



8-2013

HaworthNews (08/2013)

Western Michigan University

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WMU ScholarWorks Citation

Western Michigan University, "HaworthNews (08/2013)" (2013). *Haworth College of Business News and Magazine*. Paper 14.
http://scholarworks.wmich.edu/business_news/14

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Google Glass demo

When Dr. Betty Parker read a Kalamazoo Gazette article about a local company – [Newmind Group](#)—securing one of the few licenses for Google Glass in Michigan, she knew she had found something special to share with her internet marketing students. Like many faculty members, Parker keeps in touch with former students and realized that one of the employees who appeared in the article was also MBA student Daniel Proczko, Newmind’s ‘stylish marketing nerd.’

She contacted Proczko and asked if he would talk to a group of internet marketing students about working in a new technologies field and he agreed – and offered to demo the glasses. During the presentation by Proczko and Matthew Vollmar, vice president of Newmind, students and faculty were exposed to the “wearable computer,” which uses an optical head-mounted display, connects to the internet via your cell phone and produces sound by vibrating on the back of your ear so only the wearer hears the sound.

Parker, who had been reading about Google Glass in the business press, says the product gives new meaning to ubiquitous computing. “It is exciting to imagine the types of applications that will be realized,” says Parker, “and just the type of innovation to share with our students.” Parker is co-director of a new interdisciplinary major in electronic business marketing, one of the only such programs in Michigan to combine information systems with marketing.

According to Proczko, Google Glass is a “device you use in motion to capture what you do in your every day life,” noting that with a tilt of your head and a short command, the glasses capture a picture.

During the class, Proczko and Vollmar shared Newmind’s story of success and the way they were able to secure the product.

“NewMind Group’s business philosophy is that we start with a relationship. Technology isn’t always our clients’ core business, so we try to make technology work better for our customers,” says Vollmar, who is a graduate of the WMU college of engineering..

“How we work is actually integral to how we got Google Glass,” says Proczko, who will complete his MBA in December. “To be knowledgeable in technology

we need to be testing and using new devices and solutions even if they aren't consumer ready, including Google Glass. Newmind is a premier Google Apps and Chromebooks reseller and we have helped over 800 educational institutions and small- to mid-sized businesses deploy Google's products. This relationship helped us secure the Google Glass device."

During the presentation, students and guests were able to test out the device and then asked to think of possible uses for the product. Ideas included facial recognition for security purposes; head's up driving directions; and medical procedures.

"Glass is what I would consider a blank canvas. Google has created a product with some incredible capabilities but very little software. We will see over the next few years what sort of innovation arises from this blank canvas." says Vollmar.

Mclver Texas Trip

"Deep in the Heart of Texas"



Toyota, Rackspace, USAA, Dell, Whole Foods, ConocoPhillips and Statoil. Students in Dr. Derrick Mclver's summer course, The Texas Tour: A Corporate, Cultural and Service Learning Venture "Deep in the Heart of Texas," offered through the Lee Honors College, had the rich learning experience of visiting all of these companies as well as

participating in two service learning projects and learning from alumni leaders at several of the companies and organizations they visited. They also were able to squeeze in a couple of sightseeing trips along the way, visiting the Alamo and NASA.

The trip took the students not only "Deep in the Heart of Texas" but also deep into the heart of who they are as learners. Exploring one of the most interesting and fastest-growing urban triangles in the U.S., students visited San Antonio, Austin and Houston, developing an understanding of Texas culture as they explored communities and visited organizations working to foster economic development. Service learning projects at Haven for Hope and the Animal Defense League gave students the chance to benefit the local community and helped them understand themselves, while being exposed to many of the challenges in urban areas in Texas.

Students also completed the Gallup StrengthsFinder 2.0 to learn about themselves, their talents and their leadership and teamwork strengths, which helped inform their service learning projects and teamwork for these projects.



“The trip was a tremendous success,” says McIver, assistant professor of management. “My expectations and goals of providing an opportunity to study business activity and Texas culture in one of the most interesting urban triangles in the United States were all exceeded. Between the

leadership in both the Haworth College of Business and the Lee Honors College, our alumni, and, most importantly, our fantastic students, this program was very valuable. I am always amazed and pleased with the quality and professionalism of our students.”

Alumni connections

Melissa Gray, B.S.'96, director of sustainability and strategic partnerships at Rackspace, provided students with an informative tour of the global headquarters of Rackspace and lunch with employees. She also attended an alumni dinner and spoke directly with students about San Antonio, Texas, and her career path to Rackspace.

Craig Hopkins, MBA'97, senior vice president, global service delivery at USAA, arranged a tour of USAA's global headquarters in San Antonio and a formal presentation, given by Hopkins, about his career and an overview of USAA. He also attended the San Antonio alumni dinner to speak directly with students.

Tom Sweet, B.B.A'81, vice president of corporate finance and controller at Dell, coordinated a tour of a server manufacturing plant and a presentation about Dell from a team of employees. Sweet and a number of Dell employees attended a dinner with students to discuss Austin, Texas, and career pathways.

Clayton Whitaker, MBA'00, head of economic analysis—offshore at Statoil, provided a tour of the company's North American headquarters and an informative presentation on its operations by a team of Statoil employees, including offshore drilling projects and onshore projects. He also attended a dinner with students and talked more in depth about Statoil and living and working in Houston.

Student reflections

“The Texas Tour was an incredible networking tool. I made contacts with insightful and successful members of today's business world. The trip proved there are always people doing compelling work aligned with any interests and the trick is to simply go out and meet them.” – Kelsey Pitschel

“One of the many things that I took away from the Texas Tour is that you do not necessarily have to travel out of the country to interact with different cultures. Just by traveling to the three different cities, San Antonio, Austin and Houston, you can really see how each place is unique and different from the next. Overall this trip was a great experience and something I totally recommend.” – Jeff Williams

Photos provided by Jennifer Townsend.

Sal Mosca, B.B.A.'97—Focused on Leadership



By Jessica Sliver, communications intern

As a busy general manager at Microsoft Corp., Sal Mosca, B.B.A.'97, is focused on transforming strategy and driving effective collaboration as well as team and leadership development.

Mosca counts meeting Bill Gates and leadership author Patrick Lencioni as milestones in his career. “Their unique ability to deliver lessons that are immediately applicable has really resonated with me and my teams over the years,” says Mosca. “One can never stop growing—they’ve shaped me into the leader I am today.”

Mosca’s first leadership position occurred six months into his new role as a program manager at Microsoft. “Although new to the culture at the company, leadership is transferable and the opportunity opened up for me to demonstrate my ability to lead. I enjoy inspiring teams to achieve performance levels beyond what most think are possible,” says Mosca. “I am a firm believer in the power of a team and that collectively that power can be unleashed to accomplish extraordinary results!”

While the learning curve was steep, being able to lead a team of full-time employees in the program management discipline led to a variety of different leadership roles for Mosca throughout the years.

Mosca firmly believes that his academic experience in the Haworth College of Business has helped to further his career. “My drive to never stop learning was ingrained in me during my time at Western Michigan University, and year after year, I realize the value of this lesson,” says Mosca. The broad

exposure Mosca received during his years at WMU gave him a well-rounded perspective of the computer information systems curriculum and related fields and helped him to find his niche.

Not only has school prepared Mosca for the challenges he has met in the workforce, but his experiences are what have prepared him the most. After accepting a new role, Mosca faced a high-profile, customer-impacting situation that put significant revenue at risk for the company.

"It was the most challenging experience of my career," says Mosca. The situation required a tremendous amount of perseverance, focus, leadership and collaboration. Experiences like this are what you make of them and can be the biggest drivers of your own growth." Though challenging, these types of experiences have prepared Mosca for almost any circumstance.

Mosca has quickly made a name for himself within Microsoft, and he wants future business students to be able to follow in his footsteps. "We need more students qualified in high-tech business to keep up with the pace of global innovation," says Mosca. "Having the passion to solve tough challenges while being coachable are instrumental in career success."

Holly Evey: Shopper Marketing and Consumer Promotions Intern



Who knew that attending a business career fair could open so many doors? For Holly Evey it opened a door that led to a two-year business internship with The J.M. Smucker Company.

"I was fortunate that such a successful company was willing to hire sophomore students," said Evey, who is interning at Smucker for the second year. This year, she is an intern for the shopper marketing department, a team where she plans, coordinates and executes marketing plans and promotions centered around shoppers.

Evey credits a class lecture in giving her an edge in attaining her internship. "I doubt I would have been offered my first internship if it wasn't for a guest lecture on shopper marketing during one of my classes."

What Evey learned during that presentation by Dr. Marcel Zondag, assistant professor of marketing, helped her land the internship by giving her the knowledge about shopper marketing that is required for the position. Evey's experiences in the classroom also helped prepare her for the challenges she faces in the corporate world.

"Internships are the real 'class projects,' where you can use what you have learned to achieve tangible results," says Evey, who encourages every student—including first-year students—to complete at least one or two internships before graduation.

"Students have to get involved and interact in the business world to set themselves up for success," says Evey.

Evey's classroom experiences have helped prepare her for the hard work it takes to complete an internship, but the lessons she has learned and the people she has met add value to these lessons.

"My favorite part of the internship is the people. Every day I am excited to go to work at a company that values my efforts, teaches me and makes me feel a part of a family." Learning what values to look for in a company is vital when you are looking for a long-term career.

In addition to her day-to-day responsibilities, Evey presented at Smucker's weekly corporate staff meeting about Western Michigan University's food and consumer package goods marketing program.

"The curriculum and student experiences are so unique and beyond most marketing programs," says Evey.

For Evey the presentation was a chance to share her passion for her major and also show her gratitude to Smucker for creating the internship she has participated in for the past two summers.

With her experiences and the network of people she has met through her two-year internship with The J.M. Smucker Company, Evey is on the fast track to having a successful career in the shopper marketing industry.

Day-long Conference on Leadership Planned

Do you remember when you first realized that you had the potential to be a leader and the pivotal lessons in leadership you received early in your career? On Oct. 25, 2013, students at WMU will have the opportunity to learn from and network with several nationally known business and community leaders at a unique new student leadership conference, hosted by the Haworth College of Business and organized by a student leadership team of business students.

Save the Date for the Haworth College of Business Homecoming Pancake Breakfast!



You are invited to join us for a complimentary pancake breakfast served by World Record Pancake Flippers, Chris Cakes, on Oct. 12 from 10 a.m.-12:30 p.m. at the Official WMU Tailgate Site, Lot 1 (next to Walwood Hall). Then, cheer on the Broncos as they take on the Buffalo Bulls at 2 p.m.

Business student 1 of 4 recipients of statewide scholarship

by Cindy Wagner
August 9, 2013 | WMU News



Niemchick

KALAMAZOO—A Western Michigan University student is one of four students in Michigan to be awarded a 2013 Transportation Club of Detroit scholarship worth \$5,000.

Senior **Chad Niemchick**, Hopkins, Mich., an integrated supply management major, earned the honor based on the credentials of the WMU program, GPA, personal character and career goals as evaluated by the nonprofit organization. A ceremony for the recipients will be held in October during the Transportation Club of Detroit Annual Scholarship Dinner.

"My career at WMU and the professors help to motivate me to go out and get what I want. WMU professors like to see students do well, so they push you to make the most out of college and it helps you to be successful," says Niemchick, who says the scholarship will help him limit the number of loans he uses for college. "The fewer loans I have when I graduate the better off I will be."

Niemchick is also the sole recipient of this year's Lakeshore Human Resource Management \$2,000 scholarship, which is awarded through a competitive application process to employees of its corporate members. Niemchick, who is employed at Perrigo, was selected as one of four finalists to participate in an interview before being named the recipient.

Niemchick, who started an indirect procurement internship at Perrigo this year, will graduate next spring. "I plan to stay in Michigan after graduation to get a job related to supply chain management. I would like to attend school part time until I earn my MBA."

Integrated supply management program

Ranked No. 12 in undergraduate supply chain education, WMU's integrated supply management program has been recognized nationally by several organizations and publications for its leadership in preparing students for careers in supply chain management.

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