



## GI Celebrates 40th Anniversary



Kurt Wiese, '78, and Bob Mahaney, '80, at the Gerstacker Institute's Homecoming tailgate.

The Gerstacker Institute kicked off its 40th Anniversary Celebration on a beautiful fall morning during Homecoming Oct. 12.

The morning started with faculty talks in the Bobbitt Visual Arts Center Auditorium. Guest speakers included emeritus professors James McCarley, Larry Steinhauer, and Gaylord Smith, as well as current professors John Bedient and Greg Saltzman.

Saltzman, McCarley, and Smith gave individual presentations and reminisced about the history of the Gerstacker Institute and its evolution from the Professional Management Program to where the institute stands today. They were then joined by Bedient and Steinhauer for a panel discussion and answered questions on current economic topics from both alumni and current students.

Students, alumni, faculty, staff, and friends later reconnected at a tailgate event prior to the football game. Coordinator Anne Cox said, "It's nice to see so many people who were members of the institute return to campus and show they care about the advancement of our current students."

## Gerstacker Recruitment Night a Success



Over 40 representatives from 35 financial, accounting, and marketing companies joined the Gerstacker Institute for Recruitment Night Sept. 10 in Albion College's Science Atrium.

More than 170 students networked with employers for both internships and full-time jobs after graduation. The students came prepared to distribute their resumé and discuss their qualifications. Besides student networking, some economics and management faculty also spoke with the employers to help determine what skills they are looking for in today's graduates.

Albion's Interim President (and former Gerstacker director) Mike Frandsen said one of his warmest memories so far was seeing his former students come back to recruit the next generation of graduates.

### Carl A. Gerstacker Institute for Business and Management

Admission to the Gerstacker Institute is selective. We are looking for good students—our average high school GPA is 3.6, and our average ACT score is 26. Successful applicants also demonstrate leadership, express awareness of, and curiosity about, their world, and possess a "can do" attitude that is evident across a wide variety of endeavors. You'll find the Institute application form online at: [www.albion.edu/gerstacker](http://www.albion.edu/gerstacker).

To learn more about the Institute, or to schedule a personal visit, contact:

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## Carl A. Gerstacker Institute for Business and Management

# Three Brits Promote the Local Economy



Christina Khim (right) with the Albion Economic Development Corporation's Peggy Sindt and Dan Gremore.

Gerstacker Institute student Christina Khim, '14, discovered a new way to give back to the Albion community—by promoting the local economy. Khim worked as an intern under the direction of two Albion College alumni at the Albion Economic Development Corporation (EDC): President Peggy Sindt, '73, and Assistant Director (and Gerstacker Institute graduate) Dan Gremore, '11.

Khim came to Albion College as a transfer student in fall 2012. While majoring in business and organizations with the Gerstacker Institute, she is minoring in economics. At the Albion EDC, Khim fulfilled her first Gerstacker internship requirement, serving as a marketing and general office assistant. Her assignments introduced her to many city residents and local officials. She also did research supporting development of a new EDC website.

Throughout her internship, Khim focused principally on marketing the Albion Business Incubator. "Marketing the Albion Business Incubator was the most important project," she said. "I learned how to create marketing materials such as flyers and brochures, and how to do market research. I also learned that the Incubator is a great resource for entrepreneurs who have new business ideas but limited funding."

The Albion Business Incubator offers business counseling, industry research, and low-cost space for manufacturing and other business operations. The Incubator works with startups until they are ready to leave the temporary space and continue their business in their own facility.

A great example is Team 1 Plastics, which began in the Incubator and now employs almost 70 people in its own plant. Khim said, "I had a chance to interview the Team 1 owners for a video that will market the Albion Business Incubator. It was great to be a part of this important economic development tool."

"This internship experience not only added extra skills and knowledge to my professional pathway," she added, "but it also gave me the opportunity to connect with local entrepreneurs and successful Albion alumni such as Peggy Sindt and Dan Gremore.

Additionally, I met with the Albion EDC board members when I presented my internship projects. I feel that my time was well spent at Albion EDC."

Overall, Khim said her internship experience allowed her to apply her classroom learning in the real world.

### ALUMNI STAR AT RECRUITING EVENT

Over 40 prospective students and family members attended a specially focused program, "Thinking Ahead to a Career in Business," hosted by Stephen Greenhalgh, '74, at the Bodman PLC law offices at Ford Field in Detroit Nov. 21. In addition to an overview of the Gerstacker Institute by Director Emily Nolan, the program featured a question-and-answer session with alumni panelists Shari Parker Burgess, '80, Sarah Cowie Piper, '88, Kristin Smallwood, '91, Thomas Talbert, '82, and Kurt Wiese, '78. "The panelists were perfect," Nolan said after the event, "diverse, thoughtful, and insightful."



# An 'Unforgettable' Week

'This journey not only helped me grow as a future professional but also as a person.'

By Caitlin McClorey, '15

When I decided to attend Albion College, I knew I would be given the educational background to develop myself into a future professional. I joined the Gerstacker Institute understanding that I would be given many job opportunities and lifelong connections. What I could never have foreseen was the unforgettable one-week journey that not only helped me grow as a future professional but also as a person. Although unexpected, this international experience is one that I will carry with me for the rest of my life.

The saying "not all who wander are lost" was never truer than on my first day in Paris. There was no schedule, no plan, and a whole city of history and culture to explore. Gerstacker Institute members Zach Francis, Mackenzie Novak, Andrew Baldwin, and I took this opportunity and ran with it. In the first four hours of being in Paris we shopped along the Seine River and saw Notre Dame, the Musée du Louvre, and the Eiffel Tower, and everything in between.

Seeing all of these things was incredible, but the Eiffel Tower was number one on my bucket list. Seeing it for the first time was just as wonderful as I hoped it would be. It was a crisp fall day, and the air was filled with scents of trees and freshly baked bread. The four of us were enlightened with culture and architecture as we wandered the streets of Paris waiting for the next remarkable piece of history to come into view. After that first day, I knew the rest of our week in France was going to be unforgettable.

I was not really sure if anything was going to top the first exciting day in Paris, and then I met all of the students from Sup de V. In the United States we hear about stereotypes of the French not liking Americans. I am very pleased to say that these stereotypes are wrong. The French students welcomed us to their country with open arms.

Throughout the week we learned intense market research strategy together. We were challenged to make our products unique and market-worthy. We came up with amazing ideas and used our own cultures and experiences to make our ideas even greater than they were to begin with. We taught each other, learned from one another, and began strengthening our relationships little by little. In a very short time we began joking, singing, laughing, and dancing together like we had been friends for years. In one week we had all developed lifelong relationships. Before leaving for our trip I was told we were going to be exhausted. We were going to see different things, meet new people, and learn a lot of information in a very short amount of time. It was my first trip outside of the United States, and I was eager to see what the week had in



Exploring Paris, Caitlin McClorey discovered history and culture at every turn.



Fifteen Gerstacker students joined counterparts from the French business school Sup de V to develop international business plans (and make great new friendships).

store. I could never have anticipated the indescribable feelings I had throughout the week we spent in France. I learned new things, ate new foods (such as escargot), and developed great relationships with the people in Gerstacker and in Sup de V. Albion College has given me many unforgettable experiences, but this once-in-a-lifetime opportunity is surely one that I will hold dear to me forever.

# Going the Distance

Theresa Hencsie, '16, says she's 'driven toward challenges.'



Theresa Hencsie brings her Marine Corps stamina to her running for the Britons: "I have the mentality that I can make it farther than I think."

Theresa Hencsie is an accounting major with a business and organizations minor, but her activity off campus defies any stereotype of her being only involved in number-crunching and producing financial statements.

For starters, she enlisted in the Marine Corps Reserves during her senior year of high school.

"It interested me," she said, "because I'm driven toward challenges. The thought of proving myself and doing something few Americans do enticed me."

Getting to Albion, however, proved to be a challenge in itself. After Marine boot camp and combat training right after she graduated from high school, she stayed on to learn her job as a water purification specialist. She was finally able to enroll at Albion in fall 2012.

While she loved the atmosphere on her campus visit, the opportunity to compete on the cross country and track and field teams sold Hencsie on becoming a Briton.

"I love running and I love the Corps," Hencsie said. She still has to juggle her weekend commitments for military training with the varsity meet schedule, but thanks to the flexibility of her Marine commanders and her Albion coaches she has made it work.

While scheduling may sometimes present a problem, Hencsie easily talks about how the discipline from the Corps translates to her running.

"I've been through situations [in the Corps] that have pushed me to the breaking point and past it," Hencsie said. "I have the mentality that I can make it farther than I think. I went to boot camp in the summer in Paris Island, S.C., and it was grueling. That experience helps me stick with something when I don't know if I'm capable of finishing."

Life in the Corps has taken Hencsie to some interesting places, including Yuma, Ariz., where she faced 115-degree conditions daily while supplying water on a joint mission with active Marines; Quantico Bay, Va., for an officer training leadership program; and Kodiak Island, Alaska,

## Real-World Experiences

Gerstacker Institute students applied their knowledge and professional skills in these settings during fall semester 2013.

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### OFF-CAMPUS STUDY

- Chicago
- Philadelphia
- England
- France
- Ireland
- Italy

where she was part of a unit tasked with extending an airport runway to support the local economy.

Still, she will have a decision to make in a couple of years: whether to pursue an active-duty career in the military or move into the civilian workforce.

"I originally was leaning toward becoming an officer, but I'm more open to my opportunities," Hencsie said. "Being here at Albion, I've been exposed to business, and I love it to the point where I could go a different route than I had anticipated with the Marines."