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HAWORTH COLLEGE OF BUSINESS



CREATING INDUSTRY STANDARDS

Working with leading indirect procurement executives and a global consulting firm, Dr. Sime Curkovic was tapped to help direct the efforts in developing an indirect procurement standard now available to industry.

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MYTURN

MBA students teamed up with MyTurn, an organization that Scott Matzka founded after being diagnosed with ALS. The students planned and hosted a masquerade ball to raise money for Matzka and his family's efforts.

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#BRONCOS4BRONCOS

For McKenzie Decker, B.B.A.'16, accessing the college's growing alumni network took her from student to intern to full-time employee. "It's all about who you know AND who they know," she says of her story.

[READ DECKER'S STORY](#)



SUSTAINABILITY CHAMPION

As director of the college's Center for Sustainable Business Practices, Dr. Tim Palmer keeps sustainability at the forefront of cross-disciplinary experiences. "This new generation is so prime to want to be part of the solution ... there is potential for real change."

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TRAILBLAZERS

Twenty-four business students were honored for their achievements in academics; personal and professional development; leadership; and community or campus involvement. Senior Lauren Carroll, food and consumer package goods marketing and integrated supply management major

from Novi, was named Trailblazer of the Year.

MEET THE TRAILBLAZERS



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FINANCE CAMP



Entrepreneurship and Innovation

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ENTREPRENEURSHIP CAMP

- [Mercantile Bank of Michigan Breakfast Series](#)
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Editor: Cindy Wagner
cindy.wagner@wmich.edu
(269) 387-5928



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Curkovic and alumni create new global industry standard

When global consulting firm COPC Inc. planned the development of standards for indirect procurement, industry executives responsible for organizations were asked to participate on the project. Many of those executives were Business Broncos. And, when COPC identified the need for academic leadership for the project, it tapped resources from the Center for Integrated Supply Management and Dr. Sime Curkovic, Valluzzo Faculty Fellow and professor of supply chain.

“Companies are only now starting to look at their indirect procurement from a strategic perspective. The COPC Indirect Procurement Standard not only meets academic rigor but satisfies real-life business needs for today’s procurement professionals,” says Curkovic.

COPC announced the publication of the Indirect Procurement Standard, a set of best practices and key metrics for any company seeking to manage its indirect spending strategically. The standard is a comprehensive system for managing procurement operations and covers five areas—leadership and planning; business processes; support processes; people processes; and performance. The goal is to help companies create efficient and high-performing procurement operations that provide indirect goods and services at an optimal value—balancing cost, quality and risk.



Curkovic

Indirect procurement, also called indirect spend, refers to the purchase of goods and services used internally at a company for effective operations. Examples of indirect procurement purchases include computer hardware and software, travel management, services from recruiting or training agencies, facilities management, utilities, and fleet management.

A variety of companies stepped in to help with the project, including Cisco, Hewlett Packard Enterprise, Intuit, Magna International, Perrigo, and Stryker. And, among the group of executives, a team of Business Broncos that included Christopher Flum, B.B.A. '86, founding member of the ISM executive council and director of purchasing, North America, Magna Exteriors.

“The standard was an essential step in ensuring companies can implement appropriate best practices and benefit from the latest knowledge in this evolving area,” says Flum.

Other influential WMU alumni participating in the project included Dave Drouillard, B.B.A. '84, of General Motors; Brad Roberts, B.B.A. '11, of Mann Hummel; Ryan Horn, B.B.A. '02, of Xylem; Justin Hallenbeck, B.B.A. '01, of EcoLab; and Jeff McInerney, B.S. '92, of Rolls Royce.

“The WMU ISM program is more than 20 years old, and we have several alumni who have become decision makers and change agents in their organizations,” says Curkovic, commenting on the large number of alumni involved with the project. “It speaks volumes that our faculty and alumni have such a major imprint on this indirect procurement standard. This network is a loyal, trend-setting and accomplished group that is committed to moving the supply chain field forward.”

The WMU ISM curriculum was an academic leader in developing indirect procurement curriculum in response to industry needs. “Several years ago, I addressed the faculty at WMU regarding the lack of indirect

procurement training in curricula,” says Flum. “The indirect space was developing into a strategic discipline that required a formal education where very little was offered. The ISM program responded by building indirect content that puts it at the forefront of the specialty.”

Since that time, the discipline has grown so much that industry was starting to demand a framework to guide their indirect processes.

The free standard can be downloaded at copc.com/resources-customer-experience-services/copc-standards/.

About COPC

COPC Inc. is an innovative global leader that empowers organizations to manage complex customer journeys. The company provides consulting, training and certification for operations that support the customer experience. Founded in 1996, COPC Inc. began by helping call centers improve their performance. Today, the company works with leading brands worldwide to optimize key customer touchpoints and deliver a seamless experience across channels. COPC Inc. is privately held with headquarters in Winter Park, Fla., and has operations in Europe, the Middle East, Africa, Asia Pacific, Latin America, India and Japan. To learn more about COPC Inc., visit www.copc.com.

MyTurn and MBA Students







• Taking turns—it is a concept that we learn very early in life, and it forms the basis of many of our relationships.

It is a concept that Scott Matzka revisited after he was diagnosed with ALS in 2015. The 38-year-old father of two met Nancy Frates, co-founder of the ALS Ice Bucket Challenge and mother of a son with ALS, who told him that the disease gives people diagnosed with it so little time to be advocates that individuals with ALS and their family members must take turns carrying the mantle of awareness. Frates told Matzka that it was his turn.

Inspired by the Ice Bucket Challenge, others diagnosed with ALS, and his own family, Matzka decided to found an organization devoted to raising:

- awareness about the disease;
- funds for his own care; and
- funds to assist with ALS awareness.

He named the organization MyTurn.

Now enter Dr. Derrick McIver, assistant professor of management and an acquaintance of Matzka's, whose MBA leadership course regularly takes on semester-long course projects aimed at helping a variety of organizations. Past clients have included the City of Watervliet, Michigan, and the Make-a-Wish Foundation. As Matzka and McIver spoke about what he was trying to do with MyTurn, McIver saw:

- a good learning opportunity for students;
- the chance for the MBA students to see purposeful leadership in action through Matzka; and
- an organization that could benefit from the cross-functional thinking that MBA classes can provide.

“One of the key goals of the class is to provide students with autonomy over the team, task, time and technique with projects like this,” says McIver. “The only challenge is they must have an impact. With these experiential projects, we hope that students learn not only about collaboration and teamwork but also about informal and emergent leadership. We want to touch on servant and authentic leadership. If done effectively, students also learn about community leadership and leading with a purpose. With a project like MyTurn, students also learn

about shifting to intrinsic motivation and away from a grade or other extrinsic rewards, realizing how satisfying working with a purpose can be.”

McIver’s approach is something that students valued greatly as they discussed how to have the greatest impact on MyTurn through a fundraising event.

“I liked the format of this course, where Dr. McIver provided space for the class to govern itself and decide what kind of event we wanted to put on, how we wanted to structure the team and what our goals would be,” says MBA student John Curran. “It was like a carefully observed vacuum—he didn’t chart our course for us, which I think led to the class being very engaged, but he was there providing feedback and support along the way.”

The class decided to host a charity masquerade with the theme of Removing the Mask and Giving a Face to ALS, with the intention that it be a sustainable, annual event. Students worked on every aspect of the event from logistics, to the advertising campaign, to engaging sponsors. “As someone with an operational excellence background in for-profit organizations, the project took me out of my comfort zone by exposing me to dynamics I had not experienced in my career before,” says MBA student Scott Lemons.

Students had many takeaways from planning the event. They were able to:

- Observe the leadership styles of fellow students while working in collaborative, cross-functional teams;
- Gain experience in leadership and evaluate personal strengths and weaknesses; and
- Touch upon many topics from effective operational approaches, to promotion, to community engagement, to metrics and tracking.

But chief among the takeaways was the idea of trust—a theme in the course literature and in the project. “I was able to apply the concepts we discussed in our lectures and readings in real-time to try to be a better team member during this project,” says Curran. “I made a conscious effort to trust that team members would do quality work on time and not look over the shoulders of others. This is not natural to me but something I have to get better at, and this project helped.”

Here is that idea of taking turns again—of trusting others, of stepping up, of not having to carry something on your own.

And the team members were not on their own. The community was there to support them. “We really have to thank our sponsors who supported this event,” says McIver. Many of the sponsoring organizations had MBA students in the course who were also their employees.

Of course, none of this would have happened without Matzka who created something that others want to support.

All told, the MBA students raised nearly \$13,000 for MyTurn within one semester. The funds will benefit the Matzka family and Kalamazoo ALS awareness.

“This project was the most effective thing I have encountered in the MBA program at bringing people together,” says Curran. “The fact that there were real-world implications for a genuinely good cause made it imperative that everyone come through. The colleagues I worked with over the course of this semester are people I will stay in touch with throughout the program and beyond.”

Lemons echoes this. “Perhaps other than third grade with Mrs. Lemons (my mom), this has been the best educational experience I have ever had. The combination of course content, schedule and approach, and experiential learning made for an extraordinary semester.”

Event sponsors

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- The Hitchcock Family
- The Lemons Family
- The McIver Family
- Dr. Timothy Palmer

McKenzie Decker, B.B.A.'16—#Broncos4Broncos



With an introduction from her professor, Decker (middle) connected with Erin Wood (left), B.B.A.'07, client success team manager, and Dave Moore, B.S.'86, president of VP Demand Creation Services. The connection helped her land an internship followed by

By Jenna Giragosian

Finding an internship can be a daunting task for many business students, but that was not the case for McKenzie Decker, B.B.A.'16. Decker took the phrase, "it's all about who you know," and revised it to "it's all about who you know AND who they know," to launch her career.

Decker secured an internship and eventually a full-time position with VP Demand Creation Services in Traverse City, Michigan, after her relationship with a professor led her to the right people.

It began in her marketing research class taught by Dr. JoAnn Atkin, associate professor of marketing. Decker consistently spoke to Atkin before and after class about marketing careers and opportunities.

"I immediately knew that Dr. Atkin would play a significant role in my marketing education and career," Decker says of her former professor. "Knowing that she was truly interested in helping her students be successful, I decided to reach out to see if she had a network in Traverse City that could help me find an internship. That's when she introduced me to Erin Wood, B.B.A.'07, client success team manager for VP Demand Services and a Bronco alumna."

Decker then requested to connect with Wood on LinkedIn. “I don’t typically approve everyone who asks to connect,” says Wood. “But after I reviewed her page and saw she was a Bronco at the college of business and we both had Dr. J as a connection, I figured that she recommended reaching out to me to talk about opportunities in Traverse City in the advertising and marketing field. I reached out to her via a LinkedIn message to ask if there was anything I could do help a fellow Bronco with advice on opportunities in northern Michigan.”

Decker’s smart, prompt response outlining what she was looking for was impressive to Wood. It showed her that she wasn’t just requesting connections for the sake of having a larger network; she cared about what Wood had to say. The two continued to exchange messages on LinkedIn, and the rest is history.

The connection Decker built with her professor played a critical role in their success story. “Establishing connections and building relationships is a critical aspect in all personal and professional contexts,” says Atkin. “Any opportunity a student has to build a network, especially professionally while in school, is so important. McKenzie’s situation is a great testament to the strength of our alumni connections.”

Alumni are an amazing resource for current students, and many professors are willing to introduce connections. Atkin actively builds relationships with her students and helps them succeed outside of the classroom as often as she can. She maintains a strong alumni network and works to connect them with their alma mater and current students.

VP Demand Creation Services President Dave Moore, B.S. ’86, strongly believes in hiring team members based on connections. Moore says that all of his company’s interns were hired based on professional networks. “Having an established connection to get in the door proves the candidate’s credibility to employers,” says Moore. “If the mutual connection is confident in the candidate, then the hiring team should be as well.”

“Had I not contacted Dr. Atkin about networking and connecting with Erin Wood and Dave Moore, I truly do not believe I would be sitting in my chair right now as a marketing manager with VP Demand Creation Services,” says Decker. “It is incredible what studying at a well-respected university and being a Bronco can do for you.”

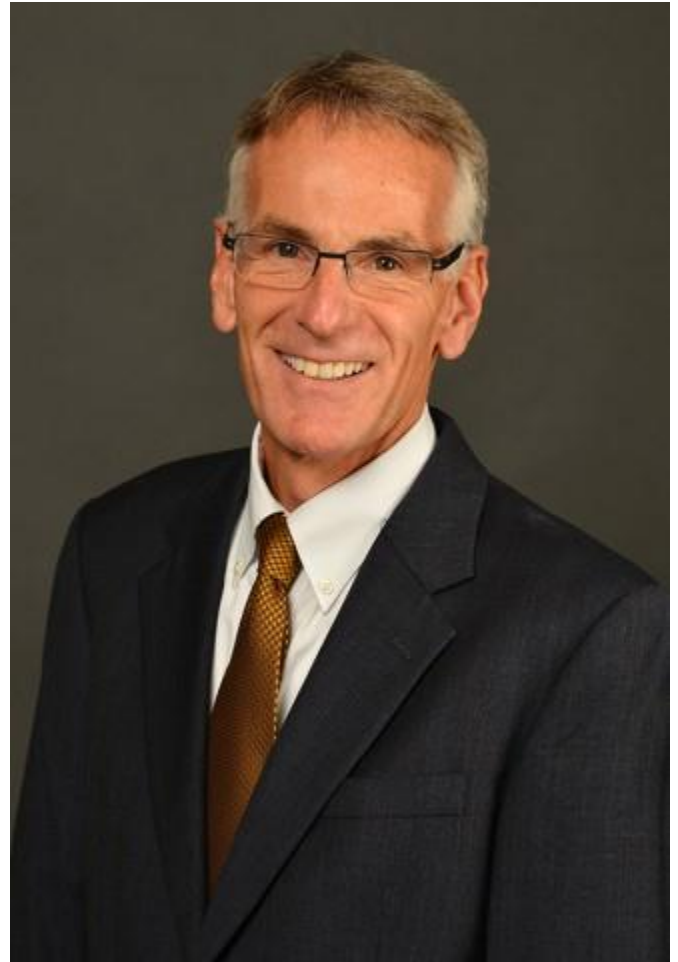
Sustainability Champions

The Office for Sustainability celebrates our friends and colleagues who work tirelessly to advance sustainability on campus and in the community. We call such individuals Sustainability Champions, because they are champions helping us create a culture of sustainability while improving quality of life for all.

Dr. Tim Palmer, Professor of Management and Director, Center for Sustainable Business Practices

"This new generation is so prime to want to be part of the solution...there is potential for real change"

Dr. Tim Palmer, Professor of Management at the Haworth College of Business (HCOB), has a passion for sustainability. As Director of WMU's Center for Sustainable Business Practices, he guides and assists students, faculty, and local businesses both on campus and off to become sustainability champions; driving home a smart model of eco-conscious choices and inclusionary practices. Palmer is proud to work with an institution that stands out as the only public business school in Michigan to be a signatory to the Principles for Responsible Management Education (PRME), a UN initiative that guides and promotes the future of sustainable practices in business and management. HCOB students are exposed to sustainability tenets in multitudes of ways; they are also required to take a sustainability course during their undergraduate term. These factors coincide to put the HCOB at the forefront of educating for sustainable business practices, all while offering students unique cross-disciplinary experiences that will provide a solid footing in the post-graduate job market.



Dr. Palmer has used the Center to promote and leverage sustainable business practices at WMU and in the Kalamazoo community. Palmer recently coordinated a case study competition for undergraduate business students, which was sponsored by Target. This competition allowed students to make real pitches to businesses regarding their ideas to combine sustainability and business in creative and innovative ways. At the end of the day, one lucky team of students walked away with \$1500. One of Palmer's biggest (and ongoing) accomplishments has been facilitating a WMU study abroad trip to India with a group of undergraduate students. These students learn about cross-culture collaboration and sustainable financial practices by working and learning with their Indian hosts. This journey is evolving – the upcoming trip in December of 2017 will be an interdisciplinary collaboration between the College of Health and Human Services and HCOB, allowing students from both programs to join and learn while experiencing another culture. This is the WMU's first interdisciplinary study-abroad trip, and it is sure to be the catalyst behind many more inter-college programs.

Dr. Palmer's undergraduate work in Forestry means his history with sustainability is long and storied. While field work was a major passion of his, it lacked in career opportunities at the time. This led him to complete a Ph.D. in Business, where he was lucky enough to fall into a world of sustainability and education, as he says, it "just happened." His education did not end here though; as a professor he combined his passion for service-learning and his newly found interest in social justice into a student trip to Chicago, the "Urban Plunge," during which a student group volunteers their time through programs that assist homeless, transient, and out-of-work peoples. Palmer sees the field of business as one that is rapidly changing and he is hoping to capitalize on his work through the Center to change the perception of business to be one of positivity, rather than the negative, 'greedy' stereotype with which it is often associated. Dr. Palmer believes that as businesses become more familiar with sustainability issues, they will come to understand that sustainability, social justice, and climate change will all impact the ultimate success of their enterprises.

"The benefit of service learning, which is required in all of my classes, means going out and serving others, but learning at the same time. It's going in with open eyes and ears and taking in all that you can learn. I would encourage people to get out of their comfort zone, be open to what you can think and learn from this experience."

We are in the midst of exciting times for sustainable practices throughout the community. The foundation of the Office for Sustainability has made 'sustainability' a buzzword around Kalamazoo. Community members are climbing aboard and brainstorming ideas about how they can incorporate sustainable practices into their studies and experiences.

Students in Palmer's classes are passionate and excited about sustainability, and are looking to work for companies whose ethics and goals align with their own. Palmer is constantly inspired by the students that he works with, as well as by the many initiatives happening at domestic and international universities. He believes that the time is ripe for change, and professionals who value sustainability will be the drivers and incubators of real, lasting, sustainable change.

His advice to all individuals interested in sustainability: get out of your comfort zone, learn something new, and remember that these efforts do not stop with graduation. Congratulations to Dr. Tim Palmer, for being the first WMU Sustainability Champion! Learn more about Dr. Palmer and the [Center of Sustainable Business Practices at their homepage](#).

Meet the 2016-17 Trailblazers

Lauren Carroll—Trailblazer of the Year

Food and consumer package goods marketing

Integrated supply management

Carroll is active as chief operating officer for the WMU student chapter of APICS, as a social media director for the Food Marketing Association and as a Bronco Force Solutions team lead at Sigma Machine. She has also interned as a category analyst with SC Johnson and is interning at Abbott Nutrition this summer in their retail sales division. Carroll has participated in the Meijer Hack-A-Thon and has been an extern at All-Phase Electric Supply and Western Michigan University's Fetzer Center.

Joshua Angles

Human resource management

Angles has engaged in the human resource field by interning with Ally Financial and working as a human resource assistant for Zoetis Inc. He stays involved on campus as a Zhang Career Center peer educator, a first-year seminar co-instructor and intern, and a success seminar facilitator for the Center for Academic Success Programs. He is involved in the campus community through the Student Leadership Advisory Board, Society for Excellence in Human Resources, Omicron Sigma Lambda, the Dean's Leadership Scholar Program and as a Business Externship Program peer mentor. Angles currently serves on the Haworth College of Business Dean's Search Committee member

Brandon Chidester

Sales and business marketing

Active within campus and the community, Chidester serves on the executive board of the Sales and Business Marketing Association, assisting the director of new business. He is also active in his fraternity, Phi Gamma Delta, where he has served as professional development and fundraising chairman. Through his fraternity, Chidester has volunteered at the Kalamazoo Red Cross, Habitat for Humanity, Kalamazoo Loaves and Fishes, Volunteer Kalamazoo and with various events on campus. He participated in an externship with Coyote Logistics and the Hershey Company and recently accepted an internship with Thomson Reuters.

Chloe Childs

Marketing

Global and international studies

Childs, a Lee Honors College student, is a member of the Global Business Student Association and Alpha Lambda Delta and was previously involved in the American Marketing Association and AdClub. She served on the marketing and communications committee for the Designed to Lead conference and participated as social media chair in the Leadership and Involvement Conference as a part of Alternative Bronco Breaks. She was a Bronco Blogger Abroad while

studying abroad in Paris, France, and later became a study abroad ambassador. Childs is currently a marketing and advertising intern for Cluventure.

Katelin Cornelius

Sales and business marketing

Cornelius was a marketing intern with Stryker Instruments and recently accepted a full-time marketing associate position for Stryker IVS. She stays involved on campus as director of finance for the Sales and Business Marketing Association and as a mentor for the Bronco Buddies program. Cornelius has volunteered at WMU's Career Fair, the Sales Career Fair and the Michigan Blind Athletic Association.

Jacob Crowell

Food and consumer package goods marketing

Crowell is a recipient of the Dorothy J. and Clinton J. Christoff scholarship and the Grocer Manufacturers Representatives scholarship. He is currently a retail sales service intern for Nabisco at Mondelēz International and has other experiences in his field, including a retail merchandising internship with Meijer, a brand protection internship at the Kellogg Company and a music internship at Centerpoint Church. Crowell was formerly the vice president of social events for WMU's Food Marketing Association and studied abroad in Thailand in 2016.

Meridith Frein

Human resource management

As an active member of the campus community, Frein is a member of the Society for Excellence in Human Resources, the Sales and Business Marketing Association, the Kalamazoo Human Resource Management Association and the Society of Human Resource Management. She has worked as a human resource intern at Summit Polymers, a human resources coordinator at Streamline Healthcare Solutions and a board and committee member for Parent to Parent Southwest Michigan.

Taylor Graham

Advertising and promotion

Through participation in the business externship program, Graham has worked with business professionals at Doner and Haworth Inc. She is currently a wedding planning intern at WMU's Fetzer Center. She has also held an internship position with PepsiCo, where she worked in WMU's vending, dining and athletic departments. Graham is a member of AdClub, an American Advertising Federation affiliate, and is the social media and university outreach chairman for the Global Business Student Association. She will be studying abroad in the Dominican Republic in May.

Hallie Green

Electronic business marketing

Green, a Lee Honors College student, is a Haworth College of Business Dean's Gold Star and participatory Medallion Scholarship recipient. She is involved in the Intercultural Business Student Association, Alpha Lambda Delta and the Bronco Buddies Mentoring Program. Green was the co-chair of the marketing committee for Designed to Lead and a member of the Haworth College of Business Dean's Leadership Scholar board. She has worked as a finance associate intern for Mercy Health Saint Mary's, a marketing associate intern for Stryker Corporation and a marketing communications co-op for Eaton Corporation.

Jeremy Juday

Sales and business marketing

As a leader on campus, Juday serves as the public relations chair for the Student Leadership Advisory Board, a WMU sales team coach, an active member of the Sales and Business Marketing Association and a co-instructor for a Business 1000 course. After graduation, he will be working for Thomson Reuters' tax and accounting sales division.

Katelyn Krulek

Advertising and promotion

Krulek is a recipient of the Advertising and Promotion Advisory Board Scholarship and the Haenicke Institute for Global Education Study Abroad Scholarship. She stays involved on campus as the special events coordinator for AdClub, the marketing director for the Intercultural Business Student Organization and founder and director of communications for Active Minds of WMU. Krulek has held internships with digital advertising and media agencies and has engaged with the professional community by attending the Leadership and Involvement and AdCon career conferences. She has studied abroad in the Dominican Republic and plans to study in the Netherlands in fall 2017.

Tracy Kuhle

Marketing

Spanish

An active member of campus, Kuhle is a WMU Presidential Scholar and Lee Honors College student. As captain of the WMU women's tennis team, she has been recognized as a two-time MAC Distinguished Scholar Athlete. She is an active member of the American Marketing Association and Alpha Lambda Delta. Kuhle has gained professional experience with the Business Externship Program through Quicken Loans and Stryker and interned with Miller-Davis Company. She plans to study abroad in Burgos, Spain, in the fall 2017 semester.

Scott Lemons

Master of business administration

Lemons works as a global supply chain manager at Humphrey Products. He is a senior-level leader and decision maker and is accountable for corporate-wide supply chain strategy. Lemons has held positions as a board member and vice president of marketing for the APICS Southwest Michigan Chapter and is certified in production and inventory management by APICS. He is also authorized by APICS to teach principles of supply chain, lean enterprise and global sourcing.

Emmanuel Machena

Economics in business

Finance

An active member of campus, Machena has represented WMU at the annual Collegiate Model United Nations competitions, the Accelerate Michigan Innovation Competition and Risk Management Association – Credit Analysis competition. He is the recipient of the nationwide Risk Management Association Scholarship, the Greenleaf Trust Scholarship and the Norman Clark Business Memorial Scholarship. Machena is a Lee Honors College student and is a member of the Risk Management Association, the Financial Services Club and WMU's Model UN.

Kraig McAllister

Advertising and promotion

McAllister is a Lee Honors College student and an active member of AdClub and the Business Communication Club. He has previously worked as an undergraduate research assistant for Dr. Karen Lancendorfer, associate professor of marketing and director of the advertising and promotion program, and as an intern with Universal McCann. Currently, McAllister is a leader in his capstone advertising course as account manager.

Samantha McGrath

Marketing

Food and consumer package goods marketing

McGrath, a Lee Honors College student and Dean's Leadership Scholar, is active on campus as a Business Externship Program peer mentor, a member of the Campus Activities Board and the Food Marketing Association, and as a part of WMU's track and field team. She also participates in the Student Leadership Advisory Board, is an Alpha Lambda Delta member and is a co-captain for Relay for Life. Recently, McGrath interned at AlixPartners and completed an externship at E & J Gallo.

Marissa Mohnney

Marketing

Mohnney is a member of the Lee Honors College and is an active member of the American Marketing Association, Alpha Lambda Delta and the Foundation Scholar Program. She is also involved in the community through programs including the Resilience Project, Building Blocks for Kalamazoo, Coats for Kids and Vine Campus Outreach.

Edward Mulford

Integrated supply management

An active member of the campus community, Mulford is the president-elect for APICS, the past professionalism chair of Phi Gamma Delta, a member of the Order of Omega honors society, and has been a Fall Welcome Ambassador since his freshman year. He has experience as a Bronco Force team lead intern for

Eaton, has attended multiple General Motors Supply Chain Case Competitions, studied abroad in Germany and will be a supply chain intern with Meijer.

Kylee Myer

Sales and business marketing

Myer is a member of the Sales and Business Marketing Association, a student ambassador for WMU and the Haworth College of Business, and served as the career and personal development chair of Chi Omega sorority. She is active on campus as a part of the Dean's Leadership Scholar Program, has participated in numerous sales competitions and recently accepted an internship with Hormel Foods Corporation.

Lauren Nowakowski

Management

Sales and business marketing

A leader on campus, Nowakowski serves as president of the Management Student Organization, participates in the Student Leadership Advisory Board and is a committee member of the Sales and Business Marketing Association. Previously, she was a customer service management intern for Thomson Reuters and worked as a student ambassador for WMU admissions. Nowakowski currently works in the Zhang Career Center and recently placed third as a part of a team at the University of Toledo Invitational Sales Competition. She will be interning with Thomson Reuters as a sales core intern.

Juliet Sanford

Advertising and promotion

Management

A four-year Dean's Leadership Scholar, Sanford is active on campus as the president of the Student Leadership Advisory Board, the events coordinator for the Campus Activities Board and was previously treasurer for the Management Student Organization. She was also the outreach coordinator for Bronco Bash and Homecoming and was recognized as a part of the 2016 Homecoming court. Sanford has worked as a game operations and marketing intern for the Kalamazoo Wings and Wings Event Center and as an event coordination intern for Palace Sports and Entertainment.

Erin Sionkowski

Electronic business marketing

Sionkowski has held various leadership positions with organizations, including the Global Business Students Organization, Student Leadership Advisory Board, Western Student Association and the eBusiness Marketing Advisory Board. She is active on campus as a Dean's Leadership Scholar, WMU Fall Welcome Ambassador, member of Alpha Lambda Delta, Designed to Lead conference coordinator and a Business 1000 course co-instructor. In summer 2016, she completed an IT internship with the Kellogg Company.

Emma Stuba

Integrated supply management

A Lee Honors College student, Stuba is the vice president of event management for the Student Leadership Advisory Board and the president of the Global Business Students Association. She is also an active member of the Swim and Dive Club, Alpha Lambda Delta and APICS. Stuba also works as a student ambassador at the college of business, a co-instructor for a Business 1000 course and an integrated supply management peer mentor. She has been recognized as the integrated supply management presidential scholar and has accepted a full-time position post-graduation with Marathon Petroleum, where she was previously an intern.

Kenady Sykora

Sales and business marketing

Sykora is an active member of the Sales and Business Marketing Association, Beta Gamma Sigma honors society and served on the executive board of the Intercultural Business Student Association. She worked as a teller for Post Community Credit Union and was recently promoted to marketing specialist. Sykora was named a top 5 all star performer for sales management and top 7 out of 72 students for speed selling in advanced selling skills in her courses. Outside of WMU, she dedicates herself to leadership and volunteer work in the Kalamazoo community.