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Why Another Newsletter?

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Why Another Newsletter?

Why another newsletter, you ask? A fair question, since so many of us receive numerous newsletters commenting on business, economic, political and social issues. What can another newsletter add? Three important features, we believe: a geographic orientation, focusing on the West Michigan area; reports on the special activities of the Enrichment Fund, which so many of you support; and information about specific activities of the Seidman College of Business.

First, the *West Michigan Management Memo* will comment on economic and business conditions and activities primarily in the *West Michigan* area. The Grand Valley Economic Activity Index, which

was published in the past, has been updated and will be presented in each issue of the *Memo*. The Index is a composite of selected regional economic factors and includes construction activity, bank debits, retail sales, employment and industrial power consumption. Our business and economic faculty will analyze these factors and comment on the impact of regional and national trends on the local business and economic climate.

Many Seidman College of Business faculty are engaged in research or consulting that involves local business and economic organizations. The *Memo* will contain brief summaries of some of these analyses, highlighting findings of interest to regional business firms.

Second, the *Memo* will report on the activities and programs made possible by the Enrichment Fund. Every two years an Enrichment Fund dinner is held "to honor those leaders who helped to found the college 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 money raised from the dinners has been invested, and the interest revenues enable Seidman College to establish and support a variety of activities and programs designed to increase awareness and understanding of our economic system as well as to facilitate an exchange of ideas between businessmen, students, and faculty and in general to enrich the business and academic communities.

The *West Michigan Management Memo* will report on the economic education programs sponsored by the Enrichment Fund and provide information about the availability of such educational programs for your organization. The Town and Gown Luncheons, public television programs and new workshops and seminars designed to

enrich our understanding of certain regional and national business and economic issues affecting our lives also will be described. Yearly reports will be included on the potential of the unique Washington Campus Program for our students and area businessmen. Each issue will feature one of the activities or programs supported by the Enrichment Fund.

Third, the *Memo* will inform readers of activities and programs of the F. E. Seidman College of Business and Administration. Seidman faculty have expertise and knowledge that may help organizations resolve issues or problems. Brief summaries of the findings of some of the research of the faculty will be included. New curricular developments in the business, administration, and taxation programs will be reported. Opportunities for participation in important Management Development Programs will be described.

Although the Seidman College, as part of the Grand Valley State Colleges, receives state funds for its basic programs, the extra margin it can offer to its students, faculty, and the community is made possible as a result of the extra support received through the Enrichment Fund.

The *West Michigan Management Memo* will be published twice a year, in the spring and the fall. The *Memo* will be sent to all Enrichment Fund contributors and to other supporters of the Seidman College. It will inform contributors about the Enrichment programs they are supporting and about Seidman College, which coordinates these programs and provides important graduate and undergraduate business and management programs for West Michigan residents.

Marvin G. De Vries, Dean
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