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Advertising students snag two of five statewide scholarships

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by Ashlie Harper Perry
June 6, 2014 | WMU News



From left: Barrowman; Kevin Pietsch, Adcraft board director and chair of the education committee; and Carroll

KALAMAZOO, Mich.—Two advertising and promotion students from Western Michigan University's Haworth College of Business are among just five students statewide to win 2014-15 scholarships from the Adcraft Club of Detroit's Adcraft Foundation.

Robert Carroll of Saline, a senior majoring in advertising and promotion and minoring in finance, communication and general business, received a \$1,500 scholarship. Carroll is active in WMU's AdClub, where he holds the position of membership and finance coordinator. He is currently an advertising quality assurance intern at Adtegrity in Grand Rapids.

Carroll was nominated by **Dr. Karen M. Lancendorfer**, associate professor of marketing and director of the advertising and promotion program.

"Robbie looks at advertising with a different lens; with a financial and return on investment focus," says Lancendorfer. "While critically analyzing ads, he also wants to know whether sales and market share increased—and by how much—and if those figures offset the expenses of the campaign. I love that he can see beyond the creativity of the message to the overall goal of the campaign. Robbie is so focused and committed that I know he'll be able to overcome any challenges he faces in his future career."

Andrew Barrowman of Roseville, an advertising and promotion major with minors in sociology and general business, received a \$1,500 scholarship. He was also the recipient of the Ed Rossman Scholarship, in honor of lifetime Adcraft member Ed Rossman,

for an additional \$1,500. Barrowman has been active with WMU's AdClub and Drive Safe Kalamazoo. He also serves as an advertising quality assurance intern at Adtegrity in Grand Rapids.

Barrowman was nominated by **Dr. JoAnn Atkin**, associate professor of marketing.

"Andrew was a clear candidate for this award," says Atkin. "His GPA puts him near the top of his class in our major. He is also pursuing a minor in sociology and is involved in our student AdClub where we expect him to take a leadership role next year. He is the first of his family to go to college and is driven to succeed for himself and his family. To me, the success he has achieved to date is only a small testament of what he can and will achieve in the future."

Cash grants for students

The Adcraft Club of Detroit is the nation's largest advertising club. Its foundation annually awards cash grants to advertising and marketing students from Michigan universities. Students are nominated by faculty members and must submit an application and transcript, along with an essay demonstrating their knowledge and understanding of the advertising business. Winners were presented their scholarships and honored, along with their faculty advisors, during an Adcraft luncheon reception in May featuring well-known television host Dr. Oz in Troy.

"I was in shock when I saw that I had won a scholarship," says Carroll. "It feels great to be recognized for all of my hard work and know that I am heading in the right direction. Without AdClub and my advisors, I would have never been able to receive this great scholarship."

Winning two scholarships was especially rewarding for Barrowman.

"When Dr. Atkin told me she nominated me for the Adcraft scholarship I couldn't have been more honored and excited," says Barrowman. "Getting the news that I had won two separate scholarships was almost unreal. It was such an honor to be awarded such prestigious scholarships."

WMU launches new entrepreneurship opportunities for students

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by Cindy Wagner
May 9, 2014 | WMU News



WMU's Schneider Hall

KALAMAZOO—Adding to a growing number of entrepreneurial activities available for Western Michigan University students, two new programs—an **entrepreneurship major** offered through the Haworth College of Business and a **universitywide entrepreneurship minor** open to all students—**will be available beginning this fall.**

"Our students are very entrepreneurial in nature. Many come to WMU with a business already underway and business ideas that they would like to pursue," says Dr. Kay Palan, dean of the Haworth College of Business. "We saw a need to offer first-class education in entrepreneurship to meet the needs of our students—and ultimately the needs of the economy. Hiring faculty with expertise in entrepreneurship, engaging with entrepreneurs in the business community and offering co-curricular initiatives have all laid the groundwork for rigorous, hands-on courses of study for students looking to launch their own businesses."

Two paths to entrepreneurship

Offering both a new major and a minor provides two paths to entrepreneurship. Students can develop skills necessary for a professional life in entrepreneurship or they can develop skills to enhance their interest in a particular field.

"Students have the choice of putting entrepreneurship at the center of their studies and adding technical skills through the track options, or putting their technical skills at the center of their studies while adding entrepreneurial skills to their knowledge base," says **Dr. John Mueller**, assistant professor of management and advisor for the major.

The entrepreneurship minor is a universitywide program with the purpose of providing students from any major with a foundation in entrepreneurial concepts and an entrepreneurial perspective on their major area of study.

According to **Dr. Tycho Fredericks**, professor of industrial and manufacturing engineering and coordinator for the minor in the college of engineering and applied sciences, the new minor emphasizes creativity, value propositions, product and service design, finance and teamwork.

"Graduates of this minor will quickly find that they have a distinctive edge over their competition," Fredericks says.

"The universitywide entrepreneurship minor provides the opportunity for all WMU students to examine their chosen major and future career direction through an entrepreneurial lens," says Dr. Laurel Ofstein, assistant professor of management. "Students from music to the arts, education to engineering, science to fashion, and beyond, will gain key entrepreneurial skills and the confidence to start their own business one day."

WMU's entrepreneurship major combines courses from multiple disciplines in the Haworth College of Business, including management, finance, marketing, business information systems and accounting. In creating the major, the business college developed new courses in entrepreneurial marketing, small business finance, funding new and growing ventures, technology entrepreneurship, and legal aspects of entrepreneurship. The major provides students with the ability to understand how business ideas and companies develop and to possibly start their own company around their business ideas.

Significant community and industry interest in adding the major at WMU and a growing entrepreneurial landscape in the area in addition to student interest led to the development of the major.

"This increased entrepreneurial spirit at WMU is a way for the University and the Kalamazoo startup community to be connected in a stronger fashion," says Bobby Hopewell, mayor of the city of Kalamazoo.

Entrepreneurship at WMU

Recognizing that there is not a single path for entrepreneurs, the University's new entrepreneurial offering is a business major limited to just 40 students per year. The minor is open to all WMU students. Students develop idea generation, opportunity recognition, resource acquisition and entrepreneurial management skills, and have opportunities to start their own companies or develop business ideas.

The major and minor join other entrepreneurial offerings at WMU, including Starting Gate, a student business accelerator; the Center for Entrepreneurship and Innovation; Pitch, a WMU business pitch competition held each spring; the industrial and entrepreneurial engineering program; the Entrepreneurship Forum, a monthly speaker series hosted by the college of business; the Entrepreneurial Arts Workshop, which includes courses and speaking events in the School of Music; and the Entrepreneur Club, a student-run organization open to all WMU students.

For more information, visit wmich.edu/entrepreneurship.

Amateur Driving

Posted on Monday, May 12, 2014



Some may say that Steve Oldford (BBA '80, Industrial Marketing) began his amateur driving career in harness horse racing late in life, although he quips, "You're never too old to get involved in such a satisfying endeavor." Hence his nickname "You're Never Too" Oldford.

Oldford, of Croswell, Mich., has been named USHWA's 2013 Amateur Driver of the Year and it is hard to come up with a more stellar list of accomplishments than those he has achieved this year.

He is this year's Billings overall point champion as well as the points champ in the Billings midwest region and a winner of one of the Billings Series finals. The Billings Amateur Driving Championship has emerged as the biggest and most notable amateur driving series on the continent.

Besides his prowess this year in the Billings Series, Oldford is a member of many other amateur driving clubs and has won at least one race in the Great Lakes Club, the Florida Club, the North American Amateur Drivers Association, and the Catskill Club.

He also was a division winner of the Hambletonian Amateur Trots and he organized the amateur driving portion of the USTA Driving School which was held in New York this past summer.

Few, if any, are more enthusiastic about amateur racing than Oldford and when told he was named USHWA's Amateur Driver of the Year he said happily, "It's (amateur racing) a lot of fun and I'll go anywhere to drive a harness horse.

It wasn't until 2006 that he earnestly began serious participation in amateur racing. However, since then Oldford has recorded 83 driving victories and is a force to be reckoned with every time he's on the racetrack. And as a great supporter of amateur racing there have been many times that he has supplied an extra horse that was needed to fill an amateur event.

Over the years Steve has been a three-time winner of the Harness Racing Museum and Hall of Fame Amateur Driver of the Year Award; Michigan Amateur Driver of the Year; US representative to international amateur driving challenges in Europe and New Zealand; founder and president of GLADA; vice president of the C.K.G. Billings Harness Driving Series; and recently was named a trustee at the Harness Racing Museum and Hall of Fame.

Oldford is also active in USTA affairs as a member of the Board of Directors representing Michigan.

US–Unite Schneider



"Dead or alive, who would you want to have dinner with?"

"It would have to be Peyton Manning. I've looked up to him for as long as I can remember."

Note: Just a few weeks after this interview, Mike Buday accepted an internship with the [@denverbroncos](#) and is working for the team this summer. #uniteschneide

New MBA concentration in aviation takes flight

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by Stacey Markin

May 16, 2014 | WMU News



New MBA concentration in aviation

KALAMAZOO, Mich.—Western Michigan University’s Haworth College of Business and College of Aviation will offer a new concentration in aviation within the MBA program geared toward students interested in management roles in the aviation industry.

Available beginning in fall 2014, the concentration developed out of a need for such a program and the synergy between the business and aviation colleges for designing a program to teach managerial and operational best practices.

“Business and aviation are inseparable components of a multi-trillion dollar international industry. As such, aviation is vital to the United States and the global economy,” says **Capt. Dave Powell**, dean of the College of Aviation. “This MBA with an aviation concentration enhances our students’ opportunities for employment within the very dynamic aviation industry as well as related industries. A formal survey and discussions among current and future students revealed a strong demand for such an opportunity to exist at WMU. We have created what we believe will be a joint world-class international graduate program.”

Students will complete all requirements for the MBA degree as well as three aviation-focused courses centering on safety management, supply chain and governance in the global environment. A number of aviation case studies will be used in these courses to teach the problem-solving skills needed in the complex, global aviation industry.

“An aviation concentration within an MBA program is very unique,” says **Dr. Satish Deshpande**, associate dean for graduate programs and operations for the Haworth College of Business. “There are very few universities that have both an outstanding aviation program and an AACSB-accredited Master of Business Administration program. We will be positioned to offer students a valuable education that will prepare them for the many diverse roles that exist within the aviation industry. The concentration is ideal for those who seek a career in aviation management or those who already work in the aviation industry and want to advance.”

More information

For more information, contact Barb Caras-Tomzak, MBA advisor, at (269) 387-5086 or barb.caras-tomzak@wmich.edu.

Military Science and Leadership Shares Top Tips

The faculty and staff of the college's Military Science and Leadership program (WMU ROTC) share their top tips for developing effective leadership skills.

<https://www.youtube.com/watch?v=4bT1oXetbIY>

Call for New Business Broncos

Do you know a student applying to colleges? Share Adrina Brack's story of her journey at WMU. Students interested in learning more about opportunities in the college of business can [schedule a customized visit](#) or contact Scott VanAvery at scott.d.vanavery@wmich.edu or (269) 387-5057 for information.

https://www.youtube.com/watch?v=MfoRea6_blk

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