The University of Michigan Business School’s Black Business Students Association and Hispanic & Latin Business Students Association recently partnered with the Office of Admissions to offer a select group of prospective MBA students the opportunity to experience the University of Michigan Business School “UpClose.” The event, held November 13-15, once again proved to be a tremendous success.

The UpClose weekend is designed to attract talented minority applicants, and provide them with a chance to learn more about obtaining an MBA degree. The program offers attendees a variety of workshops, class sessions, social occasions and career development presentations to show them how an MBA degree will aid in advancing career development.

The highlight of the weekend included the Meet Michigan Buffet where prospective students heard the Director of Admissions, Kris Nebel, discuss at length what differentiates Michigan from other top business schools. One student remarked, “This was an invaluable aspect of UpClose. I learned what makes the UMBS program so unique.”

The accomplishments of the UpClose program are a testimony to the hard work and commitment of the BBSA, HLBSA, and Office of Admissions. We look forward to the continued growth and success of this program.

BBSA: Why did you decide to come back to Michigan? How have things changed since your time here as a student?
FRIDAY: I came back for personal reasons. My husband is here getting a Ph.D. in essentially genetics. We’ve been commuting for the past several years and thought it would be nice to be in the same place for a while. The accounting faculty has several people on sabbatical so I was able to work it out to come and teach for a while. So far, it’s been a good experience. I’ve been really busy – jumping right in this first semester teaching the core courses. For the most part things are very similar to the way they were when I was here as a student. Some things have changed. I am really happy with the way the [MBA] program is structured, but I also see a huge decline in the number of minority students and I know that’s true in the BBA program also. So that’s very disappointing because things were very different in the early ‘90s and late ‘80s. I’d like to see that turn around.

Rodney Emerson is a 2nd year MBA with an emphasis in Finance and Corporate Strategy. He graduated Cum Laude with a B.S. in Management from Indiana University of Pennsylvania in 1997. A Pittsburgh native, Rodney is a huge Pittsburgh Steelers fan. His personal accomplishments include his Christian walk with God and his Internal Auditor certification. Mr. Emerson recently won the UMBS Dare to Dream Grant for his “RiskReps” business plan.

Q: Who is your role model?
A: My father, John Emerson. He is the single most influential figure in my life. He prepared me for success, teaching me to plan where I would go and how I would reach it. Growing up, I saw my Dad work hard to make sure we everything. He paid for our way through college. He believed in education. Looking at him as I grew up taught me how to compete. I thank God everyday I had him for a father.
RODNEY EMERSON

Continued from Page 1

Q: Tell me about your business idea. How did you come up with it?
A: One day I was sitting around with some of my co-workers discussing the Tank Black scandal. I started wondering to myself why there wasn’t internal auditing for people like there was for corporations. The idea just took off from there. When I got to Michigan, I did more in-depth research examining the selling models of how athletes chose their agents and realized there was an under-served market. I should also mention that my business venture partners are Malik King, Jed Taylor, Jose Arrendondo, and Vadim Tsysin.

Q: What type of progress have you made?
A: We’ve made significant strides. We have investigated the market, customer needs, and the types of misrepresentations and frauds that occur in professional sports. We are working with professors and industry professionals to better understand the services market and legal considerations of our business proposal. We have also made contact with several professional athletes to discuss our value proposition, seek feedback, and promote brand awareness.

Q: What other funding sources are you looking into?
A: Both Harvard and the University of Nebraska are hosting business competitions in February. We hope to win there. Additionally, we’re looking to partner with other businesses and possibly alums in the industry to get our foot in the door.

Q: Can BBSA Alumni help in any way?
A: Absolutely! Any information, advice, or help that alumni in that field can provide would be very beneficial. The best way for them to contact me is via e-mail at remerson@umich.edu.

Letter from the President

As President of the BBSA for the 2003 – 2004 school year, I offer my greetings to the extended BBSA Family. It is truly an honor to serve in a position of leadership for such a dynamic organization. As you will read in this issue, the BBSA is having an extremely successful school year.

This year has been one continuous celebration. In September, several students were awarded scholarships at the National Black MBA Conference in Philadelphia. In October, Karimah Malcolm, one of our members, was named to the multi-million dollar Wolverine Venture Fund - the largest, most active University-based venture fund of its type in the country. November proved to be the month for entrepreneurs. One of our Executive Board members, Rodney Emerson, was awarded $10,000 in the school-sponsored “Dare to Dream” business plan competition. Also in November, the “BBSA Doctor”, Andre Taylor, raised over $3 million to fund his healthcare business.

Since the summer, our Corporate Relations committee has been exceptionally busy planning various events. As the economy begins to move in a positive direction, corporations are continuing to look at the University of Michigan Business School as a key school for Diversity Recruiting. I would like to send a special thanks to all of the firms who supported UpClose weekend and who have sponsored skill-based workshops, luncheons, dinners and fireside chats.

From an Alumni perspective, it was exciting to feel the strong presence this year during Alumni weekend. The Alumni Dinner, which was filled to capacity, was definitely the highlight of the weekend. The dinner included a discussion with Kris Nebel. During the discussion, Kris reiterated the Business School’s commitment to Diversity and she solicited recruiting support of the strong Alumni base at the local level. As we move closer to the BBSA Alumni Conference which will be held March 4 – 7, 2004, I’m sure the strong participation and momentum will continue.

In conclusion, I would like to thank the current students, alumni, corporate sponsors, and faculty for your support in making the BBSA one of the most successful organizations at the University of Michigan Business School. If you have any questions or concerns please contact me at kcevans@umich.edu.

Happy Holidays and Go Blue!
BEYOND THE NUMBERS
Continued from Page 1

What stands out as your most memorable moment while studying here?
FRIDAY: Getting a scholarship! I was a second semester BBA student, working at least 2 jobs at the time. It was from a family that had endowed a scholarship for a student in need and the Dean of Admissions, Judith Goodman, selected me as one of the “needy” people. And thank goodness! It was quite helpful.

When did you know you had fallen in love with Accounting?
FRIDAY: My grandmother was a small business owner until about 15 years ago – she’s 85 years old. She owned a pharmacy and a specialty wine store. Very disparate businesses, but they were actually the businesses of her late husbands. I helped her do inventory and keep track of things and loved it! I looked forward to doing it after school or in the summers whenever she needed me. So, from the time I was about 10 or 11, I thought I wanted to do whatever it was that people did to keep track of stuff and review accounting records. As it turned out, that was being an accountant.

What is your most significant accomplishment as a professor?
FRIDAY: I had a paper published in an area that’s been hugely debated in accounting for a long time. It was something that I started as a first year Ph.D. student and just kept with it. It took six years from the time I first thought of the idea to get it published. It is my most significant accomplishment because I’m used to getting things done quickly. Until this project, I could not have imagined wrestling with something for six years. But, I finally got [together] with a group of very competent co-authors. Together, we were able to finally get it published and have it recognized by FASB. The topic is about recognizing versus disclosing information in financial statements. It was published as the lead article in The Accounting Review.

What is the most satisfying aspect of your job?
FRIDAY: I would have to say teaching because the gratification is more immediate. It takes a long time in accounting to get your papers published. By teaching students, you can feel satisfied a couple of days later as opposed to a few years later.

What is the one thing people would be surprised to know about you?
FRIDAY: I am a ridiculous sports fan. I traveled with the Notre Dame Women’s Basketball Team for two years as they went to the Big East Tournament and became National Champions. I’ve traveled with the Pistons. I’ve gone to away football games at every Big 10 stadium except for two. I am really, really loud at sporting events. I have been thrown out of a major arena before.

“...I am a ridiculous sports fan!”

Which arena is that?
FRIDAY: The Golden State Warriors Arena. I have had season tickets for the Detroit Pistons since 1989. When I would go on road trips to these games, I would have my Pistons #1 finger while sitting in the Golden State crowd and yelling at the players. Once when I was in the Coliseum, someone yelled at me to take it down because (of course) the Pistons were winning. I got into a “verbal exchange” with another fan and we were both asked to leave.

What else do you do in your spare time?
FRIDAY: I play the piano. I try to run. I have asthma, so a long time ago I began to accommodate that by running. I ran the Chicago Marathon last year. It was my first marathon. And now my friend and I plan to do it every other year. We’re training for 2004.

What would you like your legacy to be here at Michigan?
FRIDAY: My husband and I endowed an annual $2,500 scholarship here for minority BBA and MAcc students. So my legacy, I guess, would be to get someone to get the money out of it [laughed]. I’d like for there to be enough students going here that they can actually take advantage of it. So I’d like to have a problem where they’re begging me to put more money into it because there isn’t enough for the students.

Favorite Quote: Warren Buffet said, “Give your kids enough so they can do anything they want but not so much that they can do nothing.”
Favorite Food: Thai
Favorite Vacation Spot: Madrid
Favorite Movies: Scarface and anything with James Bond

All interviews conducted by Russatta Buford and Majaliwa De Ramus
Admissions Update

The Office of Admissions is continuing our efforts in this highly competitive admissions environment to attract talented minority candidates to Michigan Business School. We are continuing our long standing partnership with the Consortium for Graduate Studies in Management. In addition, we have partnered with the Robert A. Toigo Foundation, Management Leadership for Tomorrow and several corporate constituents to create awareness and encourage minorities to consider graduate management studies.

On November 13-15, 2003, the BBSA and HLBSA partnered with the Office of Admissions to offer 60+ prospective minority MBA students the opportunity to experience Michigan Business School “UpClose”. The UpClose program enabled this group of prospective students an opportunity to learn about Michigan through a variety of workshops, career development presentations, class sessions, and social occasions. A valuable benefit of the weekend experience is to establish contacts with current students, alumni, faculty and fellow prospective students.

Through the continued support and involvement of our Alumni, we are calling on you to help us identify promising MBA talent within your workplace or help us identify networks or ideas to reach more candidates. The process of attracting talented quality minority candidates has become highly competitive amongst our competitor schools. The admissions staff is researching new ways to develop and grow the pipeline of qualified candidates and we need your help. Please keep an eye out for additional information forthcoming from our office on how you can get involved with this very important outreach effort.

If you have new ideas or if you would like to provide feedback on how to increase the flow of minority talent to Michigan Business School, please contact Kris Nebel, Director of Admissions, at knebel@umich.edu or Lisa Hurst, Associate Director of Admissions, at lisahur@umich.edu

Go Blue!

Young, Gifted and ...

Just a few accomplishments by BBSA members this year.

NBMBAA Scholarship Recipients
Russatta Buford, MBA1
Toria Crichlow, MBA1

Candidates for Graduation with High Distinction
Patrick Flythe, MBA2
Malik King, MBA2

Merrill Lynch MBA Fellowship Recipients
Cleveland Harris, MBA2
Sheldon Howell, MBA2

Toigo Fellowship Recipients
Malik King, MBA2

Wolverine Venture Fund
Karimah Malcolm, MBA1, Member

Entrepreneurship Funding Recipients
Andre Taylor, MBA2
$3M Funding for Healthcare Business
Rodney Emerson*, MBA2
Dare to Dream Entrepreneurship Grant
Chris Evans*, MBA2
Principal in Family-Owned Business

* Winners of 2003 BBSA Case Competition along with Lise Hall and Timothy Tillman

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