

Spring/Summer 1989

A Magazine for the Johnson Graduate School of Management Community

CORNELL ENTERPRISE

INTERVIEWED

**Alan Merten,
the Johnson School's
Newest Dean**

FEATURED

**The Seven Deans Who Preceded
and How They Shaped Us**

**David BenDaniel on the Art of
Teaching Entrepreneurship**



HYATT REGENCY DEARBORN
IN FAIRLANE TOWN CENTER
FAIRLANE TOWN CENTER
DEARBORN, MICHIGAN 48126 USA

313 593 1234 TELEX 235613 FAX 313 593 3366

November 22, 1989

Mr. Paul V. Sheridan
JOHNSON/CORNELL CLUB OF DETROIT
c/o 22357 Columbia
Dearborn, MI 48124


Dear Mr. Sheridan,

It was indeed a pleasure having you and your guests
utilize our facilities for your Dinner/Meeting held
here on November 8, 1989.

Needless to say, the excellent cooperation we received
from you made our job much easier, and I only hope that
our food and service measured up to your expectations
in every way.

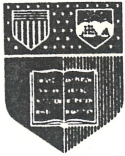
May I take this opportunity to express our sincere
appreciation for your valued patronage, and we look
forward to your return visit.

Sincerely,



Pamela L. Gierlack
Assistant Director of Catering

PLG/be



CORNELL CLUB OF MICHIGAN

c/o Robert D. Kaplow

7220 West Twelve Mile Road
Southfield, Michigan 48076

P.O. Box 215
Southfield, MI 48037

November 13, 1989

Dean Alan G. Merten
Malott Hall
Johnson School of Management
Cornell University
Ithaca, NY 14853

Dear Dean Merten:

It was a pleasure meeting you on November 8, 1989.

On behalf of the Cornell Club of Michigan, I would like to thank you again for your presentation. It was very enjoyable, and we appreciated it.

Thank you for visiting with us.

Very truly yours,

Robert D. Kaplow

RDK/vaf
cc: Mr. Paul Sheridan
Ms. Mary Sue Taube
0896F

22357 Columbia
Dearborn, MI 48124
(H) 313-277-5095
(O) 313-493-2404

November 13, 1989

Kevin Stein, Treasurer
Cornell Club of Michigan
3027 Roundtree Blvd. Apt B2
Ypsilanti, MI 48197

Dear Kevin:

Subject: Dean Merten Reception of November 8, 1989

As promised, I have enclosed the expense documentation for the subject including the payments made by the participants. The details are summarized below:

o 28 Dinners @ \$ 22.74 each	\$ 636.72
o Cash Bar Service Fee	<u>78.00</u>
- Total Expense	\$ 714.72
o 26 Paying Participants @ \$ 25.00 each	<u>650.00</u>
- Surplus/(Shortfall)	(\$64.72)

The cause of the shortfall is due to not realizing that a "Cash Bar Service Fee" was required. This fee is levied whenever less than \$ 300.00 (!) is spent at the cash bar...

In any case, Rob explained that the Cornell Club of Michigan could probably reimburse me for the full \$ 714.72 (I paid the bill with a personal credit card).

Sincerely,



Paul V. Sheridan

enclosures

cc: R. Kaplow
J. Halderman (JGSM)

P.S. I have also enclosed a check for \$ 15.00 to cover my membership in the Cornell Club of Michigan.

0324S

22357 Columbia
Dearborn, MI 48124
(O) 313-493-2404
(H) 313-277-5095

September 27, 1989

Pamela L. Gierlack
Assistant Director of Catering
Hyatt Regency Dearborn
Fairlane Town Center
Dearborn, MI 48126

Subject: Marquis Ballroom Reservation for the Evening of November 8, 1989

Dear Pam:

I wanted to confirm the subject with you.

Again, the accommodations appear to be splendid. I am confident the arrangements will be thoroughly appreciated by our newly appointed Dean during his dinner reception with the Cornell Club of Michigan and the Johnson Graduate School of Management Club of Detroit.

As discussed, I will provide you with

- attendance estimate
- invoice deposit
- menu selection(s)
- event schedule details (please see attached)
- other ?

I believe you stated that "three days prior" was the required timing-please confirm this.

Please feel free to contact me as necessary.

Sincerely,



Paul V. Sheridan

attachment

cc: J. Halderman (Cornell)

DATE: September 21, 1989

TO: Johnson Graduate School of Management Alumni (Michigan)

FROM: Paul V. Sheridan, President *PVS*
Johnson Club of Detroit

SUBJECT: Dean Alan G. Merten Dinner Reception

The alumni of Cornell's Johnson Graduate School of Management share a graduate business education experience that is second to none. Our perceptions are becoming universally recognized, with recent times having witnessed a virtual skyrocketing of JGSM's prominence. This has occurred through the dedicated efforts of faculty and staff, and, in no small way, the reputation of the JGSM alumni.

Indeed, we are considered crucial to the overall success of our Alma Mater, and it is for this reason that Dean Merten wishes to introduce himself to you at the subject gala. Although your response is not requested until receipt of the formal invitations, I thought I would share the schedule with you as early as possible:

DATE: Wednesday, November 8, 1989
TIME: Cocktails - 6:15 pm (Cash Bar)
Dinner - 7:15 pm
Discussion - 8:00 pm (approx.)
LOCATION: Marquis Ballroom - Second Floor
Hyatt Regency Hotel
Fairlane Town Center
Dearborn, MI
313-593-1234

It is important to all of us that the new Dean be welcomed in a way that is worthy of our Alma Mater, and therefore we look forward to the attendance of you and your guest(s). If you have any questions please feel free to contact me on 313-493-2404.

Please mark your calendars, and we'll see you on the 8th!

DATE: October 20, 1989

TO: Johnson Graduate School of Management Alumni (Michigan)

FROM: Paul V. Sheridan, President *PVS*
Johnson Club of Detroit

SUBJECT: Dean Alan G. Merten Dinner Reception

Last weekend, during Cornell University's Homecoming, I had the distinct pleasure of personally meeting our new Dean. That we are fortunate to have a person of this calibre leading our alma mater into the 1990's is an opinion I am confident you too will share upon your introduction. His down-to-earth interactive style is genuine, and is completely consistent with the friendly but invigorating atmosphere of JGSM.

I also visited with Jan Halderman of the Office of Alumni Affairs (at JGSM) to check on the mailing of the formal invitations for the subject. Jan explained that they had been mailed from Ithaca and should have been received by the JGSM Michigan alumni no later than late last week. Just in case any of you have not received your copy I have attached a duplicate.

I have received several responses confirming attendance at the subject and am hopeful that the remaining alumni will do likewise. Again, we need your response no later than November 1; about one week from now.

We promise an enjoyable, friendly gala with a speech topic that should be of relevance to all of us living in Michigan. I think you will be pleased with the arrangements at the Dearborn Hyatt Regency; the Marquis Ballroom is brand new...very impressive!

ALAN G. MERTEN
Biographical Information

Alan G. Merten assumed the position of Dean at the Johnson Graduate School of Management in August, 1989. Formerly Dr. Merten was Dean of the University of Florida College of Business Administration, a position he assumed in 1986.

Dr. Merten received his bachelor's degree in mathematics from the University of Wisconsin in 1963, a master's degree in computer science from Stanford University in 1964, and the Ph.D. in computer science at Wisconsin in 1970. His publications and research interests are in the areas of information systems design, data management, and organizational policies for information technology.

He has held academic appointments in both engineering and business. Early in his career, he worked in the Pentagon and the White House. He has lived and worked in Hungary and France. While at the University of Michigan, Dr. Merten was Associate Dean for Executive Education and Computing Services within the School of Business Administration. He is a director of Comshare, Inc. and a member of the Whirlpool Corporation Information Technology Advisory Council.

His Florida-based activities included the Governor's Select Committee on Workforce 2000, Speaker's Advisory Committee on the Future, Southeast Venture Capital Advisory Group, and the Gainesville Regional Airport Authority.

JOHNSON CLUB OF DETROIT
DEAN ALAN MERTEN VISIT OF NOVEMBER 8, 1989
ATTENDANCE/NAMETAG ROSTER

MARY K. BOITANO	CLASS OF '83
RICHARD H. BROWN	CLASS OF '65
CHRISTINA CLARK	CLASS OF '58
TIMOTHY P. COX	CLASS OF '76
JAY ELLIOT	CLASS OF '87
GEORGE F. HALOW	CLASS OF '87
EDWARD C. HANPETER	CLASS OF '52
JOAN R. HANPETER	TBD
JOHN M. HAYNES	CLASS OF '72
ROBERT D. KAPLOW	CLASS OF '68
PHILLIP H. KNEEN	CLASS OF '59
DAVID C. KWAN	CLASS OF '78
CHARLES A. LESLIE	CLASS OF '48
CAROLYN H. MARR	CLASS OF '60
CHARLES G. MCCLURE	CLASS OF '75
SARAH H. MCCLURE	CLASS OF '77
JOHN A. MCDUGAL	CLASS OF '43
MICHAEL B. SADOFSKY	CLASS OF '76
PAUL V. SHERIDAN	CLASS OF '80
CHARLES I. STANDARD	CLASS OF '78
ALLEN C. WOLF	CLASS OF '77
DENNIS M. BYRON	GUEST
PATTY ELLIOT	GUEST
ERIC MERTEN	GUEST
JOHN RUSSELL	GUEST
BETTY SADOFSKY	GUEST
DON SHALIBO	GUEST
ELLEN R. STANDARD	GUEST
ALAN G. MERTEN	SPEAKER
TOTAL = 29	PAUL V. SHERIDAN CLASS OF '80