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September 2019 Newsletter

Haworth College of Business

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September 2019 Newsletter

SEPTEMBER 2019 NEWSLETTER



College honors alumni and friends

Haworth College of Business alumni and friends will be recognized for their outstanding professional and service accomplishments during Homecoming and Family Weekend. The honorees reflect the college's values and serve as an inspiration and example to our students.

[Read about this year's award recipients.](#)



Rise and shine to pancakes during Homecoming

The college once again welcomes alumni and friends back to campus for the complimentary, all-you-can-eat Homecoming Pancake Breakfast. Please join us three hours prior to kickoff on Saturday , Oct. 12, outside Walwood Hall.

[RSVP for the pancake breakfast.](#)



Business student earns competitive \$10,000 scholarship

Accountancy student Alyssa Lerner received a competitive \$10,000 scholarship from the Public Company Accounting Oversight Board. The merit-based scholarship is intended to encourage accounting students to pursue careers in audit.

[Read about the scholarship.](#)



Business students partner with local nonprofit

Integrated supply management students offered solutions to real organizations, including Prevention Works—a Kalamazoo nonprofit dedicated to substance abuse prevention—during their Applied Six Sigma Problem Solving course.

[Read about the collaboration.](#)

the 30

Call for nominations—The 30

The 30 is a publication from the Haworth College of Business that recognizes emerging business leaders—both students and alumni—who are providing thought leadership and innovative perspectives in the business world.

[Nominate yourself or an individual for The 30.](#)



Registration open for information technology forum

The 2019 International Conference on Health Information Technology Advancement, hosted by the Department of Business Information Systems, will focus on "Transitioning to Smart Care: Challenges, Strategies and Solutions."

[Learn more about the 2019 conference.](#)

2019 Award Recipients

Alumni and friends of the college will be honored for their outstanding professional and service accomplishments during Homecoming week. These individuals serve as a representation of the values of the Haworth College of Business and as an inspiration and example to our students.

Many of this year's recipients will be on campus for an all-college awards ceremony, which will take place on Oct. 11 at 4 p.m. in 2150 Schneider Hall. To RSVP, contact Kim Crandall: (269) 387-5964 | Email [Kim Crandall](mailto:Kim.Crandall@hcb.wmich.edu).

WMU DISTINGUISHED ALUMNI AWARD



Alessandro P. DiNello, B.B.A.'75
President and CEO
Flagstar Bank

Since 2013, Alessandro DiNello has served as president and CEO of Flagstar Bank and Flagstar Bancorp. Prior to his current position, he was president and chief administrative officer, and for several years, he served as executive vice president of retail banking. As CEO, he has played a critical role in strengthening the bank's risk management, compliance and quality control. Under his leadership, Flagstar has produced consistent, diversified earnings.

[DiNello's biographical information](#)

HAWORTH COLLEGE OF BUSINESS OUTSTANDING ALUMNI ACHIEVEMENT AWARD



Dr. Patricia J. Daugherty, B.B.A. '80, MBA '81
Professor, Ivy Chair in Business
Iowa State University

Since 2017, Patricia Daugherty has served as a professor of supply chain management and the Ivy chair in business at Iowa State University. Prior to her current position, she held the Bowersox-Thull chair in logistics and supply chain management at Michigan State University and served as a division director and Siegfried chair in marketing and supply chain management at the University of Oklahoma. She has also been a faculty member at the University of Georgia and was an instructor of marketing at Western Michigan University.

[Daugherty's biographical information](#)



Jay A. Fishman, B.B.A.'66, MBA'68
President and Founder
Jay A. Fishman, Ltd.

Jay Fishman founded Jay A. Fishman, Ltd., in 1970. Since then, Fishman has engaged in investment research, portfolio management and client relations. Jay A. Fishman, Ltd., serves as investment counsel to high net worth individuals, 401k employee benefit plans and charitable trusts. The company serves clients in 17 states, as well as a charitable trust in the United Kingdom.

[Fishman's biographical information](#)



Michael P. Howell, B.B.A.'73
Founder and CEO
Harmony Dental Partners

Michael Howell is a serial entrepreneur and senior executive with investment and management experience. He currently serves as the CEO of Harmony Dental Partners, a company that owns and operates family dental practices in Arizona.

[Howell's biographical information](#)

EMERGING LEADER ALUMNI AWARD



David P. Flickinger, B.B.A.'09, MBA'12
CX Strategy Leader
PNC Bank

David Flickinger joined PNC Bank in 2005, entering the company as a consumer credit card service consultant, Flickinger held front line roles as a sales consultant, then transitioned to leadership roles in consumer and business banking. He currently serves as a CX strategy leader. In this role, he serves as the customer's voice as it relates to the needs of servicing capabilities for more than 20,000 retail distribution employees.

[Flickinger's biographical information](#)



Elizabeth L. Gartner, B.B.A.'10
Program Manager, Employee Experiences
Microsoft

Elizabeth Gartner had the opportunity to work in a variety of both private and public businesses. Previously serving as a learning and development program intern at Microsoft, she later joined the company as a business analyst for global human resource operations in 2012. During her time at Microsoft, she has collaborated with globally diverse teammates, supported a corporate vice president with a growing 500-person team, onboarded a new service center in Mexico City, Mexico, and built an employee experience strategy for the 125,000-person company.

[Gartner's biographical information](#)

DEPARTMENT OF ACCOUNTANCY OUTSTANDING ALUMNI AWARD



Bradley A. Hirsch, B.B.A.'01
Principal
KPMG Valuation Services

Bradley Hirsch currently serves as a principal within KPMG's Valuation Practice where he is responsible for valuations of businesses, business interests, various classes of capital structure and intangible assets. With more than 16 years of experience in performing business enterprise valuations, he helps clients navigate the complexity of valuation for financial reporting, tax and strategic advisory purposes. He has led valuation engagements for many multibillion-dollar transactions.

[Hirsch's biographical information](#)

DEPARTMENT OF BUSINESS INFORMATION SYSTEMS OUTSTANDING ALUMNI AWARD



Brennan P. Baybeck, B.B.A.'92
Vice President, Security Risk Management, Global Customer Support Services
Oracle Corporation

In his role as vice president, security risk management, global customer support services at the Oracle Corporation, Brennan Baybeck leads a global team that addresses IT security risk management for one of the largest lines of business at the company. He is responsible for leading security, privacy and availability for customer-facing services, as well as global IT's key enterprise IT services, including cloud initiatives.

[Baybeck's biographical information](#)

DEPARTMENT OF FINANCE AND COMMERCIAL LAW
OUTSTANDING ALUMNI AWARD



Gretchen L. Holloway, B.B.A.'96
Senior Vice President and Chief Financial Officer
ITC Holdings Corp.

Gretchen Holloway is senior vice president, chief financial officer for ITC Holdings Corp. In her role, Holloway is responsible for the company's accounting, internal audit, treasury, financial planning and analysis, management reporting, risk management, and tax functions. She also heads the company's new business development efforts.

[Holloway's biographical information](#)

DEPARTMENT OF MANAGEMENT OUTSTANDING ALUMNI AWARD



Shaquanda S. Gordon, B.B.A.'01
Vice President, North American Human Resources
Gordon Food Service

Shaquanda Gordon is responsible for the strategic planning and senior leadership of North American human resources for Gordon Food Service, a multibillion-dollar, privately held, and family managed food service distribution company. In this role, she oversees home office employees, human resource compliance, recruiting, and the company's diversity and inclusion program.

[Gordon's biographical information](#)

DEPARTMENT OF MARKETING HALL OF FAME AWARD



Marshall J. Campbell, B.B.A.'72
President and CEO
Citizens First Savings Bank
CF Bancorp

Marshall Campbell was named president and CEO of Citizens First Savings Bank and CF Bancorp beginning in 2000, until his retirement in 2010. Before joining the company, Campbell served for 25 years at the Marshall E. Campbell Company, a fourth generation family owned wholesale distribution business founded in 1932. The company is located in Port Huron, Michigan.

[Campbell's biographical information](#)

FOOD AND CONSUMER PACKAGE GOODS MARKETING OUTSTANDING ALUMNI AWARD



Doug M. Cygan, B.B.A.'86
President
Jewel-Osco

Doug Cygan was admired for his ambition, which took him from an entry-level job to the helm of the Chicago-based retail chain, Jewel-Osco. Cygan spent 38 years with the company and served in a variety of operational roles and marketing and merchandising positions, including store director, marketing director and vice president of marketing and merchandising, culminating with his promotion to president of Jewel-Osco in 2017.

[Cygan's biographical information](#)

FOOD AND CONSUMER PACKAGE GOODS MARKETING ADRIAN TRIMPE SERVICE AWARD



Larry Pierce
Executive Vice President, Strategic Initiatives
SpartanNash

In 2008, Larry Pierce joined the SpartanNash team as vice president, center store merchandising. By 2014, he served as the executive vice president, merchandising and marketing for the company. In 2019, Pierce was named executive vice president of strategic initiatives.

[Pierce's biographical information](#)

WMU ROTC WALL OF FAME AWARD



COL Alan D. Meyer, B.A.'89
U.S. Army Reserve (retired)

Colonel Alan Meyer, received his commission as a Second Lieutenant from Western Michigan University in 1988. He served in the Michigan National Guard, attended Infantry Officer Advanced Course, Ranger School, and Special Forces Qualification Course, earning his green beret. He was deployed multiple times in Bosnia, Eastern Europe and Iraq. Meyer's multiple military awards include the Legion of Merit, Soldiers Medal, Bronze Star Medal and Meritorious Service medal, among others. Meyer left active duty in 1998, received his Ph.D. in history from the University of Delaware and is an associate professor of history at Auburn University.

[Meyer's biographical information](#)

Accountancy student earns competitive \$10,000 scholarship

Contact: Molly Goaley
August 21, 2019



Alyssa Larner

KALAMAZOO, Mich.—**Alyssa Larner**, a student at Western Michigan University's Haworth College of Business, recently received a competitive \$10,000 scholarship from the Public Company Accounting Oversight Board for the 2019-20 academic year. The merit-based scholarship is intended to encourage accounting students to pursue careers in audit.

Larner was selected for the scholarship based on her interest and aptitude in accounting and auditing, and for demonstrating high ethical standards. In addition to her academic success, she uses her accountancy skills in a variety of meaningful ways, including:

- Serving as former vice president of chapter operations for WMU's chapter of Delta Sigma Pi, a national co-ed professional business fraternity
- Volunteering with local organizations as a member of Delta Sigma Pi, including Loaves and Fishes
- Working as a student auditor in WMU's Internal Audit Department
- Participating in two internships with Plante Moran, including one in wealth management and one in audit and tax

Larner, who plans to graduate from WMU in December, has accepted a full-time position with Plante Moran as a staff auditor beginning in January 2020.

"I am extremely thankful, honored and blessed to have received such a prestigious award and appreciate the opportunity to make the PCAOB proud as I finish school and continue on with a career in auditing. This opportunity means more than I can put into words, and I hope to one day give back to another accountancy student in the way the organization has helped me," Larner says.

"This award is a reflection of Alyssa's outstanding commitment to her education, her peers and the accounting profession," says **Sunday Bonifas**, faculty specialist in the WMU Department of Accountancy. "I expect her future work as an accountant will contribute greatly to our profession. It is so exciting to see Alyssa recognized and rewarded by the PCAOB for her hard work."

ABOUT THE AWARD

The Sarbanes-Oxley Act of 2002 provides that funds generated from the collection of PCAOB monetary penalties must be used to fund a merit scholarship program for students in accredited accounting degree programs. The PCAOB Scholars Program identifies students eligible to become a PCAOB Scholar and awards funds through the students' educational institutions. Visit the [PCAOB Scholars Program](#) for more information about the award.

WMU integrated supply management students partner with local nonprofit



Dr. Sime Curkovic, professor of management, knows that being immersed in a real-world supply chain experience can teach students important lessons that extend far beyond the classroom. To that end, he challenged the integrated supply management students of his Applied Six Sigma Problem Solving course to offer solutions to real organizations using collaboration, problem solving and creativity. Curkovic separated his students into three groups, each providing consultancy to a separate client. Each group worked together to systematically and creatively develop improvements for their respective organization's supply management process. They used project management tools to develop the improvements and were tasked with identifying and analyzing the cost drivers of the process. The final project's results and recommendations were presented to the clients at the end of July.

Curkovic's goal is to improve processes, inspire innovation and create a competitive advantage for the clients his class works with. But most importantly, his students are developing their professional skills for managing people, processes and resources. With WMU's ISM program ranked in the top 10 nationally, it's safe to say that the program and its students are well on their way to sustained success.

One of Curkovic's teams was assigned to Prevention Works, a local nonprofit focused on developing and implementing programs that address substance abuse use prevention, violence prevention, and parenting and adolescent health, among other initiatives. Prevention Works provides outreach to the community through 16 different programs, including Strengthening Families, PeerPOWER Violence, Project ALERT and Youth Connection. The organization's staff collects the program materials and packs them in mobile bags before deploying the lessons to the community. The student team's goal was to create a system and process flow to enable the bags to be packed efficiently and accurately by employees. In addition, the company had recently relocated to a new location and a lean system was needed to fit and manage their existing supplies.

The student group created a bag packing process that empowers the part-time staff to pack their own bags and mapped out a floor plan to optimize the limited space, allowing for greater efficiency. The materials were reorganized as a library, making it easy to locate and separate individual lesson materials within each program. "The new system will allow us to shift work priorities and delegate tasks to part-time staff, freeing time and energy for the program coordinators to focus more on program implementation fidelity and staff development and training," explains Lola Amos, director of programs with Prevention Works. "This will allow us to expand our reach and offer more mobile prevention programs to youth in grades K-12 throughout Kalamazoo County."

Senior Richard Yusa says, "The pre-packing of materials was the most significant improvement because the materials are stored in an organized manner and the time eliminated for packing the bags is immense. To track materials, we also implemented a check-in and check-out log. These standardized practices will aid Prevention Works in their continued, rapid growth and success."

Curkovic's class has collaborated with local businesses on more than 200 projects since 2008. Their recommended processes have been sustainable and valuable to both businesses and students. "The ISM program sets a high standard for our students. We offer a challenging curriculum and require real-world experience because we are invested in our students having strong career prospects after graduation," explains Curkovic. "At the end of the day, a project like this offers our students excellent experience and sets them up for future success while also benefiting businesses in West Michigan."

The 30 Nominations

NOMINATIONS

The 30 is a publication from the Haworth College of Business that recognizes emerging business leaders—both students and alumni—who are providing thought leadership and innovative perspectives in the business world.

Like many publications highlighting business leaders, The 30 honors impact in the business world, and it also connects alumni and students through events and networking. Twenty alumni will be selected annually, in addition to 10 students.

If you know a student or recent alum who should be included, or if you meet the criteria for The 30, then fill out our nomination form for the college's digital publication.

Deadline

If you would like to apply or nominate an individual for the next class of The 30, to be selected in November 2020, please do so via the following form. All submissions are due by **October 23**.

Alumni Criteria

Alumni nominees must:

- Have graduated from the Haworth College of Business in the past 10 years.
- Have significant achievements through application of their business and leadership skills.
- Have demonstrated a strong sense of vision for the future.
- Have a minimum of two years of professional experience.

Alumni Selection

A committee composed of faculty, staff and Young Alumni Advisory Board members will evaluate the nominations (with names redacted), using a holistic scoring method, looking for evidence of the following:

- Significant accomplishments in the business world since graduation (maximum of 20 points)
- Meeting or surpassing milestones—corporate or external recognition of efforts (maximum of 10 points)
- Community involvement and vision in regard to service (maximum of 10 points)

Up to 10 additional points will be awarded based on the panel's overall impression of the materials (completeness and strong narrative as to why this person is worthy of being honored).

While each nominee may not excel in each of the above areas, strong evidence of achievement in several of the areas above will create a strong nomination.

Student Criteria

The 30 is open to undergraduate students and graduate students in the Haworth College of Business. Applications will be scored on content in the following categories:

- Resume
- Essay Responses

Please note: **A cumulative WMU GPA of 3.0 is required.** Your GPA will qualify you to participate but will not be included for the committee.

Student Selection

The selection committee will evaluate each application. Your name and GPA will be redacted for the committee. If you are selected, you will be notified through your WMU email account and will be scheduled for a photo shoot. Participation in the photo shoot is mandatory and photo shoots will occur Dec. 1 - 3. Information about each student will then be included in "The 30" digital publication. All students and alumni in The 30 will be honored at a luncheon ceremony in spring.

Professional and Personal Development (20 points)

- Professional development activities in which you have participated in addition to the WMU curriculum (Career Center-hosted events, SPuRS events, consulting, starting a business etc.).
- Internship and relevant work experiences and milestones.
- Published articles/editorial in appropriate media (i.e., technical journals, community magazines and newspapers, periodicals, college publications, etc.).
- Original presentations to a formal, recognized community, professional or college organization with an audience of at least 15 people.
- Certifications or special professional trainings you have received.

Scoring:

- Has experience in all five categories listed above—20 points
- Has experience in four of the categories listed above—17 points
- Has experience in three of the categories listed above—15 points
- Has experience in two categories—12 points
- Has experience in only one of the categories listed above—8 points
- No experience in categories listed above—0 points

Leadership (20 points)

- Elected or appointed member of student government, student organization, activity/event or community organization.
- Leadership positions related to work or career (project management, committees, special initiatives).
- Captain of an academic, creative or athletic team.
- Positions of responsibility in an academic program/clubs or in other organizations, or leadership in volunteer service organization activities.

Scoring:

- Has experience in all four categories listed above—20 points
- Has experience in three of the categories listed above—15 points
- Has experience in two of the categories listed above—12 points
- Has experience in only one of the categories listed above—8 points
- No experience in categories listed above—0 points

Community and Campus Involvement (20 points)

- Membership in student government and/or registered student organizations.
- Membership in community organizations and/or fraternities/sororities.
- Membership on competitive academic teams or other significant academic accomplishments.
- Service or volunteer work.

Scoring:

- Has experience in all four categories listed above—20 points
- Has experience in three of the categories listed above—15 points
- Has experience in two of the categories listed above—12 points
- Has experience in only one of the categories listed above—8 points
- No experience in categories listed above—0 points

Up to 10 additional points will be awarded based on the panel's overall impression of the materials (completeness and strong narrative as to why this person is worthy of being honored).

While each nominee may not excel in each of the above areas, strong evidence of achievement in several of the areas above will create a strong nomination.

If you have any questions about The 30 or the application process, please contact [Molly Goaley](#).