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## Haworth College of Business News (05/2018)

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**MAY 2018**

# Haworth College of Business

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## **Beta Alpha Psi**

A team of four accountancy students recently took first place at the Beta Alpha Psi Midwest Regional Meeting Best Practices Competition. The successful group of students will travel to Washington D.C. in August to compete at the Beta Alpha Psi Annual Meeting.

[Read more about Beta Alpha Psi.](#)

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## **Pitch Competition**

Desi Taylor, a part of WMU's Starting Gate student business accelerator, earned the top spot at the sixth annual K.C. O'Shaughnessy Business Pitch Competition and Showcase for her company Cluventure.

[Read more about the Pitch Competition.](#)

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## **Keeping in touch**

Holly Evey McCarthy, B.B.A.'13, discusses ways she keeps in touch with fellow Business Broncos on Alumni Unscripted, a blog brought to you by the Haworth College of Business Young Alumni Advisory Board.

[Read more from Alumni Unscripted.](#)

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## **Trailblazers**

The college honored 25 business students for their achievements in academics; personal and professional development; leadership; and community or campus involvement. Senior MacKenzie King, a management and biological sciences (neuroscience) major, was named Trailblazer of the Year.

[Read more about Trailblazers.](#)



### Innovation Camp

Do you know of a teen who wonders what it takes to be an entrepreneur, an engineer, a business owner? Help them find out what it takes at our four-day innovation and entrepreneurship camp Beyond the Lemonade Stand.

[Register Now](#)

### Business Career Camp

Do you know of a high school student thinking of studying business in college and curious about the possible areas of focus? This camp can help students learn and discuss what it takes to be successful in their future business careers.

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### Finance Camp

If your teen has ever been curious about anything from why a stock market crashes to how to invest for college, then our finance day-camp is a great choice for continuing summer education and learning new finance career opportunities.

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WESTERN MICHIGAN UNIVERSITY  
Haworth College of Business

## Accountancy students take first place at regional competition



*From left: Watkins, Ramon-Flores, Ga and Belcher*

CONTACT: ALYSSA BENSON  
MAY 2, 2018 | WMU NEWS

KALAMAZOO, Mich.— A team of four Western Michigan University accountancy students recently took first place at the Beta Alpha Psi Midwest Regional Meeting Best Practices competition.

Undergraduate accountancy students **Tim Belcher**, of Ann Arbor, and **Roberto Ramon-Flores**, of Hartford, and master of science in accountancy students **Shao Qin Ga**, of Sungai Besi, Malaysia, and **Kaitlyn**

**Watkins**, of Frankenmuth were part of the winning team.

A part of the competition, Beta Alpha Psi and Deloitte LLP developed best practice activities that exemplify the spirit and purpose of Beta Alpha Psi. Participating chapters submitted an abstract prior to the chapter meeting and then presented at the regional meeting. This year's competition included the following topics: Hands-on Engagement, Launching Into the Next Century and Branding Your Chapter. The winning team presented about Launching Into the Next Century.

The other accountancy students competing were:

- **Nolan Bradford**, of Livonia
- **Maddie Cordell**, of LaGrange Park, Illinois
- **Mason Day**, of Eagle
- **Sierra Gaunder**, of Edwardsburg
- **Likun Sun**, of Qingdao, China
- **Lori Terrell**, of Benton Harbor
- **Jennifer Tosto**, of Dearborn
- **Brendan Wexler**, of Novi

"All of the student participants worked very hard to represent WMU and the Haworth College of Business," says **Dr. Cari Burke**, assistant professor of accountancy. "We are very proud of them and are excited about the ideas they shared during the competition."

The winning group of students will travel to Washington, D.C., in August to compete at the Beta Alpha Psi Annual Meeting.

## WMU BETA ALPHA PSI

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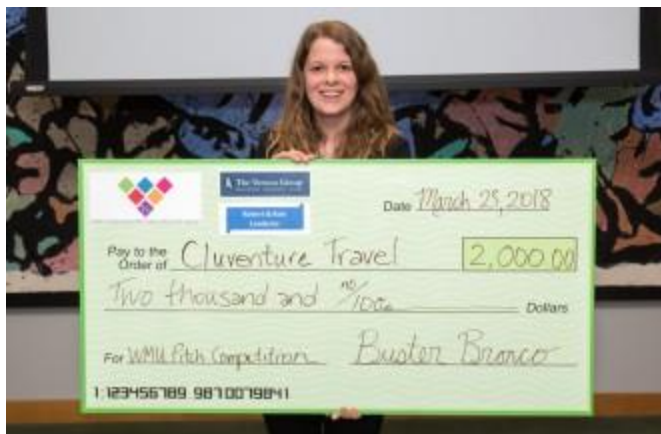
Beta Alpha Psi chapters are found on more than 300 college and university campuses, and more than 300,000 members have been initiated since its formation in 1919.

The organization strives to recognize outstanding academic achievements in the fields of accounting, finance and information systems; promote the study and practice of professional fields related to these disciplines; provide opportunities for self-development and association among members and practicing financial professionals; and encourage a sense of ethical, social and public responsibilities.

For more WMU news, arts and events, visit [WMU News online](#).

## Travel agency with a twist wins WMU's business pitch contest





*Desi Taylor, this year's winner*

**CONTACT: SAMANTHA HOOKER  
AND JEANNE BARON**  
APRIL 18, 2018 | WMU NEWS

KALAMAZOO, Mich.—A company that puts a creative spin on traditional travel won first place at Western Michigan University's sixth annual K.C. O'Shaughnessy Business Pitch Competition and Showcase held on campus March 23.

**Desi Taylor**, a senior from Portage majoring in Spanish, earned the top spot after making a pitch for her company Cluventure, a travel agency with a twist.

Cluventure Travel combines mystery and adventure to create an interactive vacation experience. Each trip is 100 percent customized for the client, with the company securing transportation, lodging, activities and support. The only catch is that the clients aren't told where they're going. Instead, travelers solve real-time clues that guide them to their destination.

"I'm extremely grateful for the opportunity to have competed and to the judges for selecting Cluventure as the winner," Taylor says. "I'm really excited to use the prize money to further my business and send clients on some really cool adventures."

WMU's pitch competition serves as a test run for student entrepreneurs wanting to present their original business ideas to potential investors. During the event, participants compete for cash prizes while obtaining valuable feedback about what it would take to launch their product or service.

## TOP FINISHERS FOR 2018

Four companies won prizes totaling \$5,000 during this year's pitch competition.

- First place and a \$2,000 prize went to Cluventure, an individual company pitched by **Taylor**.
- Second place and a \$1,400 prize went to Cleat Guardians, a team company pitched by freshman **Charles Bailey**, a supply chain management major from Wyoming, and his business partner **Alexis Kaanta**, who is not a WMU student. Their product is a custom rubber mold that users wearing cleated footwear step into after leaving a playing surface so they won't damage non-playing surfaces.
- Third place and an \$800 prize went to Seat Swap, an individual company pitched by junior **Lincoln Heaphy**, a sales and business marketing major from Fenton. His product



*Multiple panels of judges evaluated the competitors.*



is a smart phone application that aims to connect fans with tickets to the same event. Fans who are unable to attend the event or choose to leave early can use the app to list their seat, while fans at the event can use the app to buy the newly open seat if it would be an upgrade for them.

- Fourth place and a \$500 prize as well as the People's Choice Award and a \$300 prize went to Perfect Shake, a team company pitched by junior **Anna Ryan**, an industrial and entrepreneurial engineering major from Fenton. Her partners are sophomore **Alex Berardelli** from South Lyon and freshman **Charles Motley** from Canton, both of whom are industrial and entrepreneurial engineering majors. Their product is a cylindrical container capable of grinding crystals, seeds or whole peppercorns that takes the guesswork out of cooking because it includes a mechanism to set exactly how much seasoning should be dispensed.

## ABOUT THE COMPETITION

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More than 25 individuals and teams participated in the 2018 O'Shaughnessy Business Pitch Competition and Showcase, which honors student innovation and entrepreneurial spirit at WMU. Three-minute pitches for their companies were evaluated during progressive rounds by panels of judges representing business community members and WMU faculty. Six companies made it to the final round.

"The pitch competition serves as an excellent bridge between our local business community and our students," says **Dr. Robert Landeros**, chair of the Department of Management, "I believe the high caliber of ideas that were pitched this year illustrates how important innovation and leadership are to WMU students."

The management department in WMU's Haworth College of Business organizes and hosts the competition. For more information, including videos of recent competition winners, visit [wmich.edu/pitch](http://wmich.edu/pitch). Direct questions to Landeros at [robert.landeros@wmich.edu](mailto:robert.landeros@wmich.edu) or (269) 387-5802.

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

# Business students recognized for academic excellence and leadership



*King, of Vicksburg, was named Trailblazer of the Year*

CONTACT: ALYSSA BENSON  
APRIL 26, 2018 | WMU NEWS

KALAMAZOO, Mich.—Twenty-five students from Western Michigan University’s Haworth College of Business were recognized the end of March as part of the fourth annual **Trailblazer Student Recognition program**, including senior **MacKenzie King**, of Vicksburg, who was named Trailblazer of the Year.

“The Trailblazers recognizes students who demonstrate dedication to academics, community, professional development and leadership,” says **Dr. Satish Deshpande**, dean of the Haworth College of Business, of the event March 28. “This group of students is just that—dedicated to the many communities they’re involved in and committed to all of the facets of their academic and co-curricular experience.”

## MACKENZIE KING

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A Lee Honors College student majoring in management and biological sciences, King is an active member of the WMU campus and surrounding communities, currently serving as both a WMU neurobiology research assistant and a lead researcher for Refugee Outreach Kalamazoo. King has published research and has presented at the 2017 Michigan Society for Neuroscience Conference. She has been recognized as the Department of Management 2018 Presidential Scholar and is the recipient of numerous scholarships from the Haworth College of Business and the College of Arts and Sciences. Future plans involve presenting her research in neurobiology at the 49th annual Michigan Society for Neuroscience with Dr. John Jellies, WMU professor of biological sciences, and attending the Qasid Institute in Amman, Jordan, to learn Arabic.

“Being honored as a Trailblazer by the Haworth College of Business threw me into deep contemplation about the importance of innovative, risky ideas,” says King “It solidified my understanding of the college’s commitment to free thinkers. It showed me something truly beautiful, that interdisciplinary ideas—even reaching beyond the realm of business—are welcomed and appreciated by faculty, staff and students alike. This is not normally the case, but the Haworth College of Business is not your normal business school.”

## THE FINALISTS

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The program is application-based, and a panel of college faculty and staff chooses the finalists.



*WMU Trailblazer Student Recognition program—2018 finalists*

The following students were selected as finalists for the 2017-18 academic year.

- **Julia Avery**, a junior human resource management major from Battle Creek.
- **Kimberly Campbell**, a senior marketing major from Burlington, Kentucky.
- **Lauren Carroll**, a senior food and consumer package goods marketing and integrated supply management major from Novi.
- **Mason Day**, a junior accountancy major from Eagle.
- **Jake DeJulio**, a senior food and consumer package goods marketing major from Overland Park, Kansas.
- **Jacob Elwell**, a junior management and sales and business marketing major from South Lyon.
- **Nathan Falzon**, a senior advertising and promotion major from Livonia.
- **Joy Goldschmidt**, a junior integrated supply management major from Troy.
- **Alex Gutierrez-Spencer**, a junior advertising and promotion major from Kalamazoo.
- **Karlee Hancock**, a senior food and consumer package goods marketing major from East Leroy.
- **Larkin Hubert**, a junior human resource management major from Bay City.
- **Daniel Israel**, a junior integrated supply management major from Fort Gratiot.
- **Timothy Johnson**, a senior management major from Kalamazoo.
- **MacKenzie King**, a senior management and biological sciences major from Vicksburg.

- **Tracy Kuhle**, a senior marketing and Spanish major from Decatur, Illinois.
- **Alexis Lenderman**, a senior entrepreneurship and global and international studies major from Kalamazoo.
- **Samantha McGrath**, a sophomore food and consumer package goods marketing student from Canton.
- **Megan Miller**, a sophomore management and marketing student from Lake Orion.
- **Edward Mulford**, a senior integrated supply management major from Freeland.
- **Lauren Nowakowski**, a junior management and sales and business marketing major from Granger, Indiana.
- **Margaret Scannell**, a junior management major from Grand Rapids.
- **Jack Szott**, a junior accountancy major from Naperville, Illinois.
- **Nate Timmons**, a senior finance major from Kalamazoo.
- **Brittney Wojcik**, a senior marketing major from Palatine, Illinois.
- **Laurel Wright**, a junior sales and business marketing major from Kalamazoo.

**For more information**, visit the [WMU Trailblazer Student Recognition program online](#) or contact Alyssa Benson, marketing specialist for the Haworth College of Business, at (269) 387-5964 or [alyssa.benson@wmich.edu](mailto:alyssa.benson@wmich.edu).

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