

Cornerstone University Division of Business

Fall 2008

Special Points of Interest:

- Patti Townsend joins Business Division team
- Shawn Newhouse full time professor as of fall 2008

Internship Impact: Kayleigh Putnam



Kayleigh share about her internship

My journey at Meijer began at the “West Michigan Career Fair.” As I made my way through the crowd I was set on finding an internship that would focus on my field of passion: Event Planning. I had no intention of stopping by the Meijer booth. Why would I? Meijer was where I grew up buying groceries and general merchandise, not a place where I could explore my passion for business and working with events. Thankfully I decided to stop at the information booth, and a few phone calls and interviews later, I found myself at the Meijer Corporate office, learning the ropes from a few of Meijer’s finest marketing professionals.

One of the greatest aspects to my internship in Local Event Marketing at Meijer was the way in which it opened my eyes to the vast career possibilities in a large organization. Prior to my internship, I had

no idea of the amount of time and talent it took to run a successful retail business. I was amazed at all the different departments within Meijer Corporate and was encouraged to see that a career can be both challenging and fun.

I learned a great deal about retail and Marketing through my internship. The hectic, yet stimulating tasks of meeting deadlines, meeting with people, and working hard to get the message to the consumer made for a busy day. Learning how to multi-task, organize efficiently and prioritize tasks have prepared me for a future career.

Throughout my four months at Meijer I realized that just like a sports team, retail takes hard work, focus and commitment. Some days are better than others, but the underlying purpose for your team and the support of your teammates is always there to

encourage you to keep pressing on.

I couldn’t have asked for a more valuable internship. The people, atmosphere, training, and responsibility that came with the position produced an incredibly valuable experience. Getting the opportunity to do more than file papers and run for coffee allowed me to grow, learn and dream. I was challenged to communicate efficiently and effectively and be prepared for whatever comes my way. There were times of excitement, times of stress, and times of normality; all things you can expect in a real career.

In the end, my internship experience was much more than fun; it was real-life and real preparation for my future. I’m more than grateful for the opportunity; the things I learned, the relationships I built, and the solid foundation that’s been laid for a future career.

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Welcome our new division secretary– Patti Townsend!

Title: Secretary of the Business Division (replacing Linda Chase)

Family: Husband Steve who works as a geologist
Two daughters: Sarah– 17 years old and Jessica– 14 years old.
One son: Ben– 10 years old.

Hobbies: Traveling, photography, exercising, reading.

How did you come to this position?

I am good friends with the former secretary, Linda Chase.

We are all very excited to have Patti join our team!



The China Experience –Hannah Evans

When I signed up to go to China over spring break in March of 2008 with the business division, I had no idea what a life changing experience I was in for.

I have to admit that China was never a country that I had real desire to visit. I had a list of countries that I dreamed of visiting and knew the exact sights and sounds I wanted to experience when I was there. China was nowhere on that radar. After going, I can't imagine anyone not having it on their list of future excursions!

During the trip I was not only able to gain invaluable knowledge about doing business internationally, but also able to experience a different type of mindset. While the differences between western and eastern cultures seems to be shrinking, there was still enough of a change of pace to shock me out of my comfort zone almost immediately.

One of my favorite changes in lifestyle while I was there was how we ate. Instead of everyone having their own dishes and quantities of food, the meal is

ordered for the entire group. This causes every meal to feel like a family dinner.

Visiting the different businesses also changed how I viewed business. It is easy to develop tunnel vision when living and doing business within the United States. China reminded me of the extensive business world outside of the U.S.

The China trip was life changing and more than I could have ever expected. I am thankful for the once in a lifetime opportunity I was given.



Hannah sitting down in a section of the Great Wall of China over looking the rest of the magnificent structure.

**“ The three year plan allows students to enter the job market or grad school sooner”
-Dr. Michael Young**

Three Year Plan

With the freshman class comes a lot of new opportunities and changes. One of these is the introduction of the three year plan.

The three year plan does not involve any new classes or exemptions from classes, but rather involves the same classes as the traditional four year plans. The difference between the two lies in the amount of credits taken per

semester.

The three year plan requires students to take j-term (an accelerated term that completes a class in two weeks) and may term.

This new path is for students who are eager to complete their college education at a quicker rate. The only reason to be wary of such a plan is the intensity of the course load.

Back 2 Business 2008-2009

The Division of Business offers a variety of events to the current business students throughout the school year. The first of these was the annual Back 2 Business night.

Back 2 Business is an event held to help the business students, especially freshman, connect with each other as well as with the Division professors. This years event was themed

around the popular television show The Office. This show is based around a paper business and the daily lives of the employees. This seemed a suitable theme for such an event!

The night also offered a variety of desserts and beverages, student speakers, and a variety of prizes. The main prize of the night was the newest season of the previously mention televi-

sion show The Office as well as a variety of gift cards to restaurants and coffee shops. The student speakers offered special insight into internships for the attendees of the night.

The night was overall a success and enjoyed by all who attended, especially those who walked away with a prize in hand.



The Office was the theme for Back 2 Business 2008- 2009