Breakfast series to feature discussion of WMU Archives

by Cindy Wagner
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KALAMAZOO—The director of the Western Michigan University Archives and Regional History Collections will share insights into the collections and plans, including information about the collection’s legacy during the final event in the 2012-13 Keystone Community Bank Breakfast Speaker Series.

Sharon Carlson will speak at 8 a.m. Friday, June 28, in the dean's conference room of Schneider Hall, home of the Haworth College of Business. Her presentation is titled "WMU Archives: A Regional Treasure."

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 online or by calling (269) 387-6059. Free parking is available.

About the archives

WMU's Archives and Regional History Collections include historical collections of manuscripts, newspapers, photographs, maps, oral histories and other materials documenting the history of southwestern Michigan. It was designated by the Michigan Historical Commission in 1962 as a regional repository for the public records of 12 counties in southwestern Michigan and includes tax rolls, court records and township minutes for the region.

While many of the collections have regional origins, they speak to broader themes and draw diverse researchers beyond the University. Since 2002, for instance, the archives office has housed the French-Michilimackinac Research and Translation Project, attracting international visitors to see the largest collection in the United States of French documents about the history of European settlement in the Great Lakes and North America. Researchers from around the world have consulted the vast array of paper company records, which include materials from the Kalamazoo Paper Company and the Kalamazoo Vegetable Parchment Company. Other business records include the Upjohn Company records and the Kalamazoo Gazette (Herald Corp.) clipping and photo files. The Archives and Regional History Collections also have particularly strong Civil War holdings including diaries and letters.
Sharon Carlson
Carlson, archives director since 1998 and associate professor of University Libraries, holds a Ph.D. in history from WMU and a master's degree in library and information science from Wayne State University. She is also certified by the Academy of Certified Archivists. She is responsible for the daily operation and long-term direction of the unit and has been involved in planning the new Zhang Legacy Collections Center since 2009. The move of the archives to that new center, which involves 30,000 cubic feet of manuscripts and books, will take place in early fall.

The Keystone Community Bank Breakfast Speaker Series provides an opportunity for the local community to hear top business leaders and WMU faculty, alumni and friends of the Haworth College of Business discuss current topics of interest.

Social responsibility: MBA students learn through service

That distinctive sound of paint rollers gliding across walls, the smell of fresh paint, the camaraderie of a team project and the sense of accomplishing something important through community service—all of these elements and more were part of the recent MBA service learning project that Dr. Tim Palmer, professor of management, incorporated into his MBA strategy capstone course, which focuses on corporate social responsibility embedded throughout the course. Twenty-six students helped to paint The Dream Center, located in downtown Kalamazoo.

The Dream Center
The center is a 501c-3 organization that provides clothing, food and household items to those experiencing homelessness in Kalamazoo. In addition, The Dream Center holds classes on life skills, financial responsibility and other topics. The students cleaned, refurbished, and painted the interior spaces of the center including the reception area, two restrooms, the multipurpose room, and the clothing and food areas. The center was last painted 14 years ago. The center’s director, Rik Stone, spoke with students about the mission and vision of the nonprofit organization and about community leadership.

The MBA capstone course
Integrating The Dream Center service learning project into the MBA capstone course fits well within the learning objectives of the class and the learning goals of the MBA program. “We want to give students the opportunity to ‘zoom out’ and draw connections between themselves personally, their careers, and their organizations with their local communities and society,” says Palmer. “The event was useful in showing how community engagement helps build teamwork and leadership skills. These also are powerful tools in building an organization's culture and can integrate individuals in different parts of an organization. The goal is for students to take this lesson with them and put it into practice by being an advocate for social responsibility and community service and engagement within their companies and communities. We can
accomplish so much when we work as a group.”

And this was truly a group effort—Haworth College of Business employees helped by sponsoring a gallon or multiple gallons of paint. WMU’s Facility Services secured brushes, rollers, drop cloths and pails. And another nonprofit organization catered dinner for the hard-working painters.

**In the student’s words**

“Dr. Palmer teaches us a lot about both sustainability and corporate social responsibility. I like that we are getting to put that into practice here. It is a great opportunity, and it is fun and engaging. One of the things that we have been learning about is that businesses can do a lot for community organizations. Individuals can only do so much. It is up to us as business leaders to get our companies involved and for organizations to build social responsibility into company culture.” – Erik Chmelar

“This project makes everything that we talk about in class every day real.” – Jessica Smith

“Business is not all about profits. Business is also about community. Resources are limited for nonprofits, and I am happy to contribute to the community.” – Jogia Gondo

“This has been an amazing experience. This is a great perspective to take into our careers and companies which sponsor programs and where we can be of service.” – Dominique Hardiman

“This is a very special experience for me. This is my first time painting. I am from Taiwan, and this is unique. I enjoy doing this for the community.” – Alan Liang

"At my job I’m seeing a transition back to focusing more on the community. It’s vital for a business to build people back into their strategy. The success of a business and the success of the community are tied together.” – Brenton Riegel

[http://www.youtube.com/watch?v=-lEoGqCcUCg](http://www.youtube.com/watch?v=-lEoGqCcUCg)

**Sales Program Lauded—Again!**

The WMU sales and business marketing program once again has been named to the Sales Education Foundation’s list of top university sales programs, identifying it as one of the leading programs for preparing and placing top talent in professional selling roles. The WMU program is one of fewer than 20 universities in the country, and the only one in Michigan, that offers a sales-focused business major to its students. With more than 250 students, the program is also one of the largest in the nation.
For 2012-13, WMU reported that more than 90 percent of the sales and business marketing graduates surveyed were employed full-time within six months of graduation. The WMU sales program is regularly lauded for its achievements in a number of areas including:

- **Student competition successes**—During the past 10 years, students from the program have competed in 15 national sales competitions and brought home 13 trophies.
- **Harold Zeigler Interactive Sales Lab**—one of the top sales training facilities in the country
- **Sales and Business Marketing Association**—One of the largest and most active student organizations in the college with more than 100 members. The SBMA hosts 25 employers each semester at weekly meetings.
- **Study abroad**—Sales students are one of the largest groups at WMU to participate in study abroad programs, gaining a global perspective of business
- **National recognition**—Educational-Portal.com lists the program as #2 on its list of Top U.S. Sales Schools.

According to the SEF, more than 50 percent of college students in the United States enter sales careers, but a majority of them fail due to lack of professional preparation. The WMU sales program is providing its students the skills needed for success.

“Overall, our excellent students, faculty, curriculum and facilities form the strong foundation from which the SBM major has prospered to become one of the premier sales programs in the country,” says Dr. Steve Newell, professor of marketing and one of four members of the sales faculty. “We are pleased by the continued recognition from the Sales Education Foundation. This acknowledgment of excellence is a testament to the hard work and dedication of our students and faculty.”

The SBM program has been included on the SEF annual list since it began its rankings in 2004.

More information about the major is available at wmich.edu/marketing/academics/sbm.html or by contacting Newell at steve.newell@wmich.edu.
Best of the Best
Posted on Wednesday, May 15, 2013

Michael Debs (BBA ’80, Accountancy) loves to solve the problems that pop up during any average day. Accounting can be 'traditional,' but problems are not—and allow for a lot of creative intelligence.

Debs, Controller and Chief Accounting Officer of Kelly Services, was selected by Execrank as a Top Chief Accounting Officer for 2012. The rankings are the result of two years of research and feedback from evaluation committees and top Chief Accounting Officers on their performance in 24 key areas. The number one area of focus for Top CAOs in 2012 was their role in maintaining financial controls and adherence to increasingly difficult reporting compliance. The CAOs that made this list represent the best of the best in their field.

There are over 30,000 Chief Accounting Officers and Controllers in the United States. Only the very best are awarded the distinction of being a part of ExecRank's "Top Chief Accounting Rankings" for 2012.

Kelly Services is a leader in providing workforce solutions—Debs is responsible for overseeing all finance systems and controls, all corporate accounting, financial reporting, and budgeting activities for Kelly globally.

Prior to joining Kelly in 2000 as vice president and corporate controller, Debs was employed by Chrysler Corporation and Deloitte & Touche. In 2005, he was promoted to senior vice president, corporate controller and chief accounting officer. In 2008, he served as interim chief financial officer. Later that same year, he was named to his current position.

From his experience at Kelly, Debs has some solid advice for students. For future accountants, Debs encourages graduates to seek their first job at a large firm because 25 years down the road, a resume with large firm experience is much more noteworthy than one without. He also estimates that there is going to be a major shortage of engineers and scientists in the near future, simply because more are retiring than entering the market.

Above all else, Debs believes employees with integrity, those who are ethical—will seldom find their credibility in doubt.
College names business career center director

WMU's Haworth College of Business has announced the appointment of Geralyn Heystek as director of business career services, replacing Linda Ickes, who retired earlier this year. In her new role, Heystek leads the strategic planning for the career center, including the development of goals and objectives, employer partnerships and counseling services for students. She provides oversight of all operations and works with faculty and staff to ensure high quality career services for the college.
"Geralyn's experience in student academic and career advising, along with her expertise in managing internships and our Business Externship Program, will ensure the Haworth College of Business Career Center continues to meet the needs of not only our students, but also our employer partners and the regional community," says Dr. Christina Stamper, associate dean of undergraduate programs.
Heystek started her WMU career as an instructor in the Department of Marketing before joining the staff full time as an academic advisor in 1998. As an academic advisor, Heystek developed expertise in study abroad opportunities and internships. In 2009, she joined the career center as a career advisor working with students to explore career pathways and make career-related decisions and providing resume, cover letter and interview preparation guidance.
Heystek was part of the team that developed and launched the acclaimed business externship program. Along with the career advising team, Heystek has presented the success of the business externship program at several national conferences and works with groups around the country interested in launching similar programs.
She is certified to administer and interpret the MBTI Type Indicator and Strong Interest Inventory assessments and has completed the Global Career Development Certification and the Strong Interest Inventory Certification. She is pursuing her e-teaching endorsement and her MBTI master practitioner certification.
Heystek is a member of National Academic Advising Association, Michigan Educator and Employer Alliance, National Career Development Association and American Counseling Association.

Business Broncos Among Top CFOs in the Region

Of the honorees recognized at the MiBiz West Michigan CFO of the Year Awards, one winner and two finalists boast degrees from the Haworth College of Business.
• Kraig Harper, B.B.A.'89 of Service Express International Inc. was the winning CFO in the small business category (less than $50 million).
• Linda Constantino, B.B.A.'79, of Cherry Street Health Services was a finalist in the middle market category.
• Darin Caranci, B.B.A.'94, of The Hinman Co. was a finalist in the small business category.

An International Discussion on Leadership

As part of this year's Business Down Under program—a short-term study abroad course—Business Broncos had the opportunity to hear faculty experts from WMU and Swinburne University (Australia), discuss entrepreneurial leadership from a variety of perspectives. The WMU experts participating included:

• LTC Brett Johnson, enrollment officer, Department of Military Science and Leadership, who discussed "Leadership and Entrepreneurship: Is there a Difference?"
• Dr. John Mueller, assistant professor of management, who discussed "Entrepreneurs: Leaders in Building a Start-up Community"
• Dr. Bret Wagner, associate professor of management, who discussed "Supply Chains in New Ventures"

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