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5-2014

## HaworthNews (05/2014)

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### WMU ScholarWorks Citation

Western Michigan University, "HaworthNews (05/2014)" (2014). *Haworth College of Business News*. 6. [https://scholarworks.wmich.edu/business\\_news/6](https://scholarworks.wmich.edu/business_news/6)

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## Keystone Community Bank Breakfast Speaker Series



Swedlow

### Social media drawbacks and strategy addressed in next Keystone Breakfast

KALAMAZOO—Two attorneys will discuss common social media mistakes and how to avoid them as Western Michigan University concludes its 2013-14 Keystone Community Bank Breakfast Speaker Series this month.

Honigman Miller Schwartz and Cohn's Bea Swedlow, partner, and Steve Glista, staff attorney, will speak at **8 a.m. Friday, May 30**, at the Haworth College of Business in 2150 Schneider Hall, delivering a presentation titled "The Pitfalls of Social Media."

The event is free and open to the public and begins with breakfast at 7:30 a.m. Reservations are required and can be made below or by calling (269) 387-6059. Free parking is available in the nearby Fetzer Center parking lot.



Glista

### Bea Swedlow

As a partner of the firm, Swedlow brings her experience as an intellectual property litigator to the Ann Arbor office, representing clients in significant patent, copyright and trademark matters. Swedlow also advises clients on social media issues and other emerging forms of digital communication.

Glista serves as staff attorney for Honigman in Kalamazoo, advising high-tech and software startup companies on contract management and general corporate business matters. He also assists social and emerging media clients with Internet and mobile opportunities and matters.

# Crafting a Plan for Bell's Brewery



While spring officially starts on March 20, in many areas, particularly those in Kalamazoo where Bell's Brewery is headquartered, the real end of winter started March 24, 2014—Oberon Day.

As consumers are relishing their first taste of summer with the award winning ale, few are concerned about its availability—that is until they cannot find their favorite beer on the shelf at the grocery store.

“Having products available when and where customers want to buy them is the most important performance measure there is, if you lose that opportunity, it is gone forever,” says Dr. Marcel Zondag, assistant professor of marketing.

Maintaining the right inventory of beer, wine and spirits is a complicated business says Zondag, who, together with Dr. Bruce Ferrin, associate professor of marketing, is working with Bell's brewery; Constellation Wines, San Francisco, their distributor in southwest Michigan; and Meijer stores on research to improve the in-store selection and availability of craft beer, wine and spirits for shoppers.

“We hope to discover whether application of supply chain management theory to supply processes used for craft beer, wine and spirits poses any pragmatic challenge,” says Ferrin. “We are trying to develop new performance metrics for assessing supply chain performance in relation to on-shelf availability and market responsiveness.”

Ferrin and Zondag are finishing the first part of their research this summer, conducting qualitative research that includes interviews with marketing and sales people at Bell's, beer buyers for Meijer and representatives from some of the distributors. To learn more about the process, Zondag accompanied distributor personnel as they replenished and stocked retail stores. In addition, as part of an honors thesis, Karen Kalinski, a food and consumer package goods marketing senior, is conducting research about the connection between alcohol sales in grocery stores and surrounding bars and restaurants.

“The research question I try to answer is if these sales are related—if consumers, for instance, will buy more of a specific craft beer or wine after they’ve sampled it first in their favorite restaurant,” says Kalinski.

By analyzing the procedures used for deciding which beers and wine to sell and combining it with store-specific sales data, the researchers intend to improve the assortment decisions and inventory management procedures used in the adult beverage supply chain.

While the growth of e-commerce has changed the industry, the retail store remains the most important marketing vehicle. “The store is the place where marketing strategy and supply chain management comes together,” says Zondag.

“After all, the store aisle is the one point in time where all marketing and sales efforts come together and the place where the so-called value proposition can finally be captured in sales dollars.”

Much of the work in the retail supply chain is faced with practical challenges that make putting theory into practice difficult. According to the researchers, barriers include retailer procedures and strategies for determining item assortment and allocation of their shelf space to specific brands and items, identification of the demand signal (the data stream that identifies which items should be replenished, in what quantities, where and by when), and streamlining, synchronizing and coordinating the entire supply chain to that demand signal.

Zondag and Ferrin welcome the opportunity to conduct research in collaboration with industry partners. “It provides valuable insights and data for our academic research, but it also provides a direct link from theory to practice, helping to improve business operations and performance of Michigan businesses,” says Zondag.

## From Japan to WMU



Yoshiaki Nakazawa (*BBA '76; MBA '78, Marketing*) president and chief executive officer of Advanced Medical Innovation Crossroad, Japan, recently received the Marketing Alumni Hall of Fame Award. The award is the highest alumni honor that the Department of Marketing bestows to an individual who has achieved great professional distinction and made exceptional contributions to the marketing discipline or to the community at large.

Nakazawa is the first international student graduate from the Department of Marketing to be inducted into the Western Michigan University Alumni Marketing Hall of Fame.

He graduated with a B.A. from Keio University, Tokyo, in addition to his two degrees from WMU. His career spans close to 40 years of professional business experience in the U.S and globally.

Nakazawa joined Stryker in 1977. From 1979 to 1986 he served as sales director, Japan and Korea, in the Stryker international representative office. In 1986, he was appointed as vice president and representative director of Stryker, Japan, and later as its executive vice president.

From 1992 to 1999, he held various positions at Pfizer medical technology group serving as president, Schneider, Japan, and as senior vice president and general manager of the medical technology group.

In 1999, he accepted the position of president and representative director, Stryker, Japan, and served in that capacity until 2007. In 2008, he became chairman of Stryker, Japan, and in 2009 became the adviser to the president of Stryker International.

He is currently the president and CEO of Advanced Medical Innovation Crossroad, Japan, a company that specializes in providing expert help and guidance to U.S. medical device firms interested in doing business in Japan or Japanese firms doing business in the U.S.

**Photo Caption:** Yoshiaki Nakazawa traveled from Japan to Kalamazoo, with his wife Mariko to accept the Marketing Alumni Hall of Fame Award, in April. Pictured left to right: Mushtaq Luqmani, chair, Department of Marketing; Yoshiaki Nakazawa; Mariko Nakazawa; Ann Veeck, professor of marketing; Zahir Quraeshi, professor of marketing and G. W. Haworth Chair of Global Business.

## US–Unite Schneider



It's a simple concept: The Haworth College of Business is a family. Every person who walks the halls of Schneider has a story, and we want to tell it. So join us on our journey to share the stories of accomplishments, worries, goals and more—a glimpse into how connected the college really is.

# Students Take Home Honors in Regional Competitions



## Advertising and Promotion

Calling them “fresh and smart, with great potential” judges awarded a team of nine advertising and promotion students third place in the 2014 American Advertising Federation’s National Student Advertising Competition district case competition. This year’s team included Ciera Carter, Jennifer Chappuis, Peter Hogfelt, John Kilmartin, Janae Mason, Laura Scott, Denise Starks, Hayley Sunde and Tyler VanderWall. WMU competes in a large district that is divided into two simultaneous competitions; the WMU team placed third among its group, which included three other Michigan universities.

“This case was particularly challenging,” says Dr. JoAnn Atkin, associate professor of marketing and advisor to the team. “The students really stepped up and presented a convincing solution. I’m very proud of what this team has accomplished!”

[Read Full Story](#)



## Computer Information Systems

A team of computer information systems students earned the Runner-up Award for their business case analysis at the third Midwest Student Information Systems Project and Case Competition. Shaun Chu, Nicholas Kreider, Brittany Maffesoli, Patrick McCombs, Norman Morris and Ashlea Rowson analyzed a case about streamlining the information systems of a company that produces trade show booths, with the aim of impacting the company in terms of its economic sustainability. The students’ recommendations included optimizing data security and implementing an enterprise-wide solution that would allow for seamless data management and communication.

“The students solved a very challenging case,” says Dr. Andrew Targowski, professor of business information systems and the team advisor. “The judges posed many difficult questions, which the students answered correctly. They are ready to deliver good IT projects to their future employers.”

# Laura Muth, B.B.A.'14—Embracing Change



Muth

Facing challenges is what Laura Muth, B.B.A.'14, does best. After changing her major to sales and business marketing during her junior year, Muth had a lot of work ahead of her. Changing majors halfway through her college career took her out of her comfort zone but also opened up new opportunities.

She embraced the change by joining business fraternities, attending career fairs, meeting and interviewing with various companies, and committing full force to her studies.

“My academic experience in the college of business helped me tremendously by teaching the ins and outs of sales,” says Muth.

Learning about negotiation in Assistant Professor of Marketing Dr. Kelly O'Reilly's, advanced selling strategies class, is what she will take with her to future jobs. When first learning about negotiation, she was hesitant about talking prices.

“Negotiating is an important skill to learn because it is always happening on the floor; you want to make your customer and carriers happy,” says Muth.

All of her hard work paid off when she was offered an internship at Coyote Logistics. After her training, she was placed in the carrier sales department where she worked with owner-operator truck drivers and worked collaboratively with the owner-operator team to drive revenue growth with new and existing customers for the company.

“I knew that I wanted a challenge each day I walked into work, and I landed the carrier sales position by working hard in my training classes,” says Muth.

Muth had an interesting experience with a husband-and-wife carrier team she worked with every day during her internship. Thankful for all the hard work Muth put into her job, the husband and wife team sent her flowers to show their appreciation.

“You start building relationships with people; you learn about their families, their lives and even what they did that past weekend,” says Muth. “It is unlike anything I have ever experienced before, and it surprised me how you can build such a connection with someone who works for you without ever meeting them face-to-face.”

After graduation, Muth will pack her bags and move to Chicago to start her journey as a full-time employee at Coyote Logistics.

The biggest inspiration in Muth's life is her dad. His compassion and drive for life inspires her to live the same kind of life.

“I look up to him because I want to be as hard-working and dedicated as he was; he always puts others ahead of himself, and he loves and would do anything for his family,” says Muth.

# Value Investing

Posted on Wednesday, April 30, 2014



Saidal Mohmand (*BBA '12, Accountancy & Finance*) used LinkedIn to reach out to fellow investors and portfolio managers in the Chicago area, which is how he met Kyle Mowery, founder of GrizzlyRock Capital. A year later, Mohmand, who had known since childhood he wanted a career in finance, was named Vice President of Investment Research at GrizzlyRock.

“I was always fascinated by learning about different businesses and industries,” Mohmand said. “The decision was finalized with my internship in the research department at Greenleaf Trust, where I began to cut my teeth in the investment world.”

In fact, Mohmand says he uses his education from WMU everyday as a ‘sustainable framework’ for security analysis, or as he

describes it, ‘stock picking.’

“The ‘secret sauce’ of my WMU education really is derived from the professors at the Haworth College of Business, as many of them have professional backgrounds outside of academia, which brings practicality into the classroom, real world experience,” said Mohmand. “This is really important in investing, as the real world is drastically different from the numerous academic theories taught in finance.”

GrizzlyRock Capital, which was founded in early 2012, is an alternative asset manager. They seek to invest in corporate securities that they believe have been mispriced by the market and therefore only execute on a handful of great ideas instead of a plethora of good ideas.

As V.P. of Investment Research, Mohmand stays on top of industry information pertaining to investments in GrizzlyRock’s portfolio, in addition to investigating new potential investments..

“We’re value investors at heart,” he said. “We are looking to purchase common stock in publicly traded companies or debt instruments, such as bonds, at deep discounts to their intrinsic values—buying a dollar for 50 cents.”



GrizzlyRock is different from other investment firms in that they manage a concentrated investment portfolio, which allows for in-depth and detailed research on potential investments. GrizzlyRock combines credit analysis with equity analysis, and have an opportunistic mandate—they firmly believe the markets are inefficient and that investment opportunities can appear in different parts of the market.

As a recent graduate, Mohmand was happy to provide some advice for current students seeking a similar path, beginning with obtaining as much experience as possible while still in school.

“I started off as a teller at a local credit union, which led to a credit internship in their business services department my sophomore year,” he said. “My junior year, I received the Greenleaf Trust Scholarship and I was presented an opportunity to intern at their institution, which introduced me to the world of security analysis and money management. I would not have achieved my goals if I didn’t work and intern for these world-class organizations.”

Mohmand encourages students interested in investing or wealth management to apply for the same scholarship, and to become involved in the student managed investment fund at WMU. He also recommends students take the level one CFA certification exam, and notes that the Western Michigan CFA society provides scholarships for students who want to sit for the exam. He notes that staying on top of industry publications is extremely important, but that students should study topics outside of finance and accounting as investing often occurs in out-of-favor industries or misunderstood businesses.

And of course, networking is key.

“I’d recommend that students reach out to alumni in their field,” Mohmand added. “Offer to grab them lunch and ask for any type of advice.”

After all, it was savvy use of LinkedIn that landed him his current position.

To learn more about GrizzlyRock Capital, please visit [grizzlyrockcapital.com](http://grizzlyrockcapital.com).

Editor: Cindy Wagner

[cindy.wagner@wmich.edu](mailto:cindy.wagner@wmich.edu)

Haworth College of Business

Western Michigan University

Kalamazoo MI 49008-5457 USA

(269) 387-5050

[www.wmich.edu/business](http://www.wmich.edu/business)