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# Haworth College of Business News



## NEW ISM RANKING

A new ranking puts the WMU integrated supply management program at No. 5 in undergrad education, placing WMU in an elite circle of top supply chain programs. The listing of the top 100 universities for supply chain education was produced by SCM World, a cross-industry learning community.

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## INFLUENTIAL WOMEN

Recognized for her strategic leadership of the college of business, Dean Kay Palan was named one of the 50 Most Influential Women in West Michigan by the Grand Rapids Business Journal. The first female dean of the college, Palan is an entrepreneur and has brought that expertise to WMU.

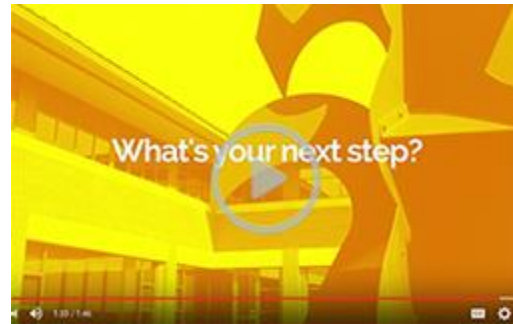
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## LEADERSHIP CONFERENCE

High-profile speakers provided strategies to help students succeed in their academic and post-graduate careers during this year's DESIGNEDtoLEAD, student-run conference.

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## RECRUIT A BUSINESS BRONCO

Show your Bronco pride to prospective students and their families by sharing our video and your story. Inspire future Broncos with what they can do with a WMU business degree.

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Submit your class notes and share your news with fellow alumni via the upcoming 2016 edition of our magazine.

[SUBMIT YOURS](#)



The spring semester speaker events continue this month with our regular series.

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Follow up on Carlos Pinon's experience as a 2016 top 50 U.S. multicultural advertising student.

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Haworth College of Business  
Western Michigan University

## Integrated supply management program ranks No. 5 in undergrad education

by Stacey Markin  
February 24, 2016 | WMU News

ISM students work as consultants through the Bronco Force program.

KALAMAZOO, Mich.—Western Michigan University's integrated supply management program recently ranked fifth for undergraduate education on a listing of the top 100 universities for supply chain education, produced by SCM World, a cross-industry learning community powered by the world's most influential supply chain practitioners.



### About the rankings

The program received a No. 7 overall ranking. Notably, the curriculum ranked No. 2 in the industrial sector. According to survey administrators, “Having secured a top five ranking for its undergraduate supply chain program, Western Michigan demonstrates a solid commitment to cross-functional education. Especially among industrials, this program scores well.”

Additionally, the program was ranked No. 5 for its preparation of professionals in management and No. 2 in purchasing and procurement. The survey respondents were able to select from among 190 university and college options on the poll and were given the option to specify other universities or business schools not available in the pre-populated list. Respondents were supply chain professionals in a variety of industries.

"This recognition for multiple areas of our program underscores the quality that we offer in our curriculum and how we prepare supply chain professionals to be leaders in multiple industries," says **Dr. Robert Reck**, professor of marketing and director of the Center for Integrated Supply Management.

The SCM World recognition places WMU in an elite circle of top supply chain programs and is another in a long string of accolades for the program, including a No. 5 ranking from [Gartner](#) and a No. 2 ranking for emphasis on technology in the curriculum by [Software Advice](#).

ISM's unique combination of supply chain management, engineering, information technology, logistics and business education prepares graduates for challenging and high-paying careers. The program includes many experiential learning opportunities such as special projects courses, internships and Bronco Force, a student and faculty consultancy, which gives students experience in business consulting with companies on their supply chain challenges.

Visit [talentlive.scmworld.com/top-100-universities](http://talentlive.scmworld.com/top-100-universities) for a full report of survey results.

**For more information** about the Center for Integrated Supply Management, visit: [wmich.edu/supplychaincenter](http://wmich.edu/supplychaincenter).

**For more news, arts and events**, visit [wmich.edu/news](http://wmich.edu/news).



# **DESIGNEDtoLEAD conference inspires students with stories about authenticity, leadership**









On February 26, more than 120 Western Michigan University students gathered to hear stories of leadership, compassion and more. Eight featured speakers from various professional backgrounds shared their insights about important topics that can help individuals reach their full potential as leaders, business people and members of society. Sponsored by the Haworth College of Business and 1st Source Bank, the annual conference strives to engage, educate and inspire, sparking passion in the participants to become the next great leaders in their industries, companies and communities.

## **Speakers and their topics**

### **Arel Moodie**

Moodie, the founder of the Art of Likability and College Success Program, shared his take on the power of how understanding perspectives can change outcomes. He suggested students find a mentor who can share how their success story began and learn from not only their successes but also their failures.

### **Niles Heron**

Heron, the founder of Michiganfundrers.com, discussed the importance of finding a unique voice and being comfortable in that voice. He had the conference participants identify the things that are important to them and said, “the number of ways you’re able to describe something, proves how important it is to you.”

## **Hannah Brencher**

Brencher, Millennial communications expert, creative consultant and author of “The World Needs More Love Letters,” spoke to the students about authenticity and understanding that often the things we don’t want to do are the things that need to be done the most. At the students’ request, Brencher’s letter writing activity was directed towards the victims and survivors of the February 20 Kalamazoo shooting.

## **Ryan Preisner**

Preisner, president and co-founder of Bold Endeavors, LLC, shared the story of how his love for socks inspired him to become an entrepreneur and start his own socks company. He shared details about the process of starting a company and his company’s evolution.

## **Amy Kenny**

Kenny, chief operating officer and chief financial officer of New Holland Brewing Company, discussed the benefits of finding a company that fits with your personal culture and going “all in” for the company that fits best for you. She shared insights from her own career journey, including urging participants to ask for what they want out of their career and not wait for it to happen.

## **Shani Penn**

Penn, senior strategy advisor to Governor Rick Snyder at the State of Michigan, shared stories about her experience at WMU. She urged participants to identify people in their lives who will help them pursue their goals.

## **Bob Goff**

Goff, speaker and best-selling author, encouraged the audience to learn to let go of technology and “have actual conversations with people,” while holding on to “beautiful ambitions.” He suggested that conference participants find voices they can trust; be a voice people can trust; and be curious about everything.

# **Class Notes**

Share your accomplishments and news with your fellow Haworth College of Business alumni through class notes in our annual college magazine. Send us details about promotions, awards, honors, appointments, marriages, births, adoptions, and retirements, and your class note will be included in the Haworth College of Business magazine.

Notes:

- When informing us of a marriage, please include the date, location, WMU alumni guests and their class years, and any legal name changes.
- When informing us of a death, please include date, location, and the names of any WMU-connected survivors and their class years.
- Class notes are subject to editing for space and grammar. Although we will process all alumni notes in a timely manner, notes that are received after magazine production begins may be included in a future edition.