



4-2012

HaworthNews (04/2012)

Western Michigan University

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Western Michigan University, "HaworthNews (04/2012)" (2012). *Haworth College of Business News and Magazine*. Paper 26.
http://scholarworks.wmich.edu/business_news/26

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Local food professional recognized for support of WMU food marketing program

A local food industry professional is the recipient of the Adrian Trimpe Distinguished Service Award.

Steve Holdiman, customer vice president for Kraft Foods, received the award at the 47th Annual Food Marketing Conference in March. Holdiman was honored for his continual involvement and support of the Western Michigan University Food and Consumer Package Goods Marketing program.

Established in 1996, the award is named in honor of the achievements of the late Adrian Trimpe, chair emeritus of distributive education and founder of the WMU Food and Consumer Package Goods Marketing program. The award is presented to individuals who have dedicated extraordinary time and effort to the support and enrichment of the program and the students.

Actively involved on the Food Marketing board for more than 10 years, Holdiman served as the chair for the Food Marketing Conference Committee for the past five years, during which time the conference drew record attendance, record corporate sponsorships and record revenues.

Holdiman's primary customer focus is on the wholesaler/independent channel where he serves as the liaison between the Kraft customer business teams and the wholesale distribution centers.

Holdiman began his career in the food industry as a retail sales trainee with the Nabisco Biscuit Company in Lansing, Mich. Through the years, he spent a great deal of time managing customers and retail teams, first with Nabisco in national accounts and later with Kraft in customer development.

Holdiman is active with the Independent Grocers Alliance as its key Kraft contact; in addition, he serves as chair for the IGA Red Oval Advisory Council, where he is a

member of the national retailer advisory board. He also sits on the board of both the Ohio Grocers Association and Ohio Grocers Foundation and works closely with the Food Marketing Institute and the National Grocers Association.

WMU places fifth at Supply Chain Challenge

A team of four WMU students took fifth place, placing in the top three in two of four categories, in the Undergraduate Supply Chain Challenge held in Lansing, Mich. The WMU team competed against 15 other teams.

The team of Joseph Cronk of Vicksburg, Mich., Dylan Green of Livonia, Mich., David Lipowski of Mattawan, Mich., and Erik Markstrom of Northville, Mich., competed against teams in the fourth annual competition held in mid-March. Hosted by Michigan State University, the challenge involved a supply chain simulation—the Supply Chain Operations Decision Environment (SCODE)—which was developed at the MSU Broad College of Business in cooperation with several major corporations including Chrysler, Dow Chemical, Flextronics, IBM and Motorola.

The team received its top three scores in percent of demand satisfied and supply chain contribution—the combination of the percent of demand satisfied and efficiency and low-cost in filling that demand.

“Initially, the student in me was excited about competing with other schools and sizing ourselves up to other students,” says Markstrom. “After we went through even the first few functions of the competition, the intrinsic motivations of learning different aspects of purchasing and strategy were really what justified our efforts.”

“Everyone on the team was honored to represent WMU’s Integrated Supply Management program at the competition. In addition to our team’s prior work experience, the accomplishment was a direct result of the education we have received from knowledgeable professors at WMU,” says Cronk. “Dr. Sime Curkovic and Dr. Bret Wagner, both professors of management, go above and beyond, to ensure our graduates have the tools to become leaders in supply chain roles.”

Students were introduced to the SCODE simulation through an overview and “training” scenario involving a manufacturing plant location serving the world. Decisions had to be made regarding suppliers and modes of transportation for inbound raw materials. Production had to be scheduled based on a demand forecast, and orders had to be filled involving transportation mode selection.

The actual competition was more complex as it involved two plant locations and two products which complicated the scenario. Additional consideration included capacity requirements and sourcing strategies. Teams were measured on total revenue, order fulfillment, inventory turns and a profit figure MSU calls “supply chain contribution.”

“The students had to balance all the external factors involved, from environmental variables to selection of a global operations strategy and making week-to-week operating decisions for the firm,” says Curkovic, who is the team’s advisor.

In addition to WMU, undergraduate teams from around the country participated from the following colleges: Michigan State University, Central Michigan University, University of Dayton, Eastern Michigan University, Grand Valley State University, Marquette University, University of North Florida, Northeastern University, Ohio State University, Portland State University, Rutgers University, University of Texas and Wayne State University.

Cultivating innovation through SMIC is topic of May Keystone breakfast

Dr. Robert DeWit, president and chief executive officer of the Southwest Michigan Innovation Center, will discuss the growth of the center, which provides support and assistance to nurture the formation, survival and growth of innovative, entrepreneurial, life science businesses. His talk begins at 8 a.m. **Friday, May 25**, in the Dean’s Conference Room of Schneider Hall, home of the Haworth College of Business. His presentation, “The Southwest Michigan Innovation Center: Cultivating Innovation,” is free and open to the public.

The event begins with breakfast at 7:30 a.m. **Reservations are required** and can be made by calling (269) 387-5050. Free parking is available in the nearby Fetzer Center parking lot.

DeWit earned a doctorate in toxicology from the University of Michigan and a bachelor of science degree from Calvin College. Upon receiving his doctorate, he joined Warner-Lambert/Parke Davis in Ann Arbor, Mich. He later joined The Upjohn Company and served the legacy companies (Upjohn/Pharmacia/Pfizer) in a variety of roles until retiring from Pfizer in 2008 as the research and development site lead in Kalamazoo. During his 25 years in the pharmaceutical industry, he served in a variety of roles in Kalamazoo, Japan and the United Kingdom.

In addition to his continuous association with drug safety activities, DeWit led a complete preclinical laboratory in Japan for two years, and spent a significant amount of time participating in global acquisition team work. He represented safety interests for consumer health care, manufacturing quality assurance teams and the animal health divisions of the various companies. He also spent time assisting with research and leadership functions in the United Kingdom while providing oversight to the completion of human health research in Kalamazoo.

After leaving Pfizer in 2008, DeWit was chosen to serve as the president and CEO of SMIC, which has been in operation since 2003.

The **Keystone Community Bank Breakfast Speaker Series** is underwritten by Keystone Community Bank. The 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 business-related topics.

Rising to the challenge

Jenny Lorf Cederstrom, BBA '94, is no stranger to challenge. In fact, she thrives on new challenges. The chief financial officer for the Southeastern Michigan Chapter of the American Red Cross, Cederstrom was named to Crain's Detroit Business 40 Under 40 list in 2011.

What are some of the accomplishments, which placed Cederstrom on the Crain's listing? She consolidated the financial operations for the Red Cross's Detroit chapter and 11 other chapters outside of the Detroit area within just seven months of starting as CFO. This central financial unit is called the Center of Expertise. She implemented digital systems into the financial operations area and trained staff on new procedures. The new Center of Expertise saved 10 percent in costs and came in at more than \$650,000 below budget.

Behind these significant accomplishments is also a significant investment in process. "Our first line of business was to consolidate the 11 chapters," says Cederstrom. "Yet, as a new person, I needed to complete a thorough review of the internal controls and processes. The last thing that I wanted to do was impose the controls of the Detroit chapter on other chapters if they were not effective."

Cederstrom describes taking a "deep dive" into the Detroit chapter's processes. "Detroit had very good internal controls in place; however, they were extremely manual" says Cederstrom. "We leveraged technology to create efficiencies, so processes were less paper-bound and more streamlined. We created a new electronic

payroll system and a web-based SharePoint site for sharing information between chapters, and once the structure was in place, we rolled out the new plans for consolidation.”

Cederstrom is quick to point out that this type of project is a team effort. “I have an incredible finance team, and the team members were an instrumental part of the project from day one,” says Cederstrom. “We could not have accomplished what we did if we had not had a strong team in place.”

Recently returning to the Haworth College of Business to serve as Professor of the Day for the Department of Accountancy, Cederstrom offered advice to business students.

“I emphasized knowing yourself and being true to yourself,” says Cederstrom. “You want to find an organization that values your strengths, so understanding your own strengths in terms of competencies and skill set is key. I also encouraged students to ‘pay it forward’ by giving back to the University and their home communities once they have graduated. I wanted them to think about how someone with a background in accounting or finance can bring value to a community. For example, being involved as the treasurer of your church or joining a non-profit finance committee can be a great way to give to your local community. I do this for organizations that have a mission/cause that I am passionate about, and I encouraged students to give back to their local communities through their unique skills.”

Great advice from a successful alum for a future batch of 40 Under 40 business leaders in the making!

Private: PRISM April Faculty/Staff Accolades – May HCOB Newsletter

HONORS AND AWARDS

The Haworth College of Business held its Second Annual Awards Ceremony and Reception in April. The following awards were presented by **Dr. Kay Palan**, dean.

Faculty Service Award – **Dr. Karen Lancendorfer**, associate professor of marketing

Faculty Research Award - **Dr. Inayat Mangla**, professor of finance

Faculty Teaching Award – **Dr. Tim Palmer**, professor of management

Superior Staff Award – **Kim Crandall**, office assistant, **Vicki Patterson**, office assistant and **Cathy Pietras**, office assistant;

Spirit Staff Award -**Val Juergens**, communications coordinator, **Stacey Markin**, alumni relations officer and **Cindy Wagner**, manager of electronic communications.

PRESENTATIONS

Dr. Chris Stamper, associate dean for undergraduate programs, and **Dr. Timothy Palmer**, professor of management, presented “Strategies for Faculty Engagement: Driving Culture Change through a College-wide Assessment Retreat” at the AACSB Assessment Conference in Houston, Texas in March.

PUBLICATIONS

Dr. Dan Farrell, professor of management, coauthored “Patterns of Political Behavior” with Dr. James Petersen, (University of North Carolina-Greensboro and formerly of WMU) for the forthcoming Encyclopedia of Management Theory. He was asked to be a contributor because of an article published from Academy of Management Review which has been cited over 150 times, one third of the citings involved studies of whistle-blowing. Other contributors in the edition include some of the best-known people in the field of management including Amatai Etzoni and David Whetten.

Dr. Bernard Han, professor of BIS, and **Dr. Sharie Falan** (College of Health and Human Services) co-authored a research paper titled “Did We Interpret the Same Thing?” The paper was accepted and will appear in International Journal of Nursing Knowledge.

Dr. Bernard Han, professor of BIS, and **Dr. Sharie Falan** (College of Health and Human Services) co-edited a special issue of International Journal of Healthcare Information Systems and Informatics, in which a refereed commentary paper titled “Integrating Health Information Technology with Relationship-centered Care: A New Move in Health Care” will be published.

Dr. Roberta J. Schultz, associate professor of marketing, coauthored a paper, “The Impact of Trust in Manager on Unethical Intention and Customer-Oriented Selling,” with Charles H. Schwepker. It was accepted for publication in Journal of Business and Industrial Marketing.

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MEDIA

Feb. 10, 2012 – **Dr. Dan Farrell**, professor of management, was quoted by the Detroit Free Press in the article [“Ford CEO Alan Mulally again ranks No. 1 in auto CEO pay, with \\$29.5 million.”](#)

Instagram hits the \$1B jackpot!

All eyes are now on Facebook, as the company prepares for an initial public offering of stock. Facebook has just updated its filing information to the SEC and now claims 901 million users who are sharing 300 million photos each day. Over half of those users are on mobile phones. With those statistics in mind, the recent announcement of the acquisition of Silicon Valley startup Instagram for \$1 billion is not surprising.

Instagram is basically a photo sharing application for smart phones. Instagram allows users to share photos “in an instant” on social media such as Facebook and Twitter and via email.

Facebook announced that Instagram will continue to operate independently, but with \$1 billion to share among a handful of employees, only time will tell whether Instagram’s youthful leadership becomes integrated into Facebook or whether it follows other dot com billionaires into serial startup or philanthropy mode.

The acquisition also reveals the importance placed on mobile computing, the next paradigm shift for Internet commerce. Instagram’s acquisition by Facebook signals that mobile and social are linked for consumers, and marketers are taking note.

Advertising team places third in district competition

A team of 20 advertising and promotion students from Western Michigan University’s Haworth College of Business took home third place in their division in the District 6 American Advertising Federation’s National Student Advertising Competition held on April 12-13 in Southfield, Mich.

Each year a corporate sponsor (this year global automotive manufacturer Nissan North America) provides a case study reflecting a real world situation. Students must create an integrated advertising campaign for the client that is pitched to a panel of judges comprised of professionals in the advertising industry and client representatives. Teams are judged on both presentation and original advertising collateral and creative executions.

This year’s team developed an advertising campaign for Nissan with the goal of enticing multicultural millennials — 18- to 29-year-old African Americans, Latino and Chinese Americans — to consider Nissan vehicles. Using a variety of traditional and non-traditional consumer touch points and carrying the taglines, “Where’s Your

Drive Taking You?” and “Drive Your Story,” the WMU team presented a three-phase campaign.

“The judges’ feedback was very positive for our team’s submission,” says Dr. Karen Lancendorfer, associate professor of marketing and advisor to the team. “They noted we did a great job with our campaign and that the research and media were very strong and tied well to the creative executions and overall integrated strategy. They especially liked the rollout of the three phases and the focus on consumer-generated content.”

The WMU team was among 20 teams from universities across the region and placed higher than teams from Augustana College, Ferris State University, Marian University, Northwood University, University of Southern Indiana, University of Notre Dame and Wayne State University. Grand Valley State University was the winner of the competition with Purdue University Calumet coming in second in the division.

Members of the WMU presentation team are:

Kendal Corrigan of Newaygo, Mich.

Michael Klok of Mattawan, Mich.

Scott O’Neil of Canton, Mich.

Megan Trout of White Lake, Mich.

Amelia Weger of Belding, Mich.

Alternates for the presentation team included:

Ross Bacon of Adrian, Mich.

Samantha Woofter of Stanwood, Mich.

Other non-presenting team members included:

Jessica Bostick

Marie Coletti

Michael Corradini

Shona Drake

Emily Hilliard

Alicia Langley

Xiaowen “Sharon” Ng

Camber Noren

Jeffrey Taylor

Samantha Tomerlin

Lindsay Veenstra

Laureanne Venter

Spencer Woodhull.

“The competition is an excellent way for students to learn about the advertising campaign process,” says Lancendorfer. “It mirrors what they will do for a real client when they enter the advertising and promotion industry.” Lancendorfer uses the competition as the advertising and promotion major capstone project in the Integrated Marketing Communications Campaigns course.

“I’m so proud of this year’s team,” says Lancendorfer. “With the automotive market in the U.S. just beginning its recovery, the case was difficult, but our students more than rose to the challenge.”

Established in 1962, WMU’s Advertising and Promotion program is part of the Haworth College of Business’s Department of Marketing with approximately 200 students in the major.

Accounting organization co-hosts regional meeting

WMU’s chapter of Beta Alpha Psi (Gamma Rho), an honorary organization for financial information students and professionals, co-hosted the organization’s 2012 Midwest Regional Meeting on April 13-14, in Chicago, Ill. Members Alex DiBartolomeo and Justin Smith presented on “Developing Leadership Skills.” Other members assisted in organizing volunteers.

A record number of candidates have joined the chapter during Spring 2012, and membership has increased from 58 members in 2010-2011 to 65 members in 2011-2012. Weekly meetings highlight presentations from firms and companies, STAR interview training, mock interviews, and panel discussions with members who have had internships and taken the Certified Public Accountant exam. The chapter also participates in numerous volunteer activities, including the Kalamazoo Gospel Mission, Habitat for Humanity and Relay for Life.

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