

INTEGRATIONS

APPLIED ENGINEERING SCIENCES PROGRAM

Leadership and Work Experiences Earn AES Grad Outstanding Senior Award

AES senior **Patricia "Tricia" Gordon** is one of 24 MSU students honored with a 2012 Outstanding Senior Award, given by the Senior Class Council. Her personal and academic achievements demonstrate her dedication to the university.

"I have received other awards, but this one meant more to me because it was more about who I am as a person," says Gordon.

Throughout her four years at MSU, Gordon has constantly pushed boundaries and tried to close the gap between science, art, and the community. She majored in AES with a minor in dance and was actively involved in both departments during her years at MSU.

She has held multiple leadership positions on campus including webmaster for the Society of Applied Engineering Sciences, and webmaster, vice-president, and president of the MSU Orchesis Dance Company. Gordon also held two part-time jobs on campus: webmaster for the

AES website and instructor for the MSU Orchesis Dance Company.

She came to MSU because she wanted to go to a Big Ten school and liked the warm atmosphere at MSU. "I like engineering, but I realized that I'm not a designer. I wanted to work with people, so supply chain management combined with basic engineering information is a good fit for me."

Through her work and leadership positions, her main goal has remained: to get more people involved and excited about programs through effective communication and an open mind to possibilities.

In addition to her leadership and work experiences, Gordon also participated in three community outreach projects through the Department of Theater. The first project began

her freshman year, when she and a small group of students visited Burcham Hills retirement community in East Lansing. The group offered sessions of interaction with elderly residents that involved both physical and verbal exchanges. As a result, close bonds and connections began to form.

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Tricia Gordon with her parents, John and Barbara Gordon.

Michael W. Lamach Receives 2012 Distinguished Alumni Award



Michael W. Lamach (right), chairman, president, and chief executive officer of Ingersoll Rand, receives the 2012 Applied Engineering Sciences Distinguished Alumni Award from AES program director Jon Sticklen during the ninth annual College of Engineering Alumni Awards Banquet on May 5.

Michael W. Lamach (BS '85) received the 2012 Applied Engineering Sciences Distinguished Alumni Award at the ninth annual College of Engineering Alumni Awards Banquet held in May. Established in 2004, this award honors a graduate who has had a distinguished career, evidenced by significant accomplishments, high standards of integrity that positively reflect on the college and the university, recognized leadership, and support of the AES program.

Lamach is chairman, president, and chief executive officer of Ingersoll Rand, a \$14 billion global diversified industrial company that advances the quality of life in creating and sustaining safe, comfortable, and efficient environments.

He joined Ingersoll Rand in February 2004 as president of the company's Security Technologies sector and became president of Trane Commercial Systems after the acquisition of that business in 2008. He was elected chairman of the

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Another year has gone by; and 2011-2012 was a very good year for AES in a number of ways.

In this issue of *Integrations* you will find stories about many standout accomplishments of AES students this term. Tricia Gordon won one of the coveted Outstanding Senior Awards from the Senior Class Council; Ralph Paulk won the honor of addressing all students, faculty, and family during the spring 2012 graduation ceremony; a team of AES capstone students—Alex Jones, Jackson Hartman, Ethan Willis, Tori Mazur, Josh Frontiera, and Rachelle Emering, along with the two teaching assistants for the capstone course (Patrick Kelleher and Chris Cheney)—competed and took second place in a competition in MSU's Eli Broad College of Business on developing and presenting a business plan; and Eaton Corporation sponsored the entire AES Design Day activities. All of these honors and awards that have come to AES students reflect the strength of our student body and the growth that AES is currently achieving. A very relevant statistic about our students is that about 85 percent of our spring 2012 graduates are now placed in professional positions in line with their degree. We expect that number to reach above 95 percent by September.

The AES Alumni Advisory Board continued to help the AES program in multiple ways, and I want to offer my personal thanks to every member of the board, led by its president, Monte Falcoff.

Our very distinguished alumnus—the chairman, CEO, and president of the board of Ingersoll Rand, Mike Lamach—was awarded the AES Distinguished Alumni Award for 2012.

We welcome Dr. Laura Genik to the AES faculty beginning fall 2012, when Laura will take on some responsibility for assisting Dr. Ron Rosenberg with the AES Globalization course focused on analyzing global systems. Welcome aboard, Laura!

From all aspects—students, alumni, and faculty—AES is “on a roll,” and we mean to

keep the program headed in a positive direction. As an example, we have historically had difficulty attracting first-year entering students to AES. Eventually, students inclined to combine engineering with business—often with a strong entrepreneurial flavor—have “found” AES by their sophomore or junior years. But because of lack of name recognition, many incoming students have not even known AES was available to them. Last year we started a postcard campaign targeting incoming students. The number of AES incoming freshmen has bounced around between 10 and 20 over the recent past. Next year, we have a count of incoming freshman students of 35—and still counting. Our current enrollment is more than 160, and rising. This bodes very well for the program going forward if we can sustain the trend, and we mean to do exactly that.

For alumni who want to engage with AES, you have a number of paths. For one, you might consider serving on the AES Alumni Advisory Board. This energetic group has openings for new members from time to time, and it can be a very rewarding activity.

A second way to engage with AES is to give back to the program directly to help support the scholarships that help AES students financially. All of us hear about the financial plight of current students, and I deal with and see that issue about every day of the year when students talk to me. There are two funds AES currently has to directly support student scholarships. One fund is an endowment where your money goes to build up the long-term resources of AES and we use “interest only” to support scholarships. The second AES fund is a direct expenditures fund. Any money you give in this fund is used in the academic year in which you give to support student scholarships. The direct expenditures AES fund has the biggest direct effect on scholarship availability; the AES endowment has the longest-lasting effect on scholarship availability. The choice of which AES fund to support is up to you, the donor; many AES alumni have chosen to split a donation 50/50 across the two funds. Many companies have matching giving for contributions to the two AES funds, and that can be leveraged for our program. If you have any questions about financial support for AES scholarships please write or call me. I will be glad to answer your questions.

A third way you can engage with AES is through interacting with our AES students. If you have stories, including and particularly entrepreneurial stories about your experience that you feel AES students could learn from, contact me and we will find a way to get your story in front of the current students.

A fourth way you can engage with AES is to look for opportunities for your company to sponsor a capstone project for an AES student team. The AES capstone projects have proven quite successful for the project sponsors but equally important, the AES capstone experience provides AES students with a stepping stone between university life as a student, and life in the “real world” as a professional.

A fifth way you can engage with AES is through letting us know your stories. AES grads are amazing, and from where I have sat for the last three years, I have come to know a number of our grads. I am going to make a concerted effort over the next year to gather the stories of AES grads, to update what we know about what our program graduates have done in the world and how AES has helped them achieve their goals—your goals!

There are other routes to engagement, too. If you have ideas about how you would like to engage with the program, please contact me.

I want to close with a personal note. Completing my third year now as AES director, the graduating class of 2012 is the first class of AES students whom I have known since they became AES students. At graduation it's our custom that the AES director shakes every graduate's hand as they come off the ramp after being awarded their diploma. I have come to love graduations over the last three years. This year, quite unexpectedly to me, I found myself even more affected by the ceremony as the young women and men whom I have known for three years came filing down the ramp to shake my hand. I am proud of AES alumni, of AES students, and what the AES program stands for—and what we will continue to stand for. 🌸

AES Grad Earns Outstanding Senior Award (continued from page 1)

Gordon began to recognize a changing dynamic and sense of community in the elderly. Intrigued by the changes, Gordon and a small group of students researched what is known as a “learning community,” looking into the bond and trust that can form within a community and how that can affect the communication, learning, and responses within the group.

“I believe that this knowledge can be applied to all societies, teams, and work relationships,” says Gordon, who grew up in a suburb of Chicago.

A second outreach project allowed Gordon to delve into understanding the varying ways in which people learn and view the same concept. Simultaneously researching while choreographing for the student dance concert, Gordon was motivated to become more conscious and rethink how she could effectively teach and lead others in other aspects of her life.

Gordon’s current project was inspired by community outreach involvement at Peckham Inc., a community rehabilitation center in Lansing, Mich. Movement workshops at Peckham guided by her dance professor focused on developing a greater understanding about different meanings of the words *home* and *trust*. The experience led Gordon to realize that many different connections exist between herself, the people around her, and the space around her. For each of these research projects, Gordon was aided

by funding provided by the Undergraduate Research Initiative through the College of Arts and Letters.

“This particular study, along with the other research projects, challenged me to approach students, professors, colleagues, and community groups with a new set of eyes,” says Gordon, who has been hired by Thermo Fisher Scientific in San Jose, Calif., as part of an Operations Leadership Development Program.

“I know it is important not to spread myself too thin so I can make sure to complete everything to my full potential,” says Gordon, who is the daughter of John and Barbara Gordon. “But I enjoy everything I do. Becoming involved, learning, and working with those around me is what gives me energy and allows me to keep invested. Whether I’m presenting my community findings at a conference, working with the nearby retirement home, or communicating with others to design a new web page, each new community involvement challenges me to approach yet another one with a new set of eyes. So not only am I giving and working with the community and those around me, but I am learning from the community I live in and growing as an individual.” 🌱

Distinguished Alumni Award (continued from page 1)

board of directors of Ingersoll Rand in June 2010, having previously been named chief executive officer in February 2010 and president and chief operating officer in February 2009.

Prior to joining Ingersoll Rand, Lamach was group vice president and managing director for the European, Asian, South Africa, and South American businesses of Johnson Controls Automotive Group. Before that, he served as vice president and general manager of the Controls Group, leading the company’s integrated facilities management business. During his 17-year tenure with Johnson Controls, he also held positions in sales management, marketing, and new product development.

He is a member of the board of the National Association of Manufacturers. He also serves on the board of directors of Iron Mountain Inc. and is a member of the Davidson College Board of Visitors.

In March 2012, he addressed the Eighth International Conference on Green and Energy-Efficient Buildings & New Technologies and Products Expo initiated by the Chinese Ministry of Housing and Urban-Rural Development (MOHURD) in Beijing, China. He lectured on the future of green technology at Michigan State University in February 2011. He has also spoken on leadership at Duke University and Howard University.

Lamach has been quoted on several occasions in publications around the world, including *The Wall Street Journal*, Bloomberg News, Reuters, *China Business News*, and *Industry Week*, among others.

He received a bachelor’s degree in engineering arts from Michigan State University in 1985 and an MBA from Duke University. During his time as a student at Michigan State, he worked as a resident assistant and night security officer in Holmes Hall.

Lamach recently returned to MSU to give a lecture on smart energy systems to students in two AES courses—Analysis of Sustainable Systems and Senior AES Capstone.

He resides in Mooresville, North Carolina, with his wife of 26 years, Mary, who is also a graduate of Michigan State (College of Education, 1986). They have three sons, one of whom, Michael Jr., graduated from Michigan State University in 2011 with a degree in chemical engineering. Lamach enjoys boating, golfing, fishing, and spending time with family and friends at his home on Lake Norman. 🌱



Michael W. Lamach’s family at the ninth annual College of Engineering Alumni Awards Banquet on May 5 (left to right): Peter Colovas (brother-in-law); Angie Colovas (sister-in-law); Nicholas Lamach (son); Joan Lamach (mother); Michael Lamach, Sr.; Mary Lamach (wife); Jacqueline Andrix (sister); Michael Lamach, Jr. (son); and Peggy Stowell (sister-in-law).



from the Alumni Advisory Board Chairman

MONTE L. FALCOFF

This is a regular column from the chair of the program's Alumni Advisory Board to update alumni on board activities and encourage suggestions and comments.

Dear fellow Applied Engineering Sciences/Engineering Arts alumni:

As the chair of the Applied Engineering Sciences Alumni Advisory Board, I would like to update you on the initiatives of our Funding Team. It is composed of a diverse group of highly energetic AES/Engineering Arts alumni residing in different parts of the United States. They work closely with the development staff at the College of Engineering.

Our Funding Team's mission is to assist the development staff in raising money to support the current AES program and to provide recommendations on how to best use the money. The fundraising is primarily through alumni and corporate donations. To date, the funds have been used to grant scholarships to many AES students and to a lesser extent, for special projects benefiting the AES program.

In the current difficult economic period, scholarships often provide the lifeline for many students to finish up their AES degrees. The scholarships are also being used to attract new students to the AES program. Significant among our objectives are to find, attract, and retain a high caliber and a larger number of students in the AES program.

Two alumni donation funds are available. The first is the Applied Engineering Sciences Discretionary Endowment Fund. This was established in 2004 and has quickly amassed approximately \$120,000 in current market value (which we all hope keeps rising along with our retirement stocks). This provided about \$5,800 in

annual income that was spent on scholarships last year.

The second and newer fund is the Applied Engineering Sciences Scholarship fund, also known as the AES Current Year Fund. This fund must be zeroed out at the end of each year, so it does not build up investment capital over time. Its sole purpose is to fund scholarships for AES students.

While we are proud of the speed at which the sizable amounts in the AES donation funds have been raised, we recognize that the AES/EA alumni are a relatively young (and good looking) crowd as compared to most other degree programs. When alumni are early in their careers—and even as they are supporting their children through college experiences (hopefully at MSU)—donations are often not as large. Nevertheless, quantity does count. The percentage of AES alumni donating back to these funds is better than most of the other MSU engineering programs.

Therefore, I encourage you to visit www.givingto.msu.edu/annualfund.html, search for "applied engineering," and donate all of your worldly possessions (but no livestock accepted at this time) to one of the aforementioned AES funds. Or when the friendly MSU student calls you at home in the middle of dinner, consider donating to one of these two AES funds.

I also urge you as AES/EA alumni to get involved with the current AES program. Feel free to contact me or Jon Sticklen if you desire to help with fundraising or other initiatives, or have any suggestions. As a very active Alumni Advisory Board, we desire to continuously improve the AES program while also fostering regular communication between alumni, current students, and AES faculty, to everyone's mutual enjoyment and benefit. We are currently looking for a couple of new board members, especially for the Student Outreach Team, which requires meeting with MSU students every now and then. If you are interested, please contact me. 🌱

Contact **Monte L. Falcoff** (BS Engineering Arts, '86) at MLFALCOFF@HDP.COM

Special Thanks to the AES Alumni Advisory Board

The current members of the AES Alumni Advisory Board are:

Holly D. Aikens ('93), Funding Team, Ford Motor Company in Dearborn, Mich.

Monica Braman ('03), Alumni Outreach Team, Boeing in St. Louis, Mo.

Hardik Dalal ('06), Alumni Outreach Team, Boeing in Seattle, Wash.

Monte L. Falcoff ('86), Chair of the Board, Harness Dickey in Troy, Mich., and adjunct professor at the MSU College of Law

Nathan Harrison ('06), Student Outreach Team, Capgemini in Detroit, Mich.

Donnie Hays ('81), Funding Team, IBM in Chapel Hill, N. C.

Charles Kosmas ('90), Student Outreach Team, Chrysler in Auburn Hills, Mich.

Maura McDonald ('87), Vice Chair of the Board and Leader of the Alumni Outreach Team, Dow Corning in Midland, Mich.

Daniel McNulty ('82), Funding Team, Rockwood Realty Estate Advisors in New York City.

Ross Scott ('09), Leader of the Student Outreach Team, Integrated Strategies in Okemos, Mich.

Eric Seger ('94), Leader of the Funding Team, Integrated Capital Management in Bloomfield Hills, Mich.

Jonathan P. Wiita ('10), Student Outreach Team, IBM in Chicago, Ill.

Advisers from the College of Engineering who contribute to the board include

Lyndsay Cook, Development

Amanda Idema, Advising

Jennifer Jennings, Career Services

Mary Mertz-Smith, Alumni Relations

Ron Rosenberg, Assoc. Dean Emeritus

Laura Seeley, Publications

Jon Sticklen, AES Program Director

Thomas Wolff, Assoc. Dean Undergrad. Studies

Thank You

We appreciate the service of these board members who recently served on the AES Alumni Advisory Board.

Lisa Dabkowski ('09) Student Outreach Team, BMW in Spartanburg, S.C.

Daryl Flanagan ('07), Alumni Outreach Team, BP in the state of Wyoming

Kenneth Rossman ('84), Student Outreach Team, Linamar Corporation in Southfield, Mich.

Suzanne Osborne ('95), Alumni Outreach Team, Emory University Hospital in Atlanta, Ga. 🌸

Alumni Updates



Beverly Stephens (BS Egr Arts '80) retired in July 2010 after 30 years as an area manager for the engineering staff at AT&T. However, her "retirement" did not last long. She

is now back part-time as a consultant with Ameritech.

"In my final semester at MSU, I landed an interview with Michigan Bell Telephone (MBT) after meeting with them at an MSU Job Fair," says Stephens. The position was for an engineer and I could end up in Lansing, Kalamazoo, or Battle Creek. In a time when many of my friends were moving to Texas to find a job, I had offers from both MBT, part of the original AT&T, and the state of Michigan."

She graduated on Saturday, June 7, and started work on Monday, June 9. "I loved the opportunity to be outside, 'in the field,' but it was not always easy as a young woman at various construction sites." Stephens was part of a new trend at the time—hiring college graduates who then received specialized training to learn the business quickly.

"The Engineering Arts program was pretty new in the late '70s. It was described as a good fit for technical sales opportunities. I thought I was more suited to research in a lab than a sales job, but after one term of computer science, calculus, and organic chemistry all at once, I needed to find an alternative to my chemical engineering major. The exposure to so many types of science and engineering fields was amazing and practical."

Her time in the telephone industry was one of many transitions. "We went from four-party lines to explosive growth in wireless, fiber optic technologies, and the latest U-verse product merging voice, data, and video. With business as my 'minor,' classes in accounting, economics, and marketing helped me maneuver in the corporate world and survive more than one Michigan recession. That technical background and years of field experience led to my last position with the regional support staff for Construction and Engineering. While I never did

have to make a sale myself, I was host to many vendors and new product introductions."

Stephens now enjoys gardening, friends, and staying active. She tries to walk, bike, or ice skate every day. "I also am easing my way into more volunteer work and have another part-time job as an election inspector. I hope to take up drawing and painting again, because this engineer once dreamed of being an artist!"

Richard Fennessy (BS Egr Arts '87) of Paradise Valley, Arizona, has been appointed to the board of directors of Blue Calypso, Inc.

Fennessy served as president and CEO of Insight Enterprises, Inc., a Fortune 500 public company providing global IT solutions with operations in 22 countries. He worked for IBM for 17 years, where he held several senior level executive positions and assumed a leadership role in marketing IBM's personal computers directly to consumers.

Blue Calypso, Inc. delivers a patented mobile social marketing and advertising platform that enables brands to leverage customer relationships to encourage brand loyalty and increase spending. The company collaborates with its customers to develop the framework for making their brand contagious through use of word-of-mouth, social media communities, mobile technologies, and customer loyalty rewards.

In Memoriam



Carla Campbell Moncrief (BS Egr Arts '92) died September 25, 2011. After graduation she worked for Texas Instruments and the *Dallas Morning News* in Dallas, Texas, and earned

an MBA at the University of Dallas. She moved to Canton, Mich., where she worked for Yazaki North America as a buyer/purchaser and did extensive travel overseas for the company.

Moncrief is the mother of three children: David L. Jones, and Erica A. and Kyla A. Moncrief. She is also survived by her parents Carl and Annette Campbell, and the girls' father, Eric Moncrief.

Michael A. Blanks (BS Egr Arts '92) called Carla his oldest and dearest friend. "We met

at the Shaw Hall bus stop one day in 1990 and became instant best friends until the end. Both of us will always remain proud Spartans." 🌱

If you are an AES or Engineering Arts alumna/alumnus and have a new job, have started a new career, have received a promotion or award, or are involved in an interesting activity in your area, please let us know. We will include the info in the next Alumni Update. You can complete the Keeping in Touch info on the last page of this newsletter and return as indicated, or contact Maura McDonald, chair of the Alumni Outreach Team for the AES Alumni Advisory Board at maura.f.mcdonald@gmail.com.

Other Ways to Give Back to AES

In addition to financial support, the AES program actively seeks alumni to help educate outstanding graduates. Here are a few ideas:

- Volunteer your time to participate in an industry panel or speak at a meeting of the Society of Applied Engineering Sciences.
- Serve as a mentor to a current AES student.
- Volunteer to serve on the AES Alumni Advisory Board.
- Encourage your company or organization to financially sponsor an Applied Engineering Sciences activity, especially the senior capstone projects.

To start giving back to AES or to discuss all the possibilities, contact AES through Jon Sticklen, AES program director, sticklen@msu.edu. 🌱

2012 Design Day

AES seniors presented their capstone projects on April 28 during the College of Engineering Design Day. Ten teams of students worked on the following projects:

- Establishing a database of artisan and small farmers, with recommendations for leveraging the current farmers' market, for Bath Township
- A marketing study for applications of a process to improve adhesion using UV light, for the MSU Composite Materials and Structures Center
- Recommendations for a process to recycle glass on campus, for the MSU Surplus Store
- Recommendations for improved marketing and operations for student storage services, for the MSU Surplus Store
- Recommendations for conserving drinking water in academic units, for the MSU Office of Sustainability
- Recommendations for conserving drinking water in residence halls, for the MSU Office of Sustainability
- Recommendations for measuring sustainability tools to capture client needs, for Starting Now, a start-up consulting service
- A marketing study for applications of graphene paper, for XG Sciences
- Development of a more accurate costing analysis of job floor processes, for Peckham Inc.
- Recommendations for quality improvement of the "Foliage Green Thermopro Jacket," for Peckham Inc.

The award for "best execution" went to the team working on recommendations for conserving drinking water in residence halls. Team members were Yifan Chen, Greg Edwards, Matt McAlpine, Chris Skierski, Anu Sridaran, and Alex Voight. Susan Masten, professor of civil and environmental engineering, was the sponsor of this team.

The "most impactful" award went to the team working on the development of a more accurate costing analysis of job floor processes for Peckham Inc. Team members were Andy Hall, Brian Noble, Chelsea Wilhelm, Leah Holoway, and Mike Lask. Theresa Hampel, quality systems manager with Peckham, was the sponsor of the team.

Winners were determined based on both final written project reports and oral presentation at Design Day. Judges for the event were Philip Fioravante (BS '84), president of North America Commercial at the Woodbridge Group; James Manley, assistant director of the Demmer Center at the Eli Broad College of Business; and Ron Rosenberg, associate dean emeritus, MSU College of Engineering.

Many thanks to Chris Cheney and Patrick Kelleher, the graduate assistants for AES 410.

Eaton Corporation was the overall sponsor for the spring 2012 capstone projects, along with the organizations who sponsored individual projects. Philip Fioravante sponsored awards for the projects. 🌟



From left: Philip Fioravante with some of the team members whose project was judged "most impactful." They are Brian Noble, Chelsea Wilhelm, and Leah Holoway.



From left: Philip Fioravante with some of the team members who worked on recommendations for conserving drinking water in residence halls. They are Greg Edwards, Chris Skierski, and Alex Voight.



AES program director Jon Sticklen (left) with Peter M. Stemmler, area manager, West Michigan territory, Eaton Corporation.

AES Team Wins Business Plan Competition

An AES student team developed a business plan for a company called Spartan Green Technologies, focusing on implementing a new adhesive bonding technology developed at MSU for pre-treating vehicle bumpers. Their efforts paid off with second prize in the inaugural Broad MBA Business Plan Competition, held March 24 at MSU's Henry Center for Executive Development.

It all started when a team of AES seniors chose a project for their 2012 capstone course that challenged them to determine business applications for an ultraviolet light technology developed and patented at Michigan State University. The team consisted of Alex Jones, Jackson Hartman, Ethan Willis, Tori Mazur, Josh Frontiera, and Rachelle Emering.

The technology was developed by chemical engineering and materials science professor Larry Drzal, director of the MSU Composite Materials and Structures Center. In collaboration with Drzal and two MBA students, Chris Cheney and Patrick Kelleher, who also were graduate assistants for AES 410, the students narrowed down the target market for the application of the technology to the automotive industry.

"Chris and I suggested participating in the business competition because we saw the potential of creating a business plan based upon the analysis the students had completed," says Kelleher, who is a second-year MBA student.

The business plan and the capstone projects utilized a lot of the same information; however, the main difference between the business plan and the capstone project is the intended audience. The business plan was developed to convince potential investors to invest in the company; whereas the capstone project focuses on target markets to

implement this technology and their market potential. In addition, the business plan includes financial projections and an equity offer to a potential investor.

"The initial Broad MBA Business Plan Competition was extremely competitive and consisted of seven solid business plans," says Kelleher. "Working with AES students provided us with a strong competitive advantage that made our business plan complete. I hope future AES students pursue the opportunity to participate in business plan competitions."

The winning concept was chosen by a panel of distinguished MSU alumni entrepreneurs and venture capital investors from around the nation—Matthew Growney, managing director of Rudyard Partners and CEO of Isabella Products in Boston; Anne Hiller, senior director of Ipswitch in San Francisco; Chris Sugden, managing director of Edison Venture in New Jersey; John Webb, principal of JAM—Just Add Marketing in New York; and Peter Woodford, administrator of alternative investments for Michigan's Retirement System.

There were seven finalists in the competition, which was geared toward putting business students on the path to becoming successful entrepreneurs. All told, the contest drew 74 MSU students in 19 teams. First prize went to a team that developed a social media company that could improve the lives of users.

The event was sponsored by the Center for Venture Capital, Private Equity, and Entrepreneurial Finance in collaboration with the Institute of Entrepreneurship and the MBA program in the Eli Broad College of Business. ❁



From left: Stefanie Lenway, dean of the Eli Broad College of Business; Ethan Willis and Josh Frontiera, both AES seniors; Chris Cheney and Patrick Kelleher, both MBA students and graduate assistants for AES 410; and Zsuzsanna Fluck, associate professor in the Eli Broad College of Business. Members of the AES team not pictured include Alex Jones, Jackson Hartman, Tori Mazur, and Rachelle Emering.

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Michael W. Lamach, the 2012 AES Distinguished Alumni Award recipient, congratulates AES graduate Ralph Paulk.



AES graduate Tricia Gordon was one of 24 MSU students honored with a 2012 Outstanding Senior Award. See story on page 1.