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JUNE 2018

Haworth College of Business



Advertising students place at competition

A team of advertising and promotion students took second place in their division in the District 6 American Advertising Federation's National Student Advertising Competition.

[Read more about the advertising competition.](#)



Information systems professor honored

Dr. Alan Rea, professor of business information systems, was recently honored by [Red Hat](#) for including open source technologies in his curriculum.

[Read more about Rea and his experience teaching open source.](#)



Driven to succeed

Food and consumer package goods marketing student Samantha McGrath is driven to succeed and gets involved any way she can.

[Read more about McGrath's experience at the Haworth College of Business.](#)





Sales program recognized

The WMU sales program has been recognized as a top program for 12 consecutive years by the [Sales Education Foundation](#).

[Read more about the sales recognition.](#)



Study abroad scholarship recipient

Entrepreneurship and global and international studies major Alexis Lenderman earned a Gilman International Scholarship to study abroad. She plans to study in Quito, Ecuador, this summer.

[Read more about Lenderman and the scholarship.](#)



WESTERN MICHIGAN UNIVERSITY

Haworth College of Business

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Newsletter Archive

Advertising students take second place in national competition

contact: Alyssa Benson
May 2, 2018 | WMU News

KALAMAZOO, Mich.—A team of Western Michigan University advertising and promotion students took home second place in their division in the District 6 American Advertising Federation's National Student Advertising Competition. This is the second year that WMU has taken second place in the competition.

WMU presenters were **Kiana Bailey**, of Warren, who won the competition's Best Presenter Award; **Sara Buckle**, of Stevensville; **Alex Gutierrez-Spencer**, of Monroe; and **David Hughey**, of Vicksburg. The presenters were part of a 29-member student team.



"Our second-place finish is a testament to the outstanding education and experience that WMU and the advertising program offers," says Buckle, a presenter and director of strategy and consumer insights for the WMU team.

"I'm so thankful for the rest of our team. Through countless hours of practice and preparation, they continuously encouraged and uplifted me. I have them to thank for receiving this award," adds Bailey.

The competition

Each year a corporate sponsor provides a case study reflecting a real-world situation. Students must create an integrated advertising campaign for the client that is pitched to a panel of judges made up of professionals in the advertising industry and client representatives. Teams are judged on both presentation and original advertising collateral in the form of a plans book and creative executions.

This year's team developed an advertising campaign for Ocean Spray with the goal of enticing 24- to 35-year-olds to try Ocean Spray products. Using a variety of traditional and nontraditional consumer touch points and carrying the tagline "Dive In," the WMU team conducted extensive research into the 24-to-35-year-old market.

"This competition is an excellent way for students to learn about the advertising campaign process since it mirrors what they will do for a real client when they enter the advertising and promotion industry," says **Dr. Karen M. Lancendorfer**, associate professor of marketing and director of the advertising and promotion program. "The amount of talent on this team is incredible. They took a product that is not regularly consumed by millennials and made it relevant for a new audience."

The team

The WMU team was among 20 teams from universities across the region and placed higher than teams from Grand Valley State University, Southern Illinois University, Indiana University and Central Michigan

University. It included advertising and promotion students in the major's capstone course. The competition serves as the course's final project.

Other non-presenting team members include:

- **Andrew Britton**, of Troy
- **Cameron Britz**, of Port Huron
- **Brenna Cooper**, of Clarkston
- **Olivia Davis**, of Odessa
- **Olyvea Davis**, of Battle Creek
- **Nate Falzon**, of Livonia
- **Steven Fischer**, of Harrison Twp.
- **Abrahan Garcia**, of Holland
- **Makeya Hoard**, of Bronson
- **Sarah Homic**, of Warren
- **Dustan Aiden Muir**, of Brampton, Ontario
- **Bradley Murray**, of Warren
- **Kelsey Neperud**, of Saginaw
- **Stephen Peebles**, of Redford
- **Myka Poffenberger**, of New Buffalo
- **Jill Puckett**, of Marshall
- **Yifeng Qiao**, of Shanghai, China
- **Meghan Schulz**, of Battle Creek
- **Kristen Simpson**, of Canton
- **Justice Smith**, of Muskegon
- **Melissa Summerfield**, of Hartland
- **Conner Sweeney**, of Jackson
- **Brittany Walton**, of Ann Arbor
- **Kaitlyn Watson**, of Jackson
- **Brennan Wieber**, of Plainwell

WMU advertising and promotion program

As one of the premier programs in the country, the advertising and promotion major at WMU attracts creative, strategically minded students and provides them with an interactive education that ensures they will have the skills and knowledge necessary for success. Advertising and promotion faculty bring years of practical experience to the classroom and maintain close ties with industry through applied research and consulting.

For more information about the program, contact **Dr. Karen Lancendorfer** at (269) 387-5996 or karen.lancendorfer@wmich.edu.

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

Dr. Alan Rea receives Red Hat Award for teaching open source



Dr. Alan Rea, professor of business information systems, is one of eight international higher education instructors who are being honored this year by Red Hat for including open source technologies in their curriculum. Red Hat’s press release announcing the honorees states, “The efforts of these instructors both to integrate open source into their classrooms and to grow a community of like-minded educators are making a difference in the lives of students and making the world a more open and collaborative place.”

What is open source, and why is it important?

open-source [oh-puh n-sawrs, -sohrs], adj.

1. Computers. pertaining to or denoting software whose source code is available free of charge to the public to use, copy, modify, sublicense or distribute.
2. pertaining to or denoting a product or system whose origins, formula, design, etc., are freely accessible to the public. Dictionary.com Unabridged

For Rea, who has been an open source advocate for many years, teaching open source technologies and philosophies is essential. Rea emphasizes that open source is ubiquitous—companies of all sizes have access to open source, and we often use technology built on open source platforms without realizing it. When thinking about how open source is impacting technology and business, Rea is most excited about how it has enabled so many advancements.

A significant example is the rise of the internet. The web has transformed the way we do business and interact as a society. Today, artificial intelligence, machine learning and virtual reality are driven by people using open source tools. As an information systems professor, the platform is uniquely relevant for Rea's students; however, the technologies created on those platforms and the open source philosophies of agility, teamwork and continuous improvement are relevant for everyone.

“Many open source projects never make it beyond the technologists because of the lack of business acumen and other skill sets not directly associated with technology,” says Rea. “Open source projects need more than technologists; they need editors, marketers, designers, writers, business managers and accountants. When working with open source technologies, you become a team member.” Students at the Haworth College of Business, no matter their major, all benefit from experience with team agility, collaboration, leadership and growth. Therefore, Rea encourages all students to become familiar with open source concepts and philosophies.

Making connections

Rea became involved with Red Hat via connections made through Professors Open Source Software Experience workshops, which are sponsored by the National Science Foundation and Red Hat. This community is made up of open source users and instructors who provide resources and support for teaching open source. Here, he was connected to Red Hat's open source education support team. This team is devoted to collaborating with educators as they integrate open source into their curriculum. This unique support is what led Rea to work with Red Hat.

The project

In collaboration with Red Hat, Rea immersed his web architecture students in an open source project that involved working in teams to streamline the teachingopensource.org website. The site provides support and materials for educators interested in teaching open source. Before the project, TeachingOpenSource's vast library of resources was difficult to navigate, and his students were tasked with proposing solutions for improving user experience.

The students benefitted by gaining experience in working as a team on an open source project and seeing real-life improvements as a result of their hard work. “I think I speak for everyone in our CIS 3900 class when I say this has been a tremendous experience that will benefit all of our careers,” says Kathleen Cotter, who was a senior electronic business marketing major at the time of the project. “Red Hat and Dr. Rea have provided a learning experience that goes beyond the classroom into the professional world. I learned the importance of time management, collaboration and cohesion. I am so grateful for this experience and value the opportunity to learn from not only Red Hat and Dr. Rea but also from my classmates whose unique skills have contributed to the success of this project.”

Teaching through collaboration

Through discussions within Professors Open Source Software Experience and TeachingOpenSource, Rea gleans many ideas and approaches for incorporating open source into the classroom. These discussions allow Rea to work in an open community to support faculty around the world as they implement open source in classrooms. When Rea first became involved in the open source community, he was the only information systems professor. The majority of participants were computer scientists who were curious as to why Rea would be involved with teaching open source. He recognized the relevance of the subject for himself and his students, and today, he enjoys the opportunity to mentor the growing number of information systems faculty who are getting involved. Using open source philosophies to create a community that works together to teach the technologies is the best part of the experience for Rea.

Samantha McGrath on laying her path to a successful career through networking and tenacity

Food and consumer package goods marketing student Samantha McGrath is highly motivated and driven. If you ask her to describe herself in three words, she will tell you she is optimistic, ambitious and conscientious. These traits, along with her networking skills, have allowed her to fill her college career to the brim with experiences, internships and opportunities. McGrath has been a part of the Haworth College of Business Trailblazers program for the past two years, serves as a student ambassador for the Haworth College of Business and is the president of the Student Leadership Advisory Board. She has a long list of accomplishments and strives to continue to add more each year.



The most exciting experience of McGrath's college career

I currently serve as the president of the Student Leadership Advisory Board where I have the opportunity to use and develop my leadership skills. I am overseeing a project that helps more than 20 organizations connect with Western Michigan University staff and students in order for them to gain knowledge of how to succeed in various business arenas. I am also enjoying the opportunity to lead incoming students in my role as student ambassador at the Haworth College of Business.

Learning an essential skill for business pioneers

One of the most important things I have learned while at the Haworth College of Business is how to professionally network. I would like to become a business pioneer, developing constructive collaborations with innovators and entrepreneurs. Being able to attend the business etiquette dinners, career fairs and the Food Marketing Conference has equipped me with the knowledge and skills to conduct myself in a professional manner.

Getting involved on campus has been incredibly rewarding for me, and I recommend that everyone explore the things they love and participate in activities that may be out of their comfort zone. The best way to grow academically and personally during college is to engage in campus life and all that Western Michigan University has to offer.

One of many reasons to choose Western Michigan University

The Haworth College of Business became a clear choice for me after touring Western Michigan University as a high school senior. The business externship program sparked my interest and aligned with how I wanted to

pursue my career goals. I was accepted into the program and matched with E & J Gallo Winery to attend their externship in Detroit.

Gaining experience and learning to navigate the business world

During my externship, I learned how to effectively communicate with employers and peers, as well as appreciate the role of corporate culture. This experience led to my internship for summer 2018 in Chicago with E & J Gallo Winery.

In building my professional network and finding ways to continue to grow, I have filled each of my summers with internships. One summer, I worked as a marketing intern for Busch's Fresh Food Market. As a food marketing major, I was drawn to this internship by the opportunity to see the inner workings of a grocery store marketing department. During this internship, I worked with the graphic design team for J.B.'s Smokehouse to coordinate, proof and submit the weekly ad and promotions.

I also served as an organizational assessment intern for AlixPartners, an international consulting firm that is best known for its work in corporate turnaround and restructuring. I was drawn to their fast and effective methodology that identifies the issues that impact a company's performance. During my internship, I maintained assessment data and reports and scheduled assessment feedback meetings.

Setting goals

I aim to work in a challenging, cutting-edge environment where I can enhance my knowledge of the food industry and set precedents in a highly competitive marketplace. Ultimately, I hope to be a successful trendsetter as a corporate brand strategist in the global arena. In the meantime, I will continue to get involved with as many professional growth and networking opportunities as I can. I plan to explore new perspectives through a study abroad trip to Thailand and participate in food industry events in order to gain a better understanding of trends and corporate culture.

McGrath was recently featured on the Raise the W podcast where she discusses more about her experience as a student. [Listen to McGrath's episode.](#)

Sales program again nationally recognized for excellence

contact: Alyssa Benson
May 29, 2018 | WMU News

KALAMAZOO, Mich.—Western Michigan University's [sales and business marketing program](#) was identified for the **12th consecutive year** by the Sales Education Foundation as a top national program that both prepares students for careers in professional selling and helps elevate the sales profession. With 320 students and more than 1,600 alumni, WMU's program is one of the largest in the country.



Newell

"Our faculty works hard to provide a rigorous curriculum, setting our students up to excel," says **Dr. Steve Newell**, professor of marketing and a member of the sales faculty. "The recent renovation and expansion of the [Robert S. Kaiser Sales, Negotiation and Leadership Lab](#) ensure that students have the opportunity to practice the skills they learn in the classroom in a real-life setting, giving them even more experiences to demonstrate their skill and expertise in the field of sales."

One hundred percent of WMU sales and business marketing students find full-time careers or are continuing their education within three months of graduation, and 98 percent of these graduates are engaged in a job related to their degree. The WMU sales program is regularly lauded for its achievements in a number of areas.

Program highlights

- **Student competition successes**—Teams from WMU consistently place in the top 10 at national sales competitions, with one student recently placing first at the University of Toledo Invitational Sales Competition. In five of the last six years, at least one student has placed first or second in the State Farm Sales and Marketing Competition, and in 2014, WMU's team placed first overall among the universities competing.
- **Robert S. Kaiser Sales, Negotiation and Leadership Lab**—Students role-play in the state-of-the-art Robert S. Kaiser Sales, Negotiation and Leadership Lab. The lab includes enhanced ability to pinpoint areas for student improvement with detailed notes embedded in videos of the exercises. Students also have the opportunity to share footage with prospective hiring managers.
- **Sales and Business Marketing Association**—The association is one of the largest and most active student organizations in the college with more than 125 members. The group hosts an employer at each weekly meeting, giving students an opportunity to engage with industry professionals.
- **Study abroad**—Sales students are one of the largest groups at WMU to study abroad, gaining a global perspective on business.
- **National recognition**—The program has been No. 1 on the list of Top U.S. Sales Schools by [study.com](#) since 2007.

For more information, contact Newell at steve.newell@wmich.edu or (269) 387-6166.

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

Student awarded prestigious study abroad scholarship

contact: Cindy Wagner
May 15, 2018 | WMU News

KALAMAZOO, Mich.—Western Michigan University junior **Alexis Lenderman**, of Flint, is among just 1,000 undergraduate students across the country to receive a prestigious **Benjamin A. Gilman International Scholarship** to learn overseas.

Lenderman, an entrepreneurship and global and international studies major, plans to use her scholarship money to study Spanish in Quito, Ecuador, this summer.



Lenderman

The [Gilman Program](#) offers grants for U.S. citizen undergraduate students of limited financial means to pursue academic studies or credit-bearing, career-oriented internships abroad.

"As a first-generation college student as well as a former foster child, I've always had the dream of getting away, traveling and seeing something beyond my circumstances," says Lenderman, who plans to graduate in spring 2019 and then pursue a master's degree and a career in the U.S. Foreign Service.

In addition to the program in Ecuador, she previously studied in the Dominican Republic, South Africa, India, South Korea and Italy.

As part of the Gilman program, Lenderman will serve as a study abroad alumni ambassador when she returns to WMU in the fall.

"International education is critical to bridging differences and alleviating ignorance, and I am delighted to help expand the impact of the Gilman Scholarship Program," says Lenderman. "I believe my gifts and skills are not for me; they are to serve other people. I look forward to connecting students to services on- and off-campus to ensure the best college and life experiences. I want to see beyond the short distance that I've traveled thus far, not only physically, but mentally and spiritually, and continue to challenge myself each day to be the best form of myself."

WMU offers application advising for students who would like to [apply for a Gilman Scholarship](#).

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