

# West Michigan Management Memo

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## Faculty and Staff Notes

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# Faculty and Staff Notes

**Dr. Richard Veazey**, Associate Professor of Accounting, was a discussant on the topic, "Recommended Conceptual Framework for Accounting Reporting: A Managerial Emphasis," at the 1982 Midwest AIDS (American Institute for Decision Sciences) Meeting in Milwaukee, April 7-9. Dr. Veazey also chaired a session on "Investments" at the Midwest Business Administration Association Meeting in Chicago, March 24-26.

**Dr. Gregg Dimkoff**, Associate Professor of Finance, was a discussant on "Present Value of Cash Flows Generated by Accelerated Depreciation; an Algebraic-Computer Graphic Solution" at the Midwest Business Administration Association Meeting in Chicago, March 24-26.

**Dr. John Bornhofen**, Associate Professor of Finance, was a discussant on "An

Approach to Interest Rate Forecasting" at the Midwest Business Administration Association Meeting in Chicago, March 24-26.

**Dr. Earl Harper**, Associate Professor of Management, and **Deborah Groeneveld**, Seidman College student, presented a paper, "Survey of County Personnel Directors' Perceptions of Collective Bargaining and Where It Is Going," at the Midwest Business Administration Association Meeting in Chicago, March 24-26.

**Dr. Gene Hensler**, Professor of Finance, was a discussant on "An Investigation of the Relationships Between Beta and Gamma Coefficients" at the Midwest Business Administration Association Meeting in Chicago, March 24-26.

**Dr. R. Eugene Klippel**, Professor of Marketing, was a discussant on "Investigation of Consumer Motivations for Conserving Energy" at the Academy of Marketing Science National Conference, May 5-8.

**Dr. Donald J. Klein**, Professor of Accounting, presented professional development seminars on "Direct Costing" to groups of business executives in Houston in January and Atlanta in February and on "Standard Costing" to business executives in Chicago in May.

**Dr. Richard Veazey**, Associate Professor of Accounting, chaired a session on "Information and Market Efficiency" at the Eastern Finance Association Meeting in Jacksonville, Florida, April 22-24. Dr. Veazey also chaired a session on "Financial Accounting and Ratios" at the American Accounting Association Midwest Regional Meeting in Chicago, March 24-26.

**Dr. Samir IsHak**, Professor of Public Administration, was recently named to the Board of Editors and Consultants of *Scholar and Educator*.

## Seidman College Faculty Publications

"A Framework for an Empirically Based Public Policy Decision Model... An Integrated Research Approach to the Prescription Drug Industry," Academy of Marketing Science National Conference Proceedings, May, 1982 (accepted for publication) by Dr. R. Eugene Klippel, Professor of Marketing, and Dr. Max Densmore, Professor of Marketing at Seidman College, and by Dr. Robert Anderson, Professor of Marketing at the University of South Florida.

"Direct Costing Is Alive and Well, and Doing Nicely, Thank You!" in *Cost and Management*, May-June, by Dr. Donald Klein, Professor of Accounting in Seid-

man College, and Norman Hadad, Director, Inhouse Programs, National Association of Accountants.

"Avoid Penalties in Providing Tax Advice and in Preparing Tax Returns," in *Michigan Bar Journal*, December, 1981, p. 970, by Dr. James Sanford, Associate Professor of Taxation.

"The Appraisal Interview and the Marginal Employee," *Management Quarterly*, Fall 1981, Volume 22, No. 3, Dr. John Hodge, Associate Professor of Management (reprinted with permission in the current issue of *West Michigan Management Memo*).

## Washington Campus Program—1982

Five students from F. E. Seidman College of Business and Administration have been selected to participate in the Washington Campus, a month-long summer program offering students an opportunity to study business-government relations in Washington, D.C.

Lewis Carlson, Teresa Ereon, Brian Lundgren, Theresa Orlaske, and Chuck Wattles will attend classes in the nation's capital from May 20 through June 16. Their courses will cover subjects includ-

ing domestic and international economic policy, government regulation, policy development in the elective branch, and Congress, lobbying and interest groups.

Grand Valley is one of 13 colleges in the Washington Campus consortium, which was founded in 1978 as a non-profit educational organization offering intensive study in business-government relations. A total of 75 students from the 13 colleges will participate in two four-week sessions offered in Washington this summer.

### West Michigan Management

## MEMO

The *West Michigan Management Memo* is published twice a year, in the spring and fall, and is sent to all contributors to the Enrichment Fund. Every two years a dinner is held to honor those leaders who helped found Grand Valley State and who by their interest and involvement continue to enrich the development of the institution as well as the quality of life in our community. The fund enables the Seidman College to support activities and programs designed to increase understanding of our economic system, facilitate exchanges of ideas between students, faculty and businessmen and, in general, enrich the business and academic communities. Persons interested in more information about the *Memo*, the published articles, or the Enrichment Fund should contact the Dean's Office, F. E. Seidman College of Business and Administration, Lake Huron Hall, Grand Valley State, Allendale, Michigan 49401. Telephone 895-6611, ext. 271.