



NEWS RELEASE

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Ferris' College of Business creates advisory board

BIG RAPIDS – The Ferris State University College of Business has formed a Leadership Advisory Board to assist in its efforts to keep abreast of the dynamic, changing needs of the business industry.

The 10-member board will provide a broad, unique perspective on how to address those changes and produce top-quality business students that will be sought after in the workforce. According to Dean David Nicol, the board “allows us to determine what we need to be doing in order to foster a learning experience that will really benefit students across the board. We’re looking to the board for insight, to challenge us and to help us stretch in what we do for students.”

Board members represent different parts of the industry, and over half of them are Ferris alumni. The members include: Mike Bigford, president of Reed City Powerline Supply Company; Charles Christmas (B’87), senior vice president and CEO, Mercantile Bank of West Michigan, Wyoming; Dan Dershem (B’92), president, Lean Logistics, Holland; Norman Dillard, vice president of food and beverage/property, MGM Grand, Detroit; William John Hare (B’68), president, ABC Radio, Dallas, TX; Ed Lacross (B’76), director, Dow Chemical, Midland.; Larry Meyer, chair/CEO, Michigan Retailers Association, Lansing; John Parker, chief marketing officer, Alticor, Ada; Steve Roznowski (A&S’76), vice president of human resources, Ferguson Enterprises, Newport News, VA.; and Michael Suman (T’70), consultant, Management Consulting, Holland.

“All of our members are from different parts of industry and we want that different perspective,” said Dr. Nicol. “Each will bring to the table their own perspective of what is necessary to achieve success, and within their different organizations, what are the skills and abilities they would look for in potential employees,” he said. “This will allow us to determine what it is that we should be doing with our students in their learning experience that will cause them to be desirable by employers,” added Nicol. He also noted that in addition to the different sectors of business and industry, and the local and national perspective, some of the members are engaged in international business.

“We can’t teach the courses we taught 15-20 years ago. The needs are very different. The expectations are very different. We look to these successful individuals to help us understand how the business environment, locally, nationally and internationally, is changing,” said Nicol.

The board will meet two times per year, with subsequent subcommittee meetings scheduled throughout the year.

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