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## HaworthNews (10/2011)

Western Michigan University

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## **ISM team places third in national supply chain competition**

A team of four ISM students were challenged to create a supply chain for the Chevrolet Volt as part of a national supply chain competition. The result — a third place finish!

The WMU team was among 16 teams from universities across the nation competing in the first General Motors/Wayne State University Supply Chain Case Competition, placing higher than teams from Florida State University, Michigan State University, Pennsylvania State University and the University of Michigan.

WMU team members included:

- Logan Iudiciani of Rochester, Mich.
- Christopher Mulcahy of Livonia, Mich.
- Matthew Smoker of Bronson, Mich.
- Cameron Tew of Rochester, Mich.

Prior to the competition, the teams examined the electric vehicle parts and component supply chain through a case study.

As part of the competition, teams explored sourcing options for components for the Chevrolet Volt, an extended range electric vehicle that is being rolled out for sale this year. The team created a supply chain to produce a navigation system for the vehicle that involved shipping the system to the GM assembly plant in Hamtramck where the Volt is built.

The four teams in the finals, along with WMU, were Wayne State University, Texas Christian University and Colorado State University, which won the competition.

“Our team demonstrated to the judges the comprehensiveness of the ISM program and that our students are job ready,” says Dr. Sime Curkovic, professor of management and advisor to the group.

As part of the event, students had the opportunity to meet and hear from professionals in the supply chain management field.

## **Endowment established for support Entrepreneur Center in honor of Professor K. C. O’Shaughnessy**

**Dr. Kenneth “K.C.” O’Shaughnessy**, a longtime **professor of management** at Western Michigan University’s Haworth College of Business, died Monday, Aug. 1, from injuries suffered during an organized cycling event on July 19 in Ada Township, Mich. He was 50.

O’Shaughnessy, a frequent source in newspaper and magazine articles, was regarded as an expert on pay-for-performance systems, layoffs, the impact of downsizing, corporate executive salaries and “golden parachute” provisions in executive contracts. His research included a study of Major League Baseball’s free agent salaries as well as the supply and demand for skills.

O’Shaughnessy was director of the Center for Entrepreneurship and Innovation, which serves as a clearinghouse for ideas on entrepreneurial studies. He also had developed a new student organization, the Entrepreneurship Club, as a vehicle for exploring internships with growing firms, participating in mentorships with successful entrepreneurs and taking part in competitions, while learning the skills needed to start a business.

His recent research projects included an analysis of change in the skills of white-collar employees and an analysis of the relationship between middle-management compensation and the financial performance of firms. He also was involved in the Wharton Financial Institutions Center study of productivity issues in the life insurance industry.

He earned a bachelor’s degree in geological engineering in 1983 from the University of Arizona, a master’s in business administration in finance in 1986 from Indiana University and a doctoral degree in management in 1994 from the University of Pennsylvania Wharton School of Business.

O'Shaughnessy joined the WMU faculty in 1994 and taught at the University's regional location in Grand Rapids. He taught strategic management, human resource management and managing change. He previously had been a research assistant at the Wharton School and a financial analyst for Dow Corning Corp. in Midland, Mich. from 1987-89 and General Foods from 1986-87.

## **WMU student is recipient of national accounting scholarship**

Jared Lindberg, a senior majoring in accountancy, from Plainwell, Mich., is one of five students nationwide who was selected for the annual scholarship.

The AICPA Student Scholarship program provides \$2,500 in financial assistance to exceptional undergraduate or graduate accounting students who demonstrate potential to become leaders in the accounting profession. The AICPA is the world's largest association representing the accounting profession, with nearly 370,000 members in 128 countries.

Lindberg was chosen from more than 450 applicants. Eligible students must maintain a minimum GPA of 3.0 in addition to completing at least 30 credit hours of college-level coursework, including six credit hours in accounting. The recipients were selected based on their applications, academic performance, essays and letters of recommendation.

"This year I was fortunate to receive both the AICPA/Accountemps Legacy Scholarship and a Michigan Accountancy Foundation Scholarship from MACPA," says Lindberg. "I look forward to acting as a representative of AICPA and MACPA this year, and I am honored to have been chosen for these scholarships."

Lindberg serves as reporter on the executive board of Beta Alpha Psi, an honorary accounting organization. "Jared not only continues to focus on excelling in his studies, but also puts in extensive time to fulfill the many duties of his reporter position," says Dawn Mason, instructor of accountancy and advisor to the chapter. "He has been a leader by heading committees, planning events and assisting others to work toward positive outcomes for the organization and its members. Jared has still found time to work with the community and to start and maintain his own business. I am pleased that his accomplishments were recognized through his being awarded the AICPA/Accountemps Student Scholarship."

“The scholarship recipients illustrate the remarkable caliber of people who will be the world’s future CPAs,” says Jeannie Patton, AICPA vice president for students, academics and membership.

## **“Kalimizoo” showcases the city’s local flavor**

If you’re from Kalamazoo, or have recently spent time on the west side of the state, chances are you’ve seen a Kalimizoo “Local Flavor” t-shirt. The design is simple, a black t-shirt with large green, yellow and red lettering. While they seem to be everywhere, these shirts are not manufactured by a large company, or even sold in stores. These shirts are the brainchild of 23-year-old Haworth College of Business student, Mike Klok, and his business, Kalimizoo.

The brand had its beginnings in Klok’s apartment his sophomore year of college during a conversation with his roommate. The two talked about starting a clothing company and even drew up a few sketches, but the plan eventually fell to the wayside. In spite of classes and a hectic work schedule, Klok continued to toy with the idea for the next few months,

“The passion to design and create was still eating at me,” says Klok. “So I got back on my computer and started to design again, but this time with my own style in mind.”

Once Klok came up with his signature design, “Local Flavor,” and began printing shirts, the idea rapidly transformed into a business. Sales took off among college students and Kalamazoo residents. He quickly went from selling shirts out of the trunk of his car to creating a website where customers could order online from anywhere.

Before long, Klok was facing high sales volume and began struggling to keep up with demand for shirts in addition to the demanding schedule of a young entrepreneur. “I couldn’t have imagined the amount of time it takes to run your own business. Operating all aspects of Kalimizoo myself, I’ve had to give up much of my free time and devote it to the less glamorous aspects of business like responding to e-mails, shipping packages and fixing bugs on the [website](#).”

Though it was challenging to balance this commitment along with classes and another job, Klok did not give up on his company and continued to work at creating a strong presence among young Kalamazoo residents.

So why Kalamazoo? Klok, a Kalamazoo native, believes in staying true to his roots. He wanted to “slap a new face on the city” and give it the credit it deserves.

“So many people from my town and the Midwest have dreams of heading out west, or to a big city,” says Klok. “I wanted to design a shirt that gave people a sense of pride for their hometown.”

And while he has since broadened his scope, offering new designs that appeal to more than just the local market, he remembers that original philosophy.

Not only is Klok loyal to his hometown, he is loyal to the Haworth College of Business for giving him the knowledge and know-how he needed to start his small business. Everything from lessons learned in the classroom on accounting, logistics and turnover, to important lessons learned outside the classroom from fellow students.

“The Haworth College of Business has an extremely motivated body of students. I walk around the halls and see others working just as hard as I am to create a future for themselves, and they aren’t just settling for mediocre. These students are inspired to be great in their fields and that energy is contagious. We’re all here to learn and improve ourselves, but the students here make each other better. It’s encouraging.”

What does the future hold for this college senior and his company? Klok mysteriously replies, “Time will tell.” He, like many other Western students, is approaching graduation and is well under way on his job search, but has not ruled out any possibilities. “Over the years, Kalimizoo has been a lot of things. It has been a dream, a job, a burden, and a lot more fun than I ever could have imagined. It definitely hasn’t been easy, but I’m satisfied knowing that I’m better because of it.”

In the past, customers may have purchased t-shirts from the owner’s car or apartment. Now, anyone, anywhere can purchase items from the full line of Kalimizoo Local Flavor t-shirts from the [company website kalimizoo.com](http://company website kalimizoo.com)

## **High school students learn about careers in accounting**

Over 100 area high school students explored careers in accounting at the Michigan Association of Certified Public Accountants’ High School Leader’s Conference in October at the Fetzer Center on the campus of Western Michigan University.

The Haworth College of Business and MCAPA hosted the event as a chance to motivate high school juniors and seniors to consider a career in accounting. The half-day conference included presentations and hands-on exercises highlighting various

aspects of accounting to get students excited about their future and careers as certified public accountants.

“A career in accounting offers exceptional opportunities and great compensation,” says Dr. Ola Smith, associate professor of accountancy. “We like to make the students aware of the limitless possibilities.”

As part of the event, students majoring in accountancy participated in a panel discussion.

The 2011-2012 school year marks the Association’s tenth year hosting these fun and inspiring events at colleges throughout the state. Support for the statewide program is made possible through the MACPA, The National Association of Black Accountants, Deloitte, Ernest & Young, KPMG, PricewaterhouseCoopers and Plante & Moran.

## **Conference to focus on relationships, health care and information technology**

Health care professionals, consumers, educators, researchers, IT professionals and students will gather for the first International Conference on Health Information Technology Advancement on Friday, Oct. 28 at the Fetzer Center on the campus of Western Michigan University in Kalamazoo.

ICHITA–2011 is co-hosted by the WMU Center for Health Information Technology Advancement—established in 2010 to address health care reform, identified as a top priority by state and federal governments—and the Relationship-Centered Care Network at Southwest Michigan. The event is intended to inform the community about the critical issues and opportunities in health care and how they can be tackled and capitalized through relationships and the infusion of health information technologies.

The day-long conference will feature internationally known scholars and practitioners. Three Keynote speakers and topics will include:

- 8:15 a.m. – “Technology and the Transformation of Health Care” – **Dr. Nancy Ridenour**, dean and professor, University of New Mexico College of Nursing
- 9 a.m. – “Strategic Impacts of HIT on Relationship-Based Care” – **Dr. Joseph Tan**, Wayne C. Fox Chair in eBusiness Innovation, professor of eHealth informatics, DeGroote School of Business, McMaster University

- 11:10 – “Repositioning Health Care through Relationships and HIT” – **Pamela Hash**, director, clinical education and professional development, Bon Secours Health System, Inc.

“We’re excited that this event will help us build the strong relationships needed to tackle the issues and opportunities that exist today in health care.” says CHITA Director Dr. Bernard Han. “The conference will identify new, multifaceted roles for the consumer, health care provider and information technology professional in the health care space augmented by health information technology.”

For information about ICHITA 2011 and to register, visit [www.wmich.edu/chita/ichita](http://www.wmich.edu/chita/ichita) .

For conference information, contact:

- CHITA Director Dr. Bernard Han, professor of business information systems, (269) 598-2284; [bernard.han@wmich.edu](mailto:bernard.han@wmich.edu)
- CHITA Associate Director Dr. Sharie Falan, assistant professor of nursing, (269) 760-0955; [sharie.falan@wmich.edu](mailto:sharie.falan@wmich.edu)

#### **About CHITA**

The Center for Health Information Technology Advancement was created in 2010 to facilitate better health care and provide solutions to today’s health care information technology needs.

#### **About RCCSWMI**

The mission of the Relationship-Centered Care Network of Southwest Michigan, located in Kalamazoo, is to promote caring relationships within the healthcare community.

## **Haworth College of Business to honor alumni and friends in college awards program**

WMU’s Haworth College of Business will honor 10 alumni and friends for their outstanding career and service accomplishments during the first-ever college-wide awards recognition program and reception on Friday, October 7 at 4 p.m. in the Dean’s Conference Room, in Schneider Hall on the campus of WMU.

Awards will be presented from the academic departments within the college as well as the presentation of three special college awards.

“The awards are given to alumni who have distinguished themselves in their careers and who have been engaged with the department and/or college in significant ways,” says Dr. Kay Palan, dean, Haworth College of Business. “These individuals provide innovative, ethical and visionary leadership in business every day. They are remarkable leaders representing the very best of the Haworth College of Business and are examples for our students to aspire to in their own lives and careers.”

The awards will be presented by Dean Palan and department chairs. Steve Parker, BBA ’67, MBA ’07, Haworth College of Business Advisory Council president, will serve as master of ceremonies for the event. Ken Miller, BBA ’69, MBA ’70, CEO/principal partner, Millenium Restaurant Group LLC, will give closing remarks. The list of recipients is as follows:

### **COLLEGE AWARDS**

Haworth College of Business Outstanding Alumni Achievement Award  
**Michael Gulino**, BA ’65, MBA ’66

Haworth College of Business Outstanding Service Award  
**Angela Davis Robinson**, BS ’74

Haworth College of Business Outstanding Young Alumni Award  
**Tyler Colton**, BBA ’06

### **DEPARTMENT AWARDS**

Dept. of Business Information Systems Outstanding Alumni Award – **Matthew Mace**, BBA ’98

Dept. of Finance & Commercial Law – **Todd Sanford**, BBA ’83

Dept. of Management Outstanding Alumni Award – **Christopher Flum**, BBA ’86

Marketing Hall of Fame Award  
**Patricia Daugherty** – BBA ’80, MBA ’81  
**John Dillworth**, BBA ’79\*

Food & Consumer Package Goods Marketing Outstanding Alumni Award\*  
**Sawan Kapoor**, BBA ’01  
**Brian Haaraoja**, BS ’84  
**Christopher Burns**, BS ’86  
**Donald Baker**, BS ’85

Food & Consumer Package Goods Marketing Adrian Trimpe Distinguished Service Award

**Phil McGrath**

WMU ROTC Wall of Fame

**Colonel Rodney Faulk, BBA '87\***

*\* Awards were presented in spring 2011.*

## **Drug Treatment Courts: Smarter Justice is topic of October Keystone talk**

Members of the community will learn about the success of a Kalamazoo substance abuse rehabilitation program at the October 28 Keystone Community Bank Breakfast Series, hosted by WMU's Haworth College of Business.

The Honorable William Schma, president of the board of directors for the Drug Treatment Court Foundation of Kalamazoo County, will discuss how the program has transformed the lives of over 540 men and women since the program's inception in 1992.

Drug Treatment Court uses various treatments to help aid men and women repair their lives through counseling, job training, educational classes and participation in community service projects as opposed to incarceration.

Schma's presentation titled "Drug Treatment Courts: Smarter Justice," 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 are required** and can be made by calling the College dean's office at (269) 387-6059. Parking is available in the nearby Fetzer Center parking lot.

Schma served as a Kalamazoo County Circuit Court judge from his initial appointment in 1987 until his retirement in 2007. He has lectured, published articles and law reviews, and made numerous presentations on substance abuse and criminal justice, drug treatment courts, therapeutic jurisprudence, and problem solving courts.

He is a founding member of the National Association for Drug Court Professionals and served as the first president of the Michigan Association of Drug Court Professionals. He received the Founders Award and the Stanley M. Goldstein Award from the National Association of Drug Court Professionals in addition to earning The Champion of Justice Award from the State Bar of Michigan.

Schma is president of the Drug Treatment Court Foundation of Kalamazoo County and maintains a particular interest in understanding and promoting the law.

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 and community related topics.

## **Success from a coach's perspective**

Steve Hawkins, head basketball coach WMU's men's basketball team, will talk about what constitutes true success as it pertains to basketball at the December 2 Keystone Community Bank Breakfast Series.

His presentation titled "A new way to look at success," 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, Schneider Hall, Room 2150. **Reservations are required** and can be made by calling the College dean's office at (269) 387-5050. Parking is available in the nearby Fetzer Center parking lot.

Beginning his ninth season as head coach and 11th season at WMU, Hawkins has positioned the Broncos as one of the best teams in the Mid-American Conference and led WMU to a level of success unparalleled in school history. The Broncos have appeared in four of seven post-seasons since Hawkins' arrival in Kalamazoo and have rattled off ten consecutive top-three MAC West finishes.

Voted the top rookie head coach by Basketball Times and Coach of the Year by the Basketball Coaches Association of Michigan, Hawkins has sparked interest on campus and in the community. Three of the top five crowds in the last 10 years have packed University Arena since Hawkins took over the reins.

Hawkins is a member of the Collegeinsider.com Mid-Major Top 25 voting panel for the sixth straight year and begins his second year as a member of the Regional Advisory Committee for the Division I NCAA Men's Basketball Championship.

He began his career coaching the junior varsity team at Villanova Prep High School in Ojai, Calif., a position he held for two seasons. He broke into the collegiate basketball scene at the University of South Alabama, where he worked for three seasons (1985-87) under head coach Mike Hanks as a student assistant. He was named the Illinois Basketball Coaches Association NCAA Division II Coach of the Year four times.

“Success is not defined in terms of a high score at a game,” says Hawkins. “Numbers are byproducts, and the scoreboard can lie.”

Hawkins perception of true success is the reason that he has proven to be an outstanding coach.

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 topics of current interest.

Learn more about the WMU Bronco Basketball team at [wmubroncos.com](http://wmubroncos.com)

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