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Leadership and Passion



William A. "Bud" Brian, B.A.'66, founder and original owner of Budco, a leading fulfillment and direct marketing company, is the next speaker in the 2012-13 Distinguished Speaker Series hosted by the Haworth College of Business. His talk "Pursuing Your Passion and Developing Passionate Leadership," will take place on Wednesday, Feb. 27, at 5 p.m. in Schneider Hall.

Fit tips for business professionals



Staying motivated: February is the shortest month of the year, yet it can sometimes seem like the longest. Whether your region brings you snowy winter weather (Kalamazoo might know a little something about snow) or more temperate days, this month can be a good time of year to re-charge your personal wellness plan and think about ways to stay healthy in the workplace. Regardless of time of year, many of our Business Broncos spend a good deal of time in office settings or working while on the road. Taking a

few steps to increase your fitness consciousness can be an important factor in greater productivity at work and at home.

West Hills Athletic Club certified personal trainer, certified Pilates coach and Pilates program coordinator, Elisa Dely, B.S.'93, provides helpful tips and sample in-office exercises to up your fitness quotient.

Check out the company gym: If your office has fitness equipment, take advantage of it and work out before or after work or during lunch. A combination of cardio, strength training and stretching is optimal. If you can exercise for 30 minutes or more each day you are at work, it will have a significant impact. And it doesn't have to be 30 consecutive minutes. If it's more practical, three or four 10- to 15-minute spurts of exercise are fine. Exercise is proven to combat stress, so walk, kickbox, dance and lift your way to a less stressed version of you.

Increase your steps and move more: Wearing a pedometer that counts steps is a great way to make you more aware of how much you are moving in any given day. Move every chance you get; remember, moving a little is better than not moving at all. If you are lucky enough to live close to work, walk at least two days per week. If you must drive, park as far away as possible. Take the stairs instead of the elevator. Stand up while you are working or sit on an exercise ball to activate your stabilizing muscles. If you get up and move throughout your day, you will be re-energized and more mentally alert. Movement helps wake you up and will counteract the mid-day blahs.

Use a tracker or app: Using an exercise tracker such as the FitBit or Nike Fuel band along with an app like MyFitnessPal are great ways to make yourself aware of how much you are moving and how many calories you are eating and burning. Being aware of your activity levels and nutrition is half the battle.

Develop a plan you can stick to: You have choices when you exercise! Walking for a half hour burns roughly 180 calories, thirty minutes of biking burns between 250-400 calories, jumping rope for 30 minutes burns around 300 calories, elliptical training for 30 minutes burns approximately 300 calories and running for 30 minutes burns around 300-500 calories. No matter what you choose, do something you enjoy and start slowly. This way you have a better chance of sticking with it and avoiding injury.

Strength training is extremely important for your overall fitness too. Building lean muscle helps your body burn more calories while at rest. Try to carve out time, at least 30 minutes most days, for strength training. Optimally, join a gym or fitness center where you have access to lots of equipment and professionals who can help you get started so that your limited time is spent efficiently. Getting fit is not unlike being successful in business; you are much more effective if you have a strategy and goals in place.

Find a fitness friend: Is there a group of co-workers who go walking at lunchtime or hit the gym? If so, join them. If not, form your own group. Finding people at work who share your mindset about getting or staying fit will help you stay accountable and motivated.

Use your office as a gym

Core

Sitting or standing abdominal crunches – Sit or stand straight and tall. Pull your belly button to your spine and suck in your abs to crunch your rib-cage toward your pelvis. Hold for a couple of counts and release. Do as many times as possible.

Chest and Arms



Dips – With your palms on a chair (make sure it isn't a rolling chair!) and feet on the floor, scoot your rear off the end of the chair. Then bend your elbows lowering your body and straighten your arms to push back up.



Pushups – On the wall or using your desk, place your hands a little wider than shoulder-width apart against the wall or on the desk or floor. Bend your elbows to bring your chest as close to the wall or floor as possible then using your chest press up.



Legs

Squats: Standing up, keep your chest lifted and sit back into a chair without touching, then stand back up squeezing your glutes and hamstrings. Press up from your heels, not toes.



Wall sits: Stand with your back against the wall. Move your feet away from the wall so the wall is supporting the weight of your back. Bend your knees so that your legs are at a 90-degree angle. Hold this “sit” for as long as you can without feeling it in your knees.

Standing leg lifts: Maintaining perfect posture, lift your leg straight out to side without leaning to the opposite side, 10 times, followed by lifting your leg behind you 10 times without leaning forward. Don’t worry about how high you get, focus on working your muscles and standing up straight. Switch sides.

Chair leg lifts, seated – These are more difficult than they look. Sitting straight and tall, lifting your ribcage up from your pelvis, pulling your abs up and in, extend one leg and lift up as high



as possible without leaning back, 10 times. Then, switch legs.

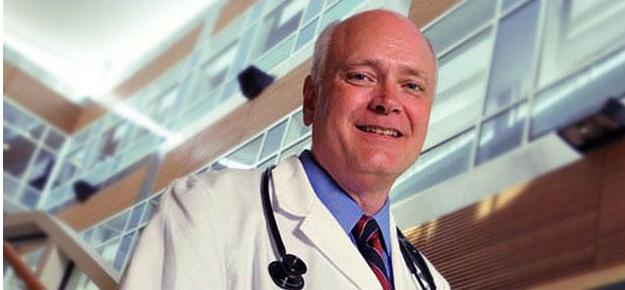
West Hills Athletic Club is operated by Western Michigan University. For more information, visit <http://www.westhillsathletic.com/> or call (269) 387-0410.



Interested in corporate wellness and how it affects company culture as well as the business case for wellness programming? Look for our feature on alumnus Ron Edmonds, B.B.A.'79, vice president and controller of Dow

Chemical Company, in our college magazine. Dow Chemical has one of the most robust corporate health and wellness programs in the nation and its model has been used extensively as a case study.

Breakfast series to feature WMU school of medicine dean



Hal Jenson, M.D., MBA, Western Michigan University's founding dean of the WMU School of Medicine, will speak at the Keystone Community Bank Breakfast Speaker Series on Friday, Feb. 22.

Jenson will discuss the progress at the school of medicine during a talk at the Haworth

College of Business starting at 8 a.m. in Room 2150 Schneider Hall. A continental breakfast begins at 7:30 a.m. which is free and open to the public.

Reservations are required and may be made by contacting Kayla Hunt at (269) 387-6059 or kayla.j.hunt@wmich.edu. Parking is available in the Fetzer Center parking lot adjacent to Schneider Hall.

Jenson, an alumnus of Brigham Young University, earned a medical degree from George Washington University and later earned a Master of Business Administration degree from the University of Texas at Austin. He completed a residency in pediatrics at Rainbow Babies and Children's Hospital at Case Western Reserve University and a fellowship in pediatric infectious diseases at Yale University School of Medicine. He also was a visiting fellow in molecular biology at Cambridge's Ludwig Institute for Cancer Research.

Prior to coming to WMU, Jenson was a regional dean at Tufts University. His career has included faculty positions at the Yale University School of Medicine, University of Texas Health Science Center at San Antonio, and Eastern Virginia Medical School, where he served as chair of pediatrics. Active in education and clinical activities, he specializes in clinical infectious diseases and virology. He is the author of more than 250 papers, commentaries and book chapters. In addition, he has served as associate editor of the newsletter Infectious Disease Alert and an editor of the "Nelson Textbook of Pediatrics."

Other upcoming Keystone presentations

- March 22: Lisa Garcia, director, WMU Business Connection
- April 26: Dan Gaydou, president, MLive Media Group
- May 31: Bill Rose, president and chief executive officer, Kalamazoo Nature Center
- June 28: Dr. Sharon Carlson, WMU director of archives and regional history

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

Advertising and promotion students take first in national challenge

by Cara Barnes
January 4, 2013 | WMU News



Part of the winning team with Dr. Atkin

KALAMAZOO—A team of nine Western Michigan University advertising and promotion students have placed first in the EdVenture Partners' Jobs for America's Graduates Scholastic Achievement Award Challenge in Washington D.C.

During the challenge, students were tasked with answering analytical questions from high-level executives regarding JAG's brand positioning, communication strategies and other marketing tactics. JAG is a state-based national non-profit organization dedicated to preventing dropouts and advocating for post-secondary education among at-risk youth.

This year's team included the following fall graduates:

- **Jon Burns**
- **Ashleigh Cipta**
- **Aaron Coney**
- **Rachel Dudley**
- **Jenna Grodecki**
- **Paige Moyer**
- **Kristin Robarge**
- **Joe Taylor**
- **Becca Wilson**

The students participated in the competition as a part of their fall 2012 capstone work for the Integrated Marketing Communications Campaigns course. They were advised by **Dr. JoAnn Atkin**.

“Our students are always well-prepared and deliver extraordinary presentations,” says Dr. Atkin. “Their hard work and dedication all semester long was rewarded by overwhelming positive feedback from the judges.”

“We have had the honor of having Western Michigan University students develop marketing communication campaigns for our clients in the past, and their results always impress,” says Tony Sgro, founder and CEO of EdVenture Partners, a consultancy that develops industry-education partnerships on campuses in North America. “The WMU team created a bold, integrated marketing campaign that will be used by JAG to generate additional awareness and support for its nationally based at-risk youth campaign.”

WMU has participated in the EdVenture Partners National Case Study Competitions since 2005, placing in the top 10 nationally each year.

Racquel Ankney B.B.A.'07 – Representing the Consumer



Within a month of graduating from Western, Racquel Ankney, B.B.A.'07, was moving to southeast Michigan to work for McCann Erickson. A manager had seen her resume in the WMU Advertising Club Resume Book, and she quickly became a part of the company in the traffic department. A year later, Ankney became a strategic planner at the company, a position she has held for more than four years. Ankney credits the numerous extracurricular choices at the college in helping her fine tune her interests. “When I became an advertising major, I

was really lost as to where to start and what would benefit me in the long run. I joined both the Advertising Club and Phi Chi Theta early on and both groups helped me become a well-rounded professional,” she says. The two organizations helped Ankney prepare for her future career with a strong resume and job search skills.

Success to Ankney means being able to think outside the box while using and analyzing data. During data collection, she often has the opportunity to engage with and represent consumers

and identify opportunities and insights through research. “Representing the consumer is my favorite part of my job, and lucky for me, it’s what my job is all about,” she says.

Ankney supports the Haworth College of Business by keeping in touch with advisors and faculty. She also enjoys coming back to campus and answering students’ questions. “I know when I was a student I always valued the things you couldn’t learn in a classroom and those were the things you learned from alumni stories,” she says.

Food marketing + supply chain + sales = Sara Simic: a Stryker intern success story



Landing a coveted internship with Stryker Instruments was one thing, but senior Sara Simic’s determination earned her recognition at the company that was unexpected.

Simic, a double major in food and consumer package goods marketing and integrated supply management, was tasked with developing a sales enablement tool for Stryker Instrument’s neuro, spine, ears, nose and throat department.

“I was given the contact information of SAVO (the company that provides the tools), and I took over this project on my own,” says Simic. “It was a very large responsibility but I had full faith in myself that I could do it.”

Simic developed the concept for the new sales tool and worked with SAVO in Chicago to ensure the tool provided the needed results.

“Two months later, my sketch came to life,” she says. The next step was to share the good news with the department’s sales force—all 130 of them. Simic did so by sharing a “teaser” of the new tool during the department meeting last August.

Her success with the local sales force led to her next opportunity—launching the tool nationally early in January. So, Simic travelled to Arizona for the Stryker Instruments national sales meeting to introduce the tool. “I was thrilled to see the reactions of the sales force and the vice presidents and managers who also attended my session,” says Simic. “Word traveled fast throughout the entire division, and I’m now working to further advance the tool.” Her success as an intern led to continuing part-time work as a contractor for the company so she could continue work on the sales tool and be part of the launch. “Since then, I have been working part time at Stryker while in school which has been working out fantastic for me!”

Success and Safe Water

Posted on Wednesday, January 23, 2013

Wendell Christoff (*BBA '68, Food Marketing*) is owner and vice chairman of Litehouse Foods, a successful dressing company in the Grand Rapids area that boasts no preservatives, no MSG, nothing artificial, and made with 100% Canola oil. Successful, and healthy.

Due to consolidation of the Industry, there are currently only 48 companies in the Association of Dressings and Sauces. Litehouse is one of the 15 largest in that group and one of only four major producers of 'fresh' (on non-refrigerated) salad dressing, coming in behind Marie's at no.1 and Marzetti at no.2. (*More information on Litehouse Foods is posted below*).



But Christoff's business success should not overshadow his humanitarian efforts. He is a recipient of the Rotary International award, a very rare and prestigious award that honors non-profit service. Christoff and his wife Helen were recently named by the Board of Trustees of the Rotary Foundation to membership in the Arch C. Klumph Society. Only 300 Rotarians worldwide are invited to membership in the Rotary Foundation's Arch C. Klumph Society, and it is offered to only those who have made a significant contribution to the Rotary Foundation endowment.

Christoff started a non-profit organization called Safewater Team, which makes Hydrad BioSand water filters. The filters do not require electricity, are portable, and can fit inside a home—making them the perfect solution for those who do not have access to clean drinking water (which is about half of the world's population). 10,000 of these filters were donated by safewater team and sent to Haiti and the Dominican Republic after the earthquake.

Additionally, Litehouse Foods donated \$40,000 of salad dressing product with 100% of the proceeds from the sale of product being used to implement Hydrad BioSand Water Filters in Honduras, Ghana, and the Dominican Republic. The promotion and distribution initiative was lead by Rotary District 6290's 'Thirsting to Serve'.

Wendell Christoff started his lifelong career in the salad dressing business capping French dressing bottles in his family's business. Following school, he flew in Vietnam as a U.S. Air Force pilot. Christoff has been very active in many community organizations aside from the Lowell Rotary Club and Rotary International, including: Junior Achievement, YMCA, United Way, and

Ada Bible Church. He currently is Vice Chairman of the Association of Dressings and Sauces and Chairman of the Horseradish Information Council.

The Story of Litehouse Foods

Litehouse Foods grew from a small mom-and-pop operation that made French Dressing, established in 1932. Christoff's father was the first employee, and Wendell was the second—responsible for filling the bottles. The company, then known as Shurich, was purchased by the Christoff's in 1951. The company later began producing horseradish under the name Chadalee Farms, and became well known for it.

The company had only five employees when Christoff returned from Vietnam in 1974. As he grew through the ranks, the entire operation became known as Chadalee Farms. Christoff was responsible for six acquisitions in the 70's, and the company expanded into other states. In 1986, a year after Christoff was named CEO, he and his brother purchased the business from their parents.

In 1997, the company merged with another family-owned business known as Litehouse Foods in Idaho, and began operating under that name. Since that time, Christoff has further expanded in Asia, where the company produces seafood sauces. Christoff now makes 2-3 extended business trips to Asia each year.

Today, Litehouse Foods produces dressings, dips and sauces, cider, and sells imported freeze-dried spices—totaling more than 800 or more separate items. They posted revenue of \$175 million last year.

Professor Korth's plan for tax reform

Appearing on Monday Night Live, a local cable show featuring interviews with Kalamazoo community members who have important or unique ideas to the share, Dr. Chris Korth, professor of finance and commercial law, shared his ideas for what he calls "Sensible Tax Reform—Simple, Just and Effective."

Editor: Cindy Wagner cindy.wagner@wmich.edu

Haworth College of Business

Western Michigan University

Kalamazoo MI 49008-5457 USA

(269) 387-5050

www.wmich.edu/business