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2018

BUSINESS

Haworth College of Business

A portrait of a middle-aged man with dark hair and a goatee, wearing a dark blue suit, white shirt, and blue patterned tie. He is smiling slightly and looking towards the camera.

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WESTERN MICHIGAN UNIVERSITY

Greetings from the Dean's Office



Dear Alumni and Friends,

This edition of Business focuses on the concepts of leadership, identity and culture, exploring the intersection of people and organizations.

These topics are ones that I am considering quite a bit in my first months as the new dean of the college. How do we best develop great business leaders for the future? How do we form a strong and strategic institutional identity that values the individual identities of all who interact with the college? How do we build on our past strength and form a healthy and vibrant culture for the future?

As a college, we strive to educate our students to be the types of employees you want to work at your organizations—hard-working, dedicated individuals who will positively impact corporate cultures and respect leadership, whether they are team leaders or team members. We teach students to evaluate the culture of the company they accept an offer from—for their first positions out of college and every role that follows.

Here are just a few ways that we are preparing students for their futures in the business world.

- Creating a faculty-student experience that models the best elements of mentorship.

- Providing cohesive, immersive and progressive professional development experiences through programming in the Zhang Career Center and through the required Student Professional Readiness Series.
- Teaching critical thinking, sound decision making and communication skills to all students.
- Offering students the opportunity to consult with businesses through BroncoConnect and Bronco Force student-faculty consultancies and through project management classes.
- Encouraging entrepreneurial opportunities through Starting Gate, the student business accelerator; the annual business pitch competition; and the curriculum.
- Embedding topics such as sustainability and globalization throughout our courses.
- Connecting students with speakers who bring in their expertise on critical issues in the business world.
- Investing in our programs and providing best-in-class learning facilities where students can gain relevant experience with the tools and technologies that professionals use.
- Developing new programs such as graduate certificate programs and master's degrees in information security and supply chain.

- Preparing our students to work in organizations of all scopes and sizes. Our current three-month post-graduation success rate is 94 percent—well above the national average.

We realize that our students and alumni represent the ethos of the Haworth College of Business—contemporary thinking, unparalleled work ethic in executing priorities, innovation and quality. We take our role as stewards of the educational and social development of future business leaders very seriously, always pushing ourselves to become better at what we do and how we do it. Please take some time to read about our amazing students, alumni, faculty and staff in this edition.

I place a high priority on accessibility in my office. I hope you will treat me like a trusted colleague or friend and reach out with your thoughts about our college. Together, we can answer the questions of how we become even better at serving our students and where we want to go as an institution.

Sincerely,

Satish P. Deshpande

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Business is an annual publication of Western Michigan University's Haworth College of Business, Kalamazoo, Michigan, for alumni and friends of the college. The views in the magazine are not necessarily those of the University.

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WESTERN MICHIGAN UNIVERSITY

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 Haworth College of Business

 HCOB

 Haworth College of Business

 HCOBWMU

On the Cover: Robert Kaiser, B.B.A. '78, owner and chief executive officer, Gallagher-Kaiser.



Finishing the Job: From Paint Shops to Family Legacies

Imagine stepping into a facility that is a million square feet. You see 40 million pounds of steel, equipment, robots flawlessly painting vehicles, and advanced systems specifically designed to clean the air. Many of us have never been inside a facility like this, but for the employees of Gallagher-Kaiser, it's all in a day's work, as the company sets the pace for its industry.

Gallagher-Kaiser is the world's premiere paint finishing company. Robert Kaiser, B.B.A. '78, owner and chief executive officer, leads the organization and relishes the complexity of the work. The company's expertise in engineering, procurement and construction allows GK to build the most technologically advanced paint shops available today.

"We design, fabricate and build the automotive plants that paint your vehicles," says Kaiser. "Our expertise also extends beyond the automotive industry, as we have done work in aviation, aerospace, hospitality, government, manufacturing and power."

In 2010, Gallagher-Kaiser acquired Universal Piping Incorporated and is now one of the leaders in the mechanical piping industry. Together, GK and UPI are able to design, fabricate and install the components for their own projects as well as those of others.

Setting goals is in GK's DNA, and the company has achieved several significant milestones.

- **Strategic Sourcing Partnership:** In 2013, GK entered into a strategic sourcing partnership with General Motors. The collaboration was the first of its kind in the industry. Large, turnkey contracts like this allow GK to become better, faster and more efficient. The lessons learned from each project apply to the next—streamlining processes, reducing costs and fostering innovation in the next generation of paint shops.
- **Five-Time General Motors Supplier of the Year:** Out of more than 20,000 suppliers around the globe, General Motors recognizes about 100 each year. To win this award, GK has consistently exceeded GM's expectations, creating outstanding value and innovation.

ntity and Culture

- **65th Anniversary:** In 2017, the organization celebrated its 65th year in business. Kaiser's father, Joseph Kaiser, started the business, along with two partners, as an air and water pollution control company, which has grown into an award-winning corporation employing thousands. Growing the legacy of the business is extremely important to Kaiser and his brother Joe, B.S.'71, who served as president and retired in 2013.
- **GM Supplier Council Member:** Kaiser joined the 12-member GM Supplier Council created by General Motors to connect its supplier base and discuss ways to be more effective. Sitting with the top decision makers, gives Kaiser and his organization an important voice in ongoing conversations about the industry. Kaiser marks this invitation as one of the greatest honors in his 39 years in the business.
- **Seven Major Projects in Unprecedented Time:** Engineering and constructing seven major paint shop projects simultaneously in unprecedented time was a first for the industry and demonstrated that GK had the capabilities to engineer and construct several complex, world-class facilities. It was a turning point for the company, with the projects creating thousands of jobs all over the world and elevating the company's operations.

Success

Gallagher-Kaiser clearly has something special.

At one point, there were more than 30 companies in the paint finishing industry poised to serve large, commercial customers. Today, only a handful of companies remain.

What has helped GK evolve and continue to grow its success?

"Your people are always your most valuable resource," says Kaiser. "I believe in building the best team, surrounding myself with people who may have different skills than I do but who share the same values."

From sales to engineering to operations, we share a passion for innovation and an unwillingness to accept complacency."

Working through challenges in order to have breakthroughs—that's how days are spent at GK. Yet this sort of innovative atmosphere is only possible if there is trust. "I trust our leadership to make the decisions that are best for our customer and our company," says Kaiser. "A leader needs to listen to input and value ideas. We challenge and respect one another, and we rely on each other. If you can't trust your team, then you can't win."

That trust is an important part of the company culture, which Kaiser describes as open, fair and transparent, and it is critical to another core company value: safety. "It's important to remember that without our commitment to sending every employee home safe every day, our successes would not be possible. At every level, safety is everyone's full-time job. And trust in the team and our protocols is what makes us safe."

GK Awards

- General Motors Supplier of the Year 2012, 2013, 2014, 2015, 2017
- General Motors Customer of the Year, 2016
- GM Supplier IMPACT Awards for Tier 2 Diversity Spend: Top 50 Award and 2016 and 2017 GOLD Awards

For Kaiser, his company's success is important, but what is even more meaningful is the impact that GK has on individuals and families. "I believe our company's success, and in turn my own, can be measured by all the employees who are able to provide for their families because of their employment with the company. As GK has grown, we've been able to employ more people all over the world."



Kaiser with Dave Drouillard, B.B.A. '84, executive director, General Motors global purchasing and supply chain, showing the GM and GK teams the new Flint paint shop in 2016.

The Competitive Spirit

Kaiser honed many of the skills he uses as a CEO in his career in competitive offshore powerboat racing. “My racing career taught me how to be a competitor,” says Kaiser. “You can’t just give 100 percent, because your competitor wants the win too. You have to work harder, be faster and give 110 percent.”

Racing taught Kaiser the value of being intuitive. “I had to perform in a way that anticipated my opponent’s moves while never forgetting that the water is the most powerful component of any race. The ocean, like business, is forever changing. Setting up your boat mechanically, developing the strategy for a 170-mile race and competing against the best in the world, was not easy, and it helped further develop a work ethic instilled in me by my father.”

Fourteen years on the national circuit drove the concept of humility home many times for Kaiser. “You don’t always win, but the next race is only weeks away, and you have to strive to win again.”

Communication and trust were also key. “There were two of us in the boat going approximately 140 miles per hour. Racing the most powerful boats in the world on one of Mother Nature’s most powerful resources taught me how to rely not only on myself but also on someone else, like my lifelong throttle man, Errol Lanier. Errol and I had to be two men working as one. We had to communicate effectively not only because we wanted to win, but because our lives depended on it.”

Your past impacts your present—this is true in terms of the leadership potential that racing developed in Kaiser, and it is something that the owner of the multi-generational family business knows well.



Kaiser with his children, Julia and Bobby.

Family

“My brother Joe and I have always shared the same endless enthusiasm for the future that my father had when he started GK. Dad is our hero and embodies the American dream in our eyes. Upon returning from the service, he started the business and worked hard to provide for our family. At 97 years old, he still asks about our current projects and offers advice. It makes me proud to have grown the company into a world leader.”

Kaiser’s mother and sister have been integral parts of keeping the business moving forward, tirelessly acting as a vital support system for generations of the business’s leaders. “From my mother typing the first quote for GK, to her witnessing the company win multiple GM Supplier of the Year Awards, she has always been by our side.”

When Kaiser’s father retired, his brother Joe became the president, and Kaiser served

as executive vice president. “Joe is the best brother, friend and business partner I could have ever asked for. He taught me everything from how to throw a baseball to how to run a company,” says Kaiser.

Joe’s son, Joe Kaiser V, is now the president of UPI. Living and working within the industry his whole life, he has a unique perspective that combines the company’s history with its future.

“I believe my brother and I had a responsibility to make our father proud,” says Kaiser. “Today, as sole owner of GK, I feel the responsibility to also make my children proud. My son has my competitive spirit in sports and is a successful United States Hockey League player for the Muskegon Lumberjacks. He has committed to play Division 1 hockey for the University of Massachusetts Amherst. My daughter is equally competitive and has incredible business acumen and creativity, attending Parsons School of Design in New York City. I want them to be proud of our family legacy. Your family is so much a part of your business, and your business impacts your family; the two will always be linked for me.”

Kaiser and his brother also created an extended family through the employees of their organization. “We have employees that have been with us for over 40 years. We’ve grown up together in a sense. I owe our past and current employees, many of whom have dedicated their lives to GK, because without them GK wouldn’t be where it is today.”



Robert Kaiser, Offshore Powerboat Racing Achievements

- National Champion US-1
- World Champion
- Pro Champion
- World Speed Record Holder
- Offshore Powerboat Hall of Fame

College Welcomes New Dean



Following a national search, Dr. Satish Deshpande, a longtime Western Michigan University faculty member and administrator, became dean of WMU's Haworth College of Business on Jan. 1.

Deshpande, a professor of management, has served as the interim dean of the college since July 2016. Prior to that, he served for five years—2011 to 2016—as the college's associate dean for operations and graduate programs.

A faculty member since 1990, Deshpande's teaching specialty is human resource management. His research has focused on managerial decision making and ethics, health care management, and applied psychology. He is widely published on such topics as labor negotiations and unions, personnel management in health care, small business labor issues, and ethical conduct in workforce management.

"I am very excited for the opportunity to lead the Haworth College of Business," Deshpande says. "I deeply value the talent,

work ethic and creativity of our faculty, staff and students. As we work with the University leadership to pursue strategic goals for WMU, I know we will deliver initiatives that have a positive impact on the college, in the community and in the business world at large."

Deshpande earned his bachelor's degree from the University of Bombay, a post-graduate diploma from Xavier Labor Relations Institute and a doctoral degree from the University of Iowa's Tippie College of Business. He began his professional career as a personnel officer in private industry before pursuing his academic career as a teaching and research assistant at Iowa.

Deshpande's tenure at WMU has included such accomplishments as helping to create a human resource management major and leading the college's first strategic planning process. As associate dean, he was involved in revision of the college's MBA program, was instrumental in the introduction of a university-

wide entrepreneurship minor and was responsible for maintaining the college's accreditation through AACSB—the Association to Advance Collegiate Schools of Business. The Haworth College of Business is among a group of fewer than five percent of business schools worldwide accredited at both the undergraduate and graduate levels by AACSB International.

During his years at WMU, Deshpande spent a summer serving as a visiting professor at the University of Alaska, Fairbanks, and another summer as an exchange professor at Japan's Nihon University.

A member of the Society for Human Resource Management, the Academy of Management, and the International Association of Business and Society, Deshpande has been active over the years in presenting his research at conferences and symposia for those organizations and others. His research has been supported by such entities as Target Inc., the Government of Canada and the Center for International Business Education and Research.

PROFESSIONAL IDENTITY

Nine Students Speak About Growth and Development During the College Years





Forest Drummer, Senior

Program: Finance

"My professional journey during my college experience started with my first trip to the Zhang Career Center for a resume critique and practice interview. Through that experience, I identified the strengths and weaknesses in my materials and interviewing skills. I realized my professionalism still needed work and joined the national co-ed business fraternity, Phi Chi Theta. Through Phi Chi Theta, I enhanced my ability to tell my professional story, which resulted in earning internships with Stryker and Plante Moran. The network of resources from Phi Chi Theta and the career center to fellow business students and professors has been amazing. My experiences in executive board positions in student organizations have paid pivotal dividends to my overall professional growth as well. I have found greater interpersonal confidence and come out of my shell throughout my college years."

Collaboration and Competition

"At a company, I seek a welcoming environment that encourages collaboration and friendly competition. A positive atmosphere fosters collaboration and new ideas. Competition helps me tap into my full potential, pushing me to get better every day."



Rachel Larson, Senior

Programs: Computer Information Systems and Integrated Supply Management

"By changing my field of study from music education to business, I became the sole decision maker for my future, as I pivoted from an area where I had over a decade of experience to something new and unexplored. I value the unknown rather than the predictable, which is why I chose fields of study with endless new opportunities and challenges. I have formed my professional identity by surrounding myself with successful people. I try to understand how they achieve their goals. Relying on my network as a sounding board, I use trial and error to find the best process for me to achieve victories. Creating a network of strong, successful professionals has allowed me to discover my outlook on how I can be a successful student, professional and human being."

Final Destination

"Because I am goal-oriented, I begin with the end in mind, so understanding the possible advancement opportunities at a company is imperative. I like to see what I would need to achieve and the pathways a company has for professional development and advancement."



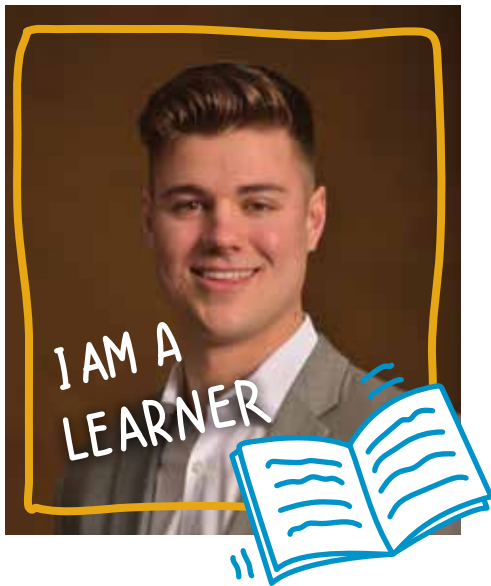
Joy Goldschmidt, Junior

Program: Integrated Supply Management

"The Student Professional Readiness Series has encouraged me to attend career and professional development events, which have improved my soft skills. I joined APICS and participated in their mentorship program and the communications committee. My mentor, Rachel Larson, not only helped me with business-related questions, but also supported me in obtaining my first internship last summer, which provided me with real-world experience and purchasing exposure. I made it a priority to get involved during college and have gained skills from everything from the club tennis travel team, to Alpha Lambda Delta, to Bronco Force. My semester-long study abroad program in Australia was one of my best overall growth experiences."

My Ideal Company

"I want to work for a company that supports bottom-up change. A culture that recognizes the value of creating an open-minded and tolerant environment is my best fit. I value innovation and a driven, team-oriented culture that is constantly looking for new ways to improve. Social responsibility and sustainability are also important to me, as well as transparency and integrity."



Scott Moldenhauer, Senior

Program: Management

"I can now easily give a professional presentation. Through my classes, I have developed my public speaking ability, which is an essential skill every business professional needs. I am the happiest and most at peace that I have ever been in my life. The most valuable lesson I have learned in college is that becoming comfortable with the uncomfortable is the secret to happiness. I have learned to apply myself with my best effort and then let stress go. Life is about being in the present moment and enjoying it. I have also shifted my view on leadership, realizing a leader doesn't have to be the loudest or most cheered person on a team—there is a difference between leaders and those who want to be heroes. My three years as captain on the hockey team has taught me to be a leader who puts the needs of team members first."

My Future Employer

"I am seeking an employee-empowered culture—an empowered workforce is an engaged workforce."



Cheri Anderson, Senior

Program: Personal Financial Planning

"My college career has helped me embrace new challenges. Sometimes challenges can be stressful, risky and confusing but how you handle a stressful situation will determine the outcome. Two things that have helped me in my learning are classmates and reading. Classmates have taught me the importance of teamwork and supporting others in a professional environment. Reading has helped me grow professionally. Through reading, you can gain new knowledge at any time; articles and textbooks have helped me to be more resourceful. College helped me develop accountability for reaching deadlines and goals. I have developed a selling attitude along with the ability to listen to and understand people from diverse groups."

Workplace Values

"I hope my future place of employment will value communication. Communication leads to an environment where people ask questions and express their thoughts. I find that people are more productive if a company shows concern for their employees' mental and physical health. Performance focus is also extremely important to me because I want to understand what is determining my success and rise to meet challenges."



Daniel Lopez, Senior

Programs: Accountancy and Finance

"My leadership style is a mixture of servant leadership and democratic leadership. This leads to greater diversity and innovation. The purpose of leadership is to influence others to achieve a common goal. As a leader, your goal should be to empower and develop others to become leaders themselves. Encouraging others to provide input ultimately delivers the best solution. For me personally in leading the Intercultural Business Student Association, I focus on what I can do to best serve our ambassadors and make sure they receive the support and resources they need."

Culture is Key

"I am looking for a company that has both a great business-centered culture and a healthy general workplace culture. To me, culture is by far one of the most important factors when looking for employment. I want to be part of a company that is continuously looking to innovate, values diversity and has a workplace where you can bring your authentic self. A workplace where employees have input and that engages with the community is attractive to me."





Marissa Bruno, Senior

Program: Sales and Business Marketing

"I was a very average student in high school, and when I got to college, I wanted to change. The student organizations that I have been a part of have helped me grow professionally. I was invited to join Alpha Lambda Delta after my first semester. That group helped me form goals and motivated me to do even better academically. Now, I am actively contributing to four student organizations. I have been able to travel, gain leadership skills, and learn what it takes to achieve goals; I am now a true believer in the concept that you can do anything if you put in enough hard work. I have fallen in love with my major, and my program has helped me learn what it means to be confident, not only in my beliefs and ideas, but also in myself."

Feels Like Family

"I am looking for a company culture that feels like family and will support me even through my failures. I want to feel like I am valued and can learn and grow at a company."



Austin Currie, Senior

Program: Marketing

"Transferring to WMU during my junior year was a big challenge. I only knew a few people in Kalamazoo, so I had to become involved in order to meet new people. I became a part of the Tau Sigma Honors Society and a member of the American Marketing Association. These organizations have given me the confidence to be social in unfamiliar circumstances. I have always felt that my professors and fellow students wanted me to succeed and were willing to help me reach my goals. It is amazing what I have been able to accomplish knowing that I have the University supporting me."

It's Not a Popularity Contest

"As a leader, I take everyone's thoughts and opinions into consideration before making a decision. However, part of being a leader is sometimes making the unpopular decision and sticking with it."

I Landed a Job

"I accepted a position with DTE Energy Trading. I interned at the company, which allowed me to experience the corporate culture. The culture played no small role in my decision to accept the offer. High ethical standards and community engagement factored heavily into my decision."



Shreya Naseri, Graduate Student

Program: Master of Business Administration

"There are certain domains which I used to think were beyond my capabilities, but since I came to WMU, I have taken on and succeeded in many things that I used to think were not possible for me. The environment of Western helped me take risks and learn new things. I appreciate the constant support of the faculty members who strive hard to help everyone understand. I am all about overcoming challenges, being curious and gaining knowledge of new things."

On My Own

"As an international student, leaving my family was the toughest thing I have ever done. I had no idea how I would manage my studies, my work, and my household, but here I am, doing everything single-handedly. It is good to feel so strong. I am not sure when I will see my family again, but the love and support I get from them and the people at Western is what keeps me going."

A Positive Force

"Positivity is something that I give a lot of significance to at a company. Only a positive attitude can move us forward."



DISASTER

STAFFING

The days following a natural disaster are fraught with emotion as people assess the damage to their community and their homes. As that takes place, a different sort of assessment is conducted—a review of critical pieces of infrastructure and buildings that must be operational as soon as possible—hospitals, schools, grocery stores, municipal buildings, housing complexes and others.

After that review is completed, large numbers of people are needed to staff restoration projects. That is where Jerry Ainsworth, B.B.A.'94, and Matt Ricksgers, B.B.A.'95, co-founders of LGS Staffing, enter the scene.

LGS Staffing is a full-service staffing, recruiting and human resources firm focused on priority service and technology-driven innovation. Offering flexible workforce solutions, regardless of the size of the project or organization, the company provides staffing solutions to several different industries, with specialization in the

industrial warehouse sector and disaster recovery projects.

Ainsworth and Ricksgers both moved to Atlanta post-graduation because they liked the vibe of the city and the opportunities in the region, and they began working their first jobs—Ainsworth in staffing and Ricksgers in commercial real estate.

Though they were both paying off their student loans and sometimes working side gigs to make ends meet, they began talking about taking the leap to start their own business. “After a few successful years in the staffing business, I knew that opportunities to expand the business model and improve the service platform were an industry niche that I wanted to focus on,” says Ainsworth.

The company began with staffing projects that required just-in-time quality technicians and then moved into other areas. “We had to scrape and claw at the beginning,” says Ricksgers. “And it has never gotten ‘easy,’ but we have figured out how to do the right

things for the company and keep growing.” And grow it has.

“We operate in a highly competitive, cut-throat industry,” notes Ainsworth. “We must deliver on execution strategies and innovative solutions in order to differentiate our company from our competitors. That has been the secret to our success.”

In 2008, a call came from a premier, national restoration firm with the opportunity to staff recovery projects following a massive tornado. After successfully completing those projects, the calls kept coming: flooding in Iowa, the BP oil spill, fires in Alberta, Canada—and most recently the post-hurricane projects in Houston and Puerto Rico and restoration projects following the California wildfires. The company has become a leader in disaster staffing, and it has become a profitable part of the business.

Ainsworth and Ricksgers find it rewarding to staff projects that get communities up and running, and there is a unique facet of

Management

these projects. “Whenever possible, we try to staff these projects with local workers, many of whom have been displaced by the disaster,” says Ricksgers. “Restaurants, retailers and offices are closed in the days and sometimes weeks after a disaster. We are able to put a lot of those people to work on projects, which gives them an occupation and income and also helps the area to recover so more permanent job opportunities can come back online.”

What does managing a disaster recovery project involve?

- Overseeing anything from small technical environmental projects to catastrophes requiring thousands of employees across multiple worksites.
- Organizing data to ensure projects run smoothly.
- Managing the necessary documents and certifications to help keep projects in compliance with regulations.



Ainsworth and Ricksgers

- Administering an electronic pay system that ensures employees are paid accurately and on time, preventing work stoppages.

LGS Staffing offers many different positions in staffing projects, including site safety managers, equipment operators, environmental technicians, project administrators, travel crews, skilled trades, accounting support, debris management, housing and logistics, insurance adjusters and several others.

“I think that the secret to our success in this area has been that we have been very careful about working with the right companies and building our reputation,” says Ainsworth. “The contractors we work with are the best in the business and can get things done better, faster and cheaper, which is a win for everyone involved.”

LGS Staffing will soon be celebrating its 20-year anniversary—quite an accomplishment for any business. The fact that Ainsworth and Ricksgers have maintained a healthy partnership the entire time is a testament to their collaboration and respect for each other. “We have switched up our roles over the years, agreed that we personally don’t need or want a lot of lengthy meetings, and helped each other establish priorities for the business or our personal lives by leaning on each other,” says Ricksgers. “A business partnership is like a marriage in many ways, and we have been very fortunate to have agreed on the major points in running a successful business that has been relevant for two decades and counting.”

WMU Bronco Force—Always Innovating

Western Michigan University’s Bronco Force recently joined forces with Urban Alliance, an organization devoted to fostering and promoting community development programs within urban communities. Their joint initiative will provide critical supply chain management industry support and training for unemployed and underemployed residents in the Kalamazoo area.

With facility support from L.C. Howard Inc. in Parchment, Michigan, Bronco Force and Urban Alliance are operating supply chain management academies, called Momentum Supply Chain Management Academies. Kalamazoo Valley Community College recently joined the partnership as well.

The academies are four-week, fast-track programs that target workforce employment needs in the areas of warehouse operations and inventory control. WMU students, along with faculty and industry partners, help teach the curriculum.

The long-term goal of the project is to execute a functioning warehouse and logistics business that could provide competitive industry services in an environment where graduates of Urban Alliance can work and where WMU students can experience a true employment setting. Bronco Force has supported Urban Alliance by providing the design, layout and operation of the activities.

“The integrated supply management program at WMU excels at developing innovative, nontraditional ways of educating tomorrow’s supply chain professionals,” says Ken Jones, director of education and applied solutions for the WMU Center for Integrated Supply Management. “The Bronco Force collaboration with Urban Alliance, L.C. Howard Inc. and KVCC is



just one example of engaging students and providing real-world experiences that go well beyond the classroom.”

The initiative was a finalist for the 2017 Manufacturing Leaders Talent Engagement Award. The peer-reviewed awards recognize innovative manufacturing organizations and strategies. WMU’s Bronco Force was among industry leaders IBM and MAGNA as a finalist.



Opening the Vault of Brand Strategy

Joe Morden, Bill Morden and Jess Cook put their Bronco business acumen to work for clients. Not pictured: Jess Brattina.

An iconic brand, a favorite flavor of pop, humor, a social strategy and stellar results. It's part of the daily routine for the Broncos of TMV Group who are sharing the brand stories of one of their clients, Faygo, with the next generation.

When Faygo was looking for a way to make a big splash for their 110th anniversary, the agency collaborated with the company to bring back Arctic Sun, a Faygo flavor retired in the 90s with a following that has been clamoring for its return since that day.

Seeking to connect with millennial consumers, TMV Group capitalized on the history and quirkiness of the Faygo brand. Using Facebook Live to make the announcement, the 17-minute



broadcast featured “Heather from Marketing” opening the Faygo vault to reveal Arctic Sun and an intern who had been trapped inside since the flavor’s disappearance. For the remainder of the broadcast, the pair threw out 90s trivia to the live audience, rewarding correct answers with cases of Arctic Sun.

The video reached more than 145,000 viewers. And Arctic Sun flew off the shelves.

The Team Responsible

Bill Morden, B.B.A.’74 **managing partner**

If you’ve seen a truly great car commercial in the last 30 years—think Heartbeat of America, Have You Driven a Ford Lately?, That Thing Gotta Hemi?, Jeep. There’s Only One—Bill was behind it. His work comes with his own creative stamp, which has been honored with Lions, Clios, Effies and other top-shelf awards.

Joe Morden, B.B.A.’06 **managing partner**

Joe is responsible for servicing all of TMV’s social media and the majority of the agency’s digital initiatives. He uses his account powers for good to bolster



The Faygo Call It Pop campaign similarly relies on engagement. “We saw that people were already having a conversation on social about pop vs. soda, and had been for years,” says Cook. “It was a universal argument, but no brand had taken ownership of it. Knowing it was a place Faygo could authentically play, TMV set out to help Faygo own the conversation with the Call It Pop campaign—a mission to convince everyone across the country to call Faygo ‘pop.’”

creative, growing the agency with both existing clients and new business.

Jess Cook, B.B.A.'05 **executive creative director**

Cook brings order to the often-chaotic creative process and has a knack for distilling big ideas into snack-sized stories for any audience. She oversees TMV's creative department, ensuring the quality of every piece of work.

Jess Brattina, B.B.A.'06 **account director**

Strategic and business-minded, with impeccable attention to detail, Brattina manages clients' day-to-day business needs. What her title does not reveal are her project management chops; she has the ability to whip any project into shape.

“When Faygo came to us in 2006, they were losing ground with millennials. Millennial consumers knew of Faygo, had maybe tried it once or twice,” says Joe Morden. “Perhaps their parents drank it. The product was familiar, but it wasn't relevant. Millennials appreciate brands with a story and authenticity. And they love to see a version of themselves in a brand's advertising.”

The home of the campaign was callitpop.com, where visitors could watch Bostonians and Los Angelenos (who call it soda) try Faygo for the first time and take the pledge to call it pop.

Paid social and online media drove millennial Michiganders to the microsite to engage with content, take the pledge themselves, share their pledge and watch in real-time as more people became a part of the movement.

How can marketing help build a brand culture?

“Many marketers want to sell people on product benefits—this pen writes smoothly ... it comes in many colors ... it's only \$2.50!—but to get consumers to want to hear you out on those benefits, you have to connect to them emotionally,” says Bill Morden. “People don't connect emotionally to the way a pen writes. They connect to what it allows them to do—write a heartfelt note to a loved one or the book that's been in their imagination for years. When you can find that emotional side door, then you can say ‘and, by the way, it also writes smoothly.’”

Gaining brand advocates is what companies strive to do. Those advocates tell their friends, post on social media and even create great content on the brand's behalf. TMV Group has seen this firsthand with its client Rip It Energy. In two years, the agency went from receiving little user-generated content to receiving more than could possibly be reposted. “We attribute this shift to the fact that we moved the brand's messaging away from price point and caffeine levels and toward the idea of ‘energy for the everyday warrior,’” says Brattina. “Soon, those working blue collar jobs, the night shift, and members of the military took notice. They had been fans forever, and we were finally acknowledging them emotionally.”



Tips from TMV Group for the everyday marketing warrior

- Realize that your brand is owned by consumers. They decide which content works best, which messages resonate most, and which images speak loudest.
- The best marketing recognizes the power of consumer brand advocates and uses information gleaned from consumers to build engaging campaigns.
- Look for insights. Do you have a piece of content that you weren't sure would go over well, which saw huge engagement numbers? That's gold. Figure out what made it so successful and produce more like it. Let your consumers tell you what they want, and then deliver it. That's how advocates are born.

“Millennials appreciate brands with a story and authenticity. And they love to see a version of themselves in a brand's advertising.”





“We have intentionally worked to develop women leaders with the career experiences needed to take over the relationships of our most complex clients. As a result, when we rotate our client partners, there are qualified women who are competitive for those leadership positions.”

– Greg Durant

Greg Durant, B.B.A. '80

Greg Durant, vice chairman and deputy CEO at Deloitte, is passionate about making an impact for clients, the capital markets and the firm's own people.

In his role as a leadership partner with some of Deloitte's largest clients, Durant is energized by helping solve their toughest challenges. “Our clients' needs are evolving quickly, and we must evolve in order to drive lasting value for them.”

Durant is currently working with Deloitte leaders on what the future will look like for organizations. The team is looking at everything from artificial intelligence and tools, to crowdsourcing, to robotics process automation, to skills augmentation.

“Our Deloitte CEO, Cathy Engelbert, describes this research as ‘work of the future,’ rather than ‘the future of work,’” says Durant. “The nature of our work will change, but I see technology as a partner and not a replacement. We need to be cognizant of how we want technology to transform the way we work.”

On the public accounting side of the equation, Durant is a true believer in the role of his profession in serving the capital markets. “I never lose sight of the fact that trust is the heart of our business. Board members and executives are depending on us—and so are the capital markets. We have an important role to play in protecting the public interest.”

Mentorship

A mentoring environment is central to Deloitte's culture and personally important to Durant. He has a passion for nurturing an inclusive and diverse workplace.

“Throughout my career, I have focused on mentoring women colleagues,” he notes. “We have intentionally worked to develop women leaders with the career experiences needed to take over the relationships of our most complex clients. As a result, when we rotate our client partners, there are qualified women who are competitive for those leadership positions.”

Durant points out that mentoring must be intentional. “You know what someone's resume must look like to assume key leadership roles. Consequently, you have to actively help manage your colleagues' experiences so that their resumes are persuasive when an opportunity comes their way. And I think that you need to place some of your political capital at stake by putting your name behind people.”

Being Vulnerable

“I had a situation in my first couple of years of leading a major client relationship where the management on the client-side turned over, and the company asked for a new partner on the account,” says Durant. “Though I could have chalked it up to the management turnover, which was definitely a big contributing factor, I took the opportunity to ask myself what I could have done differently.”

Sharing that story is something that Durant does frequently with fellow colleagues.

“At times, people see your current title, and they think that you haven't had your setbacks. I find that my challenges have allowed me to be more empathetic. I am not afraid to show my vulnerabilities to someone else, hoping that those examples may help them in resilience and continuous improvement.”

A Life Without Silos

The closing note for this story centers on happiness. Rather than work-life balance, Durant seeks to live a life without silos—a true integration of work and life.

“My success depends on the ability to have my personal and professional lives intersect,” says Durant. “I need my family and close friends to be a part of my career. My childhood friends visit, and I take them golfing with colleagues. For me, keeping two separate lives doesn't work. It doesn't make me happy, and there isn't enough time in the day. What is important in life is that you share your whole self with others.”

Meagan Ward, B.B.A.'13

If you want to know what stoked Meagan Ward's passion for supporting women of all walks of life, look no further than her mother. "I come from a family of strong women," says Ward. "My mother was a single mom, and I have seen her strength in so many ways. She has always embodied a sense of love for women. When we were out in public, she would talk to other women, ask them about themselves and compliment them. My mom showed me that womanhood was the common ground among all women. She inspired me in many of my ventures and still does to this day."

Ward's ventures are many, and all of them center around women supporting each other in their businesses, goals and life journeys. She took her first steps as an entrepreneur while still in college when she worked for local clients on marketing issues. "From that moment, I understood my own power, my opportunity to be a woman of enterprise, and the possibility to help others achieve their own dreams for their businesses."

Fast forward a few years, and Ward now owns the agency Creatively Flawless, which assists women-owned businesses with their branding needs. She also hosts conferences and seminars for The Powerful Women, a women's network she founded. And her latest venture is the co-working space Femology—a space in Detroit for women who need a convenient workspace; the facility also hosts events focused on business, lifestyle and development and has a planned expansion in 2018.

"I knew I wanted to work with women who were like me—people who were willing to launch themselves into their businesses, social enterprises and creative projects with joy and intensity," says Ward. "I wanted to create a sisterhood. I truly believe women supporting women is crucial."

Involvement with the U.S. Embassy

This past year, Ward spoke at the U.S. Embassy's Women's Mentoring Program in the Republic of Georgia. There, she interacted with women of all socio-economic classes, speaking with them about her experiences and learning about their lives. "This was a life-changing event for me," says Ward. "It showed me on a global scale how all women are

interconnected. We face many of the same challenges, from self-worth, to how our work is valued, to discrimination."

What Ward found extremely uplifting was the sense of promise that pervaded the event. "These women, many of whom have dealt with extreme challenges, all had hope," she notes. "They want to push through and make their lives better. It was

also very heartening to see how many women there are in different governments around the world who want to work for women's empowerment."

No Apologies

A mantra that Ward uses for herself and clients is, "Find your purpose and then become unapologetic in that purpose." Using that as a touchstone, she helps clients survey their potential markets in order to curate products and services that have value in the marketplace as well as developing the brand personality, story and visual identity for organizations she works with.

She has recommitted to that mantra, as she balances life as a business professional and a new mother.

"There have been times this year when I have taken calls for work or speaking engagements, and my son wakes up and starts crying," she notes. "I have had hundreds of emails to respond to and a diaper change that needed to happen at the same time. I sometimes have the impulse to apologize, but then I realize that this is the stage of life I am in—professional and mother are both important parts of my identity. Then, I embrace all the potential that those roles hold."



“Find your purpose and then become unapologetic in that purpose.”

— Meagan Ward



Janie Howell, B.B.A.'04

Less red tape. Yes, please.

Access is one of the important features of the culture at CloudCraze, a business-to-business e-commerce platform, which is built natively on Salesforce and was acquired by Salesforce in spring 2018.

Janie Howell, talent acquisition manager for the company, rates the access to company decision makers and a collaborative work environment as two elements that attract employees to CloudCraze.

"We don't have a lot of red tape; all of our executives are available on a regular basis," says Howell. "Know a more effective way to do something than our current practice? Raise your hand and share it! We live by a culture of contribution that encourages all employees to own our company's success, and we value and reward employees who look beyond their specific roles in order to continually advance the company."

CloudCraze's culture results in an organization that is as innovative as it is agile.

"Culture is extremely important, especially at a high-growth company like CloudCraze because every hire is highly visible within the organization," she notes.

Howell is on the front lines for articulating the company's values by supporting recruitment of new employees, onboarding and orientation for new hires, and training programs for employees' individual roles.

Overseeing hiring activities allows Howell another sort of access. Access to job seekers and what they are looking for from their company and career.

Here are some of her recent takeaways:

- Many new hires are very interested in how a company gives back to the community. A commitment to social responsibility and connection to nonprofit organizations are important to potential employees. In

that social commitment, job candidates want to see how the company's priorities in terms of social responsibility align with their own personal values.

- New hires are increasingly interested in understanding work-life balance. Happiness at work, stress reduction and a focus on life outside of work factor into job seekers decisions on where to work.
- Working remotely is attractive to employees. The ability to work remotely allows employees to be freed up geographically and is an opportunity for companies to draw in the best of the best in their industry. If your infrastructure and culture support telecommuting, it can boost productivity and be a major selling point for potential job candidates.

Leading by example is important to Howell as she does her part to contribute to CloudCraze's culture and set the tone for new employees. "I put a lot of hard work into my projects," she says. "I like the fact that I can look around our company and see work ethic and commitment in every employee's work."

Howell has helped to build ccElevate, the company's women's networking initiative, which is focused on supporting a culture of diversity and inclusion and an environment for learning and growth. In 2017, ccElevate had its first annual Mentorship Day and Career Challenge where CloudCraze invited college-aged women interested in careers in the tech and software space to the firm for a day that included business case presentations and a question-and-answer session with leaders from within the organization.

"There is always something new on the horizon for both our employees and customers at CloudCraze," says Howell. "That is what makes work fun."



“We don't have a lot of red tape; all of our executives are available on a regular basis,” says Howell. “Know a more effective way to do something than our current practice? Raise your hand and share it!”

– Janie Howell

CULTURE



“An important characteristic in a good leader is knowing when to defer to others. I don’t have all the answers and am completely comfortable with someone on my team knowing more than I do about a given issue.”

– Troy Butler

Troy Butler, MBA'06

Ask today's job seekers what factors weigh in the balance when deciding where to work and most will tell you that organizational culture is key. Throughout the last two years, Troy Butler has experienced this firsthand, as he joined a new organization and learned its culture inside-out.

“Corporate culture is *the* attribute that attracted me to ChoiceOne Bank,” says Butler. “It is an environment that is supportive, entrepreneurial, curious and results-driven. What I’m most proud of is our willingness to listen to and consider innovative ideas that customers and employees bring to the table.”

Butler serves as a vice president, with a focus on commercial lending and business development in the greater Grand Rapids, Michigan, market. His goal is to be a trusted advisor to local business owners in all aspects of their businesses, serving as a financial partner with a vested interest in the success of clients’ ventures. Becoming a trusted advisor requires him to model his bank’s listening culture every day and then add value for clients as he learns about their business needs.

Recently, Butler had a complex loan unlike any in ChoiceOne’s 120-year history. The loan helped fund a \$9.5 million construction project. There were numerous stakeholders involved, including ChoiceOne and its board of directors, another financial institution, a Wall Street trader, and three attorneys. The different parties had disparate and often competing interests. After four months of meetings, lots of listening, and clear and consistent communication, the deal closed, and the new client is pleased with the solution that the bank’s team provided.

“Employees are encouraged to find creative ways to model our mission, which is to provide superior service, quality advice and the utmost respect to our clients and each other,” says Butler. “ChoiceOne’s culture was on full display and worked beautifully in my recent loan closing. It took a measure of faith for the bank to do something that had never been done in its history.”

Personally, Butler contributes to the organization’s culture by bringing a unique perspective that blends 20 years of experience at financial institutions large and small. He also has an adaptive leadership style, which allows him to be futurist in his thinking. “Bankers, as a group, can be especially guilty of doing things a certain

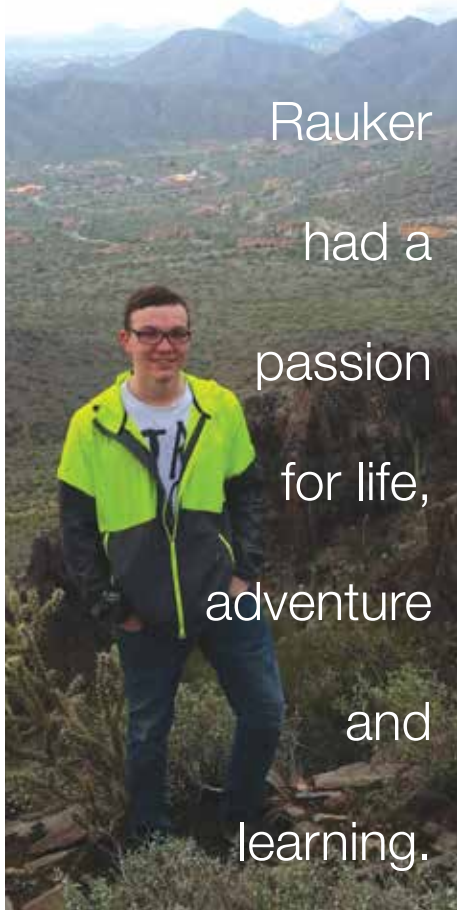
way because it’s comfortable and worked well in the past. I challenge that notion daily with an eye toward what the next 10 to 15 years will look like.”

This self-knowledge makes Butler able to appreciate others’ strengths. “An important characteristic in a good leader is knowing when to defer to others. I don’t have all the answers and am completely comfortable with someone on my team knowing more than I do about a given issue.”

As one of a limited number of African American commercial lenders in the state of Michigan, Butler knows he adds a measure of diversity to an industry that needs it. “My biggest concern is that relatively little is happening day-to-day to drive greater diversity in our industry, other than talking about it. It has been 14 years since I sat in a loan committee meeting where another African American was present. In that same time span, there have been a handful of women and even fewer other minority groups at the table. I believe that legacy of homogeneity impacts the decision-making process and the subsequent outcomes—otherwise diversity wouldn’t be under discussion nationwide across all industries. Discussion is the first step. Action is the next.”



Dr. Bret Wagner, associate professor of management, with Renae and Fred Rauker at the tutoring center's dedication.



Rauker
had a
passion
for life,
adventure
and
learning.

Honoring Dallas Rauker

The college opened a new tutoring center during fall semester, dedicated in memory of Dallas Rauker, an integrated supply management senior who passed away in 2015 during a mountain hiking accident in Norway.

The center, named for Rauker, provides students with tutoring for courses in integrated supply management, business analytics, quality management, computer-aided design, computer information systems and more. The center helps students perform better in these subjects by providing more opportunities to work with the material, something Rauker was always willing to do with his fellow classmates.

"We are so proud to have our son's name here at the college and to see the students that will benefit from his tutoring space now and in the future," says Renae Rauker, Dallas's mother. Fred Rauker, Dallas's father,

echoes the statement. "I can't say how proud and honored we are now that Dallas will live on at WMU."

The center's construction and launch was funded through donations from the Rauker family, the Ford Motor Company and the ISM program's Bronco Force teams. The International Brotherhood of Electrical Workers Local Union 131 recently donated a generous gift to support the educational initiatives associated with the tutoring center.

The space, housed on the third floor of Schneider Hall, helps keep Rauker's spirit alive in the college. Rauker had a passion for life, adventure and learning. As a student, he interned at the Kellogg Company and completed multiple study abroad opportunities, including in Australia and the Netherlands.

Brandon Bye— Goal Oriented

For Brandon Bye, relationships are the key to success. And it's his relationships on and off the field that helped him succeed as a food and consumer package goods marketing and integrated supply management double major, become the most decorated player in Bronco men's soccer history and earn the chance to play soccer professionally.

"The biggest thing I've taken away from the college of business that relates to soccer is the ability to build relationships," says Bye. "Whether it's in a corporate office, the classroom or on the field, having quality relationships is something that is a must to be successful, and I've taken something from every professor I've had at WMU."

During his last season as a Bronco, Bye was named Division 1 Men's Soccer Scholar Player of the Year by the United

Soccer Coaches, MAC Player of the Year, All-American, Academic All-American, First Team All-American and more. He also led WMU to the school's first ever Mid-American Conference championship and a national top 5 ranking.

The key to all of his success? Hard work and, you guessed it, relationships.

"The greatest challenge I've faced so far is balancing academics and athletics," he



says. "The balance was tough, but having a good support group like I do is helpful."

His first priority after being drafted by the New England Revolution? Contributing to his new team in any way possible.

College Receives National Accolades

The Haworth College of Business has received recognition from two high-profile organizations.

U.S. News & World Report named the Haworth College of Business one of the nation's best business programs in its 2018 college rankings. The college joined just two other Michigan business schools on the list—the University of Michigan's Ross Business School and Michigan State University's Broad College of Business.

The list of best business programs is based on a national survey of business school deans and senior faculty. Respondents are asked for their assessment of business programs accredited by the Association to Advance Collegiate Schools of Business.

The college was also named an outstanding business school by The Princeton Review, with the organization specifically recognizing

the college as one of the best places to receive an MBA. The college's program was among 267 on-campus MBA programs on the list and more than 23,000 students attending the schools reported their experiences as part of the assessment. WMU students noted an emphasis on global business as a strength of WMU's MBA program. Among the categories assessed by The Princeton Review, the Haworth College of Business scored high for academic experience and accessibility of professors.

"We are so pleased to be recognized by U.S. News & World Report and The Princeton Review," says Dr. Satish Deshpande, dean of the college. "Our faculty work hard to make sure our students are receiving an experience that prepares them to be outstanding business professionals and leaders."



Opportunities for Women in Technology

The Western Michigan IT Forum and International Conference on Health Information Technology Advancement (ICHITA) focuses on the latest in information technology.

This year's conference shared insights on Exploring Health IT Innovation and Cybersecurity in the Digital Era, and during the conference another important topic was discussed, women in information technology.

"We know that it is important for all students to know about the opportunities in technology," says Dr. Mike Tarn, chair of the Department of Business Information Systems. "We especially want to attract women students and support their interests in the industry."

In addition to the conference's presentations and breakout sessions on innovations in health information technology and cybersecurity, attendees could attend a women in technology seminar presented by

Cindy Swiantek, B.B.A.'84, vice president, sales at VisionPRO, and facilitated by Barbara Sagara, master faculty specialist of business communication, and Dr. Carrie Song, assistant professor of computer information systems.

In the seminar, Swiantek discussed her experience at WMU as the first female graduate of the business information systems program and shared resources for female students interested in fields that are traditionally more male-dominated.

"We believe women need opportunities to network and discuss their unique needs in all STEM fields, and to that end, we thought having this targeted workshop would allow students to connect with other WMU women also interested in technology fields," says Sagara.



The overwhelming interest in the seminar prompted the development of WiT, a student organization devoted to women in technology.

"WiT supports women in their education and careers," says Song. "We want to help members gain better awareness and understanding of all IT has to offer and help them develop social ties for their future careers."

Top Trends at the Food Marketing Conference

The 2018 WMU Food Marketing Conference drew more than 750 people, and among those attendees were students, ready to learn more about the industry. Senior food and consumer package goods marketing student Erika Hejl shares the top trends she gleaned from the conference.

Generation Z

"This generation is beginning to enter the shopping world, and even if the majority are not significant shoppers yet themselves, we can see their habits through the shopping patterns of their parents. This generation will be the most diverse, tech-oriented that we have seen, and retailers and manufacturers are beginning to focus on how they will shop."

Amazon—The Biggest Online Disrupter

"The conversation about Amazon is ongoing. Amazon is listening to the convenience that consumers want.

By 2022, 70 percent of consumers will do some grocery shopping online. Amazon will continue to keep the industry guessing about where they are going next."

Personalization

"Consumers want a shopping experience where they feel that the retailer knows them as individuals, not just transactions. They also want to be able to shop how they want and when they want, whether its online or in-store."

Technology and Innovation

"From Amazon's Alexa to autonomous vehicles, technology continues to change the way we live our lives. The potential that exists for technological innovation in the food industry is greater than I ever imagined. It will present many new



Erika Hejl at the 53rd annual Food Marketing Conference.

opportunities for companies but will also be a substantial threat."

Transparency

"When retailers and manufacturers are transparent with their products and intentions, they can create trusting relationships with their customers. As Generation Z enters the marketplace, this will be even more important."

THE WINNER'S CIRCLE

Business students have earned competition wins and significant recognitions.

ADVERTISING

Abrahan Garcia and Alex Gutierrez-Spencer were among 50 participants in the American Advertising Federation's Most Promising Multicultural Students Program for 2018.

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

FOOD MARKETING

A team of food marketing students placed second at the National Grocers Association Case Competition.

ACCOUNTANCY

Tim Belcher, Shao Qin Gan, Roberto Ramon-Flores and Kaitlyn Watkins placed first in the "Launching Into the Next Century" category at the Beta Alpha Psi Midwest Regional Meeting Best Practices Competition.

ISM

Andrew Barney, Celina Clark, John Hayward and Zach Poppema placed second at the 2017 General Motors/Wayne State University Supply Chain Case Competition.

FINANCE

Finance students Kaciana Champlin, Gabrielle Kasten and Nate Timmons were the runners-up at the undergraduate-level ACG Cup Competition for the Western Michigan chapter.

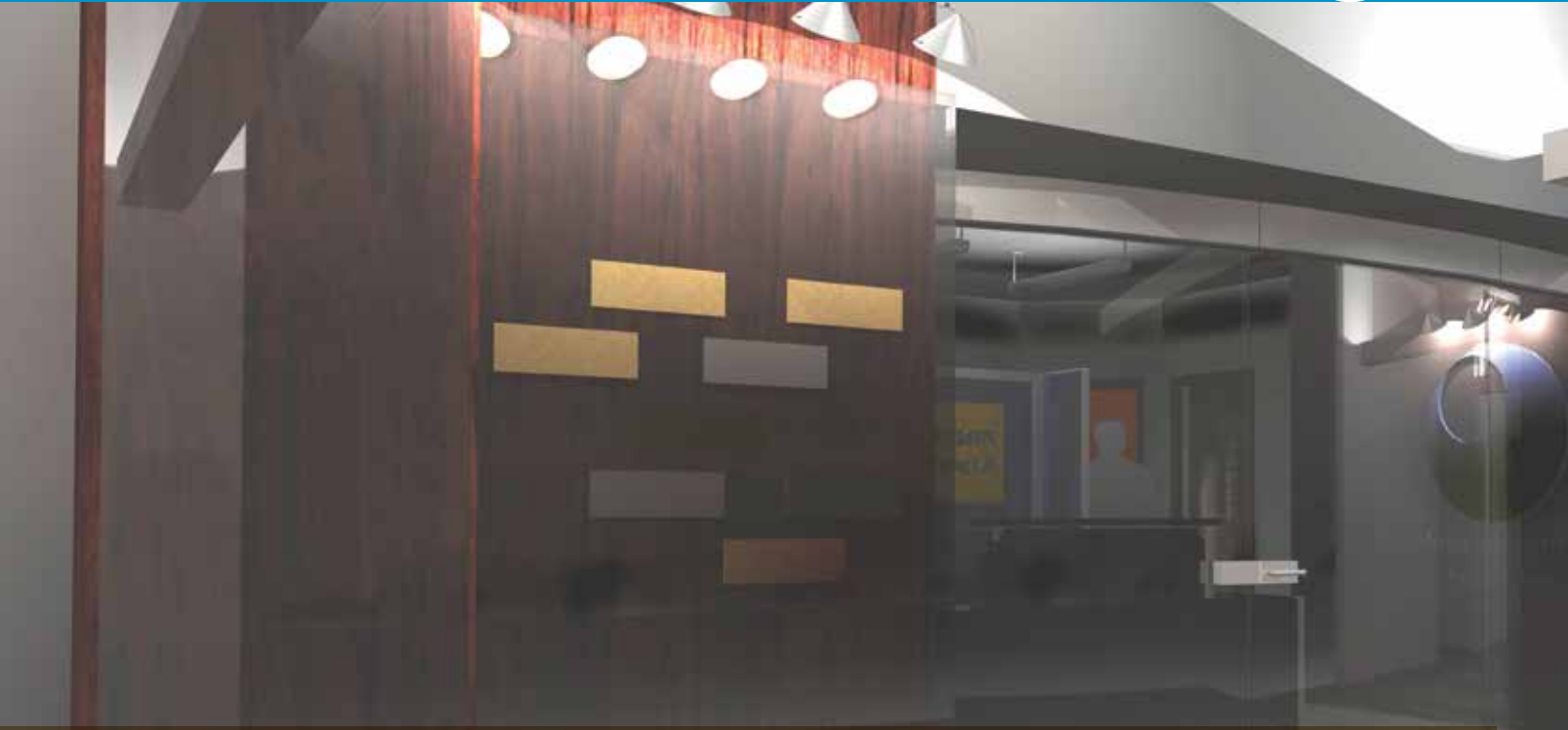
SALES

Marissa Bruno and Tyler Hughey placed second overall at the E & J Gallo Winery Collegiate Sales Competition.

Ryan Demas and Stacy Zoeller placed first overall at the University of Toledo Invitational Sales Competition. Individually, Demas took first place in the first-year and sophomore division, and Zoeller took second place in the junior division. They were coached by senior Marissa Bruno.

MANAGEMENT

Megan Miller was named among 258 students across the U.S. as a 2018 University Innovation Fellow through Stanford University.



Robert S. Kaiser Sales, Negotiation and Leadership Lab Opens to Students

During fall semester, the typically bustling sales lab traded students for construction experts, as the facility underwent an expansion and major renovation. Now, students and faculty are getting their first chance to use the facility, which bears the name of the lead donor to the project Robert Kaiser, B.B.A.'78, owner and chief executive officer of Gallagher-Kaiser Corporation.

The Robert S. Kaiser Sales, Negotiation and Leadership Lab is a vibrant, modern space that will serve more than 320 majors as they progress through the rigorous, hands-on curriculum of the best sales program in the country.

Facility Snapshot

The project transformed the current lab space:

- Doubling the square footage
- Renovating existing meeting spaces and

role-playing facilities and adding two role-play rooms and a board room

- Creating a new façade
- Replacing all furnishings
- Upgrading technology, with:
 - ▶ A cloud-based video learning system, accessible from anywhere, worldwide
 - ▶ Enhanced ability to pinpoint areas for student improvement with detailed notes embedded in videos of role-plays
 - ▶ Opportunity for greater collaboration via new software
 - ▶ Student accounts with archival footage of role-plays
 - ▶ Ability for students to share footage with prospective hiring managers

The excitement from students is palpable as they reap the benefits of learning in the new facility, which realistically simulates sales scenarios. "As an incoming

sales and business marketing student, I look forward to the opportunities granted by the Robert S. Kaiser Sales, Negotiation, and Leadership Lab, which will allow for the growth and refinement of students' professional selling skills," says sophomore Cooper Frost. "This facility demonstrates the energy and professionalism of the program and Mr. Kaiser's commitment to excellence."

The facility is an extension of the sales and business marketing curriculum, which is highly experiential.

"The ability to role-play and record real-world sales scenarios in the environment of the new Robert S. Kaiser Sales, Negotiation and Leadership Lab is truly invaluable," says Dr. Kelley O'Reilly, associate professor of marketing. "Through multiple interactions and role-plays, students develop a level of confidence that cannot come from classroom interactions alone. Because

Difference



students have the ability to watch and evaluate their own recordings, they are able to refine and improve naturally. The facility opens the door to new and innovative ways for sharing best practice examples with students and provides recruiters with a sneak peek at our amazing student talent.”

The project would not be possible without Kaiser, who recognized the impact his gift could have on the future of the sales program.

“My father always told me, ‘You can have the best product, but without the ability to effectively sell it, you will not be successful,’” says Kaiser. “I have learned firsthand how essential the sales function is to a corporation. That is why I am especially proud to give back to the place where it all started. I am honored to help advance the education of my fellow Broncos—the next generation of business leaders.”

Construction continues as the front façade and donor recognition display are completed.

Why Upgrade Now?

Success—it is what defines the sales and business marketing program at Western Michigan University. Ranked No. 1 for “Top U.S. Sales Schools” by Study.com and recognized since 2007 as one of the “Top University Sales Programs” by the Sales Education Foundation, the program’s reputation for excellence draws increasing numbers of students.

At the program’s inception, there were 49 majors. Now 18 years later, enrollment has topped 320 students, necessitating a lab expansion to accommodate the major’s growth. The lab’s technology upgrades make the space a state-of-the-art learning environment once more.

The expansion and renovation will help preserve the program’s status as the premier sales program in the country. In addition, the facility will now be an ideal setting for seminars and possibly a regional sales competition.

Giving Opportunities

Sales and business marketing alumni have been supporting the lab expansion project through their donations. These gifts help fund operational costs, software maintenance, student travel to competitions and new programming.

Executive Club

- Visionary: 3-year pledge of \$1,000 per year
- Benefactor: 3-year pledge of \$500 per year

Leadership Circle

- Platinum donation: \$1,000
- Gold donation: \$500-\$999
- Silver Donation: \$250-\$499

Individuals who give \$250 or more will have name and graduation year (if applicable) displayed on the donor recognition display.

Several rooms within the lab are available for corporate naming for four-year terms, with the option to renew.

Interested in making a gift?
Visit wmich.edu/sales-lab or call (269) 387-5050.

Points of Pride

With a 100 percent post-graduation success rate, the sales program is more in demand than ever, and our students continue to demonstrate why they are the best.

- Russ Berrie National Sales Challenge: Students have consistently finished first or second.
- National Collegiate Sales Competition: WMU has finished in the top 10 nine of the last 14 years, including seven top five finishes. WMU has one of the highest percentages of top 10 finishes of any of the 70+ universities who have competed during the same time frame.
- University of Toledo Invitational Sales Competition: WMU placed first as a university, and WMU students placed individually—first in the first year and sophomore division and second in the junior division in 2018.
- International Collegiate Sales Competition, Sales Management Case Division: WMU students took fifth overall in 2016—WMU’s first year of competing in this event.
- State Farm Sales and Marketing Competition: In 2012 and 2013, WMU had the top individual student and finished second overall as a university. In 2014, WMU was the university champion. In 2015 and 2016, WMU students took third in marketing presentation and second in sales. To date, students have won more than \$35,000 in scholarships at this competition.

Danny DeKeyser, Bronco and Detroit Red Wings player, poses with Buster Bronco and the Detroit Tigers' mascot, Paws.



A Semester at the Ballpark

The warm air, smell of hot dogs and popcorn, and the energy of fans excited to socialize with their friends and cheer on their favorite team—the excitement of a packed baseball stadium in the summer is infectious.

Behind every game is a team of people working hard to make sure sports fans have a fun time at the game. In some cases, the team includes a group of students ready to take on the challenges that come with sports marketing and enhancing the fan experience.

While not every business student will pursue a career in the sports industry, many will encounter the world of sports marketing at their future workplaces. And the goal of John Weitzel, faculty

specialist in marketing, is to make sure they are ready when the opportunity to leverage sports marketing arises.

In the college of business, Weitzel teaches the sports marketing and advanced sports marketing courses. In addition, he collaborates with Dr. Jim Lewis, associate professor and coordinator of recreation/sports management in the college of education and human development, to create opportunities that benefit students interested in this special area of marketing.

Several years ago, Weitzel and Lewis sat down to create a new opportunity to expose students to real-life scenarios in the world of sports. They connected with Chris Praedel, B.B.A.'08, associate director of engagement at the WMU

Office of Development and Alumni Relations, and the front office at the Detroit Tigers baseball team.

What they created is WMU Day at Comerica Park. Now in its third year, the event brings together Broncos and baseball fans alike for a night all about Bronco pride during a Detroit Tigers home game. Fans attending can enjoy a pre-game stampede tailgate, WMU on-field activities and wear limited-edition game day hats—Detroit Tigers baseball caps in WMU brown and gold. Much of the promotion leading up to the event is coordinated by students.

“The WMU Day at Comerica Park project is typical of our efforts to offer students real-world experience while collaborating with industry professionals, event planning

al Learning

specialists and a sports organization where the students can develop business relationships,” says Weitzel.

The students involved have so many opportunities to grow professionally and build relationships and new skills during the project.

“The students provide so much added value through their fresh perspectives and energy,” says Praedel. “Across the enterprise, we should always be thinking about how to enhance the academic experience, even in areas that may not seem obvious. This is an experiential learning opportunity where it’s okay to think outside the box and where students can see real-world results.”

Seeing the fan experience is one of the most exciting parts of the event for students participating.



Fans share their excitement with the camera at the 2017 WMU Night at Comerica Park.

“The project was a great way to learn how to work in teams in a real-world scenario,” says Codie Lynn Sieb, a marketing student and past participant in the project. “This was much more than a case study that you would typically do in class, and we were able to use everything we learned and see the results in real time.”

With guidance from Weitzel, Lewis and Praedel, the students advise on promotional strategies and how to target the event to segments of campus. The students receive access to limited funding and staffing resources to support their best outreach ideas. When game day arrives, they get to see their work come to life when fans fill the stadium and have an eventful day cheering on the Tigers and highlighting their Bronco pride.

And it all happens through hard work and collaboration—something all Broncos involved agree on as the key to success.

“Professor Weitzel and I have a shared vision of what’s important in today’s sports management and sports marketing environment,” says Lewis. “We believe it’s critical for sports organizations, media and sponsors to focus on the fan experience. And we make sure that’s at the forefront of our students’ minds while they’re working on this project.”

WMU Hosts High School Students At Financial Reality Fair

#Adulting isn’t easy. That’s a lesson that nearly 100 juniors and seniors from Kalamazoo Public Schools and Schoolcraft Community Schools learned as they attended a financial reality fair at WMU.

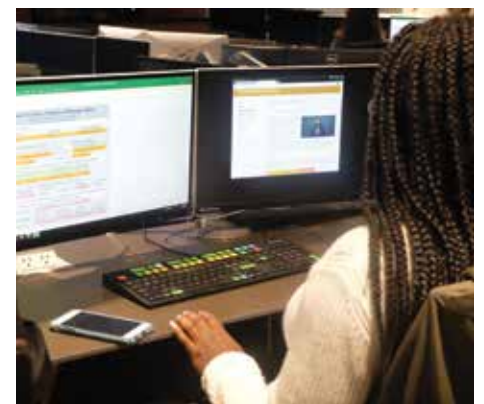
WMU’s Department of Finance and Commercial Law and Arbor Financial Credit Union partnered to educate the students from Kalamazoo Central High School, Loy Norrix High School and Schoolcraft High School in financial decision making at the interactive event.

Students started with a session in career planning, where they identified their career goals and likely career paths. Then, Dr. Matthew Ross, assistant professor of finance, facilitated a session using the Cash & Careers tool, which he developed.

“There are many misconceptions around the costs of college and the overall financial outcome it will have on a person’s lifestyle over time,” says Ross. “The Cash & Careers program helps students better understand the benefits investing in college can have on their financial and professional futures.”

After the initial sessions, students visited 11 booths where they engaged with finance professionals from Arbor Financial Credit Union to make decisions on housing, transportation, clothes, furniture, food and other expenses, keeping in mind their annual income and other budgetary items such as student loan payments and savings. The end of the fair included a debriefing session with a financial counselor on each student’s budget success and experience at the event overall.

The event was a success according to teachers who participated alongside their pupils. “Students learned a lot about careers, budgeting, expenses and choices



for discretionary income and how to plan for the amount of money their chosen career will provide,” says Lori Pelton, a teacher at Schoolcraft High School. “It is nice to have an experiential learning opportunity with professionals to guide our students, and our students enjoyed seeing WMU’s Haworth College of Business and the opportunity to interact with WMU students and faculty.”



Meeting the Challenge: Classroom Takes on Social Content

Ingram, Gray and Cowley

A viral post on social media is all about timing and creativity. Whether it's that hard-hitting article, an untenable controversy or a hilariously-crafted quiz, socially shared content runs rampant online. But creating engaging content while serving business goals is no easy task. Is there a formula to creating contagious content every time? Dr. Scott Cowley, assistant professor of marketing, seems to have figured it out.

As part of the digital and social media marketing course, WMU students are learning to create hyper-targeted, BuzzFeed-style content for a target market and engineer its success through good planning. Under Cowley's coaching, students are gaining skills they can put to use in more serious marketing situations. "Hiring a WMU student who has experience in running a social content campaign from start to finish is a big bonus," says Cowley.

The BuzzFeed Challenge

Cowley created what is now dubbed the BuzzFeed Marketing Challenge while still a doctoral student at Arizona State University. After using it in class the first time, Cowley shared his success in a Facebook group geared toward marketing professors and soon had educators from around the country asking for materials. Cowley went on to win the Marketing Management Association's AxxcessCapon Teaching

Innovation Competition and published a corresponding journal article, which brought more visibility. Now, Cowley openly shares his materials on scottcowley.com, and faculty from dozens of colleges, including Dartmouth, Syracuse and Brigham Young, have used the materials successfully.

When completing Cowley's challenge, students are tasked with researching topics, writing content and developing a plan to reach their audiences. Teams then publish their article or quiz on BuzzFeed and execute their promotion strategy to reach a minimum 1,000-view goal within a week. "We had to be very open to our team members' suggestions, tweaking ideas and directions," says Alex Gray, whose Star Wars-themed Thanksgiving quiz earned nearly 80,000 views. "At the end of the day, our team met the deadline and produced a quality quiz by relying on each other and communicating effectively."

But it's not always smooth sailing, and being able to quickly pivot is essential to a successful project. "Our original idea for the challenge put us a day or two behind because it violated community guidelines," says Brenna Ingram, whose team's post originally contained political content and was removed. "Navigating the issue put us behind in the first couple days. We had to swiftly change our content to get our quiz live." The team's quick thinking paid off, and

BuzzFeed featured the group's article on its homepage, bringing in several hundred thousand views.

Cowley says one of the most important parts of this challenge is for students to experience marketing for themselves, internalizing lessons from their own personal case studies.

"When the target market has trust and feels valued, they are more likely to engage with the product or company," says Ingram. "This project overall showed me the world of content marketing and taught me a lot about how to sell myself and a product (or quiz)!"

And while there is no way to predict engagement, WMU students continue to exceed Cowley's expectations. Recently, student teams collectively generated one million views, had several articles featured on BuzzFeed's home page and had the chance to hear directly from Josh Peters, Sr., manager of video distribution at BuzzFeed. Ultimately, Cowley explains, BuzzFeed works wonderfully, but the specific platform is less important than the concepts students are learning through the challenge. "These students take away skills that organizations need in order to effectively reach large groups of target audiences," shares Cowley.

Now that's something we all can like.

Finding Their Fit

That first year of college is one to remember. Declaring a major, navigating your way around campus, creating your own schedule (no more 8 a.m. classes!), securing a favorite place to study, making a few mistakes and ultimately preparing for a successful career post-graduation. It's a traditional rite of passage.

Yet today, more and more students are choosing a less traditional route, taking their first steps onto a four-year college campus only after completing programs at community college. While others have already set their schedules, formed relationships and are landing internships and co-ops to augment their studies, transfer students are just beginning to adjust to new surroundings at a critical time in their academic progress.



Provided through support from Stryker Corp., the CliftonStrengths assessment helped students identify their strengths—sets of 34 talents.

Faced with a unique set of challenges, transfer students are looking to develop the skills needed to launch a successful career, and launch it quickly. How does the college cater to this kind of business student? The answer—BUS 3000, a class focused on the needs and challenges of transfer students at WMU.

The Transfer Class

While a multitude of resources around campus already exists for WMU students, the BUS 3000 transfer class helps bring



Tony the Tiger watches the progress of student teams as they respond to the components of the Kellogg Company case competition.

essential elements of support together under one roof. Throughout the course, students engage with the college and develop critical proficiencies needed in business, while connecting with other students, mentors and employers. The class is led by career center staff who mentor students during this transitional phase, helping them adjust to the academic rigors of WMU, make meaningful connections and develop a strong foundation in academic and social engagement.

Among the many activities and assignments included in the course, Geralyn Heystek, director of the Zhang Career Center and coordinator for the class, says two projects provide essential opportunities for transfer students to engage with others and learn about themselves in a meaningful way.

Knowing the importance of strengths to their own organization, Stryker supported a project that would help WMU business students in the transfer class uncover their own strengths using the CliftonStrengths assessment.

"CliftonStrengths provides a great language to be able to understand yourself, and then to apply your unique talents in how you work, think, lead and interact with others," says Tim Hiller, B.B.A.'08, MBA'12, and senior manager of talent management at Stryker.

And communicating strengths as they launch careers is an important skill for students. "One of the goals we emphasize during the transfer class is preparing for the job search," says Heystek. "CliftonStrengths

gives students a personalized way to talk about what skills and innate abilities they can bring to an organization."

In a case competition, Kellogg Company, a premier partner of the Zhang Career Center, developed a project where student teams are tasked with gaining an understanding of a problem, examining potential solutions and defending their decisions.

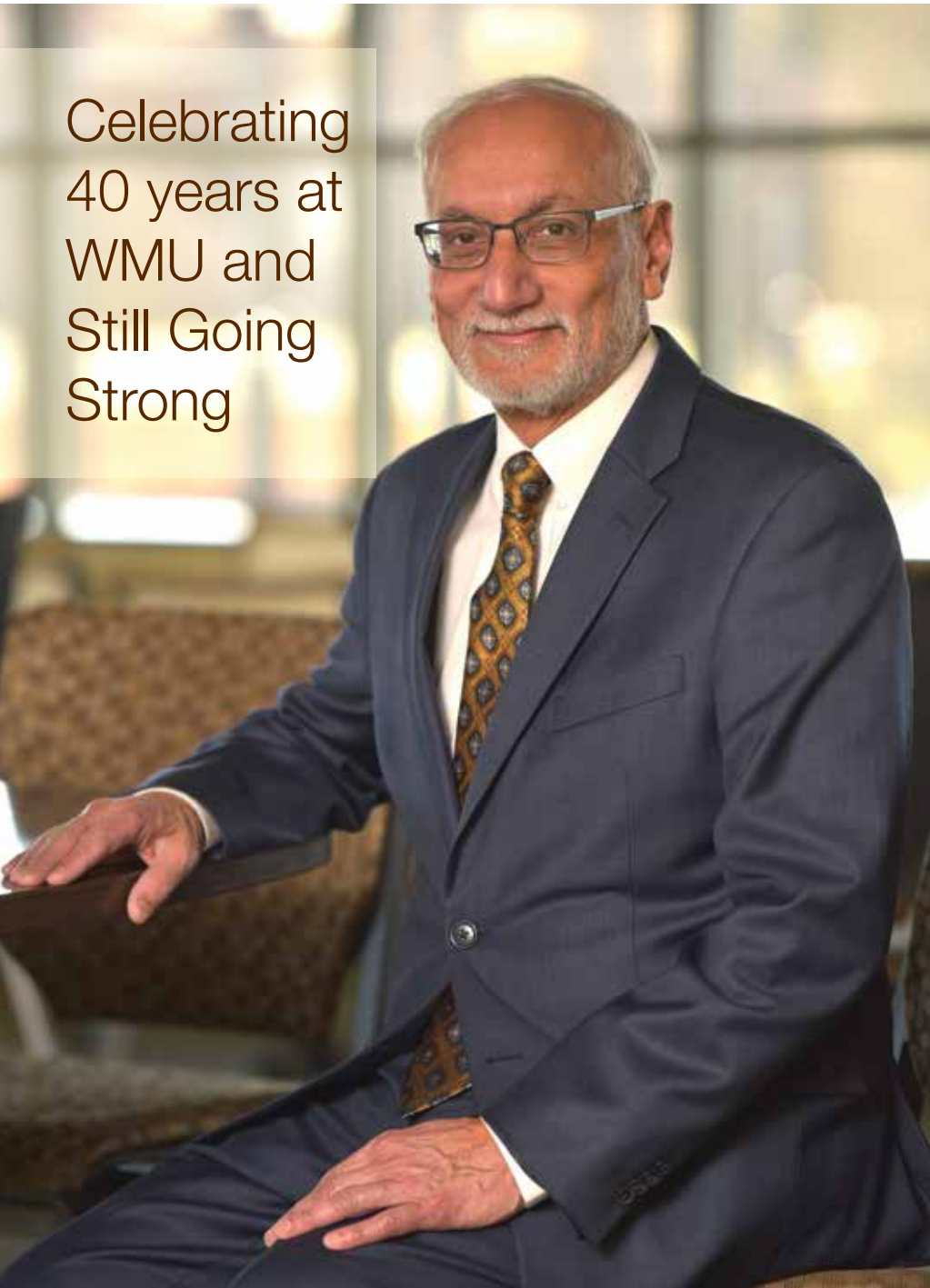
"We want the students to expand their networks among their peers, practice critical thinking and develop a global mindset," says Niki Ramirez, university relations manager at the Kellogg Company. "We seek to attract the best and brightest students, and we see this as another way to authentically invest in WMU students."

While change is never easy, the transfer class is providing the needed time to acclimate to WMU, while helping new students develop lifelong connections and professional skills to make them marketable to potential employers all across the globe.

"The reality is that it takes time for students to process all the resources," says Heystek. "What is important and most rewarding is that we hear from students that they don't realize how much they are investing in themselves until later when it all comes together, and they are ready to launch their careers."

As transfer student Ryan Maguire says, "The class pushes you to accept challenges beyond what you thought you could handle. And that is exactly how WMU grooms young business professionals."

Celebrating 40 years at WMU and Still Going Strong



When Dr. Mushtaq Luqmani joined WMU as a marketing faculty member in 1977, he was ABD, which means that he had all but his dissertation completed in his Ph.D. program. His plan was to teach at WMU for a time and move elsewhere, largely to lessen his severe seasonal allergies that the Michigan climate worsened.

Little did he know that his allergies were no match for the love he would develop for WMU and its students. Now, 40 years later, Luqmani is still here and just as in love with the Department of Marketing, the Haworth College of Business and Kalamazoo as ever.

Throughout the years, he has taught every type of marketing class the department offers. His unwavering dedication to students, paired with a genuine concern for others, endears him to students.

“Dr. Luqmani has a way of connecting with past, present, and future students that is beyond words,” says Erin Sionkowski, B.B.A.’17. “He helped me decide to come to WMU and guided me on my major and classes. He was there to provide support for everything. If you multiply that support by thousands of students, you begin to understand the impact he has had on business students.” Student success is Luqmani’s passion. “Mentoring students makes a difference in their lives,” he says. “It is highly rewarding to see former students excel in their professional careers.”

In 2009, he became chair of the Department of Marketing, the largest academic department at the University with more than 1,100 marketing majors and three nationally recognized programs: food and consumer package goods marketing, sales and business marketing and the interdisciplinary integrated supply management program. The department also offers excellent programs in general marketing, advertising and promotion, and an interdisciplinary program in electronic business marketing.

“I try to lead in a quiet, resolute and open-minded way, which I find creates an environment of faculty empowerment and creativity,” says Luqmani. Associate Professor of Marketing Dr. Kelley O’Reilly values Luqmani’s ability to promote positive group dynamics. “I believe the supportive culture in our department is the direct result of having Dr. Luqmani at the helm,” she says. “He earns everyone’s respect through his leadership and is the essence of all good things in the Department of Marketing.”

For Luqmani, being a department chair is about fostering collaboration and excellence. “What distinguishes Dr. Luqmani is his focus on others and what they think, feel and need,” says Dr. Zahir Quraeshi, professor of marketing.

Faculty and Staff

"Thanks to our talented faculty and staff, we have much to be proud of, such as the opening of the Robert S. Kaiser Sales, Negotiation and Leadership Lab, greater national recognition for the annual WMU Food Marketing Conference, digital marketing curriculum initiatives, a newly established Food Industry Research and Education Center, new executive development programs, and excellent placement rates for marketing graduates."

Luqmani and his spouse Zahida, a Bronco graduate and marketing faculty member, call the last 40 years here at WMU the most fulfilling and wonderful time of their lives.

Luqmani welcomes connecting with former students. He can be reached at mushtaq.luqmani@wmich.edu.

CAREER HIGHLIGHTS

Here are just some of Luqmani's accomplishments:

- Publishing more than 60 articles in academic journals and co-authoring two marketing texts, adopted by numerous universities.
- Receiving major U.S. Department of Education Business and International Education grants for the college's internationalization efforts.
- Serving as an editor for the Journal of Asia-Pacific Business and as an advisory board member for a number of other journals.
- Being recognized as a marketing and international business scholar

and serving as a keynote speaker at a variety of institutions and universities abroad.

- Serving as a United Nations Transfer of Knowledge through Expatriate Nationals (TOKTEN) Expert on Pakistan.
- Serving as Distinguished Professor of Business at Saudi Arabia's prestigious King Fahd University.
- Being highly engaged in diversity and inclusion activities, including WMU Martin Luther King Jr. Day celebrations and in numerous interfaith events that foster peace and understanding.

Service, Family, Impact

Battalion Mom. It's a term of endearment that makes Cris Obreiter smile. "We are a family," she says about the Department of Military Science and Leadership/Army ROTC program where she has worked as the administrative assistant since 2004. It's a fitting nickname for the woman who is typically the first person to greet a new cadet arriving on WMU's campus.

"I am honored to be part of our cadets' lives from the time they arrive as young, inexperienced first-year students to the time they graduate as grown men and women," says Obreiter.

Those feelings are reciprocated by the cadets in the program. "She has a genuine interest in our well-being and represents the idea that no one will be forgotten," says Cadet Jim Schooley.

Obreiter not only manages the administrative duties of the program and its 150 cadets, but also spearheads projects such as the WMU blood drive and a food drive in support of WMU's Invisible Need

Project—projects that strengthen the culture of giving at Western Michigan University.

That culture is evident in the Army ROTC program, and Obreiter's impact on the larger WMU and Kalamazoo communities is distinct.

"As she recruits cadet volunteers for these events, either as donors or workers, it reinforces our goal of instilling in them a lifetime of service to the community and nation," says Brett Johnson, WMU's ROTC scholarship and enrollment officer.

Obreiter is passionate about her efforts. The WMU blood drive has grown into a competitive event between WMU cadets and Central Michigan University cadets, amassing 1,533 pints of blood. And, each year, the program's efforts on behalf of the WMU Invisible Need Project help countless students.

But it is her passion for making sure each cadet has a positive experience at WMU that drives her.



Obreiter at the annual WMU blood drive.

Her influence is apparent. "She has an extremely positive impact on Bronco Battalion and takes the time to make sure we are successful," says Cadet William Jackson. "Her positive attitude and willingness to help others are an excellent example for cadets as we transition from students to leaders in the Army."

“The notion that work and life are separate is no longer appropriate in our hyper-connected world.”

– Dr. Melissa Intindola



Forget the Balancing Act: Learn to be Flexible

In today's always connected environment, both organizations and employees face challenges in adapting to changing expectations for instant communication and staying connected. “Just as it takes support at home to exist at work, it also takes a supportive organization to exist at home,” says Dr. Melissa Intindola, assistant professor of management and award-winning researcher.

“What became clear to me when considering my own work-life experience is that the idea of balance is really a misnomer,” she says, adding that there is no universally accepted definition of what the term means.

This realization sparked a research project for Intindola in which she describes “work-life flexibility” as a more accurate depiction of individuals' value and a concept that organizations can embrace.

“Employees report wanting to feel supported in their complex lives above all else,” says Intindola, who is the 2017 recipient of the Haworth College of Business Faculty Research Award. “The notion that work and life are separate is no longer appropriate in our hyper-connected world.”

According to the findings, employees need to understand how their organizations value time. If someone is employed by an organization that seeks to control their time, work-life flexibility may be difficult. “This can lead to job dissatisfaction and workplace deviance such as hiding personal time,” says Intindola. “When possible, employees may consider a conversation with their manager or supervisor about how their time is used in an effort to introduce a more flexible approach.”

For organizations, recognizing this need for flexibility can be an important step in adapting to changing expectations. The biggest challenge for organizations is to change the ideas surrounding how time is used at work. Does the organization find it acceptable for an employee to leave early for a child's dance recital if he or she answers email at home? Or, does an organization allow employees to respond to personal emails and texts at work if they are demonstrating productivity?

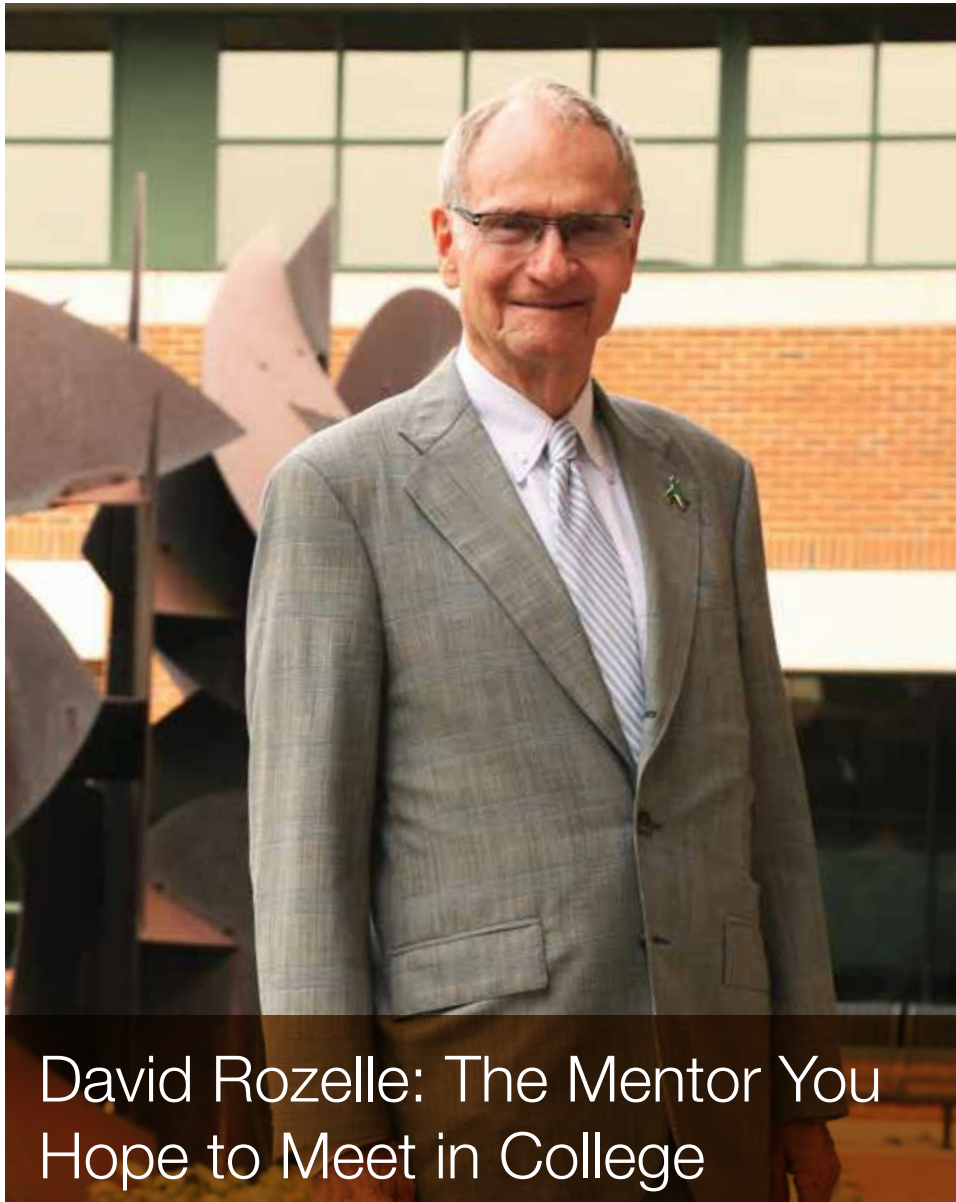
“Organizations typically feel that if they've introduced benefits such as flex scheduling and telecommuting, they've covered their bases with respect to giving employees more time to tend to personal matters,” says Intindola. “But these policies are based

on the assumption that work and life can be separated and compartmentalized. Instead, organizations need to work on accepting that the two are naturally co-occurring and trust their employees to interact with both on a given day.”

Intindola stresses that both the organization and employee need to consider values and needs in determining if the work environment is a fit:

- Does the organization recognize employees' complex lives?
- Does the organization allow employees the autonomy to manage how life and work interact?
- Does the organization consider time to be flexible?

Diving into how employees actually view work-life flexibility benefits (such as flex time) is the next step for Intindola's research. She is also interested in learning about the perception of any ramifications for using these benefits from both the manager's and the employee's point of view.



David Rozelle: The Mentor You Hope to Meet in College

David Rozelle, M.S.A. '75, shares reminiscences from his 38-year career at WMU. He served as associate professor of accountancy, receiving several awards for teaching and service.

Rozelle found that there are many things to learn at WMU.

"I learned about the strength of the college, the strength of the accounting department, and the strength of Beta Alpha Psi. In all three cases, there is a tradition of excellence that students discover, just as I did as an M.S.A. student at the college back in the medieval era.

The M.S.A. was my third degree, after two degrees in history and a failed attempt to become a Ph.D. in history. I had taken many economics courses in my long career as a student. When I say long

career, I led off with a nine-year journey to a bachelor's degree. I am told that it isn't a world record, but it's up there. It was nearly impossible to find a job in the liberal arts in the early 70s. I looked for something where I could make a living, and I did this with great regret, because it seemed that I was fated to leave the university environment. You see, I fell in love with college—so much energy, so much intelligence and so much conviction that one could change the world for the better."

Ultimately, Rozelle realized his aspiration to remain on a college campus, spending 50 years of his life pursuing his education and inspiring his WMU students.

"Not long after I began teaching in the business college, I became faculty advisor for Beta Alpha Psi. Beta was one of the

best things that ever happened to me. This organization would become the center of my career. The hundreds of students I met through the organization are my network."

Despite some sleepless nights, Beta Alpha Psi achieved Superior Status in 23 out of the 25 years Rozelle was chapter advisor.

"I have many great memories. I recall attending a wedding of a former Beta Alpha Psi student on an island off the coast of France. I watched members of my network run on a 200-mile course in Northern California as part of a team to raise awareness for organ donation. Our graduates hold leadership roles in firms all over the world.

The best days were always just before the students left—graduation.

Commencement is magic. It's the only place in life where I have witnessed so much pure happiness. And whether it is your first graduation ceremony or your thirty-first as a faculty member, for the graduates, it is new and exciting.

Of course, for me, there was always a bit of sadness too. The students who I had come to cherish were leaving. A senior professor once said to me, 'Don't worry, there'll be a whole new group in September.' That's the joy of this job, you miss them when they leave, but you get to start over again and again."

When Rozelle began to "feel his age" in a particular faculty meeting, he decided to retire.

"My peers advised me that retirement is about moving to where your grandchildren live and playing golf. I hate golf, and I have no children, so I work in two fields of service, organ donation awareness and fighting hunger in Kalamazoo."

Rozelle received a heart transplant in 2001. Since then, he has helped to sign up more than 3,200 people on the donor registry. He plays an equally important role in hunger prevention in Kalamazoo, donating countless hours of his time. He remains in touch with many of his former students.

GOLDEN GOALS



The power of gold at WMU is that students choose their own path. The opportunities on campus are abundant and achieving their goals gives students the ability to reach their dreams.

Junior Tika Bhujel is experiencing this firsthand, as an accountancy student and WMU ROTC cadet. As she takes campus and the world by storm, she's defining her own goals and achieving them along the way.

A native of Bhutan, Bhujel's family was forced to flee to Nepal in the early 1990s

due to political riot and conflict. Her family was part of more than 10,600 Bhutanese leaving the country. Placed in a Bhutanese refugee camp with no electricity and limited access to food and water, Bhujel received her education in the camp. After 17 years, Bhujel, her parents and her three siblings were selected by the United Nations Refugee Agency and the International Organization for Migration to be settled in the United States. They landed in Lansing, Michigan, in 2009.

How did she get to WMU? After graduating from high school, Bhujel had goals she was ready to achieve, and WMU lined up with all of them.

"WMU is a great and military-friendly university," says Bhujel, who became a U.S. citizen in 2014. "I also have always wanted to live with a roommate and



explore all of the things on campus that were new to me. I wanted to get out of my comfort zone and experience various things on my own that were different than my culture."

One of the main involvements Bhujel is currently engaged with on campus is the WMU ROTC program. She is learning the ropes and gaining new experiences that are contributing to many of the goals she hopes to accomplish while at WMU.

"Being part of the program has given me new skills that help me improve my leadership abilities," she says. "I'm also improving and growing tremendously in terms of my physical fitness and academics."

Her success in her classes is something she doesn't take lightly. Being a role model and someone her family can look up to in regards to education is something that she takes great pride in.

"My parents and grandparents have never been to school and do not speak English. I am the first generation to go to college," says Bhujel. "Doing well in my classes is a huge responsibility to me. I want to be an example for my nieces and nephews and make sure they know that they can come to me with questions about college."

And Bhujel hasn't stopped looking ahead. Next on her list?

- Earning her CPA license and pursuing a career as a public accountant;
- Enrolling in graduate school at WMU;
- Continuing to serve in the Army;
- Starting her own business, and more.

When your determination is pure gold like Bhujel's, nothing can stop you.

Success

His Own Chief Financial Officer

Jonah Shafer's experience at the Haworth College of Business as a personal financial planning student has been filled with inspiring moments and the passion to create meaningful and informative experiences for others.

"My attraction to the personal financial planning major started when I first started living on my own," he says. "During that year I learned the hard way about earning and expenses. I began to spend time creating a budget for myself and finding a healthy fiscal lifestyle. This budget has helped me through my years at WMU, and I have had the opportunity to share it with others."

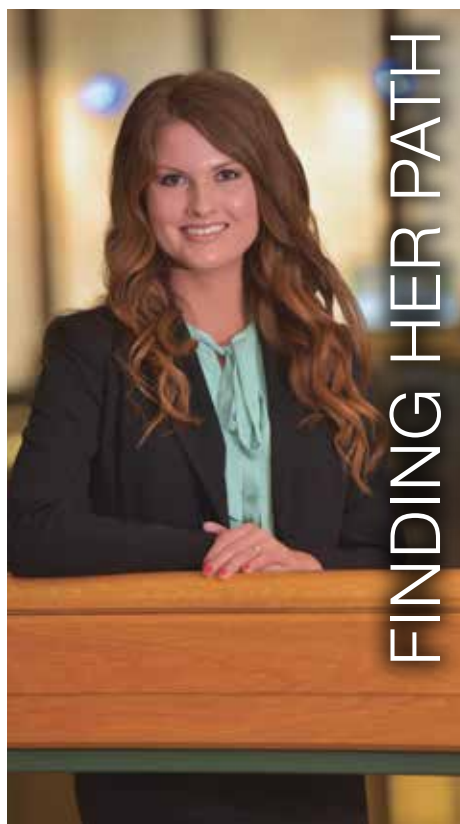
This passion to inspire others to take care of their own finances is something Shafer not only learned on his own, but also from faculty he encountered during his program.

One of his many experiences at WMU has been as an undergraduate research assistant for Dr. Matthew Ross, assistant professor of finance. Shafer primarily works with Ross's Cash & Careers tool, a project aimed at helping young adults make wise human capital investment decisions. Ross agrees that Shafer's passion for personal finance shines through in everything he does.

"In his research assistant role, Jonah shares his interest and passion for personal finance by helping make the Cash & Careers tool easier to use," says Ross. "He understands the value of having a financial plan and is passionate about guiding his fellow students toward informed decisions about their futures."



Shafer's passion led him to personal finance and the job offers followed. During his senior year, Shafer entertained multiple job offers and is working hard at mapping out his future plans. And what still drives his decisions is the passion he has for personal financial planning.



Sarah Bonner always knew she was interested in the field of law. She just didn't know how it was going to fit into her college plan.

"During my senior year of high school, I job shadowed a lawyer, and through that involvement I became more intrigued by the field," she says.

The thought of picking a major once she got to WMU was no easy task. Her interest in business and knowing that business was at the intersection of everything led Bonner to choose general business as her major.

Then the college introduced a new major, business law, and Bonner's path changed.

The business law major, housed in the college's Department of Finance and Commercial Law, is built so students can either earn a bachelor's degree in business or get a head start on earning their Juris Doctor degree.

"When the business law major became available, I felt like this opportunity fell into place for me at just the right time," says Bonner. "Business law courses have allowed me to appreciate my choice so much more. Law is such a complex field, and being in classes with professors from different backgrounds in law has allowed me to get various perspectives. The variety of the program is very beneficial to students like me who are figuring out where they fit."

In spring of 2018, Bonner became the first graduate of the business law program, something she says she never pictured when she was exploring majors at the beginning of her WMU experience.

"I am looking forward to seeing the program evolve. The students who choose to study business law will greatly benefit from the curriculum, and I hope they enjoy it as much as I have."

Celebrating Alumni



Every year during Homecoming week, the Haworth College of Business Awards Ceremony honors alumni and friends of the college who have demonstrated outstanding professional and service accomplishments. These individuals serve as an inspiration and example to our students. To read full biographies about each recipient, visit wmich.edu/business/2017awards.

College Awards



Haworth College of Business Outstanding Alumni Achievement Award

Kay Benesh, B.B.A.'81

**Partner, Global Audit Succession and
Deployment, Deloitte**

"Kay is a true leader, and while she is so many things, including advisor, mentor, visionary and truth-teller, the thing that is the most impressive is her unending care for people. She drops everything to help others and has a sixth sense as to when and how to do this."

– Lara Abrash, Partner, Deloitte



Haworth College of Business Outstanding Alumni Achievement Award

Robert S. Kaiser, B.B.A.'78

**Owner and Chief Executive Officer,
Gallagher-Kaiser Corporation**

"Bob is a very engaging person and a big personality. Whether you are a corporate executive or a brand new buyer, Bob has the ability to make you feel like he has known you forever. Good leadership starts at the top, and Bob is a great role model for his team."

– Dave Drouillard, Executive Director for Global Purchasing and Supply Chain, General Motors

umni and Friends

College Awards



Haworth College of Business Outstanding Service Award

David L. Rozelle, M.S.A.'75

**Associate Professor of Accountancy
(Retired), Western Michigan University**

"David represents all of the great attributes of WMU. Anyone who has had the opportunity to interact with

him knows his warmth and positive drive are contagious. He has been a relentless advocate for the accounting profession and a resource to past and present students. David is an asset to the University and the Haworth College of Business—an asset that appreciates as each year passes."

– Doug Roosa, Director of Internal Controls and Sarbanes-Oxley Compliance, General Motors



Haworth College of Business Outstanding Young Alumni Award

Saidal Mohmand, B.B.A.'12

**Partner and Director of Research,
GrizzlyRock Capital**

"While Saidal's successes far outnumber his struggles, his exemplary character is evident

as he tackles challenges head-on by working efficiently to correct setbacks. His positive energy and can-do attitude make us all better professionals and people. I am proud to call Saidal my partner."

– Kyle Mowery, Managing Partner, GrizzlyRock Capital



Haworth College of Business Outstanding Young Alumni Award

Ryan Blanck, B.B.A.'02

**Founder and Chief Executive Officer,
Deviate**

"Ryan is a catalytic agent. He was destined to be a person who helps others ignite their best. The great thing

about Ryan is that he doesn't want his clients to become dependent on him. He has the ability to inspire but doesn't have an ego or need to 'be followed.' Ryan uses his experiences to fuel his next step. He is tomorrow, today."

– Phil Towle, a leader in the performance coaching area, mentor to Ryan, and Deviate team member



Haworth College of Business Outstanding Young Alumni Award

Psyche Terry, B.B.A.'03

**Founder and Chief Inspiration Officer,
UI Global Brands**

"I have discovered that what distinguished Psyche from others is her ability not only to clearly identify

opportunities, challenges and problems that need attention, but also to do something about them. She is a woman of action. Psyche is tireless and fearless in her efforts to succeed."

– Erin Wilson, Director of Multicultural Business Development, Macy's

THESE INDIVIDUALS SERVE AS A REPRESENTATION OF THE VALUES OF THE HAWORTH COLLEGE OF BUSINESS AND AS AN INSPIRATION AND EXAMPLE TO OUR STUDENTS.

Department and Program Awards



Department of Accountancy Outstanding Alumni Award

Mark Crawford, B.B.A.'76

Shareholder and Chairman, Doeren Mayhew

"Mark is a leader and a man of integrity whose hallmark is working with people in all facets of his business and his life for the betterment of all. Under his leadership, Doeren Mayhew has grown into a premier accounting and consulting firm that serves its clients with the highest level of quality."

– Robert Nunez, President, Win Schuler Foods



Department of Management Outstanding Alumni Award

Kevin McManus, B.B.A.'79

President, TECHN Waterjet

"Kevin has always exhibited thought leadership skills that get translated into actionable activities. Through Kevin's visionary skills, he has participated in numerous successful business ventures, working closely to mentor team members and always imparting his strong sense of fairness, team spirit and work ethic."

– Bryan Becker, Partner (Retired), Ernst and Young



Department of Business Information Systems Outstanding Alumni Award

Richard Hook, B.B.A.'96

Chief Information Officer, Penske Corporation

Senior Vice President and Chief Information Officer, Penske Automotive Group, Inc.

"Rich is a highly passionate leader who thrives on understanding and driving the business in new directions. His ability to connect with people to inspire and lead is second-to-none. He is the guy you want by your side as a friend and a leader you want to follow behind as he leads the charge."

– Erik Wille, Director of Information Security, Penske Automotive Group



Department of Marketing Hall of Fame Award

Jeff Williams, B.B.A.'83

President, Europe, Middle East and Latin America, Johnson Controls

"Jeff is the most inspirational, charismatic leader I have ever encountered in the business world. His work ethic is unparalleled. He also has the innate ability to connect with every single person within an organization, whether it is an associate working on the production floor or a senior level executive."

– Jeff Huston, Chief Operating Officer, ConForm Automotive Group



Department of Finance and Commercial Law Outstanding Alumni Award

David Ellis, B.B.A.'74, MBA'80

Senior Vice President, Wealth Management, West Shore Bank

"Dave is a special individual, with equal parts talent and concern for others. As a fiduciary, trustee, financial advisor, and wealth manager, Dave is quite accomplished professionally. He displays care for the local community in many ways, serving on nonprofit boards and making a positive difference."

– Rich Robinson, Managing Partner, Conn, Geneva and Robinson



Food and Consumer Package Goods Marketing Outstanding Alumni Award

Trent Weller, B.B.A.'96

Vice President, Consumables, Sam's Club

"Trent is one of life's intense competitors. He quickly frames up every challenge as a competition and then defines the key strategies he and his team will use to deliver the win. I've seen him deliver wins over and over again, but the real winners are the customers who have benefited mightily from Trent's commitment to deliver for them."

– Steve Breen, Senior Vice President, Walmart.com Merchandising

Department and Program Awards



Food and Consumer Package Goods Marketing Adrian Trimpe Distinguished Service Award

Craig Jacobi

**Vice President, Strategic Accounts,
Constellation Brands**

“Craig is a trusted partner who is authentic and delivers a solid combination of industry skills and knowledge. He works diligently to deliver win-win-win solutions to my company, his company and most importantly the customer. He is a wonderful business partner who I value very much.”

– Steve Massie, Director of Grocery Direct Store Delivery, Alcohol, Bread, Carbonated Beverage and Salty Snacks, Meijer



WMU ROTC Wall of Fame

Colonel Glennie E. Burks, B.A.'91

**Assistant Chief of Staff G3/5, 200th
Military Police Command**

“Colonel Burks distinguished himself by exceptional meritorious service while serving as a Military Police Officer for multiple command groups, expertly leading officers and non-commissioned officers from all services and civilians with superior results. He is a credit to his family, the United States Army, and the Department of Defense.”

– Lieutenant Colonel Danny Blanks, U.S. Army (Retired)



This year, the University honored Jeanne Carlson, B.B.A.'68, and Birgit Klohs, B.B.A.'83, as Distinguished Alumni Award recipients. Carlson and Klohs are both also college award recipients, receiving the Haworth College of Business Outstanding Alumni Achievement Award in 2016 and 2012, respectively.



SAVE THE DATE!

October 6, 2018

TriFound, sponsor of the Haworth College of Business Homecoming Pancake Breakfast, welcomes all alumni and friends back to campus for another great breakfast kickoff.



Concussions are a hot topic in today's world. Many times the discussions center around athletes returning to the field before making a full recovery. Yet, many individuals suffer concussions each year. Concussions occur as a result of car accidents, recreational activity, slip-and-falls and other incidents.

Dr. Karen Schieman, assistant professor in the Bronson School of Nursing, and Dr. Alan Rea, professor of business information systems, have teamed up to develop a mobile application that will help patients manage their symptoms post-injury and track their progress during their recovery period. Recently awarded a grant from the Society of Trauma Nurses to fund the

next stage of the app's development, the professors are engaging students in the process of building the application.



Dr. Karen Schieman



Dr. Alan Rea

Knowing that other applications have been successful for symptom management in longer duration diseases, Schieman began

thinking of a mobile application as a way to provide ongoing education to patients. Though concussion symptoms typically abate in less than three months, those three months are critical in patients' recovery.

She reached out to Rea and told him about her idea. The two came up with a game plan to work together, enlisting students in both IT and nursing to work on the project. Multiple student developers have worked on the project, with Rea recruiting students from his mobile development classes.

“Students have developed multiple iterations of the project,” says Rea. “We use an agile approach called extreme programming, where segments of the mobile application are developed and tested in short development cycles and evaluated both from technical and usability standpoints. This requires constant interaction between the developers and health care professionals as we work to make sure each component will address particular needs, but it also allows us to revise the app and adopt additional requirements more readily.”

Rea admits that the hardest part of this process for his students is the cultural shift that needs to occur so they can avoid feeling like they are releasing an “unfinished” product, as they work through the development stages.

Computer information systems student Austin Lemacks, who has been working on the development of the app, is getting

a lot out of the experience. “Extreme programming is a model I’ve heard quite a bit about in class, but being able to experience it firsthand has given me a much better understanding of how it works. In my opinion, it is a great way to develop a project. The client benefits tremendously from being able to weigh in on the current state of the project.”

The app will allow patients to rate their symptoms daily, which they can share with their health care provider if they wish. With the app, patients can graphically chart their symptoms to view them getting better slowly over time, and they will also be able to see what strategies have the greatest effect on their symptoms.

“Extreme programming is a model I’ve heard quite a bit about in class, but being able to experience it firsthand has given me a much better understanding of how it works.”

– Austin Lemacks

New graduate offerings

The steadily growing supply chain field boasts some of the highest salaries of all business degrees. And, companies will add more than 1.4 million supply chain jobs in the coming year. To meet the demand, WMU has launched two supply chain graduate programs at its Punta Gorda, Florida, location. Courses are offered in a hybrid format with regularly scheduled online instruction and face-to-face meetings three weekends per semester to accommodate professional schedules.

Supply chain graduate certificate program

The supply chain certificate program is designed primarily for professionals who do not have a supply chain background but are filling a supply chain role in their companies. After completing the certificate program, students interested in moving into leadership roles will be prepared to

pursue a master’s degree in supply chain management. The certificate curriculum includes courses that cover topics such as:

- Concepts for managing the supply chain.
- Adaptation and application of technical and analytical tools and skills.
- Integration of tools and skills in managerial processes and decision making.

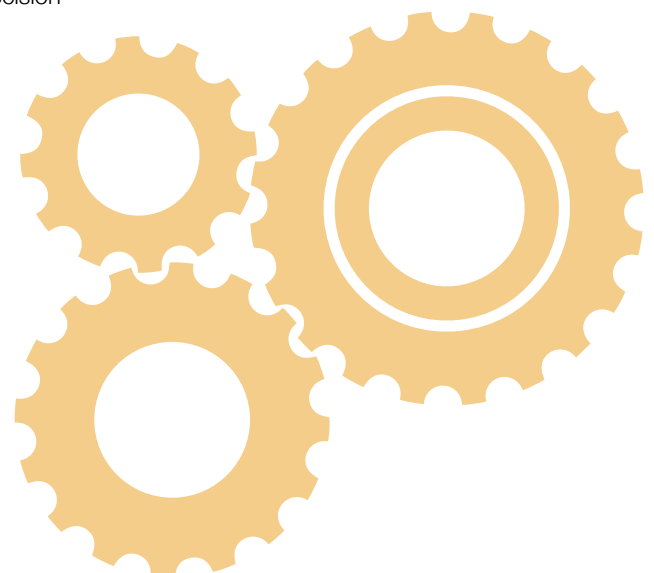
Master of Science degree in supply chain

After completing the master degree program, students will be ready to fill lead supply chain positions in global corporations.

The two-year program covers topics such as:

- Broad business knowledge, critical analysis and leadership.

- Financial tools and skills for creating and evaluating supply chains.
- Supply chain management concepts and their application in developing integrated processes.
- Technical and analytical tools to resolve today’s supply chain issues.



Where will your Cluventure take you?

As one reviewer says, “Cluventure is not your ordinary travel agency. The company is very organized, with wonderful attention to detail. Adventure and mystery are the top priority.”

What started as a surprise vacation for her significant other has led WMU student Desi Taylor on an entrepreneurial adventure that has her company, Cluventure, finding its way into Frommer's, the Travel Channel, Practical Wanderlust and National Geographic's Traveller. Taylor also claimed first place at this year's WMU Pitch Competition.

When friends heard of the vacation she designed as a surprise—new clues each day led to new locations, adventures and activities—the response was promising. She researched mystery vacations and learned that few opportunities were available.

Cluventure was born.

“I think people are looking for unique and personalized experiences,” says Taylor, owner and president of Cluventure. “I just did what I love and the market presented itself.”

So just what is Cluventure? Cluventure is a travel agency that provides unique and personalized vacations with a catch. Travelers don't know where they are going. Instead, travelers use real time clues that guide them both to their vacation destination and to activities and experiences while there. Taylor's team books transportation, lodging and activities, and then provides clues for each step of the way.

“We are definitely a newer sector of the travel and tourism industry, and still tapping into a niche market that is mostly unknown,” says Taylor. “Frommer's even named Cluventure's mystery vacations as one of the trends that will shape travel in 2018, which was really exciting!”

With quick success—she and her business partner are just 18 months into the entrepreneurship adventure—came questions about operating the business. Taylor turned to WMU's Starting Gate for help with her expanding offerings. With her business growing, she was looking for mentors and help with advertising and promotion and acquiring customers.

“Starting Gate has introduced me to some really inspirational mentors,” says Taylor. “Lara Hobson, the director of Starting Gate, has been wonderful. I've learned a lot from her and all of the people and resources she brings in to help student entrepreneurs.”

With a solid start, Taylor is looking to the future and continuing the Cluventure journey. In particular, the team is starting to tap into the corporate retreat and teambuilding market. Taylor also proposed a scavenger hunt for the city of Kalamazoo; a city celebration included Cluventure's first community event.

“I could talk for hours about our plans for the future,” says Taylor. “One of the most important things I have to do is tell myself to slow down and focus on one thing at a time. I just want to get started on all these big ideas!”

Those big ideas keep Taylor's future plans somewhat of a mystery. “I'm really passionate about everything that I'm doing right now. After graduation, I plan to keep doing what I'm doing and see where life takes me. I would love to be able to run Cluventure full-time one day, but I also really love studying the Spanish language and my second job as a private language instructor. For now, I'm just going to keep working hard and see what happens.”

And so the adventure continues.



Bronco BrewFest

The second annual Bronco BrewFest will feature Broncos who are shaping the local and Michigan craft brewing scene. The event will celebrate nearly 20 alumni-owned breweries and offer guests the opportunity to enjoy interactive presentations from industry experts.

Each guest will receive a commemorative 2018 edition Bronco BrewFest sampling glass, 10 2-ounce sample pours, access to optional presentations and demonstrations, live music and pub-style appetizers.



Friday, August 10, 2018

6 to 8:30 p.m., Heritage Hall, Western Michigan University
MyWMU.com/BrewFest

**Follow-up Bronco Brewfest
with Broncos Night Out**

Broncos Night Out Series

Join us the second Friday of each month from May to August for our annual summer entertainment series on Heritage Hall's Grand Lawn. This open-air monthly event features free outdoor entertainment and snacks.

Friday, August 10, 2018

80s Movie Night: Broncos' Choice—Ghostbusters (1984)
8:30 to 9:15 p.m. Outdoor tailgate games and putt-putt course
9:15 p.m. Movie begins on the big screen
MyWMU.com/NightOut



Stampede Pregame Tailgates



In the second and fourth games of the 2018 football season, the Broncos will head to the Big House in Ann Arbor and take on the Georgia State Panthers in Atlanta.

At the MyWMU Stampede Tailgates, we'll be taking over tailgate space near both stadiums to enjoy an all-you-can-eat outdoor BBQ buffet, Bronco bar, exclusive giveaways and family-friendly activities.

Saturday, September 8, 2018

Broncos vs. Wolverines Pregame Stampede Tailgate, Michigan Stadium, Ann Arbor, Michigan

Saturday, September 22, 2018

Broncos vs. Panthers Pregame Stampede Tailgate, Georgia State Stadium, Atlanta, Georgia

MyWMU.com/2018stampedes

Homecoming 2018



Join us for a variety of events celebrating Homecoming.

- Haworth College of Business Awards Ceremony
- Haworth College of Business Homecoming Pancake Breakfast
- The 2018 Alumni and Friends Homecoming Stampede Village, expected to draw 5,000+ Bronco alumni and fans to campus three hours prior to the game kickoff
- The big game: Broncos take on the Eastern Michigan University Eagles
- Homecoming and Family Weekend Sunday Brunch

Friday, October 5 through Sunday, October 7

MyWMU.com/Homecoming

Check out MyWMU.com for a full calendar of events, including regional events near you.



THEN

“When WMU’s college of business was located on East Campus, it clearly defined your identity as others knew you were part of the business program. I recall countless hours in the library preparing for exams along with other students. East Campus was a community for many as we lived in close proximity to avoid the long hike from main campus during the winter season!”

– Jeff Williams, B.B.A. '83, President, Europe, Middle East and Latin America, Johnson Controls

The college of business had homes in North Hall, West Hall, and East Hall throughout the years, eventually moving to Schneider Hall and officially being christened the Haworth College of Business in 1990, with a formal building dedication in 1991.

1966



Raymond J. Rabidoux, B.B.A. '66, has been named president emeritus of Glacier Hills Senior Community in Ann Arbor, Michigan. Rabidoux served as president and CEO prior to his retirement.

1970

Gurubandhu Khalsa, B.B.A. '70, became a certified structural integration (SI) practitioner. SI uses physical manipulation to aid the body in gravitational alignment for more efficient functioning.

1971



James L. DeVoss, MBA '71, was inducted into the Kalamazoo Air Zoo's Michigan Aviation Hall of Fame. DeVoss was recognized for his accomplishments as an Air Force fighter pilot, motivational speaker and global business manager.

1974

Charles L. Itt, B.S. '74, has retired after 47 years in the retail industry. Itt spent 30 years of his career in the grocery industry and the final 17 in a management position with CVS Pharmacy.

1977

Debra Dombrowski Jackson, B.B.A. '77, was appointed vice president, business development, with Partners International. Jackson has more than 15 years of proven excellence in the career transition, executive coaching and talent consulting industry.

1978

Thomas O. Schlueter, B.B.A. '78, was appointed vice president of market development for Southern Michigan Bank & Trust. Schlueter previously served as Kalamazoo market president for Mercantile Bank Corporation.

1980

Dr. Patricia J. Daugherty, B.B.A. '80, MBA '81, was named the Debbie and Jerry Ivy Chair in Business and professor of supply chain management at Iowa State University.

Notes

NOW

Heritage Hall was renovated in 2015 to become the University's alumni center—it is a place where shared experiences are celebrated. The building offers several spaces available for events and museum-like displays recounting Western Michigan University's history. The renovation, which was acknowledged with LEED Platinum status, has been lauded with a number of awards.



1981

Scott W. Steele, B.B.A.'81, was named chief marketing officer for Church Mutual Insurance Company. Prior to joining Church Mutual, Steele spent 29 years as owner of Steele Communications in Chicago, Illinois.

1989



Renee Hudson Allen, B.B.A.'89, was named vice president of marketing and communications at BlueOx Credit Union in Battle Creek, Michigan.

1990

Wayne D. Roberts, B.B.A.'90, was invited to edit the Michigan tax guide for the seventh time. The guide offers accounting professionals a general picture of the impact and pattern of Michigan taxes and provides a first-look reference for accountants.

1995

Jeffrey A. DeBest, MBA'95, was named president, advanced technology group, at Cooper Standard in Livonia, Michigan. DeBest was also appointed a member of Cooper Standard's Global Leadership Team.

1996

Marcus D. Hamilton, B.B.A.'96, has joined Flexsteel Industries Inc. as chief financial officer. Hamilton most recently served as the global vice president, finance, for Valspar Paints.

2001



Shaquanda S. Gordon, B.B.A.'01, was promoted to vice president of human resources at Gordon Food Service.

2002



Wendy R. Ulrich, B.B.A.'02, M.S.A.'03, earned the Certified Aviation Manager credential from the National Business Aviation Association. Ulrich is the chief financial officer for Air Services Inc. in Traverse City, Michigan.

2004

Brynne Belinger-Rogers, B.B.A.'04, MBA'08, has accepted the position of associate director of strategic planning at Indiana University School of Medicine. Belinger-Rogers previously served as assistant director of institutional accreditation and planning at Western Michigan University.

2005

Joseph P. Champine, B.B.A.'05, was named to the 30 in Their Thirties class of 2017 by DBusiness. Champine serves as executive vice president at Jones Lang LaSalle in Royal Oak, Michigan.

2006

Bob Armbrister, B.B.A.'06, MBA'13, was honored by the Grand Rapids Business Journal as a member of their 40 Under Forty Business Leaders in 2017. Armbrister serves as president of SPARKS Business Works and chief information officer of CSM Group.

2006



WMU accountancy grad suits up for the NHL

Scott Foster, B.B.A.'06, M.S.A.'07, rose to the occasion as an emergency backup goalie for a Chicago Blackhawks victory over the Winnipeg Jets. After the other goalies scheduled to play were injured, Foster entered the game during the third period, blocking all seven goal attempts by the Jets. With each blocked goal, the arena echoed with Foster's name. The Blackhawks won the game 6-2, and Foster received the team's player-of-the-game belt.

Foster served as goalie for the WMU hockey team from 2002-06 and currently plays in a recreational league. He is a senior financial accountant at Golub Capital in Chicago.



Roxanne Speaks Buhl, MBA'06, was named director of community engagement at Western Michigan University. Buhl also renewed her SHRM-SCP and HRCI SPHR certifications.



Anthony J. Salazar, B.B.A.'06, was recently named to the 2017 Forbes/SHOOK America's Top Next-Generation Wealth Advisors. Salazar lives in Chicago, Illinois, with his wife and daughter.

Nicholas A. Skislak, B.B.A.'06, received an award from Corp! Magazine, naming his company, SS Digital Media, as one of Michigan's Economic Bright Spots. SSDM is a full-service digital marketing and advertising agency in Troy, Michigan.

2007



Ken D. Triemstra, B.B.A.'07, was promoted to executive director at JPMorgan in New York, New York.

2008



Tamara D. Warren, B.B.A.'08, was named to an elite group of 24 individuals as a Michigan State University Class of 2018 Michigan Political Leadership Fellow.

2009

Keely M. Martin, B.B.A.'09, has been promoted to corporate accounting manager at Horizon Global in Troy, Michigan. Martin resides in Dearborn, Michigan, with her husband Antonio and children Zeno and Eliana.



Daniel J. O'Reilly, B.B.A.'09, MBA'11, married Theresa Christopher on October 1, 2017. The event was attended by multiple WMU alumni.

2012

Charles "Chase" C. Bonhag, B.B.A.'12, has joined TechNexus as a senior associate.

2013

Lauren A. Kniebes, B.B.A.'13, was presented with the Young Business Leader of the Year Award by the Southwest Michigan Chamber of Commerce for her work as co-owner of Lazy Ballerina Winery in St. Joseph, Michigan.



Jonathan D. VanderLind, B.B.A.'13, married fellow Bronco Amber S. Daisy, B.S.'14, on July 21, 2017 on Anna Maria Island in Florida.

2015

Michael J. Bower, B.S.'12, B.B.A.'15, graduated from the U.S. Army Flight School at Fort Rucker, Alabama. Bower will begin his career flying the Army's only fixed-wing aircraft, the C-12, during his assignment to South Korea in summer 2018. Bower also received a promotion to First Lieutenant in April 2018.

Carter B. Nimtz, B.B.A.'15, was appointed a mortgage advisor with United Federal Credit Union in St. Joseph, Michigan.

Cayden K. Sparks, B.B.A.'15, was appointed executive director of the Coldwater Area Chamber of Commerce. Previously, Sparks served as small business consultant for the Southwest Michigan Region Small Business Development Center in Kalamazoo, Michigan.

2017



Keith W. Little, B.B.A.'17, was accepted into the WMU School of Public Affairs and Administration as a master's degree candidate. Little currently serves as secretary of the Graduate Student Association's Finance Allocation Committee.

Unveiling our most powerful recruiting tool: You!

Almost one third of alumni who read this magazine recommend WMU's Haworth College of Business to a prospective student after getting the publication.

We wanted to make that process easier.

94%
post-graduation
success rate



Nationally recognized programs with a personalized experience

Majors

- Accountancy
- Advertising and Promotion
- Business Analytics
- Business Law
- Computer Information Systems
- Economics in Business
- Electronic Business Marketing
- Entrepreneurship
- Finance
- Food and Consumer Package Goods Marketing
- Health Informatics and Information Management
- Human Resource Management
- Integrated Supply Management
- Management
- Marketing
- Personal Financial Planning
- Sales and Business Marketing
- Telecommunications and Information Management

Graduate Programs

- Master of Business Administration
- Master of Science in Accountancy
- Master of Science in Supply Chain
- Information Security Graduate Certificate

STRIKE GOLD

Go to wmich.edu/business/refer to add a qualified student to our mailing list.



READY TO WORK!

Haworth College of Business students value working hard. They excel as both team members and leaders, who are ready to add value to organizations immediately. Pictured here are just a few of our students celebrating internships and full-time positions where they can put their talents to work. Thank you to our employer partners who recognize the dedication and determination of our students and graduates! Follow our student success stories on the college's social media.

