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Haworth College of Business News (03/2015)

Haworth College of Business

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March 2015

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Haworth College of Business News



The 14 members of the college advisory council are vital to the growing reputation of the Haworth College of Business. This group provides connections, fund raising and a strategic point of view, offering a unique perspective for advancing the mission of the college of business.

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NO. 2 RANKING

WMU's integrated supply management program was recently named No. 2 in the nation by Software Advice for its emphasis on teaching technology, software and quantitative tools in an undergraduate supply chain program.

[Read more](#)



STARTING GATE

This semester's group of companies that are working in WMU's Starting Gate student business accelerator represent products and services ranging from a water filtration system to improving health care options for underserved groups and more.

[Meet the 2015 Starting Gate companies](#)



Luanne Castle, B.B.A.'77, M.A.'90, recently published a book of poetry, a collection that traces the spirit world in human-made and natural objects.

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The spring speaker events are in full swing. Check the schedule of upcoming breakfast series presentations.

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Michael Steele, B.S.'74, president and CEO of Advantage Communications, will discuss consumer responsibility during a March 26 Distinguished Speaker Series event.

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Key Perspectives

The task: Provide strategic direction, resources and advocacy for Western Michigan University's Haworth College of Business.

The team: The Haworth College of Business Advisory Council—a group of executives composed of alumni and friends of the college, representing a variety of industries and perspectives.

The target: Helping the college achieve vision-aligned goals in regard to operational strategies, the academic program, friend-raising and fund-raising.

The Haworth College of Business Advisory Council is a group of individuals committed to working for the betterment of the college each and every day. During both the council's focused meetings, where members assist Dean Kay Palan and her leadership team with a variety of projects related to the health of the college, to everyday encounters with potential college of business advocates, the council members work diligently on behalf of the Haworth College of Business.

“Our focus is on highlighting the great work happening at the Haworth College of Business and helping the college meet its goals for the future,” says council president Mike Lewis, recently retired executive vice president at BMO Harris Bank in Chicago. “The college provides a superior business education and its reputation is growing regionally. The council members are here to assist in any way we can to promote the quality of the college. This is a true labor of love for us.”

Acting as a vital sounding board for the dean, council members have the perspectives, backgrounds, and skills to help move the college forward in significant ways.

What sorts of projects occupy the time and talents of the council members?

- **Connections:** Council members help to engage fellow alumni in the life of the college through alumni events, recruitment of prospective students and recruitment of talent from the college of business. They also connect the college to valuable resources through their own personal networks.
- **A strategic point of view:** The council engages in a number of strategic initiatives. Currently, council members are working with the dean on evaluating potential risks and opportunities for the college in the next five to ten years.
- **Fund-raising:** Members of the council assist in fund-raising efforts on behalf of the college by encouraging awareness about the impact of philanthropy as well as the fund-raising needs of the college.

“The advisory council plays a vitally important role in our college,” says Dean Kay Palan. “We are fortunate to have a wonderful group of leaders who give unselfishly of their time and expertise with the sole goal of helping us to become an even stronger college. By collaborating with our administrators, faculty and staff, council members make the Haworth College of Business a vibrant and forward-focused business college.”

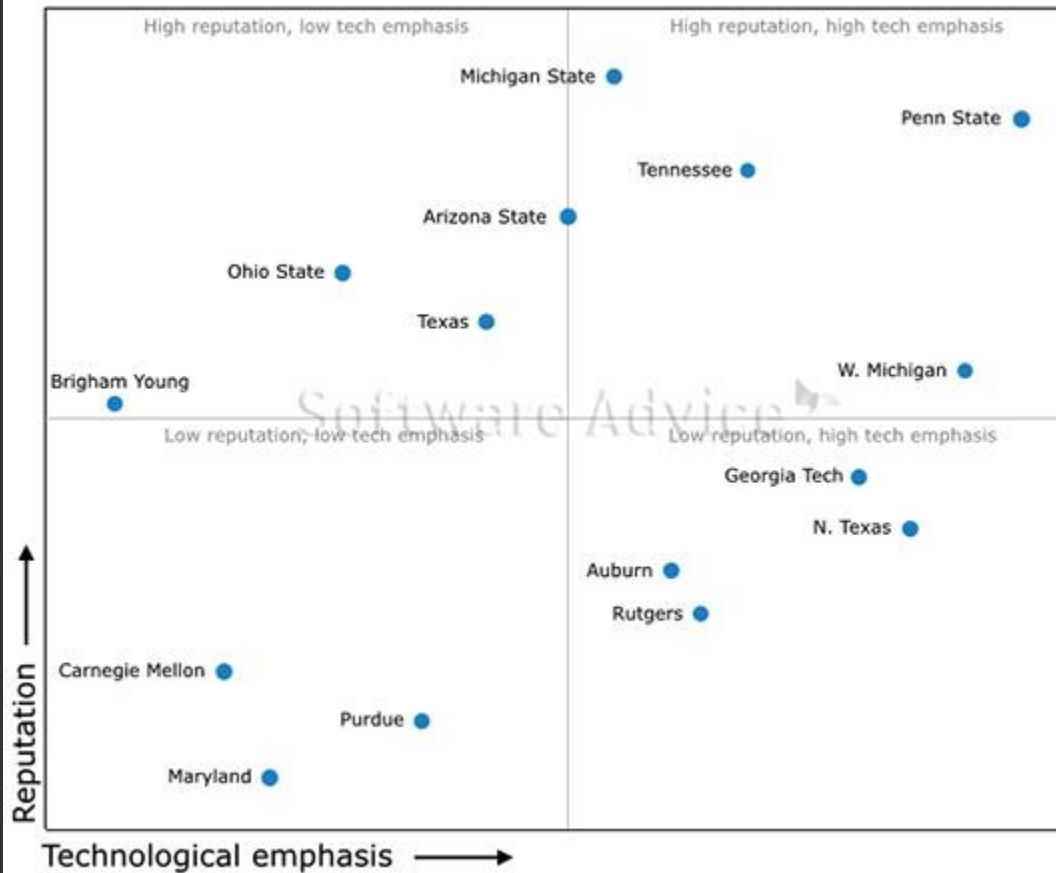
Please [visit the Advisory Council web page](#) to learn more about Haworth College of Business Advisory Council members, including three new members:

- [David Hoogendoorn](#), B.B.A.'88, Market Segment Leader, Michigan and Northwest Ohio, and Office Managing Partner, Grand Rapids, Ernst & Young.
- [Tony McKinney](#), B.B.A.'92, Vice President, Assistant Treasurer, Stryker.
- [Phil Straniero](#), Executive-In-Residence, Western Michigan University, and retired Kellogg executive.

New rankings put WMU supply chain program at No. 2 in nation

BY STACEY MARKIN

FEBRUARY 17, 2015 | WMU NEWS



- Software Advice ranked schools according to program reputation and tech emphasis.
- KALAMAZOO, Mich.—Western Michigan University's celebrated integrated supply management program recently added a new accolade, being named second in the nation for its emphasis on teaching technology, software and quantitative tools in its undergraduate program.
- The new ranking is by [Software Advice](#), a company that does detailed research on thousands of supply chain software applications as well as system analysis.
- The firm recently conducted a national study of supply chain programs, selecting that discipline because of the rising demand for supply chain professionals and the key role that information technology plays in this complex field. The goal of the study was to help students gain insight into the curricula of what are commonly regarded as the top programs in the United States.
- According to the report, the unique, integrated nature of WMU's supply chain program contributed to its spot at the top of the list. WMU's program is second only to

Pennsylvania State University and placed ahead of Michigan State University, University of Tennessee and Arizona State University.

• 'TRULY SPECIAL'

- "Western Michigan University's integrated supply management program is truly special," says **Forrest Burnson**, research associate with Software Advice. "It ranked highly on our list due to the emphasis the program places on teaching software and technology in the classroom, in addition to its unique cross-discipline approach that requires students to take specialized engineering courses. WMU is well ahead of the curve in preparing a new generation of supply chain professionals, and other universities should look to the example it has set for what a truly modern supply chain management program looks like."
- The program is part of WMU's Haworth College of Business. Faculty in the program, college officials say, work diligently to ensure its relevancy for students and for employers who will be seeking talent from the program. Many of the information technology courses have been developed by WMU faculty in close consultation with members of the program's advisory council, which includes representatives from the top supply chain employers in the country.
- WMU also ranked seventh on the Software Advice list in terms of overall reputation and was one of only four schools possessing both a high technological emphasis and a high reputation rating on the list.
- "The integration of business and engineering courses has provided a strong foundation for our program, and with our additional emphasis on technology, we are well positioned to prepare students for the future of the supply chain field," says **Dr. Robert Reck**, professor of marketing and co-founder of the program.
- "Based on our research and also feedback from employers, we know that supply chain professionals who are fluent in relevant information technologies and their applications within the industry are poised to be the best employees and leaders in the field."
- WMU's program was also given special recognition for its courses in enterprise resource planning and geographic information systems. In particular, geographic information systems was noted for its value in risk management, a growing area of emphasis in the supply chain field.

• INTEGRATED SUPPLY MANAGEMENT PROGRAM

- Ranked No. 5 in undergraduate supply chain education by Gartner, WMU's ISM program has been recognized nationally by several organizations and publications for its leadership in preparing students for careers in supply chain management. WMU's curriculum combines engineering, information technology, logistics, supply chain and business education. The program also includes Bronco Force consulting teams, which give students experience in business consulting with companies on their supply chain challenges. The WMU Center for Integrated Supply Management was established in 2014 by the Haworth College of Business.

Companies

LEXCERPTS

Lexcerpts is a repository of orchestral excerpts requested at professional auditions.

Team member

- Regis Roy, masters of music research, regis.l.partewhitson@wmich.edu

MYANI

MyAni is a social networking community recognizing people for practicing self-education. The user experience will be based on that of a social networking community in combination with a Massive Multiplayer Online Role Playing Game (MMORPG).

Team members

- Charles Clark, entrepreneurship, charles.b51.clark@wmich.edu

RU CEREAL?

R U Cereal? is a cafe that will be selling healthy breakfast alternatives with a focus on cereal and convenience. There are other options such as granola, yogurt, oatmeal and snacks. The consumer will be able to personalize everything as they wish and create a profile through an app so they can remember recipes for next time. R U Cereal? is also a gathering place specifically for millennials focusing on individuals as a whole—their minds and bodies—what they put into their body and who they are personally and professionally. Encouraging growth, change, productivity and positivity.

Team members

- Alexis Lenderman, entrepreneurship, alexislenderman@yahoo.com

ALTITUDE UAV IMAGING

Altitude UAV uses high endurance UAV's to survey crops to enable farms to reduce cost in water and pesticides and maximize yields. High resolution geo-referenced ENDVI photography carried by an unmanned aerial vehicle will give a short turnaround snapshot view of overall crop health.

Team member

- Nick Shaw, computer science and geology, nicholas.d.shaw@wmich.edu

COLLEGE CARE PACKAGE

Basic necessities and household goods are available at the click of a button.

Team members

- Max Kramer, finance, max.n.kramer@wmich.edu
- Jackson Pacific, finance, jackson.d.pacific@wmich.edu
- Nathan Russell, economics, nathan.russell@wmich.edu

DISCOVERING INNOVATIONS

Discovering Innovations is a startup investment platform. The platform is an excellent tool for entrepreneurs, advisors and investors to connect and learn about each other online. Discovery Innovation's sole purpose is to create a more efficient system for startup funding and investing, bringing a new form of connectedness that this multi-billion dollar market has yet to see.

Team member

- Kory Johnson, integrated supply management, kory.w.johnson@wmich.edu

DURBILIKA

Durabilika is an innovative web-based engineering software company specializing in durability analysis for structural components that small/medium design and manufacturing companies can rely on. We strive for innovative approaches in durability analysis and product design. Bringing tomorrow's potential to your hands by creating a culture of continuous learning and improvement, and as a result, boosting productivity and revenue.

Team member

- Joshua Teo, mechanical engineering, joshua.teoleekuok@wmich.edu

EZ TIMEOUT

Our company makes a complete room divider and blind that is easily attachable and detachable from the ceiling. Our product is specifically designed to be flexible and simple to install. It is also inflammable, waterproof and eco-friendly. The room divider is made for household and commercial use and meets the needs of privacy and affordable, effective use of space.

Team members

- Emmanuel Machena, finance, economics and accounting, emmanuel.andrewmachena@wmich.edu
- Simba Chirara, finance, entrepreneurship, simbarashemich.chirara@wmich.edu

GARY'S GOURMET SEASONINGS

Gary's Gourmet Seasonings is a seasoning blend that was created under Michigan's Cottage Food Law in Kalamazoo, Michigan, and has operated as a small food business since 2014. Gary's Grillers provides individuals, from experienced chefs to novice cooks, with a flavorful and zesty blend of salt, black pepper, lemon pepper, cajun, paprika, oregano, and parsley. Gary's Grillers exists to improve the quality of the eating experience and to bring honor to the man who perfected the seasoning, the late Gary Alan Clemens.

Team members

- Aaron Clemens, family studies, aaron.j.clemens@wmich.edu
- Alicia Clemens, family studies, alicia.m.clemens@wmich.edu

JETXPLORE

This mobile training app can replace manuals and static training methods currently being used to train aircraft pilots with an interactive graphical version that can be downloaded onto an iPad or other smart device. The system provides FAA partners with improved, automated and interactive training methods. A virtual reality option using Google Glass or similar hardware can also be enabled allowing the trained experience to become 3D as if sitting in the cockpit.

Team member

- Ihab Mohammed, graduate student, computer science, ihabahmedmoha.mohammed@wmich.edu

TOPCAT COLLECTIVE

TopCat is an online art collective that specializes in creative business solutions. Customers will be able to browse our database of artists, writers, production engineers, audio technicians, photographers and other artisans to create a custom team for their creative needs.

Team member

- Matthew Ciejka, jazz studies, matthew.a.ciejka@wmich.edu

A Journey in Writing

Posted on Monday, February 23, 2015



Luanne Castle (*BBA '77, Marketing; MA '90, English/ MFA, Creative Writing*) has just published her book, 'Doll God,' a collection of poetry that traces the spirit world in human-made and natural objects—a Japanese doll, a Palo Verde tree, and a hummingbird.

“The gripping poems take the reader on a journey through what is found, lost, or destroyed.” The collection was released in late January, and has since landed on Amazon’s list of Hot New Releases in Poetry.

From the time she was a child, Castle wanted to be what she referred to as one of the three 'A's': author, actress or archaeologist, but when she got the Western for her undergraduate degree, she was encouraged to major in marketing. After several years in the field, Castle decided it was time to return to WMU for a Master's degree in English or creative writing. "I was blessed to study with some wonderful teachers, scholars, writers, and mentors," she remembered.

After completing her graduate studies in English and Creative Writing, Castle and her husband packed up and moved to California where she continued her education. This time Castle would be entering a doctoral program at the University of California, Riverside.

“When I picked up my writing a few years later, my grandmother made me promise her that I would never give up writing,” Castle said. “My drive comes from deep inside, but when I get discouraged I can think about my promise to my grandmother and move beyond immediate disappointments.”

And that's what she imparts on current students seeking a writing career. "Remember that rejection is a big part of writing," she said. "One of my mentors recently posted a copy of a very rude and demoralizing rejection letter she received when she was starting out. She didn't let it stop her--and she wasn't too embarrassed to publicize it. That attitude goes a long way."

Reading, studying, and cultivating relationships with other writers is key, she says.

To learn more about Castle or 'Doll God,' visit luannecastle.com.

Luanne Castle and her husband, Marshal (*BBA '77, Marketing*) are both alumni of WMU. Luanne's grandmother is a graduate of Western State Normal School, and both of her parents, her brother, aunt, uncle, and a number of cousins are also alumni. "For many years, there was always somebody in our family at WMU," she said. "I grew up in the Kalamazoo area, and Western is a big part of the Kalamazoo experience." Luanne is currently working on a new book of poetry and maintains a blog 'Family Kalamazoo' in which she documents family stories and antique photographs from genealogical research.

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