

**Carl A. Gerstacker**

# Liberal Arts Institute for Professional Management

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## LIBERAL ARTS EDUCATION CONFERS ADVANTAGES FOR CEOs

In a recent *Wall Street Journal* article, management experts noted that “a liberal-arts degree may offer future chief executives a broader foundation to operate in an increasingly complicated, global and fast-moving business arena.” The article continues: “The recent slew of corporate scandals will intensify scrutiny of management recruits’ ethics, suggests Peter Veruki [Vanderbilt University]. ‘It’s about maturity and leadership rather than how many accounting courses [you took],’ Mr. Veruki says. ‘Companies are going to start to look at the fundamental value set of an individual and their basic education. Did they study philosophy and culture and history rather than just accounting, finance and engineering?’”

Albion’s honors business program, the Carl A. Gerstacker Liberal Arts Institute for Professional Management, has always provided students with a broad foundation in the arts and sciences, along with first-rate preparation in business management and opportunities for on-the-job experience before graduation.

And the value of this blend of theory and practice is demonstrated in the lives of Gerstacker graduates who now can be found in leadership positions with Johnson & Johnson, UBS Securities, Stryker, Ernst & Young, Churchill Downs, and many other top companies. Recent grads have started their careers at PricewaterhouseCoopers, Google, Accenture, and Northwestern Mutual, among others.

## MAKING PROFESSIONAL AMBITIONS REALITY

After graduating in May from the Gerstacker Institute, Julia McCormick is now working for Google, Inc. in Ann Arbor. She believes her experience at Albion and with the Gerstacker Institute helped her secure her position at Google. “Google recruits well-rounded, creative individuals with the ability to embrace change. My study-abroad experience, internship through the Gerstacker Institute, and involvement with service organizations on campus allowed me to develop these qualities.”



“Studying abroad in Rome, Italy was an amazing experience,” Julia says. “I was able to experience a new culture and take classes with people from around the world. Studying abroad forced me to leave my comfort zone, learn about myself, and learn to embrace change.”

During a summer 2006 internship, she worked for The Minervini Group at Grand Traverse Commons. “I was able to learn about marketing, advertising, management, and even music production,” she notes. “I was encouraged to explore all of my interests instead of choosing just one to focus on.”

Julia was also involved in student organizations on campus such as Student Volunteer Bureau. “Service is my passion, and thus I was very involved with it on campus. I was able to do what I love, while gaining leadership experience and management skills at the same time.”

## DIFFERENT WAYS TO REACH YOUR GOALS

Two academic programs are offered within the Institute, and it is also possible to create your own program. Most Gerstacker students are economics and management majors. They complete the Institute concentration. A growing number choose to major in other disciplines and complete a management minor – Gerstacker track.

## INTERNSHIPS: OPENING DOORS

“You’ve got to have something you can do for a company now. That’s what gets you in the door,” says Robert Kelley (Carnegie Mellon University). Gerstacker students complete semester-long internships, the hallmark of the program. These opportunities allow students to “try on” various careers to see if the fit is right, and to prove they can contribute to an organization. These experiences help students define their strengths and interests. More than 120 companies and organizations have hired Gerstacker interns in the last three years. Many students have returned to campus from these internships with a job offer in hand. Time and again employers say that Gerstacker students are the “best of our interns.”

## INSIDE THE INSTITUTE

### Nicole Anguilm, '08

In fall 2006 Nicole Anguilm spent the semester in Australia, studying and completing a marketing internship with Global Gossip Communications at the company headquarters in Sydney. "Global Gossip is a start-up that is building a network of Internet communication retail stores for the backpacking community," she explains. "It was great to experience the start-up environment and also the corporate culture in another country. It gave me a new perspective about how important it is to be a global citizen and about what I want to do after graduation."



In summer 2007 Nikki worked at Spectrum Printers in Tecumseh, Mich. "I was given the charge of creating a marketing plan and worked with the Sales Department, top management, and customers to do this. It was a little intimidating at first. I had to learn a lot about the commercial printing industry very quickly. My Gerstacker experience allowed me to develop a plan that Spectrum is in process of executing."

Like most Gerstacker students, Nikki is involved in activities across campus. "Coming to Albion allowed me to pursue a management education and to apply what I was learning as a leader in student organizations." She has been very involved with her sorority since her freshman year, Alpha Xi Delta, and has held a number of leadership roles. She was instrumental in the creation of SEE, Students for Entertainment Employment. "There was a group of Gerstacker students with a common interest," she notes. "We were encouraged to take charge and form a student organization to bring us together and then include others with similar interests."

### Shaun Bonnell, '08

Shaun Bonnell's goal is a career in accounting. He is currently serving as president of Albion's Accounting Society. "Through internships with the Gerstacker Institute," he says, "I've had the chance to experience both corporate and public account-



ing." During the spring of his sophomore year Shaun had his first internship at corporate headquarters for Stryker, a fast-growing maker of medical devices based in Kalamazoo, Mich. "I was responsible for reconciling account balances between the corporate office and various manufacturing facilities around the world, and for facilitating accounts payable," he explains. "Stryker had never taken an intern who was not a college junior or senior. However, because of the Gerstacker Institute's preparation, I became the first sophomore ever to intern at Stryker's headquarters."

Shaun recently completed his second internship with PricewaterhouseCoopers (PwC) and their Grand Rapids (Mich.) Assurance Team where he was responsible for performing fundamental audit work.

"The Institute has developed so many working relationships with internship sponsors like Stryker and PwC that students are exposed to different companies every week. Unlike larger universities, at Albion every student who is interested in accounting has the opportunity to speak with recruiters each time they are on campus. This allowed me to develop relationships with firm representatives before the interview process even began."

### Alex Teodosic, '06

Alex Teodosic had several job offers before he graduated from Albion and the Gerstacker Institute in 2006, but he decided to attend Michigan State University's School of Labor and Industrial Relations before beginning his career. Alex found this program would help him refine the skills that he already had and might lead to an even greater set of employment options.



In his first year in the program at MSU, Alex was one of the most sought after students by the many recruiters who visit the highly regarded master's program in human resources and labor relations. "Companies were really impressed with the courses I'd taken and the experiences I'd had as a Gerstacker student," he says. "During the summer of 2007, I had the opportunity to work as an intern with General Electric Aviation. I am hoping to be invited to join GE's two-year Human Resource Leadership Program."

Alex notes, "The Gerstacker Institute is a challenge and a commitment, but students are expected to get involved in other things on campus." He was an athlete, fraternity member, and active member of the Student Alumni Association (SAA) while at Albion. He was involved in event planning for SAA and encouraging other Albion students to continue their involvement with the College after graduation.

## ADMISSION

The Gerstacker Institute is selective. We are looking for good students—our average high school GPA is 3.6, and our average ACT is 26. But we are looking for more than just academic performance. Successful applicants 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/) .

A personal interview is also part of our admission process.

## FOR MORE INFORMATION

To learn more about the Gerstacker Institute, contact:

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