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## Textron Chairman Addresses Seidman College Students

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# West Michigan Management MEMO

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F. E. Seidman College  
Of Business and Administration

## 1982 Delta Mu Delta Awards Banquet

Glenn A. Walters, president and chief operating officer of Herman Miller, Inc., was the featured speaker at initiation ceremonies held March 27 by Delta Mu Delta, the National Honor Society in Business Administration.

Twenty-three graduate and undergraduate Seidman College students were inducted into the society at the meeting, held at the Grand Rapids Marriott Inn. Recipients of several scholarships and awards were also announced at the meeting.

Randy Smith, of Grand Rapids, was named to receive a \$4,000 Richard H. Giles Scholarship for one year of full-time graduate study in Seidman College; one-year Richard H. Giles undergraduate tuition scholarships went to John Laninga, of Kentwood, and Jan Sandrin, of Norway, Michigan.

Jeff Bart, of Holland, received the H. B. Shaine and Company Award in Finance, a \$1,000 scholarship.

*Wall Street Journal* Awards, which include a one-year subscription to the *Wall Street Journal* and an engraved paper-



Glenn A. Walters

weight, were given to graduate student Garth Deur, of Fremont, and David Schonhard, an undergraduate student from Jackson.

The Student Leadership Award was presented to Theresa Orlaske, of St. Joseph, and the American Marketing Association Award went to Karen Vaughn, of Battle Creek.

The purpose of Delta Mu Delta is to recognize and reward superior scholastic achievement by business administration students. Seidman College's Beta Mu Chapter of the society was established six years ago.

Those inducted into the organization this year included graduate members Jeffrey A. Bart, Robert Bockheim, Michael D. Brandsen, Garth Deur, Eric R. Ellison, Nancy Ferrell, Carole Ann Kyle, William E. Sidor, Christine Siedlicki, and Regina Vavere.

New undergraduate members are Kimberly K. Bazany, Terrance Cross, Kathleen Guider, Jody Hester, John Laninga, Leah Rea Lindstrom, Amy Lower, Jan Sandrin, Jean Sandrin, Janet M. Schmidt, Kelly Stark, Mary Ann Stephenson, and Debra Vander Vliet.

### Inside

The Recession: Is It Over? .....	2
Grand Valley Economic Index ...	3
Faculty and Staff Notes .....	4
Faculty Publications .....	4
Washington Program .....	4
The Appraisal Interview and the Marginal Employee .....	5
Graduate Alumni Notes .....	6
Accounting Student Awards ....	6
Accounting Student Receives National Award .....	7
Economic Essay Contest .....	7



### Textron Chairman Addresses Seidman College Students

Robert F. Straetz, Chairman and Chief Executive Officer of Textron Corporation, visited the campus and the Grand Rapids area Tuesday, February 2, 1982. He spoke to a group of Seidman Affiliates (local business leaders) over lunch and addressed the Seidman College students in the afternoon. His appearance was part of the continuing Seidman College Lecture Series.

"American industries are missing their best chance for growth if they don't try harder to sell their products abroad. But export trade will be more viable only if Americans learn to be more effective in the world marketplace," Mr. Straetz said.

American business must have a basic production capacity to be a power in the world. That is achieved by making products those countries need.

While he conceded trade barriers have hurt U.S. businessmen in some instances, he believes much of the market has simply been ignored by the American businessman.

Politically, Mr. Straetz said, Americans have to insist on "free and fair trade" between countries. Countries that set up trade barriers should drop the barriers or be forced to endure reciprocal trade measures. In some instances the obstacles have to be removed. But, he said in others we have been used to going overseas to sell products.