.

However, a representative from Macomb Community College President Jim Jacobs’ office soon came through the line and pulled me through. As I went, I received several offers of marriage.

At 3:20 p.m., President Obama’s motorcade arrived. It had to be a mile long.

President Obama is known for a high comfort level with technology and his Blackberry. Feeling simpatico, I took out my Blackberry and began to send tweets of the event to our Walsh College Twitter page (http://twitter.com/walshcollege):

#obamamcc: 3:4 PM Jul 14th Introducer was laid off & applied for funds to go after associate degree. PAC member Joe Petoskey encouraged full degree.
#obamaMCC: 3:37 PM Jul 14th We define ourselves by the work we do. So true!
#obamaMCC: 3:46 PM Jul 14th Reflected that numbers of lost jobs are daunting, and more will be coming.
#obamaMCC: 5:2 PM Jul 14th Old auto jobs won’t be coming back. So must generate new business and prepare our workers for new jobs.
#obamaMCC: 3:54 PM Jul 14th Applause for GM and Chrysler out of bankruptcy!
#obamaMCC: 3:55 PM Jul 14th Grow industries in clean air
#obamaMCC: 3:55 PM Jul 14th Pell grants up 500 dollars, tax credit, simplified financial aid applications, new GI bill.
#obamaMCC: 3:59 PM Jul 14th 5 million Americans to get degrees and certificates in the next 10 years.
#obamaMCC: 4:02 PM Jul 14th “No Worker Left Behind” is a great program.
#obamaMCC: 4:05 PM Jul 14th We hit bumps, but then we find solutions to our problems. We are resilient and have can-do spirit.
#obamaMCC: 10 billion in loans for investment (affordable rates) in modernizing facilities
#obamaMCC: 4:08 PM Jul 14th Build virtual infrastructure: online open source virtual courses – esp. helpful for rural colleges.

By 4:16 p.m., the President’s speech was over. As I was filing out with the crowd, I thought about how successfully the President connected with his audience during the speech.

I realized that in order for the Initiative to succeed, the key will be efficient and consistent connections with the State so that applicants can quickly get into approved courses.

At Walsh, our connections are many: with alumni, students, academics, faculty, the community, and our donors. I hope you enjoy reading about them in this issue of the Journal.

Stephanie W. Bergeron
President
Where’s Walsh? Coming to Your State

If you live in Illinois, Arizona, Florida, Texas, or Georgia, Walsh is coming to your state in the coming year.

The concentration of Walsh alumni is greatest in Florida, at 303. Illinois follows, with 225. Of those, 115 alumni live the Chicago area. Alumni Relations Manager Rebecca Geisler said the College will visit Chicago in October.

“We want to re-connect with alumni and create an informal job network for alumni and students about to graduate,” she said.

For example, on a recent visit to Texas, Geisler and Chief Development Officer Audrey Olmstead met CPA Tim Moore (BAacct ’79) and Mark Topel (BAacct ’78). Moore is CEO and president of T.R. Moore & Company, Houston, one of the top 50 CPA and consulting firms in the U.S. Topel is a partner with Whitley Penn CPAs and consultants in Fort Worth.

If you live in any of these cities and would like to participate in the visit, e-mail alumni@walshcollege.edu. The locations with the cities are to be determined.

2009
October: Chicago
November: Florida

2010
February: Arizona
March: Various Florida cities
May: Atlanta

Plan to Attend the Accounting and Tax Network Open House

Taxation Associate Professor Dan Hoops and Adjunct Instructor Modou Ceesay (BAacct ’04).

Anna Charboneau (BAacct ’86; MST ’92) and Lori Wigler, adjunct instructor, accounting.

On October 23, the lobby of the Jeffery W. Barry Center will once again be the place for Walsh College Accounting and Tax alumni and supporters to catch up on news with old friends, meet new friends, and maintain connections with Walsh colleagues.

The 2nd Annual ATN Open House runs from 5 p.m. until 8 p.m. Admission: $100 donation to the Walsh Foundation. More information: walshatn@walshcollege.edu or www.walshcollege.edu/ATN

If the Last Time You Updated Your Alumni Profile...

The President promised “a chicken in every pot and a car in every garage” … you were “stepping out with your baby”… or “life was groovy” …

Alumni Relations would dig it if you would update your alumni profile. Click this link: https://www-secure.walshcollege.edu/WalshForms2/AlumniUpdate.aspx

Enter your last four Social Security digits and last name to call up your profile. Type in your new info and submit it.
Walsh Journal August 2009—5

Three Alumni Named Walsh Foundation Directors

Walsh College Board of Trustees appointed three alumni as directors of the Walsh College Foundation. Appointed to three-year terms are:

Madhavareddy Gopalreddygari (BBA ’85; MSPA ’87), president and chief executive officer, HTC Global Services.

Dennis Harder (BBA ’91; MSF ’97), managing director and head of Michigan Middle Market, The Private Bank, and a member of the Finance adjunct faculty.

Kathleen Jenkins (MST ’85; MSF ’90), partner, Jenkins, Magnus Volk & Carroll, P.C.

The Walsh College Foundation was established to encourage private giving, supporting scholarship awards, academic programs, and capital projects.

WCAA Past Presidents’ Breakfast

Handshakes, hugs and laughter went around the executive management suite as 11 Alumni Association past presidents greeted friends old and new at a June 10 breakfast.

The presidents enjoyed finding themselves in historic photos and alumni directories. Over breakfast, they listened to President Stephanie Bergeron describe plans for the College.

Institute Alumni Reunion

Alumni in Action

2009

Jim Gordon, MBA, co-owner of The Right School, was featured in an article on MBA entrepreneurs in the July/August issue of dbusiness.

2008

Latisha M. Ivy, MAC, joined Andrews Hooper & Pavlik P.L.C. in Auburn Hills as a staff accountant.

2007

Carol Carano-Youngblood, MBA; BAcct ’97, was promoted to corporate controller for HP Pelzer Automotive Systems, Inc., Troy.

Roger G. Roy, BBA, was elected treasurer, City of Warren Crime Commission.

Alicia Washeleski, MSM, joined Plante Moran, Southfield, as a senior project manager.

2006

Daniel J. Domke, MAE, joined Invesco Ltd. Farmington Hills as CFO and financial and operations principal.

Alumni in Action continued on page 13

Institute alumni (back row) Sheldon Jacobs (DIP ’60), James Carmichael, Ralph Wenskus (CER ’70), Pearlee and Melvin Gaymon (CER ’70; BAcct ’74), Mike McKay (DIP ’64), Donald Carr (DIP ’63), Bruce Frier (DIP ’62), and Stefan Poth, CPA (DIP ’59). (Front row) President Stephanie Bergeron, Hazel Wenskus, Rose McKay, Judy Frier, and Professor Emerita Barbara Alpern, PhD.

Alumni of the Walsh Institute, located at 120 Madison in Detroit from 1922 until 1970, gathered to share memories on June 10.

Of the memorabilia on display, the Walsh three-year comprehensive examination, modeled after the CPA exam, still evoked respect among the alumni.

Alumni remembered that they were required to take the exam in pen, no calculators allowed. The exam was taken over six days — three hours of auditing, three hours of theory, three hours of business law, three hours of economics and finance, and four hours of accounting.

Those who passed on the first try were given utmost respect and earned their Walsh certificate.

Alumni heard a presentation on the latest developments in Walsh online learning given by Linda Wiechowski, PhD, chair, Finance and Economics Department.
Leadership Awards
Are November 6

The Walsh College Leadership Awards (formerly the Jeffery W. Barry Tribute Dinner) will be held Friday, November 6, 2009, at Rochester’s Royal Park Hotel.

The event begins at 6:30 p.m. and dinner is at 8 p.m. Tickets are $250.

The name of the annual event was changed “to reflect additional new awards that recognize alumni for serving the community and their professions,” said Audrey Olmstead, vice president and chief Development officer.

In addition to the traditional Jeffery W. Barry Awards for Educational Excellence & Community Service, awards will be given for Walsh College Distinguished Alumni, Distinguished Lifetime Service, and Distinguished Graduate of the Last Decade.

Proceeds from the evening’s silent and live auctions benefit the Jeffery W. Barry Scholarship Fund and the General Scholarship Fund. Sponsorship opportunities are available; contact Andrea Richards at (248) 823-1204, or arichard@walshcollege.edu, for more information.
In the gym of Stephens School on Seneca Street, 25 seven-year-olds in their Sunday best clothes and manners offered moms, aunts, and grandmothers red punch, red carnations, cookies, and hand-painted wooden boxes covered with “jewels”.

Each stood below the ornate stage and read a neatly handwritten and decorated paper entitled “Why I Love My Mom”.

Room 206 and 3838 Livernois Make the College Connection

Walsh employees, including President Stephanie Bergeron, were invited to the May 7 Mother’s Day “Untea” by Tish Giacalone’s second graders.

The students first learned about Walsh College in December when employees brought school supplies, Christmas stockings and hand-knitted caps and scarves to their classroom.

During that visit, the students in Room 206 wanted to know about college: “What do you study?” they asked. “Where is it? How do I get there?”

So Walsh invited Room 206 to visit 3838 Livernois to find out on March 19.

The students gathered in the auditorium to hear Executive Vice President and Chief Academic Officer Robert Minter, PhD, talk about each department that comprises a college.

President Stephanie Bergeron explained how the students should prepare for college while still in elementary school. She advised the students to “study math and reading.”

Keeping the reading theme, everyone sat on the floor as Marketing Vice President John Lichtenberg read “Go Dog, Go!”

As Walsh tour guides led the students through classrooms, computer labs, and the library, certain items caught their fancy.

“The kids were amazed at the library’s electronic collapsible shelves, the hand dryer in the restrooms, the computers, and the food,” Ms. Giacalone said.

One purpose of the tour was to walk the students through Admissions, Registration, and Financial Aid just as a student would.

After a hamburger lunch and treats, balloons and lots of hugs goodbye, everyone boarded the bus. Shouts of goodbye and thanks could still be heard as the bus pulled away.

This fall, the 290 Stephens School students, their teachers, and programs will transfer to nearby Blackwell Institute and A.L. Holmes School. The move is part of a district-wide program of closings and restructurings that will save the Detroit Public Schools $14 million.

“I am quite sure that those students will never forget their visit to Walsh College,” Ms. Giacalone said. “They loved the tour and friendliness and kindness in everyone.”

WALSH COLLEGE PLANTED SEEDS THAT I AM SURE WILL GROW IN MY STUDENTS AND INSPIRE THEM TO GO TO COLLEGE.

— Tish Giacalone, second grade teacher
During June, Walsh College welcomed three more community colleges as partners through articulation agreements and the Honors Fast Track program.

New partners are Montcalm Community College in west Michigan; St. Clair College in Windsor, Canada; and St. Clair County Community College (SC4) in Port Huron.

Articulation agreements provide for the smooth transfer of up to 82 credit hours.

Honors Fast Track offers partner students a chance to complete associate’s, Walsh Bachelor of Business Administration, and Master of Business Administration degrees in five years, versus the traditional six.

All agreements take effect this fall.

Windsor’s St. Clair College is Walsh’s first international partner.

Approximately 6,500 full-time and 14,000 part-time students attend St. Clair College each year. The Windsor campus has 5,500 students.

Montcalm Community College is located in Sidney, near Grand Rapids. In addition to a 240-acre central campus, Montcalm serves 2,290 students in Ionia, Greenville, Howard City, Alma, and online.

Walsh became the exclusive business education partner at the St. Clair County Community College (SC4) University Center in Port Huron.

Walsh offers Business Communication Methods (COM 320) on Tuesdays at 6 p.m., and Business Driven Technology (BIT 335) on Thursdays at 6 p.m. this fall.

Earlier this year, Walsh and Wayne County Community College District signed an agreement to offer undergraduate and graduate courses at WCCCD’s new University Square location in Harper Woods.

Walsh offers Financial Management (FIN 315) there on Tuesdays at 6 p.m. and Effective Leadership and Business Ethics (MBA 530) on Thursdays at 6 p.m. in the fall.

Donna Dunford is the Walsh on-site academic advisor. Appointments are available every Thursday from 3 to 6 p.m.

Prospects and students with questions about WCCCD should e-mail Karen Mahaffy, kmahaffy@walshcollege.edu; Donna Dunford, ddunford@walshcollege.edu; or contact the Walsh Macomb University Center Campus, 586.723.1500.

President’s Appreciation Lunch

The annual President’s Club dinner and the former scholarship reception were combined in a President’s Appreciation Lunch on May 19. The 60 donors and 23 scholarship recipients and their families enjoyed getting to know one another over lunch at the Troy campus. It was an opportunity for scholarship recipients to say “thank you” to the donors who help students earn a Walsh education.
Like its students, Walsh College is doing homework, group projects, and a team paper. Unlike its students, the College has more than 11 weeks to finish it.

Walsh is undertaking an institutional self-study to prepare for a November 2010 site team visit from the Higher Learning Commission, one of the College’s two accrediting agencies.

The outcome of the visit and the self-study will determine re-accreditation by the HLC.

In July, five teams of faculty and employees met to tackle their specific subject requested by the HLC. They are part of a College-wide effort.

The College will then write the self-study, a 100- to 150-page paper. The paper is due in September 2010.

Walsh Re-Designated National Center of Academic Excellence, Information Assurance

Walsh College was re-designated a National Center of Academic Excellence in Information Assurance Education through 2014 by the National Security Agency (NSA) and the Department of Homeland Security.

“This designation means that the Master of Science degree in Information Assurance met the criteria for depth and maturity of established programs in the field,” said Nan Poulios, director of the Information Assurance Center. “The MSIA continues to map to all current government security curriculum standards.”

Students who attend a school designated as a Center of Academic Excellence in Information Assurance Education can apply for scholarships and grants through the Department of Defense Information Assurance Scholarship Program.

Creativity Shines at Capstone Fair

Projects displayed at the twice-yearly Business Information Systems/Information Assurance Capstone Fairs showcase the knowledge that students gained during their graduate studies.

(A) John Schefka developed the idea for a radio frequency identification (RFID) lab at Walsh College to give Walsh students experience developing RFID technology. His idea will be submitted as a grant on behalf of the College.

(B) Endrit Pasho’s father, who immigrated to the U.S. without health insurance, inspired his son’s Capstone project.

Pasho wrote a Web-based appointment scheduling application for the Macomb County “Neighbors Caring for Neighbors Clinic” that his father visits.

With Pasho’s software, the clinic can manage and re-schedule appointments and track cancellations, walk-in appointments, and new patient registration. Information classification in Pasho’s design ensures confidentiality of patient information by limiting access.

(C) Lori J. Miller drew the analogy between an organic software process improvement initiative and planning and growing a garden. Her conclusions? Incremental, organic improvements can drive success if improvements are aligned with overall business direction. Results and progress must be tracked and measured, and feedback and communication provided to the entire organization. The organization must take a holistic approach to come together cross-functionally – reaping a harvest of learning, new skills, and knowledge.

Other recent Capstone participants include Nicole Doak; Sarah English; Deborah Golota; Josip Golub; Neil Gravenstreter; Edward Portillo; Timothy Wright; and Cindy Wells.
June 20, 2009: Walsh College 93rd Commencement

Walsh honored 496 graduates at the 93rd Commencement ceremonies on June 20 at Zion Christian Church in Troy. The College conferred an honorary doctor of laws on NextEnergy Chief Executive Officer Keith W. Cooley and honored several individuals for academic achievements.

“CONTINUE YOUR EDUCATION . . . IN YOUR FIELD, BUT ALSO IN LITERATURE, SCIENCE, PHILOSOPHY — THE BIG IDEAS. WITH YOU LIES OUR ABILITY TO AVOID CATASTROPHE . . .”
— Keith Cooley, CEO, NextEnergy Honorary Doctor of Laws

(From left) Craig Dickinson (BBA ’09), Eugene Zalubus (MBA ’09), and Michelle Stafford (MBA ’09) were among the graduates recognized during Commencement for completing their studies with a 4.0 GPA.

(From left) Paul Calandra (MSF ’09), Jason Pivoz (MST ’09), Leah Couture (BAcct ’09), and Michael Alsip (BBA-MGT ’09).

(Front row) President Stephanie Bergeron; Robert Minter, PhD; Nan Poulios; Marla Scafe, PhD; and Mark Solomon, JD. (Second row) Susan Gilkey; Ann Saurbier; Talil Abrhiem, PhD; Therese Hilliard; Tina Marie Wohlfield; Lesia Mahon; Linda Wiechowski, PhD; Donna Rochester; Christine Lewandowski; and Rick Berschback. (Third row) Kelly Lutz; Ron Roman; Jim McHann, PhD; Carol Jackson; Joseph George; Dan Hoops, JD; Matt Wirgau; Louise August, PhD; Laura Frost; and Barbara Ciaramitaro, PhD. (Back row) Linda Hagan, PhD; Helen Bojarczyk, PhD; Al Callewaert; Jon Campbell, PhD; John Moore, PhD; Rick Radners; Gregory Todd; Lee Meadows, PhD; Jeff Livermore, PhD; and Len Sholtis.
June 20, 2009:
Walsh College 93rd Commencement

Student Speakers
Jason Pivoz, Master of Science in Taxation
Michael Alsip, Bachelor of Business Administration in Management

Academic Award Winners
Charles M. Bauervic Foundation Writing Award for best research paper on the free enterprise system:
Jason Pivoz, Master of Science in Taxation, 1st
Robert J. Mullenax, Master of Business Administration, 2nd
Kenneth H. Rogale, Bachelor of Business Administration in General Business, 1st
Jonathan Fraga, student, Bachelor of Business Administration in Finance, 2nd

Firman H. Hass Writing Award for best written contribution to the accounting body of knowledge, given by the Detroit Chapter of the Institute of Management Accountants:
George Kurzatkowski, candidate, Master of Science in Taxation

Everett M. Hawley Jr. Taxation Award for outstanding achievement in taxation:
Jason Pivoz, Master of Science in Taxation

Financial Executives Institute Award for outstanding accounting or finance academic achievement:
Paul Louis Calandra, Master of Science in Finance
Thomas A. Ingels, Bachelor of Business Administration in Finance

Walter B. Fisher Award for outstanding achievement in the Bachelor of Accountancy program:
Leah Couture, Bachelor of Accountancy

Research Institute of America Graduate Tax Award:
Hong Trebesh, Master of Science in Taxation

The Stanley W. Smith Taxation Manuscript Award for outstanding paper or thesis in the field of taxation:
Jason Pivoz, Master of Science in Taxation

Tony Mitchell, (BBA '09), returned to college after his 30th high school reunion, mastering three classes a semester while balancing: full-time workload, spending time with family, home maintenance, and questioning status quo when he felt the professor was wrong. (Tip: “Professors are never wrong!”)

Most priceless lesson: Choosing weekend in New York with his wife and getting single B+ versus of re-writing term paper for third time and getting an A.

May 1 - 2 E & Y Consulting Challenge

Students worked over the weekend of May 1-2 to determine who was “$teal ‘N Number$”. Their client, National Steel, Inc., wanted to know why revenue gains didn’t correspond to a proportional increase in the bottom line.

The exercise was part of the third annual Information Assurance Center Consulting Challenge hosted by Walsh College and partner Ernst & Young.

The Challenge “gives students a chance to solve a real-life business problem and learn from the feedback and experiences of successful business leaders,” said organizer and IAC Director Nan Poulios, assistant professor, Information Assurance.

Each year E & Y employees volunteer to write a relevant business case.

Three Walsh teams comprised of four students each had to figure out how National Steel’s money was disappearing, who committed the wrongdoing, and what the company should do going forward.

Judges chose the winning team based on clear, smooth presentation delivery, subject knowledge, organization, and time management.

First-place team:
Denise Kulak;
Sanchari Senthil; Wally Rutkowski, and Joe Mirch.

Second place team:
Juan Velasquez, Mike Alsip, Ufuoma Edevbie, and Anna Skwierz.

Third place team:
Eric Tatro, Mike Velardo, Tom Freshour, and Lauriann Harris.

Judges were BIT/IA Department Chair Jeffery Livermore, PhD; Karriem Shakoor, Blue Cross/Blue Shield senior director, systems operations; Mark Jackson, GM regional process information officer; Rosanne Ciupek, EDS program manager; GM Payroll Manager Robert Hearn; and Perry Roberts, regional business development manager, Megapath, Inc.

E & Y employees who wrote this year’s case are Bill Schaumann, Vicki Kamenova, Stacie Zurek, Michael Longo, Robert Senatore, Abhishek Narula, Sean Wessman, Yvette Tchonang, and Matt Weiss.
First to Finish MSU-Walsh Program

Brian Renner (right) is the first to complete a joint program begun last fall to cross-train MSU Department of Advertising, Public Relations and Retailing and Walsh MBA students at the Novi campus.

Renner augmented his Walsh MBA with three graduate-level elective advertising or public-relations courses and received an Advertising, Public Relations, and Retailing certificate of achievement from (left) Walsh’s Jonathan Campbell, PhD; Robert Minter, PhD; and MSU Program Coordinator Joe Wald.

Renner now heads for California, where he’d like to work in media relations at Disney.

‘Culture and Doing Business in the Middle East’ Course Includes Week in Dubai

Nine students in Adjunct Instructor Al Callewaert’s “Culture & Doing Business in the Middle East” course received a Walsh practical business education by spending a week in Dubai as part of the class. The group visited Jebel Ali, Ford, Merrill Lynch, Dubai Port, and the American University of Dubai.

Awards

The Jeffery W. Barry Center received a Green Building of America Award and will be featured as a “Midwest Green Success Story” in Real Estate & Construction Review. Chicago-based Valerio Dewalt Train Associates, the architectural firm that designed the Barry Center, submitted a case study that was selected from among 2,500 nominees.

The “Live. Breathe. Business.” campaign created by Perich Advertising + Design of Ann Arbor received several local, national, and international awards.

The campaign won 12 local Addy Awards (5 gold, 6 silver, 1 Judge’s Choice) from the Ann Arbor Ad Club and the American Advertising Federation and went on to win five Midwest Addys (2 gold, 3 silver) from among such competitors as McDonald’s, Anheuser-Busch, Pepto Bismol, and Coca Cola, and agencies such as J. Walter Thompson. The campaign was also nominated for five national Addy awards.

In the 24th Annual Admissions Advertising Awards sponsored by the Higher Ed Marketing Association, the campaign captured one gold award, three silver, two bronze, and one merit award. Other winners included Carnegie Mellon, Case Western Reserve University, Harvard University, Johns Hopkins University, etc.

The campaign received a bronze 2009 Circle of Excellence award from the Council for Advancement and Support of Education (CASE) in the national awards program and the only Grand Gold Award for Advertising Campaigns from among 44 international entrants.

The Walsh College Annual Report received the International Association of Business Communicators Publication Design “Best of Show Award” from the Detroit chapter.
Alumni in Action continued from page 5.

Alexis L. Draper, BBA, joined Habitat for Humanity Oakland County in Pontiac as manager of partnerships.

2005
Christine A. Peltier, MSM, joined Assets International in Southfield as paralegal and assistant vice president.

2004
Lisa L. Howze, CPA, MSF, is on the November 3 general election ballot for Detroit City Council. She qualified with 12,493 votes in the August 4 primary, placing her twelfth among 167 candidates.

Sondos M. Rayes, MBA & BAcct. ’03, joined Andrews Hooper & Pavlik in Auburn Hills as a senior accountant.

2002
Karen L. Saxton, BAcct., was named CEO of Amalgamated Credit Union in Saginaw Township, from CFO/COO, Clarkston Brandon Community Credit Union.

2001
David Brandt, BAcct., was one of 28 professionals from across Michigan to be accepted into the 2009 class of Leadership Michigan, part of the Michigan Chamber Foundation.

2000
Odell W. Bailey, MSF, joined the Detroit Public School financial management team as auditor general.

Stephen A. Lee, MST, was promoted to executive director from senior manager in the Ernst & Young Los Angeles office.

Carl E. Pate, Jr., MSF, received his juris doctor on May 8 from the University of Detroit Mercy School of Law and sat for the Michigan Bar Examination in July.

Kenneth J. Wessel, BBA, was elected partner in the Honigman Miller Schwartz and Cohn LLP real estate department.

1999
Robert E. Williams, MSM, earned a Master of Science in Engineering Management from the University of Dayton School of Engineering in December and joined the Technology Division adjunct faculty of Mott Community College in Flint.

Andrew F. Zaleski, MST, joined BDO Seidman, L.L.P. in Troy as senior tax director.

1997
John A. Barnes, MSF, has been appointed executive speechwriter at BP America in Houston.

Kent Holloway, MSF, chief financial officer, Lifeline of Ohio Organ Procurement Agency, received the Association of Organ Procurement Organizations’ 2009 Achievement Award for personal and professional contributions to the group.

1996
Allen F. Kudla, MSM, was appointed vice president of Sales, Marketing, Planning and Customer Service for Panasonic Automotive Systems Company of America.


1995
Timothy D. Gunn, BBA, was promoted to audit director at Doeren Mayhew & Co. P.C. in Troy.

1994
Deno G. Bokas, MSF, joined Energy Recovery, Inc. in San Leandro, California, as chief accounting officer.

John P. Kolar, BBA, joined Independent Bank in Bloomfield Hills as assistant vice president and branch manager.

Helena M. Messer, BAcct., joined Blue Water Consulting in Warren as national audit manager.

1993
Lawrence M. Nowak, BBA, was promoted to vice president of business and industry food services at Variety Food Services in Warren.

Mark W. Smits, BBA, joined Huntington National Bank as vice president of commercial real estate for the eastern Michigan region.

1991

1988
Gregory E. Gursky, MST, joined PriceWaterhouseCoopers in Detroit as director of the greater Michigan state and local tax practice.

Susan Ide, BAcct., chief financial officer, Lighthouse of Oakland County, Pontiac, was named Crain’s Detroit Business 2009 CFO of the Year.

1986
David M. Leo, MST, joined Tomcar Ltd. of Rochester Hills as chief financial officer.

1985
George P. Aldea, BBA, joined C/D/H in Royal Oak as business development manager.

Rebecca S. Sorensen, BAcct., a UBS financial advisor, received the company’s Exceptional Client Experience Award for focusing on understanding the client’s true needs and goals, delivering solutions tailored to their priorities, and making the best use of the firm’s expertise on their behalf.

1980
Timothy McAndrew, BAcct., was elected to a three-year term on the Boyne Area Chamber of Commerce.

Duane B. Pilato, MSF, was promoted to vice president in charge of finance for Reasonable Rentals, LLC in Michigan and central Florida.

ENGAGEMENTS
2008
Lisa Kapelanski, BBA, is engaged to Mario Moracco of Commerce, Michigan. A September wedding is planned.

MARRIAGES
2002
Matthew G. Zager, CPA, (MSF), to Jennifer Lynne Pyszora of Mount Clemens, in June.

BIRTHS & ADOPTIONS
2009
To Lawrence S. Joseph, MSF, and his wife, Jess, a daughter, Kaleigh Reese, on May 27, 2009, 10:18 p.m., at 8 lbs. 5 oz, and 20.5 inches.

Alumni in Action continued on page 14.
Linda Hagan, PhD, Will Direct Doctoral Program

Business Communications Professor Linda Hagan, PhD, has been appointed director of the Doctor of Management in Executive Leadership (DMEL) program.

Dr. Hagan, who teaches doctoral and undergraduate courses, joined Walsh on August 30, 2007, with a background in university teaching and corporate public relations.

Most recently Dr. Hagan was with from Michigan State University, where she taught media relations, public relations, advertising, and fundraising management courses and directed off-campus programs for the Department of Advertising, Public Relations and Retailing.

Dr. Hagan was also a visiting assistant professor in the S.I. Newhouse School of Public Communications at Syracuse University and taught public relations for the University of Maryland at College Park.

Dr. Hagan’s academic research interests include leadership communication, crisis communication, business communication strategy, corporate social responsibility, and corporate reputation.

Her corporate experience is in sales, publications, and public relations with Volkswagen, Audi, and Land Rover North America.

Dr. Hagan earned a Bachelor of Business Administration degree in marketing from Eastern Michigan University; a Master of Arts degree in journalism from the University of Arizona; and a Doctor of Philosophy degree in communication with a cognate in strategic management from the University of Maryland.

She holds universal Accreditation in Public Relations (APR) from the Public Relations Society of America (PRSA), and is a member of the board of directors PRSA Detroit.

Walsh College’s first-ever doctoral degree program enrolled its first cohort of students in 2007. This cohort begins its dissertation year this fall. A second cohort was admitted in 2008. A third cohort begins this fall.

The public is invited to learn more about the Doctor of Management in Executive Leadership program on October 7 at the Novi campus and October 15 at the Troy campus, from 6-7:30 p.m. Call 248.823.1218 to register.

New Adjunct Faculty

Talil Abriem, PhD, adjunct professor
Robert Bennett, adjunct instructor
Moudou Ceesay, adjunct instructor
Nicholas Cilfone, adjunct assistant professor
James Combs, JD, adjunct assistant professor
Anthony Curti, adjunct assistant professor
Mark G. DiVitto Jr., adjunct instructor
Brian Gabler, adjunct assistant professor
Steven Haener, adjunct instructor
Ervin Hoxha, adjunct instructor
Steven Jordan, adjunct instructor
James T. Kilgore, PhD, adjunct professor
Jerry Luzynski, adjunct Instructor
Kenyal McGee, adjunct assistant professor
Gordon Melms, PhD, adjunct associate professor
Robert Mills, adjunct instructor
John Palffy, adjunct assistant professor
Stephanie Scheuermann, adjunct instructor
Emily Shahady, adjunct instructor
Angie Sokol, PhD, adjunct professor
Jose Romeo Vela, adjunct instructor
Lelon B. White, adjunct assistant professor
Patricia Wolf, PhD, adjunct associate professor

Online adjunct instructor George Gannage, PhD, completed his doctorate from Arizona’s North Central University. He holds a Walsh master’s certificate in Interactive Marketing.

Mark R. Solomon, JD, LLM, professor and chair, Taxation and Business Law, is recuperating at home after undergoing heart surgery in July.

Obituary

Betts Schettenhelm, 88, died on August 6.

Mrs. Schettenhelm was married to the late Karl W. Schettenhelm (DIP ’39) for 60 years.

She was the mother of Karl W. Schettenhelm (Suzanne), a former adjunct instructor and current Walsh Foundation Director.

She is also survived by grandchildren Matthew (Peyton), Emily, and Philip; great-grandchild Dylan; and sisters Ernestine Abbitt and Jeanne Hodges.

Contributions in her memory may be made to the Walsh College Foundation, P.O. Box 7006, Troy, Michigan, 48007-7006.

Employee Connections—

Hamsa Daher was named director, Novi campus, from associate director, international students and new markets, Troy campus.

Kirk Krekeler joined the Office of Online Learning as an instructional designer.

Picture-Perfect Day for 18th Annual Scholarship Golf Classic

June 15 was a picture-perfect day for the 18th Annual Scholarship Golf Classic.

More than 90 alumni, faculty, and friends enjoyed a day of golf at Royal Oak’s Red Run Golf Club. Through their generosity, more than $55,000 was raised to benefit the Golf Classic Annual Scholarship.

Raffle Winners:
1st Mark Blazevic
2nd Ray Giacobone
3rd Dick Czarnecki
4th Bob Cummings
5th Mike Husson

Best-Scoring Team:
Kirk Vercnocke and Dan Lixie of Phoenix Press and John Tomey and Tom Coleman of Schoolcraft College.

The 2010 Scholarship Golf Classic will be held on Monday, June 14, at the Red Run Golf Club.

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Generosity, Love for Walsh College Come Together in Archie Waring Society

Members of the Archie Waring Society gathered for a luncheon in June at the Jeffery W. Barry Center in Troy.

The Society was created in 2008 to honor Archie Waring, the “heart and soul of Walsh” for 39 years. Hired by College founder Mervyn Walsh, Waring was recruiter, registrar, accountant, teacher, alumni association president, motivational expert, and career counselor to students whose success was his greatest reward.

The Society recognizes members’ planned gifts to Walsh College. These gifts may be made through bequests, life insurance, trusts, retirement plans, and other investment plans.

Eileen and Stefan Poth (DIP ‘59) and trustees N. Patricia Kurtz (BAcc ’76) and Thomas P. McNulty (A) were present and were welcomed into the Society by Walsh President Stephanie Bergeron.

Archie Waring Society Charter Class:
Beverly Geisler ’88
Kathleen Jenkins ’85; ’90
N. Patricia Kurtz ’76, Trustee
Thomas P. McNulty, Trustee
Michelle Pallas ’86; ’95
Richard Pearson ’61, Trustee Emeritus
Stefan Poth ’59
Rita Schmaltz
Ellen Skuta
Al Teetzel ’42

In Memoriam
Joyce Koleian ’82
Robert Love
Margaret Schroeder Terry ’41
Robert Valk
Alma Woodle ’41
Join us for the

**Walsh College Leadership Awards**

formerly the Jeffery W. Barry Tribute Dinner

where we will present

The Jeffery W. Barry Award for Educational Excellence & Community Service
Walsh College Distinguished Alumni Award
Walsh College Distinguished Service Award
Walsh College Distinguished Graduate of the Last Decade Award

**Friday, November 6, 2009**

**Royal Park Hotel**

6:30 p.m.

*Black tie preferred*

Sponsorship opportunities are now available.
Tickets are $250.
For more information, contact Andrea Richards at
248-823-1204 or arichard@walshcollege.edu.