



3-2013

HaworthNews (03/2013)

Western Michigan University

Follow this and additional works at: http://scholarworks.wmich.edu/business_news



Part of the [Business Commons](#), and the [Higher Education Commons](#)

WMU ScholarWorks Citation

Western Michigan University, "HaworthNews (03/2013)" (2013). *Haworth College of Business News and Magazine*. Paper 18.
http://scholarworks.wmich.edu/business_news/18

This Newsletter is brought to you for free and open access by the Haworth College of Business at ScholarWorks at WMU. It has been accepted for inclusion in Haworth College of Business News and Magazine by an authorized administrator of ScholarWorks at WMU. For more information, please contact maira.bundza@wmich.edu.



Director of WMU Business Connection office gives breakfast talk

by Cindy Wagner

March 4, 2013 | WMU News



Garcia

KALAMAZOO—The woman in charge of ensuring that Western Michigan University's resources dovetail with local business will share her insights later this month when she speaks as part of the Keystone Community Bank Breakfast Speaker Series.

Lisa Garcia, director of the WMU Business Connection office, will discuss “Connecting Industry and Academia” at 8 a.m. Friday, March 22, in 2150 Schneider Hall, home of the Haworth College of Business. The event, which is free and open to the public, begins with breakfast at 7:30 a.m. Reservations are required and can be made by contacting Kayla Hunt at (269) 387-6059 or kayla.j.hunt@wmich.edu. Free parking is available in the Fetzer Center parking lot.

Garcia will share information about WMU's Business Connection office, which is dedicated to strategically matching Western's resources with the needs of the local business community. The office serves as a one-stop shop for companies that want to engage with the University to help grow their business. The office connects community members with faculty and student consultants for helping develop business and research plans and more.

A Kalamazoo native, Garcia has been the director of the Business Connection since its inception in early 2012 and has more than 10 years of advertising and marketing experience at agencies throughout the United States. Before joining WMU she worked at Schawk and Anthem, providing strategic design solutions for Kellogg Co. Garcia has a bachelor's degree in communications from the University of Michigan and a master's degree in advertising from the University of Texas-Austin.

In addition to the March 22 event, the 2012-13 Keystone Community Bank Breakfast Speaker Series schedule includes:

- April 26: Dan Gaydou, president, MLive Media Group
- May 31: Bill Rose, president and chief executive officer, Kalamazoo Nature Center
- June 28: Sharon Carlson, WMU director of University Archives and Regional History Collections

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

Beta Alpha Psi, Providing Local Students with Basic Financial Knowledge



When Beta Alpha Psi, an honorary for finance and accountancy students at WMU, was looking for a way to engage with the community, they turned to PricewaterhouseCoopers' Financial Literacy Curriculum.

The curriculum is designed for student groups in grades 3 through 12 and is available on PwC's website for public use. Participants leading the curriculum can choose from a variety of topics ranging from credit card education to career exploration.

Ten WMU Beta Alpha Psi members visited 7th and 8th grade classes at Kalamazoo Public Schools' Linden Grove Middle School. They focused on the career exploration, budgeting and the basics of accounting units, all of which helped expand on a unit already been introduced in the classroom.

"The Financial Literacy curriculum provided a host of engaging activities for our students that reinforced and expanded on the career unit recently completed in my classroom," says Julie Ermatinger, life skills teacher at Linden Grove.

Dr. Donald Gribbin, professor and chair of accountancy at WMU emphasizes the importance of financial literacy and the practical applications of the skills. "The PwC program is important because it ensures that students are learning basic financial skills at a young age, preparing them to have a strong financial future," says Gribbin.

M.S.A. student, Kevin Steinbach agrees that the PwC program is essential for providing younger students with knowledge outside of the typical curriculum that will help them build important foundations, in and out of the workplace. "The goal of the program is not to create financial experts but to create financially conscious young people," says Steinbach. "This consciousness is a vital skill no matter what career path these students choose to pursue."



And it is not just the middle school students who benefit from the experience. The accounting students found that the activity enhanced their academic career and relationship with the community. Mike Eubanks, B.B.A.'12, M.S.A student and former Beta Alpha Psi president, says that it is also important for university students to engage in the community outside the University. "Accounting students, as future professionals, have a responsibility to give back to the community through service-oriented programs," says Eubanks. "I found the Financial Literacy

Program to be very rewarding and plan to continue to support such programs within the schools."

The students of the organization plan to continue the program within local schools to help young students realize the importance of financial planning and career exploration.

Annual conference will explore food trends

NBC's Today Show supermarket guru, Phil Lempert, will join a list of top food industry professionals as a featured speaker at this year's annual **Food Marketing Conference** on March 25-26, at the Radisson Plaza Hotel in downtown Kalamazoo. This year's conference will explore "Moving the Metrics on Performance."

Lempert will kick off the conference by sharing his perspective on the top ten food trends for 2013 and outlining how consumers are changing shopping patterns based on the economy and changing demographics. An executive forum exploring these trends will follow Lempert's presentation. This year's executive forum includes the following industry leaders:

- **Alan Hartline**, executive vice president of merchandising, Spartan Stores
- **Janet Emerson**, executive vice president of retail operations, Meijer
- **Tom Zatina**, president, McLane Food Service
- **Jane Novak-Cook**, vice president, customer business development, food channel, Procter & Gamble
- **Tim Dorgan**, vice president and managing director, Peapod

Other industry leaders slated to speaker at the conference, which draws more than 500 leaders in the food industry from across the nation to Kalamazoo each year, include **Erik Wahl**, artist and motivational speaker, and **Todd Harbaugh**, chief operating officer, Sam's Club. On Monday evening, Wahl will share insights on the rewards of risk taking, collaboration and thinking

differently. Harbaugh closes the conference Tuesday with his discussion about successes at Sam's Club and what changes lie ahead for the warehouse giant.

Other speakers include **Thomas J. Sullivan**, president, VideoMining, who will share the findings of an extensive shopper behavior study in his presentation "Reality TV goes in-store: tracking the path-to-purchase"; and Tom Furphy, president and CEO of Consumer Equity Partners, and Kevin Coupe, speaker, author and founder of MorningNewsBeat.com, will present "Competing for the E-Commerce Space," on Tuesday morning.

The conference also will offer a variety of breakout presentations from 10 to 11 a.m. Tuesday, including the following:

- "The Why Behind the Buy," Colin Stewart, SVP of Strategic Advisors, Acosta Sales and Marketing
- "CobornsDelivers—An Online Grocery Shopping Solution," Andy Knoblauch, senior vice president of sales and merchandising, Coborn's Inc.
- "From Sushi to Steak and Deli to Donuts ... Fresh Drives Sales," Bruce Axtman, president, Nielsen Perishables
- "Business Ethics—A Sustainable Competitive Advantage," Emeka Nwankpa, director of ethics and compliance, Kellogg Company
- "At the Frontline of Shopper Marketing," Dr. Marcel Zondag, assistant professor of marketing, Western Michigan University

A second breakout session, from 11 a.m. to 12:30 p.m. Tuesday, will feature a panel of food marketing experts. Those on the panel include:

- "The Ever Changing Consumer Market," Michael Steele, president and CEO, Advantage Communications
- "Focusing on Retail Hot Buttons," Todd Hale, Sr., vice president of consumer and shopper insights, Nielsen
- "Shopping in the Age of Mobile," John Caron, vice president of marketing, Catalina Marketing
- "The Retail Store as Theatre," Alfredo Muccino, chief creative officer, Liquid Agency
- "Foodservice Sales Heats up Store Sales and Growth," Don Symonds and Scott Berman, Lapari Foods

The WMU Annual Food Marketing Conference is presented by WMU's Food and Consumer Package Goods Marketing Program in the Haworth College of Business. Proceeds from the conference support food and consumer package goods marketing scholarships and related program operations.

For more information, including cost and registration details, visit wmich.edu/foodmarketing/fmc or call the event hotline at (269) 387-2132.

Sean Baker, B.B.A.'11 – Building Strong Relationships

After graduating with a degree in management, Sean Baker, B.B.A.'11, landed a position at Command Transportation as a national account executive in the carrier sales division, a position that requires him to prospect new business, provide customer service and creatively solve problems.

Baker landed the position by communicating with Command recruiters while being a part of the executive board in WMU's Sales and Business Marketing Association. He credits the opportunities within the college to gain real world experiences as a major factor that contributed to his career success.

"I have been fortunate to have a lot of early success in my career, and I attribute that to the lessons I learned at the college of business," says Baker.

One of his favorite experiences from the college is one he still participates in to this day. As a part of a social entrepreneurship class, led by Dr. Timothy Palmer, associate professor of management, Baker worked with start-ups trying to rebuild New Orleans from the devastation of Hurricane Katrina. During the trip, Baker says he was especially moved by Palmer's suggestion that students can look at their careers as an opportunity to do more than just make a living. Baker was able to open a dialogue on social responsibility and understand that there were many ways to contribute to the community as a graduate and professional.

"I was determined to find a company that provided the opportunity to have a career and grow the passion I have for community outreach," says Baker. "With Dr. Palmer's instruction, I identified Command Transportation as a company that would provide such an opportunity." Command makes a constant effort to stay engaged within the Chicago community. The company donates monthly through Command Coffee, a program in which employees can purchase their daily coffee while donating at the same time. Through the program, Command has raised more than \$16,000 in the past year and a half for the arts and crafts program at the Children's Memorial Hospital in Chicago.

Baker has had a role in developing another company-wide community outreach program recently. Command holds two intra-office events and two out-of-office fundraising events annually to raise money for specific causes. A network has also been developed to give employees a way to raise awareness for individual causes they are passionate about. The goal is to get every Command employee engaged in the community by the end of 2013. Baker also helped connect Command to the Chicago chapter of Rebuilding Together; the company will be working with the organization in April for National Rebuilding Day.

With his passion for social engagement, Baker continues to work with Palmer on Urban Plunge, a trip led by Palmer during which students engage in community service work in Chicago. "It gives me the opportunity to stay connected to the students at WMU and experience the various community outreach events available in Chicago."

He says that he enjoys demonstrating to students what kind of opportunities are available to them after graduation and took the event a step further this past semester by coordinating a tour of Command. “My role in the trip as an alum is to reinforce the positive aspects of the Plunge to the current students as they relate to the real world,” says Baker. “The visit was a great opportunity for the students to have an open dialogue with our leaders and learn more about Command and our impact on Chicago.”

Baker looks forward to continuing to build the community outreach program at Command and connect with not only future business partners, but also with WMU students looking to connect with their own community and beyond.

Save the Date—Business and Government Institute



On April 23, the college will host a Business and Government Institute, offering business executives valuable strategies and tools to further efforts to shape state policy and regulations related to their industries.

Top lobbyists in Lansing and key legislative leaders will offer insights into effecting change at the state level. Also, business leaders will share their stories of success in shaping policy on behalf of their industries.

To learn more about the conference and to register, visit the [conference website](#) or call the conference hotline (269) 387-6059.

WMU Students Win at Michigan Clean Energy Venture Challenge

Two teams of WMU students won in two categories of the Michigan Clean Energy Venture Challenge, Most Disruptive Technology and Best App, and a third team was recognized as well. Students walked away with more than \$10,000 in micro-grants to fund their innovative ideas on green energy.

The Michigan Clean Energy Venture Challenge, administered by the University of Michigan Center for Entrepreneurship, is in its fifth year and has provided funding to dozens of student and faculty-led teams with great ideas about green energy. The Venture Challenge enables teams to go from an idea to venture launch during a six-month program.

“Our students did an incredible job with this year’s challenge,” says Barclay Johnson, management instructor and advisor to the teams. “The competition level was even more challenging than last year, and our students rose to the top and were very competitive.”

"The Michigan Clean Energy Venture Challenge was a wonderful experience for my teammates and for me," says Chelsey Rhodes. "We learned a lot about real world challenges of starting a business. We competed with top students, and though we did not come away with the overall team win, we definitely proved that Western can compete with the best. I think we made Western proud."

- **Most Disruptive Technology Category:** Students Nick Kossick, Chelsey Rhodes and Matt Rumora took home a win with PowerSlim. The group focused on changing power usage behavior through the use of psychological, visual and sound cues delivered via an iPhone and iPad app.
- **Best App Category:** Students Dan Gower, Jim Burns and Andrew Schutz won for Best App with Reuse-e. The app solution tracks excess electronic equipment in academic and commercial settings with the ability to provide an API to give real-time salvage value and also provide end-of-life tracking to control liability issues.
- **Additional Recognition:** Additionally, students Andrew Gabrielson and Moh'd Khair Riy Albattikhi presented their project e-rescue, which centered on recovery of electronics that have been disposed of in Africa, and their project qualified for a grant.

The Haworth College of Business offers a curriculum in entrepreneurship at the undergraduate and graduate level. The college also provides additional resources for students across the University who are interested in pursuing their entrepreneurial ideas, such as a monthly speaker series dedicated to entrepreneurs, a student entrepreneur club, as well as support to attend competitions. "We are fortunate that the leadership teams at WMU and the Haworth College of Business have pledged support of our entrepreneurship curriculum and programming," says Johnson. "This commitment allows our students' talents to be supported and for them to make their ideas business realities."



Pictured are team members
Dan Gower: Pontiac, Mich.
Andrew Schutz: Howell, Mich.
Andrew Gabrielson: Gibraltar, Mich.
Chelsey Rhodes: Paw Paw, Mich.
Nick Kossick: Troy, Mich.
Matt Rumora: Portage, Mich.
Moh'd Khair Riy Albattikhi: Jordan

Business in China



MBA alumni are invited to participate with current MBA students in the Business in China Seminar and Study Tour, July 6-22. The two-week seminar will include stops in Shanghai, Hangzhou, Beijing and Hong Kong. Interested alumni may contact faculty member and trip organizer, Dr. Roger Tang, at (269) 387-5247 or oroger.tang@wmich.edu for additional information.

ISM students are top undergraduate team at case competition

KALAMAZOO—A team of students enrolled in Western Michigan University’s integrated supply management program was the top undergraduate team at the 2013 APICS Great Lakes District case competition held Feb. 23-24. The team placed fourth overall in a field of 24, which included several teams of graduate students.



The competition challenged students to find new ways to improve inventory control and increase customer service for a turboprop spare parts supplier known as Airflow Aircraft Inc. Part of the

challenge was the short time frame; teams were given the case at 6 p.m. on Friday and had to submit and be prepared to present their solution by 9 a.m. Saturday. The WMU team found ways to cut inventory out of warehouses and move the remaining inventory high up the supply chain. “The real breakthrough came when we all stepped back from the small parts of the case and looked at it as a whole.” says senior Jordan Kuhl. “We realized that we could have 20 percent of our inventory built to order. From that moment on everything fell into place.”

The team relied on its foundational knowledge of the supply chain from coursework as well as members’ experiences in industry. “Our curriculum gave us the background knowledge we needed to make sense of the case and understand what was happening and what needed to be done,” says junior Hanna Downs, who credits the experience of four team members who

currently hold internships with Kellogg Company with bringing knowledge and insight from the industry that related to the solution.

Twenty-four teams participated; the three winning teams came from graduate programs at University of Indianapolis, Purdue University and St. Cloud State University (Minn.), which won the event. The members of WMU's team included:

- Hanna Downs, Novi, Mich.
- Ross Hughes, Commerce Township, Mich.
- Jordan Kuhl, Plainwell, Mich.
- Brendan Mulcahy, Livonia, Mich.
- Jeremy Paulson, Battle Creek, Mich.
- Jordan Tauriainen, Highland, Mich.

“Our students demonstrated to the judges the comprehensiveness of the 43-credit-hour ISM major and that they were job ready,” says Dr. Sime Curkovic, professor of management and director of the ISM program. “We are extremely proud of them.”

Ranked #12 in undergraduate supply chain education, the 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.

Editor: Cindy
Wagner cindy.wagner@wmich.edu
Haworth College of Business
Western Michigan University
Kalamazoo MI 49008-5457 USA
(269) 387-5050