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## Haworth College of Business News (08/2017)

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August 2017

# HAWORTH COLLEGE OF BUSINESS

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## BREAKAWAY TO AN EMMY WIN

One alumnus credits networking with putting him on the path to an Emmy Award.

Nate Hone, B.B.A.'13, began developing networking skills during his time as an advertising student at WMU, and it paid off. Read Hone's story about his Emmy win.

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## BY THE NUMBERS

We've assembled some of the most important numbers that represent the college of business. As proud Broncos, please share our video on your social networks or with prospective students. #BusinessBroncos #WMU

[WATCH THE VIDEO](#)



## ENTREPRENEURS MAKING PROGRESS

Four student entrepreneurs are putting in the hard work to succeed. One step in their success: an invitation to participate in E-Fest, a pitch competition for undergraduate students from across the United States.

[READ ABOUT E-FEST](#)



## SPEAKER SERIES

The college's speaker series resume in September. Entrepreneurship Forum and the Mercantile Bank of Michigan Breakfast Speaker Series are typically scheduled monthly, while our Distinguished Speaker Series and

Professor of the Day events occur each semester.

[SPEAKER SCHEDULES](#)

# 60

## INDUSTRY WORKSHOPS

Take your career to the next level or enhance your organization's expertise by participating in one of our purchasing, leadership or lean workshops offered by the Center for Integrated Supply Management.

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## BUILDING IT TALENT

Matt Mace, B.B.A. '98 and owner and founder of BlueGranite, is dedicated to building future IT talent. He recently established a scholarship for WMU students studying information systems.

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## RANSOMWARE

Dealing with malware is an ongoing problem. A recent development in the form of WannaCry, malware that infected computers in 150 countries, is a wake-up call for organizations, says Dr. Alan Rea, professor of business information systems.

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- Interested in blogging about your experience and sharing it with other young alumni? Consider writing for Alumni Unscripted, a blog for recent alumni from the Haworth College of Business Young Alumni Advisory Board. [Contact the board and let them know!](#)
- [Previous Newsletter Editions](#)



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# Breakaway to a Win

Networking can be the key to places you never imagined. One alumnus even credits networking with putting him on the path to an Emmy Award.

Even before Nate Hone, B.B.A.'13, had graduated with a degree in advertising and promotion, he had his sights set on the world of video and media and worked with a Grand Rapids-based keynote speaker producing instructional videos. A few months after graduation, he accepted a position as a video producer with the Grand Rapids Griffins, a Detroit Red Wing's American Hockey League affiliate. There, he gained invaluable experience working in the sports and entertainment industry. Just a year and a half into that position, Hone learned through networking that the San Jose Sharks were looking for video producers.



“I accepted a position with the Sharks, packed up and moved across the country,” says Hone. “It was the best decision of my life. I now live in California, work with very talented people and even experienced a run to the Stanley Cup Final last year.”

Two years into his time with the Sharks as a digital media production manager, the digital media team was looking for a piece to submit for an Emmy award.

“We were originally trying to submit my documentary series, but since it hadn’t aired on TV in its entirety, it wasn’t eligible,” says Hone. “We decided instead to submit one of our commercials for nomination.”

Two months after their submission, the team received word that their video was nominated for an Emmy, a first for the Sharks organization. Hone was excited but wanted to focus on the experience of being nominated instead of getting too excited about the possibility of winning.

“After seeing all of the other submissions in the category, I didn’t expect to win,” he says. “There were some really great campaigns nominated alongside ours. I told myself I was going to attend the awards, take it all in and really work hard to be nominated again next year.”

And then on Saturday, June 3, Hone was in for the surprise of his career thus far. The San Jose Sharks won the National Academy of Television Arts and Sciences San Francisco/Northern California Chapter Emmy Award for Best Commercial—single Spot or Campaign.

“We won, and it was so surreal,” says Hone. “I couldn’t believe it!”

The win was even more meaningful for Hone, as it was a part of a goal he set for himself when he was first starting his career with the Sharks.



“When I took my job, I told my boss I wanted to win an Emmy. It was my number one goal and it happened. Winning an Emmy for a commercial meant even more to me as an advertising alumnus. I feel like I’ve come full circle.”

Hone served as producer and editor on the Emmy-winning production team. Other team members included Doug Bentz, executive producer, and producers Josh Denberg, Dustin Lamendola, Casey Leppanen and Laura McAllister Davis.

## An Entrepreneurial Experience



Being an entrepreneur is hard. Between developing a product or service, testing it and making sure it reaches the right market, an entrepreneur’s work is never done.

Four Western Michigan University entrepreneurs are putting in the hard work and had the opportunity to learn, network and show off their products all in one place at E-Fest, a business pitch competition for undergraduate students from around the United States.

“This opportunity was a great learning experience for the student entrepreneurs,” says Lara Hobson, director of operations for Starting Gate, WMU’s student business accelerator. “They were able to network with other students and advisors and learned valuable business tools in the workshops that were offered.”

Brandon Chidester, Cody Middleton and Nick Theoret of Jacket 360 and Daniel Floyd of SpeechMasterPro, were among the 161 teams selected to attend the event.

## **Jacket360**

Jacket360 makes wearable blind spot detection systems that help cyclists be more aware of their surroundings. Middleton had experience in the automotive industry and realized that while many modern vehicles are equipped with blind spot detection systems, there was not anything on the market that provided the same safety feature to cyclists or motorcyclists.

## **SpeechMasterPro**

SpeechMasterPro is a device used to improve enunciation, slow down speaking pace and build confident speech. The device is made out of FDA-grade silicone and is designed to fit comfortably and safely in the mouth.

### **The experience**

The E-Fest experience started as soon as the entrepreneurs began the application progress.

“The application process was challenging and rewarding,” says Middleton. “We had to work quickly within the requirements to create a quality pitch video that covered all of the elements of our business.”

The teams worked with a videographer to capture their team’s pitches and then came the hard part for Hobson.

“We recorded videos for five startups,” says Hobson. “I then had to narrow the field to our top three, and we were excited to find out that two of those three teams were selected.”

Once at E-Fest, the entrepreneurs had the opportunity to network, attend workshops, participate in mini-competitions and compete in the major competition with a chance to win more than \$200,000 in prize money.

“E-Fest was a great experience,” says Floyd. “Sharing stories and experiences of both accomplishments and failures was refreshing.”

Entrepreneurs also had the opportunity to hear from and meet with investors and business owners such as Richard Schulze, the founder of Best Buy, and Daymond John from Shark Tank.

“What I learned from Shark Tank’s Daymond John is how to really define success,” says Chidester. “Success is being able to do what you want every day and love what you do. This definition of success really stuck with me.”

Although the WMU entrepreneurs didn’t bring home a prize, the experience pitching, creating and meeting other entrepreneurs was a fulfilling experience, and a reward in itself.

“Our entrepreneurs did an excellent job pitching and received valuable feedback from the judges,” says Hobson. “They’re already taking what they learned at E-Fest and applying it to



their businesses. WMU will continue to support student entrepreneurs by preparing them for these opportunities and helping them get the exposure and experiences their businesses need to grow and be successful.”

## Building IT Talent

*Posted on Friday, August 4, 2017*

“At BlueGranite, we need to help build a future talent pool of IT/Business professionals who are passionate about solving problems with data/analytics, and that starts with the right classes and coursework to develop that interest,” Matt Mace said.

BlueGranite is a consulting services provider delivering business intelligence, advanced analytics, and data warehouse solutions on the Microsoft platform. The Portage, Mich.-based company was founded by Western Michigan University alumnus, Matt Mace (*B.B.A. '98, Computer Information Systems*) who is dedicated to giving back to WMU and the Haworth College of Business while helping to grow his industry.



Recently, Mace established an endowed scholarship in the BlueGranite name. The BlueGranite Data/Analytics Scholarship will benefit a student studying Computer Information Systems in the Business Information Systems Department of the Haworth College of Business at WMU. By establishing this scholarship, he is supporting hardworking students while giving voice to WMU and its CIS program, increasing its consideration of future students and their potential employees.

And BlueGranite believes other business could benefit from doing the same.

“There is a global talent shortage and we are especially feeling that pain in the Information Technology industry,” Mace explained. “By supporting the CIS scholarship program we are putting our hard earned profit and cash flow back into the academic system where it all started, creating a virtuous cycle that guides our business, our clients, and our economy as a whole – if other businesses followed suite we would make a tremendous impact!”

Mace, who is also on the Haworth College of Business BIS Advisory Committee, enjoys staying engaged with the student community for a number of reasons. In addition to being able to meet with top students, remaining active with WMU helps to promote the

academic programs that will educate students to meet the current needs of clients; aligning students and their skill set with what is relevant to the industry.

The scholarship will be awarded to a student majoring in the BIS Department who wishes to pursue a career in data and analytics. Preference will be given to students who have financial need, have overcome obstacles such as socioeconomic or education disadvantages, and who are members of under-represented groups.

“IT is suffering from a lack of diversity, and designating the scholarship is one small part of a larger effort,” Mace said. “Our hope is at the student level, we might encourage interest in data/analytics as a professional field for under-represented groups at WMU and the IT industry.”

In addition, BlueGranite employs a number of WMU alumni including its COO, Erik Roll (*B.B.A. '06, Electronic Business Design*), and also supports WMU Starting Gate, a business accelerator that gives student entrepreneurs resources to develop their own startup companies.

Learn more about BlueGranite at [blue-granite.com](http://blue-granite.com). Learn more about the Haworth College of Business and its programs by visiting [wmich.edu/business](http://wmich.edu/business).