# The Michigan Business School



Annual Report: Year Ending June 30, 1988

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Editor: Pringle Smith Printed by The University of Michigan Printing Services. This publication is made possible through the generosity of private donations.

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#### About the Cover

Our cover this year pictures some members of our MBA Class of '88 and highlights the diversity of our student body. Pictured left to right are Vincent Tilford, an associate with Aetna Insurance in Hartford, Conn.; Karen Mishra, a market analyst with Johnson Controls, Inc. in Manchester, Mich.; Ray Kuramoto, an associate with Morgan Stanley in New York City; Kathleen Malec, a marketing management trainee for Pulte Home Corp., Bloomfield Hills, Mich.; Ron Krassin, a brand assistant for Procter and Gamble in Cincinnati, Ohio; and Jonathan Murray, now a consultant for Apres Company in San Jose, California. The cover photograph is by D. C. Goings.

### From the Dean



Dean Gilbert R. Whitaker, Jr.

"We are now ready to work on being firmly established in the very top tier of competitive schools. Our peer competition now are all private schools with enormous resources to draw upon."

As we near the end of this decade, it is time to look at where we have been and where we are going.

The stage in the School's development which began in 1980 and is now ending focused on raising the overall level of quality in the School and setting the stage for full membership in the top tier of competitive schools.

During this stage we focused on:

- Increasing the size and improving the quality of faculty
- Establishing intra-University connections
- Forging relationships with alumni and the business community
- Increasing alumni and business financial support
- Expanding and modernizing facilities, equipment, and support operations

With your help, we came a long way toward achieving those objectives, and we are now ready to work on being firmly established in the very top tier of competitive schools. Our peer competition now are all private schools with enormous resources to draw upon.

Our focus is knowledge, and in that arena our R & D people are also our production people, because our faculty does both teaching and research. Our contribution to society is through the development of executive leaders in both our degree and non-degree programs, as well as through publication and funded research to influence and contribute to real world business practice.

Our program of research and professional education is permeated by four central values: human and intellectual diversity; integrity and high ethical standards; international and global perspectives; and the competitive effectiveness of those we serve.

A primary way to distinguish ourselves and to make major service contributions to important public and private sector needs is to draw on the strengths of The University of Michigan by collaborative efforts in research and other scholarly interests.

Business problems and questions are by no means one-dimensional, and multidisciplinary research projects will be able to approach many of these questions from a variety of directions.

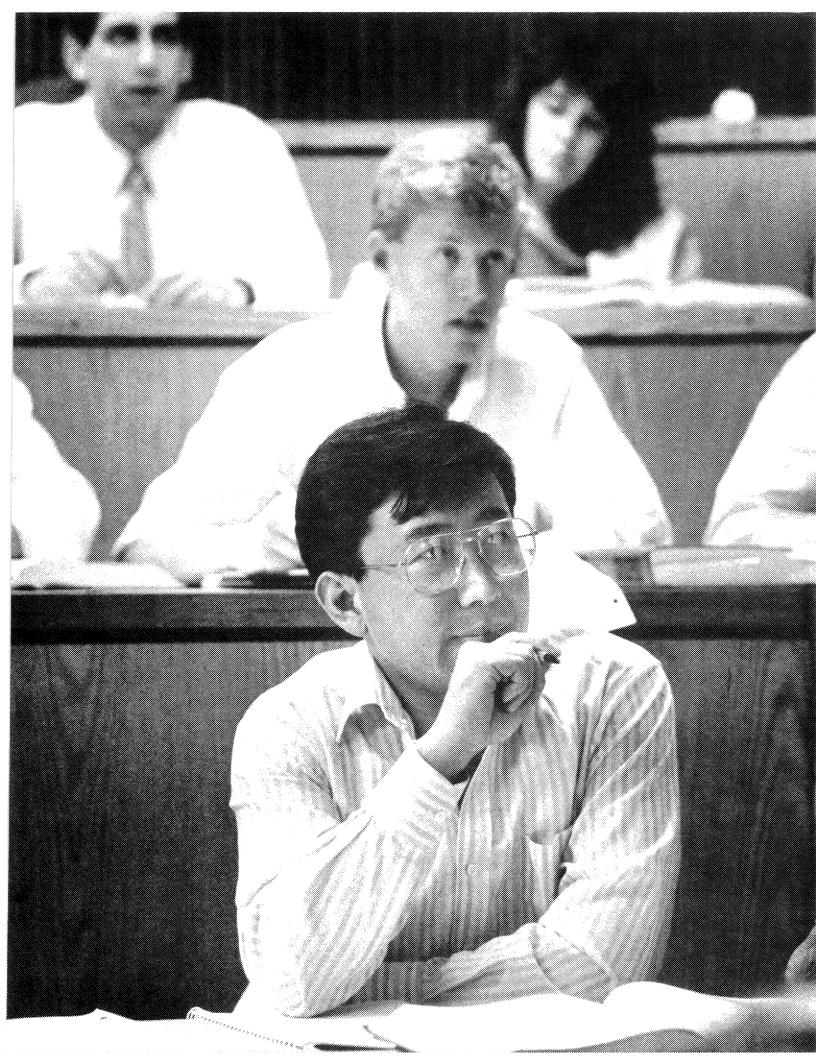
Drawing on the strength of the University will benefit the School in two ways. First, it will permit us to compete effectively with schools which have greater resources than we do, but which operate in relative isolation from the rest of their universities. Second, faculty will benefit in their intellectual development through interaction and collaboration with colleagues across the University.

We believe that aggressive pursuit of this strategy will build on the accomplishments of the School during the last eight years. It will enable the School both to draw on and contribute to the strengths of other parts of the University. And it will result in a School which is distinguished and recognized for its academic excellence, development of executive leaders, and impact on business in our society.

Our alumni and friends have provided a great deal of essential support as we accomplished our goals in the past, and will provide a powerful base on which we can build for the future. We thank you for your support, and as always, welcome your comments.

Gillet RWhiteley





# The Michigan MBA

pplications this year reached a record total of 3,038, up 6% over last year, which in turn was up substantially over the year before. Minority enrollment is also at a record high, and as we go to press is expected to be about 24% of the entering class. Since 1984, the Michigan Business School has seen an 83% increase in the number of applications. This year, we had the largest applicant pool in the history of the School.

Internationalization through the development of exchange programs with management progams in Europe continues and increases at the School. We are a member of the International Management Program (IMP), which is composed of leading schools of management throughout the world. Currently, we exchange students with six European business schools located in the Netherlands, France, Spain, Italy, Sweden, and West Germany. The school is also exploring the possibility of exchange programs with schools in Asia and Latin America.

Two new joint degree programs have been instituted this year. They are an MBA-Forestry degree, offered with the School of Natural Resources; and an MBA-Construction Engineering and Management degree, offered with the Engineering School.

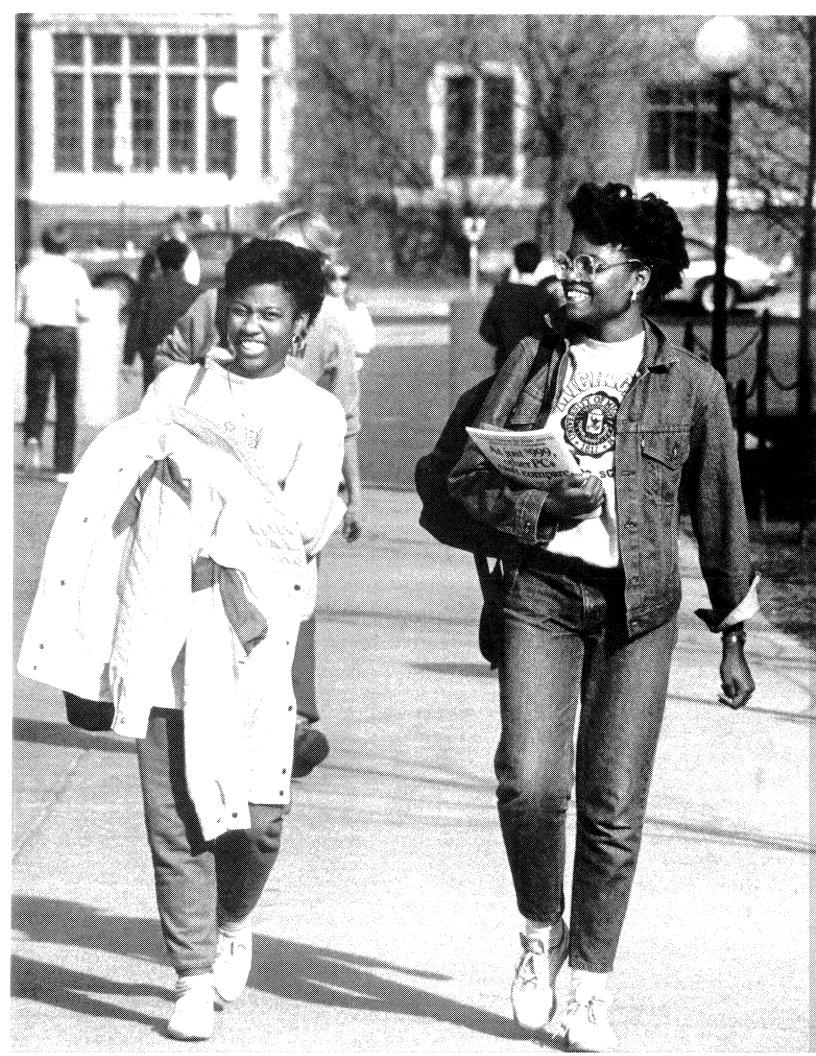
| PROFILE OF MBA DAY APPLICANTS |            |              |             |      |        |      |      |
|-------------------------------|------------|--------------|-------------|------|--------|------|------|
| Year                          | Applicants | Matriculants | Mean<br>Age | Male | Female | GPA  | GMAT |
| 1981-82                       | 1872       | 368          | 24          | 75%  | 25%    | 3.29 | 594  |
| 1982-83                       | 1631       | 407          | 24          | 75%  | 25%    | 3.28 | 590  |
| 1983-84                       | 1662       | 362          | 25          | 71%  | 29%    | 3.29 | 605  |
| 1984-85                       | 1667       | 415          | 25          | 75%  | 25%    | 3.24 | 611  |
| 1985-86                       | 1916       | 375          | 25          | 74%  | 26%    | 3.24 | 614  |
| 1986-87                       | 2201       | 396          | 25          | 72%  | 28%    | 3.25 | 610  |
| 1987-88                       | 2859       | 413          | 26          | 78%  | 22%    | 3.24 | 620  |
| 1988-89                       | 3037       | 405          | 26          | 76%  | 24%    | 3.21 | 620  |

### MINORITY ENROLLMENT — MBA DAY PROGRAM

| Year    | Total<br>Applicants | Matriculants | Male | Female |
|---------|---------------------|--------------|------|--------|
| 1981-82 | 125                 | 35           | 20   | 15     |
| 1982-83 | 108                 | 49           | 31   | 18     |
| 1983-84 | 108                 | 34           | 21   | 13     |
| 1984-85 | 241                 | 43           | 25   | 18     |
| 1985-86 | 359                 | 39           | 24   | 15     |
| 1986-87 | 363                 | 47           | 25   | 22     |
| 1987-88 | 540                 | 75           | 45   | 30     |
| 1988-89 | 673                 | 102          | 63   | 39     |

### UNDERGRADUATE MAJORS OF MBA DAY MATRICULANTS

| Year    | Engineering | Economics | Liberal Arts | Business<br>Adminis-<br>tration |
|---------|-------------|-----------|--------------|---------------------------------|
| 1981-82 | 22%         | 22%       | 27%          | 29%                             |
| 1982-83 | 25%         | 25%       | 28%          | 22%                             |
| 1983-84 | 25%         | 25%       | 30%          | 20%                             |
| 1984-85 | 29%         | 26%       | 17%          | 28%                             |
| 1985-86 | 28%         | 25%       | 25%          | 22%                             |
| 1986-87 | 30%         | 20%       | 21%          | 29%                             |
| 1987-88 | 29%         | 20%       | 27%          | 24%                             |
| 1988-89 | 25%         | 18%       | 33%          | 24%                             |

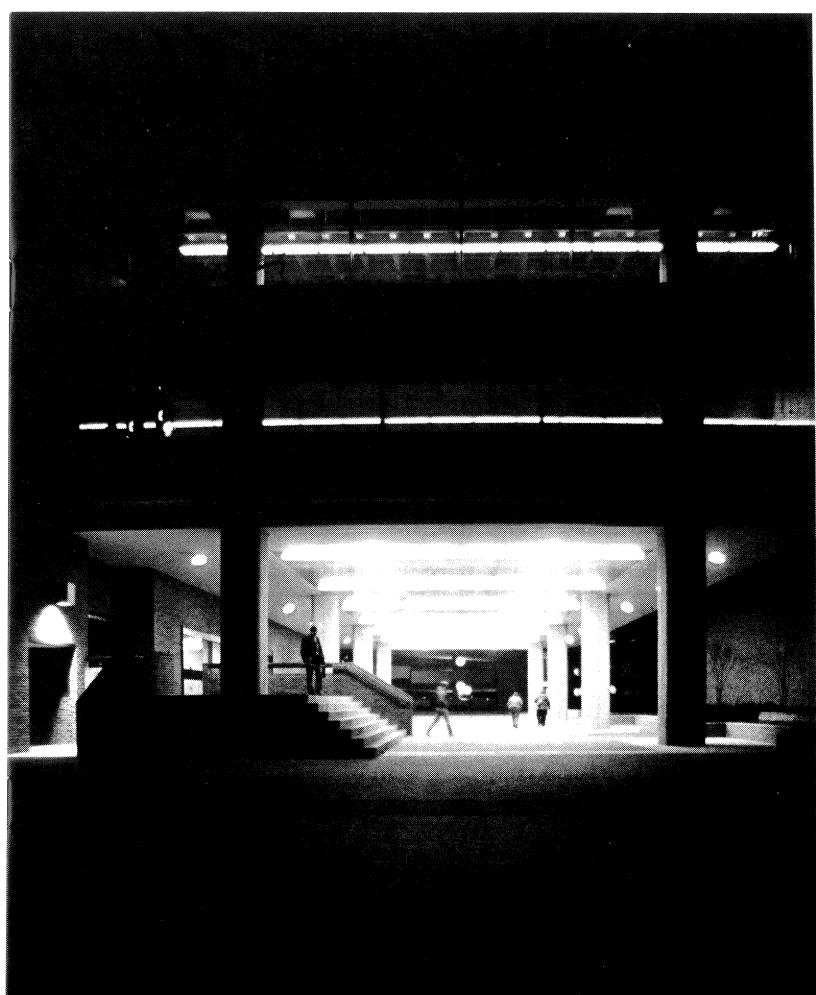


# The Evening MBA

The Evening MBA provides students with alternate routes to the MBA, and makes it possible to get the MBA even if personal and financial necessities make it impossible to attend as a day student. Evening students have met the same high admissions standards as day students and have full status as degree candidates. Most applicants are in their late 20s, and about a third of the evening students are female.

There is a new student-initiated organization, entitled "Michigan Plus," which is designed to meet the needs and interests of students entering the program with five or more years of work experience. Many of these students are evening students, but the Michigan Plus group will bring both evening and day students together in a variety of programs and events. Michigan Plus plans to have programs of interest to business students with extra background, including those with more than entry-level work experience, those who have worked five or more years, career changers, and nontraditional or older students.

| APPLICATIONS AND ADMISSIONS |                 |                   |             |      |        |          |      |      |
|-----------------------------|-----------------|-------------------|-------------|------|--------|----------|------|------|
| MBA<br>Evening              | Appli-<br>cants | Matricu-<br>lants | Mean<br>Age | Male | Female | Minority | GPA  | GMAT |
| 1981-82                     | 557             | 252               | 27          | 66%  | 34%    | 9        | 3.23 | 600  |
| 1982-83                     | 491             | 218               | 28          | 65%  | 35%    | 19       | 3.18 | 603  |
| 1983-84                     | 468             | 222               | 29          | 68%  | 32%    | 16       | 3.21 | 604  |
| 1984-85                     | 455             | 227               | 28          | 72%  | 28%    | 9        | 3.29 | 609  |
| 1985-86                     | 458             | 255               | 28          | 68%  | 32%    | 15       | 3.19 | 603  |
| 1986-87                     | 576             | 259               | 27          | 69%  | 31%    | 20       | 3.24 | 608  |
| 1987-88                     | 623             | 263               | 28          | 67%  | 33%    | 22       | 3.20 | 620  |
| 1988-89<br>(Fall only)      | 317             | 132               | 27          | 70%  | 30%    | 7        | 3.26 | 630  |



# The Michigan Master's in Accounting

The Michigan MAcc students have performed outstandingly in the classroom and are much in demand in the marketplace. Although most have accepted positions in accounting, a number have entered the job market in other areas, such as investment banking, or have chosen additional educational opportunities, such as law school.

The Michigan MAcc program was established for BBA students who wanted to enhance their knowledge in accounting and other areas of business. As such, the program remains relatively small to allow students frequent contact with faculty members as well as the chance to become well-acquainted with others in the program.

The program, now in its sixth year, consists of three years of undergraduate study, followed by two years of intensive education in graduate accounting and business courses. The program is highly flexible, allowing students to emphasize areas other than accounting, such as finance and real estate. Both the BBA and the MAcc degree are conferred at the end of the fifth year.

The three/two year aspect of the program sets it off from the more traditional master's degree programs in accounting that add one year of graduate education to a four-year undergraduate degree.

MAcc students have GMAT test scores comparable to our MBA students, and are in classes with MBA students, which gives them an excellent educational experience. In addition, many of our MAcc students serve as teaching assistants in accounting during their last year of the program.



# The Michigan BBA

A major review of the BBA program is being conducted by Associate Dean Joe White and a team of alumni, faculty, and staff. The goal of the review is to ensure that the School's BBA program, recognized as one of the best in the nation, retains the highest quality by providing a proper balance of liberal arts along with the professional business focus.

The review team is directing most of its attention to the curriculum, looking particularly at distribution requirements, core course content, elective offerings, adequacy of focus on international and ethical issues, and instructional effectiveness. It is also examining admission requirements and policies, student services, and placement experience.

The outreach program of the School to minorities continues. The Black Business Students Association (BBSA) and the admissions staff are working together to encourage minority high school students to think of Michigan as a viable college choice. On campus, the two-year-old liaison program with the Comprehensive Studies Office, which provides counseling to minority students, is showing encouraging results. This year, the number of minority BBA applicants went up by 49%, and the number of minority students matriculating in the BBA program increased by 86%.

| PROFILE OF BBA ENROLLMENT |            |              |      |        |                        |                          |  |  |
|---------------------------|------------|--------------|------|--------|------------------------|--------------------------|--|--|
| Year                      | Applicants | Matriculants | Male | Female | Minority<br>Applicants | Minority<br>Matriculants |  |  |
| 1981-82                   | 562        | 294          | 56%  | 44%    | 40                     | 17                       |  |  |
| 1982-83                   | 618        | 308          | 56%  | 44%    | 44                     | 29                       |  |  |
| 1983-84                   | 596        | 302          | 54%  | 46%    | 33                     | 18                       |  |  |
| 1984-85                   | 595        | 304          | 55%  | 45%    | 38                     | 17                       |  |  |
| 1985-86                   | 620        | 319          | 57%  | 43%    | 33                     | 15                       |  |  |
| 1986-87                   | 626        | 334          | 56%  | 44%    | 53                     | 32                       |  |  |
| 1987-88                   | 695        | 314          | 56%  | 44%    | 43                     | 21                       |  |  |
| 1988-89                   | 676        | 319          | 57%  | 43%    | 99                     | 52                       |  |  |



# The Ph.D. Program

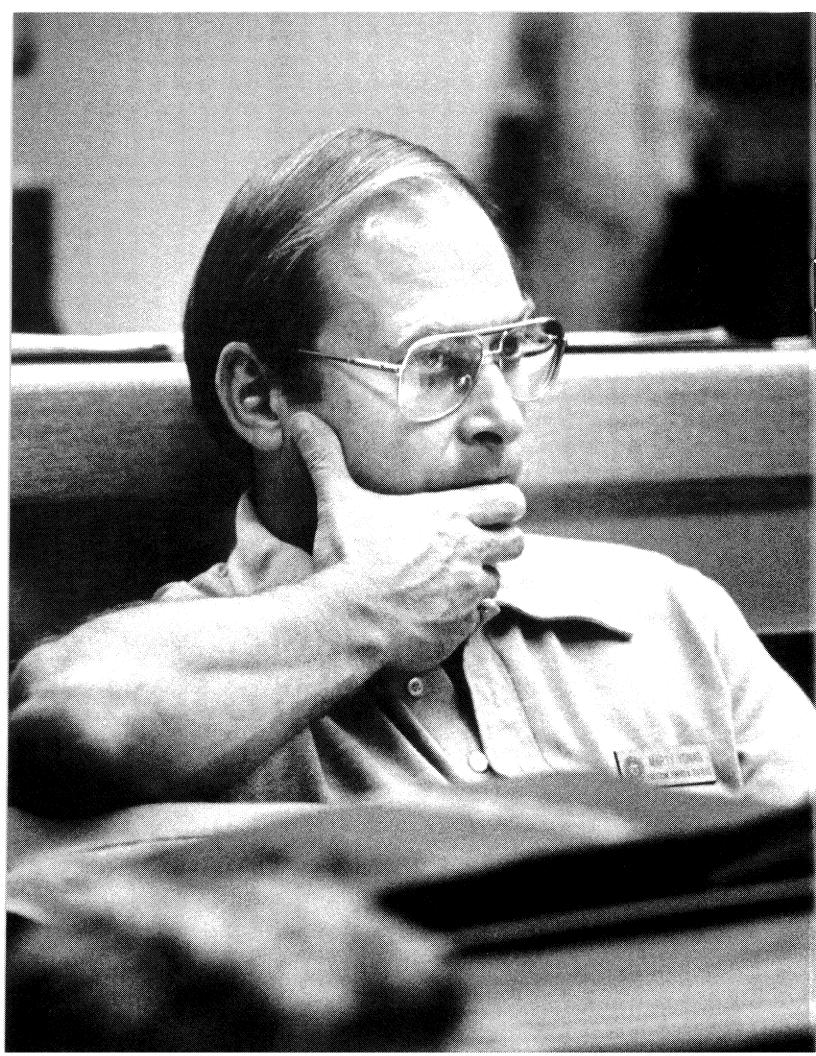
ne indication of the quality of incoming students to the Michigan Ph.D. program is indicated by the prestigious fellowships won by current students or those about to enter the Ph.D. program. This year, one student has received a coveted University of Michigan Regents' Fellowship; another, the highly-competitive National Doctoral Fellowship sponsored by the American Assembly of Collegiate Schools of Business and the Graduate Management Admission Council; and three currently enrolled students have been awarded fellowships provided by the UNISYS Corporation.

This year, over 2,200 inquiries about our Ph.D. program were received, and 410 people applied for the program, an increase of 18% over last year. Thirty-two applicants will be enrolled this fall. The quality of our students continues to be high.

An aggressive minority recruitment program has been launched and this year we expect to enroll three Black students and one Hispanic student, or about 13% of the entering class.

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|---------|--------------|---------------|---|--|-----------------|
| PROFILE | OF Ph.D. ENR | OLLMENT       |   |  |                 |
| Year    | Applicants   | Matri<br>Male | culants<br>Female                       | Total  | Average<br>GMAT |
| 1982-83 | 182          | 14            | 4                                       | 18   | 622             |
| 1983-84 | 218          | 15            | 9                                       | 24   | 630             |
| 1984-85 | 210          | 20            | 10                                      | 30   | 643             |
| 1985-86 | 257          | 14            | 7                                       | 21   | 663             |
| 1986-87 | 298          | 18            | 7                                       | 25   | 625             |
| 1987-88 | 349          | 31            | 9                                       | 40   | 652             |
| 1988-89 | 410          | 25            | 7                                       | 32   | 651             |





# **Executive Education at Michigan**

organizations are now sending their executives to Michigan in record numbers. In fact, Michigan's Executive Education has displaced Harvard as the market share leader for the number of executives attending university-based general and functional management programs, according to survey figures published in *Bricker's International Directory of University Executive Programs 1988*.

One reason corporations are sending so many of their executives to Michigan is the development by Executive Education of a broad framework of executive and management programs for firms that compete in the global marketplace.

For example, "The Manufacturing Executive Program" explores the structure and dynamics of international competition and how manufacturing can help or hinder an organization's ability to develop and sustain a strong global presence. It is a two-week program for senior line managers. The academic director is Brian Talbot, associate professor of operations management.

The problems of multibusiness operations operating in the international environment is a strong focus of the four-week Executive Program, designed for senior executives who now hold, or are about to assume, major responsibilities in the strategic management of their organizations.

International competitive issues were intensively examined by CEOs and COOs of major U.S. and Western European multinational firms during a three-day "Forum for Top Managers," designed by C. K. Prahalad, professor of corporate strategy and international business.

A new executive program, entitled "The Global Leadership Program," will be offered in 1989. It is an experimental five-week course that aims to foster new cross-cultural awareness by having teams carry out assignments in foreign countries. It was designed by Noel Tichy, professor of organizational behavior and human resource management, working with faculty from academic institutions in the U.S., Europe, and Japan.

Other management level programs that incorporate the global management theme include: "Managing International Joint Ventures;" "Meeting the Japanese Challenge: Building Competitive Organizations;" and "Negotiating with the Japanese."

# The Research Enterprise

aculty research productivity, the quality of the research flowing from the Business School, and the faculty's ability to compete successfully for external funds are all important for our research enterprise.

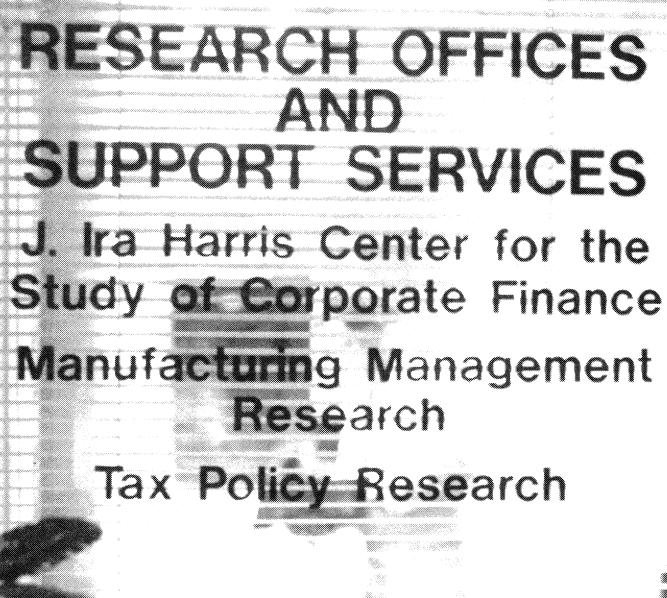
In addition, the increasing importance of collaborative research and the relevance of the faculty's research output to theory and management practice are some of the elements that will enable Michigan to become one of the nation's leading business research-oriented schools. What have been some of our accomplishments on these various criteria?

Faculty publication productivity continues to improve. Over 80 refereed articles were published last year, and 67 articles have been accepted for publication in refereed journals. This publication output record represents a 30% increase over the 1986-87 academic year.

The "Research Beat," a School publication that provides descriptions of selected faculty members' research, continues to draw positive responses from readers, and plays an important role in our ongoing relationship with alumni, corporations, and friends of the School.

Our research units and centers have been instrumental in stimulating collaborative research projects, shaping research projects that have relevance to management practices, and seeking external research funding. In the past year, the directors of the research units have been successful in obtaining external research funding for such subjects as plant closings and tax reform, and have offered educational conferences on the October stock market crash, the quality of manufacturing, and the modernization of manufacturing.

A listing of research papers and books published by the faculty can be found on the following pages.





### Following is a list of research papers by Business School faculty that were published between June 30, 1987 and July 1, 1988:

RICHARD W. ANDREWS "High-Tech Task Tracing" (with Clifford O. Arnott). Security Management, Vol. 32, No. 4, April 1988, pp. 77-80.

RICHARD P. BAGOZZI

"Recall, Recognition, and the Measurement of Memory for Print Advertisements: Reply to Howard and Sawyer" (with Alvin J. Silk). Marketing Science, Vol. 7, 1988.

"An Investigation of the Relationship Between Work and Family Size Decisions Over Time" (with Frances Van Loo). Multivariate Behavioral Research, Vol. 23, 1988, pp. 3-34.

"Individual and Couple Tastes for Children: Theoretical, Methodological, and Empirical Issues" (with Frances Van Loo). Journal of Economic Psychology, Vol.

8, 1987, pp. 191-2124.

"Marketing Management: Strategies, Tactics, New Horizons." The Executive Course: What Every Manager Needs to Know About the Essentials of Business. Edited by G. Germane. Reading, MA: Addison-Wesley, Softbound, 1987, translated into Japanese, 1987-88, pp. 1-66.

"The Rebirth of Attitude Research in Marketing." Journal of the Market Research Society, Vol. 30, 1988, pp.

163-95

Philosophical and Radical Thought in Marketing (with Nikhilesh Dholakia and B. Furat Firat). Lexington, MA: Lexington Books, 1987.

VICTOR L. BERNARD

"The Incremental Information Content of Historical Cost and **Current Cost Income Numbers:** Time Series Analyses for 1962-80" (with Robert G. Ruland). The Accounting Review, Vol. 62, No. 4, October 1987, pp. 707-22.

SUDIPTO BHATTACHARYA

"Preference Shocks, Liquidity, and Central Bank Policy" (with Douglas Gale), in New Approaches to Monetary Economics. Edited by W. Barnett and K. J. Singleton. Cambridge, England: Cambridge University Press, 1987.

"Distinguishing Panics and Information-Based Bank Runs: Welfare and Policy Implications" (with Charles Jacklin). Journal of Political Economy, Vol. 96, No. 3, June 1988, pp. 568-92.

DAVID C. BLAIR

"An Extended Relational Document Retrieval Model." Information Processing and Management, Vol. 24, No. 3, Summer 1988, pp. 349-71.

JAMES BODURTHA, JR.

The Pricing of Foreign Currency Option (with Georges R. Courtadon). Salomon Brothers Center for the Study of Financial Institutions, Monograph Series of Finance and Economics, NYU-GBA, New York, 1987 - 4/5.

#### KIM CAMERON

Organizational Decline: Frameworks, Research, and Prescriptions (with Robert Suddon and David Whetten). Cambridge, MA: Ballinger Publishing Company, 1988.

#### R. E. COLE

"Economy and Culture: The Case of U.S.-Japan Economic Relations." Economic Outlook USA, Vol. 14, Summer 1987, pp. 3-7.

"Automotive Suppliers, Customer Relationships, Technology, and Global Competition" (with Michael Flynn). Is There Enough Business to Go Around: Overcapacity in the Auto *Industry*, No. 16, Michigan Papers in Japanese Studies, 1987.

#### RANDOLPH B. COOPER

"A Contingent Cost Analysis of Alternative Manufacturing Information Systems." International Journal of Information Management, Vol. 7, 1987, pp. 131-46.

"Review of Management Information Systems Research: A Management Support Perspective." *Information* Processing and Management, Vol. 24, No. 1, 1988, pp. 73-102.

#### C. MERLE CRAWFORD

"A Strategy-Driven System of New Product Concept Generation." Handbook of Business Strategy,

Boston: Warren, Gorman & Lamont, 1987, pp. 18-1 – 18-12.

"An Inventor Product Idea Evaluation System: Knowledge, Testing, and Data Base." Proceedings of Symposium on Research Opportunities at the Marketing/ Entrepreneurship Interface, Chicago: University of Illinois at Chicago, 1988, pp. 123-34.

"New Product Failure Rates: A Reprise." Research-Technology Management, July-August 1987,

pp. 20-4.

#### GUNTER DUFEY

"International Financial Planning: The Use of Market-Based Forecasts' (with Ian H. Giddy). Reprinted in Global Financial Perspectives. Edited by Jagdish Sheth and Abdolreza Eshghi. Cincinnati, OH: South-Western, 1988.

50 Cases in International Finance (with Ian H. Giddy). New York: Addison Wesley Publishing Company, 1987.

#### I. E. ETTLIE

"Management and Robotics." International Encyclopedia of Robotics. Edited by R. Dorf. New York, NY: Wiley Interscience, Inc., Vol. 2, 1988, pp. 840-50.

"The First-Line Supervisor and Advanced Manufacturing Technology." Chapter 9, Management Technological. Edited by U. Gattiker and L. Larwood. Walter DeGruyter Publishers, 1988, pp. 187-206.

"Robotics Training" (with M. Vossler and J. Klein). Training and Development Journal, Vol. 42, No. 3,

March 1988, pp. 54-8.

Taking Charge of Manufacturing. San Francisco, CA: Jossey-Bass, Inc., 1988.

#### AVI FIEGENBAUM

"Attitude Toward Risk and the Risk Return Paradox: Prospect Theory Explanations" (with H. Thomas). Academy of Management Journal, Vol. 31, No. 1, March 1988, pp. 85-106.

"Strategic Groups and Mobility Barriers: The Level of Struggle in an Industry" (with W. Primeaux). Journal of Behavioral Economics, Vol. 16, No. 3, 1987, pp. 69-92.

"The Concept of Stable Strategic Time Period in Strategic Group Research" (with D. Sudharshan and H. Thomas. Managerial and Decision Economics, Vol. 8, 1987, pp. 139-48.

JAMES F. FILGAS

Michigan an Illustrated History of the *Great Lakes State.* Edited by George S. May and Luther Jackson III. Northridge, CA: Windsor Publications, Inc., 1987.

SUSAN E. HECKLER

"Picture-Word Consistency and the Elaborative Processing of Advertisements" (with Michael I. Houston and Terry L. Childers). Journal of Marketing Research, Vol. XXIV, November 1987, pp. 359-69.

#### **CLAES FORNELL**

"A Second Generation of Multivariate Analysis: Classification of Methods and Implications for Marketing Research." Review of Marketing, 1987. Edited by Michael J. Houston. Chicago, American Marketing Association, pp. 407-50.

"The Relationship Between Advertising and Product Quality Over the Product Life Cycle: A Contingency Theory" (with Gerard Tellis). Journal of Marketing Research, February 1988, pp. 64-77.

"Defensive Marketing Strategy by **Customer Complaint Management:** A Theoretical Analysis" (with Birger Wernerfelt). Journal of Marketing Research, November 1987, pp. 337-46.

"The Nature and Methodological Implications of the Cognitive Representation of Products' (with Michael D. Johnson). Journal of Consumer Research, September

1987, pp. 214-28.

"Corporate Consumer Affairs Departments: Retrospect and Prospect." The Frontier of Research in the Consumer Interest. Edited by E. Scott Maynes. Columbia, Missouri: ACCI, 1988, pp. 595-620.

RICHARD T. HELLELOID "Hindsight Judgments About Taxpayers' Expectations." The Journal of the American Taxation Association, Vol. 9, No. 2, Spring 1988, pp. 31-46.

HERBERT W. HILDEBRANDT "The Asian Manager Profiled." The World Executive's Digest, Vol. 8, No. 9, September 1987, pp. 15-8.

Effective Business Communications (5th ed.) (with Herta A. Murphy). New York: McGraw-Hill, 1988.

Manual for Effective Business Communications (5th ed.) (with Herta A. Murphy). New York: McGraw-Hill, 1988.

A Review of Managers in U.S. Industries (with Edwin Miller and Dee Edington). Division of Research, School of Business Administration, Ann Arbor, MI, 1987.

LARUE T. HOSMER

"Ethical Analysis and Human Resource Management." Journal of Human Resource Management, Vol. 26, No. 3, Fall 1987, pp. 313-31.

EUGENE A. IMHOFF, IR. "A Comparison of Analysts' Accounting Quality Judgments Among CPA Firms' Clients." Auditing: A Journal of Practice and Theory, Vol. 7, No. 2, Spring 1988, pp. 182-91.

MICHAEL D. JOHNSON

"A Review of Consumer Judgment and Choice" (with Christopher P. Puto). Review of Marketing, 1987. Edited by Michael J. Houston. American Marketing Association, Chicago, IL, 1987, pp. 236-92.

"The Nature and Methodological Implications of the Cognitive Representation of Products' (with Claes Fornell). Journal of Consumer Research, Vol. 14, September 1987, pp. 214-28.

ROGER V. JOHNSON

"Optimally Balancing Large Assembly Lines with FABLE." Management Science, Vol. 34, No. 2, February 1988, pp. 240-53.

"Efficient Modular Implementation of Branch-and-Bound Algorithms." Decision Sciences, Vol. 19, January 1988, pp. 17-38.

E. HAN KIM

"Voluntary Corporate Liquidations" (with J. Schatzberg). Journal of Financial Economics, Vol. 19, No. 2, December, pp. 311-28.

"Voluntary Liquidations: Causes and Consequences" (with J. Schatzberg). Midland Corporate Finance Journal, Vol. 5, No. 4, Winter 1988, pp. 30-5.

MANFRED KOCHEN

"Toward Structural Sociodynamics." The Small World (ed.). Norwood, NJ: Ablex, 1988.

The Small World (ed.). Norwood, NJ: Ablex, 1988.

Advances in Cognitive Science. Edited by M. Kochen and H. Hastings. Selected AAAS Symposium, Boulder: Westview, 1988.

"Novelty and Redundancy in Problem-Solving." Advances in Cognitive Science. Edited by M. Kochen and H. Hastings. Boulder: Westview, 1988.

"Advanced Technologies in Small Business." Bulletin of the American Society for Information Science, April

"Can Skinner Define a Problem?" The Selection of Behavior: The Operant Behaviorism of B. F. Skinner. Edited by A. C. Catonia and S. Harnad. New York: Cambridge University Press, 1988.

"Order and Disorder in Knowledge Structures." Advances in Cognitive Science. Edited by M. Kochen and H. Hastings. Boulder: Westview, 1988.

"Information Technology and Small Business" (with S. Ruth). AIEE Technical Committee on Personal Computers, Newsletter, November. 1987.

ROGER C. KORMENDI

"Earnings Innovations, Earnings Persistence and Stock Returns" (with Robert Lipe). Journal of Business, Vol. 60, No. 3, July 1987, pp. 323-45.

DAVID L. LEWIS Ford Country. Sidney, OH: Amos Press, November 1987.

ROBERT LIPE

"Earnings Innovations, Earnings Persistence and Stock Returns' (with Roger Kormendi). Journal of Business, Vol. 60, No. 3, July 1987, pp. 323-45.

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# **New Faculty**

In ine new faculty members joined us this year. We welcome them all, and introduce them briefly here:

SUDIPTO BHATTACHARYA, professor of finance, taught at the University of California at Berkeley, Stanford, and the University of Chicago before joining our faculty. He has his B.Sc. from the University of Delhi, India, his MBA from the Indian Institute of Management at Ahmedabad, and the Ph.D. from Massachusetts Institute of Technology.

KARL E. WEICK has been appointed the Rensis Likert Collegiate Professor of Organizational Behavior and Psychology, professor of organizational behavior and industrial relations, and is also professor of psychology. He comes to us from the University of Texas, where he held the Harkins and Co. Centennial Chair in Business Administration from 1984-88, and from Cornell University, where he was the Nicholas H. Noyes Professor of Organizational Behavior and Psychology from 1977-84. He has his A.B. from Wittenberg University and his M.A. and Ph.D. from The Ohio State University.

JOEL B. SLEMROD, associate professor of business economics and associate professor of economics, is also the Director of our new Office of Tax Policy Research and Analysis. He holds the A.B. from Princeton (summa cum laude), and the Ph.D. from Harvard University. He is a research associate for the National Bureau of Economic Research; a member of the IRS Consultants' Panel for Statistics of Income; and was a consultant for the World Bank in 1987.

JOHN B. ETTLIE, associate professor of operations management, is also Director of the new Office of Manufacturing Management Research. He joined our faculty from the Industrial Technology Institute, where he was a senior researcher. Before that, he was associate professor at DePaul University. He has his B.S.I.E. from Northwestern University, as well as his M.S. and Ph.D. from Northwestern University.

#### **Assistant Professors**

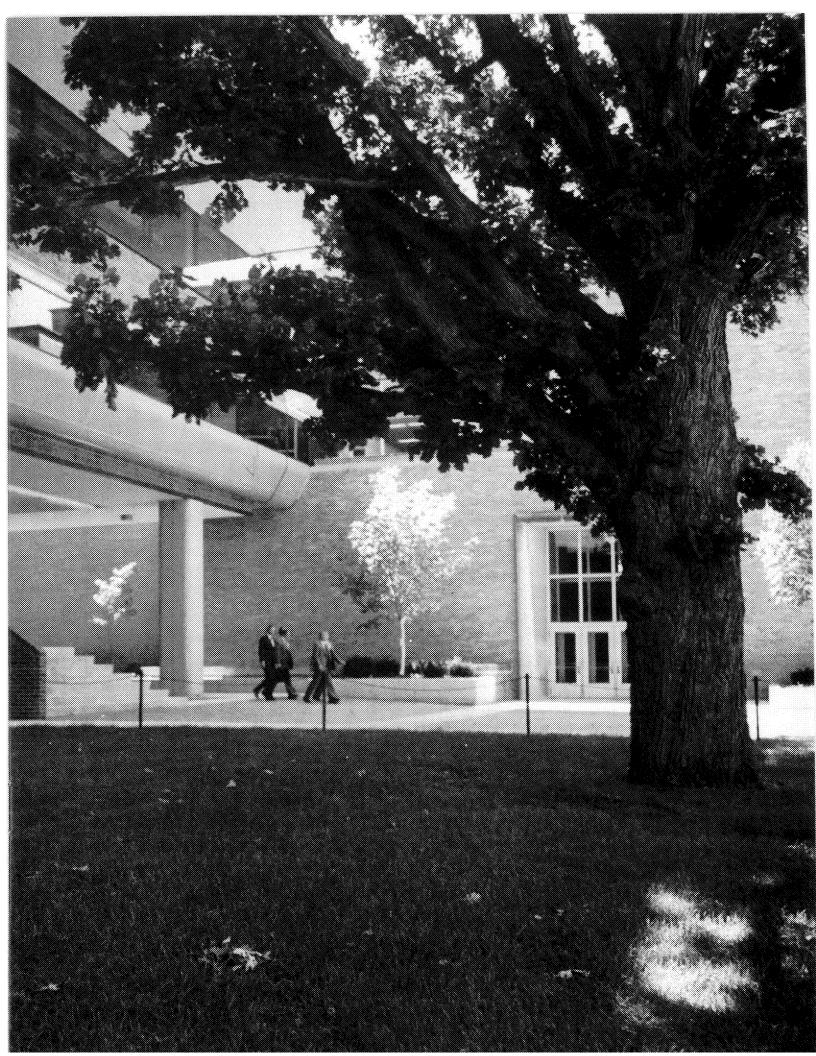
STUART L. HART, assistant professor of corporate strategy B.A., The University of Rochester M.F.S., Yale University Ph.D., The University of Michigan

M. P. NARAYANAN, assistant professor of finance B.S., University of Madras M.S., Indian Institute of Science Ph.D., Northwestern University

Susan E. Heckler, assistant professor of marketing B.A., University of Minnesota M.B.A. and Ph.D., University of Minnesota

YOUJAE YI, assistant professor of marketing B.A., Seoul National University M.S. and Ph.D., Stanford University

Daniel R. Denison, assistant professor of organizational behavior and industrial relations B.A., Albion College M.A., Kent State University M.A. and Ph.D., The University of Michigan



### **Information Resources**

This spring, the Michigan Business School joined the small number of institutions across the country leading the way toward unified access to information by combining the Kresge Business Administration Library and Computing Services under the leadership of one director. Elaine Didier had been Director of the Library for nearly three years when she was named to this dual post of Director of Information Resources. The major motivation behind this change was the converging nature of these information-based operations. As technology offers more sophisticated ways to store, manage, and retrieve information, the traditional boundaries between computing and library services are softening. While full integration and efficiency will take some time to achieve, a number of improvements in the management and coordination of the two units are already evident. This is a unique opportunity to enhance the quality and effectiveness of the School's current information environment and to implement new technologies for information storage and retrieval.

### **Computing Services**

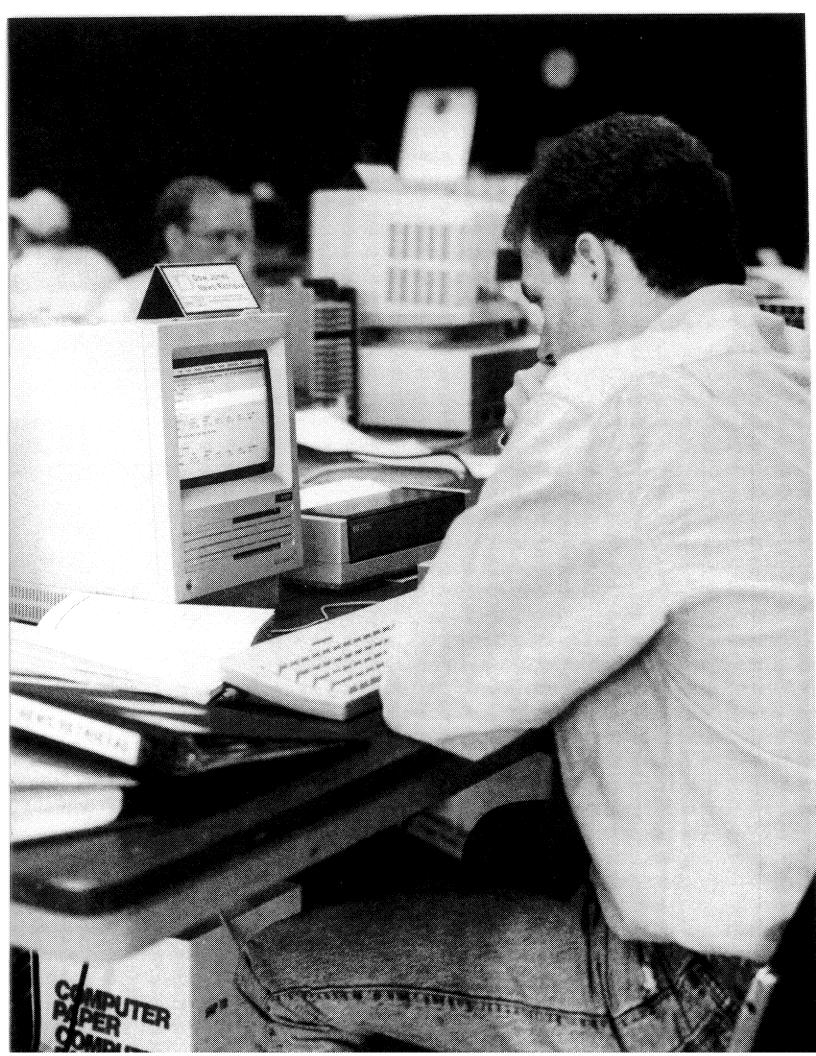
One of the most significant changes in the Business School over the past five years has been the exponential development of the computing resource/environment. As many of our alumni know, this has been made possible by extensive grants and staff support from the Unisys Corporation (formerly Burroughs). The microcomputers in the School currently supported by Computing Services include approximately 180 in faculty offices and secretarial workstations, 100 in three student labs, and 150 in administrative offices. To continue developing these resources, the School is expanding its partnership with Unisys, adding more than 200 MS-DOS systems over the summer and fall. This state-of-the-art equipment combines with the School's outstanding facilities to provide exceptional support for the instructional, research, and administrative computing needs of the School.

In addition to coordinating the conversion to a DOS environment, Computing Services staff developed and implemented a number of specialized applications for administrative users over the past year. Users can now send inter-office electronic mail without signing on to the University's mainframe computer. They can also send and receive electronic mail world-wide through the campus network. Development is almost complete on a new accounting system for Executive Education, and work is underway on systems for improved tracking of alumni and donors to the School.

### Kresge Business Administration Library

Over the past three years, the School has made a strong commitment to new electronic information retrieval systems, most notably optical disk technologies. The commitment has grown significantly over the 1987-88 year, expanding to represent nearly 10% of the Library's "book budget."

The Library was selected to be a beta test site for ABI/Inform Ondisc, a new

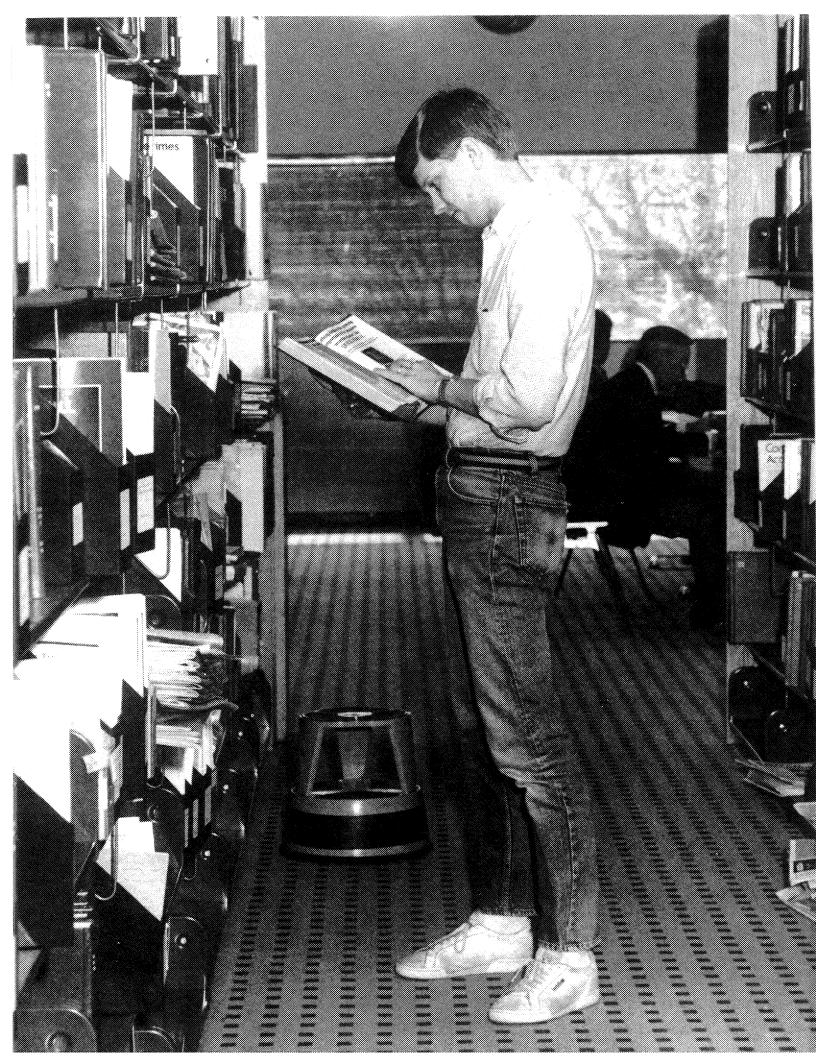


CD-ROM (compact disk, read only memory) system providing access to citations, abstracts, and the full text of business related articles. Other systems in use provide a variety of company information from SEC filings, and are extremely popular with both students and corporate users.

Along with other technological advances, these optical disk systems are making significant changes in the nature and extent of library utilization. Users have direct access to specialized information at any hour of the day, without having to wait for the assistance of a librarian. This has enabled librarians to focus energy on most complex inquiries and has vastly increased the quality and quantity of Library support for faculty, students, and members of the business community.

Another area of technological advancement in the Library involves automation. With the addition of a new Head of Technical Services and Automation, the Library has begun preparing for this process. Intense evaluation of automation options will begin soon, including exploring networking with other libraries on campus. Over the next three years the way that users access the Library's resources will change dramatically as an automated system is implemented. Users will be able to search for books via computer in their home or office, rather than coming to the Library to search through a drawer of cards. Access will also be expanded beyond the traditional author, title, and subject to include key word and Boolean searching capacity.

| Library Statistics   | 1983/84          | 1984/85          | 1985/86  | 1986/87 | 1987/88         |
|----------------------|------------------|------------------|----------|---------|-----------------|
| Collection           | 1303/04          | 1304/03          | 1303/00  | 1300/01 | 1301/00         |
| Total Volumes        | 194,000          | 198,000          | 202,000  | 208,000 | 212,000         |
| Total Microforms     | 200,000          | 218,000          | 240,000  | 257,000 | 288,000         |
| Information Services | <b>2.</b> 00,000 | <b>2.</b> 10,000 | 2 10,000 | 201,000 | <b>4</b> 00,000 |
| General Inquiries    | NA               | NA               | NA       | NA      | 7,300           |
| Reference/Research   | 1 12 1           | - 112            | 1111     | 1111    | 1,000           |
| Questions            |                  |                  |          |         |                 |
| Business School      | 3,200            | 3,100            | 3,200    | 3,300   | 6,000           |
| Other UM             | 800              | 800              | 900      | 900     | 1,700           |
| Corporate            |                  |                  |          |         | -,              |
| Community            | 1,450            | 1,460            | 1,800    | 2,350   | 2,800           |
| Total Reference/     | -,               | -,               | ,        | ,       | _,              |
| Research             |                  |                  |          |         |                 |
| Questions            | 5,450            | 5,360            | 5,900    | 6,550   | 10,500          |
| Database Searches    | 210              | 240              | 340      | 820     | 1,130           |
| Presentations/       |                  |                  |          |         | ,               |
| Instruction          | NA               | 40               | 92       | 98      | 104             |
| Document Retrieval   | 245              | 850              | 3,070    | 7,300   | 8,300           |
| Circulation          |                  |                  |          | -       | •               |
| General              | 11,800           | 12,700           | 12,000   | 12,000  | 10,500          |
| Reserves             | 74,200           | 78,400           | 66,000   | 58,000  | 62,000          |
| Career Resources     |                  |                  |          |         |                 |
| Center               | NA               | 6,100            | 16,000   | 10,000  | 15,500          |
| In-House Usage       | NA               | NA               | NA       | 98,000  | 93,500          |
|                      |                  |                  |          |         |                 |



### **Placement**

espite the Wall Street "crash" of Oct. 19, starting salaries this year were higher than last year's by 6% for MBAs, who reported an average starting salary of \$45,200; and by 9% for BBAs, who reported an average starting salary of \$26,800.

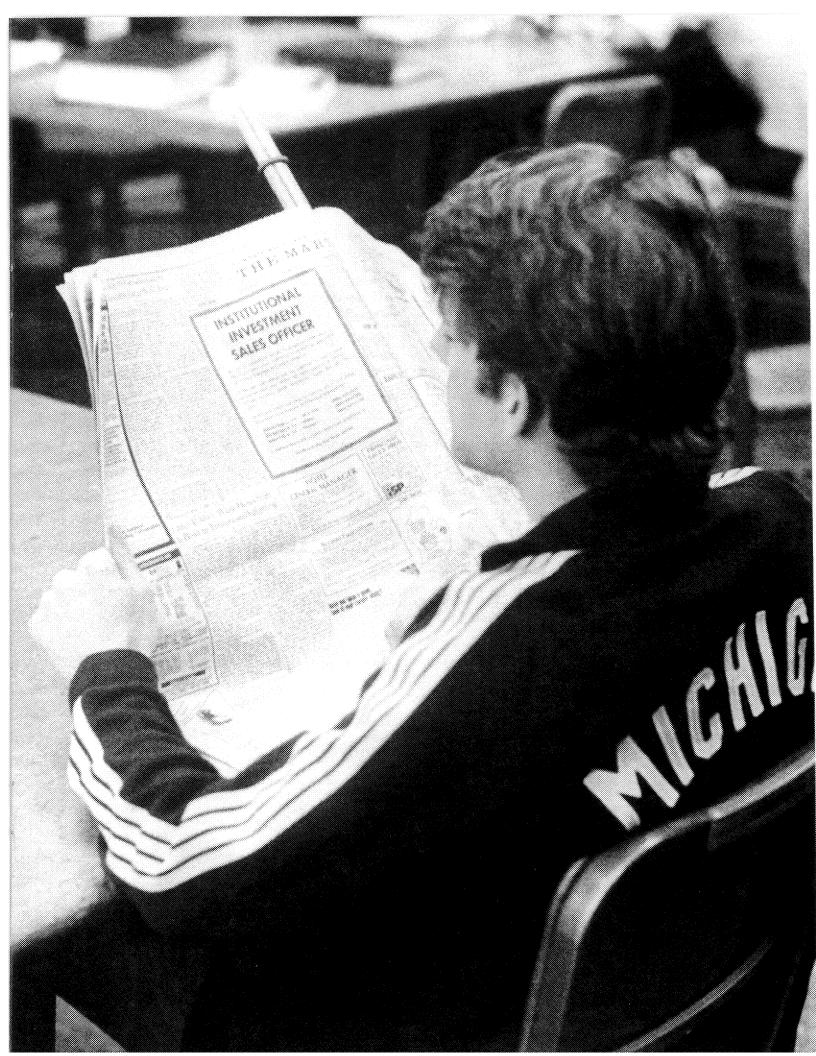
One reason for this is that our students are highly diversified in their interests, rather than being clustered in a particular field such as finance, and thus were able to weather the national downturn in recruitment.

A notable fact for the Class of '88 is the re-emergence of manufacturing as a dominant employment sector for the Michigan MBA. Fifty-three percent of the MBAs will pursue a career in manufacturing and forty-seven will work in the service sector. Last year, 55% went into the service sector and 45% into manufacturing. BBAs overwhelmingly choose the service sector (86%) over manufacturing (14%).

A new program of peer counseling has been initiated by the Placement Office. Second-year MBA students who have had full-time work experience as well as a summer internship in their chosen field are available at the Placement Office daily for drop-in counseling. With help from Placement Office staff, these counselors also conduct interviewing workshops, videotape mock interviews, and give critiques intended to help build confidence and skills necessary for the recruitment process.

As you can see in the tables below, career choices for both MBAs and BBAs at the Business School have changed in significant ways from 1979 to 1988 (the earliest year statistics are available for both groups):

| Top Five Indu              | stries Ch | osen by BBA Graduates       |     |  |
|----------------------------|-----------|-----------------------------|-----|--|
| 1988                       |           | 1979                        |     |  |
| Public Accounting          | 37%       | Public Accounting           | 39% |  |
| Banking/Financial Services | 28%       | Automotive                  | 9%  |  |
| Consulting                 | 10%       | Utilities                   | 9%  |  |
| Retailing                  | 6%        | Banking/Financial Services  | 9%  |  |
| Automotive                 | 4%        | Chemical/Pharmaceutical     | 6%  |  |
| Top Five Indu              | stries Ch | osen by MBA Graduates       |     |  |
| 1988                       |           | 1979                        |     |  |
| Banking/Financial Services | 19%       | Public Accounting           | 18% |  |
| Automotive                 | 16%       | Elec. Equipment/Electronics | 14% |  |
| Consulting                 | 15%       | Banking/Financial Services  | 12% |  |
| Consumer Goods             | 11%       | Automotive                  | 12% |  |
| Computer/Business Machines | 10%       | Consulting                  | 11% |  |



# Companies Recruiting at the Business School — 1987-88

Abbott Laboratories Air Products & Chemicals, Inc.

\*Airco Aldi Inc.

\*Allied-Signal Inc. Allstate Insurance Co.

\*American Airlines American Cyanamid Co.

\*American Express Co.

†American Frozen Foods, Inc.

American Management Systems, Inc.

†Ameritech Publishing

\*Amoco Corp.

†Amplicon Financial Anaquest

\*Arthur Andersen & Co. Anheuser-Busch Co., Inc.

†Anixter Brothers, Inc.

AT&T

**Automatic Data** Processing, Inc. Avery International Co.

Bank of Boston

Bank of Montreal

Bank One, Columbus, N.A.

\*Bankers Trust Co.

†Banque Nationale deParis

\*Baxter Healthcare Corp. †Beecham Products U.S.A.

Blue Cross & Blue Shield Boise Cascade Corp. Booz Allen & Hamilton Inc.

BP America Inc.

\*Bristol-Myers Co.

**Burlington Northern** Railroad

Leo Burnett, U.S.A. Caltex Petroleum Corp. Campbell-Ewald Co.

†\*Canada Dry Corp. Carnation Co.

The Carroll Group Inc.

†Cellular One

\*Champion International

\*The Chase Manhattan

Bank, N.A.

Chemed Corp. Chemical Bank \*Chevron Corp. Chrysler Corp.

CIGNA Corp. \*Citicorp/Citibank The Clorox Co.

†Combustion Engineering,

\*Comerica Inc.

CompuServe Inc. \*Compuware Corp.

Consumers Power Co.

\*Continental Illinois National Bank

\*Coopers & Lybrand \*Corporate Directions, Inc.

†Creative Solutions, Inc.

Cresap, McCormick and Paget

\*Cummins Engine Co., Inc. Cuna Mutual Insurance

Cushman & Wakefield, Inc. D'Arcy Masius Benton

& Bowles, Inc. †Dana Commercial Credit

Data General Corp. Dayton Hudson

Department Stores Co. \*DDB Needham Worldwide

Dean Witter Reynolds Inc.

\*Deloitte Haskins & Sells Digital Equipment Corp. Dole Packaged Foods Co.

†Donaldson, Lufkin & **Jenrette** 

\*The Dow Chemical Co.

\*Dow Corning Corp. The Drackett Co.

Drexel Burnham Lambert

Ducker Research Co., Inc. Duff & Phelps Inc.

E. I. du Pont de Nemours

& Co., Inc. Eastman Kodak Co.

**Electronic Data Systems** 

Emerson Electric Co.

Equis Corp. The Equitable Financial

Services \*Ernst & Whinney

**Exchange National Bank** of Chicago

\*Exxon Co., U.S.A.

Federal-Mogul Corp. †The Fifth Third Bancorp

First Bank System, Inc.

The First Boston Corporation

First Interstate Bank of California

The First National Bank of Chicago

\*First of America Bank Corp. FMC Corp.

\*Foote Cone & Belding

\*Ford Aerospace

\*Ford Motor Co.

\*Ford Motor Credit Co. The Gap, Inc.

General Dynamics Corp. \*General Electric Co.

\*General Foods Corp.

\*General Mills Restaurants, Inc.

\*General Mills, Inc.

\*General Motors Corp. Goldman, Sachs & Co.

The B. F. Goodrich Co. \*The Goodyear Tire & Rubber Co.

**Grant Thornton** GTE Corp.

**Guardian Industries** \*Hallmark Cards, Inc.

Harris Trust & Savings Bank

Harvard Management Co.,

Inc. Helene Curtis Inc.

Heller Financial, Inc.

†Heublein, Inc. \*Hewitt Associates

\*Hewlett-Packard Co. Honeywell Inc.

Hughes Aircraft Co. \*IBM Corp.

\*IDS Financial Services Inc. Information Resources Inc. Intel Corp.

†International Investment Trust Co. Ltd.

†International Investment Advisors

Irving Trust Co. \*James River Corp.

JMB Realty Corp. \*S. C. Johnson & Son, Inc. Kenner Parker Toys Inc.

Kimberly-Clark Corp. †Kleiman, Carney &

Greenbaum Kohler Co.

†Konica Business Machines Inc., USA

\*Kraft, Inc.

\*Laventhol & Horwath †The Lee Apparel Co., Inc.

Kenneth Leventhal & Co. \*Libbey-Owens-Ford Co.

Liberty Mutual Insurance Group

\*Eli Lilly & Co.

Lincoln National Corp. †Lotus Development Corp. LTV Steel Co. Macy's New Jersey Manufacturers Hanover

Trust Co. Manufacturers National

Marion Laboratories, Inc. Market Opinion Research

\*Mars, Inc. Marshall Field's

Masco Corp. Massachusetts Mutual Life Insurance Co.

\*The May Dept. Stores Co. McDonnell Aircraft Co. McEndarffer, Hoke &

Bernhard \*McKinsey & Co., Inc.

McMaster-Carr Supply Co. †McNeil Consumer Products Co.

Mead Corp.

<sup>\*</sup>Intern Companies †New Companies

Mead Data Central †MEDSTAT Systems, Inc. Mellon Bank Corp. \*Mercer-Meidinger-Hansen Inc. Merck & Co., Inc. †Merck Sharp & Dohme \*Merrell Dow Pharmaceuticals, Inc. Merrill Lynch & Co., Inc. Merrill Lynch, Pierce, Fenner & Smith Inc. The Methodist Hospital System †Metlife/Century 21 **Insurance Services** \*Metropolitan Life Insurance Co. Richard Metzler & Associates Michigan Bell \*Michigan National Corp. †Milan-Brody Co., Inc. Mobil Oil Corp. \*J. P. Morgan & Co., Inc. Morgan Stanley & Co., Inc. Morgan Stanley Realty, Inc. Motorola Inc. North American Co. \*National Bank of Detroit National City Corp. National Financial Services NBD Grand Rapids, N.A. NCNB Corp. \*NCR Corp. Neiman-Marcus Nestle Foods Corp. †Nolan, Norton & Co. †Nomura Securities International, Inc. Northern Telecom Inc. The Northern Trust Co. Northwestern Mutual Life Insurance Co. †Noxell Corp.

John Nuveen & Co., Inc.

Old Kent Bank & Trust Co.

†\*Ogilvy & Mather

†Omnigistics, Inc.

Owens-Corning Fiberglas Corp. \*Owens-Illinois Inc. Packaging Corporation of America \*Peat Marwick Main & Co. Pennzoil Co. \*PepsiCo Peterson & Co. Philip Morris Management Corp. \*The Pillsbury Co. Pittsburgh National Bank Pizza Hut, Inc. \*Plante & Moran Polaroid Corp. \*Price Waterhouse Prince Corp. \*The Procter & Gamble Co. \*Progressive Companies PruCapital, Inc. **Prudential Asset** Management Co. \*Prudential Capital Markets Group Prudential Financial Services Pulte Home Corp. \*The Quaker Oats Co. †\*Rainmaker Holdings, Inc. Ralston Purina Co. Raychem Co. †Republic Bank Corp. RIR Nabisco, Inc. †Rorer Group Inc. Russell Reynolds Associates, †\*Union Pacific Railroad Co. \*Salomon Brothers, Inc. †Samsonite Corp. \*Sandy Corp. The Sara Lee Corp. Saturn Corp. †Schering-Plough Corp. \*G. D. Searles & Co. Sears, Roebuck & Co. Security Pacific Merchant Bank \*Seidman & Seidman \*Shearson Lehman Hutton Inc.

The Sherwin-Williams Co. Sherwood Capital, Inc. †Singer/Wenger Trading Co., Inc. †Sony Corp. of America †Southwestern Bell Corp. †Spectramed Inc. †Spicer & Oppenheim \*Spiegel, Inc. †Springs Industries, Inc. †The State Teachers Retirement System of Ohio Steelcase Inc. Stein Roe & Farnham Inc. †Stone, August & Co. Straka, Jarackas & Co. Strategic Planning Associates, Inc. \*The Stroh Brewery Co. Taco Bell Corp. †Tandem Computer Inc. Target Stores Technology Marketing Group Inc. Texas Instruments Inc. J. Walter Thompson USA., Inc. \*Three M Co. TIAA-CREF The Timken Co. The Toledo Hospital \*Touche Ross & Co. Trammell Crow Co. TRW Inc. Union Pacific Resources Co. \*Unisys Corp. United Research Co., Inc. United States Air Force **United States Department** of Defense **United States Department** of Treasury United States General Accounting Office \*United States Navy United Technologies Corp.

\*University Directories

\*The University of Michigan

The Upjohn Co. Vantage Consulting Group Inc. †\*Wang Laboratories Inc. Warner-Lambert Co. †Warner, Norcross & Judd Westinghouse Electric Corp. Whirlpool Corp. †\*Wolverine Technologies, Inc. \*Xerox Corp. \*Arthur Young & Co. Zenith Electronics Corp.

### **Alumni Relations**

Attendance at our alumni programs increased tremendously this year, partly because of our first Real Estate Forum which turned out to be such a rousing success that we are doing another one this year. Alumni and friends in the real estate business returned to campus in droves to hear lively speeches and discussions on real estate, as well as to network with each other.

Another highly successful program was held on alumni weekend with several speakers discussing "The Post-Reagan Economy." Nearly 400 alumni and friends returned to the School for that weekend, to enjoy "catching up" with classmates over dinner Friday evening, followed by "Saturday Morning at the Business School on the Post-Reagan Economy," a delicious tailgate lunch, and the football game.

Also, this year for the first time, alumni "focus group" sessions were held in some key cities. Participants in these regional discussions provided valuable input on the direction of the School's growth over the next several years.

Our alumni continue to provide guidance and counseling to students. Hundreds of alumni who volunteered career advice to students were taken up on the offer, and recent graduates returned to the School to participate in the MBA and BBA Student/Alumni Forums, where they shared their job search and "real world" experiences with students.

Recent graduates are strengthening their ties with each other through the Global Blue! network, using class newsletters and regional gatherings to keep in touch.

Faculty speakers' programs and Deans' receptions held all over the country continue to be popular and well-attended by alumni.

| PROFILE OF ALUMNI ACTIVITIES |         |         |         |         |         |  |  |  |
|------------------------------|---------|---------|---------|---------|---------|--|--|--|
| Alumni Activities            | 1983-84 | 1984-85 | 1985-86 | 1986-87 | 1987-88 |  |  |  |
| Number of Activities         | 25      | 30      | 27      | 29      | 35      |  |  |  |
| Number of Participants       | 1401    | 1571    | 1716    | 1845    | 2616    |  |  |  |

#### 1987-88 CALENDAR OF ALUMNI ACTIVITIES

#### SEPTEMBER

11.8.12 Real Estate Forum

Saturday Morning at
the Business School
"Emerging Trends
in Real Estate"
Speakers:
Leanne Lachman,
Managing Director
Schroder Real Estate Assoc
Ronald Weiser, BBA '66, CEO,
McKinley Associates, Inc.
Samuel Zell, BA '63, JD '66,
Chairman of the Board,
Equity Financial and
Management Company

18 MBA Student/Alumni Forum

#### OCTOBER

7 Dearborn Alumni Reception with B. Joseph White, Associate Dean



B. Joseph Whote

8 Bloomfield Hills Alumni Reception with B. Joseph White, Associate Dean

13
Chicago Alumni Program
"Beyond the Right Stuff:
Some Thoughts on
Entrepreneurial
Management"

Speaker:
John Tropman,
Professor of Administration
at the U-M School of Social
Work and Winner of the
Zell-Lurie Award for the
Teaching of Entrepreneurship

20
Pittsburgh Alumni
Reception
with Dean Whitaker

Alumni Society Board of Governor's Meeting Ann Arbor

30 & 31 Alumni Reunion Weekend Ann Arbor

31

Saunday Morning at the

Business School "The Post-Reagan Economy" Speakers: Alan Gilmour, MBA '59, Executive Vice President and CFO, Ford Motor Company Paul McCracken. Edmund Exra Day Distinguished Professor Emeritus of Business Administration Martin Zimmerman, Associate Professor of Business Leonomics; Chief Economist, Ford Motor Company

#### NOVEMBER

6
Detroit Alumni Program
"Alternatives to Litigation"
Speaker:
George Siedel,
Professor of Business Law

San Francisco
Alumni Program
"The Changing Venture
Capital Marketplace"
Speaker:
David Brophy,
Associate Professor of Finance

П

12
Los Angeles
Alumni Program
"The Changing Venture
Capital Marketplace"
Speaker:
David Brophy

12
New York
Alummi Program
"Turning a Product Around:
How Market Research
Makes a Difference"

Speaker: James Taylor, Sebastian S. Kresge Distinguished Professor of Marketing

I.3
Grand Rapids
Alumni Program
"Where's the Innovation
in Product Innovation?"
Speaker:

Speaker: Merle Crawford, Professor of Marketing

21
Saturday Morning
at the Business School
"Opposing Pendulums:
Product Liability Reform
in the U.S. and Europe"
Speaker:
George Cameron,
Professor of Business Law

#### FEBRUARY

5
BBA Student/Alumni Forum
26
Boca Raton Lunch
with Dean Whitaker

#### MARCH

3O Phoenix Alumni Reception with Dean Whitaker

#### APRIL.

27 Toledo Alumni Reception with Dean Whitaker

#### MAY

3 & 4
Los Angeles
and San Francisco
"Beyond the Right Stuff:
Some Thoughts on
Entrepreneurial
Management"
Speaker:
John Tropman

7
Alumni Society Board
of Governor's Meeting
Ann Arbor



Claude Martin

G
Chicago Alumni Program
"Emerging Trends
in Real Estate"
Speaker:
Samuel Zell

IO Kalamazoo Alumni Reception with Dean Whitaker

19
Detroit Alumni Program
Speaker:
Paul McCracken

#### JUNE

Grand Rapids
Alumni Program
"Succession Planning
for Private Business"
Speakers:
Philip Dawson,
Partner, Calfee,
Halter & Griswold
George Siedel,
Professor of Business Law

3 Emeritus Reunion Lunch and Dinner Ann Arbor

Q
New York
Alumni Program
"Strategies for an
Emerging Service Economy"
Speaker:
Claude Martin,
Isadore and Leon Winkelman
Professor of Retail Marketing

### **Development**

he Business School Fund met the challenge: the \$1 million challenge from the J. Ira and Nicki Harris Foundation is now complete. Increased alumni gifts to the Business School in each of the five years of the challenge allowed the School to benefit from the entire \$1,000,000 in matching money from the Harris Foundation. As a result of the challenge, alumni contributions went from under \$300,000 in 1982-83 to almost \$800,000 in 1987. During the same period the number of alumni donors increased by almost 50%.

In 1987-88, our core of annual fund volunteers continued to grow. This group provides invaluable service to the School as it reaches out to secure the annual private support necessary to allow us to compete successfully with the other very top business schools. Some volunteers serve on advisory boards; some make phone calls or personal visits to prospects; some sign letters. Their names are listed on pages 48 and 49.

Over \$150,000 has already been raised for a permanent endowment to honor Professor William A. Paton, who was recently designated by the AICPA as the Accounting Educator of the Century. The money will be used to support accounting Ph.D. students. Former students, friends, colleagues, as well as major accounting firms, are being contacted by a committee chaired by Julius Otten, BBA '62, MBA '63, Partner, Peat Marwick Main, to rally support for the endowment.

In January, Whirlpool Corporation established the Jack D. Sparks – Whirlpool Corporation Research Professorship in Business Administration in honor of Jack D. Sparks, former chairman, president, and CEO of Whirlpool. The Professorship is being funded by a \$500,000 gift and will be filled annually by distinguished scholars who have made important research contributions in their respective fields.

A bequest from the estate of Roy M. Jacklin has established an endowed scholarship fund to support two MBA students per year. Mr. Jacklin was an accountant who saw the establishment of the Roy M. Jacklin Student Aid Fund as a way of helping others to pursue professions in business.

An endowed scholarship fund, to honor C. James Pilcher, professor emeritus of finance, who for four decades was teacher, friend, and mentor to thousands of students, has been established. A committee, chaired by Ray E. "Buzz" Newton, Jr., BA '56, MBA '59, contacted fellow classmates to raise the funds necessary to establish the C. James Pilcher Scholarship Fund.

| Total Business School Annual Fund Support* |           |           |           |             |             |  |
|--|-----------|-----------|-----------|-------------|-------------|--|
| Amount Donated                             |           |           |           |             |             |  |
|  | 1983-84   | 1984-85   | 1985-86   | 1986-87     | 1987-88     |  |
| Alumni                                     | \$441,000 | \$538,000 | \$522,000 | \$ 795,000  | \$ 720,000  |  |
| Non-Alumni                                 | \$383,000 | \$363,000 | \$354,000 | \$ 547,000  | \$ 475,000  |  |
| Total                                      | \$824,000 | \$901,000 | \$876,000 | \$1,342,000 | \$1,195,000 |  |
| Number of Donors                           |           |           |           |             |             |  |
|  | 1983-84   | 1984-85   | 1985-86   | 1986-87     | 1987-88     |  |
| Alumni                                     | 4,600     | 5,200     | 4,900     | 5,800       | 5,200       |  |
| Non-Alumni                                 | 900       | 1,000     | 1,000     | 1,325       | 1,315       |  |
| Total                                      | 5,500     | 6,200     | 5,900     | 7,125       | 6,515       |  |

<sup>\*</sup>Figures include annual gifts to the Business School Fund, departmental funds, and accounting firm professorships.

#### **Total Private Support**

| iotai i iivate Support |             |             |             |             |             |  |
|------------------------|-------------|-------------|-------------|-------------|-------------|--|
|                        |             | Amount      | Donated     |             |             |  |
|                        | 1983-84     | 1984-85     | 1985-86     | 1986-87     | 1987-88     |  |
| Alumni                 | \$1,180,000 | \$1,229,000 | \$ 926,000  | \$1,663,700 | \$1,830,350 |  |
| Non-Alumni             | \$3,645,000 | \$3,917,000 | \$3,062,500 | \$3,756,200 | \$2,817,200 |  |
| Bequests               |             | \$ 104,000  | \$ 50,000   | \$ 70,000   | \$ 184,900  |  |
| Total                  | \$4,825,000 | \$5,250,000 | \$4,038,500 | \$5,489,900 | \$4,832,450 |  |
| Number of Donors       |             |             |             |             |             |  |
|                        | 1983-84     | 1984-85     | 1985-86     | 1986-87     | 1987-88     |  |
| Alumni                 | 4,850       | 5,450       | 5,180       | 6,083       | 5,415       |  |
| Non-Alumni             | 1,550       | 1,650       | 1,380       | 1,895       | 1,760       |  |
| Total                  | 6,400       | 7,100       | 6,560       | 7,978       | 7,175       |  |

### The Student Pledge Program

he Student Pledge Program was started by the class of 1980 and is now completing its ninth year. In this program student volunteers personally solicit pledges of financial support for the School from their classmates. The pledges are paid in the first two years after graduation.

Approximately \$725,000 has been pledged to the School by students since the program began nine years ago. This represents an important commitment to the School on the part of our youngest alumni.

| Class | udent Pledge Compar<br>Number | 9                 |                    |
|-------|-------------------------------|-------------------|--------------------|
| Year  | of Pledges                    | Percentage of MBA | rarucipauon<br>BBA |
| 1980  | 127                           | 29%               | 6%                 |
| 1981  | 256                           | 48%               | 33%                |
| 1982  | 276                           | 46%               | 33%                |
| 1983  | 322                           | 51%               | 44%                |
| 1984  | 262                           | 46%               | 36%                |
| 1985  | 325                           | 50%               | 46%                |
| 1986  | 355                           | 56%               | 44%                |
| 1987  | 430                           | 75%               | 55%                |
| 1988  | 439                           | 76%               | 43%                |
| Total | 2,792                         |                   |                    |

A leadership role in the Student Pledge Campaign was played by the Student External Relations Advisory Board. This group met monthly throughout the year, talking with administrators from various areas of the School, providing feedback on the program, and making suggestions for change. Board members for 1987-88 were:

#### **Student External Relations Advisory Board 1987-1988**

| BBAs:  |   | MBA/MAccs:  |   |
|--|---|---|---|
| Catherine Andrews<br>Scott Cousino<br>Ursala Cunningham<br>Heather Davis<br>Michael Homant<br>Tony Jasinski<br>Gordon Lefevore | Kristen O'Neill David Riberi Jill Schildkraut Nick Seitanakis Christine Stawowy Karen Upson Dawn Wilson Arch Wright | Terry Austerberry Mary-Catherine Brown James Camp David Dewey Edward Dubin Jim Glazer Sanjeev Handa Maryanne Hanson Duma Jensen Heather Kiessling | Margaret Leverich<br>Karen Mishra<br>Joni Mudgett<br>Jonathan Murray<br>Edward Moise<br>David Nichols<br>Carol Poling<br>Stacey Probst<br>Michael Reilly<br>Sharon Stenzler<br>John Tieszen |



### 1988 Student Pledge Participants

(This list includes all pledges received by Oct. 7, 1988)

- \*Leslie Ann Adams-Kitto Steven Allen \*Alyssa Ellen Alper Karen Diane Altman Gerard M. Anderson Eric Paul Andrew \*Catherine Marie Andrews Maria Raquel Arevalo John Robert Arkesteyn Amador Garcia Astudillo, Ir. Kristen Marie Auchter \*Theresa Ann Austerberry Kazuhiko Azumi Maryanne Bailhe David Clayton Baldridge Glenn Philip Barba Ralph Joseph Basile Darlene Lynn Bates Joel Laurence Bayer Paul Michael Bedell III Ryan Hormoz Behroozi Mindy Paula Beller Nikkolas Vassilio Benopoulos Dan Paul Berkowitz David Evan Berliner Chad Joseph Bessignano Marc Lewis Betman Jonathan Jyoti Bhushan Jeffery M. Bistrong \*Wendy Jane Blumberg Diarmuid Finbarr Boran
- Catherine Ann Borneo Sharon Jean Bosche Sharon Rae Botti Carol Therese Bourgoin Karlene Kay Boyes Sheryl Marie Brand \*David William Brewer Leslie Dale Broderick
- \*Mary-Catherine Brown Brian Paul Buersmeyer \*Joan Rose Bullock
- \*Joan Rose Bullock
  Michael William Burns
  \*James Vincent Camp
  Denise Ann Campbell
  Elisabetta P. Carnevale
  Edmund Sean Carney
  Eugene Carreras
  Denise Loraine Carroll
  James Stewart Cartwright
  William Lee Chamberlain
  Evelyn Chan
  Gwo-Dong Chan
  Owen Chang

- Gregory Albert Charleston Jaime Augusto Chaves Kuang-Kuo James Cheng Chwen-Jy Chiu Stephen Louis Cito \*Andrew Coetzee Elyse Marion Cohen Gilles Hubert Collot
- Kathy Jo Commee \*Stephen Nicholas Controulis Christopher Scott Cooper David Joseph Coumes
- \*Scott Richard Cousino
  Joseph Gerard Covert
  Joseph Michael Cox
  Douglas Arthur Cummings
  John A. Cunningham
  \*Ursula Therese Cunningham
- Connie Marie Cushing
  Carol Daunert
  Brian Howard Davidson
- \*Heather Renee Davis Sean Joseph Degen Roderick D. DeMaso
- \*Mark Steven Denomme Rukshan de Silva Wijeyeratne
- \*David Sperry Dewey **Kevin Martin Didion** Patricia Ann Dill Haluk Dincer Andrew Charles Dippolito John Gerard Dixon Susan Frances Dolgin Jennifer Barrett Drinan Charles Wilfred DuChene Roger Perkins Duggan David Alan Duthler Thomas Keith Dve Alvaro Gonzalez Estandia Bruce Alan Falbaum Mark Pierre Farah Douglas C. Finn Lewis Brown Fisher J. Patrick Fitzgerald Kenneth Daniel Fortin Peter Samuel Frane
- \*Mary Michiko Fukayama John David Gaber Leslie Marie Geboski Joseph Mario George Glenn Charles Gerhard Michael Bruce Gersten Beate Dorothee Giesen Douglas Alan Girdler

- Bradley Scott Glass
  \*James Michael Glazer
  William Todd Glenn
  Mary Jane Goffe
  Jane Ellen Goldstein
  Brian Adrian Gorman
  Howard S. Gottleib
  Michael Desmond Greening
- \*Steven David Grossman Fredrik Carl Groth Michael Hugh Gurin \*Joshua Michael Haims \*Sanjeev Handa Regi Hansen
- \*Maryanne Roberta Hanson Michelle Lynn Harlton Martin Richard Harper
- \*Mark Dawson Hayes

  \*Kenneth John Heintz
  James Andrew Helbig
  Carl Gregory Heller
  Marcus Ellison Helman
  Clemente Hernandez
  Gary Steven Herzog
- \*Jeffrey Denison Hibbard Sarah Joan Hibler Russell Walter Hinkle Sarah Jane Hirschey Catherine Ann Hochstein Beth Ann Hoetger Daniel John Hoffman Brian Edmund Hoffman Christine E. Holmes
- \*Michael Thomas Homant
  Mark Minoru Horita
  Mark David Hornsby
  Felix Fen-Hsi Hsu
  Kenneth William Hunt
  Lisa Muzzin Hutchinson
  Robert William Hutchinson, Jr.
  Alan Francis Ignatowski
  Hidetake Inagaki
  Wendy Solomon Jablow
  Kevin G. Jach
  James David Jackson
  William John Jagrowski
  James Mark Jakary
  Thomas Edward Jansen
- Mary Elizabeth Jaye \*Duma Yarzia Jensen Rajesh Jhawar Steven Kent Jones Steven Mark Joshowitz James Brian Junker

- Karen Elizabeth Kaczmar Dennis Matthew Kaiser Maria Renee Karibian Kimberly Kay Karow Duane Alan Keahl Michael John Keegan Dennis David Kern
- \*Heather Ann Kiessling Mary Diane Kincaid Robert Leland Kiple \*Jennifer Au Klammer
- Leslie Ann Kleiman Reinhard Berthold Koester Henry Donald Kopicko Ronald Michael Krassin Scott Douglas Kremers Kathleen Therese Kress Michele Frances Krolicki Barbara Kuckhoff Liane M. Kufchock
- Raymond S. Kuramoto \*Michael Allen Ladd Anne Marie Lampe Eric Ian Lark Jack LaRue
- Randall Lee Laufersky \*Gordon Harold Lefevre Wayne David Leighton \*Margaret Cowan Leverich
- James Leonard Levine
  Steven Lewis Levine
  Jane Ellen Levy
  Mark Bradshaw Lewis
  \*Holly Lim
- Richard Paul Limburg Hsiu-Chen Lin Cheryl Lyn Lipan Roy Yoaning Liu Peter John Liupakka Raquel Maria Llivina Eric Joseph Loeffler Wesley Martin Lower Paul Michael Lowrey Roger Scott Lucas Robert Albert Ludwig Foong Chiew Lum Roberto Alfredo Lumpris Michael Stuart Lustbader David Gerald Lutz Shari Lynn Lutz
- \*Stephen Frederick Lyons Daniel Peter Magazu Andrew Richard Makauskas

Iames Curtis Lyle

<sup>\*</sup>These students served as volunteers in the Pledge Program in addition to making their own pledges.

Kathleen Marie Malec Robert Edward Maloney John Joseph Mannebach Roger J. Marchetti Cynthia Anne Mariotti John Anthony Markus David Michael Martin Kenneth Gary Martin Matthew George Martin \*Maureen Sue Martin Robert Andrew Martin, Jr. Robert Masone Alicia Beatrice Masse Sanjay Mathur Timothy Patrick McCaffrey Claude Allen McCann Herbert Lee McCoy Nicholas L. McCracken Nora Susan McDonald Iudi Lee McLachlan Jeffrey Gest Megrue Catherine Ann Meisterheim Jacqueline Ann Meredith Danielle Lynn Metzler **Ieffrey Stuart Miller** Joanne Lea Miller Samuel K. Miller \*Karen Elizabeth Mishra Anand Narain Misra \*Edward Dimmick Moise, Ir. \*Kimberly Lyn Monstvil **Bradley Scot Montgomery** Margaret Ann Mooney Michael Gregory Moore Robert Bradley Moore Kevin Patrick Morrison Sabryna Rosa Moy \*Joni Gwyn Mudgett Peter Mullany \*Pamela Jane Munger \*Margaret Lucille Murphy \*Jonathan Paul Murray David Stephen Nedza Nancy Ann Nettleton Daniel Lawrence Neville \*David Andrew Nichols John Robert Nichols Thomas E. Nickerson Robert Fredrick Nissly, Jr. Pamela Anne Nolan Richard Clark Nolan Mary Kathleen Norris Joseph Matthew Nowicki Robert Thomas Ochtel Torsten Oestensen Victoria Garrett Ondis Ann Elizabeth O'Neil \*Kristen Ann O'Neill Oscar Yong-Siang Ong Richard S. Orlov Ronald Raymond Pagoto

Iulia Heather Paige

Daniel Scott Palomaki Soodratai Pantumasen Nicki Thais Pappas Alfredo Francisco Parga \*George Edward Parker Douglas Lee Parks David Kevin Parse Edward Paul Pasternak Eleanor Jane Patch Victoria Lynn Patterson James David Pattie Kraig Arthur Pendleton Joan Diane Penner-Hahn Stephen Richard Perrault Daniel Joseph Petrocella Lisa Marie Petrocella Franklin Phoon Barbara Jean Pietroski Charles Henry Pietsch Mindy Sue Podolsky \*Carol Ann Poling \*Susanna Marie Polk Norbert Poppe Karen Sue Porter Sharon Ann Porter Grant Earl Pothast James Christopher Powell \*Lise Lim Poy Jeanne Marie Price Vince Aaron Price \*Stacey Jill Probst Philippe Prufer \*Russell H. Quynn III Jeffrey Keith Racenstein Stephen Alexander Rados \*Colleen Diane Raftrey Jorge Manuel Ramos \*Michael John Reilly Hadas Julie Reiter Daniel Travis Renshaw \*David John Riberi Vicki Änn Richards Christopher John Riethmeier Charles Michael Roame Michael Scott Rodocker Michael Alan Rogers \*Terrence Ronan Valencia Xiuomara Roner Mark C. Rosenthal Christine Marie Rosiak Richard Charles Rov Michele Irene Rudin Christine Joy Ruonavaara Steven Alan Rusnak Gregory Todd Ryan William Henry Saban Ghassan Yussef Safadi Sheri B. Salloway Judith Elissa Salzberg Thomas Edward Sanko

\*Manvinder Saraon

Lisa Marie Schaap

Iill Ann Schafer \*Jill Deborah Schildkraut Lisa J. Schlinger Lauren Adele Schmitz Allison Morrow Schultz Elizabeth Anne Scobie Suzanne Marie Seichter \*Nicholas John Seitanakis Henrik Seland \*Joseph Patrick Shaffer Tulip Shah Christopher John Sherry **Julie Carol Shersmith** Cindy Susan Shevrin James Robert Shifrin \*Ricki Jeanette Shoss Karl Josef Siebert \*Elizabeth Ann Simermeyer Mark George Simmons Gary Nicholas Sivick Brian Thomas Skalski \*Douglas Boyd Slaton Douglas Jordon Smith Leidy Brendlinger Smith Cheryl AnnMarie Sobczak Tanya Florence Soika Charles H. Sommerville Michael Harris Sonnabend Leslie M. Spencer Lisa Pearl Sperling \*Christine Ann Stawowy \*Sharon Stenzler **David James Stevens** Talayah Grace Stovall John Otto Strek Christopher Johann Striedter Douglas Paul Strobel Phyllis Ann Sturman **Doris Conception Suarez** Christopher Lance Sultan \*Louise T. Swan Michelle Swastek Krzysztof Jan Szremski Koji Tanaka **Bradley Paul Tessler** Michelle Marie Theis Nancy Jean Thelen \*Maria Ann Thompson Kerry Lynn Thomson \*Iohn Stuart Tieszen Vincent Bernard Tilford Richard Ulloa Tobar Jama Marie Toppin \*Debra Gail Tracy \*David Allen Treece Julie Anne Tremmel \*Christopher Alan Tressler James Keith Trowhill Mark Christopher Trudeau Michael Herman Tunkelrott Jay Dean Tuthill

Konstadinos Tzimas

Eirik Uboe \*Karen Upson Craig Douglas Utley William Jon VanderWall David Douglas VanScov William Jeffrey Van Tassel Rajesh Kumar Varma \*James Allan Veraldi Tammy Lynn Vetter Kurt Driscoll Vielehr Dawn Michelle Vroegop Brian Keith Walker Jeffrey Allen Walters Michael Anthony Wangen David Lawrence Watza Valerie Lisa Weinstock Angela Marie Weller Tracey Anne Welsh Gary Lynn Wesley Mark Whatley Marcus R. White Philip Francis White Eric Alan Whitman Eddie Joseph Wicklund \*Eric Eugene Wiechart Sharon Denise Wilcox Loren Deane Wilder Darwin Michael Wile Andrew Pryor Wilkinson \*Joni Patricia Wilkinson Theodore John Willett Ann Jennifer Williamson Donald Gregory Williamson Valerie Elena Windrow Mark Samuel Wolok Sau-Han Betty Wong \*Archibald V. Wright Katsushi Yanase **Bruce Frederick Young** Mark Christian Yuhn Michael John Zdrodowski Marshall Elliot Zweig

### Sources and Uses of Funds

**Operating Funds** 

| SOURCES   | 1986-87   | %   | 1987-88                                       | %                          |
|---|---|---|---|----------------------------|
| University General Fund (a) Direct Allocation   | \$11,315,100  | 39.4  | \$12,921,800                                  | 41.4                       |
| Other Support (staff benefits, plant operations, MTS, etc.)   | 3,737,200   | 13.0  | 3,970,500                                     | 12.8                       |
| Executive Education Programs  | 8,253,300   | 28.7  | 9,172,900                                     | 29.4                       |
| Research Grants & Activities  | 496,400   | 1.7   | 747,300                                       | 2.4                        |
| Gifts and Bequests (Expendable)   | 3,000,900   | 10.4  | 2,247,500                                     | 7.2                        |
| Investment Income (Expendable)  | 1,356,100   | 4.7   | 1,525,700                                     | 4.9                        |
| Departmental Activities   | 588,100   | 2.1   | 593,200                                       | 1.9                        |
| Total Sources   | \$28,747,100  | 100.0   | \$31,178,900                                  | 100.0                      |
| USES  |   |   |   |                            |
| Instructional Programs Faculty & Staff Compensation Executive Education Programs                              | \$ 9,505,900<br>7,099,600   | 33.1<br>24.7  | \$10,186,300<br>7,313,000                     | 32.7<br>23.4               |
| Research Activities   | 1,381,100   | 4.8   | 1,614,300                                     | 5.2                        |
| Academic Support Library Computing Services Faculty Support (includes student assistants, travel, prof. dev.) | 1,020,800<br>1,328,400<br>505,800   | 3.5<br>4.6<br>1.7   | 1,145,800<br>1,566,200<br>526,000             | 3.7<br>5.0<br>1.7          |
| Graduate Student Aid Ph.D. (including tuition grants) MBA   | 1,499,900<br>1,050,300  | 5.2<br>3.7  | 1,856,600<br>1,204,700                        | 6.0<br>3.9                 |
| Student Services & Placement  | 720,300   | 2.5   | 844,300                                       | 2.7                        |
| External Relations & Development  | 632,800   | 2.2   | 1,011,200                                     | 3.2                        |
| Other Operating Costs Facilities, including utilities Miscellaneous Operations                                | 1,519,100<br>680,100  | 5.3 $2.4$   | 1,916,300<br>640,600                          | 6.1<br>2.0                 |
| Operations Subtotal   | 26,944,100  | 93.7  | 29,825,300                                    | 95.6                       |
| Other Transfers To Endowment Funds To Building/Equipment Funds Increase (Decrease) in Fund Balances           | $   \begin{array}{r}     1,087,000 \\     952,000 \\     \hline     (236,000) \\     \hline     $28,747,100   \end{array} $ | $   \begin{array}{r}     3.8 \\     3.3 \\     -0.8 \\     \hline     100.0   \end{array} $ | 554,000<br>306,200<br>493,400<br>\$31,178,900 | 1.6<br>1.6<br>1.0<br>100.0 |

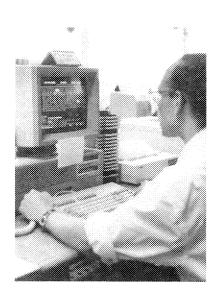
<sup>(</sup>a) Tuition and fee revenues generated by Business School students and courses are estimated at \$13,800,000 in 1986-87; and \$15,970,000 in 1987-88.

### **Endowment and Loan Funds**

| BEGINNING BALANCES, July 1, 1987   | Student<br>Loan Funds<br>\$1,049,421 | Funds Functioning As Endowment \$7,242,444 | <b>Endowment</b><br><b>\$7</b> ,291,972 | Totals<br>\$15,583,837 |
|--|--------------------------------------|--|---|------------------------|
| ADDITIONS  |                                      |  |   |                        |
| Gifts and Bequests   | 6,700                                | 1,293,816                                  | 338,660                                 | 1,639,176              |
| Investment Income  | 60,477                               | 463,507                                    | 399,171                                 | 923,155                |
| Transfers from (to) other funds  | (6,322)                              | 560,287                                    | 59                                      | 554,024                |
| Subtotal   | 60,855                               | 2,317,610                                  | 737,890                                 | 3,116,355              |
| DEDUCTIONS   |                                      |  |   |                        |
| Transfers to expendable accounts   |                                      | 419,203                                    | 398,070                                 | 817,273                |
| ENDING BALANCES, June 30, 1988   | <u>\$1,110,276</u>                   | <u>\$9,140,851</u>                         | \$7,631,792                             | <u>\$17,882,919</u>    |
| NOTE: Estimated market value of Funds Functioning as Endowment at June 30, 1988 \$11,061,000 Estimated market value of Endowment Funds at June 30, 1988 \$ 9,976,000 |                                      |  |   |                        |
| Total estimated market value of Endo   | owment Funds a                       | June 30, 1988                              |   | \$21,037,000           |

### **Buildings and Equipment**

| SOURCES  | 1986-87   | 1987-88  |
|--|---|--|
| Gifts (Cash and In-kind) Investment Income Transfers from Operating Funds Other Intrafund Transfers Totals | \$1,425,400<br>181,100<br>952,000<br>304,300<br>\$2,862,800 | \$ 976,600<br>211,800<br>306,200<br>422,700<br>\$1,917,300 |
| USES   |   |  |
| Construction and Minor Renovations<br>Equipment<br>Totals  | \$1,722,300<br>1,140,500<br>\$2,862,800                     | \$1,764,600<br>152,700<br>\$1,917,300                      |



### The Development Advisory Board

Robert L. Hooker (Chairman)

President

Transnational Motors, Inc.

LOUIS G. ALLEN

Executive Vice President - Finance and Director of Corporate

Development

Beznos-Beztak Companies

ARTHUR P. BARTHOLOMEW

Consultant

Ernst & Whinney

ROBERT M. BROWN

President

Monroe Management Company

MICHAEL L CALLAHAN

Executive Vice President –

Grocery Specialties

The Quaker Oats Co.

DONALD S. CHISHOLM

President

Ann Arbor Associates, Inc.

JOHN R. EDMAN

Chairman

General Motors Acceptance

Corporation

GWAIN H. GILLESPIE

Executive Vice President

and Chief Financial Officer

First American Bankshares, Inc.

THOMAS H. JEFFS II

Vice Chairman

National Bank of Detroit

DOHN L. KALMBACH

General Partner

Berman-Kalmbach

M. JANE KAY

Vice President - Administration

**Detroit Edison** 

LEON | LEVEL

Vice President and Treasurer

**Unisys Corporation** 

FRED L. LEYDORF

Partner

Hufstedler, Miller, Carlson

& Beardsley

OSCAR LUNDIN

Vice Chairman (Retired)

General Motors Corporation

PAUL W. McCracken

Professor Emeritus of Business

Administration, Economics,

and Public Policy

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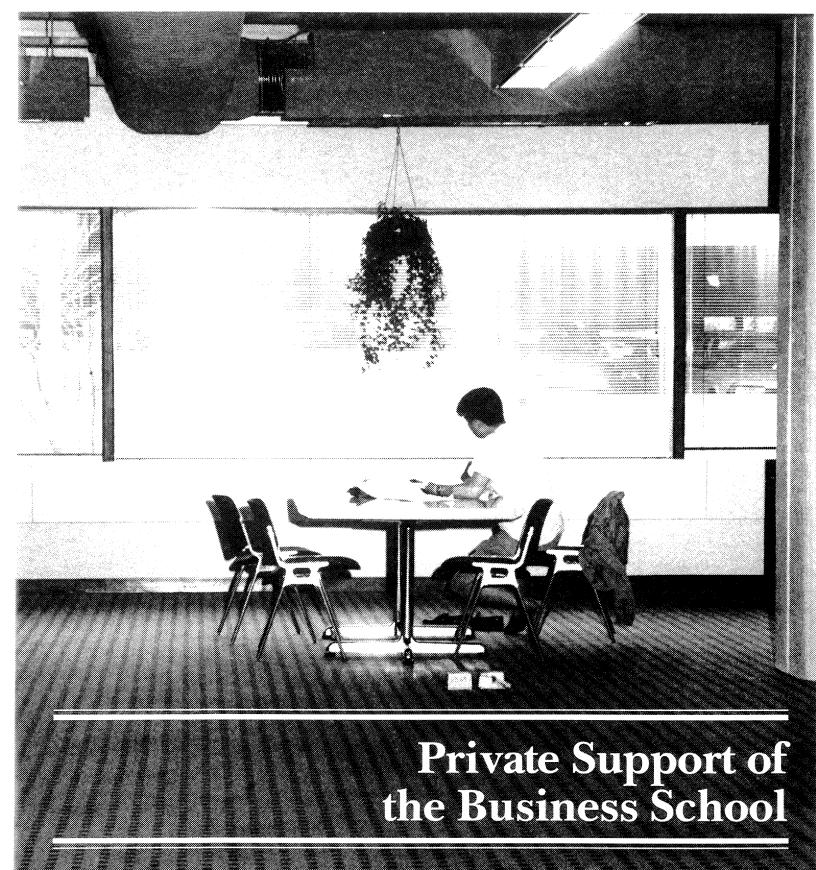
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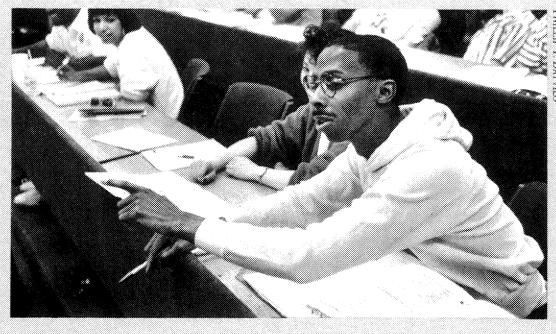
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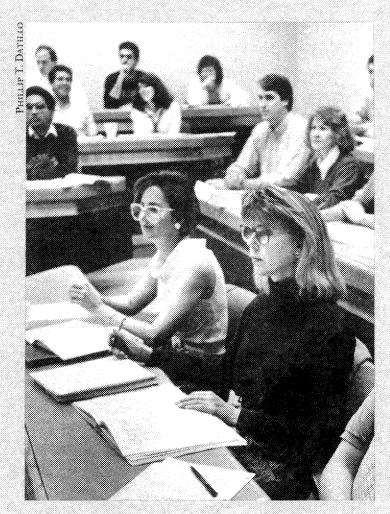
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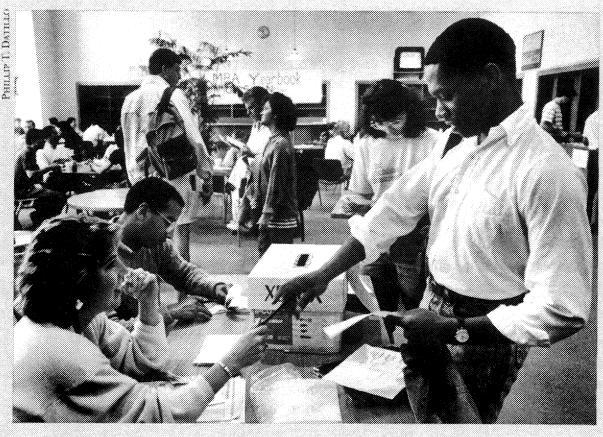
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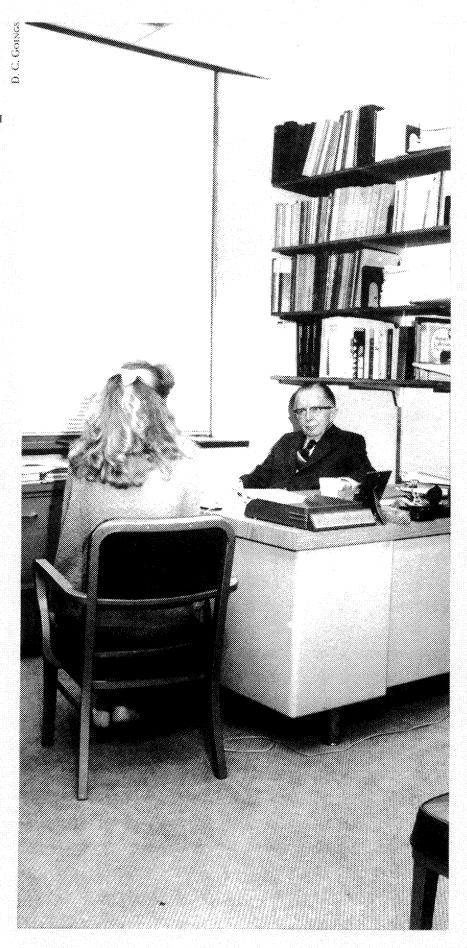
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