Spring 4-15-2011

Business Magazine (2011)

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Haworth News
College of Business

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Greetings from the Dean’s Office

I am honored to serve as dean and excited as we begin a new chapter in the College’s history.

When I interviewed for the dean’s position, I was deeply impressed by the strengths of the Haworth College of Business, including dedicated and talented faculty and staff, strong academic programs, a keen focus on students and their success and a strong base of support from alumni and the business community. Now that I am immersed in the invigorating bustle of the College, these strengths are reinforced for me daily.

Witnessing our students excel in statewide and national competitions, their internships, leadership positions within their student organizations and across campus and so many other endeavors is a joy and highlights the quality of Haworth College of Business students and the instruction that they receive.

Our committed and caring faculty and staff provide our students with opportunities to participate in specialized academic programs, consulting, study abroad programs and many other avenues for intellectual and professional preparation. Our students are bright, energetic problem-solvers who are ready to work in global businesses and on Main Street with an eye to sustainability, best practices, emerging technology and ethics.

As we work to continuously improve the College through strategic planning, initiatives and partnerships, we strive to answer a central question: What are the key needs of existing and emerging industries and how do we best prepare students for today’s work environment?

Our committed and expert faculty members guide our students, providing them with a customized experience, working side-by-side with students in small classroom settings where each student is able to receive individualized attention. Faculty share their research findings and equip students with new knowledge that impacts the industries in which they will be employed.

This unique, hand-crafted Haworth Experience is what differentiates the Haworth College of Business from other schools of business.

The strong alumni base and solid community support serve as valuable resources to our students. The lives of our students are touched through many educational programs and experiences involving alumni and members of the business community.

As we continue to refine our programs, emphasize experiential learning, create innovative programs and strengthen and expand our network of business partners, we are poised to become the business school of choice, not just in this region, but in the state of Michigan and beyond.

I invite you to learn more about top priorities for the College in the coming months. I also invite you to contact me at any time with your feedback and thoughts or to learn more about connecting with the Haworth College of Business.

Sincerely,

Kay M. Palan, Ph.D.
Dean, Haworth College of Business
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Experience Haworth News is a publication of Western Michigan University’s Haworth College of Business, Kalamazoo, Michigan for alumni and friends of the College.

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The Haworth College of Business welcomes Dean Kay Palan.
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Haworth College of Business
The Haworth College of Business is among an elite group of fewer than five percent of business schools worldwide accredited by the Association to Advance Collegiate Schools of Business at both the undergraduate and graduate levels. It is among a select two percent of business schools worldwide that have additional specialized accreditation for their accountancy programs.

Named after the Haworth family and Haworth Inc., the College enjoys an outstanding reputation, with several nationally ranked programs at both the graduate and undergraduate levels and one of the oldest Master of Business Administration programs in the state. It is one of the largest undergraduate business school programs in the United States with nearly 4,000 students, placing it in the top 10 percent in terms of enrollment.

The faculty is comprised of 89 board-appointed faculty members, 30 part-time instructors, and 38 staff members operating out of Schneider Hall, named after Arnold E. Schneider, the College’s founding dean.
As part of the 20th anniversary of the dedication of Schneider Hall and the naming of the Haworth College of Business, the College unveiled a glass tribute in memory of G. W. Haworth, founder, Haworth Inc.

The College is named after the Haworth family and Haworth Inc., a global leader in the design and manufacture of office furniture and organic workspaces. Pictured above at the celebration are from left Richard G. Haworth, BBA ’64, chairman emeritus, Haworth Inc.; Joseph Blaszczyk, sales and business marketing major; Dr. Kay Palan, Dean, Haworth College of Business; Dr. John M. Dunn, WMU president; and Janette Gabel-Goes, BBA ’82, MBA ’86, faculty specialist, Department of Business Information Systems.
The changing face of Haworth...

Dr. Kay Palan

An educator with impressive experience in business on many different fronts, Dr. Kay Palan is primed to meet the challenges of today and lead the Haworth College of Business to new heights. As both a marketing and business consultant, she has worked on civic, corporate and nonprofit projects. As an entrepreneur, she established and managed a successful home health care business. And on the academic front, she has served as a business educator focused on developing programs in entrepreneurial studies, leadership and experiential learning.

So what drew Palan to the dean position at the Haworth College of Business? She wanted a university that felt like “home,” something comparable to Iowa State University, where she was serving as an associate dean.

“WMU is a research-oriented university that values teaching and is committed to students,” says Palan. “That’s what higher education is all about – and the Midwest was appealing. As I began to meet the people who were so genuinely committed to Western and Kalamazoo, some who have worked here for years—well, that spoke to the kind of place I was seeking.”

As the college’s sixth dean, Palan is taking on many challenges facing colleges today—such as decreased funding and changes in student demographics—while aiming to meet the needs of globalization and diversity in the rapidly changing world. Business colleges are working to meet the unique challenges of declining enrollment as well as a declining population of business faculty.

Quick to entertain the education challenges as opportunities and to raise the College to new heights, Palan emphasizes the need to know the College’s target markets and the importance of providing education that is accessible in meeting students’ needs. “Today there are increasing numbers of non-traditional students and students transferring in from community colleges. Technology has helped to provide more delivery options, but we also need to create partnerships with community colleges to ensure that we are providing smooth transitions for these students.”

Palan stresses the importance of leveraging business school knowledge within the university, indicating the need to learn how non-business students might benefit from business courses. “There are potential partnering opportunities where

“Whether it is a projection model or the latest way to measure brand image, we always have to be on top of our game — to be sure our students are on top of their game.” — Dr. Kay Palan
business courses can add value to other majors,” says Palan. “We have to be responsive to the needs of business—preparing students with cutting-edge experiences and ensuring that they are poised to be effective critical thinkers, problem solvers and thought leaders in the global business environment, understanding the importance of ethics and sustainable business practices,” says Palan.

Students learn best by doing, and Palan intends for the College to be on the forefront of providing hands-on experiences to fully prepare students for their future careers. She plans to further expand existing experiential learning and service learning components into an array of courses in all disciplines.

Palan values the College’s connection with global partners, noting the critical importance in addressing the global business climate. “We need partners around the world to provide study abroad and internship opportunities – and to ensure that we are ‘heading in the right direction’ in terms of educating students globally,” says Palan.

Furthermore, Palan wants assurance the College is offering relevant global programs. “Any student who has ever studied or interned abroad comes back a different person and better-prepared to enter the business world; they are much more openminded, adaptable, flexible and comfortable with uncertainty, because they’ve had to function in a culture that’s different from their own,” says Palan.

Palan also believes that ethical thinking and sustainability are critically important components of business curricula. “We need to be teaching ethics,” says Palan. “We can’t assume that students have the right set of values and will know how to follow those values when asked to do something that is not right.” She embraces
the need to embed ethics in coursework by providing students opportunities to wrestle with case studies and analyze and learn from mistakes made in real-life ethical dilemmas. In terms of sustainability, Palan’s aim is to help students understand the right balance between people, planet and profits. She notes that the concept of sustainability needs to be built into one’s long-term thinking and planning.

With an appreciation for technology, Palan wants today’s students to be grounded not only with the latest technology ‘know how,’ but says students also need to be savvy in terms of the latest tools within the disciplines. “Whether it is a projection model or the latest way to measure brand image, we always have to be on top of our game, to be sure our students are on top of their game.”

As a successful entrepreneur, Palan insists that teaching entrepreneurship is essential. “Most of the wealth in this country is created by individuals who have started their own businesses,” says Palan. “We need to prepare our students to have entrepreneurial skills regardless of major and whether or not they want to start a business. All students benefit from being able to think like an entrepreneur — to be able to recognize an opportunity and take advantage of it, understand feasibility analysis and manage risk. A basic understanding of innovation, ideas, products, brands, processes, services and business leads to success.”

Business partnerships are also key to the success of the College. “Businesses employ our students,” says Palan. “They want students who can speak and write well and can think critically about a situation,” she says. “And on our end, we have to recognize what the business market needs with respect to student preparation and identify where there are gaps in the curriculum. It is our partners who can best provide us with guidance in terms of these needs and how we educate students today.”

“Our business partners are alumni, advisory councils, employers and the business community at large,” says Palan. “The College is what it is today because of the collaboration and strong network between our students, faculty, alumni and business partners – it is impressive, and we appreciate the help of so many, in so many different ways.”

“Any student who has ever studied or interned abroad comes back a different person and better-prepared to enter the business world; they are much more open-minded, adaptable, flexible and comfortable with uncertainty, because they’ve had to function in a culture that’s different from their own,” — Dr. Kay Palan

Born: Buffalo, Minnesota.

Has lived and worked in: Minnesota, North Dakota, Texas, Iowa, Michigan.

Degrees held: Bachelor of Science in Nursing, Winona State University; Master of Business Administration, Minnesota State University Moorhead; Ph.D., Texas Tech University.

Family: Married to Jim Palan, with three adult children.

Research interests: Examining teenage girls’ autonomy and competence as shoppers; consumer socialization — how children learn to be consumers and make consumption decisions; decision-making in families, especially on the types of strategies children and parents use when making decisions together.

People would be surprised to know: Palan attended Luther Northwestern Seminary in St. Paul, Minnesota.

For fun and relaxation: Palan enjoys reading, cooking and exercising.
They are brothers and co-workers, not to mention highly successful business leaders, directing the success of the Chicago-based Trainor Glass Company. The company provides fabrication and installation of glass products and framing systems in architectural applications.

With over 600 team workers and 22 operations, ranging from large, highly-efficient manufacturing sites to satellite offices, the Trainor brothers have more than carried out their father’s vision of the family business.

Started by their father, Robert Trainor Sr., Trainor Glass achieved incredible growth since its beginnings in 1953. Even more impressive is that since taking over the business, at a time when the future of glass was questionable due to the concern for energy conservation in the 1970s, the Trainor brothers have grown sales in excess of $200 million.

Glass roots

The Trainor brothers spent a considerable amount of time helping out in the family business as they were growing up—sweeping floors, cleaning bathrooms and taking excess glass to the dumpster. One would expect that the brothers would someday take over the family business …but in their mind, it was actually quite the contrary. Their father had a rule that his children must work for another company for a period of time before he would consider them for employment.

Shared insight from the brothers

Sitting down with the Trainor brothers, Bob, Tom and Ed, is an enlightening experience. The camaraderie of the brothers is infectious and they have a way of “keeping each other honest and giving credit where credit is due.” Bob warmly dubs Ed the “quiet superstar” and says that Tom is “the smartest” because he was the only one of them to follow their father’s advice to “get all the accounting training that you can.”

Many might wonder how three brothers can hold key leadership positions within the company, working with much of their extended family, and still keep the peace with each other. The brothers agree that they leave their differing points of view on business issues within the walls of Trainor Glass Company.

On keeping the family peace …

Bob: “Dad taught us to leave work at work. You can disagree all day but when you are at a family function at night, it is like it never happened. Dad was good at showing us how to disagree with each other and still respect each other.”

What do you feel are important traits of successful entrepreneurs?

Bob: “Honesty, a moral compass, and having employees who feel a sense of ownership.”

Tom: “Good work ethic.”

Ed: “Self-driven motivation.”

All three agree that knowing your employees is important.

Can you share some insight about your WMU experience?

Bob: “I had a business writing course that I really liked, where we were taught to take the ‘I’ out of things and replace it with ‘you.’ I have tried to incorporate this concept in the business to show customers and employees how they are affected. I also really liked my courses in psychology, particularly the study of motivation and positive reinforcement and use these concepts in the business.”
“We have our eyes set on being the best of class in every market, a feat that we believe we have achieved in the last five years, by using the power of the brand.”
— Bob Trainor

“During the 70s when the energy crisis hit, there was widespread concern that glass was an inefficient use of energy. Many of the larger glass companies were expected to swallow up the little guys,” says Bob Trainor, BBA ‘78, CEO. “Father wasn’t sure the business would survive, so he encouraged us to go to college and work other jobs before we could work for him.”

Western Michigan University’s Haworth College of Business was the college of choice for several family members. Bob studied marketing and accounting, Tom, BBA ’84, studied accounting and Ed, BBA ’82, focused on marketing and finance.

After graduation, they heeded their father’s advice. Bob worked for Hormel Foods, Tom started his own CPA firm and Ed worked in the construction industry.

Today, the Trainor brothers are the leaders of the family business. Bob is CEO, Tom is president and Ed is executive vice president and national purchasing director. The brothers were all on campus last spring as part of the Haworth College of Business’s Distinguished Speaker Series.

Today, the company is best known for quality fabrication, design, engineering and installation of glass products and framing systems in virtually every architectural application, including new construction, green building solutions, building rehabilitation, storefronts and entrances, tenant interiors, and custom specialty work. Their expertise with specialized materials, complex architectural designs, building geometry that pushes the limits of curtain wall, and innovative engineering solutions… or as its Facebook page states…”Anything and everything glass.”

From 2003-08, there was growth in construction and glass building. But, how does a major glass company survive during an economic downturn? “It seems there is a tough year or two in every decade,” says Bob. “This too will end. We’ve seen it again and again, so we prepare for it in a number of ways. We put in systems to lower our production costs, grow and expand our products and differentiate our company from others.”

The brothers had the vision to expand into other markets including solar and modular walls. “This helped our sustainability,” says Bob. The goal was to increase revenue per job. Ultimately, the bottom line goal was to keep American jobs in hopes that the markets would continue to grow in these areas.

Today, the company has a showcase of awards to its credit, which include: Engineering News-Record’s “Best of the Best 2010” for Blue Cross Blue Shield Tower and the Austonian, US Glass Green Design Finalists for both the Lindsey-Flanigan Denver Courthouse & 1 Bank of America Center, “Glass Magazine’s” Crystal Achievement Awards in three categories: Most Innovative Curtain Wall Project (Two Alliance Center, Atlanta); Best Showroom, and Most Innovative Web Site, Large Company (Trainor Glass Design Centers Web Site).

Tom: “I liked the fact that in the College of Business you sampled several different areas: marketing, management, finance, and accounting. I was a marketing major before I realized I wasn’t a marketing major. Having a good general business background and experience in all the areas helps one to make better informed decisions. Business Communication was probably one of my most helpful classes because I tended to be more introverted – that class really helped me.”

Ed: “I found the supply management and logistics classes most helpful.”

Two Alliance Center, Atlanta, is one of the Trainor Glass award-winning projects.

Dr. John M. Dunn, third from left, is pictured with the Trainor brothers (from left) Tom, Bob and Ed, who lead Trainor Glass Co.

The company’s portfolio continues to grow—Major recent building projects include the Legg Mason/Four Seasons Towers in Baltimore, Md., Bank of America Center in Charlotte, N.C., the Austonian in Austin, Texas; Two Alliance Center, in Atlanta, Ga.; the Lindsey-Flanigan Denver Courthouse, in Denver, Colo.; and the Hunt Oil corporate headquarters in Dallas, Texas. In addition to corporate buildings, their portfolio of projects includes work at airport terminals, museums, universities, government facilities and so much more.

Today, they balance their business activities with personal pursuits.

How do you balance your life away from work?
Bob: “I enjoy my family, sports and sporting events.”

Tom: “I find balancing work and life hard sometimes, but you just have to make time. I like coaching my children in sports. I like spending time in Michigan too. Technology makes it a lot easier to achieve this balance. I have gotten better at it over the years, but I still work at it.”

Ed: “I spend time with my family – my wife, kids and grandkids. They are a big part of what I am and who I am. I also like to spend time in Southwest Michigan on the lake. It is very relaxing.”
The Haworth College of Business hosts the Distinguished Speaker Series to provide a forum for the community on topics of importance in today’s dynamic world and to bring individuals involved in the shaping of that world to campus.

From left Dr. Thomas Carey, professor of management and Distinguished Speaker Series coordinator, is pictured with Dr. Leslie Braksick, MA ’87, Ph.D. ’90, author and co-founder of Continuous Learning Group. Braksick spoke on “Leadership in a Changing World: Stand Tall or Tap Dance?”

Arthur Johnson, BBA ’80 Chairman and CEO, United Bank of Michigan President and CEO, United Community Financial Corp. “Changes and Challenges in Community Banking”

Birgit Klohs, BBA ’83 President and CEO, Right Place Inc. “Positioning West Michigan for the Global Economy”

Kenneth Miller, BBA ’69, MBA ’70 CEO/Principal Partner, Millennium Restaurant Group, LLC “Arcadia Commons West and Event Center — A Vision for a Regional Partnership and Development”

Robert Trainor, BBA ’78 Thomas Trainor, BBA ’84 Chief Executive Officer and President, respectively, Trainor Glass “Entrepreneurship in a Global Economy: A Family Experience”

Keystone Breakfast Series

The Keystone Community Bank Breakfast Series is underwritten through the generosity of Keystone Community Bank. The series provides an opportunity for the local community to hear prominent business leaders, WMU faculty, alumni and friends of the College discuss current business issues and corporate strategies as well as key information regarding the continuing progress of the College.

Neil Bremer BS ’78 Executive Director, Arts Council of Greater Kalamazoo

Jack Luderer Interim Dean, WMU School of Medicine

Tamara Davis BBA ’88, MBA ’99 Regional Director, Michigan Small Business & Technology Development Center, WMU

Michael Newman BBA ’73 President/Managing Director, Michigan Aggregates Association and affiliated MAA Foundation

Tim Welke (left), Major League Baseball umpire and crew chief, and Bill Welke (center) BBA ’90, Major League Baseball umpire, spoke on “The Business of Blue (Baseball Umpiring).”

Ron Winter NFL official, WMU professor emeritus

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Ron Winter NFL official, WMU professor emeritus
Haworth College of Business serves as a focal point for sharing information and encouraging discussions on current issues through a number of conferences and through initiatives of the four centers associated with the College.

**New center promotes technology in health care**

The formation of the new Center for Health Information Technology Advancement (CHITA) is a joint project through WMU’s Bronson School of Nursing and the Department of Business Information Systems. Dr. Bernard Han, professor of business information systems, and Dr. Sharie Falan, assistant professor of nursing, are leading the interdisciplinary partnership.

The center’s focus is to provide solutions to today’s health care information technology needs through a collaborative learning environment among nursing and computer information systems students.

**Center for Entrepreneurship expands activities**

The Center for Entrepreneurship and Innovation hosted several events for students, faculty and staff in conjunction with Global Entrepreneurship Week. The center serves as a clearinghouse for ideas on enterprise and innovation. The center has established a student organization dedicated to entrepreneurship.

“Many students have an interest in entrepreneurial careers,” says K. C. O’Shaughnessy, professor of management, and advisor to the organization. “We hope to provide them with the knowledge and skills it takes to launch a successful new idea.”

**Center explores futures of newspapers/health care**

Two separate conferences offered insight into the futures of newspapers and health care as part of the focus of the Center for Sustainable Business Practices. The center aims to enlighten educators, business professionals and politicians about how to cope with business and prepare for the new challenges of the 21st century.

From left Dr. Ken Fisher, M.D., internal medicine and nephrology; Dr. Tom George, M.D., anesthesiologist and former Michigan State House representative; Landon Van Dyke, MBA ’03, U.S. Dept. of State—Sustainability; and Brian Whitelaw, JD, participate in a panel at the “Sustaining the Business of Health Care in America” conference.

**GBC facilitates international efforts**

The Global Business Center continues to facilitate internationalization of the curriculum and strengthen interdisciplinary collaboration of international programs. These include efforts to teach abroad, host international guests, promote study abroad programs and pursue partnerships with universities around the world.

**IT Forum explores technology and health care**

Information technology and health care professionals explored ways information technology can facilitate better health care through collaboration at the 9th annual WMU IT Forum. The event, hosted by the Department of Business Information Systems and CHITA, was themed “Advancing Health Care with IT: Exploring the Landscape for 2011.”

Dr. Dong-Dae Lee, business dean, Dong-A University in South Korea, visited with College faculty and staff during a visit to campus to explore and discuss partnerships in areas including the establishment of a dual degree program.

**Ethical leadership discussed**

“Leadership and Ethics in Business” was the theme of a conference featuring John Allan, partner, Varnum LLP, and Bill Cousineau, BS ’78, vice president, corporate operations support, Kohler Co.

“Many students have an interest in entrepreneurial careers,” says K. C. O’Shaughnessy, professor of management, and advisor to the organization. “We hope to provide them with the knowledge and skills it takes to launch a successful new idea.”

**Food Conference draws record crowd**

A record crowd of over 500 students, faculty, alumni, guests and leaders in the food industry attended the 46th annual Food Marketing Conference, titled “Leading in a Time of Consumer and Economic Change” in March. At the conference from left are Dr. Ann Veeck, associate professor of marketing; Dan Munson, guest, Dr. JoAnn Atkin, associate professor of marketing and Dr. Tim Greene, WMU provost.
Each year, hundreds of students arrive on the campus of WMU eager to embrace college and make the transition to independent adult.

Many of these students know exactly what they want to study and the type of career they will pursue. They have a plan.

But what about the growing number of young adults who aren’t so sure?

“Our role as educators is to guide young students in exploring their interests and to give them a sound foundation of core business theory and knowledge, enabling them to turn those interests and talents into successful lives and careers,” says Dr. Kay Palan, dean of the College.

To fulfill this role, the College offers a variety of opportunities designed to encourage students to explore interests and understand how their personality and goals fit into academic areas and careers.
“Research tells us that the earlier we engage students in hands-on career exploration, the greater chance we have of retaining them and guiding their decision-making about academic majors and career pathways,” says Linda Ickes, director of the College’s career center.

The Business Externship Program and the Business Advisory Council Mentor Programs provide such hands-on exploration.

“Pre-business students have trouble engaging in their education until they discover an academic major and career path that is a good fit,” says Geralyn Heystek, career advisor. “These programs help students engage.” She adds that students who participate in career exploration and leadership programs, student organizations and mentor opportunities find success more readily.

Externships are unpaid, job-shadowing experiences designed to offer younger students a chance to explore careers with the guidance of professional mentors in many industries. This year, over 40 companies are offering externships in an array of areas including banking, financial planning, human resources, logistics, service, information technology, manufacturing and more. Companies typically offer one- or two-day externships, but the program’s flexibility allows for a variety of arrangements.

Like the Business Externship Program, the Business Advisory Council’s Mentorship Program pairs leaders with students. Upper-level undergraduate and graduate students participate in an effort designed to promote personal and professional growth. Students seek mentors who align with their interests and career aspirations. Over 50 students and 13 mentors are participating in this year’s program. “The program is a great way to help our students launch their careers,” says Sandra Lucie Doctor, MBA ’83, vice-president of the advisory council.

“One of the highlights of the program is when mentors share their backgrounds with the students,” says Doctor. “They share stories and advice on milestones that influenced their career path as well as personal stories about their own mentors.”

The attractiveness of the program lies in its flexibility. Mentors choose their level of participation. A mentor may help students navigate and understand corporate cultures and business decisions, transitions, career decisions and networking opportunities.

In addition, employers use these opportunities to evaluate talent for future internship employment.

This more traditional opportunity is usually designed for students nearing the end of their academic career.

“When a student’s interests and professional behavior ‘fit’ an organization, an extern or mentor experience can lead to an internship,” says Ickes. (See “Mentoring students is a two-way street” on page 16.)

“We need to reach out to exploring students regardless of experience or clarity of goals. These students often succeed once they find a path and become passionate about their goals.”

— Geralyn Heystek

From left Albert Allison, MBA student, talks with mentor John Boll, BBA ’77, during the Business Advisory Council’s Mentorship Program kickoff event.

If you are interested in serving as an alumni resource for students, contact Stacey Markin, alumni relations officer at 269-387-6936, or at stacey.markin@wmich.edu.
Mentoring students is a two-way street

One employer’s insights into the impact of externs and interns

Formalizing extern and intern programs at Deere & Company pays off, says Kristy (Oleszkiewicz) Sabatos, BBA ’00, program manager, Crawlers Division, who represents the company’s recruiting efforts at WMU. For years, the company has worked with interns and has hired many of them. Now, the company has added the WMU Business Externship Program as a way of helping students discover what a career at Deere entails.

Deere’s ultimate goal is to connect with top talent early and enable students to take on meaningful work experiences during their educational years.

“Just as students gain tremendous experience during their externships and internships, Deere learns from the students. We find new solutions to old problems and drive continuous improvement within our operations,” says Sabatos.

“We find that participation strengthens the learning in the classroom and prepares students to join our team upon graduation,” she says.

Finding a good “fit” and learning about a profession are common goals for students. The Deere program introduces students to Deere systems, culture and operations so that the transition to full-time employment is smoother.

“From day one I knew that I had decided to work for a company that strives for excellence and has outstanding employees. I knew that wherever I was placed it would be a great fit with co-workers who truly care about my professional development,” says Marisa Scally, BBA ‘10, indirect materials and services project coordinator.

“The caliber of WMU students is high and their supply-chain specific coursework provides us with successful interns,” says Sabatos, who, in 1998, was the company’s first supply management intern from WMU.

Exploring Globally

Exposing students to international opportunities heightens their awareness of the global economy and provides still another opportunity to explore the world. Dr. Thaweephan “Duke” Leingpibul helped a group of Food & CPG Marketing students understand culture and opportunities in Thailand. “Business is about finding opportunities. In the community we visited, the people don’t know how to market and sell their goods and services to the world,” says Leingpibul. Students immersed themselves in three villages with diverse opportunities — a fishing village turned scuba destination, World Heritage site in Laos with cultural products, and an elephant rescue village that could not support its mission. The students wrote business plans to help demonstrate what sells and what does not sell and the types of seafood that are not attractive to westerners (like mud crab). Once the business plan was finished, the students created brochures to help market the products.

Alumni offer students insights into career paths through participation in events such as Pizza with the Pros. Above (from left), Jennifer (Class) Rutledge, BBA ’04, Aaron Vronko, BBA ’06, and Franco Silva, BS ’06, MBA ’09, spoke to students in the Business Community in LeFevre Hall.
Students take part in Domino’s Discovery Day

Business students and faculty recently spent a day at Domino’s Pizza corporate headquarters in Ann Arbor, Mich., as part of a development program that the corporation presents for college students.

Domino’s President and CEO J. Patrick Doyle, and vice presidents from the departments spoke to approximately 20 students as part of the program. The leadership talked about Domino’s global brand and the opportunities that exist for summer internships, as well as career paths for graduating seniors. “The students also experienced ‘hands-on’ how to make pizzas in the Domino’s kitchen,” says Dr. Karen Lancendorfer, assistant professor of marketing and one of the participating faculty members. “Domino’s philosophy is that effective leaders know about every aspect of the business, so the pizza-making experience is a vital part of the program.”

Domino’s approached Linda Ickes, director of the Career Center – Haworth College of Business, in order to establish relationships that would be beneficial to both students and faculty. They requested that professors select and accompany students who are at the top of their class. Domino’s employees and WMU alumni Amanda Green, BBA ’08, Stephanie Raupp, BBA, ’04, and Kyle Tabata, BBA, ’07, were also on hand for the event.

Students majoring in Food and Consumer Package Goods Marketing travel throughout the Great Lakes Region each spring as part of an intensive Survey of Food/CPG Industries course which exposes them to many facets of the food industry.

Older students engaging and mentoring younger students

By introducing younger students to registered student organizations during the student-run Business Bash, hosted each semester by the Student Leadership Advisory Board, RSO leaders encourage participation, bolster membership and develop future organization leaders.
Four Western Michigan University students swept a prestigious international case study competition, winning the team division with one member taking top honors for best individual undergraduate research paper.

The students competed in the International Telecommunications Education and Research Association national case study competition. The final round of the competition and public presentations were held during ITERA’s Eighth Annual Conference on Telecommunications & Information Technology in April, 2010, in Nashville, Tenn.

This is the first time WMU has won the case study award and the third time in the past four years that one of its students has won the best undergraduate paper award. In the final round of the competition, WMU faced teams from Purdue University, Murray State University and James Madison University.

Members of WMU’s winning case study team are Chad Stec, captain, of Gobles, Mich., a computer information systems major; Kurt Gillispie of Southfield, Mich., a telecommunication and information management major; and Greg Guyette of Farmington Hills, Mich., a telecommunication and information management major. Bringing home the award for best undergraduate research paper was Shane Mittan of Clare, Mich., telecommunication and information management major.
The national case study competition, titled “Connected Tennessee: Telecommunications Economic Development Case Study,” challenged teams to create a strategic technology plan for bringing broadband and information technology service to a portion of rural Tennessee. The plan had to include both technology solutions as well as a proposed budget and implementation plan.

“I am so proud of our team,” says Dr. Michael Tarn, the project team’s advisor and chair of the WMU Department of Business Information Systems. “Since the first day they began their project, all team members clearly understood that they were working on a live, real-world project, while competing with graduate and undergraduate student teams from other universities. Not only does their final product represent seven months of hard work and effort, but it also shows evidence of the quality of Western’s program and students.”

Papers presented at the conference were competitively selected and featured analysis of business strategies and issues facing media and telecommunication companies such as Apple, Intelsat and AT&T. Dr. Richard Gershon, professor of communication and co-director of the telecommunication and information management program, had high praise for Mittan’s case study analysis of Apple Corp.

“Mittan’s paper was an excellent piece of research that looked at the role of strategy and innovation in making Apple a leading-edge media company,” Gershon says.

WMU’s telecommunication and information management major is designed to train students in a variety of telecommunication and data communication sub-disciplines. Its mission is to give students a well-balanced education in a variety of business- and technical-management issues.

The program is offered through the Department of Business Information Systems in the Haworth College of Business and the School of Communication in the College of Arts and Sciences. It is co-directed by Dr. Painin Katerattanakul, associate professor of business information systems.

“Not only does their final product represent seven months of hard work and effort, but it shows evidence of the quality of Western’s program and students.”
— Dr. Michael Tarn
Student Showcase

Advertising senior honored by Adcraft Club of Detroit
Kara Hensley of Woodhaven, Mich., is among four students statewide to win 2010-11 scholarships from the Adcraft Club of Detroit’s Adcraft Foundation. Hensley received a scholarship for $2,500.

Sales and business marketing students place in national sales challenge
Two students placed in the top three individually in the Russ Berrie Institute National Collegiate Sales Challenge held at William Peterson University in New Jersey. Ilyssa Golani, right, of Northville, Mich., took second out of 48 students in the “Speed Selling” component. Josh Breshgold, left, of Farmington Hills, Mich., took third out of 48 students in the “In-Basket Sales” component. The team, led by Dr. Jim Eckert, associate professor of marketing, placed second out of 20 teams in the overall competition.

Advertising students place in EdVentures competition
A team of advertising students came in first among Michigan universities and 11th overall in the EdVenture Partners GM & U Marketing Challenge. The team was challenged to consider and answer a number of analytical questions regarding a client’s brand position, a communication strategy and other current strategic situations as identified by the sponsoring client. From left are Stefanie Weiss of Royal Oak, Mich., Chauncia Van Lowe of Oak Park, Mich., Cory (Alva) Oslin of Ann Arbor, Mich., and Abby Knapp of St. Joseph, Mich. The team developed an integrated marketing communications campaign for General Motor’s College Discount Program.

ISM students receive national scholarship
Three integrated supply management students received scholarships at the Institute for Supply Management Services Group Conference in Phoenix, Ariz. From left Peter Lyngstad of Vicksburg, Mich., Chelsey Meyer of Schoolcraft, Mich., and Trisha Terns of Chelsea, Mich., were among 16 students representing top supply management programs at five universities who were honored at the conference. The students exemplify the very best in educational achievement and the future of the supply management profession. Each received $2,000 plus registration and travel allowance to attend the conference.

SEHR awards HR scholarship
Ashley Heckman of Parchment, Mich., and president of the WMU student chapter of the Society for Excellence in Human Resources, received a $500 Society of Human Resource Management Foundation Certification Scholarship. Only ten such scholarships were given in the United States in 2010. The award is based on academic merit, commitment to the human resource profession and future career plans.
WMU MBA team places first in the ACG Cup

A team of four MBA students placed first in the Association for Corporate Growth Cup, a competition in which students experienced insight into mergers and acquisitions, investment banking and private equity. From left the team of Faisal Allaboon, Jon Andrews and Phillip Hammond, all of Kalamazoo, and Vincent May of Plainwell, Mich., won a $5,000 cash prize at the event held at Grand Valley State University in Grand Rapids, Mich. The team analyzed and presented strategies on complex business cases as part of the event.

ISM senior receives ISM scholarship

Matthew Wright of Muskegon, Mich., received the 2010 L.L. Waters Scholarship at the annual meeting of the American Society of Transportation and Logistics. From left Wright is pictured with David Yeley, president of the AST&L, and Dr. Bret Wagner, director of the WMU ISM program. AST&L paid for Wright to attend the conference and his membership in the organization. The L.L. Waters Scholarship Fund was established to encourage advanced undergraduate and graduate study in the field of Transportation/Logistics/Physical Distribution.

WMU hosts HR Games Jeopardy-style competition

WMU hosted and placed second in the 2010 Michigan HR Games—a statewide human resources competition that tests students’ knowledge of the human resource field. The event, “Sharing Our Resources—Benefitting Our Students” was a fast-moving day of competition, food and fun. Throughout the Jeopardy-style matches, student teams answered questions about strategic management, total rewards, employee and labor relations, selection leadership and risk management.

Motivate Michigan winners

Two business students, Jacob Berkey, of Comstock Park, Mich., and Kylie Vasa of Rock Springs, Wyo., were awarded $12,500 in scholarships for their second place idea in last year’s “Motivate Michigan” contest, a corporate-sponsored collegiate State of Michigan competition. They proposed “implementing a program designed to educate high school seniors in personal finance,” as a way to better the state.

Student Showcase 21
Gaining practical, real-world experience is part of the learning equation in the Haworth College of Business. Hands-on experiences take on a variety of formats, including class projects, visits to businesses, role-playing scenarios and participating in case studies.

The faculty works hard to make this happen in all programs. The end result—students who are better prepared and have a greater confidence level long before graduation day.

Students in the MBA Applied Marketing Research class were challenged to present solutions to a case study on loyalty programs to a panel of top managers from Kellogg Co. From left are first place team members Nur Amalina Mohamad Zaki, Sabrina Marte Sanchez and Julie Blankenship with Dr. Ann Veeck, professor of marketing.

The Southwest Michigan chapter of the Society of Financial Service Professionals provided funding to send students to the SFSP conference in Orlando, Fla. Pictured from left are Vince Franks, Leomary Garcia, Dr. James DeMello, professor of finance, Brittany Mead, Eric Foulds, Meghan Lewsley and James Gasaway, Gasaway Investment Advisors and board member for the SFSP chapter.

One of this year’s BIS e-Firm projects, taught by Dr. Kuanchin Chen, associate professor of business information systems, assisted Auto-Owners on a project to facilitate better communications between managers, quality assurance specialists and systems developers. This marks the third year for the e-Firm project, where real-life business experiences are brought into the classroom.

Student teams in the Marketing Principles class, taught by Amy MacMillan, instructor of marketing, presented their innovative product ideas to an outside panel of experts last fall. Pictured from left is the student team of Dylan Zachman, Michael Hayes, Cara Cremeans, Molly Murdock and Erik Jacobson, that presented “Pearl,” a replenishing and rejuvenating bottled water targeted at women ages 35-60.
For the past two years WMU students have been managing a large cap $500,000 portfolio of WMU Foundation funds and instructor Leonard Harrison, a principal at LVM Capital Management LTD, says the progress is “very respectable,” returning 19.1 percent and slightly outperforming the 15 percent S&P 500 Index.

Whirlpool employees taught negotiation skills to students in the Integrated Supply Management program as part of a one-credit hour special topics course. The students participated in role-playing negotiations where they received immediate feedback on how well they applied the concepts.

WMU students toured the Chicago Board of Options Exchange last fall, with help and guidance from Jeff Ross, a Kalamazoo financial advisor and board member on the Haworth College of Business Dean’s Advisory Council. Pictured at the CBOE from left are students Chad Crane and Steven Dalla, with Ross and Will Ksander, retired vice president of operations for the CBOE.

Accountancy students learn about high-level accounting issues and work in teams to develop solutions to case studies as part of the PricewaterhouseCoopers xACT Case Competition. From left Donald Gribbin, chair of the Department of Accountancy and the winning team of Caleb Gayton, Alison Hue, Josh Kallen, Jared Lindberg and Josh Markzon are pictured with PWC representatives Rina Madias and David Lemieur, BBA ’06. Dr. Jerry Kreuze, professor of accountancy and PWC team advisor, was unavailable for the photo. WMU is one of 43 colleges and universities that take part in the internal competition.
Greenleaf offers opportunities

At the annual Greenleaf Trust Scholarship Program from left are William Johnston, president and chair of Greenleaf Trust, with students Anthony Turner, Talissa Tillman, Brandon Anderson, Chera Burwell, Harold Mmari, Saidal Mohmand and Alex Scott. Not pictured is Jeffrey Marko.
Greenleaf offers educational opportunities to boost diversity in the financial services field at WMU.

For more than a decade Greenleaf Trust has worked to boost diversity in financial services professions while making a difference in the lives of under-represented students who major in finance and personal financial planning at WMU’s Haworth College of Business.

Greenleaf Trust provides privately funded scholarships to encourage under-represented and minority groups to attend college and study finance and personal financial planning.

“It’s a goal of mine that our workforce should look like the community,” says William Johnston, BA ’70, MA ’74, president and chair of Greenleaf Trust. “I think there are a lot of advantages that you get with diversity, not only in educational background, but across all boundaries. It gives us an opportunity to have different perspectives on lots of issues.”

Greenleaf Trust seeks out under-represented students who pay attention to detail, are disciplined and take initiative. “The College is delighted to help recruit, retain and reward these outstanding and talented students, as they work towards their degrees,” says Dr. Kay Palan, Dean, Haworth College of Business.

The Greenleaf Trust Scholarship Program provides financial opportunities for students to attend up to four years of college. Greenleaf Trust scholars are also eligible to apply for an internship with Greenleaf Trust.
It’s one thing to learn from textbooks and yet another to gain skills on the job through case studies, internships and externships. Some students are experiencing a philanthropic twist in experiential learning as they take part in local and regional community service-learning projects.

As part of the course led by Dr. Tim Palmer, professor of management, students choose from different experiences. Some work with Habitat for Humanity, others with Volunteering with Kids. Some may choose to attend an alternative spring break. The experiences may involve preparing and serving meals in homeless shelters, tutoring underprivileged school children, helping ESL adults practice English, or refurbishing social service facilities.

This initiative earned Palmer, along with Rev. Coleen Slosberg, United Campus Ministry, the prestigious Community Service-Learning Award, from Michigan Campus Compact.

“We are delighted that MCC has recognized Coleen and Tim for this project,” says Dr. Kay Palan, dean, Haworth College of Business. “Students who take part in service-learning projects gain insight into societal issues. The experience offers them an added perspective as they prepare for future careers.”

Slosberg has been engaged in service learning for more than 15 years. It was through a meeting with Slosberg that Palmer was inspired to incorporate service learning into a Strategic Business Solutions course. Subsequently, this has become a popular and influential class in the Haworth College of Business.

“Service learning engages the students and instills leadership skills for non-profit organizations and corporations alike as the same leadership principles apply to both,” says Palmer.

Integrating service learning into the class provides Palmer the opportunity to complement the traditional business school focus on financial performance with opportunities for students to discover the relationship between the strategic choices that businesses make and how those decisions impact community/urban issues.

Michigan Campus Compact annually recognizes outstanding community service and service learning by faculty and staff of MCC member campuses. The Faculty/Staff Community Service-Learning Award is given to one person from each campus who engages or influences students to be involved in the community service or service-learning through modeling, influence or instruction.

“A Social Entrepreneurship class, instructed by Dr. Timothy Palmer, recently traveled to New Orleans, La., over spring break as part of a service-learning experience. The students met with leaders of 16 organizations, businesses and educational institutions to interview and chronicle the successes of the entrepreneurial leaders to showcase them as role models for the community and for the benefit of the students.

Pictured from left is WMU student Mercedes Licavoli, with Jamie Wine, executive director of the Metro Bicycle Coalition, and WMU classmates Mark Barki and Lance Brown. The coalition focuses its efforts on promoting bicycles as the transportation of choice in the transportation element of the New Orleans’ master plan.

“Service learning engages the students and instills leadership skills for non-profit organizations and corporations alike as the same leadership principles apply to both.”

— Dr. Tim Palmer
College collects over 275 clothing items for charity

The Haworth College of Business had great success with its gently used professional clothing drive, benefiting the YWCA of Kalamazoo, MRC Industries Inc. of Kalamazoo and the Kalamazoo Gospel Mission. Alumni, faculty, staff, students and friends of the College donated over 275 items of apparel in conjunction with Homecoming. The College partnered with the Kalamazoo Area Chamber of Commerce Young Professionals in the effort. The receiving charities all participate in workforce training programs and use the donations for people in programs devoted to workforce readiness.

Marketing students share plans to reduce homelessness

Three teams of marketing students pitched integrated marketing campaigns to Housing Resources Inc., a local non-profit organization focused on reducing homelessness in Kalamazoo, and its advertising agency McCrosky Marketing Communications.

At the end of the semester, each team “pitched” campaign ideas to James Cupper, BBA ’71, principal of McCrosky Marketing Communications, and Molly Petersen, BBA ’90, associate director of HRI. “We are extremely pleased with the class’s ability to capture the mission and passion of our organization and execute such professional presentations. We are now working on an implementation plan to execute some of the fantastic ideas presented by the students,” says Petersen.

The social marketing course focuses on how to apply the principles of marketing and integrated marketing communications in a non-profit context. According to the latest “U.S. Bureau of Labor’s Occupational Outlook Handbook,” jobs in advocacy, grant making, and civic organizations are projected to increase 14 percent over the 2008-18 period, making a career in social or non-profit marketing an attractive alternative for students.

“We’ve had several graduates go to work for People for the Ethical Treatment of Animals, the World Wildlife Fund and other non-profit organizations,” says Dr. JoAnn Atkin, associate professor of marketing. “More often than not, it is their volunteer experiences at WMU that ignite their passion to do this work.”

On left Stacey Markin, alumni relations officer, and Dr. Jack Ruhl, associate dean, (right) present items of clothing to Kellie Swikoski, YWCA donations director.

On right Dr. JoAnn Atkin

Dr. David Flanagan, professor of management, (front right), and members of the Management Student Organization volunteered at the Kalamazoo Gospel Mission. They prepared food by peeling potatoes and cutting up vegetables. In addition, they helped the center, which feeds those in need, prepare for lunch over the holidays.
Haworth College of Business
Accolades and Awards

Halbert Bates, BS ‘76, MA ‘79, was inducted into WMU’s Department of Health, Physical Education and Recreation Alumni Honor Academy. The academy recognizes the outstanding professional accomplishments, contributions and service of the department’s alumni. Bates served as assistant coach for WMU’s track and field team from 1977-96 during which time the team won four MAC Championships. He also served as coordinator and instructor for physical education for WMU’s Upward Bound Program and as an adjunct in physical education. He currently serves on WMU’s Athletic Board.

Dr. David Burnie was named the National City Corporation Endowed Chair in Finance and Commercial Law. The award is given to an outstanding tenure-track faculty member with a rank of assistant professor or higher who has demonstrated exceptional contributions to his/ her discipline and is based on the consideration of all aspects of the academic record – teaching, research and service and for overall contributions to the discipline.

Dr. Kuanchin Chen is president-elect of the International Chinese Information Systems Association.

Dr. Satish P. Deshpande was recently admitted as a member of the Consortium for Research on Emotional Intelligence in Organizations. The Consortium was founded in the spring of 1996 with the support of the Fetzer Institute. After a review process, only those with a strong record of accomplishment as applied researchers in the world are admitted as individual members.

Dr. Thomas Edmonds was named Outstanding Volunteer at the National Philanthropy Day 2010 event sponsored by the West Michigan Chapter of the Association of Fundraising Professionals. The award recognizes outstanding skills in coordinating and motivating volunteers for fundraising projects that benefit charitable institutions.

Congratulations to Dr. Thomas Edmonds, Dr. Leo Stevenson and Dr. Judy Swisher on receiving a Distinguished Research Award from the Academy of Legal, Ethical, and Regulatory Issues for their paper “Forgive Us Our Debts: The Great Recession of 2008-09,” presented at the Allied Academies International Internet Conference in July, 2010.

Linda Ickes completed the National Career Development Association training program and has been named to the Career Development Facilitator Instructor credential program registry.

Dr. Jerry Kreuze was named a faculty fellow of the Lee Honors College. A faculty fellow designation is the highest honor that the LHC gives to a member of the WMU faculty. The award recognizes Kreuze for many years of dedicated teaching and mentoring of honors students.

Dr. Karen Lancendorfer was honored at the American Academy of Advertising Conference for her years of dedication and service to the Journal of Interactive Advertising.

Dr. William McCarty, professor emeritus of finance and commercial law, was awarded a Fulbright scholar grant to teach in Moldova. McCarty, who retired from WMU’s Haworth College of Business in 2006, taught international business and business ethics to students at Moldova State University in Chisnau, Moldova, last fall.

Dr. Zahir Quraeshi was appointed by the U. S. Secretary of Commerce to the Michigan District Export Council – West. In this position he will contribute his leadership and business experience to the nation’s joint industry/ government expansion efforts.

Dr. Nancy Schullery was elected second vice president of the Association for Business Communication. As second vice president, Schullery will advance to the office of first vice president (2011-2012) and president (2012-2013).

Dr. Roberta Schultz was selected as associate editor, American Journal of Business.

Dr. Christina Stamper won a “Best Reviewer” award for the Journal of Organizational Behavior, for her service on the editorial board.

Dr. Andrew Targowski was elected for a second term as president of the International Society for the Comparative Study of Civilizations, a scholarly association committed to the notion that complex civilization problems need multidisciplinary analysis. The society is affiliated with comparative studies programs worldwide and fosters internationalism through annual meetings and publications.

Dr. Devrim Yaman received the “Best Individual Stock Selection Award” in the Chartered Financial Analyst West Michigan Society Annual Forecasting contest.

In Memoriam
Dr. Jamie Forrest
1950 - 2010
Associate Professor of Accountancy

Four faculty members in the Haworth College of Business received the Dean’s Teaching Award in 2010, emphasizing the importance Haworth places on teaching and the care for every student’s progress in education. The faculty chosen have shown superior performance in teaching in and out of the classroom. “These recipients show dedication and perseverance,” says Dr. Kay Palan, dean of the Haworth College of Business. “They know how to engage students and teach skills that can be used throughout their careers.”
Producer/Director
The Obama Effect, BET News
Heart of the City: Chicago’s War on Violence, BET News
Meet the Faith, BET News
U-Pick Live, Nickelodeon

Writer
Writer (Nintendo Week)
Predator (NBC News Productions)
Tune-In Writer (Nick-at-Nite)

On-Air
Correspondent, NBC
NextMedia/MSN,
Host, Cool Runnings
Anchor, AdAge.com
Correspondent,
MacNeil-Lehrer/the.News
Correspondent, PBS,
By the People
Host, Hotnewz.tv
Interviewer, Forbes.com
Reporter/News Reader,
BET News
Co-Host, U-Pick Live,
Nickelodeon

To view on-air footage of Neves reporting on business-related topics go to http://www.antonioneves.net/
Who is Antonio Neves? He is an award-winning journalist who has had notable success as a correspondent, anchor, television host, producer and writer, and he is a graduate of the Haworth College of Business. But perhaps most importantly, Neves is a self-proclaimed “Everyday Joe,” hailing from Jackson, Mich., the first in his immediate family to earn a four-year degree. It is his status as an “Everyday Joe” that informs his journalism, “We all have a story to tell, and we are all everyday Joes,” he says.

The world opened up for Neves while he was studying at WMU. In 1997, he interned at Walt Disney World. “Before that internship, I thought that the biggest my world would get would be having a good job in Detroit or Chicago. Through my internship experience at Disney, meeting college students from all over the country and the world, I realized that my world could be bigger if I wanted it to be,” he says.

When Neves returned from his internship, he was on fire to explore, heady with the revelation that he had very real control over where his life was going. He decided to study abroad, vowing to make it happen no matter what it would take. Eventually he met with then WMU University President Diether Haenicke and asked for guidance on how to fund his study abroad experience. Haenicke, a long-time advocate of study abroad programs, said that he could help Neves but that he must go to a non-English speaking country and truly immerse himself in not only a new culture but also a new language. Neves chose Seville, Spain, for a semester-long study abroad experience.

After a year in sales at Kraft Foods in Fort Lauderdale, Fla., which Neves still cites as his best training for being a journalist in terms of interacting with many personalities and servicing stores in a variety of diverse neighborhoods, he moved to New York City. “I had the typical New York story. I came to the city with $700 in my pocket and slept on three couch cushions on my buddy’s floor while I put together temp jobs and other things.”

It was one of those temp jobs that led to Neves’s foray into the television industry. Working a six-month temporary job at Viacom in Purchasing and Facilities, he was able to utilize the common cafeteria, shared by Viacom, MTV Networks and Paramount, for networking. Bringing business cards that he had designed and printed himself with him to lunch, he began making connections. His efforts paid off when he interviewed for and was hired to be the executive assistant to the vice president of programming at Nickelodeon. “I knocked on a lot of doors to get there. They could see that I was hungry.” And “hungry” he was; Neves took the initiative in his new position, offering to work on media planning and program scheduling. “I always asked, what can I do?,“ he states. On his vacations, he would gain permission from Nickelodeon executives to travel to the television sets of different Nickelodeon shows to volunteer his services behind the camera. As Neves sought more and more responsibility, he became the co-host of “U-Pick Live” on Nickelodeon and worked as a producer and writer for the network.

After stints working for various companies and living in Los Angeles, Neves earned a master’s in journalism from Columbia University. He found that his WMU degree and experiences with professors Ed Mayo, Zahir Quraeshi, and Mushtaq Luqmani prepared him well for the critical thinking and attention to critical issues that are the hallmarks of good journalism, and after Columbia, Neves began his career as a journalist in full force. His recent on-camera credits include correspondent for MSN’s “Cool Runnings,” MacNeil/Lehrer’s “the. News,” and PBS’s “By the People” as well as anchor for “Advertising Age” and hosting “Hotnewz.tv.” His on-air career has had a heavy emphasis on business-related journalism. In addition, Neves has had...
Kevin McQuillan is the co-founder and general partner of Focus Ventures, a venture capital firm, located in Palo Alto, Calif., that offers financing for communications, Internet and software companies that have completed product development and are seeking additional capital to boost sales and marketing efforts. The company seeking funding must illustrate “proprietary technology, a rapidly growing market, a strong management team, market leadership, demonstrated market acceptance, and previous backing from top-tier venture capital firm(s).”

Focus Ventures is aptly named. The firm is extremely focused as is McQuillan, who not only holds his BBA in finance from WMU but also a JD from Thomas Cooley Law School and an MBA from Golden Gate University. He has been listed on Forbes Magazine’s Midas list as a top technology investor for four of the past five years. In 2009, he was ranked 41st on the Midas list, and in 2008, he was ranked 36th. McQuillan’s focus is on investments in the software, semiconductor, Internet and communications markets.

He led the firm’s investments in such companies as Active Software (WebMethods), Agile Software (Oracle), Alteon Websystems (Nortel), Aruba Networks, Commerce One, Com21, Copper Mountain, Pixelworks, Vina and Virtusa, all of which became public companies. In addition, Centrality was acquired by SIRF, DATAlegro was acquired by Microsoft, edocs was acquired by Siebel Systems, Kazeon was acquired by EMC and Orchestia was acquired by CA, all projects that McQuillan managed. Additional investments under his management include Cedar Point, Data Robotics, Delivery Agent, Fanfare, Financial Engines, Kace, LogLogic, Panasas, Ruckus Wireless and Sepaton.

His experience in the Haworth College of Business prepared him well for a career spent taking calculated risks and providing return on investments. He fondly remembers a finance class where he and fellow students learned to manage a bank through a simulation exercise. These sorts of practical illustrations of financial principles piqued his interest in financial management and investments. Today, he is giving back to Western by serving as a WMU Foundation Investment Committee member.

McQuillan’s focus has yielded an interesting professional life. His proudest accomplishment to date? “Being an investor in a company that increased shareholder value from $100 million to $3.5 billion in less than two years,” McQuillan says. And his career path has afforded great opportunities to meet other venture capitalists. When asked to name the most interesting or influential person he has met in his work life, McQuillan responds, “John Doerr of Kleiner Perkins Caufield & Byers. He has been very successful by investing in such startup companies as Sun Microsystems, Amazon, Yahoo and Google, among others.”

McQuillan enjoys his work and the possibility of helping finance the next wave of influential businesses, which provide technological advancement and job creation as they gain more exposure and a firmer footing in the marketplace. McQuillan loves making the “adventure of venture,” his daily focus.
The art of Mind Capture
Q&A with Tony Rubleski, BBA ’94

Name: Tony Rubleski
Class Year: BBA 1994
Employer: Mind Capture Group (founded in 2005)
Title: President and #1 Bestselling Author
Years in this Position: 5

Please provide a brief outline of how you got from graduation to where you are today.
I started in door-to-door sales selling phone service while a student at WMU. I stayed in the business for nine years, ending up with a regional phone company. I left to become a vice president of sales at a local ad agency for three years and released the first Mind Capture book in 2004. Then, I started Mind Capture Group in early 2005 and currently speak around the country on marketing, sales and motivation-related topics.

How did your academic experience in the College of Business help you in your career?
A couple of key things come to mind. One, I learned that follow up and hitting deadlines are the major keys to success, especially in business. The real world is fast-paced, and you have to be able to manage many things and make decisions quickly.

Second, I had a couple of brilliant marketing professors who taught me how to go beyond thinking strategically when it comes to marketing and promotion, pushing me to raise my game even as a 21-year-old college senior.

What is something that you learned in a class through the College of Business that you use routinely in your job today?
The main thing is creativity. You must continue to upgrade your skills and think of new and unique ways to engage and get people to listen to what you are trying to market. In the digital age, this challenge has only intensified.

What is the most interesting experience that you have had in your career thus far?
Speaking with some of my business heroes at a conference and having many of them call me a “peer” was a strange experience for me at first, but I’ve realized in the last couple of years that hard work and a good message coupled with self-work and self-reflection really makes the difference.

How do you support the College of Business and WMU? How do you encourage others to do so as well?
Well, now that Sallie Mae has been paid off for a few years, and I have no delinquent parking tickets (ha, ha!), I like to give back by sharing marketing and career advice with an occasional talk on campus at the Haworth College of Business. When I’m introduced at many speaking events, WMU is proudly mentioned in my bio before I grab the microphone. Since I speak across the country and Canada, this is a way to promote the University.

How do you spend your free time?
My wife Kim and I have three children who keep us very busy with activities. I’m an avid reader, hockey fan (go Wings!), and enjoy softball.

What do you see as the biggest challenge in today’s businesses/or in today’s business world?
The battle for what I call “Mind Capture” is so important. How do you get anyone to pay attention to you in a world that’s buried in choice, messages and short attention spans? My series of books confronts and discusses why this is getting harder and harder to accomplish and how to effectively address these concerns. The challenging economy has made it more important than ever to reach your base, particularly in states like Michigan (which I still proudly call home) where the economy has been hit hardest.

Getting and keeping customers is the challenge. Many businesses take their customers’ business for granted and do not do enough to follow up with them.

Your third book “Mind Capture: How to Awaken Your Entrepreneurial Genius in a Time of Great Economic Change” changes gears from your past books. Why?
I’m going into the motivation sector for one central reason – fear is still putting a choke hold on the economy. People are allowing a very negative media and political environment scare them from pursuing their passion and ideas. What a shame! I believe we have a major crisis of economic confidence. As I travel, I run across a lot of people at my keynotes and seminars that are frankly sick of the recession and ready to move forward and into recovery. This book focuses on how people can remedy the crisis of confidence and have a grassroots effect on their local economies that will rise up to affect the economy at large.

Keith Valentine, BBA ’90, arrived at Western in the middle of his sophomore year because academic advisors at WMU did not dissuade him from attempting both the business and premed curricula simultaneously. “The advisors were really helpful and made the decision to transfer easy when they designed a plan that included both courses of study.”

Valentine’s first business class was with Dr. Tom Carey. “I was hooked. Dr. Carey did such a good job of taking principles to practicality.” Valentine notes that he still uses the skills that he learned in the Haworth College of Business today as president and chief operating officer of NuVasive, Inc., a company that provides surgical implants for minimally disruptive spinal surgery.

NuVasive manufactures implants made of titanium and “space-age” plastic that promote bone fusion and faster healing. When compared with traditional back surgery, which requires hospital stays of three to five days and recovery of up to six months, NuVasive’s technology allows patients to leave the hospital after only one to two days with a full recovery for most patients within six to eight weeks and with reduced blood loss during surgery.

Behind every high-quality product is a great team. Valentine speaks to finding the right people as key to the company’s success, “We ask people in interviews if they feel lucky. We embrace an ‘attitude of gratitude’ in our company. We all have a level of fortune, but do you take advantage of it or just ride over it and say, ‘I earned that.’ We make gratitude a part of our corporate culture.”

Valentine emphasizes that having the right team in place that respects each other, works together and does not micromanage each other is of paramount importance. “When I first decided to come to NuVasive I had seen growth and participated in growth but I, honestly, underestimated the challenge of a startup. Things like securing funding for the company, starting to sell from zero and making payroll in hard times were new to me. In spite of our startup learning curve, the people around the table supported the company’s efforts, and we have a contagious culture, which has allowed our company to grow and be resilient in meeting challenges. Our culture is focused on outstanding performance.”

Valentine can be called a true chief “operating” officer, as he spends time in operating rooms with doctors who use NuVasive implants to do procedures. “It is essential,” he says. NuVasive has always maintained a high standard of training for surgeons who use its products and also requires hands-on involvement from staff. “We all could take some lessons from the reality program ‘Undercover Boss.’ Managers need to know what affects their staff, and in our case, we need to be in the operating rooms seeing the procedures being done.”

Valentine notes that it has been a joy to see the company grow and evolve, “We now have a charitable foundation, and through it, we are able to provide our implants for surgeries in Africa. To see a Maasai man, who was paraplegic, walk again through our collaborative efforts is amazing and very moving and reminds us that we can and do change the quality of people’s lives.”

“A true chief “operating” officer, Keith Valentine, BBA ’90

Contagious culture – catch the cheetah spirit

Creating a successful corporate culture is as important as having a great product. NuVasive has dubbed its culture “the absolute responsive cheetah culture” because employees, called shareowners, are quick to respond to their customer needs.

“NuVasive has always maintained a high standard of training for surgeons who use its products and also requires hands-on involvement from its staff.”

— Keith Valentine
Join online now and enter the ranks of thousands of proud WMU Alumni Association members. While you’re there, learn more about the programs and services made available by dues paying members of the WMU Alumni Association. For more information, visit: www.wmich.edu/alumni/

Building a brand, Debarati Bhattacherjee, BBA ’08

She is an avid magazine reader, keeping her choices eclectic with subscriptions to Ad Age, Time, Newsweek and Vogue. She watches “Grey’s Anatomy,” “Entourage,” “24,” and (yes) “Gossip Girl.” And she is helping Gallup Consulting with marketing strategies to set the Gallup brand apart from other firms such as Mercer, Boston Consulting Group and Hewitt in India.

Debarati Bhattacherjee, BBA ’08, is spearheading a string of brand-building initiatives for Gallup such as knowledge-sharing events, client-speak events, social media/viral marketing, blogs and webinars. The last few months of her job have seen Bhattacherjee catering to a new target segment—Fortune 500 leadership teams in India. She has gone from “consumer-centricity survey mode” to taking survey data and practically applying it to the events, activities and campaigns that she plans to roll out on her marketing calendar.

Frequently interacting with the leadership teams of Fortune 500 companies, she uses professor Zahir Quraeshi’s illustrations from her classes with him as conversation starters. She notes that professors Ron Larson, Devrim Yaman and Jim DeMello have also had a significant impact on her. “I feel grateful for all those times that I dragged myself through thick layers of snow to get to class because every class, every discussion and every assignment had something to offer in terms of learning experience. The Haworth College of Business really preps you the right way for the real world. The class projects give you the opportunity to put yourself in the marketer’s shoes and sometimes even allow for consumer or client interaction,” she notes.

Attention Michiganders:
Did you know that Michigan has issued a new license plate for Western Michigan University featuring the traditional block “W” that has served as a symbol of Western since its founding? Visit www.wmich.edu/wmuplates for more details. (Note: WMU 1 is already taken by President John M. Dunn.)

50-State Challenge
Show your WMU pride with a vanity plate in any state! Do you have a license plate that is WMU-inspired? Are you thinking about getting one? Send us a photo of your plate and receive an item of Haworth College of Business gear and the possibility of your photo being used in future promotions. Go Broncos!

Dr. Frank Gambino, professor of marketing and director of the Food & Consumer Package Goods Marketing Program, sports a plate related to the program.

Dr. Robert Landeros, chair of the Department of Management, denotes his academic interest in Integrated Supply Management with his license plate. Landeros was one of the founding faculty members involved in launching WMU’s ISM program.

Sara (Papke) Troup, BBA ’03, and Dan Troup, BBA ’02, show off their Haworth College of Business and WMU plates.
1951
Roland “Hub” Broyles, BS, ’51, went on to become a special agent in the FBI, where he served in various offices until retirement in 1975 in California. There until 1982, he was a real estate broker. For the next 18 years, he worked as a contract investigator in both California and Florida, conducting background checks for those needing security clearances for their work. He then turned to writing and now has a total of nine published novels and novelettes through Infinity Publishing Company.

1966
David A. Dykstra, BBA ’66, has again been included in the “Who’s Who in America,” 2010 publication.

1967
Congratulations to Robert Herr, BBA ’67, Crowe Horwath LLP (retired), who was inducted into the Department of Accountancy Outstanding Alumni Academy for his demonstrated leadership in public accounting and his continuing support of WMU.

1969
Rick F. Ricca, BBA ’69, married his wife Linda, who also attended WMU, in 1968. They have two children, Derrick, BA ’95, and Stephanie, BS ’98, and four grandchildren. His business career has been with Procter & Gamble, Johnson & Johnson and Blistex Inc., as the vice-president of sales. After over 40 years of a rewarding sales/management career in the consumer package goods industry, he is planning to move to the Kalamazoo area in retirement.

1970
Dell Sweeris, BBA ’70, a legenday West Michigan table tennis player and a member of the USA Table Tennis Hall of Fame, worked diligently with sports organizations to bring the U.S. Open Table Tennis Championships to Grand Rapids, Mich., during the summer of 2010.

1971
Thomas Eurich, MBA ’71, notes that after a long, successful career in design/construction and development, he has spent the last few years enjoying a slower pace of work. As a successful businessman and entrepreneur, he began, grew, led and matured a technically diversified design/construction/development firm, which eventually went public on the American Stock Exchange. Writing “reality inspired fiction” has become his latest passion, commencing with “The Tarasov Solution,” a suspense/thriller/political/espionage novel (December 2009 Charles River Press), soon to be followed by “The Israeli Betrayal.” Having traveled for pleasure and business for decades, he employs a rich backdrop for many of the scenes developed in his novels. Since he still writes an occasional business article, he writes his fiction under the pen name Richard Trevae.

1972
Wilfred Dennie, BA ’72, MBA ’76, was appointed senior vice president, corporate real estate and facilities operation, at Webster Bank N.A., Waterbury, Conn.

1973
Ronald E. Bigelow, BA ’73, MBA ’77, retired as CEO and president of Citizens Credit Union in Kalamazoo in 2008. He currently serves in the following positions: president of Vine Ventures, Inc. in Kalamazoo, treasurer of the Vine Neighborhood Association and treasurer of the Friends of Historic East Campus. He just celebrated his 38th wedding anniversary with his wife, Deborah (Loomis) Bigelow, BA ’73. The couple met while attending WMU.

Interested in volunteering?
If you are interested in volunteering as an alumni resource for the Haworth College of Business, please contact Alumni Relations Officer Stacey Markin at stacey.markin@wmich.edu, or at 269-387-6936.
Larry A. Dickinson, BBA ’73, has joined iModules as senior vice president of client operations. In this position he will be responsible for all client interfacing activities, including sales, account management, implementation, data and design services, consulting and training. Larry brings iModules over 30 years of experience and executive leadership, having previously worked for Hoechst Marion Roussel and its legacy companies as well as Teva Neuroscience.

James W. McIntyre, III, BBA ’73, MBA ’77, is serving a one-year term as president of the Rotary Club of Kalamazoo. The Rotary Club of Kalamazoo is the largest club in its district. McIntyre has been a member of the club for 10 years.

1974......................

Verna (Barden) McDaniel, BBA ’74, was named Washtenaw County (Michigan) administrator. She has been employed by the county since 1982. She holds a master’s from Harvard University’s Kennedy School of Government.

Jewell (Mitchell) Street, BBA ’74, retired from her position as assistant director in the WMU Office of Institutional Equity. She has 31 years of service with WMU.

1977......................

Patrick J. Fox, BBA ’77, is part of a new division of TSYS that will provide turnkey credit card programs for regional and community financial institutions. He has more than 25 years of experience in marketing and business development in the credit card industry.

Leila (Brown) Nutting, BBA ’77, married Angel Ferrar on February 6, 2009 at the Cathedral Church of St. John the Divine in New York.

Kathy Scheiern, BA ’77, MSA ’78, has launched her new business in San Francisco, Calif., providing consulting and executive coaching to next generation business leaders. Her company PurposeWorks LLC supports leaders who are ready to move from fear-based command and control business paradigms into next generation leadership strategies based on values, trust and the importance of servant leadership. She notes, “We’ve known about the importance of these areas for years. Now it is time to actually put them into practice in our organizations and our lives.”

Robert F. Wilke, BBA ’77, has been named director of business development for the Middle East and Africa at Jet Support Services, Inc.

1979......................

Stephen J. Hohenshil, BBA ’79, president of Glasco Corporation, was recently elected as president of the Glazing Contractors Association, a Detroit area organization of leading commercial glass companies. The primary functions of the group include negotiating collective bargaining agreements on behalf of the signatory companies as well as advancement of the glass industry at large. He is married to Lynn (Godoshian) Hohenshil, BS ’78, and they are proud that the WMU legacy continues with their children.

Robert M. Johns, BBA ’79, has been named vice president of sales at Ascent Solar in Thornton, Colo.

1980......................


Jeff Corey, BBA ’80, was promoted to the position of vice president of public relations for Palace Sports & Entertainment. Corey, who joined the Detroit Pistons, right after graduating from Western, will be responsible for marketing and public relations for The Palace, DTE Music Theatre and Meadowbrook Music Festival.

Glenn Gross, BA ’67, MA ’68, retired CEO of Camelbak, was inducted into the ROTC Wall of Fame last spring, as part of the Department of Military Science Commissioning Ceremony. Gross has a bachelor’s in economics with a minor in military science.

Gross was commissioned as a second lieutenant through the ROTC program in 1967 and began active duty at Ft. Lee, Virginia, 1968, where he completed the quartermaster officer’s basic and advanced courses and then was assigned to the New Cumberland Army Depot in Pennsylvania as a grant aid administrator to Southeast Asia. Subsequently, Lt. Gross spent one year with the 19th Supply & Service Company in Vietnam where he was awarded the Army Commendation Medal with Oak Leaf Cluster and the Bronze Star.

Upon leaving the Army, Gross joined Kransco Manufacturing Company and spent 25 years in various positions, culminating as senior vice president. As a member of the company’s executive committee, he helped orchestrate the growth of Kransco into the largest privately held toy company in the United States. Gross joined Camelbak in 1995 as president and CEO, retiring in 2005. Camelbak, the originator and leader in hands-free hydration systems, produces more than fifty lines of customized backpacks with built-in water storage and delivery systems. In addition to use in recreational activities, Camelbak is carried by all branches of the U.S. military, border patrol, FBI, customs service, national parks, secret service and many law enforcement agencies.
William D. Nance, BBA ’81, was recently appointed as chief of staff at San Jose State University. Dr. Nance has been at SJSU for 19 years and previously worked in the Provost’s Office as vice provost for academic planning and budgets. He is also a professor of MIS in the College of Business.

Lawrence A. Simon, BBA ’81, director of Doeren Mayhew’s corporate finance group, has been elected to the Joe Niekro Foundation Board of Directors.

Rick D. DiBartolomeo, BBA ’81, served as the deputy campaign manager for Rick Snyder for Governor of Michigan.

Joseph L. Mejaly, BBA ’82, has been appointed vice president and president of ArvinMeritor’s Aftermarket & Trailer Group and has been elected an officer of the company.

Bhekokuhe L. Sibiya, MBA ’83, has been appointed director and head of the Wits Business School at the University of Witwatersrand in Johannesburg, South Africa.

Randy B. Brown, BBA ’84, has been promoted to executive vice president for affiliate sales and marketing for the Outdoor Channel. Brown joined Outdoor Channel in September 2007, bringing more than two decades of proven experience from companies such as ESPN and Tennis Channel. Together with his six-member sales force, he secured nearly five million additional subscribers in 2009. According to Nielsen Media Research, Outdoor Channel was the 4th fastest growing network in 2009. In June 2009, both Brown and his team were awarded two prestigious CableFAX Sales Executive of the Year Awards in the category of Affiliate Sales Person of the Year (Large and Mid-Size Networks) and Affiliate Sales Team of the Year (Large and Mid-Size Networks). Brown was also honored with a CableFAX 100 award in December 2009, recognizing the most influential professionals in the cable industry.

Peggy (Flynn) Day, BBA ’84, has been named vice president and regional banking officer at Monarch Community Bank in Marshall, Mich.

John C. Mayleben, BBA ’85, a national expert on credit card processing and other electronic payment systems, has been promoted to senior vice president of technology and product development for the Michigan Retailers Association.

Russ Gardner, MBA ’85, has assisted with the launch of Career Transitions Center of West Michigan, a non-profit organization dedicated to providing low-cost support and job coaching for self-directed, displaced mid-career professionals. To learn more, visit www.ctcwm.org.

Daniel O. Kennedy, BBA ’86, married Cynthia (Davis) Kennedy, BBA ’86. They both graduated with JDs from Wake Forest University School of Law. Cynthia is counsel at Bryan Cave law firm and Daniel is vice president general counsel for RLI Corp. The couple resides in Peoria, Ill., with their three children, Connor, Bridget and Camille.

Katherine (McGimpsey) Connelly, BBA ’87, has been named senior vice president and human resources director of the South Florida affiliate of Fifth Third Bank.

Kayleigh Van Poolen, BBA ’87, MBA, ‘93, graduated from DePaul University College of Law with her JD and a certificate in public interest law in May 2009. In addition to receiving the SBA Distinguished Senior Award, she was also the recipient of the DePaul Service Award, Pro Bono Project – New Orleans Service Award and Louisiana State Bar Association Recognition for service given to New Orleans post-Katrina. She is currently developing a career in public interest law, policy, program management, legislation and advocacy.

James Kitchen, BBA ’90, A great deal of passion for the game of golf

For the last 20 years, James Kitchen, along with his father, Dennis, have owned and operated a very successful golf store and business, GolfTech in Novi, Mich. While many other stores in this category have come and gone, Kitchen has found the key to success is providing his customers with great service and a wealth of knowledge when it comes to custom club fitting and repairs.

“To say the very least, it hasn’t been easy owning a retail store in metro-Detroit with how the economy has been over the last 10 years, but I always stay on top of all the new golf technologies, and I truly enjoy providing each client the very best of service I possibly can.” A few years back, Kitchen purchased a computer golf launch monitor system that allows him the opportunity to gauge a given individual’s golf swing and then fit that person with the proper club. In addition, GolfTech is one of very few golf stores that has a golf club loft bending machine.
Cathy (Lentz) Luke, BBA ‘95, recently published her first book “Precious One: An Ultrasound Keepsake.” She created “Precious One” after seeing countless expectant parents carry around and proudly show off their unborn baby’s ultrasound photos. It became apparent that no one had a special place to keep all of them during pregnancy. She and her husband were no different, and the idea was born to provide parents with a unique keepsake book to cherish their baby’s ultrasound photos, while celebrating the bond between mother and child.

“I cringe when I hear people have hundreds or even thousands of e-mails in their inboxes or that they don’t feel there are enough hours in the day to accomplish their goals. We can all become easily overwhelmed by all the technology and tools that are supposed to make our lives easier,” says Dean.

Dean’s goal is simple – to reduce “tech clutter” in our lives in order to maximize efficiency.

As a consultant, his client list includes Fortune 500 companies, departments of the U.S. government and several colleges, universities and professional organizations. In terms of running his own business, Dean finds microsegmentation his greatest tool.

Web Watch: Read more about Randy Dean at www.randalldean.com and view video of his strategies for getting your inbox to zero.
Myla D. Edmond, BBA ’00, is on the board of directors for Semester At Sea. (She sailed on Semester At Sea while attending WMU in 1999.) She attended a forum on global engagement for the program and while there had the opportunity to speak to Justice Sandra Day O’Connor about her latest project, icivics.org. She also met civil rights leader Julian Bond.

1993

Jeff Allor, BBA ’93, has been named the director of sales for Elite Fitness Systems.

David O. Egner, MBA ’93, has been named executive director of the New Economy Initiative, an effort by 10 national, regional and local philanthropic partners designed to accelerate the transition of Southeast Michigan to an innovation economy that expands opportunities for all. He continues to serve as president and CEO of the Hudson-Webber Foundation.

Stephen L. Tupper, MBA ’93, a member in Dykema’s Corporate Finance practice group, has been named to The Best Lawyers in America® 2010. Tupper is the leader of the firm’s privacy, data security and e-commerce practice.

1994

Timothy E. Miller, MBA ’94, has been named community president at Salin Bank for the Fort Wayne market.

Daniel D. Ritter, MBA ’94, is a director at AlixPartners, a global consulting firm of senior business and consulting professionals that specializes in improving corporate financial and operational performance, executing corporate turnarounds and providing litigation, consulting and forensic accounting services when it really matters – in urgent, high-impact situations. Most recently he served on the GM restructuring assignment. He married Kristin McCallum in August 2008, and they currently reside in Grosse Pointe Park, Mich. He notes, “I frequently see fellow alumni at various events around the greater Detroit area.”

1995

Tony J. Hubbard, BBA ’95, MBA ’99, has been promoted to senior manager of shopper marketing at Kellogg Company. He will be working on the Walmart team and will be relocating to Northwest Arkansas with his wife Kay (Allen) Hubbard, BBA ’96, and their two children.

1996

Michelle McMahon, BBA ’96, has been named a partner in the New York office of the law firm Bryan Cave LLP.

1998

Rebecca (Secco) Turner, BBA ’98, has been named a new shareholder at Maddin, Hauser, Wartell, Roth & Heller PC, a Southfield, Michigan-based law firm. Turner focuses her practice in the areas of franchise law, corporate and business law and real estate transactions.

2001


Robert G. Zinkil, BBA ’01, was recently promoted to vice president/IT finance controller for Universal American Corp.

Jason A. Mengel, BBA ’01, and Jill (Tafel) Mengel, BBA ’02, have recently relocated to Atlanta with their daughter, Ryan. Jason works for the PGA of America as championship manager of operations for the 93rd PGA Championship. Jill is employed by insurance company, Humana, as a small business sales executive.

Coming Soon—

Haworth College Business Alumni Gear

Show your WMU and Haworth College of Business pride with apparel from our new web store. Stay tuned for more information!
2002

Michael J. Morrison, BBA ’02, was the 24th ranked beach volleyball player on the Association of Volleyball Professionals Tour in 2009.

Wendy R. Ulrich, BBA ’02, MSA ’03, CPA, is the chief financial officer of Air Services, Inc., located in Traverse City, Mich. She is also the treasurer of Encore Wind Symphony and member of the saxophone section.

Kevin J. Werkman, BBA ’02, MBA ’06, was recently promoted to senior accountant at the CPA firm Jansen, Valk, Thompson & Reahm PC.

2003

Trevor M. Brody, BBA ’03, and his wife Jennifer (Stewart) Brody, BS ’04, have purchased a new condominium in Chicago. Jennifer recently completed her master’s degree in education from National Louis University.

Kenneth (Green) Vaughn, MBA ’03, has been named the director of human resources at the United Way of Central Indiana.

Psychelia (Smith) Terry, BBA ’03, is launching a new business, Urban Intimates Lingerie LLC, an online lingerie, skin care, and cosmetics company. In conjunction with her company, she has founded Our Urban Beauty Foundation, an organization with the mission to eliminate uterine fibroids by sponsoring scientific research, advocacy and education. A portion of profits from Urban Intimates goes directly to fibroid research. Look for Urban Intimates products being featured in Essence Magazine in 2011.

2004

Jessica Fisher Grant, BBA ’04, is the administrative manager for human resources at Bondi & Co., LLC. She is a member of the Society of Human Resources Management. She is very active in community service in the Kalamazoo area.

2005

Joseph J. Karam, BBA ’05, graduated from Michigan State University with a JD/MBA in International Law and Marketing. Following graduation he passed the Michigan Bar exam and has been formally sworn in as an attorney.

Justin B. Wendzel, BBA ’05, serves as manager at Gull Meadow Farms in Richland, Mich. The family-owned business has grown from a single picnic table to a fully operational 80-acre farm that attracts over 30,000 visitors each fall.

2006

Brandon J. Fournier, BBA ’06, has been appointed city administrator for Southgate, Mich.

Anastasia L. Green, BBA ’06, has joined the Kalamazoo Regional Chamber of Commerce as its information specialist.

Che M. Jordan, BBA ’06, MBA ’08, has joined Greenleaf Trust as an operations processor.

2007

Erin (Elwell) Kozminske, BBA ’07, has joined Newhall Klein Inc. of Kalamazoo as an account manager.

Christopher J. Ryan, BBA ’07, recently joined the law firm of Aardema, Whitelaw, & Sears-Ewald, of Grand Rapids, Mich., where he will work with the medical liability defense team. Ryan has served as the editor-in-chief of the Journal of Medicine and Law at Michigan State University College of Law.

Windy Yeung, BBA ’07, is enjoying work in Hong Kong and misses her days at WMU!

2009

Ryan A. Lasure, BBA ’09, is pursuing his master’s degree in information and communication sciences at Ball State University. He is currently working on a project that involves opening up the University’s WiMAX network to its 20,000 students free of charge.
Have you joined us lately?

With over 28,000 alumni living in the Midwest alone, the Haworth College of Business kicked off a series of events drawing alumni for food, networking and friendship from Chicago to Detroit.

Alumni celebrated St. Patrick’s Day at The Kerryman in downtown Chicago. Dr. Mushtaq Luqmani, chair, Department of Marketing, and Dr. Ann Veeck, professor of marketing, joined the group to share information about activities taking place in the College.

Mr. David Rozelle, associate professor emeritus, and Dr. Donald Gribbin, chair, Department of Accountancy, met with alumni in Detroit during an event that drew over 75 guests at the Detroit Athletic Club in June.

In fall 2010, alumni and guests gathered at the Watermark Country Club in Grand Rapids, Mich., and at the Haworth Showroom in Troy, Mich., to meet Dean Kay Palan.

A special gathering of young alumni at the Crossroads Mall Banana Republic in Portage, Mich., showcased the latest in fall and winter business attire.

Amway hosted an alumni event for the WMU alumni who work at the world headquarters in Grand Rapids, Mich. Haworth College of Business administrators shared updates about the College.

...and...alumni, friends and guests have learned how to catch their own pancakes at the Haworth College of Business Homecoming Pancake Breakfast...a new College Homecoming Saturday tradition.
WMU’s Haworth College of Business

Innovators
Idea Makers
Problem Solvers
Thought Leaders
Creators
Hard Workers
Team Players
Global Citizens
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Make your gift today!

www.wmich.edu/business/give
Then and now...

Celebrating the 20th anniversary of the dedication of Schneider Hall and the naming of the Haworth College of Business