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POST: STAY CLOSE, STAY CONNECTED POST-GRADUATION

[BLOG POST](#) by [ALUMNIUNSCRIPTED](#) APRIL 27, 2018

The end of your time at WMU should not mean saying goodbye to college classmates. Think of all you've been through: reports, group presentations, collectively begging the computer lab printers not to jam—again. But that can be said for all WMU students. For you, Business Broncos, your connections become infinitely more valuable as soon as you get that diploma.

I had the privilege of being part of a close-knit major, the food and consumer package goods marketing program, and entered into an equally close industry. Since graduating, I've met and worked with more fellow food marketing alumni than I could have ever imagined. The ways we interact with each other can easily be applied across any major or industry. I want to share some of my favorite ways I've stayed connected with my fellow Business Bronco alumni



Knowledge is Power

Friends from another company reached out when they heard that the company I work for utilized the same data visualization software. They wanted to start sharing best practices in the tool in hopes that we could sharpen not only our skills, but our departments, together. Depending on your company and the tools you utilize, this knowledge sometimes can be shared by your client or vendor lead. Then, connect away to contacts and old classmates at those other companies! Connecting over shared knowledge can be powerful.

Network Where You Live and Travel

If you're fortunate enough to work in an industry that allows you to cross paths with other professionals at conferences, trainings or trade shows, do some research ahead of time. Some conferences share attendee lists, so check to see if anyone you know will be joining you. I've done this en route to Atlanta, Nashville and Cincinnati and realized an old friend would be there.

MyWMU set up Facebook groups for more than 20 major cities, and they are constantly adding more cities. [Join your local group](#) and reach out to the members in cities you're visiting.

Remember the Good Times

It's so easy to get caught up in the day-to-day, especially in the business world. But next time you think of that moment that happened in so-and-so's class or something at work reminds you of an old case study, pick up the phone and call or text an old classmate who would share that memory. It's a little gesture that puts a smile on my face when I'm on the receiving end. Plus, who knows, it may also lead to a business collaboration, or perhaps, a new opportunity for you someday.

Stay close and stay connected Business Broncos!

Holly Evey McCarthy graduated from Western Michigan University in 2013 with a bachelor's degree in food and consumer package goods marketing. While attending WMU, she completed two internships with The J.M. Smucker Company and worked as a marketing research and food marketing assistant. Since graduation, McCarthy has worked in various customer facing roles in category management and shopper marketing at Smucker. Currently, she manages regional grocer shopping activation and post-event analytics. McCarthy resides in Northeast Ohio with her husband and enjoys athletic events and being involved in WMU alumni activities.