



1-2012

HaworthNews (01/2012)

Western Michigan University

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WMU ScholarWorks Citation

Western Michigan University, "HaworthNews (01/2012)" (2012). *Haworth College of Business News and Magazine*. Paper 29.
http://scholarworks.wmich.edu/business_news/29

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Setting Sail

“I arrived in San Jose, Costa Rica, after dark, and as I traveled to my hotel, I knew the scenery was gorgeous. I couldn’t see it, but I could sense it. Varying shades of darkness revealed when I was riding alongside a mountain or near the ocean. Bursts of scents signified when we passed wild flowers or were getting closer to the water. Even in darkness, Costa Rica is an intriguingly beautiful place. When I woke up the next morning, I could see the gorgeous mountains, the emerald trees and the sun’s reflection swaying on the ocean. A simple car ride provided postcard-perfect views. Costa Rica was a visual breath of fresh air, and that’s exactly what I needed.”

These are the words of Myla Edmond, BBA ’00, who is sailing with the Institute for Shipboard Education, [Semester At Sea](#), as its alumni and development coordinator. You could say she embarked on “the voyage of a lifetime” except that Edmond has done this before; she sailed with Semester at Sea while a student at WMU. Now, twelve years later Edmond’s voyage is giving her the unique opportunity to revisit an experience that left an indelible impression on her as a student.

The itinerary for Edmond’s voyage is extensive. The group sailed from Montréal, Canada, to Casablanca, Morocco, and has docked in Tema, Ghana; Cape Town, South Africa; Port Louis, Mauritius; Penang, Malaysia; Chennai, India; Ho Chi Minh City, Vietnam; Hong Kong; Shanghai, China; Kobe, Japan; Yokohama, Japan; Hilo, Hawaii; Puntarenas, Costa Rica; and Roatan, Honduras.

Whether exploring some of the most significant historical sites in the world, imbibing startling scenery or enjoying a simple pleasure, such as a coconut purchased from a street vendor in Vietnam, this trip has been both a feast for the senses and a feast for the heart and mind for Edmond.

When asked about the most memorable experiences from her journey, Edmond highlights two experiences that had a major impact on her. “On our last night in South Africa, Archbishop Desmond Tutu came onboard for a special reception and spoke with the shipboard community,” she says. “He’s a small man in stature, but his

presence and impact was grand. He talked about the importance that each of us holds upon one another. His lessons were wonderful but seeing so many young people so captivated by his words was even more inspiring and encouraging.”

Edmond also recalls another high-impact moment at the port in India, “It is an extremely busy, industrial port. As such, the ground directly outside of the ship was often very dirty. As I waited to go up the gangway one night, it started to drizzle. I looked at the ground at the black soot and thought about how filthy my shoes were getting. Moments later, I watched a group of students from a local school walk up the gangway. I was immediately ashamed for internally complaining about the filth on my shoes. Four of the students who were excitedly walking up to tour the ship had no shoes.”

What has Edmond learned from coming full circle and completing this voyage? “I’ve learned that being independent does not have to conflict with interdependence,” she states. “I have learned that our differences are superficial. At our core, we are all driven by the same desire to be loved and to improve the lives of our families and our community. And, I’ve learned that the world is stunningly beautiful, massive, interesting, diverse, colorful and dynamic. The more I see of it; the more I want to see of it.”

Read more about Edmond’s travels in her own words by visiting [her blog](#).

The Traveling Flag

This was the maiden voyage for the Haworth College of Business traveling flag. Edmond has been recording where the flag has traveled during her Semester at Sea and will be sending it back to the College so that it can travel with another WMU Haworth College of Business alum. If you are interested in taking the flag with you on a trip and sending the College a photo from your travels, please write us at HCOB-Communications@wmich.edu.

Attention Companies: A larger traveling WMU flag is available to you for photos of your WMU alumni at your place of business. Go Business Broncos!

ISM student wins SAP scholarship

A WMU student is among 15 students nationwide to win a \$5,000 scholarship from the world's leading business software company.

Andrew Taylor, of Kalamazoo, a junior majoring in integrated supply management, is the recipient of the SAP America Scholarship, which recognizes outstanding undergraduate students in business, computer science, mathematics or engineering.

Taylor, a U.S. army veteran who served in Iraq, is the sixth ISM student to win the coveted scholarship. Past recipients include Elizabeth (Aven) Werner, BBA '07, in 2007; Marie Chapman, BBA '08, and Richard Pode, BBA '08, in 2008; and Alison Brubaker, BBA '09, and Kevin Little, BBA '09, in 2009.

“Winning this scholarship inspires and motivates me to continue to set the bar high and reach for it in hopes of honoring those who have faith in me,” says Taylor.

“The ISM program has a long tradition of integrating technology like SAP software into the curriculum,” says Dr. Bret Wagner, director of the ISM program and associate professor of management. Many of our students have leveraged these technology skills in developing their careers. It's rewarding to see an excellent student like Andrew recognized for his efforts in taking advantage of the opportunities available to learn these technical skills.”

The SAP University Alliance Program provides faculty members at approximately 120 universities in the United States and Canada with the tools and resources necessary to teach using SAP Business Suite—software that supports business, engineering and information technology programs and enables students to put classroom theory into practice through demonstrations, exercises and problem solving, case studies and research programs.

[Learn more about the ISM curriculum.](#)

[Check out the impact of other ISM students participating in a project for Stryker.](#)

WMU M-CRN recruits employers for new internship program

The Western Michigan University Michigan Corporate Relations Network is recruiting businesses to host interns for its new Small Company Internship Award Program.

Start-up companies and small- or medium-sized Michigan businesses, of less than 500 employees, are encouraged to apply for the program now through Jan. 31. Preference will be given to companies that focus on innovative work in the science, technology, engineering and math fields; however, students may come from any academic program.

“The internship program will expose students to different innovative and dynamic companies within Michigan,” says Dr. Kay Palan, dean of the Haworth College of Business at WMU. “Employers will have the opportunity to see the wealth of resources available from WMU students.

The internship program is a result of the newly created [M-CRN](#) statewide university network, announced last November, designed to create partnerships to connect state industry to critical university talent in ways that will help the Michigan economy grow and prosper. Six public universities in Michigan make up the network including Michigan State University, Michigan Technological University, Wayne State University and the University of Michigan’s campuses in Ann Arbor and Dearborn, in addition to WMU.

As part of the program, each of the six partner schools receives \$25,000 to help students work as interns on projects that are both beneficial to the company and academically relevant to the students. WMU’s M-CRN office will select 10-12 companies to participate in the program. Employers will receive a 50 percent match from M-CRN to assist with program costs. Employers may participate with up to two of the network schools and have up to two interns from different schools across the network.

At WMU, the M-CRN office is housed in the Haworth College of Business and works collaboratively on behalf of all university resources with departments and organizations such as the Small Business and Technology Development Center, also housed in the business college.

Employers can learn more about the Small Company Internship Award Program by contacting Linda Ickes, director of the Career Center at the Haworth College of Business, at linda.ickes@wmich.edu or 269.387.2759.

Major Info Night and Business Bash events scheduled for Jan. 18-19

The Haworth College of Business invites new and returning students to attend Major Info Night and Business Bash.

Major Info Night will be held on Wednesday, Jan. 18, from 5 to 6 p.m. Brief presentations from each academic department will acquaint students with all five departments and majors within the College. The event will be held in Schneider Hall, room 1120. Immediately following the presentations, students, faculty and staff are invited for pizza and refreshments in Schneider Hall, room 1140.

On Thursday, January 19, Business Bash will be held in the Schneider Hall Study Lounge from 11 a.m. to 3 p.m. Students may drop by anytime to learn about joining business student organizations, participating in study abroad opportunities and taking part in Career Center programs.

According to Student Leadership Advisory Board Advisor Jan Gabel-Goes, “This is an excellent opportunity for new students to become acquainted with business majors and meet faculty and student organization leaders.”

Major Info Night and Business Bash are organized by the Student Leadership Advisory Board of the Haworth College of Business.

Food industry and WMU Food Marketing Conference are February Keystone topics

The food industry and the upcoming WMU Food Marketing Conference will be the featured topics of February’s Keystone Community Bank Breakfast at Western Michigan University.

Dr. Frank Gambino, BS ’77, Ed.D. ’93, professor of marketing, will discuss current trends and economic conditions in the food industry, as well as the success of the WMU Food Marketing Conference, which dates back 47 years. This year’s conference, titled “Connecting People, Issues and Solutions,” scheduled for March

26-27 at the Radisson Plaza Hotel, in Kalamazoo, is expected to attract more than 500 food industry executives from around the nation.

Gambino's presentation will be held on Friday, Feb. 24 and is free and open to the public. The event begins with breakfast at 7:30 a.m. and will be held in the Dean's Conference Room of Schneider Hall. The talk will begin at 8 a.m. Reservations can be made by calling (269) 387-5050. Parking is available in the nearby Fetzer Center parking lot.

Prior to joining the WMU faculty, Gambino spent 15 years in the food retailing industry with experience in corporate merchandising, promotion, purchasing, pricing and retail operations. His teaching, research and consulting interests include category management, fact-based selling and merchandising. In 1999, Gambino received the Teaching Excellence Award at WMU.

Gambino is a frequent speaker, trainer and consultant to a diverse group of food and consumer package goods industry organizations. He is serving his third term on the board of directors for Spartan Stores in Grand Rapids, Mich., a publicly traded company which operates stores under the retail banners of D&W Fresh Markets, Family Fare, Glen's Markets and VG's Fine Foods. He also serves on the Retail Site Development Committee for Wakefern Food Corporation's Board of Directors of Elizabeth, N.J., which operates the Shop Rite and Price Rite retail banners. He is the secretary to the WMU Food Industry Advisory Board.

Gambino is a past member of the board of directors to Alliance Foods and the Food Distribution Research Society as well as a past member of the WMU Faculty Senate. He has served on several national and regional advisory groups including: the National Grocers Association's National Skills Standards Coalition, the NGA University Coalition, the NGA Entrepreneurial Institute Advisory Group, the Food Marketing Institute's Educators Consortium, the Southwest Michigan Regional Edge Food Consortium, and the National Standards & Certification Committee for the Category Management Association.

Gambino received his bachelor's degree in Food Marketing from WMU, his master's degree in business management from Central Michigan University, and his Ed.D. in educational leadership from WMU.

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 topics of interest.

February Faculty/Staff Awards, Activities and Publications

Publications

Dr. Roger Y. W. Tang, professor of accountancy and Upjohn Chair of Business Administration, and Dr. Ali M. Metwalli, professor of finance, had their paper “Mergers and Acquisitions in Greater China: An Update” published in the January/February, 2012 edition of Journal of Corporate Accounting and Finance.

Activities

Dr. Christopher Korth, professor of finance, is teaching at Sunway University in Malaysia during the spring term. Sunway was the first of the “twinning” programs WMU established with international colleges and universities. These international students take a curriculum based upon WMU’s requirements at their home college or university. The students who meet WMU standards then are invited to transfer to WMU. The Sunway program is celebrating its 25th year. Over 2,000 Sunway students have finished their degrees at WMU, with a large percentage in the Haworth College of Business.

Accomplishments

The Global Career Development Facilitator certification recognizes the education and experience of those working in career development occupations. The certification requires successful completion of an approved 120+ hour Career Development Facilitator training program that is built around 12 core competencies and specific educational and experience requirements. The following Haworth College of Business staff have met the requirements for the GCDF credential:

Danielle Field, Academic Advisor

Geralyn Heystek, Career Development Specialist

Linda Ickes, Director, The Career Center

(Ickes also completed the CDF Instructor certification.)

Caroline Ray, Employer Relations Coordinator

Jessie Wagner, Career Development Specialist

The GCDF certification was developed by the National Career Development Association, the National Occupational Information Coordinating Committee and the Center for Credentialing in Education.

CIMBA offers students unique study-abroad experience in northern Italy

Western Michigan University students can now travel to northern Italy for a study abroad experience through the CIMBA Italy program. WMU has signed with a consortium of 36 universities, offering students the opportunity to earn college credits through the CIMBA program.

“CIMBA (pronounced ‘Chimba’) stands apart from other study abroad programs because all schools in the consortium are accredited by the Association to Advance Collegiate Schools of Business,” says Dr. Satish Deshpande, associate dean for graduate programs. “AACSB accreditation makes the transfer of course equivalencies easier to process. The AACSB accredited University of Iowa serves as the focal point for the consortium.”

With an emphasis on business courses, the CIMBA program offers courses for both undergraduate and graduate students. The courses place a great deal of emphasis on leadership and decision making in a structured environment. Additionally, students are afforded the luxury of travel weeks throughout the semester and with the peace-of-mind in knowing that all credits will transfer.

The undergraduate program takes place at the CIMBA campus in the town of Paderno del Grappa. The MBA executive and summer graduate study abroad programs take place at the CIMBA campus in nearby Asolo, Italy, located in the foothills of the Dolomite Mountains in the Veneto Region of northern Italy.

Students have the option of studying abroad during the fall, spring and summer semesters. The summer semester is a shortened semester, from May 14 to June 8. Since the semester is in late spring, students still have the opportunity to keep a summer job back home.

The CIMBA program is open to students of any major. In addition, to business courses, the program offers a select number of journalism, communication and general education courses. The program continues to grow and is one of the world’s leading study abroad programs for business students.

The deadline to apply for the summer 2012 semester is February 15. Students can apply for the CIMBA Italy program through the CIMBA website at: [CIMBA Italy](#) or the WMU study abroad office at [WMU Study Abroad](#).

American author and editor, Andrew Carroll, to share war letters from US troops

Best-selling American author, editor and activist, Andrew Carroll, will share correspondence from U.S. soldiers from American Wars during a visit on Friday, Feb. 10, to the campus of Western Michigan University.

Sponsored by the Department of Military Science in the Haworth College of Business and the University Center for the Humanities in the College of Arts and Sciences, Carroll's talk is scheduled for 2 p.m. in Brown Auditorium, in Schneider Hall. The event is free and open to the public. His talk will be followed by a question-and-answer period and he will sign books during a reception at 3 p.m. Reservations for the talk can be made by contacting 269.387.5050. Parking is available in the nearby Fetzer Center parking lot.

Carroll is the editor of several New York Times best sellers, including "War Letters" and "Behind the Lines." He also edited, on a pro bono basis, "Operation Homecoming: Iraq, Afghanistan, and the Home Front, in the Words of U.S. Troops and Their Families." The book inspired the film "Operation Homecoming," which was nominated for an Oscar and won an Emmy for best documentary.

In 1998, Carroll founded the [Legacy Project](#), an all-volunteer initiative that honors veterans and active-duty troops by preserving their wartime letters and e-mails. Carroll has traveled to all 50 states and more than 40 countries, including Iraq and Afghanistan, to seek out letters, and he has collected, to date, an estimated 85,000 previously unpublished correspondences from every war in U.S. history.

In 2001, Carroll revived the "Armed Services Editions" (ASEs), which are pocket-sized editions of bestselling books originally distributed to service members overseas during World War II. He worked with major publishers to reissue them, and he has distributed a quarter of a million free ASEs to U.S. troops around the world, including thousands of books he personally handed out in Baghdad and Kabul.

Carroll's efforts have been profiled on "NBC's Nightly News," "FOX News," CNN, PBS, The History Channel, NPR, "CBS Sunday Morning," "The Today Show," "Good Morning America," and "Nightline," and he was featured as a "Person of the

Week” on “ABC’s World News Tonight.” Carroll has also been a contributing editor and writer to numerous publications, including the New Yorker, Wall Street Journal, Washington Post, Time, and National Geographic.

Carroll’s interest in letters began in 1989 after his home in Washington, D.C., burned down. Although no one was hurt in the fire, all of Carroll’s possessions, including his letters, were destroyed. The loss prompted Carroll to realize the value of letters and how important it is to preserve them for posterity.

More recently, Carroll founded the [“Here Is Where”](#) campaign in association with [National Geographic Traveler](#). The project is an all-volunteer effort to photograph and document historic locations in the United States.

Carroll graduated magna cum laude from Columbia University in 1993, and, among other accolades, he is the recipient of the DAR’s Medal of Honor; The Order of Saint Maurice, bestowed by the National Infantryman’s Association; and The Free Spirit Award, presented by the Freedom Forum.

Carroll lives in Washington, D.C. He edited “Operation Homecoming” on a pro bono basis.

Related Links

[Legacy Project](#)

[“Here Is Where”](#)

[National Geographic Traveler](#)

Department of Accountancy receives \$400,000 gift

The Haworth College of Business at WMU has announced the receipt of a planned gift in excess of \$400,000 from an anonymous donor, the largest single gift from an anonymous donor to the Department of Accountancy.

The endowed gift is intended to support scholarships for full-time undergraduate students enrolled in the accountancy curriculum in the College.

“We are both delighted and grateful that a donor would acknowledge the value of investing in the Department of Accountancy through a gift of this magnitude,” says

Dr. Donald Gribbin, chair, Department of Accountancy. “The gift comes at a time when more and more students are struggling to meet the costs of higher education.”

The College expects to offer over \$18,000 in new scholarships each year as a direct result of the endowed gift, making more scholarships available to undergraduate accountancy students.

Editor: [Cindy Wagner](#)

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