



1-2013

## HaworthNews (01/2013)

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### WMU ScholarWorks Citation

Western Michigan University, "HaworthNews (01/2013)" (2013). *Haworth College of Business News and Magazine*. Paper 20.  
[http://scholarworks.wmich.edu/business\\_news/20](http://scholarworks.wmich.edu/business_news/20)

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## WMU Entrepreneurship Forum announces series sponsor and January speaker

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The Haworth College of Business announces a sponsor for its Entrepreneurship Forum, which continues this month with a discussion featuring the founder of Kalamazoo-based Forensic Fluids Laboratories.

Educational Community Credit Union will sponsor the breakfast speaker series, which is devoted to telling the stories of entrepreneurs and their startup success. "We are proud of the partnership we have sustained with WMU over the years," states Charles Cornelius, ECCU president and CEO. "As an education-based credit union offering business services, our organization sees the value of bringing together people with an interest in entrepreneurship. The Entrepreneurship Forum sponsorship is a natural fit, and we hope to make attendees aware of how ECCU can be a part of their startup success as well."

Bridget Lorenz Lemberg, founder and lab director of Forensic Fluids Laboratories, will serve as the next speaker in the series on Friday, Jan. 11, in 2150 Schneider Hall. The event is free and open to the public and 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](mailto:kayla.j.hunt@wmich.edu). Free parking is available in the nearby Fetzer Center parking lot.

A leader in oral fluid drug testing, Forensic Fluids has won numerous awards for sales growth, innovative processes, customer service excellence, entrepreneurial leadership and use of cutting-edge technology. In 2009, Forensic Fluids was the recipient of the Michigan Top 50 Companies to Watch award. In 2010, 2011 and 2012, Inc. Magazine listed Forensic Fluids on its annual ranking of the fastest-growing private companies in the U.S. Forensic Fluids offers the fastest, most accurate and most tamper-proof drug testing currently available, which positions the company as an exclusive industry leader.

Lemberg is a forensic toxicologist with more than 20 years of toxicology and pharmacology experience. Forensic Fluids, the only oral fluid testing laboratory in Michigan, started with one person, Lemberg, and now employs more than 20 people. Located in the former Gibson Guitar

factory in Kalamazoo, the company has nearly doubled its original physical space since opening and posted strong annual revenues each year.

Forensic Fluids scientific testing equipment separates the company from its competitors. The liquid chromatography technology used is the most sensitive confirmation method available and will positively identify and quantify more than 200 compounds. The company's quick turnaround time for test results has attracted clients from government agencies, corporations and small businesses throughout the U.S. and Canada.

For more information on the Entrepreneurship Forum, visit [wmich.edu/business](http://wmich.edu/business) or contact the Haworth College of Business at (269) 387-6059.

## Sales students continue to take high honors in national competitions



by Mark Schwerin  
December 7, 2012 | WMU News

Lorr and Jogerst

KALAMAZOO—A team of two Western Michigan University students placed second overall, and one of the two took top honors in the individual speed-selling category at a national sales competition, continuing a run of stellar performances by WMU students at recent sales contests.

In the most recent competition, **Greta Lorr**, a junior from Jackson, Mich., and **Aleks Jogerst**, a senior from Vicksburg, Mich., took second place in this year's National Sales Challenge staged by the Russ Berrie Institute for Professional Sales. The competition was Nov. 14-16 at William Paterson University in Wayne, N.J.

This is the third time the WMU sales program has earned national recognition recently. The Sales Education Foundation again named the program as a top university sales program, continuing a run that began in 2007. Then Jogerst won the top spot at the State Farm Sales Competition 2012 in October.

### ***National Sales Challenge***

The third and most-recent achievement came at the National Sales Challenge, which brings together top sales students from across the country to meet and network with representatives from major corporations as they compete in two sales events—speed selling and sales call role-

play. The combined scores for Lorr and Jogerst in the two events placed them second overall among 33 participating colleges and universities.

Lorr won the speed-selling event in which students create a two-minute sales pitch about themselves and meet individually with executives as they highlight why the executives should hire them. She also placed fourth overall individually. Jogerst earned the third overall spot, placing fourth in speed selling and second in role-play.

"The most challenging part for me were the rehearsals the week before the competition," Lorr says. "With the competition only one week away, I fell into a slump, but with the support of our awesome faculty and fellow peers, when it came time to compete, I was ready."

In the sales call role-play event, students engage in a 15-minute sales call with a business executive who evaluates them in areas such as ability to gather information, identify needs, present solutions and gain a commitment, as well as in their approach and overall communication effectiveness.

"The final involved an unexpected curve ball in which an upset office worker stormed into the sales room half-way into my sales presentation," Jogerst says. "I used the structure I learned in professional sales and advanced sales courses to deliver a quality sales call in 15 minutes."

**Dr. James A. Eckert**, WMU associate professor of marketing and advisor to the team, notes that the University has competed in the RBI National Sales Challenge since its inception in 2007. WMU's team placed third in 2007, with Chelsea Biermacher taking first as an individual. Although the University didn't place in 2008, its team racked up three trophies in 2009, placed second as a team in 2010 and placed fifth overall in 2011.

The sales and business marketing major has an intense sales-focused curriculum and prepares graduates to start their careers in professional sales and business marketing. The sales and business marketing major at WMU is considered one of the best sales programs in the country.

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# Kalamazoo College volleyball coach and author to speak at the Keystone Breakfast Speaker Series

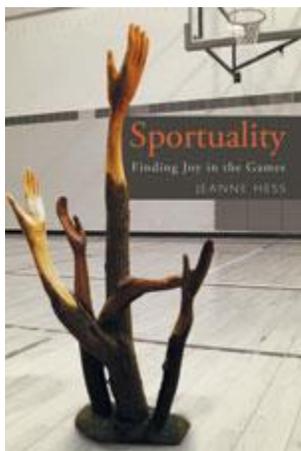
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KALAMAZOO—Kalamazoo College head volleyball coach and newly published author, Jeanne Hess, is the January speaker for the Keystone Community Bank Breakfast Speaker Series.

Hess will speak at 8 a.m. on Friday, Jan. 25, at Schneider Hall, home of the Haworth College of Business, in room 2150. Her presentation is titled “Sportuality and our Community.” Hess’s book, *Sportuality: Finding Joy in the Games*, is an examination of sports at all levels, focusing on how sporting life reflects our cultural beliefs. Whether an athlete or a fan, Hess says people can bring the joy of athletics to everyday pursuits.

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](mailto:kayla.j.hunt@wmich.edu). Free parking is available in the Fetzer Center parking lot.



The 2012 volleyball season at Kalamazoo College marked the 29th year with Hess as head coach. She has led the team to five Michigan Intercollegiate Athletic Association championships and five National Collegiate Athletic Association appearances. Reaching 500 wins in 2011, Hess now ranks in the top 30 NCAA Division III coaches for career victories.

Hess received her bachelor’s degree from the University of Michigan in 1980 and her master’s degree in physical education from Western Michigan University in 1985. In April 2010, she was inducted into WMU’s Alumni Honor Academy for Health, Physical Education and Recreation.

In addition to coaching volleyball, Hess serves as professor in and chair of the Department of Physical Education at Kalamazoo College. She is also the director of the Kalamazoo College Athletic Fund and has served as an assistant in both the women's basketball (1991-95) and softball (1996-2001) programs as well as serving as associate chaplain from 2001-2008.

In addition to the January 25 event, the 2012-13 Keystone Community Bank Breakfast Speaker Series schedule includes—

- Feb. 22: Dr. Hal Jenson, M.D., founding dean of the WMU School of Medicine
- 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: 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.

### ***Food Marketing Conference 2013: Registration is Open!***

Registration is now open for the 48th annual Food Marketing Conference. This year's conference theme is "Moving the Metrics on Performance" and will feature speakers from NBC's Today Show and Video Mining Corp. as well as other executives in the food industry.

## **College Externship Program: Inspiration for Students, Employers and Other Universities**

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by Alyssa Gapske, Communications Intern

What began as an idea to help students discover a career path blossomed into a full-fledged externship program that is being emulated in other parts of the country. Haworth College of Business career advisors Geralyn Heystek and Jessie Wagner match students with employers for a one- to three-day job shadowing experience, creating a learning opportunity for students and local businesses. Beginning with a pilot in 2009, the program has been through three complete cycles and now moves in to its fourth year as a complete, yet ever-evolving program.

### ***The Program***

The externship program gives students guidance while they explore their interests in business. The program targets pre-business students of all class standings who are undecided about their major. The program also benefits student populations that may not have a schedule that accommodates a traditional internship. Externships are held in May through August. "Holding the program during the summer allows students to stay engaged in exploring potential career paths while school isn't in session," says Wagner.

### ***The Application Process***



*Externs at Steelcase.*

Approximately 50 companies participate every year and are typically located within a three-hour radius of campus. When students apply for the program, they pick their top five employers. After applications are submitted,

Heystek and Wagner evaluate every application individually, trying to make sure every student applicant gets matched with the appropriate employer.

“We like to really look at each application and make sure that the student and employer are truly a good match,” says Heystek. “Because the program is shorter than a traditional internship, only one to three days, it is important that both parties know they are compatible right from the beginning.”

Students who do not have much work experience are at an advantage in this program. “At this stage in their academic career, many students don’t have a full or complete resume,” says Wagner. “That is okay. Part of this experience is providing the students with the opportunity to develop skills and explore. And the application process, including resume and essay, ensure a good employer match.”

There are more than 140 externship positions available every year. Once accepted, students are required to attend a professional development workshop in April. The workshop coaches students in soft skills such as etiquette and informational interviewing, which will benefit them in their college and professional careers.

### *Benefiting Students and Employers*



*Ric Bondy, MBA '04, president of loan services at Educational Community Credit Union, with ECCU externs.*

Ric Bondy, a WMU alumnus and vice president of loan services at Educational Community Credit Union, has been an employer participant in the Business Externship Program since its inception and notes that the program is an asset that every pre-business student should pursue.

“It doesn’t matter what students think they want to study their first year in college. They aren’t exposed to enough opportunities to make an educated decision,” says Bondy. “This program helps them learn more about all the possibilities that are available to them after graduation.”

He also adds that students are able to meet directly with senior managers through the program, providing them with not only a direct look into the job environment but also with a lifelong network—a crucial tool for students and graduates.

*“Our doors at ECCU are always open to business externship students,” says Bondy.*

Bondy also emphasizes the positive impact the program can have on any company, “We are able to talk to students about what we love to do and hope that it inspires them to find a career that they love just as much.”

Alison Mellen, a sales and business marketing student, agrees with Bondy's recommendation for students to apply for the program. "Since I was undecided on my major at the time, I was able to explore many different job paths," says Mellen. "It was very cool to see all of the different jobs that come together in a company. I would highly recommend the program to all students."

## *Following WMU's Lead*

*Geralyn Heystek and Jessie Wagner with externs at Haworth Inc.*



The success of Western's program has not only been recognized by the Kalamazoo community and at companies throughout the Midwest but also by other universities and institutions around the United States. Since 2011, Heystek and Wagner have been sharing their program and its success at conferences such as the National Academic Advising Association and National Career Development Association. In November of 2012, Heystek and Wagner co-presented "Externship Programs: Two Approaches that Bring Relevancy into the Classroom," at the National Educators Workshop in Fort Wayne, Ind., with Curtis Takahashi, program manager of Workforce Development Council Snohomish County in Everett, Wash.

Takahashi and his organization work in conjunction with the Washington Alliance for Better Schools, providing school districts with resources to improve the quality of education in public schools. After hearing Heystek and Wagner speak at a conference, Takahashi adapted the WMU program to his needs. "The basic principle of WMU's program can be applied to so many different contexts," says Takahashi.

His organization's program provides middle and high school math and science teachers with the opportunity to receive hands-on experience in a different workplace, such as an engineering firm.

"Our teachers use the ideas they learn during the externship and provide their students with a real world element in their curriculum," he says. "Just like with WMU's program, our participants are able to gain a better understanding of what is relevant in the industry and apply it to their education, or in our case to their students' education."

Wagner agrees with Takahashi about the versatility of externship programs. "Companies and schools want to know how they can make this type of program work for them," she says. "It's

an opportunity to promote student and employee growth, and institutions want to take advantage of that.”

Heystek remarks that the program is all about sharing ideas that will encourage others to grow. “The Business Externship Program is one that could not have been created if others had not shared their experiences with us,” she says. “We like to share our program with others so that they can develop one that will fit their needs.”

## Making Learning Easier for Local Students



Emily Kobza, MBA'12, has taken the skills she learned throughout her MBA program and is applying them daily in the nonprofit world. The result? Learning opportunities for Kalamazoo students. Find out how Kobza applies her business knowledge to advance the mission of her employer, Communities In Schools of Kalamazoo.

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