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6-2019

## June 2019 Newsletter

Haworth College of Business

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# June 2019 Newsletter

## JUNE 2019 NEWSLETTER

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### **Student earns national social impact scholarship**

Marketing major Catherine Lemus is one of two recipients nationally to receive the American Marketing Association's Social Impact Scholarship. Lemus was recognized for making a positive impact on her community and for using her marketing skills in meaningful ways.

[Read more about the scholarship.](#)



### **Two student entrepreneurs receive awards for innovation**

Student entrepreneurs George Joshua and Brennan Vaughn are being recognized for their innovative business ideas. Joshua received the \$10,000 Brian Patrick Thomas Entrepreneurial Spirit Award for Turtle Jump Technology, while Vaughn received the \$5,000 Wendell Christoff Award for SnapDuct.

[Read more about recognition.](#)



## **Students take third in national advertising competition**

A team of advertising and promotion students led by Dr. Karen Lancendorfer placed third in their division of the American Advertising Federation's National Student Advertising Competition. In addition, Kirill Eydinov won the competition's Best Presenter award.

[Read more about the competition.](#)



## **Sales and business marketing once again earns national top program accolades**

For the 13th consecutive year, WMU's sales and business marketing program was recognized by the Sales Education Foundation for preparing students for careers in professional selling, as well as elevating the sales profession.

[Read more about the recognition.](#)



## **A fruitful internship**

Erika Hejl, a food and consumer package goods marketing major, signed a contract with Smucker's a full year before graduation after completing an internship in summer 2018. She recently became a full-time category analyst for the company.

[Read Hejl's story.](#)



### **Center lauded for supporting region's small business community**

The Southwest Michigan Small Business Development Center, housed within the Haworth College of Business, received the U.S. Small Business Administration's Michigan Small Business Development Center Excellence and Innovation Award. The honor recognizes excellence in providing value to organizations and advancing program delivery and management.

[Read more about the award.](#)



### **Class Notes 2019**

Class Notes is a compilation of Haworth College of Business alumni's personal and professional accomplishments, news and reflections.

[Read the class notes.](#)

# Business student earns national social impact scholarship

Contact: Stacey Markin

May 24, 2019



Catherine Lemus

KALAMAZOO, Mich.—**Catherine Lemus**, a student at Western Michigan University's Haworth College of Business, recently received the American Marketing Association's Social Impact Scholarship, which is awarded to student members of AMA chapters who make a positive impact on their local, regional or larger community in terms of the environment, social justice, economic fairness, health conditions, quality of life, or other social concerns. Lemus is one of two recipients nationally.

Lemus, a senior majoring in marketing, was recognized for how she has used her marketing skills in a variety of meaningful ways, including:

- Participating in Alpha Lambda Delta, a nonprofit honors society, where Lemus met new people on campus and took part in service projects such as volunteering at local shelters for the homeless
- Serving as a founding member of Future Leaders of Kalamazoo, a group whose goal is to mentor local middle school students, aiding in their transition to high school where they can earn scholarships through the Kalamazoo Promise
- Taking on the role of parent relations director at Alpha Xi Delta, a national nonprofit fraternity, where she developed a monthly newsletter, informing parents of the chapter's community involvement
- Serving as inter-chapter relations director with A Moment of Magic, a national nonprofit organization that allows college-age students to volunteer at children's hospitals and social service institutions to provide creative programming
- Working as a media marketer and funding assistant at Prevention Works, a nonprofit organization connecting members of the Kalamazoo community with public health programming. Lemus built strong relationships with past, current and prospective donors where her campaigns assisted in raising \$2.1 million for the organization.

Currently working at Herman Miller as a digital sales excellence intern, she was attracted to the company due in large part to its commitment to giving back to the West Michigan community through its foundation, Herman Miller Cares, as well as the company's initiative to reduce environmental waste in the business.

In fall 2019, Lemus plans to study abroad in Oslo, Norway, with the goal of understanding the cultural ideals that encourage citizens to take an active role in their community. When she returns, she will be writing an honors thesis which illustrates how American organizations can emphasize these community-driven ideals to increase awareness, participation and funding of important social organizations.

"Throughout my involvement with various initiatives, I have always taken time to share my love for volunteerism through personal social media platforms, newsletters and word of mouth," says Lemus. "Becoming a marketing major has allowed me to pursue my dream job of sharing the positive stories from organizations. This is what makes marketing a great fit for my career."

**Dr. JoAnn Atkin**, associate professor of marketing and AMA student chapter advisor recognizes that Lemus is a marketer who makes a difference.

"Catherine is an outstanding example of one of my favorite mantras: use your marketing powers for good. I am thrilled that the American Marketing Association is recognizing her ability to do just that. I look forward to the additional, positive impact she will have in years to come," she says.

## ABOUT THE AWARD

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The AMA collegiate scholarships were established by the American Marketing Association Foundation to recognize student leaders who are using their marketing skills to make communities stronger. The scholarships were first awarded in fall 2016.

The philanthropic arm of the AMA, the AMA Foundation, champions individual marketers who are making an impact in the profession and community, recognizing marketing visionaries who have elevated the field and supporting the next generation of marketers who will transform the profession.

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

## Two student entrepreneurs receive awards for innovation

Contact: Samantha Hooker

May 3, 2019

KALAMAZOO, Mich.—Two student entrepreneurs from Western Michigan University are being recognized for their innovative business ideas.

**George Joshua**, a graduate student from Kalamazoo studying behavioral analysis, received the \$10,000 Brian Patrick Thomas Entrepreneurial Spirit Award for Turtle Jump Technology.

In addition, **Brennan Vaughn**, a senior from Mattawan majoring in sales and business marketing, received the \$5,000 Wendell Christoff Award for SnapDuct.



George Joshua

## TURTLE JUMP TECHNOLOGY

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Turtle Jump Technology is a software development company focused on building applications for the fields of behavior analysis and behavioral psychology. The company aims to advance technology in the field of applied behavior analysis to ease the responsibilities of clinicians and help their clients succeed. Their first product, CE Lock, a mobile application used by clinicians to track their continuing education credits, is currently available on Google Play and in the Apple App store.

Joshua utilized his engineering degree by honing his skills as a business analyst for more than nine years, consulting with and developing custom software for companies. In 2017, he began working towards obtaining a master's degree in applied behavior analysis. In partnership with his wife Karyn, who holds an master's degree in applied behavior analysis and was recently board certified, Joshua began the work of building technology systems to solve real world challenges for behavior analysts and psychologists.

"Behavior analysis is a relatively new area of psychology that has experienced massive growth recently, due mainly to the emergence of autism," explains Joshua. "Although the field is growing rapidly, practitioners and clients lack technology specific to their needs. We hope to use the resources that Starting Gate provides, including access to a talented pool of mentors and tools to guide our growing business. This award is very meaningful because it allows us to continue to build new products as we seek out new customers."



Brennan Vaughn

## SNAPDUCT

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SnapDuct is easy-to-install ductwork using a connector that joins both ductwork ends with a clip or latch system and an internal gasket that will seal the duct joint. This modernized approach would replace the current method of sealing ductwork using aluminum tape or resin and would greatly reduce the installation time needed on job sites, benefitting both contractors and consumers.



"Hanging duct work right now is the longest process for any heating, ventilation, and air conditioning installer. On an average-size home, it can take four to six days with the current process," explains Vaughn. SnapDuct's coupling attachment has the possibility of cutting installation time in half, or better.

Vaughn grew up learning the ropes at his father's HVAC company and eventually spent five years working part-time at the Mattawan-based company, Mattawan Mechanical. His father helped him brainstorm possible improvements in the industry, and Vaughn began cultivating his idea with Starting Gate.

"Our next steps are to use the college of engineering resources to further product development and designs. We plan to identify potential customers by attending trade shows and visiting job sites," he says.

## BRIAN PATRICK THOMAS ENTREPRENEURIAL SPIRIT AWARD

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Now in its fifth year, the Brian Patrick Thomas Entrepreneurial Spirit Award recognizes businesses that aim to promote a higher social purpose. It is awarded annually to a company from Starting Gate, WMU's student business accelerator.

Thomas is an alumnus of WMU who earned his degree in industrial marketing in 1996. He joined OtterBox in 2003 and was eventually named CEO where he was responsible for leading global expansion efforts. During his tenure, Thomas received the Mid-Market CEO of the Year in 2014 from CEO Connection and was named one of the Top 100 CEOs in the country by Chief Executive Magazine. Thomas' passion for entrepreneurial thinking and social entrepreneurship sparked his desire to establish this award to support student entrepreneurs. Thomas is currently the CEO of his own independent consultant business working with startups and entrepreneurs.

## WENDELL CHRISTOFF AWARD

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The Wendell Christoff Award honors students in Starting Gate who use their talent to create opportunities for others through their entrepreneurial endeavors.

Christoff is an alumnus of WMU who earned his degree in business administration in 1968. After graduation, Christoff joined the U.S. Air Force and served as a pilot. Following his service, Christoff returned to the family business, C.J. Christoff & Sons, beginning in the sales department. In 1997, a merger created Litehouse Inc., where Christoff is the president and CEO. Litehouse produces salad dressing and sauces and was named a Top 100 privately held company by Entrepreneur magazine.

## STARTING GATE

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Starting Gate, WMU's student business accelerator, gives students rich and valuable resources to develop their startup companies. It is located in 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 during which students must demonstrate a promising idea for a product or service that can be launched within a short period.

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[Face](#)

## Students take third place in national student advertising competition

Contact: Samantha Hooker

May 8, 2019



WMU student presenting team, left to right, Lydia Burton, Caitlyn Gordon, Kira Blanchflower and Kirill Eydinov

KALAMAZOO, Mich.—Led by **Dr. Karen Lancendorfer**, WMU professor of marketing and director of the advertising and promotion program, a team of advertising and promotion students from Western Michigan University's Haworth College of Business placed third in their division of the American Advertising Federation's National Student Advertising Competition with a member of their team also winning the competition's Best Presenter award. The students competed in District 6, which is considered a mega-district due to the high number of collegiate teams competing for the chance to move forward to the finals. This is the third consecutive year that a team from WMU has placed in the top three.

## THE TEAM

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The WMU team was among 16 collegiate teams representing Illinois, Indiana and Michigan participating in the two-day event held in South Bend, Indiana. The team was comprised of more than 50 advertising and promotion students enrolled in the major's capstone course, with the competition serving as the final project.

Members of the presentation team included **Kira Blanchflower** of Oswego, Illinois, **Lydia Burton** of Grosse Pointe, **Kirill Eydinov** of Sterling Heights and **Caitlyn Gordon** of Novi.

Eydinov also won the competition's Best Presenter Award.

"I was completely surprised, and I owe a big thank you to the presentation team and Dr. Lancendorfer, who were there every step of the way," says Eydinov.

"As someone who has previous experience working in an agency before taking this class, I can confidently say that the integrated marketing communications campaigns class prepares you for work in an agency setting," says **Taylor Graham**, co-director of media strategy for the WMU team. "You get hands-on experience working for a real client with a real business issue."

## THE COMPETITION

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Each year a corporate sponsor provides a case study reflecting a real-world situation. This year, Wienerschnitzel, a premium hot dog restaurant, tasked students with developing a campaign that elevated the perception of hot dogs. Approximately 150 schools and 2,000 students create integrated advertising campaigns for the client, pitching to a panel of judges comprised of professionals in the advertising industry and client representatives. Teams are judged on both a 20-minute presentation and their original advertising collateral in the form of a plans book and creative executions.



The team was comprised of more than 50 WMU advertising and promotion students enrolled in the major's capstone course, with the competition serving as the final project.

Using a variety of traditional and non-traditional consumer touch points, the WMU team conducted extensive research across national markets and presented the tagline "Happy Moments are Hot Dog Moments."

"This competition is an excellent way for students to learn about the advertising campaign process since it mirrors what they will do for a real client when they enter the advertising industry," says Lancendorfer. "I'm so proud of this year's team. They had to promote a category rather than a specific product, and they really rose to the challenge."

## ABOUT THE ADVERTISING AND PROMOTION PROGRAM

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As one of the premier programs in the country, the advertising and promotion major at WMU attracts creative, strategically minded students and provides them with an interactive education that ensures they will have the skills and knowledge necessary for success. Advertising and promotion faculty bring years of practical experience to the classroom and maintain close ties with industry through applied research and consulting. WMU students excel in national student advertising competitions, including the EdVenture Partners National Case Study Competition and the National Student Advertising Competition where students regularly place in the top three.

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

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

## Sales and business marketing once again earns national top program accolades

Contact: [Molly Goaley](#)

May 15, 2019



Dr. Steve Newell

KALAMAZOO, Mich.—Western Michigan University's [sales and business marketing program](#), housed within the Haworth College of Business, has once again been named a top national program by the Sales Education Foundation. For the 13th consecutive year, WMU's program was recognized for preparing students for careers in professional selling as well as elevating the sales profession. Home to 320 majors and nearly 1,700 alumni, WMU's program is one of the largest and most renowned in the country.

"Our students consistently excel thanks to the hard work of our faculty, a rigorous curriculum, a state-of-the-art sales lab and multiple opportunities to practice their skills outside the classroom," says **Dr. Steve Newell**, associate dean of operations and graduate programs for the business college, and professor of marketing. "The latest recognition from the Sales Education Foundation proves once again that WMU is exceptional in preparing students for meaningful careers in the field of sales."

WMU's sales and business marketing program is frequently lauded for its achievements in career placement, experiential learning, student competitions and more. Ninety-nine percent of students find full-time careers or are continuing their education within three

months of graduation, and 96% of these graduates are engaged in a job related to their degree. Program highlights include:

- **Student competition success**—Students from WMU consistently finish at or near the top at a number of sales competitions including: the National Collegiate Sales Competition, the National Sales Challenge, the State Farm Sales and Marketing Competition, and the Quicken Loans National Sales Competition.
- **[Robert S. Kaiser Sales, Negotiation and Leadership Lab](#)**—Students role-play and demonstrate their skills and expertise in the state-of-the-art Robert S. Kaiser Sales, Negotiation and Leadership Lab. The lab includes enhanced ability to pinpoint areas for student improvement with detailed notes embedded in videos of the exercises. Students also have the opportunity to share footage with prospective hiring managers.
- **Sales and Business Marketing Association**—The association is one of the largest and most active student organizations in the college with more than 125 members. The group regularly hosts top employers, giving students an opportunity to engage with industry professionals.
- **Study abroad**—Sales students gain a global perspective on business as one of the largest cohorts at WMU to study abroad.
- **National recognition**—The program has been listed as a top U.S. sales school by [study.com](#) since 2007.

## ABOUT SALES EDUCATION FOUNDATION

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Since its beginning in 2007, the non-profit Sales Education Foundation has elevated the sales profession through college and university programs. The foundation proudly partners with academic trailblazers and industry professionals to establish and support effective sales education around the world. To learn more, visit the [foundation website](#).

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# Internship proves fruitful for business student

Contact: Erin Flynn  
April 19, 2019



Erika Hejl is excited to start her career at Smucker

KALAMAZOO, Mich.—With an education from Western Michigan University, she has to be good. That's what Smucker's decided after getting a taste of **Erika Hejl's** talent. She signed a contract with the company a full year before graduation after completing an internship in the summer of 2018. She'll become a full-time category analyst in May.

"The experience last summer was really eye-opening to me. I didn't realize how in depth the program at WMU was and all the opportunities we have here when I started my internship," says Hejl, a food and consumer package goods marketing major from Bear Lake, Michigan. "We have a lot of hands-on experiences that you don't get in a lot of other colleges."

According to a [survey of recent graduates](#), 92% of Haworth College of Business students earning undergraduate degrees said their education and experience at WMU prepared them for their profession and 98% of food and consumer packaged goods marketing degree recipients were employed.

"The opportunities that our major offers are unlike any other program I have heard about. We have the industry tour which allows students to visit more than 30 companies over the summer to network and explore company culture. We also have access to the WMU Food Marketing Conference which connects students with hundreds of industry professionals each year."

WMU business students also have the opportunity to take part in an externship program, which matches them with mentors in the industry—many of whom are alumni—to explore careers they're interested in.



While opportunities abound for students outside the classroom, the experience they gain in the classroom is just as important.

"You really get to see what the culture of different companies are like, what they do on a day to day basis," Hejl says. "I visited Stryker, Haworth, S.C. Johnson and Meijer during my externship experience, so I got a broad sense of what you could do with a business degree and what I ultimately wanted to do after graduation."



"Our classes are taught in case studies presented by employers. This gives us hands-on experience learning about real industry issues, ensuring we are prepared to enter our careers."

Hejl, an honors student, found the relationships she built with professors to be especially helpful.

"The professors in my program go above and beyond. They have had a large impact on my success at WMU. They take the time to get to know you as a person, set up company mixer events and give useful feedback on projects. I am very thankful to have professors that are this invested in the success of their students."

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

## Center lauded for supporting region's small business community

Contact: [Samantha Hooker](#)

May 14, 2019



Tamara Davis

KALAMAZOO, Mich.—The **Southwest Michigan Small Business Development Center** at Western Michigan University, located within the Haworth College of Business, was selected to receive the U.S. Small Business Administration's Michigan Small Business Development Center Excellence and Innovation Award. The prestigious award recognizes excellence in providing value to small businesses and advancing program delivery and management, and it was presented in front of a crowd of more than 700 guests at the 15th Annual Michigan Celebrates Small Business Awards Dinner on **May 8** in East Lansing.

**Tamara Davis**, regional director of the center, notes the significance of the recognition. She credits the efforts of team members **Lincoln Crocker**, **Lori Puzevic** and **John Schmitt** for continually elevating the center to greater heights.

"This award is a culmination of a decade of service offered by the Southwest Michigan SBDC at Western Michigan University," she says. "Thousands of small businesses have been positively affected by the assistance provided by this office, thanks to the tremendous work and energy the team gives in assisting our region's small business community."

To Davis, small business success is a critical part of a thriving local economy. The importance of the valuable services the center provides to small businesses cannot be overstated. In 2018, the staff at the center devoted 2,600 counseling hours to assisting 420 clients, helping small businesses generate more than \$3.2 million in new sales and creating or retaining 541 jobs. The center was also able to connect local companies to more than \$34 million in capital infusion.

"More than half of all Americans either own or work for a small business," she explains. "And small business creates about two out of every three new jobs in the United States each year."

**Dr. Satish Deshpande**, dean of the Haworth College of Business, lauds Davis and her team.

"The Small Business Development Center is an asset to the University and our community," he says. "The partnership between WMU and Kalamazoo's small businesses is a wonderful fit for all involved. The Haworth College of Business is proud to house such an important resource for Southwest Michigan."

## THE SOUTHWEST MICHIGAN SMALL BUSINESS DEVELOPMENT CENTER

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The Southwest Michigan Small Business Development Center is a partnership program supported by the U.S. Small Business Administration, the Michigan Economic Development Corporation and WMU. The center provides entrepreneurial development assistance, training programs and high-end business consulting to existing businesses and start-up ventures in seven counties.

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

## Class Notes 2019



## CLASS NOTES 2019

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1993

Justin B. Himebaugh, B.B.A.'93, accepted a position as the director of finance for Worksighted, a Holland, Michigan-based IT services company.

1996

Gretchen L. Holloway, B.B.A.'96, senior vice president and chief financial officer of ITC Holdings Corp., has been honored by Crain's Detroit Business in their Notable Women in Finance.



2000

Brad W. Haverkamp, MBA'00, joined Chemical Bank's Lakeshore Community Bank as president and commercial group manager.

2001

Alex Schaeffer, B.B.A.'01, has been named partner at accounting firm Kruggel Lawton.

Robert G. Zinkil, B.B.A.'01, has accepted the position of EVP/COO for Florida Business Development Corporation in Tampa, Florida.



2002

Craig A. Paull, MBA'02, was promoted to assistant corporate counsel in the Kent County Executive Administrator's Office.

Daniel E. Troup, B.B.A.'02, has been named director of data operations and strategy for RE/MAX.



2003

Scott A. Hankins, B.B.A.'03, wealth management advisor for Merrill Lynch, was named to Forbes America's Top Next Generation Wealth Advisors List.

2005

Nate Beal, B.B.A.'05, has been named vice president of the HPC Management Company.

2006

Roxanne A. Buhl, MBA'06, received the Veterans at Work Certificate from the Society for Human Resource Management Foundation for her work as director of community engagement for Western Michigan University's Extended University Programs.



Anthony J. Salazar, B.B.A.'06, was named to the 2017 Forbes America's Top Next Generation Wealth Advisors List for his work at Merrill Lynch.



2008

Vijay Virupannavar, M.S.A.'08, was honored as one of Crain's 40 Under 40.

2011

Kelsey K. Ford, B.B.A.'11, joined Triangle Associates Inc. as a marketing director.

Lauren diLullo Modrzynski, B.B.A.'11, M.S.A.'12, married Scott H. Modrzynski, B.B.A.'11, on June 2, 2018. Matrons of honor were fellow Broncos, Elizabeth L. Gartner, B.B.A.'10, and Abigail Anderson Pennington, B.S.'11, MBA'13.

