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Haworth College of Business

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October 2019 Newsletter

OCTOBER 2019 NEWSLETTER



Bottling the Bronco spirit

How do you create a purpose-driven brand that speaks to consumers and generates sales? Students in the leadership and business strategy program learned the answer to this question while developing the business model for a new wine with a philanthropic impact.

[Read about the wine launch.](#)



Together we elevate

Join the Haworth College of Business in supporting #WMUGivingDay on Oct. 9, 2019! WMU Giving Day is a 24-hour fundraising opportunity for alumni, friends and community members to collectively elevate WMU by supporting philanthropic goals that impact students.

[Join us on Giving Day.](#)



Making an impact

Senior Holly Harmon has had one goal since transferring to the Haworth College of Business: to positively impact as many people and communities as possible. Thanks to support from the Dean's Discretionary Fund and the Department of Management, she has been able to take advantage of opportunities that will allow her to help countless others.

[Read more.](#)



Food marketing students receive prestigious scholarships

For the second consecutive year, WMU students have garnered the most scholarships out of all students nationally who received awards from the National Grocers Association.

[Read about the scholarships.](#)



Dr. Bernard Han on teaching and technology

Dr. Bernard Han, professor of computer information systems and co-director of the health informatics and information technology program, answers questions about his passion for technology and his focus on student learning.

[Read about Dr. Han.](#)

Bronconess



BOTTLING THE BRONCO SPIRIT

How do you create a purpose-driven brand that speaks to consumers and generates sales? That is the question that students in leadership and business strategy courses answered as they determined whether launching a cause-driven, micro-local wine in Michigan was feasible.

Looking at brands such as Newman's Own, TOMS and others, students analyzed whether a similar business model could apply to the wine category, appeal to those connected to Western Michigan University, and provide a meaningful philanthropic impact.

The student teams looked at every aspect of introducing a new brand of wine to the marketplace, researching consumer profiles, the geographic footprint for distribution and what would differentiate this wine.

The point of differentiation was a question they worked on with the guidance of Drs. Derrick McIver and Doug Lepisto throughout the duration of the project. Students coined a new term, **Bronconess**, which captures the essence of how Broncos sustain their efforts when others might stop, and pursue ideas with courage and enthusiasm in the face of challenges.

The wine, which is hitting restaurants and stores beginning Oct. 5, in conjunction with WMU's Homecoming and Family Weekend, now bears the name Bronconess, which represents not only the wine brand itself but also the broader concept of how Broncos put passion and purpose into their work.

“The wine is high-quality, and the profits are directed to scholarships for students in the leadership and business strategy program, but our work indicates that one of the reasons consumers will buy Bronconess wine is because the idea of Bronconess is a badge of identity for anyone who strongly affiliates with Western Michigan University,” says Lepisto.

The Bronconess wine launch is just one of several student-led projects that the leadership and business strategy courses have undertaken.

“The leadership and business strategy program strives to provide the best experiential learning for business students in the country,” says McIver. “Working with businesses in a practical way allows students to experience true accomplishment. The students’ hope is that the concept of Bronconess goes beyond the wine project and becomes a point of pride for all alumni, and current and future WMU students. It stands for something. The project was an amazing learning experience, and I am extremely proud of our students and community partners.”

The relevance of the project is something that some students initially did not expect.

“Originally, launching a wine brand out of the college didn’t seem real; it sounded gimmicky,” says senior Jason Olinger. “My thinking quickly changed from ‘this is just for a grade’ to ‘real lives will be impacted if this goes through.’ I couldn’t tell you how many people we called to get pricing on importing, shipping and handling, storing, and distributing. Ten other groups of students were doing the same thing, if not more. Maybe it’s the atmosphere that our professors created or the overall project dynamic, but I have never seen so many students come together and care about a project like this.”



The wine (and more!)

Bronconess is sourced from Tremonte Vineyard in Chile, which has been a company site visit for a two-week business study abroad course in Chile in the past. During those visits, Dr. Steve Newell, associate dean for graduate programs and operations, began a discussion with Silvio Di Gregorio, secretary-treasurer of Whitewater Investments S.A. (the corporation that owns Tremonte), about the possibility of collaborating on a project using student consultants.

“Initially, we were interested in potentially opening a winery in Michigan,” says Di Gregorio, “The students conducted research for us and created several case scenarios for new wineries. I was impressed with the energy of the students and the quality of their research and analysis. When it appeared that opening a new winery in Michigan did not have a high rate of success, we knew we had to find another project where the students could best utilize their skills. We then shifted to the idea of importing quality wines from Chile and marketing them in Michigan. From my perspective, this launch has already been more successful than I could have imagined. I believe the results will surprise us all.”

Bronconess wine is available in three varieties: Cabernet Sauvignon, Red Wine Blend and White Wine Blend. Tremonte’s unique location keeps it completely isolated from harmful contaminant agents, and its focus is on producing expressive wines with as little mechanical and human interference as possible.

What can you expect from these vintages?



- **Bronconess Reserve Cabernet Sauvignon 2014:** Deep red in color with a dark core. Fervent character with full black fruit flavors, sweet undertones and firm tannins. A high-quality reserve wine with a unique expression of its boutique, hillside origin.
- **Bronconess Red Wine Blend 2015:** Deep ruby red color. Its aroma reminds us of spicy notes delivered by Syrah and Cabernet Sauvignon that are softened by the red fruits delivered by Malbec. It has a good structure, with sweet harmonic tannins and a balanced acidity that makes it easy to drink. It is a wine that easily accompanies meats and pasta.
- **Bronconess Reserve White Blend 2015:** Fresh and crisp with good acidity. Aromas of lemon, lime and melon with flavors that jump right out of the glass. Ideal with shrimp cocktail, whitefish or grilled chicken.

The labels on the wine are adapted from sketches that artist Revere La Noue used in his planning for The Epic Broncos, a mural created for WMU in 2011. Liz Haskin, marketing specialist in the Haworth College of Business, created the labels with permission from La Noue.

Prints of La Noue's sketches are available for purchase [online](#), with proceeds going toward student scholarships. And, students and faculty plan to examine whether other Bronconess-branded offerings may be in store in the future as well.

The leadership and business strategy program

[Leadership and business strategy](#) is a new experiential major in the Haworth College of Business that guides students in becoming effective leaders and problem solvers. Students work on challenging business issues for companies in a competitive and collaborative

process as they analyze the business problems and generate solutions. Bronconess is just one project that students have worked on in the last several months. More than 100 students are engaged in the consulting process, and findings are distilled by a top team, selected by fellow students and faculty, that presents to company leadership.



"It's education for mutual benefit," says Lepisto. "With this major, we re-envisioned the model of higher education. We asked ourselves what the process of educating students would look like if the projects they worked on benefited businesses, our community, the students themselves and the University in significant ways."

The result is a hands-on curriculum where students have the opportunity to progress through a sequence of experiences, taking them from team members to team leaders.

"My first thought when presented with the challenge of developing the wine brand was that this was what I had been looking for," says senior Joe Newman. "A top reason I transferred to WMU was because of the reputation of the business school, and after the first day of the course when this project was introduced, I could tell that I had made the right decision. I wavered slightly throughout the semester as we discovered new information and were challenged to make this project a reality, but I always kept a positive outlook. After our teams partnered with Meijer, I knew we had something special. This project and course completely changed my approach to problem solving."

Where to buy Bronconess wine?

Senior Megan Miller took the lead on forging the relationship with the head buyer of wine and spirits at Meijer, and that connection opened the door to potential success. "I am incredibly proud and humbled to watch Bronconess come to life. Knowing I played a

significant role in its success makes me feel that I have contributed to a legacy—leaving a product to the Haworth College of Business that will give back to students. That makes it all worth it for me.”

Bronconess wine is distributed by Imperial Beverage, which was a critical partner throughout the project. “The Bronconess wine project is all about experiential learning, and it has been a privilege for Imperial Beverage to have been part of this project from day one,” says Brice Dowling, wine category manager, Imperial Beverage. “I have been amazed by what the students have accomplished with each step of the process. They have been imaginative, resourceful and relentless. Their skills were particularly evident during the brand pitch competition, where I participated as a judge. Everyone involved with the Haworth College of Business and WMU should be proud of and excited about the leadership and business strategy program—it is truly a differentiator!”

One hundred percent of profits from the wine sales fund scholarships for leadership and business strategy students. Celebrate your Bronconess and the efforts of the students who created this compelling brand!

Bronconess wine will be available at the following locations:

- University Roadhouse, 1332 W. Michigan Ave., Kalamazoo
- WMU events and venues
- Drake's Party Center, 4717 W. KL Ave., Kalamazoo
- Harding's Market, 5161 W. Main St., Kalamazoo
- MEGA-BEV stores

5570 Beckley Rd., Battle Creek

6619 W. Main St., Kalamazoo

106 Redfield Plaza, Marshall

7921 Oakland Dr., Portage

304 N. Broadway, Hastings

3630 S. Cedar St., Lansing

- Meijer stores

6660 W. Main St., Kalamazoo

5121 Westnedge Ave., Kalamazoo

5800 Gull Rd., Kalamazoo

8850 Shaver Rd., Portage

5531 28th St. SE, Grand Rapids

1997 E. Beltline Ave. NE, Grand Rapids

315 Wilson Ave. SW, Standale

5150 Coolidge Hwy., Royal Oak

800 Brown Rd., Auburn Hills

- Munchie Mart, 3626 W. Michigan Ave., Kalamazoo
- Sunny Mart, 2020 E. Cork St. #A, Kalamazoo

Check bronconess.com for updates on additional locations as they become available.


Giving Day

TOGETHER WE ELEVATE



Join the Haworth College of Business in supporting **#WMUGivingDay** on **Oct. 9, 2019!**

Since 1903, Broncos have been helping fellow Broncos succeed at Western Michigan University. WMU Giving Day is a 24-hour fundraising opportunity for alumni, friends and

community members to collectively elevate WMU to become the school of choice in Michigan by supporting philanthropic goals that impact students. It is an opportunity for any area of campus to spotlight their special projects and causes. 

HAWORTH COLLEGE OF BUSINESS GIVING INITIATIVES

You can help Haworth College of Business students by supporting these critical needs:

Scholarships

Hundreds of Business Broncos receive some sort of financial support from WMU, and much of that support comes from donor-generated giving. Scholarships make a big impact by:

- Enabling students to stay in school.
- Ensuring graduates are prepared for their careers.
- Helping students incur less of a financial burden from student loan debt.
- Giving students opportunities for enhanced experiences, such as study abroad.



“I have had some incredible opportunities thanks to the generosity of donors here at WMU. Two of my experiences really stand out; the Stanford University Innovation Fellowship and studying abroad to Italy. The innovation program allowed me to develop my passion for change management and entrepreneurial spirit. During study abroad, I met some of my best friends, saw my passions come to life in a new country, and developed myself as a leader. These experiences truly would not have been financially possible without the help I received from the Haworth College of Business.”—Megan Miller, senior, marketing and leadership and business strategy

Dean’s Discretionary Fund

Gifts to the Dean’s Discretionary Fund have a significant impact on students through two critical areas:

- **The Emergency Fund**—The landscape of higher education has shifted over the years, changing the obstacles students face to complete their degrees. The Emergency Fund helps students with extenuating circumstances stay on track to graduate from WMU.
- **Experiential Learning Opportunities**—Gifts to this fund provide out-of-the-classroom opportunities for students that sharpen skills and provide real-world experience. Such opportunities include career readiness programming, company visits, travel for academic competitions and conferences, and much more.

Together, we can make a measurable difference in WMU students' lives. All gifts, in some way, support student success and help Business Broncos graduate prepared for a career they will love.

TO MAKE YOUR GIFT

On Oct. 9, make a gift of any amount by visiting givingday.wmualumni.org and designating your gift as you choose. Or, you can support **Haworth College of Business scholarships** or the **Dean's Discretionary Fund**.

You can also support a program of your choice by participating in a faculty matching gift challenge in the following areas:

- A dollar-for-dollar match to the **Department of Accountancy discretionary fund**, up to \$5,000, pledged by Dr. Ola Smith, chair and professor of accountancy.
- A dollar-for-dollar match to **accountancy scholarships**, up to \$1,000, pledged by Dr. Jim Penner, associate professor of accountancy.
- A dollar-for-dollar match to the **Dallas Rauker Tutoring Center**, up to \$2,000, pledged by Dr. Bret Wagner, associate professor of marketing.

GET INVOLVED

There are several ways to get involved in addition to making a gift. One option is to build awareness about WMU Giving Day through your own networks using **#WMUGivingDay**.

Watch the college's social media for ways to give, as well as regular updates about Giving Day throughout the day on **Oct. 9!**

Bringing the human side to business



HOLLY HARMON

Senior Holly Harmon has had one goal since transferring to the Haworth College of Business: to positively impact as many people and communities as possible in her lifetime. As a [human resource management](#) major, she believes that starts with helping businesses invest in their most critical resources—their employees.

“Human resource management is the perfect blend of organizational psychology, political science, business and sociology—all areas I find extremely interesting,” Harmon says. “To have a successful business, one must be able to recruit, interview, hire, train, retain and sometimes terminate employees. Human resource management teaches you just that—the human side of running a business.”

A TRANSFORMATIVE EXPERIENCE

Harmon explored many different business schools, but ultimately chose the Haworth College of Business because of its endless opportunities and supportive environment. “After touring campus and hearing about the ways WMU continues to support its students, I knew it would be my next higher education destination,” she says.

Since making that decision, she has been able to take advantage of numerous opportunities to gain real-world skills while helping others. From participating in professional

conferences, to leading student organizations, to volunteering and beyond, Harmon is having a “truly transformative” college experience—and learning about the human impact of human resource management along the way.

PURSUING HER PASSION

Harmon is drawn to the strategic role that human resource management plays in workplace culture and environment. She is also passionate about representation in business, an interest she hopes to pursue one day through a career in human capital consulting. “There are many voices not being heard in certain areas of business, and there is much work to be done in regards to this,” she says.

For these reasons and more, Harmon was selected as a Forbes Under 30 Scholar for 2019. As part of the honor, she will receive a scholarship to attend the Forbes Under 30 Summit, which takes place Oct. 27-30 in Detroit, Michigan.

As a summit attendee, Harmon will join the brightest young leaders and mentors for four days of accelerated networking, learning and community building. Scholars participate across a variety of content tracks and will have access to notable speakers including Athlete and CEO Serena Williams, Actress and Activist Olivia Munn, ThirdLove Co-Founder and Co-CEO Heidi Zak, NBA All-Star and Entrepreneur Kevin Durant, Google Tech Lead Gary Linscott, Freshly Chief Marketing Officer Mayur Gupta, Actress and Filmmaker Sahana Srinivasan and many others.

“By being chosen as a Forbes Under 30 Scholar, I have the opportunity to expand my understanding of the world around me through the stories and lessons of the countless astonishing leaders who plan to speak during the summit,” Harmon says. “I am incredibly grateful and excited to be able to represent my college in such a positive and exciting way.”

HELP FROM HAWORTH COLLEGE OF BUSINESS ALUMNI AND FRIENDS

In addition to the Forbes scholarship, Harmon says she’s grateful to receive support from the Haworth College of Business [Dean’s Discretionary Fund](#) and [Department of Management](#) to help offset the cost of travel to the summit. Funded by gifts from donors, the Dean’s Discretionary Fund covers registration fees for conferences and seminars outside of WMU, professional development fees, travel to academic competitions and other opportunities for experiential learning. This additional support will allow Harmon to attend the summit at no out-of-pocket cost.

“The support I have received through the Haworth College of Business has been so impactful on my life,” Harmon says. “Words cannot express how grateful I am to the college, the Department of Management and the generous donors who have provided me with

support for this opportunity. The Haworth College of Business truly cares for and looks to invest in its students and their personal and professional growth.”

Three WMU students receive prestigious scholarships

Contact: Molly Goaley
September 12, 2019

KALAMAZOO, Mich.—Once again, three Western Michigan University students have received prestigious scholarships from the National Grocers Association Foundation. This is the second consecutive year that WMU students have garnered the most scholarships out of all students nationally who received awards.

Overall, 16 students in the food marketing industry from across the country received \$71,000 in scholarship funds from the association for the 2019-20 academic year.

"I am thrilled to see that Western Michigan University had more students earn scholarships from the NGA than any other single school," says **Bob Samples**, executive-in-residence and faculty specialist for the [food and consumer package goods marketing program](#). "The combined talent and hard work our students put in, the experience they get in the grocery business and the rigors of the program are a testament to that success."

MEET THE 2019-20 RECIPIENTS



Jake DeJulio

Jake DeJulio received the \$2,500 **Mondelēz International Legacy Scholarship**. DeJulio is a graduate student pursuing a Master of Business Administration. He is a member of the WMU Food Marketing Association and NGA student case team, and completed an

internship in management at E. & J. Gallo Winery. DeJulio is also a member of the WMU men's soccer team and former representative of the Student-Athlete Advisory Board.

"In an industry with a strong foundation of helping people, it was no surprise to me that the NGA sponsored this generous opportunity for students," DeJulio says. "As a graduate student, this scholarship will provide me with assistance to explore areas of study that will allow me to further impact the food and consumer package goods industry upon graduation. I am very grateful for this scholarship and the generosity of the NGA."



Jake Frye

Jake Frye was awarded the \$5,000 **Thomas K. Zaucha Asparagus Club Scholarship**. He is a senior studying food and consumer package goods marketing. Frye has also been on the executive board for the Food Marketing Association for the past year, holding the roles of social events director and internal recruiting director, and completed an internship with Constellation Brands.

"What inspired me to apply for this scholarship was guidance from our program's amazing professors," Frye says. "I knew I was working hard, and it's an amazing feeling to be recognized for your hard work. This scholarship will help me by relieving some stress from my senior year and allowing me to focus on my studies."



Samantha McGrath

Samantha McGrath received a \$4,000 **Asparagus Club Scholarship**. She is a senior pursuing dual degrees in food and consumer package goods marketing and leadership and business strategy, and is a member of the Lee Honors College. McGrath is also president of the Food Marketing Association, a student ambassador for the Haworth College of Business and Fall Welcome captain, and a business teaching assistant. She has completed internships with E. & J. Gallo Winery, Busch's Fresh Food Market, and AlixPartners, as well as four international courses abroad.

"Receiving this scholarship allows me more time to focus on my studies and continue to create opportunities in which I can 'pay it forward' as a leader," McGrath says. "My aspiration is to always continue to be a student, keeping up with the exciting and continuously evolving food market. Ultimately, I want to help others by continuously learning, growing and making a difference in the world."

NATIONAL GROCERS ASSOCIATION FOUNDATION

Since 1990, the NGA Foundation and its affiliates have provided more than \$1 million in scholarships to students preparing for careers in the supermarket industry.

"The [NGA Foundation](#) is committed to preparing students for the future," noted **Matt Ott**, executive director of the Arlington, Virginia-based organization. "This class of scholarship recipients represents the best of the supermarket industry, and I look forward to seeing their achievements as they complete their education and ultimately transition into the workforce."

Dr. Bernard Han: Q and A about teaching and technology

DR. BERNARD HAN



Dr. Bernard Han, professor of computer information systems and co-director of the health informatics and information technology program, has spent 21 years at Western Michigan University, teaching, researching and working to support student development. We sat down with him for a Q and A about his passion for technology and his focus on student learning.

What courses do you teach? What is your favorite course you have taught and why?

I have taught many courses including Business Information Technology, System Analysis and Design, Business Database Management, ERP Programming, and Enterprise Project Development. I really enjoy teaching Enterprise Project Development, a class that challenges both the instructor and students to solve real-world problems by developing a computer application that matches the customer's needs. This project brings value to the project sponsor, usually a local firm, as well as to students. Students learn how to deliver a prototype by using knowledge and skills acquired from other courses, and the sponsor walks away with a solution to their technology issue.

What are your research interests? Why are you interested in these research areas?

My research interests cover a broad range, from system modeling to healthcare management. With my early training in mathematics, I was using modeling to tackle system design and database management issues. In the past 10 years, I have become more interested in improving student learning and education, particularly in the area of healthcare management. Technology is powerful. My recent research work gives me the opportunity to find ways to improve healthcare and resource management by using health information technologies.

What is your favorite part of your role?

I enjoy working with talented students and encouraging them to work hard to pursue excellence in their future careers. Because I gained so much throughout my education, I really want to provide help for students who have talent but need guidance. As a professor, I cannot hide my excitement when students become successful upon completing their degrees; it is very rewarding to be a part of that experience.

What are you passionate about?

As an educator, I am passionate about using my research results to improve my teaching. During the past 10 years, I have also become passionate about developing a new interdisciplinary curriculum that pools knowledge from both healthcare and information technology to educate students for meeting industry needs. Our healthcare providers need a workforce with adequate information technology training. Our Health Informatics and Information Management major can be at the forefront of helping students to gain insight about career opportunities in this field.

How do you define student success and success for yourself?

A student's success is composed of three components—emotional intelligence, people skills, and intellectual training. If a student can have a balanced capacity in these three areas, then this often leads to success. For me, if I gain students' positive evaluations in teaching and have a productive research record, along with effective mentorship of new faculty members, then I am successful.

Why is the Haworth College of Business a special place?

I have been at the college for more than two decades. It is a place that provides the environment I need to balance my teaching with research. The college has allowed me to take on varied roles, including department chair from 2003 to 2009, where I learned how to be an administrator and to understand the needs of my colleagues. In addition, I have had great opportunities to develop new programs such as telecommunication and information management and health informatics and information management.

MORE ABOUT HAN

Han is director of the Center of Health Information Technology Advancement and the co-chair of the [Fifth International Conference on Health Information Technology Advancement \(ICHITA-2019\)](#). The 2019 conference theme is "Transitioning to Smart Care: Challenges, Strategies, and Solutions."