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May 2019 Newsletter

Haworth College of Business

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May 2019 Newsletter

MAY 2019 NEWSLETTER



Zhang Career Center celebrates 10-year anniversary

The Haworth College of Business celebrated a decade of the Zhang Career Center's far-reaching impact with a program and reception during the spring semester. The center oversees thousands of student interactions, organizes dozens of programs and hosts hundreds of employers each year.

[View the photo album.](#)



Bloomberg
Experiential
Learning Partner

Finance students gain real-world skills through Bloomberg partnership

Western Michigan University has joined 45 universities worldwide as a Bloomberg Experiential Learning Partner. Through the new partnership, finance students are acquiring real-world skills to complement their academic training.

[Read more about the partnership.](#)



The payoff of perseverance

Emmanuel Machena B.B.A.'17, spent his time as a Business Bronco both deliberately and purposefully—networking, interning and challenging the status quo. While at WMU, he found success in innovation and entrepreneurship and never stopped pursuing his goal of working in the financial industry.

[Read Machena's story.](#)



Marketing students claim second place at social media marketing competition

Two teams of marketing students competed as finalists in the Center for Advancement of Digital Marketing and Analytics Social Media Competition. Kaitlin Maley, Jeff Huang, Becca Briones and Andrew Lawlor earned a second place finish in the competition.

[Read more about the competition.](#)



Accountancy students take first and third in best practices competition

Accountancy students recently co-hosted the regional meeting for Beta Alpha Psi, an honor organization for financial information students and professionals. The meeting included professional development opportunities and a best practices competition, sponsored by Deloitte, where WMU students placed first and third.

[Read more about the competition.](#)



Business students clinch e-Fest victories

Business students Danny Rogers and Brennan Vaughn headed to Minneapolis for the Schulze Entrepreneurship Challenge, where they took home top prizes from the 2019 e-Fest competition. Only 25 teams of college students nationwide were selected for the "Shark Tank"-style competition.

[Read more about the competition.](#)

SUMMER CAMPS



Dollars & Sense: Be a Finance Pro

Has your teen ever wondered how the stock market works, what types of investments to make or how to save for college? Enrollment in the Dollars & Sense Camp at WMU is now open.

REGISTER NOW



Business Career Camp: Build Your Brand

What does it take to thrive as a business student and build a successful brand? Teens can get a real glimpse into the business world by enrolling in WMU's Career Readiness Camp.

REGISTER NOW



Beyond the Lemonade Stand: An Entrepreneurship and Innovation Experience

Help your young person discover what it takes to be a successful entrepreneur, engineer or business owner. WMU's five-day entrepreneurship camp, Beyond the Lemonade Stand: An Entrepreneurship and Innovation Experience, is now enrolling.

REGISTER NOW

WMU finance students gain new tools through Bloomberg partnership

CONTACT: STACEY MARKIN
APRIL 2, 2019 | WMU NEWS



WMU students can access Bloomberg Terminals in the Greenleaf Trust Trading Room.

KALAMAZOO, Mich.—Western Michigan University has been named a Bloomberg Experiential Learning Partner, joining just 45 universities worldwide that have the designation.

"The new Bloomberg Experiential Learning Partner status illustrates our focus on linking theory with practice," says **Dr. Matt Ross**, assistant professor of finance. "Our students begin using the Bloomberg Terminal in the Introduction to Financial Markets course and continue to develop their skills throughout the curriculum. Finance students at WMU acquire real-world skills to complement their academic training."

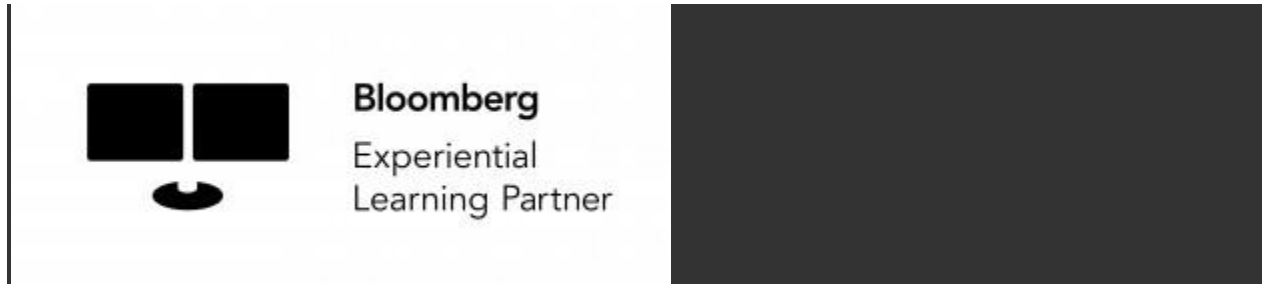
Bloomberg Terminals are available in the Greenleaf Trust Trading Room, located in the Haworth College of Business, with an additional terminal available in the college's Computer Research Laboratory.

There are several ways that students are benefiting from the Bloomberg technology.

- Students gain experience with the most widely used financial data computer software system.
- With only a few limitations, such as disabled trade execution, students learn to use a primary tool of Wall Street.
- All finance majors and minors in the college earn the Bloomberg Market Concepts certificate as part of the Introduction to Financial Markets course.
- The Student Managed Investment Fund uses Bloomberg Terminals to perform market, industry and company analyses of large market capitalization U.S. stocks. This course manages a WMU Foundation investment portfolio of more than \$1.5 million with the goal of outperforming the S&P 500 Index on a risk-adjusted basis. Using tools available from Bloomberg, students build

financial models, present to their classmates, and then vote to determine which companies are included in the portfolio.

- Bloomberg skills are incorporated into classroom instruction, homework assignments and make an appearance on examinations.
- With open access to the Greenleaf Trust Trading Room between and after classes, many students use the Bloomberg Terminal to sharpen their finance skills beyond formal coursework.



"The Bloomberg Terminals have helped my learning process tremendously, as the technology makes it much easier to gain access to accurate, reliable data," says junior **Novena Sutiono**. "Researching companies and different types of securities has never been easier, with news, historical data and trends at my fingertips. Completing the Bloomberg certification was also very useful in helping me understand more on the topics discussed in class, like fixed income and currencies."

The practical application of the data also impacted junior **Spencer Robertson**.

"Being able to access the Bloomberg Terminals introduced me to a variety of topics such as equities and economic indicators. I am currently a Greenleaf Trust scholar, and at the beginning of the year, I attended the firm's 'Year-in-Review Client Seminar.' During the seminar, I was able to apply the knowledge of bond yields and GDP that I learned from the Bloomberg modules to the topics being discussed at the seminar."

Faculty in the Department of Finance and Commercial Law look forward to further growing the ways Bloomberg technology can be incorporated into the curriculum.

"We are proud to be included in the elite group of Bloomberg Experiential Learning Partners," says **Dr. Satish Deshpande**, dean of the Haworth College of Business. "Our Bloomberg Terminals give students access to the data, news and trading tools they need to have relevant skills in the workplace. Working with the Bloomberg technology is an experience that broadens students' perspectives and skill sets immensely. We are fortunate to have several finance faculty who have expertise with Bloomberg and can share this powerful tool with our students."

The payoff of perseverance

EMMANUEL MACHENA, B.B.A.'17



It's impossible to be succinct when talking about Emmanuel Machena, B.B.A.'17.

He can be described as a networker extraordinaire and a goal-setting fiend. He's also a forward thinker, entrepreneur, and yes, a proud Haworth College of Business alumnus.

While Machena graduated from Western Michigan University only two years ago, its apparent his time as a Business Bronco was spent both deliberately and purposefully—networking, interning, and challenging the status quo any chance he could. Ultimately, Machena touts his involvement with Starting Gate, WMU's student business accelerator, as the most valuable experience of his college career.

“Through Starting Gate, I learned so many tremendous skills about how to build an idea into a formulated product that could eventually impact everyday lives,” Machena shares.

And that product is called EZ Timeout, a fabric room divider designed for dorms, homes and offices. Developed through Starting Gate with the help of mentors like Lara Hobson, EZ Timeout won Machena and his team \$1,200 at the annual WMU Pitch Competition and ultimately landed him in the semi-finals of the Detroit Accelerate Michigan Competition. “The immense opportunities the business college provides are there for everyone,” he says. “All you need to do is apply yourself.”

While Machena found success in innovation and entrepreneurship, he never stopped pursuing his goal of working in the financial industry. During his time at WMU, he interned at four different companies, doing everything from performing financial analysis for a local restaurant, to expense forecasting at a top auto lending company, to selecting fixed income investment instruments at a wealth management firm. “Even though my internship roles were very different, they all

encouraged me to build a specific set of skills,” Machena shares. “I chased analytical and quantitative skills because they were my top strengths.”

And it paid off. He is now using what he learned in college at his role as a private equity analyst for BlackRock, the world’s largest investment asset manager. Here, Machena is responsible for performing diligence on investments across a range of industries. But it wasn’t a straight and easy road to BlackRock. It took dedication, focus and a bit of luck.

“I applied to several private equity and finance firms before graduation,” Machena says. “Although I got rejected by some of them, I got accepted into one of my top picks. The moral of the story is to keep improving yourself at each and every step. The weak deflate while the wise reflect.”

And that motto is what Machena continues to live by. His ambitious spirit and determination is what got him to the place he is today, but he’s not looking to slow down on his quest for success anytime soon.

“Never be comfortable with staying complacent and never let others define your success,” Machena explains. “Being where I am today, compared to where I started, I can firmly say that hard work, focus and perseverance definitely pay off.”

Students claim second place in national social media marketing competition

CONTACT: STACEY MARKIN
APRIL 18, 2019 | WMU NEWS



Left to right: WMU marketing students Ashley Mahler, Lauren de Vries, Becca Briones, Andrew Lawlor, Jeffrey Huang, Ashton Burke and Kaitlin Maley

KALAMAZOO, Mich.—Two teams of marketing students from Western Michigan University's Haworth College of Business competed as finalists in the Center for Advancement of Digital

Marketing and Analytics Social Media Competition at Ball State University, with one team placing second in a field of 50 university teams.

The competition held **April 12 to 13** focused on the social media marketing dynamics of Sun King Brewing in Indiana. Teams were tasked with taking the company's social media strategy to the next level. Students crafted strategies that addressed the company's challenges with branding itself as committed to its products, employees and the Indiana community, while aiding customer acquisition. Each team produced a comprehensive, creative, data-driven social media strategy and a compelling presentation video in approximately seven weeks.

The finalist round of the competition included six teams, who presented live at Ball State University for social media professionals and finally to decision makers at Sun King Brewing.

"It is undeniably rare for a school to have two teams represented on a short national finalist list like this, but these teams were never satisfied with just being above average," says **Dr. Scott Cowley**, WMU assistant professor of marketing and team advisor. "They were there to win and had all of the necessary talent and dedication to compete at the highest level. Our prize-winning team did something that is very difficult for even the best teams. They cohesively agreed upon a riskier core strategy with bigger payoff potential. They allowed their personalities to shine through, and the judges loved what they heard. The reputation of our digital marketing program owes much to what these two teams just achieved in our first time competing in a national case competition."

THE TEAMS

Becca Briones of Paw Paw, **Jeff Huang** of Warren, **Andrew Lawlor** of Aurora, Illinois and **Kaitlin Maley** of Kalamazoo earned a second place finish in the competition.

The team approached the case in a creative and innovative way that differentiated it from fellow competitors. Members advocated that Sun King Brewing retain its personality while broadening its strategy. Specifically, the team recommended a new yoga-themed beer to integrate with the company's existing yoga events; members also suggested building a major beer release event and detailed the supporting social media and influencer activities that could be held in conjunction with the event.

"We were ecstatic to experience the competition alongside the other team from WMU that also made it to the finals," says Huang, team captain. "We owe a huge thank you to our wonderful coach and mentor Dr. Scott Cowley."

Huang's team was not initially one of the finalists, but it was the first alternate. When one of the teams was unable to participate, the WMU team was called on to compete less than a week before the competition.

"After a week of late nights, hard work and a lot of effort, we were ready to bring our A game," says Huang. "To place in the top three was quite unexpected but very thrilling. We could not have been prouder to represent Western Michigan University's Haworth College of Business."

Ashton Burke, Lauren de Vries and Ashley Mahler also competed in the national finals of the competition with a strong performance that earned accolades from the judges.

Accountancy students take first and third at regional competition

CONTACT: STACEY MARKIN
APRIL 26, 2019 | WMU NEWS



WMU accountancy students in front row, left to right, are Shannon Hill, Likun Sun, Jessica Chin, Angela Middaugh, Olivia Langdon, Veronicaa Mehta and Kevin Silitonga. In back row, left to right, are Lori Terrell, Shelby Christian, Max Fiebelkorn, Adrian Kunina and Norman Weber.

KALAMAZOO, Mich.—Western Michigan University accountancy students recently co-hosted the regional meeting for Beta Alpha Psi, an honor organization for financial information students and professionals. The regional meeting, which took place in Cincinnati, Ohio, included professional development opportunities and a best practices competition, sponsored by Deloitte, where WMU students placed first and third.

The best practices competition focused on "Inspiring Future Leaders to Leave a Legacy of Excellence," challenging students to present what they do in their Beta Alpha Psi chapters to promote lifelong ethical, social and public responsibility among members, how they broaden outreach and use technology to engage members, and successes they have had in service.

Students presented on a variety of current projects, highlighting best practices.

"Our students demonstrated an extraordinary work ethic, the utmost professionalism and grace under pressure as they competed and volunteered," says **Dr. Cari Burke**, WMU assistant professor of accountancy.

FIRST PLACE TEAM

The first place team was composed of **Jessica Chin, Shelby Christian, Max Fiebelkorn** and **Veronica Mehta**. The students presented on how the WMU Beta Alpha Psi chapter has benefited members, as well as on- and off-campus communities, discussing three main ways the chapter impacts others, through:

- Expanding the chapter's tutoring program
- Maintaining longstanding relationships with community service organizations while also participating in new service opportunities
- Growing Beta Alpha Psi's marketing efforts for nontraditional students both on and off WMU's campus

"As they were announcing the results of the competition, we were beyond ecstatic," says Christian. "Prior to the regional meeting, we met on a weekly basis and visited the college's Communications Center several times to perfect both the flow of our presentation and our PowerPoint. Were it not for the support of the Communications Center and the dedication of each of our team members, we would have never achieved such a feat."

This team will now present at Beta Alpha Psi's national meeting in Chicago, which will take place in August.

THIRD PLACE TEAM

The third place team was composed of **Shannon Hill, Adrian Kunina, Likun Sun** and **Lori Terrell**. The team presented the technology used in the chapter, highlighting:

- An updated website featuring easy sign-up for community service events and training workshops, including better payment options
- The Beta Alpha Psi class on WMU's Elearning platform, which allows members to stay up-to-date on progress with their membership requirements
- The Career Fair Plus app, which complements the chapter's Meet the Firms event; WMU students can use the app to locate desired employers and job postings.

"It was great to be rewarded for the hard work we put into the presentation," says Kunina. "Our third place finish allows us to get a written review of the strong points and areas for improvement in our presentation, which we will use to improve future presentations."

CO-HOSTING THE REGIONAL MEETING

In addition to the students on the presentation teams, WMU students **Olivia Langdon, Angela Middaugh, Kevin Silitonga** and **Norman Weber** co-hosted Beta Alpha Psi's regional meeting with students from Bradley University. Students from both universities assisted with event operations and learned valuable lessons on collaboration.

"We are so proud of our students' dedication to developing themselves beyond the classroom," says **Dawn Mason**, WMU faculty specialist in accountancy. "It was clear to see the pride they took in representing our school, our department and our Gamma Rho chapter of Beta Alpha Psi."

Participating in the meeting was a meaningful experience, according to WMU student and event volunteer **Olivia Langdon**.

"Being able to attend this event allowed me to expand my professional network with peers and potential employers. I was able to participate in group activities with Beta Alpha Psi members from different schools and make connections with them. We engaged in leadership activities and learned how to work and problem solve together. I also had the opportunity to listen to keynote speakers from professional firms as well as attend breakout sessions. It was a great experience," she says.

Business students clinch victories at e-Fest 2019

CONTACT: STACEY MARKIN
APRIL 24, 2019 | WMU NEWS



WMU students Danny Rogers, left, and Brennan Vaughn, right

KALAMAZOO, Mich.—Western Michigan University business students **Brennan Vaughn** and **Danny Rogers** traveled to the [Schulze Entrepreneurship Challenge](#) in Minnesota

in **April** and competed at e-Fest 2019. Rogers and his innovation team earned a \$10,000 prize for taking second place for finding a creative solution to a problem facing K-12 education. Rogers' team offered an innovative transportation service to get students to their after-school activities. Vaughn and Rogers earned another \$1,500 for their pitch of SnapDuct—easy-to-install ductwork that modernizes design with a latch system and an internal gasket that greatly reduces the installation time needed on job sites.

SnapDuct was one of 25 companies selected to pitch at the "Shark Tank"-style competition and the only finalist from Michigan.

Vaughn developed SnapDuct throughout the past several months with engineering student **Max Chen**, who has assisted on designs and prototypes. Chen brings the ability to work with 3D modeling and CAD to help bring Vaughn's idea to life. Diligently working in Starting Gate, WMU's student business accelerator, Vaughn has had access to an array of resources for student entrepreneurs.

"It's an honor to have a semi-finalist at this competition where students are coming from schools such as Princeton, Auburn University, Virginia Tech, Rutgers, University of Florida and many more," says **Lara Hobson**, director of operations for Starting Gate. "Brennan and Danny not only earned some funding for SnapDuct, but they also made great professional connections, received feedback on their pitch and have a better understanding of what direction the company should be taking."

Vaughn's next steps are to continue working with Chen on the details of SnapDuct's design and to explore the full customer base for the product, connecting with HVAC contractors and getting a more in-depth read on the market.

More coverage on e-Fest and SnapDuct here:

[Business students vie for share of \\$250,000 competition prize](#)

[Business student aims to modernize ductwork installation through new company](#)

ABOUT STARTING GATE

This is the third year in a row a team from [Starting Gate](#) was selected to compete in the Schulze Entrepreneurship Challenge.

Starting Gate is a student business accelerator that gives students resources to develop their startup companies. Located in the Park Trades Center Building in the heart of downtown Kalamazoo and operated by the Haworth College of Business Center for Entrepreneurship and Innovation in partnership with the WMU Office of Community Outreach, the accelerator is open to all WMU students through a competitive application process. Starting Gate provides a fast-track to business launch.\

DOLLARS & SENSE

Two finance camps for students who have completed grades 7-12.

Have you ever wanted to learn more about finance?

How stock markets work, how to pick stocks, when to trade, what types of investments someone can make, how the economy works, how to save?

If you have ever been curious about anything from why a stock market crashes to how to save for college, then our finance day-camp is right for you

Two projects—one trip to Chicago—an unforgettable week

In just one week at the Dollars & Sense Camp hosted by the Haworth College of Business at Western Michigan University, students learn about more than 10 different finance topics that impact the world in general and themselves as individuals. Taught by WMU faculty members, classes are discussion-based, fun and include two real-world projects (a financial life cycle plan developed by each student and a team-based portfolio investment project), a trip to Chicago to visit the stock exchanges, meet with brokers and other finance professionals.

All classes are taught in WMU's Greenleaf Trust Trading Room, housed within the Haworth College of Business. The trading room gives one a glimpse into a Wall Street environment right in Kalamazoo, equipped with the software and tools that finance professionals use every day.



Often, the most powerful people in the business world are the ones who understand financial principles and apply them well. Get a glimpse into the world of finance and how you can harness its power to help you succeed in a business career or in your personal life as you think about things like your personal budget and how to achieve a comfortable standard of living.

During your camp sessions, you will work on two special projects.

- Project 1: You will pick 10 stocks based on data and research and also the concepts of risk and return and chart the progress of those stocks in real-time throughout the week in the Greenleaf Trust Trading Room.
- Project 2: You will design a life cycle financial plan, laying out where you want to be in terms of your personal finances and life goals and how you are going to get there—from today through retirement.

Questions? Please call (269) 387-5726 or email [Jeannine Shafer](mailto:Jeannine.Shafer@greenleaftrust.com).



Talk about a good investment!

- Camp Cost: \$299
- June 24-28, 2019 for students that have completed grades 10, 11 and 12.
- August 19-23, 2019 for students that have completed grades 7, 8 and 9
- Camp Hours: Monday, Tuesday, Thursday and Friday—9 a.m. to 4 p.m.
- Wednesday: Bus trip to Chicago—7:45 a.m. to 8:30 p.m.
- Registration deadline is June 1, 2019
- Your cost is less than 1/2 of the actual cost.

REGISTER TODAY





REGISTER NOW!

BUILD YOUR BRAND

Ever wonder what it is like to be a college student? Watch the experience of business students at WMU.

Are you interested in business or thinking about pursuing a business degree after high school? Do you know what it takes to be a successful business student?

Build your professionalism and work ethic in our three-day career readiness and personal branding summer camp for high school students who have completed grade 10 or above. The business career camp will be held July 16-18.

HOW WILL YOU SPEND YOUR DAYS?

- Learning about and applying the seven A-behaviors of work ethic to your personal brand: attitude, attendance, appearance, ambition, accountability, acceptance and appreciation.
- Getting an up-close look at the Haworth College of Business and Western Michigan University.
- Talking with WMU business students about their experiences.
- Touring a business and connecting with business professionals to learn more about careers.

Activities and workshops will be interactive and fun, giving you a real glimpse into the business world, all while discovering and building you personal brand.

The camp will be held at WMU's Haworth College of Business in Schneider Hall, which is designed to mimic the environment of a corporate headquarters.

Cost: \$200

Only 15 spots available!

This camp is a collaborative effort between the Student Professional Readiness Series and the Zhang Career Center in the Haworth College of Business

CAMP RELEASE FORM

All campers must have a release form on file with WMU prior to the start of camp. Guardians can submit forms using one of the following two methods:

- Scan and email the completed forms to GERALYN HEYSTEK at geralyn.heystek@wmich.edu.
- Send by U.S. mail to:

Zhang Career Center Attn: GERALYN HEYSTEK
Haworth College of Business
Western Michigan University
1903 W Michigan Ave
Kalamazoo MI 49008-5470 USA

Questions? Please call (269) 387-2759

AGENDA

A typical day at camp

9 a.m. to 4 p.m.

- Ice breakers
- College and University tour
- Meet-and-greet with current WMU business students
- Visit to nearby business
- Activities about personal branding

Registration deadline: July 1

HAVE YOU STARTED A BUSINESS OR THOUGHT OF STARTING A BUSINESS?

Do you wonder what it takes to be an entrepreneur, an engineer, a business owner?

Meet entrepreneurs, learn from experts, pitch your business idea and possibly receive funding for your business! Monday, June 24, through Friday, June 28, 9 a.m. to 3 p.m.

Find out what it takes to be a successful entrepreneur in Western Michigan University's five-day entrepreneurship camp Beyond the Lemonade Stand: An Entrepreneurship and Innovation Experience for grades 9-12. The camp will be held from June 24 through June 28.

Meet
entrepreneurs
and engineers,
learn from
experts, pitch
your idea and
spend time
creating in
WMU's state-
of-the-art labs.

You will learn about developing the mindset of an entrepreneur and walk away with tools to help you launch your business idea.

- Business plans
- Business models and financial fundamentals
- Startup financing
- Business pitch competition
- Leadership
- Mentoring

Your days will be spent in brainstorming sessions, learning about key entrepreneurial principles from WMU business faculty, getting an up-close look and hands-on experience at WMU engineering labs, talking with WMU student entrepreneurs and engineers about how they have launched thriving businesses, meeting local entrepreneurs and learning about their entrepreneurship journeys, and preparing materials and plans for your business idea.

The camp will be held at WMU's College of Engineering and Applied Sciences in Floyd Hall on the Parkview Campus. On Wednesday, June 26, camp will be held in Schneider Hall, home of the Haworth College of Business.

Cost: \$100, includes t-shirt, snacks each day and a pizza lunch on Friday.

Only 25 spots available!

Camp release form

All campers must have a release form on file with WMU prior to the start of camp. Guardians can submit forms using one of the following two methods:

- Scan and email the completed release form to Lara Hobson at lara.hobson@wmich.edu.
- Send by U.S. Mail to:

Lara Hobson
Entrepreneurship Camp
1903 W Michigan Ave.
Kalamazoo MI 49008-5429

[CAMP RELEASE FORM](#) [PHOTO RELEASE FORM](#)

Questions? Please call (269) 387-5860.

AGENDA

A Typical Day at Camp

9 a.m. to 3 p.m.

- Ice breaker
- Introduction to entrepreneurship
- Business model and financial fundamentals
- Team building and brainstorming sessions
- Visit to nearby high-tech engineering firm
- Networking with local entrepreneurs
- Interactive business simulation game
- Tour of engineering project labs
- Successful business pitching

Meet entrepreneurs, learn from experts, pitch your business idea and possibly receive funding for your business!

The Entrepreneurship and Innovation Camp is a collaboration between WMU's College of Engineering and Applied Sciences and the Haworth College of Business.

[REGISTER](#)