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4-2019

April 2019 Newsletter

Haworth College of Business

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WMU ScholarWorks Citation

Haworth College of Business, "April 2019 Newsletter" (2019). *Haworth College of Business News*. 104.
https://scholarworks.wmich.edu/business_news/104

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April 2019 Newsletter

APRIL 2019 NEWSLETTER



Integrated supply management students named national scholarship recipients

Integrated supply management majors Joy Goldschmidt and John Hayward are among six students from across the country selected to receive a coveted nationwide business scholarship awarded by the Richter Foundation and the Institute for Supply Management's Richter Scholarship Fund.

[Read about the Richter Scholars.](#)



Student takes top spot at national sales competition

Sales and business marketing students Ryan Demas, Cooper Frost and Alex McMahon competed in the 2019 Quicken Loans National Sales Competition, where Demas claimed first place and \$1,000. More than 20 of the country's top sales students participated in the competition.

[Read more about the competition.](#)



Food marketing students soar to second place at national university case competition

Food and consumer package goods marketing students Katherine Anderson, Lucija Matkovic, John Schneidenbach and Erika Hejl took second place at the 2019 National Grocers Association Student Case Study Competition.

[Read more about the competition.](#)



Student team places second at sales competition

Sales and business marketing students Sarah Obermeyer and Gabe Pelak took second place overall at the University of Toledo Invitational Sales Competition. Obermeyer also placed first in the first-year and sophomore division. Stacy Zoeller, a senior with multiple recent first-place finishes under her own belt, coached the team.

[Read more about the competition.](#)



30 Under 30

The college is proud to present its first 30 Under 30 publication, which highlights recent business alumni who are making meaningful contributions in the business world. These young professionals were selected by a committee composed of faculty, staff and Young Alumni Advisory Board members.

[Meet your 30 Under 30.](#)



We're celebrating students!

The ultimate accomplishment is ending up in a great spot post-graduation, whether that is in your dream job or in graduate school. Check out photos from business students who are celebrating their success in landing a job or pursuing further education.

[Browse photos.](#)

Two WMU business students among six nationwide to win prestigious scholarship

CONTACT: STACEY MARKIN
MARCH 4, 2019 | WMU NEWS

KALAMAZOO, Mich.—Two integrated supply management students from Western Michigan University's Haworth College of Business are among six students from across the country selected to receive a coveted nationwide business scholarship awarded by the Richter Foundation and the Institute for Supply Management's Richter Scholarship Fund.

Joy Goldschmidt of Troy and **John Hayward** of Portage have each received a \$10,000 award from the foundation and will be paired with established executives and former Richter Scholars who will serve as mentors.

The Richter Scholarship Program is the largest national scholarship program in the field of supply management. It identifies future supply chain management leaders and helps fast-track these students into the field. The 2019 Richter Scholars will be honored at a dinner at the ISM Annual International Supply Management Conference, held this year **April 7 to 10**, in Houston, Texas.

"We are proud of this well-deserved recognition of Joy and John," says **Dr. Zac Williams**, director of the Center for Integrated Supply Management and associate professor of marketing. "These two represent the excellence the ISM program strives for, and we are extremely proud of their accomplishments. As the ISM program continues to evolve, recognition like the Richter scholarship continues to validate WMU as a leader in supply chain education. In the very competitive supply chain education space, our students do very well."

GOLDSCHMIDT



Joy Goldschmidt

Goldschmidt is a junior, majoring in integrated supply management and minoring in international business and business analytics. She is active on campus as the vice president of APICS, a member of the Alpha Lambda Delta Honor Society, a Haworth College of Business ambassador, and a business analytics tutor. In the fall of 2017, she attended the Swinburne University of Technology in Melbourne, Australia, participating in a semester-long study abroad exchange program.

The past two years, Goldschmidt has completed a purchasing co-op at MANN+HUMMEL, a customer logistics internship at Bayer, and a continuous improvement co-op at Stryker. She was also a finalist in the college's Trailblazer student recognition program in 2018 and has been on the dean's list throughout her college career. In November of 2018, she presented at the ISM Indirect/Services Conference in Las Vegas after receiving the ISM Services Case Competition

Scholarship. This summer, she will participate in the Thailand study abroad program through the Haworth College of Business and work at Johnson & Johnson as a supply chain intern.

"When I received the news that I had received the scholarship, I was so overwhelmed that I made my friend read the email for me because I could not believe it," says Goldschmidt. "Being part of the Richter scholarship program opens up so many opportunities for my professional and personal development. I am looking forward to the networking and mentorship that this program offers."

Goldschmidt's dedication to her career is something that has always impressed **Dr. Bret Wagner**, associate professor of supply chain.

"Joy is extremely hard-working and has been focused on her education and career since her first days at WMU," he says. "Joy shows what can happen when a student steps up to the challenge and takes advantage of the many opportunities that the integrated supply management program offers. Her future potential is unlimited, and I look forward to watching her success."

HAYWARD



John Hayward

Hayward is a junior, majoring in integrated supply management with minors in accountancy and business analytics. He serves on the WMU APICS leadership team as experience director. Through APICS, Hayward has attended various industry tours, networking events, and case

competitions, including leading the WMU team to a first place finish at the 2018 General Motors/Wayne State University Supply Chain Case Competition. He is also a mentor within the APICS mentorship program, helping first-year and sophomore supply chain students leverage the resources available to them at the Haworth College of Business.

During his first three years at WMU, Hayward worked full-time at Pfizer Global Supply in Portage in various roles within manufacturing and logistics. Currently, he works as a procurement intern at Marathon Petroleum Corporation at their corporate headquarters in Findlay, Ohio. This summer, he will move to Detroit and work as a supply chain intern at General Motors.

"When I saw that I received an email from the CEO for the Institute for Supply Management, I was overcome with excitement," says Hayward. "This scholarship represents more than just me; it's a culmination of the efforts of many people at WMU and mentors I have had over the years. When you surround yourself with a winning team of peers, mentors, professors, friends and family, your dreams start to become reality. I look forward to meeting the great people from the Richter Foundation, the Institute for Supply Management, and previous Richter Scholarship winners. I want to say a special thank you to the people who have forged me into the man I am today, including my family, professors, colleagues at Pfizer and many others."

Hayward's skill set and his focus on the people around him stands out to **Dr. Sime Curkovic**, professor of supply chain.

"John showed the judges the integrated supply management major covers more skill sets than any other program in the country, and because of that, he is already job-ready," he says. "We are beyond proud of John. He is one of the top leaders in the program and is a motivated, committed student who is also always willing to help his classmates. He brings out the best in others."

ABOUT THE ISM PROGRAM

WMU's integrated supply management program has been recognized nationally by several organizations and publications as a top supply chain program, including a No. 2 ranking by SCM World and a No. 8 ranking by Gartner. Each year, approximately 100 students graduate from the WMU ISM program with nearly all finding positions in the profession. ISM students earn some of the highest salaries among business students, with top students starting at more than \$70,000. Learn more about the [program](#).

Student takes top spot at national mortgage banking sales competition

CONTACT: STACEY MARKIN
MARCH 14, 2019 | WMU NEWS



WMU students Cooper Frost, Ryan Demas and Alex McMahon

KALAMAZOO, Mich.—Western Michigan University sales and business marketing students **Ryan Demas, Cooper Frost** and **Alex McMahon** traveled to Cleveland, Ohio, in February to compete in the 2019 Quicken Loans National Sales Competition, where Demas claimed first place and \$1,000.

Quicken Loans hosted 21 of the top sales competitors from across the country, representing schools such as Ohio University, Kent State, University of Ohio, Arizona State University and several others. The WMU students competed in three different rounds of competition, going through the full sales cycle that a mortgage banker would experience.

Demas advanced to the final round, where he sold onstage in front of fellow competitors as well as the leaders of Quicken Loans. The pressure was on, but Demas said his preparation in the

sales and business marketing program and in the Robert S. Kaiser Sales, Negotiation and Leadership Lab helped him clinch the win.

"I was the last one to compete in the final round and had no idea what my competition had done prior to me," says Demas. "I recall eagerly awaiting the results. I never want to walk into a competition expecting to win, so I was astonished when they announced I had and felt all the preparation had been worth it."

Frost helped secure an invitation for WMU sales and business marketing students to participate in the competition, communicating with recruiters about the standout sales students in the program.

"Even though the Quicken Loans Sales Competition has an inherently individualistic structure, it was exciting to see WMU compete as a team," he says. "We prepared for the competition together, knowing that success for one of us was a win for us all. I am thrilled with Ryan's overall win at this event."

THE COMPETITION

- The first round of the competition was over the phone, with competitors calling upon a client to do an identification call to assess basic needs.
- The second round was an in-person scenario where the students presented a loan option to homeowners looking to refinance their home with Quicken Loans. In this round, the goal was to close the deal with the client, addressing objections such as cost or satisfaction with a current mortgage lender.
- The final round was onstage, in front of Quicken Loans representatives. In this round, students were selling VIP suites at the Quicken Loans Arena to the CEO of StockX, a company in the Quicken Loans family of companies. Four students competed in the final round of competition. Each student had 15 minutes after getting the scenario to prepare, which leveled the playing field for all competitors.

Food marketing students soar to second place at national university case competition

CONTACT: STACEY MARKIN
MARCH 19, 2019 | WMU NEWS



WMU students Katherine Anderson, Lucija Matkovic, John Schneidenbach and Erika Hejl.

KALAMAZOO, Mich.—Western Michigan University students **Katherine Anderson** of Rolling Meadows, Illinois, **Erika Hejl** of Bear Lake, **Lucija Matkovic** of Lansing and **John Schneidenbach** of Portage took second place against teams from 14 other universities at the 2019 National Grocers Association Student Case Study Competition held **Feb. 24 to 26** in Las Vegas.

The business case for the competition focused on Stepherson's Superlo, an independent grocer in Memphis, Tennessee, that tasked students with developing strategies for hiring and retaining millennials and multicultural associates.

PREPARING FOR SUCCESS

The team prepared for the competition for several months. Meetings with faculty advisors and several fellow food marketing students helped spur the students to success, as they reviewed research, strategic approach and public speaking.

The students participating on the presentation team often met three to four times per week to share ideas and work through the best format for the final presentation.

"When we first began preparing for the competition, we started with general research about the area and demographics that the question was targeting," says Hejl. "Each member on the team researched in order to gather as much information as possible to begin shaping our recommendations. Once the presenters began practicing, it was up to the larger research and preparation team to give feedback and ask questions. The students on the team have different knowledge through coursework, internships, jobs and special projects, so being able to have that rich feedback loop throughout the process was key."

Ultimately, the team members took their research, which included the results of a survey they created and deployed, and crafted recommendations for the independent grocer.

"We distilled our research into three core strategies," says Anderson. "We found that the key things that would retain the populations identified were building a strong, employee-centered culture; creating a training program that allows for professional development and increased flexibility; and expanding current employee benefit options, including the ability for employees to personalize their benefits packages."

EARNING TOP ACCOLADES



Student presenters prepared for the competition by meeting with a larger research and preparation team of faculty advisors and fellow marketing students for several months.

WMU food marketing students have a strong history of success at the National Grocers Association Student Case Study Competition, and this year was no exception.

"Both the research team and the four presenters were highly engaged in building a truly outstanding case presentation," says Bob Samples, executive-in-residence, faculty specialist and

team coach. "During the finals, they had their best presentation of the entire competition. Being second in the nation against universities like University of Illinois, University of Minnesota, St. Joseph's University, Cal Poly, and others is quite an accomplishment. I am incredibly proud of how our team did in the competition."

Industry professionals who represented both the retail and manufacturing sectors evaluated team performances.

"I'd be lying if I said I wasn't nervous during each round of the competition, but I was also excited," says Schneidenbach. "We all know each other and the material so well that we were comfortable in the high-stress setting. We were even able to keep presenting without missing a beat during technical difficulties with projectors in the final round of the competition."

And being able to handle any situation like a professional is what participating in this competition helps teach students.

"I would describe this experience as a crash course in my degree," says Matkovic. "We had to drill down to relevant data and deliverables and simplify the vital information for an extremely brief presentation. It was a glimpse of what is expected of us in our careers. Being problem solvers, who evaluate our mistakes and concentrate on how to improve, is what the real world is all about. I am lucky to be a part of a program that challenges us in the way our professors and peers did during this case."

ABOUT FOOD AND CONSUMER PACKAGE GOODS MARKETING AND THE NGA

WMU is one of the premier universities in the country offering a four-year business degree specializing in food and consumer package goods marketing. The major prepares students for sales, research, marketing and management positions with food and consumer package goods firms and related organizations.

The National Grocers Association is the national trade association representing the retail and wholesale grocers that comprise the independent sector of the food distribution industry. Also represented are affiliated associations, manufacturers and service suppliers, as well as other entrepreneurial companies.

Student team places second at sales competition

CONTACT: SAMANTHA HOOKER
MARCH 14, 2019 | WMU NEWS



Sarah Obermeyer, Gabe Pelak and Stacy Zoeller

KALAMAZOO, Mich.—A team of two students from Western Michigan University's Haworth College of Business took second place overall at the University of Toledo Invitational Sales Competition. This is the third consecutive year that WMU has landed a spot in the top three. Impressively, the team also placed first in the first-year/sophomore division for the second year.

Sarah Obermeyer, a first-year student from Grand Rapids, placed first in the first-year/sophomore division, winning every round through the tournament. **Gabe Pelak**, a junior from Mattawan, placed sixth, cementing his place in the finals and making WMU one of only three schools that saw each of their competitors advance to the last round.

Participants were asked to assume the role of a 3M industrial sales specialist selling foil tape to a fictional company, Brentwood Lighting. The competition rounds were progressive, with the team selling to different employees at the lighting company, ranging from the design engineer to the production manager. In order to advance, the team had to finish in the top half of their group. The final round tested the competitors with a surprise scenario and only 30 minutes to perfect their presentation.

Stacy Zoeller, a senior with multiple recent first-place finishes under her own belt, coached the team, working with Obermeyer and Pelak more than six hours per week prior to the competition. The team utilized the innovative technology of the Robert S. Kaiser Sales, Negotiation and Leadership Lab to run through scenarios, ensuring they were ready for anything.

"Seeing all of the hard work Gabe and Sarah put into preparing for the competition and how much they grew and developed as a result was very rewarding," says Zoeller.

The respect is mutual, with both Pelak and Obermeyer crediting their coach's hard work as the foundation of their success.

"Stacy put in as many hours, if not more, than we did to make sure we performed to the highest level we could," said Pelak. "My biggest takeaway from the event is the realization that the reward around the sales program at WMU is real. The success that Sarah and I found can be attributed to the professors and coaches who helped us to the finalist level."

As a first-year student, this experience may have helped Obermeyer find her calling.

"I learned so much from this experience. I was not very knowledgeable about sales at the beginning of this process, so being able to go through this experience so early in my college career was amazing," she says. "Not only did I learn about using my enthusiasm to my advantage, I was also able to network with many employers and students."