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August 2018 Newsletter

AUGUST 2018 NEWSLETTER



ISM program top ten in the nation

The WMU integrated supply management program has been ranked No. 8 on Gartner's list of Top U.S. Supply Chain Undergraduate Programs.

[Read more about the latest ISM ranking.](#)



Cybersecurity training

WMU is partnering with Merit Network Inc to offer noncredit, online professional development courses in cybersecurity training. The first of the eight-week courses starts Oct. 22.

[Learn more about cybersecurity training at WMU.](#)



Business Broncos in network marketing

Several Haworth College of Business graduates share their stories of success in network marketing.

[Read more about business alumni involved in network marketing.](#)



HR student group recognized

The WMU chapter of the Society for Excellence in Human Resources has been recognized by the Society for Human Resource management for the eighth time in ten years.

[Read more about the recognition.](#)



Unite Schneider

The Unite Schneider social media campaign aims to share the stories of the students, faculty and staff of the Haworth College of Business.

[Visit the Haworth College of Business Facebook page to read the stories.](#)



Alumni Unscripted

Interested in blogging about your experience and sharing it with other young alumni? Consider writing for Alumni Unscripted, a blog for young alumni of the Haworth College of Business brought to you by the college's Young Alumni Advisory Board.

[Sign up to blog!](#)

To suggest a story please contact:

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ISM program among top 10 in the nation

CONTACT: DEANNE PUCA
JULY 9, 2018 | WMU NEWS



KALAMAZOO, Mich.—Western Michigan University's **integrated supply management program** recently ranked **No. 8** on national researcher **Gartner's list of Top U.S. Supply Chain Undergraduate Programs**. This distinction places it within the top tier of programs nationwide and is the third consecutive time WMU's program cracked the top 10 for this list.

WMU's high standing on the list places the University among elite programs at Michigan State, Rutgers, and Pennsylvania State universities, and Georgia Institute of Technology. The ranking is released biennially and considers a supply chain program's scope—its industry value as a highly recruited school, whether students have a broad understanding of industry concepts and program size. The 2018 ranking serves to solidify the strength of WMU's program, which was one of only three to be ranked in all three evaluation categories.

"Gartner's report is a result of what employers view as the perfect job candidate. The overwhelming answer was a blend of engineering, business and information technology skill sets," says **Dr. Sime Curkovic**, WMU professor of supply chain management. "We have been and will continue to be a program that gives employers exactly what they need."

"Not only are ISM students exposed to supply chain concepts in the classroom, but they also apply these concepts in numerous business settings," adds **Dr. Robert Reck**, WMU professor of marketing and director of the Center for Integrated Supply Management. "This is the future of supply chains—flexible, agile and responsive—and this is where WMU's program is leading the way."

ABOUT WMU'S ISM PROGRAM

WMU's integrated supply management program has been recognized nationally by several organizations and publications for its leadership in preparing students for careers in supply chain management. WMU's curriculum combines engineering, information technology, logistics, supply chain and business education. The program also includes Bronco Force consulting teams, which give students experience in business consulting with companies on their supply chain challenges. The WMU Center for Integrated Supply Management was established in 2014 by the Haworth College of Business.

[Learn more about WMU's integrated supply management program.](#)

For more information about the ranking, contact **Dr. Robert Reck** at robert.reck@wmich.edu or (269) 387-6107.

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

WMU partners with Merit to offer cybersecurity training, certification

CONTACT: HANNAH DODD

JULY 26, 2018 | WMU NEWS

KALAMAZOO, Mich.—Western Michigan University is expanding educational opportunities in cybersecurity under a new collaboration with **Merit Network Inc.** to offer noncredit, online professional development courses in cybersecurity training. Registration for the eight-week course is now open. The first courses start **Oct. 22**.

The partnership draws on faculty expertise in WMU's Haworth College of Business and College of Engineering and Applied Sciences as well as the advanced Michigan Cyber Range, a virtual network environment developed by Merit Network Inc. to facilitate safe cybersecurity training.

Dr. Alan Rea and **Jason Johnson**, faculty experts in cybersecurity, will lead the courses, which combine online learning modules with lab-based experiential learning. Using the Michigan Cyber Range Secure Sandbox, students can practice their skills on real threats without putting their own personal or business network at risk.

The Michigan Cyber Range prepares cybersecurity professionals to detect, prevent and mitigate cyberattacks in a real-world setting. Like a test track or a firing range, the cyber range enables individuals and organizations to conduct "live fire" exercises—simulations that test the detection and reaction skills of participants in a variety of situations.

"We take the already exceptional Merit materials and practical labs and infuse them with additional academic and professional components to provide students with a multilayered learning experience," says Rea, a professor of business information systems who has been teaching and researching information security for more than 20 years.

"These courses are more than just memorization to pass an exam; we make sure students understand why they should approach various information security challenges."

The cybersecurity courses offered by WMU are open to anyone in the growing field of information security and cybersecurity throughout Michigan and beyond. With the addition of the new noncredit courses, WMU now offers a full range of education and research opportunities for information security and cybersecurity professionals and employers.

Professionals interested in the cybersecurity courses can learn more and register online at wmich.edu/professional/cyber.

"WMU is raising the bar in providing cybersecurity education to a broader section of the state. The Cyber Range team is excited to work with the faculty to provide world-class educational experiences for their students," says Dr. Joe Adams, vice president for research and cybersecurity for Merit Network. "Having the courses online while still providing a personal connection to faculty experts allows for a flexible-yet-consistent level of training."

The courses prepare cybersecurity professionals for certification exams in some of the most in-demand credentials in the cybersecurity industry, including:

- CISSO—Certified Information Systems Security Officer.
- CDFE—Certified Digital Forensics Examiner.
- CPEH—Certified Professional Ethical Hacker.
- CPTE—Certified Penetration Testing Engineer.

WMU is the first Merit Network Inc. partner to offer the professional development courses entirely online in eight-week sessions. Additional courses will begin January 2019 with new sessions starting six times throughout the calendar year.

"Dr. Alan Rea and Jason Johnson are exceptional matches for Michigan Cyber Range technology resources," says Andrew Holmes, executive director of technology for WMU Extended University Programs. "They showcase the rich expertise and talent within the Haworth College of Business and the College of Engineering and Applied Sciences and are the perfect complement to the great hands-on training provided by the Michigan Cyber Range."

Rea was recently recognized by Red Hat, an open source software company, for the integration of open source technology in his curriculum.

Johnson, a faculty specialist in the engineering college, is a computer science lecturer and holds multiple certifications in cybersecurity. He has experience in corporate network and system administration and security.

Rea and Johnson, co-directors of information security programs offered collaboratively through Extended University Programs, the business college and engineering college, teach courses for both the online Master of Science and online Graduate Certificate in Information Security.

ABOUT PROFESSIONAL DEVELOPMENT AT WMU AND WMU EXTENDED UNIVERSITY PROGRAMS

WMU has offered professional development opportunities for more than 30 years. Using the extensive expertise of WMU faculty, the University can offer test preparation, community programs, customized courses for Continuing Education Units and State Continuing Education Clock Hours, and personalized programming for a variety of professional needs. Learn more at wmich.edu/professional.

WMU Extended University Programs delivers higher education and professional development opportunities beyond Kalamazoo through courses and programs offered online and at regional locations across Michigan and in Florida. EUP is committed to connecting learners, employers and communities with innovative technology and integrative research to facilitate talent development and enhance lifelong learning. Learn more at wmich.edu/extended.

ABOUT MERIT NETWORK

Merit Network Inc. is a nonprofit corporation owned and governed by Michigan's public universities. Merit owns and operates America's longest-running regional research and education network. In 1966, Michigan's public universities created Merit as a shared resource to help meet their common need for networking assistance. Since its formation, Merit Network has remained on the forefront of research and education networking expertise and services. Merit provides high-performance networking and IT solutions to Michigan's public universities, K-12 organizations, libraries, state government, health care, and other non-profit organizations.

The Michigan Cyber Range is hosted and facilitated by Merit Network in partnership with the state of Michigan and with the sponsorship of DTE Energy. A full training schedule may be found at the Merit Michigan Cyber Range website: merit.edu/cyberrange.

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

Alumni thriving in network marketing

Starting a business—for many people, it's a dream that they hope to make a reality. One route that people with a talent for entrepreneurial thinking take is working for a firm that employs multi-level marketing in its model. MLMs, or network marketing firms, are seeing a boom as people of every generation seek a variety of things: greater flexibility, earning potential and company missions that resonate.

Whether someone is looking for a side gig to supplement income or a long-term career, the opportunities and support that building a business through an established company provides is attractive. And, as always, Haworth College of Business alumni are seizing these opportunities and making the most of them.

GLENN SCHRAUBEN, B.S.'07, M.S.A.'11, MALENA (REMYNSE) SCHRAUBEN, B.S.'07, M.A.'09, ISAGENIX



Glenn and Malena Schrauben

For Glenn and Malena Schrauben, selling Isagenix products was the perfect fit. Like many who start in a MLM firm, they loved the products as consumers first, eventually taking the next step and becoming part of the Isagenix network. The Schraubens describe themselves as “health and wellness innovators” and provide their clients with products centered around five pillars: health and nutrition, weight wellness, energy, performance, and healthy aging and skincare.

The Schraubens, who have reached the executive rank within the company, were drawn to Isagenix because top leaders in the company have years of experience in direct sales, largely from being in the field.

For anyone thinking of an opportunity in an MLM, the couple recommends doing extensive research. “Join a company that is well-established,” says Glenn Schrauben. “Ensure senior leadership has been in the industry at multiple levels, not just the executive level. Make sure the products you will be sharing are products you enjoy, can stand behind and will weather economic ebbs and flows.”

The Schraubens have many resources at their disposal for training and marketing their business. This support from the parent company has been helpful to the duo throughout their entrepreneurial journey, especially when they first started.

The couple kept their initial expectations conservative, not knowing where this business would go, and they recommend patience for those looking at network marketing opportunities. “Realize that you should not expect immediate gratification. It takes time to build a team, develop a steady income and to perfect the craft.”

Learn more about their business at:

- Website: faithhustlehappiness.com
- Friend or follow [Malena](#) and [Glenn](#) on Facebook

CHRISTA LEE, B.B.A.'04, YOUNIQUE



Lee

The mission of [Younique](#) as an organization that uplifts, empowers and validates women and drives a portion of profits into a charitable foundation that provides a healing retreat for women who are survivors of childhood sexual abuse is what drew Christa Lee to the company. The mission spoke to her spirit, and the model catered to her desire for unlimited earning and advancement potential.

Leading a team of 10,000 consultants as a Younique presenter, Lee has a simple tenant for her business, “Care more about the paychecks of those working for you than your own, and your business will bloom.” And her business is a case in point. “What we do at Younique is servant leadership. I always think, ‘What can I do for my team? How can I provide positive feedback

that will help them build their businesses?’ I believe strongly that managers often become too focused on what’s going wrong or lacking, rather than building on strengths first. The concept of building others up is very much in line with what Younique is about—building women up and not tearing them down.”

Lee is a black status presenter, the highest level within the company, and is a featured speaker at Younique’s 2018 national convention. Having her own business has allowed Lee to have the freedom to work when she wants and where she wants, which allows her incredible flexibility in her work life.

Lee always knew she was destined to do something different with her life and take the road less traveled. She didn’t know how she would become an entrepreneur but she was confident that she would one day own her own business and be her own boss, and her skills from the college have helped provide great building blocks for the endeavor.

Her advice to others thinking about starting in network marketing?

- You will get out what you put into the business. There is no finish line in this business; you can always take things to the next level.
- Don’t overthink things. We all learn as we go, and mistakes will happen and will help you grow.
- Be authentic, especially in social media promotions. People want to see someone who they can relate to as well as a great product—it’s ok to be real and let your vulnerabilities show.
- If you are thinking about network marketing, try it.

Lee recently made Younique her full-time job, and is enjoying every minute.

Learn more about her business at:

- Facebook page: <https://m.facebook.com/christa.piquet>
- Website: www.youniquebychristalee.com

HEATHER NICKERSON B.B.A.’08, LULAROE



Nickerson and family

Heather Nickerson started her business in November of 2015. At the time, she was working remotely for a company in Seattle but living in northern Michigan. She would travel for work every four to six weeks, but between those times, she was at her house, glued to the phone and computer, by herself. “I decided I needed to get out of the house and meet people in the community, so I started with LuLaRoe as a way to connect,” says Nickerson. “I quickly realized how passionate I was about this business when I helped my first few customers try on clothes, and they left beaming and feeling so confident in themselves.”

From there, it has been a quick ascent to the top for Nickerson who never thought she would have a business of her own. Here are just a few milestones she has reached.

- She left her full-time job five months after starting her business. Well on her way to earning the six-figure income she had with her day job, she realized that she could make the business her full-time occupation while also being able to take her children out of day care and be with them every day.
- Less than a year and a half in to the business, she and her husband were able to pay off all debt (not including their mortgage) ... student loans, a home remodel loan, credit cards. Soon after, the couple was able to buy their dream home.
- In May 2018, Nickerson’s husband left his job to help grow the business, giving the couple more time to spend with their children, making memories as a family.

“If there is one thing I have learned through this business, is not to set your goals low,” says Nickerson. “All the things we have achieved were ‘farfetched’ dreams of ours in the beginning, just two and a half years ago.” The freedom that has resulted from Nickerson’s LuLaRoe enterprise is something that she never imagined.

Learn more about her business at:

- Facebook shopping group: www.shopheathernickerson.com
- Business page: www.facebook.com/lularoeheathernickerson

NICOLE WILDEMAN, B.B.A.'06, BEACHBODY



Wildeman

When Nicole Wildeman started her own health and fitness journey three and a half years ago with Beachbody, she had incredible results. Her own experience led her to want to help others with their health goals, which is why she joined the Beachbody organization.

“Providing, at-home health and fitness solutions, nutrition planning and daily accountability is the focus of my business,” she says. “I was very nervous to put my own results out there, but I was also excited that I found a solution to make health and fitness work in a busy mom lifestyle and wanted to help others do the same.”

Today, Wildeman is full-time with Beachbody and setting her sights on achieving performance goals within the organization.

She notes that it is easy for life to “get in the way” both in terms of health and fitness and in terms of goal setting with an MLM organization. Her advice? “Passion and daily commitment are vital to the success of your business. Small activities you do every day can add up to reaching amazing heights, but you have to believe in your mission and let it drive you. If you aren’t 100% behind what you are doing, it can be easy to get sidetracked.”

Learn more about Wildeman's business.

- Website: <https://www.fitnesssupermom.com/>

Communication, relationship building and general business knowledge gained at the Haworth College of Business aided all these alumni in their success, along with a willingness to try and persist.

Student group recognized by world's largest HR association

CONTACT: STACEY MARKIN
JUNE 22, 2018 | WMU NEWS

KALAMAZOO, Mich.—The Western Michigan University chapter of the **Society for Excellence in Human Resources** has been recognized by the Society for Human Resource Management for the eighth time in ten years.

The Society for Human Resource Management has awarded a 2017-18 Superior Merit Award to [WMU'S SHRM student chapter](#) for providing superior growth and development opportunities to its members.

THE MERIT PROGRAM

The SHRM student chapter merit award program, which began in 1972, was created to encourage student chapters to require ongoing excellence in the following areas: student chapter requirements, chapter operations, chapter programming and professional development of members, support of the human resource profession and SHRM engagement.

"Young professionals like those being honored at Western Michigan University play a vital role in SHRM's success," says **Johnny C. Taylor Jr.**, president and chief executive officer of SHRM. "I'm especially honored to thank this year's award winners because they offer excellent evidence that SHRM's future is indeed in good hands."

SHRM student chapters have the opportunity to earn an award based on the number of activities they complete during the merit award cycle, the most recent of which lasted from April 1, 2017, to March 31, 2018.

"The Superior Merit Award recognizes the most active and highest achieving Society for Human Resource Management student chapters in the nation," says **Dr. Kyle Brink**, associate professor of management and faculty advisor for WMU's Society for Excellence in Human Resources chapter. "This award is a testament to the leadership and hard work of **Jessica Childs**, president of the chapter, the entire executive board, and all members."

ABOUT THE SOCIETY FOR HUMAN RESOURCE MANAGEMENT

The [Society for Human Resource Management](#) is the world's largest human resource professional society, representing 285,000 members in more than 165 countries. For nearly seven decades, the organization has been the leading provider of resources serving the needs of human resource professionals and advancing the practice of human resource management. The Society for Human Resource Management has more than 575 affiliated chapters within the United States and subsidiary offices in China, India and United Arab Emirates.

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Foodie, yogi, Netflix binger and tech enthusiast Tala Hamdan hails from Beirut, Lebanon, and came to WMU due to “the reputation of the business college and the percentage of graduates getting jobs soon after graduation.” Tala is enrolled in the MBA program where she is earning a concentration in computer information systems. Her experience has been a fulfilling one. She loves the background and real-life contexts Dr. Quraeshi brings to his global business classes and Dr. Razi’s skill in teaching the subject of analytics. When she isn’t studying, Tala likes checking out the local food scene and is a blogger for Yelp. As an international student, her friends have become a second family. The most important thing Tala has learned at WMU? “Diversity and a willingness to accept others, no matter where they come from ... Every person is different and has a history.”