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## HaworthNews (12/2011)

Western Michigan University

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## **“Urban Plunge” trip**

Dr. Tim Palmer and Dr. Dave Flanagan, along with 26 students in the Strategic Business Solutions course, have made a difference in the community by participating in the fall “Urban Plunge.”

Four student groups visited different destinations in south Chicago, where they made a positive difference. Two of the groups collaborated with an organization called HOME, which provides housing assistance to low income citizens. Students assisted HOME by helping area elderly winterize their homes.

Another student group changed out the linens at Pacific Garden Mission, the largest mission in Chicago, and served breakfast at Inspiration Café.

The remaining two student groups helped out at REST working at two different shelters. One shelter is for homeless men and the other for women. In addition, the students worked at Interfaith House preparing a meal and orchestrating a Bingo game. Interfaith House is for homeless individuals who have just been released from the hospital.

Students were given the opportunity to tour Coyote Logistics facilities and to learn how Coyote contributes to the community. The “Urban Plunge” is designed to provide students with an understanding of the importance of community service and involvement.

## **Tribal sovereignty and gaming is topic of January Keystone breakfast**

“Tribal Sovereignty and Tribal Governmental Gaming” will be the topic of the January Keystone Community Bank Breakfast meeting at Western Michigan University.

The casino has come up a winner in the first ten months of operation. John Shagonaby, BBA '97, CEO, Gun Lake Tribal Gaming Authority, will discuss the gaming strategies that have paved the way for the successful business operation of the facility. Gun Lake Casino has made its mark as both an entertainment destination and an engine of community economic development.

Shagonaby's presentation will be held on Friday, Jan. 27, 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. **Reservations** can be made by calling (269) 387-5050. Parking is available in the nearby Fetzer Center parking lot.

Shagonaby played an integral role in establishing the casino, an enterprise of the Match-E-Be-Nash-She-Wish Band of Pottawatomi.

With over 12 years of experience serving as a tribal council member and over 15 years serving Native Americans, Shagonaby knows what it takes to be a successful leader. He has served the tribal council in the Midwest Region as representative to the National Indian Gaming Association Board of Directors as well as serving as Minneapolis area vice president to the National Congress of American Indians. He also has extensive training and certifications with the Native Nations Institute at the University of Arizona, the Harvard Project on American Indian Economic Development and the National Indian Gaming Association.

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.

## The Spirit of Kalamazoo

Picture it ... you are walking through downtown Kalamazoo, enjoying the shops and restaurants, maybe attending an Art Hop ... and you realize you need to pick up a new sweatshirt displaying the brown and gold of your favorite University. Where do you go? Well, now there is a downtown destination to meet those needs. The Spirit of Kalamazoo is the brainchild of Andrew Widner, BBA '93, MBA '98, and Kathleen Widner and boasts both an ice cream parlor serving Plainwell Ice Cream and a spirit gear store highlighting area schools.

“Opening a retail business is something that Kathleen and I have talked about on and off for years,” says Widner. “The idea of what the store might be has evolved, and when we really started seriously considering and researching it, we found a niche. We

realized that there was not a ‘walk in’ ice cream shop downtown and that spirit apparel for area schools, and the city of Kalamazoo in general, was in short supply.” And so the idea was born with help from Downtown Kalamazoo Incorporated (and WMU alumnus and DKI partner Rob Peterson, BA ’95, MBA ’02), the Small Business Technology Development Center, housed within the College, and two student groups – the first working with the SBTDC on the feasibility study and the second working on marketing strategy.

Learn more about how The Spirit of Kalamazoo harnessed “The Spirit of WMU” to launch the business in the upcoming edition of the Haworth College of Business magazine!

### [The Spirit of Kalamazoo Facebook Page](#)

The Spirit of Kalamazoo lived up to its “spirited” name, claiming the People’s Choice and Homecoming Court Awards this fall for the store’s WMU Homecoming display – a part of the activities of the University’s Paint the Town Brown Pep Rally.

## **Students take high honors in national sales competition**

Two students in the Western Michigan University Haworth College of Business placed in the top five individually in a national sales competition in November, with the team placing fifth out of 28 teams.

Casie Vella placed second overall out of 56 students in the competition, by finishing fourth in “Speed Selling” and eighth in the role-play portion of the Russ Berrie Institute National Collegiate Sales Challenge, held at William Paterson University in Wayne, N. J. Fellow WMU student Nik Werre, placed fifth in the “Speed Selling” part of the competition.

The team score, calculated with both Vella and Werre’s combined scores, was enough to place WMU fifth in the overall competition.

The students competed in two categories. In the “Sales-Call Role-Play,” individual students interacted with a business executive in a 15-minute, sales-call role-play scenario. The “Speed Selling” event required students to create and prepare a two-minute sales pitch to executives as to why a company should hire the student.

“All those ‘Speed sell now!’ moments we put Casie and Nik through really paid off,” says Dr. James Eckert, associate professor of the marketing department. “They

worked many hours to prepare for the competition and represented the Sales & Business Marketing Program and WMU with skill and class. We can all be proud of Casie and Nik!”

The victory marks the second time in the five year history of the competition in which WMU has placed first or second on an individual level.

## **ISM students help company with management process**

ISM students worked collaboratively with Mann + Hummel’s to examine the shipping processes at the company’s Portage Distribution Center. Mann + Hummel’s diverse customer base results in many shipping requirements. With a high turnover of forklift drivers, managers were spending excessive amounts of time answer questions about the shipping requirements.

After a thorough analysis of the existing shipping processes, the team applied process mapping and lean concepts learned in the ISM program to develop written shipping processes for Mann + Hummel’s entire customer base. Employees now have a reference for the exact shipping requirements of each customer. This has resulted in alleviating the time managers spend providing this information, while maintaining 100% customer satisfaction.

## **Greenleaf Trust Awards Scholarships**

For more than a decade, Greenleaf Trust in Kalamazoo has worked to increase diversity in the financial services field while making a difference in the lives of under-represented students who major in finance and personal financial planning at WMU’s Haworth College of Business.

Greenleaf Trust, led by President and Chair William Johnston, BA ’70, MA ’74, provides privately funded scholarships to encourage under-represented and minority groups to attend college and study finance, believing strongly that the workforce in the financial planning field should mirror the diversity of the community.

“The Greenleaf Trust Scholarship is an outstanding opportunity for students pursuing a degree in finance or personal financial planning in the Haworth College of Business,” Karen Baldwin and Kim Dudley, coordinators for the Greenleaf Trust Scholarship Program, note. “In addition to the financial support awarded to the scholarship recipients, we also ask that our scholars spend time with us at Greenleaf

Trust. They are invited to attend research meetings, wealth management trainings and client seminars. We want them to experience the culture of Greenleaf Trust and know what it looks like to work within a financial institution. We also want to provide support to our scholars. If they are struggling with a project or a class, we have a wealth of experts within our building who are ready and willing to be of help to them. We want our scholars to be successful.”

The students who receive scholarships through the Greenleaf Trust Scholarship Program are high-achieving students who are detail-oriented, inquisitive and disciplined. The reward for these qualities and outstanding academic talent is a generous scholarship with support for up to four years of college. Greenleaf Trust scholars are also eligible to apply for internships with Greenleaf Trust, where they are able to assist with projects and learn both the investment and trust sides of the business.

Scholarship recipient and intern Brittany Szymczak of Mattawan, Mich., says, ”I am greatly appreciative of the scholarship and internship that Greenleaf Trust has awarded me. It is such an honor that I was chosen to intern at the organization. Every experience has been enjoyable, and I know the work I am involved in will help me succeed in future employment opportunities.”

Saidal Mohmand of Kalamazoo echoes Szymczak’s sentiments and again highlights how the internship program helps students distinguish themselves in a challenging job market, “I am extremely grateful to have received the Greenleaf Trust Scholarship. Without this scholarship and others, it would have been difficult to continue my studies. Now I can focus on taking the Chartered Financial Analyst Level 1 exam and graduating summa cum laude. Not only am I grateful for my scholarship but also for my internship opportunity. At Greenleaf Trust, I have had the opportunity to intern in the research and wealth management division. At graduation, I will have over one year of experience in money management, a rare opportunity for students. I strongly feel the length and depth of my internship experience will give me a ‘leg up’ in this competitive job market. For that, I am truly grateful!”

And the student interns are not only putting theory into practice at Greenleaf Trust but also developing valuable mentoring relationships and experiencing a corporate culture that embraces teamwork as well as best practices in ethics, strategy and client service. “This is a wonderful partnership between Greenleaf Trust and our College,” says Dr. Kay Palan, Dean of WMU’s Haworth College of Business. “The students who are awarded scholarships and enter into the internship program are the best and the brightest and truly realize the value of learning from the high-caliber professionals at Greenleaf Trust. I cannot say enough about the meaningful impact that the scholarships and internships have on our students.”

Greenleaf Trust has a strong pool of candidates from which to draw. WMU certified financial planning majors are qualified to sit for the Certified Financial Planning credential upon graduation, and WMU students pass the certification exam at a higher rate than the national average.

Congratulations to this year's scholarship recipients Jay Valikodath, David Kemp III, Javier McIntyre, Saidal Mohmand and Brittany Szymczak, with William Johnston, president and chair of Greenleaf Trust.

As our thoughts turn to the holidays, we want to extend a HUGE Bronco thank you to Greenleaf Trust!

**[MORE INFORMATION ON HOW TO APPLY FOR THE GREENLEAF TRUST SCHOLARSHIP](#)**

**[WMU'S DEPARTMENT OF FINANCE AND COMMERCIAL LAW](#)**

**[GREENLEAF TRUST OFFICIAL WEBSITE](#)**

## **Faculty Blog**

State Entrepreneurship Center Directors Practice what they Preach

I was fortunate to be included in the founding meeting of the Michigan Entrepreneurship Education Leaders Forum. The group consisted of Entrepreneurship Center directors from the University of Michigan, Michigan State University, Wayne State University, Eastern Michigan University, Central Michigan University, and Grand Valley State University. I represented WMU.

Why did we meet? The starting point for any entrepreneur is “opportunity recognition” and that is the primary goal of the Leaders Forum. We seek opportunities to learn from each other as we build our centers to best meet the needs of the state and our regions. Our meeting lasted two days and the conversation generally evolved around two key themes:

- How can we use our centers to foster entrepreneurship education?
- How can we use our centers as catalysts for economic development?

I learned from my colleagues how different the centers are and I think that's necessary because we should reflect the unique needs of the stakeholders we serve. For example, Michigan's Samuel Zell and Robert H. Lurie Institute for Entrepreneurial Studies and Innovation is a university-wide effort to promote entrepreneurship across all

programs. In contrast, the focus of Grand Valley's center is directed primarily to meet the needs of the business community while those of Central Michigan University are focused on a very popular undergraduate major. As I listened to others, I wrestled with the question, "What should *WE* expect of our center?"

I left the meeting energized about the future of the Haworth College of Business Center for Entrepreneurial Studies and Innovation. We've hired two new entrepreneurship faculty members who will start in September. Coupled with those of us who are passionate about entrepreneurship education, and in tandem with Dean Palan's vision, we have the opportunity to create something valuable to our students and the business community. That opportunity is exciting for the Haworth College of Business!

**[WMU PRESS RELEASE ABOUT LEADERS CONFERENCE.](#)**

**K.C. O'Shaughnessy Entrepreneurship Endowment [\(Read more\)](#)**

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