

**July** ⇨ The CCIB funds summer research projects for Tom Betts, Brian Cawley, and Peter Snyder, three Calvin faculty members. The grant recipients choose to research three unique initiatives, including the complexities of strategic enrollment at Christian colleges and universities today.

**August** ⇨ Bob Eames and Gwen Vryhof Bultema meet with numerous businesses throughout Michigan to secure CAP project opportunities for the 2011-2012 school year. Many commit to engaging students in project-based learning courses, including Bissell, Gentex, and Gordon Food Service.

Bob Eames and Gwen Vryhof Bultema meet with Mary Tuuk, the president of Fifth Third West Michigan, to discuss the development of educational programs that encourage young women to consider business-related careers.

**September** ⇨ Peter Snyder, a member of the Business Department faculty, receives a major grant to draft and develop a paper on the role of practices and routines in organizational stability and change. Snyder's research informs a DCM class and also changes how Snyder approaches his organizational behavior and management class.

**October** ⇨ Six students compete in Calvin's second-annual Idea Pitch Competition. Kim VandenAkker, a senior international development major, wins the competition. Her winning idea is a non-profit job-shadowing website for middle and high schools.

**November** ⇨ Kim VandenAkker represents Calvin at the Regional Idea Pitch Competition, a competition put on by the West Michigan Colleges and Universities Group (WMCUG). VandenAkker wins the competition, besting students from six area schools.

**December** ⇨ CAP teams present their findings to 22 unique project sponsors, including Wolverine Worldwide, Bissell, Gentex, Steelcase, Christian Schools International, and the Association for a More Just Society.

**January** ⇨ Myrna Anderson, a talented writer and a member of Calvin's communications & marketing team, and Professor Leonard Van Drunen lead a group of students to India on a business interim. The trip includes twelve distinct internships, which allows participating students to work alongside their Indian peers.

Bob Eames and Evert VanDerHeide lead a group of students to Brazil, one of the world's upcoming economic powers. The CCIB originally funded the development of the interim course and also helped supplement travel for the group, which visited three regions and several global companies including Vermeer, VW, and Whirlpool.



**February** ⇨ Peter Snyder and Brian Cawley, both members of Calvin's Business Department, are published in *Industrial and Organizational Psychology: Perspectives on Science and Practice*. Their paper encourages further engagement between industrial-organizational psychology and strategic management.

Bob Eames is honored with an award for Community-Based Teaching. This award recognized Eames' project work in each of his classes, which promote effective learning in partnership with area businesses.

**March** ⇨ Calvin hosts its 5th Annual BizPlan Competition. The competition allows students to create business plans using an intense, hands-on approach. Jonathan Borak and Josiah Gamroth, political science and small business management majors, enter "Innovative Solar Systems" into the competition and win. The CCIB and SoundOff Signal sponsor the event.

**April** ⇨ The CCIB hosts WMCUG's 3rd annual West Michigan Business Plan Competition in the Covenant Fine Arts Center Recital Hall. Phil Catlett, executive director of the Better Business Bureau, moderates the event, and the competition is judged by well-known business professionals from throughout the midwest. The event sees its best attendance yet. Calvin's Jonathan Borak and Josiah Gamroth compete and take third place.

**May** ⇨ The CCIB hosts more than 400 West Michigan-based business professionals at the Chick-Fil-A Leadercast. Calvin students and staff are invited to attend the event at a significantly reduced rate, thanks to CCIB sponsorship.

CAP teams present their findings to 29 unique project sponsors, including Hudsonville Ice Cream, Wolverine Worldwide, Herman Miller, RAILSIDE Golf Club, Exxel Engineering, and Sietsema Orchards.

**June** ⇨ The poster and presentation pieces researched by Tom Betts, Bob Eames, and Gwen Vryhof Bultema are accepted for presentation at the Christian Business Faculty Association Conference (CBFA) in British Columbia. The projects describe the models and theoretical grounding for using of experiential learning in Christian higher education.

Chair of the Business Department, Leonard Van Drunen, presents "Finance and Christianity," a research paper written for the Theology of Work Project, during the CBFA conference in British Columbia.

Betts, Eames, and Vryhof Bultema receive the top award for Best Practice Presentation at the CBFA conference in British Columbia. They are recognized for their presentation: "Death by Projects: Surviving and Thriving the Project-Based Course."

Investments

3 small grants awarded

3 major grants awarded, including 2 course releases and 1 summer stipend

5 travel grants awarded

3 Executives in residence

2 international interims supported

1 Regional Business Plan Competition hosted

Returns

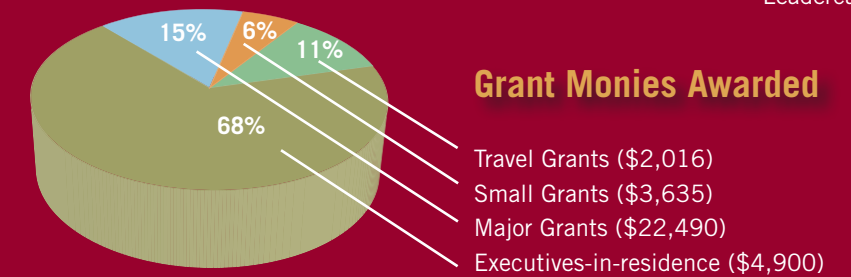
81 CAP projects were completed

51 unique businesses were engaged through CAP projects

1 new program developed to support and encourage young women in business

420 members of the business community attended the Chick-Fil-A Leadercast

\$33,041 total grant monies awarded to faculty



2011-12 Business Department Statistics

100% of business faculty had professional experience

100% of business faculty had graduate degrees

100% of graduating students had at least 3 CAP project experiences

86.6% of graduating business majors had a formal internship experience

279 business internships were held in 2011-2012

67.4% of students passed the CPA exam on their first attempt



## Dear investors,

In this, our second full year of operation, the Calvin Center for Innovation in Business (CCIB) experienced a “sophomore surge,” by building upon the initial successes of our inaugural year and by introducing new programs and initiatives.

The CCIB’s main objective remained the same in the 2011-2012 academic: to ensure Calvin’s business program becomes the best business program within Christian higher education by:

- Fostering educational excellence
- Promoting experiential learning
- Engaging the broader business community

Here’s a brief overview of the initiatives we have been able to accomplish, with your continued support:

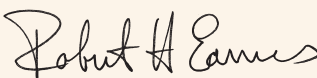
- Increasing attendance at our Chick-Fil-A Leadercast event by 30%
- Granting 14 financial awards to support faculty in their important work
- Hosting the West Michigan Regional Business Plan Competition, in which Calvin placed third
- Arranging 81 CAP projects with 51 unique clients, a 31% increase over last year

- Gifting financial support to two new international interim trips
- And so much more!

One of our most significant successes this year involved the development and implementation of the Calvin Young Women’s Business Institute, a new pre-college program that is highlighted in greater detail within this report. We also had the opportunity to organize and support a three-day workshop for our business faculty that encouraged us to evaluate and develop our “new” business curriculum.

God has been good to us in this second year of operation, and you have continued to partner with us. We are so grateful. Your faithful support and encouragement has been a blessing. We look forward to the year ahead and trust it will be the best ever!

Thankfully,



Robert H. Eames,  
*Executive Director, Calvin Center for Innovation in Business*



## Calvin Hosts Young Women’s Business Institute

Twelve young women, entering their senior year of high school, attended the Calvin Young Women’s Business Institute, from July 18-20. This 3 day program exposed young women to business-related careers, as well as introduced them to business women as possible mentors and role models. To be considered for the institute, applicants needed a minimum GPA of 3.5, be involved in extracurricular activities, and provide a letter of recommendation.

“Achieving excellence in business at Calvin requires two key ingredients: great students and excellent faculty,” said Bob Eames, director of the CCIB. “The institute allows us to help young women explore opportunities in business while they learn what an exceptional place Calvin is to prepare for lives of kingdom service.”

One of the highlights of the program was a dinner and networking reception at Uptown Kitchen. Kelly LeCoy, the owner of Uptown Kitchen and a recent Calvin graduate, attended the event, along with several other business women from the greater Grand Rapids area. Mary Tuuk, the president of Fifth Third Bank West Michigan, also attended the event. Tuuk had originally encouraged the CCIB to consider specific programming for young women and was instrumental in the development of the institute.

“Helping young women dream about their future and envision possibilities in business is a passion of mine,” says Tuuk. “Seeing this passion and vision come to life with the Calvin Young Women’s Business Institute was a dream come true for me. Most importantly, it furthers the ability of these young women to see and realize the potential of the talents given to them by God.”

The young women also participated in a human-centered design workshop led by representatives from Amway and held at Grid70, a design hub located in downtown Grand Rapids. Students were tasked with observing the buying experience at the Fulton Street Market before identifying new products or programs to better serve consumers.

“The institute encouraged me to look deeper into a business career,” said Erin Morehead, an institute participant from Grove City, Ohio. “Through my interaction with people in the business world and Calvin graduates, I learned how to use business techniques in everyday life. I realized a major or career in business gives me endless possibilities environment more specifically. It would not have come to fruition without the support of the CCIB.”



## The Year Ahead

### Calvin Women’s Business Network

This fall, the CCIB will work to develop a Calvin Women’s Business Network, a student-led organization that will pair students studying business with women business leaders within the greater Grand Rapids community. The network will encourage students to learn from, and with, their mentors, ensuring students have women mentors to look up to.

### Calvin Business Partners Awards Luncheon

The CCIB will sponsor the first-ever Calvin Business Partners Awards Luncheon in November. The luncheon will honor businesses and individuals within our community who have actively partnered with Calvin’s Business Department. Bonnie Wurzbacher, former VP at The Coca-Cola Company, will speak at the event.

### January Series Sponsor

Jeff Van Duzer, the author of *Why Business Matters to God: And What Still Needs to be Fixed* and dean of the School of Economics and Business at Seattle Pacific University, will speak during Calvin’s acclaimed January Series in 2013. The CCIB will co-sponsor Van Duzer’s presentation at Calvin.

# CALVIN CENTER FOR INNOVATION IN BUSINESS

A CENTER OF CALVIN COLLEGE

Investor Impact Report 2012

“When we, as Christians in business, orient our work toward serving the community, we have the assurance that we are working for a higher purpose, in fact for the highest purpose.”

~ Jeff Van Duzer

## How You Can Help

**Sponsor CAP:** Numerous organizations and businesses have graciously supported us by sponsoring CAP projects, which provide students with hands on learning opportunities. Consider engaging students by involving them in a real-life business challenge or opportunity. *Contact Gwen Vryhof: [gcv2@calvin.edu](mailto:gcv2@calvin.edu)*

**Hire an intern or recent graduate:** Employers appreciate our students’ and graduates’ analytical abilities, communication skills, work ethic, and values. Consider hiring one of our students as an intern or employee. *Contact Laurie Lemmen: [laurie@calvin.edu](mailto:laurie@calvin.edu)*

**Invest in the CCIB:** The CCIB is only able to achieve its outlined goals through the financial support of individuals, families, corporations, and foundations. Consider supporting the Center in this capacity, to ensure its financial stability and good work for years to come. *Contact Ken Erffmeyer: [kde2@calvin.edu](mailto:kde2@calvin.edu)*

**Pray for Calvin College:** The most powerful means of support you can give to the center and to the College is prayer. Our God hears and answers each of our prayers for continued grace, clarity, and wisdom for our staff, faculty, and students.