Haworth College of Business News

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PRESIDENTIAL SCHOLARS

Six business seniors were honored as WMU Presidential Scholars for 2018. From left: MacKenzie King, management; Edward Mulford, integrated supply management; Rachel Larson, business information systems; Mason Nelle, marketing; and Brian Holland, accountancy. Not shown: Travis Smith, finance and commercial law, was unable to attend the ceremony.

READ MORE ABOUT WMU PRESIDENTIAL SCHOLARS

STRYKER: PUTTING STRENGTHS FIRST

Thanks to Stryker Corp., students in the spring transfer class completed the CliftonStrengths assessment, giving them an opportunity to discover more
about themselves as they prepare for career searches.

**SUCCEEDING AS A MANAGER**

Tim Hiller, B.B.A.'08, MBA'12 and former Bronco quarterback, discusses the three qualities that will help you succeed as a first-time manager on Alumni Unscripted, a blog brought to you by the Haworth College of Business Young Alumni Advisory Board.

**IT'S TAX SEASON**

In preparation for tax season, four Broncos, led by Dr. Fritz Allhoff, professor of philosophy, spent spring break visiting four rural Alaskan villages and preparing 300 tax returns for local residents.
SOCIAL MEDIA DATA

Dr. Scott Cowley, assistant professor of marketing, shared his expertise on the uses (and misuses) of consumer data held by companies during an interview with New Radio Media.

LISTEN TO THE SEGMENT

REFER A BRONCO

Elaina Lee’s path to becoming a food marketing major started with a culinary passion and a referral from her community college advisor. Read her story. Then, refer a student you know who is searching for the right college fit.

READ ELAINA’S STORY AND REFER A BRONCO

• Interested in blogging about your experience and sharing it with other young alumni? Consider writing for Alumni Unscripted, a blog for recent alumni from the Haworth College of Business Young Alumni Advisory Board. Contact the board and let them know!
• Previous Editions

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WMICH.EDU/BUSINESS
Top seniors to be honored as 2018 Presidential Scholars

contact: Jeanne Baron
March 23, 2018 | WMU News

KALAMAZOO, Mich.—Fifty students will be recognized as Western Michigan University's top seniors for 2018 during the 38th annual Presidential Scholars Convocation starting at 6:30 p.m. Tuesday, March 27, on campus in the Bernhard Center.

Each year, faculty members from across the University select the most outstanding senior in their various academic schools, departments and programs to represent their units as a WMU Presidential Scholar. This year, **50 scholars were chosen from a senior class of 5,437 students.**

The Presidential Scholar designation is the highest academic honor that WMU can bestow on its undergraduates. Selection is based on the students' general academic excellence, academic and artistic excellence relative to their majors, and intellectual and artistic promise.

The 2018 Presidential Scholars Convocation, which is by invitation only, will include a program featuring a keynote address by **Dr. Edward Montgomery**, president of WMU. Also making remarks will be **Dr. Suzan F. Ayers**, president of the WMU Faculty Senate, and **Chianté Lymon**, president of the Western Student Association. After each of this year's scholars is recognized and awarded certificates, a dessert reception will be held while the scholars have their pictures taken with Montgomery and Ayers.

**Long list of talented students**

Most of this year's Presidential Scholars have conducted research or engaged in artistic projects, usually working closely with WMU faculty members. Several scholars have been in the military or aspire to jobs that will assist military veterans, and at least two are the first in their families to earn a college degree.

In addition, one student was named the Presidential Scholar in electrical and computer engineering as well as in world languages and literatures, also is an applied mathematics major, and is in an accelerated program through which he will earn a master's degree in computer engineering in 2019.

The long list of talented scholars also includes a woman majoring in aviation flight science as well as aviation maintenance technology who is interning at the San Francisco International Airport, a civil engineering alumnus who graduated in December and has an infrastructure project design and management job with a Lansing firm, a double major in choral music education and comparative religion who is an active leader of music and worship on campus and serves as choir director for a local church, and a biology major who has been conducting avian-related research in two campus labs and will present her findings at the April 2018 Midwest Ecology and Evolution Conference.

**Presidential Scholars for 2018**

Accountancy—**Brian J. Holland** of West Bloomfield

Anthropology—**Gary L. Thompson** of Three Rivers

Art—**Clara L. Peeters** of Kalamazoo

Aviation Sciences—**Lauren A. Quandt** of Grosse Ile
Biological Sciences—Kelsey C. Cushway of Big Rapids

Business Information Systems—Rachel N. Larson of Macomb

Chemical and Paper Engineering—Andrew D. Kathan of Carmel, Indiana

Chemistry—Paige N. Poindexter of East Jordan

Civil and Construction Engineering—Anthony G. Conigliaro of Sterling Heights

Communication—Greyson R. Steele of Plainwell

Comparative Religion—Daniel L. Tucker of Stow, Ohio

Computer Science—James J. Ward of Buchanan

Dance—Kendall B. Owens of Plymouth

Economics—Keith W. Boeker of Edwardsburg

Electrical and Computer Engineering—Joshua J. White of Paw Paw (double scholar)

Engineering Design, Manufacturing and Management Systems—Cameron S. Tschupp of Galien

English—Courtney J. Dreyer of Grandville

Environmental and Sustainability Studies—Annie E. Lilac of Schoolcraft

Family and Consumer Sciences—Megan E. Schaefer of Grand Rapids

Finance and Commercial Law—Travis J. Smith of Lawton

Gender and Women's Studies—Triston L. Cornemann of Plano, Texas

Geography—Rory N. Ellwood of Eastpointe

Geological and Environmental Sciences—Katharine G. Rose of Leland

Global and International Studies—Morgan B. McCullough of Lambertville

History—Jacob A. Stephan of Kalamazoo

Human Performance and Health Education—Elisabeth A. Ohrnberger of Troy

Industrial and Entrepreneurial Engineering and Engineering Management—Lukas P. Swoboda of Kalamazoo

Integrated Supply Management—Edward A. Mulford of Midland

Interdisciplinary Health Programs—Deidre R. Shepherd of Detroit

Management—MacKenzie R. King of Vicksburg
Marketing—**Mason R. Nelle** of Ann Arbor

Mathematics—**Taylor R. McNeil** of Portage

Mechanical and Aerospace Engineering—**Conner P. Knepley** of Stockbridge

Music—**Hannah E. Truckenbrod** of Aurora, Illinois

Music Theatre Performance—**Kaitlyn M. Weickel** of Highland

Nursing—**Jaime L. Ward** of Grand Rapids

Philosophy—**Ian A. Everitt** of South Haven

Physics—**Katelyn K. Waters** of Mattawan

Political Science—**Amanda E. Sidwell** of Kalamazoo

Psychology—**Lauren M. Eagle** of Taylor

Social Work—**Daisy Ruis Ortiz** of Decatur

Sociology—**Tyler J. Willison** of Battle Creek

Spanish—**Irene M. Kivinen** of Wyoming

Special Education and Literacy Studies—**Meghan R. Wisner** of New Buffalo

Speech, Language and Hearing Sciences—**Madeline V. Smith** of Troy

Statistics—**Jason T. Hernacki** of Fenton

Teaching, Learning and Educational Studies—**Lauralee Perrine** of Kalamazoo

Theatre—**Sebastiana M. Gullo** of Bloomfield Hills

University Studies—**Christena R. deJong** of Battle Creek

World Languages and Literatures—**Joshua J. White** of Paw Paw (double scholar)

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

KALAMAZOO, Mich.—It took planes and snowmobiles to get there, but an intrepid group from Western Michigan University recently visited four rural Alaskan villages and prepared 300 tax returns for local residents.

The group, headed by Dr. Fritz Allhoff, professor of philosophy, included four WMU students from Michigan. This was the fourth year Allhoff has led a tax-assistance delegation to remote villages in western Alaska.

The students participating this year were:

- **Kayla Combs**, a senior from Three Rivers majoring in accountancy.
- **Nick Labadie**, a senior from Davison majoring in accountancy.
- **Kayla Poole**, a senior from Jackson majoring in aviation management and operations.
- **Kaylee Ronn**, a junior from Negaunee majoring in finance.

WMU’s Department of Philosophy participates in the Internal Revenue Service’s Volunteer Income Tax Assistance Program with help from the University's Haworth College of Business.

In 2018, the group from WMU spent five days working with 300 individuals and families in the villages of Kaltag, Koyuku, Napaskiak and Nulato. Numerous other volunteer groups worked with people in other locations around Alaska.

"Overall, the tax-assistance program services 150 native villages and does about 7,000 returns," Allhoff reports. "Those returns generate about $8 million in refunds for the villagers. Part of the point is that they get their withholdings back because their income is so low."

He adds that the tax preparations take place in rural, indigenous villages that can only be accessed by small planes and snowmobiles, or snow machines, as they’re known throughout Alaska.
"It's certainly a great experience, but also an important service project that brings tax support to those in need and who lack resources," Allhoff says. "It's also a great opportunity for our students to go through pretty comprehensive training and to have a new experience."

In addition to support from WMU's Haworth College of Business and Department of Philosophy, the program is co-funded by the federal government, Alaska Business Development Center and various native corporations.

For more WMU news, arts and events, visit wmich.edu/news.

From pastries to promotions: Elaina Lee’s path to food marketing

Elaina Lee has fond memories of spending time in the kitchen with her family. She grew up baking and knew she wanted to make a career of it. In the spring of 2015, she received two diplomas—one from her high school and the other from Washtenaw Community College with an associate’s degree in culinary arts and hospitality management. After graduation, Lee worked in a bakery but began to realize that she did not want to pursue becoming a pastry chef after all. Lee returned to Washtenaw Community College, where an advisor helped her to find a new career path after putting her in touch with the owner of Al Dente Pasta Company.

Finding her passion with Al Dente

When Lee met with the owner, she was practically hired on the spot. Throughout her internship, the owner worked closely with Lee as she learned new skills and supported her as she worked independently on the various tasks she was expected to accomplish.

Lee had a lot of different responsibilities during her internship with Al Dente. Each week she was given a grocery budget and was asked to create pasta recipes with specific flavors in mind. She also updated the recipes already on the website to be more consistent and with better quality photographs. Her culinary background allowed her to really flourish in these tasks. In addition to recipe creation and modification, she also managed Al Dente’s social media platforms. Lee would update the pages with different activities Al Dente participated in. For example, if she went to a farmer’s market for recipe ingredients she would post a photo with the location to social media.

Going gold and discovering opportunities

During her internship, Lee gained many valuable skills and solidified her interest in food marketing. Upon transferring to the Haworth College of Business, she realized that food marketing is a unique program where a degree can open hundreds of different doors. Lee is excited for all of the experiences that are available in the food marketing field. She appreciates that the industry is constantly changing and there is always an opportunity to get involved and learn new things.
Getting involved

As the director of sponsorship and donations for the WMU Food Marketing Association, Lee is able to greatly expand her opportunities for development and networking. Each semester she attends professional event workshops and has the chance to connect with other students in her program as they gain internships and employment with companies who recruit from the Haworth College of Business. The Food Marketing Association has given her incredible exposure to companies and executives in her field.

The Haworth College of Business offers countless opportunities for students to get the most out of their college experience. “We are so busy sometimes that it is difficult to do everything we should. Our professors have a great deal of knowledge and many professional connections. Participating in classes and going to office hours makes a difference, not only in grades but in connections and experiences.”

Looking ahead

Lee has a lot to look forward to in the future. In January 2018, she started a year-long category management internship at the Kellogg Company and she is excited for the opportunity to learn and grow in this position. She also plans to study abroad in St. Petersburg, Russia, in May 2018. As she gets closer to finishing her degree, Lee is continuing to find ways to add depth and value to her college experience. Her interest in taking on challenges and learning new things has opened many doors for her and will continue to provide her opportunities as she nears graduation.

Our most powerful recruiting tool: You!

Almost one-third of alumni who read our publications recommend Western Michigan University’s Haworth College of Business to a prospective student.