



10-2012

## HaworthNews (10/2012)

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### WMU ScholarWorks Citation

Western Michigan University, "HaworthNews (10/2012)" (2012). *Haworth College of Business News and Magazine*. Paper 22.  
[http://scholarworks.wmich.edu/business\\_news/22](http://scholarworks.wmich.edu/business_news/22)

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## **Western Michigan University ROTC ranked top in the state at national leadership training**

KALAMAZOO- WMU'S ROTC was again recognized for the quality of its training program during this year's Leadership Development and Assessment Course (LDAC) held at Joint Base Lewis-McChord near Seattle, Wash.

This year's participants included 17 cadets and the Bronco Battalion, finished in the top spot of 273 programs represented in Recondo. Recondo is a special program that trains cadets in necessary reconnaissance and standard infantry skills.

LDAC includes 29 days of training. Cadets from around the country participate in land navigation tests, the Army Physical Fitness test, land and water obstacle courses and situational training exercises. Cadets receive advanced leadership training; those who achieve standards in designated events are awarded the Recondo badge.

Other honors this year include:

- 53 percent of the Broncos received the Recondo badge, more than any other program.
- Bronco Battalion finished in the top 10 percent nationally in two major categories, finishing fourth in Peer Rating and in the 17th in Platoon Top 5.
- The program was the top program in Michigan and one of the top two in its 5-state region of Tennessee, Kentucky, Indiana, Ohio and the Lower Peninsula of Michigan.

“The WMU ROTC program gives students the opportunity to pursue their interests while maintaining a high standard. Cadets can participate in study abroad programs, and have advanced experiences in leadership and clinical nurses training,” says Lieutenant Colonel Hains, the Chair of the Department of Military Science and Leadership.

WMU has a tradition of producing some of the finest officers, dating back to 1950 when the program was established. It consistently ranks among the top ROTC programs nationally.

For more information about WMU ROTC, visit <http://www.wmich.edu/rotc/>.

## **President of Kalexsyn Inc. to be next speaker in WMU's Entrepreneurship Series**

KALAMAZOO—The co-founder, president and chief scientific officer of Kalexsyn Inc., Dr. Robert Gadwood, will be the next speaker in WMU's Haworth College of Business Entrepreneurship Forum. Gadwood will speak at 8 a.m. on Friday, Nov. 9, in 2150 Schneider Hall. The free event is open to the public and begins with breakfast at 7:30 a.m. Reservations are required and can be made by calling (269) 387-6059. Free parking is available.

Kalexsyn Inc., a contract research laboratory specializing in solving chemistry problems for pharmaceutical and biotech companies, is involved in research to find new medicines for use in various therapeutic areas such as infectious diseases, cancer and diabetes. Kalexsyn has successfully defined itself as a company that can solve difficult problems and has distinguished itself from competition both in the U.S. and abroad.

Prior to founding Kalexsyn, Gadwood held the position of associate director of medicinal chemistry at Pharmacia where he supervised a staff of 19 chemists who worked on multiple projects in both the infectious diseases and central nervous system therapeutic areas. Gadwood joined Upjohn in 1986 and remained with the company until the Pfizer acquisition in 2003. Prior to working in the pharmaceutical industry, he was an assistant professor of chemistry at Northwestern University (Ill.). Gadwood received his B.S. from Marquette University (Wis.) in 1974 and his Ph.D. from the University of Wisconsin in 1978. He has 42 publications and 18 patents.

As co-founder, Gadwood has been with Kalexsyn since its formation in 2003. Since then, the company has grown to a staff of 37 employees with a customer base that includes both small and large companies located in the U.S., Europe and Asia.

Kalexsyn has received the following honors and awards:

- Ernst and Young Entrepreneur of the Year in 2010 for the Michigan and Ohio region

- Best Small Business of the Year in 2004 from the Michigan Small Business and Technology Development Center

Entrepreneurship Forum is a monthly series hosted by WMU's Haworth College of Business to bring stories of entrepreneurial success to the greater Kalamazoo community.

## **Veeck earns teaching innovation award**

Kalamazoo—A WMU professor of marketing is the 2012 recipient of the Marketing Management Association Teaching Innovation Award. The national award recognizes innovative approaches to classroom instruction.

Dr. Ann Veeck, professor of marketing, was selected from among three finalists during the MMA's 2012 Fall Educators' Conference for her social media analysis materials and teaching concept "Learning Tools to Effectively Monitor Social Media: A Social Media Marketing Research Project." All three finalists presented their innovations at the conference in Minneapolis.

"Ann's teaching skills in marketing research and the innovations she brings to class are legendary. Her receiving this highly distinctive teaching innovation award in a nation-wide faculty competition is truly well-deserved and a source of great pride and inspiration for all of us in the marketing department at WMU," says Dr. Mushtaq Luqmani, chair of the Department of Marketing.

Veeck received her award for developing techniques for incorporating social media analysis into undergraduate market research classes. Veeck recognized that, while students are expert at using social media for their personal use, they need to develop professional skills to effectively analyze consumer feedback via social websites.

"We want our students to graduate from WMU with leading-edge skills. Having sophisticated knowledge in social media technology is a valuable asset for students," says Veeck.

Veeck says she implemented the projects to advance students' ability to use social media in marketing research with the goal of teaching them to develop strategic solutions based on empirical data. In an individual assignment, students explore the types of consumer-generated feedback found on three social media sites. In a team project, groups use social media analytical tools to analyze product performance.

“Students were able to integrate primary and secondary data in more sophisticated ways than I had seen in past marketing research projects. The projects allowed students more creativity in all stages of the research while still providing adequate structure,” says Veeck.

Veeck joined WMU’s faculty in 1999. Her teaching and research interests include marketing research, food consumption patterns and international marketing. She earned her doctoral degree from Louisiana State University and has also worked in marketing research in the United States and in Taiwan.

## **Tom Feller, BBA ’04 – Full Circle**

Tom Feller, BBA ’04, and his career have traveled full circle. While still in school, Feller interned at Transfreight LLC in Erlanger, Ky., which led to full-time employment in the company’s office in Atlanta upon graduation. After a few years of southern living, he and his wife decided it was time to move back to their home state of Michigan, where he found employment at Haworth Inc., the namesake and partner of his alma mater.

At Haworth, Feller is a logistics supervisor, where he manages the team responsible for inbound and outbound logistics planning. He notes that logistics impacts the entire supply chain, and he regularly interacts with many stakeholders across all departments along the way. When asked about the importance of logistics, he responds that small changes in logistics planning can have great impact on the health of companies.

In his free time, Feller revs up his adrenaline at the racetrack with his 1969 Triumph Spitfire. Racing in the Sports Car Club of America’s H-Production class, Feller and his father, Chuck, won the SCCA National Championship from 2004-2007 and are ready to step up their game again and enter more races now that Feller has moved back to Michigan. The father-and-son team enjoys working together just as much as the titles they win. It is a family tradition that also has come full circle. Feller was inspired as a child watching his father race and is now in the driver’s seat himself. He refers to his father, Chuck Feller, as “the brains and wrench behind the program.” His father built the engine and does body work and upkeep on the car. “My parents were very supportive of our races, and I wouldn’t be able to do it without them,” he notes.

# Speaker to give update on the Kalamazoo Promise

KALAMAZOO—The executive director of the Kalamazoo Promise, Janice M. Brown, Ed.D, will give an update on the program as WMU continues their 2012-13 Keystone Community Bank Breakfast Speaker Series.

Janice M. Brown, Ed.D, former superintendent of Kalamazoo Public Schools, will speak at 8 a.m. on Friday, Oct. 26, in the Dean's Conference Room (Room 2150) of Schneider Hall, home of the Haworth College of Business. Her presentation is titled "The Kalamazoo Promise ... So What's the New York Times talking about anyway?"

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 calling (269) 387-6059. Free parking is available in the Fetzer Center parking lot.

As executive director since 2008, Brown serves as the spokesperson for the Kalamazoo Promise and works closely with the Kalamazoo Public Schools and other organizations in the Kalamazoo region. Brown has appeared in the New York Times, Wall Street Journal, and USA Today, and on the Katie Couric Show, ABC, The Today Show, and Good Morning America on behalf of the Kalamazoo Promise.

Brown, who served as superintendent of Kalamazoo Public Schools from 2000 until 2007, has more than 36 years of experience in public education, including positions as teacher, consultant, principal and district administrator. She has won several awards, including the Athena Award, a Women of Achievement award and the Glass Ceiling award, given to women who demonstrate outstanding leadership. Her most recent honor was the Crystal Apple Award from Michigan State University.

Brown serves on the boards of a number of Kalamazoo-area organizations such as The Learning Network of Greater Kalamazoo, Communities in Schools-Kalamazoo, Kalamazoo Symphony Orchestra, The Gilmore, Air Zoo, Southwest Michigan Innovation Center, Community Healing Centers and WMU advisory committees.

In addition to the October 26 event, the 2012-13 schedule includes—

- **Nov. 30:** Laurie Montgomery, assistant superintendent of special education, and Angela Telfer, director, WoodsEdge Learning Center
- **Jan. 25:** Jeanne Hess, Kalamazoo College volleyball coach

- **Feb. 22:** Dr. Hal Jenson, M.D., founding dean of the WMU School of Medicine
- **March 29:** 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.

## **Two local leaders in special education featured in Keystone Breakfast Speaker Series**

KALAMAZOO- Kalamazoo Regional Educational Service Agency assistant superintendent for special education, Laurie Montgomery, and the director of KRESA WoodsEdge Learning Center, Angela Telfer, are the November speakers for the Keystone Community Bank Breakfast Speaker Series.

Montgomery and Telfer will speak at 8 a.m. on Friday, Nov. 30, in the Dean's Conference Room (Room 2150) of Schneider Hall, home of the Haworth College of Business. Their presentation is titled "The WoodsEdge Story: A Phenomenal First for Special Education in the U.S."

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.

### **WoodsEdge Learning Center**

WoodsEdge serves students from the ages of three to 26 from all nine school districts in Kalamazoo County. It features innovative learning spaces and tools designed to support students at all stages of learning. Montgomery, Telfer and their staff worked closely with architects to design WoodsEdge to provide a nurturing environment for students with severe to profound impairments. The state-of-the-art special education learning facility was the first of two construction projects funded by a \$25.4 million

bond proposal that Kalamazoo County voters approved in 2007. The special education facility is the first in the nation to achieve LEED Gold Certification in the “Schools” category.

**Laurie Montgomery, BS '82, MA '85, Kalamazoo RESA assistant superintendent for special education**

Montgomery is a Western Michigan University alumna with 27 years of professional service in K-12 public education in Michigan: five years working in the general education setting, 17 years as a school psychologist and five years administering special education programs and services. She has a strong commitment to improving the quality of instruction for youth-at-risk and with disabilities.

As the assistant superintendent for special education for Kalamazoo RESA since July 2009, Montgomery is responsible for the provision of special education services to all eligible individuals in Kalamazoo County, from birth to age 26. From 2007 to 2009, Montgomery was director and supervisor of special education for the southern region of Kalamazoo County, overseeing all special education programs and services, as well as fiscal and legal obligations for Portage, Schoolcraft and Vicksburg Public Schools.

She earned bachelor's, master's and educational specialist degrees from WMU; she is a doctoral candidate at Eastern Michigan University.

**Angela Telfer, MA '90, director of KRESA WoodsEdge Learning Center**

Telfer, also a WMU alumna, has more than 25 years of experience in special education as a teacher, consultant and administrator. Telfer strives to provide excellence in education so that children and adults with disabilities are as independent as they are able to be and are accepted and respected as valued, participating members of their communities.

Telfer earned a bachelor's degree in special education from Central Michigan University and a master's degree in special education with a focus on autism spectrum disorders from WMU. She earned a special education supervisor certification from Grand Valley State University. She has provided training in autism spectrum disorders at Kalamazoo RESA and throughout Michigan, and she has been a trainer for the START (Statewide Autism Resources and Training) Project.

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## **Forging global relationships**

Today, developing future business leaders requires international relationships that help integrate knowledge of the global economy and diverse business cultures and an awareness of the interconnection of businesses throughout the world.

Providing global engagement for Business Broncos is part of the strategic mission for the College. This summer, Dr. Kay Palan, Dean of the Haworth College of Business, and Dr. Mike Tarn, Chair of the Department of Business Information Systems traveled to Asia to forge such relationships with nine universities.

Below, they share their thoughts on the trip, the prospects for formal relationships and the benefits for WMU, the College and, most importantly, business students.

### **What was the goal of the trip?**

Our primary goal was to strengthen established relationships with some universities through formal agreements and to initiate new partnerships with other universities.

The purpose of these relationships is to further the globalization mission of the College by making it easier for international students to study business here at our college, creating more opportunities for our students to study abroad and forging cross-cultural research opportunities for our faculty.

### **.Was the trip a success?**

It was a very successful trip.

We signed four memorandums of understanding (MOUs) and two undergraduate study agreements that will lead to increased international students studying business here. There is much more to be done, however. We are committed to working together

with our international partners to formalize more programs that benefit both universities. The Dean's Office and our Global Business Center will continue to work on these efforts.

### **.What did you learn about the universities you visited?**

While we knew something about each of the universities before the trip, being there in person and spending time with the faculty and leaders gave us additional knowledge that can't be acquired from a distance. Our hosts went above and beyond what we would expect—it demonstrated to us how important developing these relationships is to them.

Experiencing how they conduct business – including hosting their guests – gave us insight into how our students will be treated and helped. This provided confidence for us that we can share with our students. We also know the communities and can share our knowledge of these cultures with WMU students. And, we know that our students will benefit from the experience.

Quite a few of the schools we visited are highly ranked. The Inner Mongolia University of Finance and Economics is an emerging university in Hohhot, Inner Mongolia – the fastest growing area in China. Sichuan University and Wuhan University are top 10 universities in China. Southwestern University of Finance and Economics is the top university in business in west China. Dong-A University is a well-known private university in Busan, South Korea. National Chung Cheng University is a strong research university in southern Taiwan, whose College of Management is working toward AACSB accreditation.

### **How will these new relationships benefit WMU students?**

More visible and official relationships with international universities benefit our WMU students in two concrete ways. First, for our students who desire to study abroad, we have firsthand knowledge of the kinds of courses and resources available that are important in guiding our students to find the best fit for a study abroad experience. Some of the schools we visited offer special summer camps designed for an intense immersion experience; other schools offer semester or year-long programs taught in English. We have an increasing number of international students who might find these opportunities very appealing.

Second, many of the schools want to develop relationships that provide their students a dual-degree or 2+2 opportunity to study abroad. In these programs, the students typically complete the first two years of study at their home university, then come to WMU to complete their degree. Having more international students in our college

helps expose our primarily American student population to peers from different cultures, which in turn helps to stimulate dialogue on global business issues.

### **What were the highlights of the trip?**

Certainly, one of the highlights was exposure to several distinct Asian cultures: we visited three major provinces in China (Inner Mongolia, Sichuan and Hubei), South Korea, Taiwan and Singapore. We had the opportunity to visit outstanding universities and develop new friendships with colleagues. The hospitality everywhere we went was incredible. Our hosts tended to our every need and made us feel extremely welcome.

Also, the many opportunities we were given to experience local cultures were a highlight. Our hosts arranged tours for us to experience historical sites, cities, museums, traditional foods, etc.

### **What is next?**

We will continue to develop programs and agreements with several of the schools, and we will begin to implement the agreements that were signed. Some of the individuals we met plan to visit here soon. We are excited to be moving forward with these global relationships.

Want to see the trip? [Check out our photos and like us on Facebook.](#)

Palan and Tarn visited multiple universities in Asia, including:

Inner Mongolia University of Finance and Economics (IMUFE)  
Sichuan University (SCU)  
Southwestern University of Finance and Economics (SWUFE)  
Wuhan University (WU)  
Jiangnan University (JHW)  
Hubei University of Science and Technology (HBUST)  
Dong-A University (DAU)  
National Chung Cheng University (CCU)  
Center for American Education (CAE)

# Dr. Gene S. Booker

**Gene S. Booker**, former Western Michigan University professor of management, died Aug. 15. He was 81.

Booker, of Fairhope, Ala., joined WMU in 1960 and retired after almost three decades at the University in 1990. In the 1980s, he chaired the Michigan Investment Advisory Committee, which oversees the state's pension portfolio.

Booker was hired as an assistant professor by the Department of Management in the College of Business at WMU in September 1960. He had previously taught two years as an assistant professor at Washington and Jefferson College in Washington, Pennsylvania.

He received his B.S. from Ball State Teachers College in 1952, and was a football coach at Marshall High School (MI) for one year before entering Indiana University where he earned his M.A. in 1955, and his Ph.D. in 1959.

He was promoted to Associate Professor of Management in 1962, and to full professor in 1965. He was awarded the Alumni Award for Teaching Excellence in 1972. He served as chair of the Department of Management in 1972-73. He retired in June 1990 as emeriti professor of management. He published numerous articles in professional journals during his 37 at WMU.

Booker served as a member of the board of directors of numerous profit and non-profit organizations, such as Michigan National Bank, Armada Corporation, Kalamazoo County Humane Society, Homer Brundage Foundation, WMU Foundation, and Nazareth College. He was also a management consultant for various organizations.

His most well-known service was as a member of the State of Michigan Investment Advisory Committee for state pension funds beginning in the mid-1970s. He was chair of the committee during the "Chrysler loan controversy" in 1980 when the committee denied the request to loan pension funds to Chrysler. He served on that committee for several more years, and was also appointed to serve on the South African Investment Divestiture by the Michigan Dept. of Treasury.

His wife, Susan Booker, resides in Fairhope, Alabama.

# Crain's Chicago Recognizes Alum Roa's Success

John Roa, BBA '07, was named to Crain's Chicago Tech 50, which recognizes leaders in venture capital, angel investing, development and design. His company, AKTA, is a leader in user experience design and has realized rapid growth in the three years since its inception – 15 employees, 7-digit revenues, a 6,000 square-foot loft office in Chicago's River North neighborhood and a list of both start-up and enterprise clients.

“It sounds odd, but the recession helped Chicago's startup movement. AKTA was founded at the beginning of this movement, so we rode the wave and were fortunate to be one of the companies that thrived,” says Roa. This environment led to a demand-driven market, which in turn led to significant demand for investment capital, professional services, infrastructure and staff, and for entrepreneurs like Roa.

“Chicago has become one of the most fertile startup ecosystems on the planet,” says Roa.

Roa graduated from WMU just a few short years ago, but his career began years earlier at age 15 when he helped launch a computer-repair business near Detroit. Following graduation from high school and some coursework at both Wayne State University and Lawrence Tech (Troy, Mich.), Roa immersed himself in the video gaming community, which led to the launch of his successful video game marketing firm in Los Angeles. Balancing his professional career and schoolwork, Roa's successful exit from his first venture led him to a new opportunity in Chicago and completion of his degree at WMU.

“I came to Chicago after exiting my video game marketing company. I chose Chicago because it was geographically convenient to Michigan where I grew up and had a rapidly growing tech community, and I already had a small network of friends and colleagues from past ventures to give me a start,” says Roa.

Roa credits his extensive international travel for the inspiration for AKTA and says his education at WMU served as a foundation for his entrepreneurial spirit.

“Regardless of the type of company I've been involved in, a key part of my role has always been sales and business development. My WMU degree gave me a great formal foundation for the value of sales, negotiation and relationship building. That

said, these days I am anything but formal (Dr. Eckert would have a heart attack if he saw me selling) but that education is still very valuable,” says Roa.

And, the daily challenges and opportunities at the forefront of the user experience industry are incredible as are the perks of leading a successful firm. “There are a lot of lifestyle changes that I have to admit are pretty cool: getting invited to prestigious events, meeting famous business leaders, speaking at international conferences, getting looped into high-profile business deals, receiving offers to buy my company,” Roa says.

Another perk: meeting interesting people who have led interesting lives and share his passion for business ventures. “The most recent has been client Jimmy Chamberlin from The Smashing Pumpkins. His story of transitioning from one of the most renowned musicians in history to being part of an entertainment startup is fascinating, and his supreme understanding and value of culture, people, family and life overall is inspiring. Plus, anyone who can start a story with ‘this one time when we were playing a sold out show at the Garden...’ is just plain cool.”

## **2012 Western Michigan IT forum explores the importance of information and communication in business**

KALAMAZOO- Business professionals interested in information systems and communication are invited to expand their knowledge of information technology’s impact on multiple industries at the 10th Western Michigan IT Forum at Western Michigan University.

Hosted by the WMU Department of Business Information Systems at the Haworth College of Business, this year’s theme, “Information to Communication,” will be explored by two keynote speakers, as well as six concurrent paper presentation sessions and a speed-networking session. The event will take place on Friday, Nov. 2, from 7:15 a.m. to 4:50 p.m. in the Fetzer Center on Western’s main campus.

The Forum’s lunch will also kick off a celebration of 30 years of business information systems education at WMU, the first university in the nation to require basic computer literacy for all students. The celebration will include speakers and alumni from different decades of the information systems program.

Dr. Muhammad Razi, associate professor of Business Information Systems and 2012 IT Forum chair, says that technology is at the forefront in today’s society. “Attendees

should leave the forum with a better knowledge of the way technology has impacted communication and how communication can enhance business and academic environments.”

### **Keynote speakers:**

#### **Tim Dechant, Director of Technology at the W.K. Kellogg Foundation**

Dechant has a background in the administrative, developmental, and operational aspects of technology.

#### **John Hill, Higher Education Evangelist at LinkedIn**

Hill works with higher education professionals around the world on social media skills.

Along with two keynote speakers, the forum will also include a plenary session with experts from a variety of companies.

### **Plenary Speakers:**

- Mary Jane Mapes, President, The Aligned Leader Institute
- Joy McClendon, Senior Director, Business Technology, Pfizer
- Grant Sienko, Regional Director, Windstream
- Rod Smith, VP, Emerging Internet Technologies, IBM

The Employer Turbo Presentation is an employer-student speed-networking session new to the forum that gives students an opportunity to meet in groups with employers for several minutes before moving on to meet with another employer. The session will help both students and employers find connections and communicate in and out of the forum contexts.

“Students will be able to choose which employers they want to interact with as a group and then will have limited time to do so, prompting interesting conversations,” says Dr. Mike Tarn, professor and chair of Business Information Systems.

The event will conclude with a raffle and an announcement about the International Conference of Health Information Technology Advancement (ICHITA) 2013.

The event is open to the public. Register by visiting [www.wmich.edu/infosystems/itforum/index.php](http://www.wmich.edu/infosystems/itforum/index.php) and clicking on the registration tab. Registration is free for WMU students, faculty and staff.

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