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## Introducing The 30

Haworth College of Business

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## Introducing The 30.

The Haworth College of Business is proud to present its 2020 edition of The 30, a publication that recognizes emerging business leaders—both students and alumni—who are providing thought leadership and innovative perspectives in the business world. Selected by a committee composed of faculty, staff and Young Alumni Advisory Board members, these honorees represent the work ethic, innovation and passion that are synonymous with the Haworth College of Business.

## Meet the Alumni



### **Alexander Anderson, B.B.A.'12**

Alexander Anderson is on the rise. As a two-time honoree for The 30, Anderson continues to help businesses catapult their sales strategies to new heights. Since starting the consulting firm Elevated Business Advisors, he has helped a myriad of clients—from growing startups to global Fortune 100 companies—design and execute a customized sales blueprint based on their unique goals. He does this through his revolutionary model, Technically Selling, which combines his sales acumen with insights from research in behavioral economics and cognitive psychology.

Anderson launched his first book based on this model, titled “Technically Selling,” in spring 2020 and has embarked on a nationwide book tour. He also stresses the importance of work-life balance—an avid photographer, Anderson enjoys decompressing behind the camera lens.

### **The Entreprising Entrepreneur**

Founder, Elevated Business Advisors

### **Best learning experience at WMU:**

Sales education. Being educated in the professional selling occupation, without question, set me up to achieve both immediate and long-term success.



### **Jason Antczak, B.B.A.'12, M.S.A.'13**

A jack-of-all-trades. That's how Jason Antczak describes his career path since graduating (twice) from the Haworth College of Business, earning both his bachelor's and master's in accounting. While attending WMU, Antczak honorably served in the United States Marine Corps Reserves as an infantry rifleman, including a deployment to Afghanistan from 2017 to 2018. He was awarded the Navy and Marine Corps Achievement Medal for superior performance of duties as an infantry squad leader in combat conditions.

A certified internal auditor and certified information systems auditor, Antczak has worked at the State of Michigan as an internal auditor and accountant since 2015. His analytics acuity earned him recognition for outstanding fieldwork as a risk advisor to Flint during the city's water crisis.

Antczak is currently a senior accountant on a team charged with managing the state's multi-billion-dollar Medicaid grant, as well as additional public health and safety grants.

#### **The Atypical Accountant**

Accountant, State of Michigan

#### **Most helpful WMU course:**

Introductory Tax Accounting

**Favorite Kalamazoo attraction:**

Lawson Ice Arena



**Blair Brindley, B.B.A.'13**

When Blair Brindley graduated from WMU, she wanted to put her accountancy degree to use by helping others, so she decided to get involved in education and see her work directly impact students. Brindley has since worked with six public school districts, sometimes serving multiple districts simultaneously, in just seven years.

As current director of operations for Three Rivers Community Schools, Brindley has eliminated deficit budgets, resolved human resources issues, established budgets over \$30 million and created better benefits packages for employees. She is also part of a team that passed a \$60 million bond and secured a grant to bring two electric buses to the district. In addition to accounting, impacting kids and communities is Brindley's passion, which is why she is pursuing a Master of Arts in educational leadership at WMU.

**Chief Impact Officer**

Director of Business Operations, Three Rivers Community Schools

**Bucket list:**

My first bucket list item is already complete—teaching college-level accounting. Left on my bucket list is to become a farmer, finish my master’s degree, obtain my certified public accountant license and be a mom.

**Best advice:**

Kindness is always remembered and is always the right thing to do.

**Alexander Buskirk, B.B.A.’12**

From the Haworth College of Business to the New York Stock Exchange trading room floor. Alexander Buskirk, a self-proclaimed “jack of all things finance,” uses billions of data points to create frameworks that identify controls and implement automated, elegant solutions for financial firms. He was recently part of a team that created a framework for the Bank of New York Mellon’s NEXEN platform, which generates millions of controlled records, from trade to pricing tolerances. Buskirk is currently working to implement these same controls and solutions into STP’s ControlOps© system.

Buskirk received BNY Mellon’s Accountant of the Year Award for leading the implementation of a net asset valuations system in India. His team also received the Fund Accounting Team of the Year Award for the project. He has had the opportunity to visit the NYSE trading room floor and aspires to be part of the bell ringing ceremony someday.

## **Master of Data Control**

Assistant Vice President of Operations, STP Investment Services

### **Best advice:**

"It's never too early to give." -Parents

### **Hidden talent:**

Animal whisperer. I taught my dog Scooby how to retrieve drinks and food out of the refrigerator, and am teaching my cat how to use and flush the toilet.



## **Josiah Chappell, B.B.A.'13**

Josiah Chappell knows how to move small businesses in the right direction. Upon graduating from WMU, he joined Genius Phone Repair, a burgeoning company that was on the verge of tremendous growth. The business went from four retail locations to 18 in just three years. Chappell, who started out as marketing coordinator, eventually took the helm as vice president of marketing, overseeing purchasing and data analytics.

Chappell transitioned to a new small business role in 2017. As a director for Tech Defenders—a company that helps schools and businesses maximize the value of their aged and obsolete technology—he oversees pricing, reporting and a procurement department responsible for more than \$20 million in annual spending. Chappell looks

forward to helping the company sustain its growth while building a top-notch culture for employees.

### **Small Business Superstar**

Director, Tech Defenders

#### **Best advice:**

It's not always about what you learn, it's about who you learn from. Networking is everything!

#### **Favorite Kalamazoo attraction:**

Bell's Brewery



### **Steven Dalla, B.B.A.'10**

Steven Dalla has big goals—not just for himself, but for his clients too. He chose to major in personal financial planning at WMU so he could help families achieve their financial aspirations. He has since earned the most difficult designation on Wall Street—chartered financial analyst.

In 2016, Dalla became one of the youngest wealth managers at Bank of New York Mellon, where he helped clients navigate the markets and achieve their long-term financial goals—and his star keeps rising. Dalla recently accepted a position as relationships manager with the RDV Corporation in Grand Rapids, Michigan.



## **The Family-Focused Financier**

Relationships Manager, RDV Corporation

### **Hobbies:**

Restoring German sports cars. He hopes to race a Porsche on the Nürburgring in Germany someday.

### **Favorite WMU professor:**

Dr. Jim DeMello



## **Joseph DiClemente, B.B.A.'12**

It's all about switching on the lightbulb for Joseph DiClemente. As vice president of customer sales, operations and quality assurance at RPM, DiClemente has a knack for facilitating those "aha" moments that change mindsets and open up new possibilities. His passion is helping people, teams and organizations figure out where they are, where they want to be, and helping them get there.

DiClemente leads customer operations and supports sales, strategy and growth at RPM, a Detroit-based logistics firm and one of the fastest growing private companies in America, according to Inc. Magazine. Additionally, he is the organization's lead on quality assurance.

Prior to RPM, DiClemente worked in purchasing at General Motors, managing over \$324 million in contracts. He is a 60+ time recipient of the GM Recognition Award, given to employees who show innovation in their field and exhibit exceptional service to coworkers and suppliers.

### **Lead Idea Generator**

Vice President of Customer Sales, Operations and Quality Assurance, RPM

### **Favorite travel destination:**

San Sebastián, Spain, or Biarritz, France. Both are some of the best surf spots in the world.

### **Best learning experience at WMU:**

Studying leadership abroad at the Swinburne University of Technology in Melbourne, Australia.



### **Andell Gill, B.B.A.'16**

It didn't take long for Andell Gill to figure out what he wanted to do with his life. In just four years since graduating from WMU, he has become a senior supplier controls analyst for one of the world's leading medical technology companies—Stryker. This two-time honoree of The 30 has also added a new line to his resume—owner of Legacy 7 Properties LLC, a real estate investment company.

Gill has embarked on several global projects at Stryker, even having the chance to work in Puerto Rico on special assignments. He also spearheaded Stryker's first case

competition on supplier diversity, which involved WMU students. But that incredible drive doesn't end at the conclusion of the workday. He has raised over \$3,000 through a variety of volunteer efforts and is helping individuals who have been incarcerated reacclimate to society, as well as working to create a program to prepare minority students for professional success post-graduation.

### **Creator of Opportunities**

Senior Supplier Controls Analyst, Stryker

### **Bucket list:**

Visit the Seven Wonders of the World, buy my mother her own house, start a foundation for at-risk youth in Detroit, donate at least \$1 million.



### **Jon Jackson, B.B.A.'15, M.A.'16, MBA'17**

With not one, not two, but an impressive three degrees from WMU, Jon Jackson is out taking the business world by storm. As a talent management leadership trainee for the Fortune 400 company Republic Services Inc., he is a catalyst for diversity and inclusion, organizational development, learning solutions, employee relations and more.

A former lineman for the Bronco football team, Jackson's natural ability to lead and collaborate with diverse groups has helped him create inclusive, supportive environments that build a culture of unity in the workplace. Jackson believes leadership

comes from developing relationships and setting a vision for tomorrow while executing on that vision today. He hopes to one day lead his own human resource talent team that provides the tools to empower all employees.

### **The Triple Threat**

Talent Management

Leadership Trainee, Republic Services Inc.

### **Favorite advice:**

My brother/mentor once told me, “Success isn’t just about what you accomplish, it’s about what and how you inspire others to accomplish. How you inspire others will affect your success long-term.”

### **Favorite Kalamazoo attraction:**

Waldo Stadium. The atmosphere is beyond amazing. From experiencing practices and games as a student-athlete to tailgating as an alumnus, it is the first place I go when visiting Kalamazoo.



## **Kameron Kampen, B.B.A.'13**

Kameron Kampen found the perfect pairing for success in sales and marketing, and he continues to capitalize on that combination. This two-time honoree of The 30 has taken on various roles on both the marketing and sales side of Stryker. In his previous life as a marketer, he managed one of the largest social media platforms in the med-tech space and launched new products to the Stryker sales team. The culmination of those experiences led to Kampen receiving the Marketing Excellence Award, given to his business unit's top marketer, in 2016.

On the sales side, Kampen has sold in excess of \$13.5 million and amassed the No. 3 ranked territory in the United States among 130 sales representatives. His outstanding sales record has resulted in multiple awards from the company, including the Sales Excellence Award, Rolex Award and Sales Training MVP. Additionally, he now oversees the training and development of 200+ sales reps in the emergency care, patient resuscitation/treatment, and public access businesses for Stryker.

His greatest achievement, though, is giving back. Kampen co-founded the KBVLK scholarship, providing \$10,000 to students in the Haworth College of Business. He is also an alumni admissions ambassador for WMU, spent time on the Stryker Women's Network medical leadership group, and officiated varsity basketball in Southwest Michigan for seven years.

### **The Closer**

Global Sales Training Manager, Stryker

**Most helpful WMU course:**

Sales and Negotiation with Dr. Jim Eckert

**Lauren Kniebes, B.B.A.'13**

The best dreams are the ones that come true. For Lauren Kniebes, her dream of turning a love for people into a profitable business became a reality with a degree in sales and business marketing from the Haworth College of Business.

Kniebes co-founded the Lazy Ballerina Winery in St. Joseph, Michigan, with her cousin just two years after graduating from WMU. The burgeoning business opened a second tasting room in Bridgman in 2017 and a new production facility in Benton Harbor in 2019. Prior to pursuing her passion in the Michigan wine industry, Kniebes worked as a recruiter, pairing companies with talented job candidates while learning the importance of having a strong team in the workplace.

Outside of operating her business, Kniebes loves to get involved in the community. She has served on the executive committee for Southwest Michigan Regional Chamber's Young Professionals and was awarded the chamber's Young Business Leader Award in 2018. She also serves on the marketing committee for the Lake Michigan Shore Wine Trail. Her proudest achievement, though, is creating Women Among Women, a networking group for women from all walks of life to share their stories of struggle, success and empowerment.

## **Empowering Entrepreneur**

Co-Founder and Owner, Lazy Ballerina Winery

### **Hobbies:**

Trying new restaurants, visiting new wineries and Crossfit so I can do the first two.

### **Funniest work experience:**

I own a winery, so almost all work experiences involve wine, which makes everything more enjoyable!



## **Katherine Montague, B.B.A.'13**

Calculated consultant by day, inquisitive explorer by night. Katherine Montague leads a double life pursuing her career ambitions along with her love of travel. As a senior associate at O'Keefe, a strategic and financial advisory firm, Montague helps companies navigate through difficult times. She has helped settle tens of millions of dollars in damages in litigation cases and guided multiple organizations through turnaround and restructuring plans as well as bankruptcy.

In addition to providing strategic advisory services to struggling companies, Montague is busy working on her second master's degree and is active in multiple professional organizations. When she finds free time, she loves to travel. Montague studied abroad in

China as a student at WMU, which sparked a desire to see the rest of the world. She has visited nearly 40 countries and never plans to stop exploring.

### **The Adventurous Accountant**

Senior Associate, O'Keefe

#### **Favorite travel destination:**

Morocco, Croatia, Ukraine, Italy, Thailand ... too many to name!

#### **Favorite quote:**

“If it’s gotta be done, it’s gotta be done.” –My Grandma Nina



### **Frederick Paul II, B.B.A.'15**

Inspiration often strikes when we least expect it. For Frederick Paul II, it happened while he was struggling to make ends meet as a college student at WMU. The longtime sneaker aficionado began selling old pairs of shoes on eBay as a way to collect a few extra dollars. It was this venture that ignited his idea for The Heat Factory, a Detroit-based, resale sneaker shop that serves customers by eliminating the fee-assessing middleman. The purpose-driven business designates a portion of its proceeds to local charities that invest in Detroit.

In addition to running The Heat Factory, Paul serves as North America process and operations specialist for Dassault Systemes 3DEXCITE, a company that creates digital



marketing experiences for consumer brands. Paul manages large-scale projects for brands, creating customer experiences that ultimately drive purchasing decisions.

**Champion for Charity**

Owner and Founder, The Heat Factory

**Favorite WMU professor:**

Dr. Karen Lancendorfer

**Most helpful WMU course:**

Advertising campaigns. This course helped teach me what it is like working in an agency and the experiences in the class truly set me up for success in my career.



**Raymond Poirier, M.S.A.'11**

Peace of mind. It's what all organizations seek when trusting an outside professional to manage their finances and regulatory affairs. That's where Raymond Poirier comes in. An accounting expert with an eye for detail, Poirier provides high-net-worth individuals and corporations with a range of services from tax planning to compliance and financial reporting. As a manager at Rehmann, he works closely with businesses to show them how they compare against industry norms, and recommends steps to strengthen their performance. His in-depth knowledge of accounting and software solutions allows him

to help organizations enhance financials, streamline payroll processing and simplify tax planning, so they can focus more on their customer base and less on regulatory concerns.

Poirier began his public accounting career in 2011 after earning his M.S.A. from WMU and joined Rehmann in 2012. His focus is on the healthcare and franchise industries. Outside of the office, he is a member of the American Institute of Certified Public Accountants and Michigan Association of Certified Public Accountants.

### **The Accounting Ace**

Manager of Finance and Accounting Solutions, Rehmann

### **Best advice:**

Never give up. In your career and in life you are going to get knocked down. The people who succeed are the ones who keep standing back up and are not afraid to try again.

### **Hobbies:**

I am a big history fan and love to read books about famous people who changed the world.



## **Michael Reygaert, B.B.A.'13**

Being an advocate for employees is one of the best aspects of working in the human resource profession, and Michael Reygaert wants his colleagues to know he's in their corner. As human resources manager for one of the largest credit unions in the nation, Lake Michigan Credit Union, Reygaert is responsible for the administration side of HR programs, as well as developing the HR staff. Supporting his team's professional growth and ensuring their efforts align with company strategy is one of his biggest priorities.

Reygaert recently completed a yearlong program called Challenging Leaders in Management and Beyond—CLIMB—to further advance his leadership skills. He has also earned his credentials as a Society for Human Resource Management Certified Professional. In his time with LMCU, Reygaert has been promoted three times within a five-year span and has been honored with the organization's Award of Excellence.

### **Chief People Person**

Human Resources Manager, Lake Michigan Credit Union

### **Bucket list:**

Run a half or full marathon in all 50 states.

**Best learning experience at WMU:**

Studying abroad in Australia for one month. The experience provided insight into companies abroad, allowed me to learn about another culture and deepened my understanding of the world.

**Jessica Roerig, B.B.A.'14**

Jessica Roerig has had a sizzling sales career since graduating with a degree in food and consumer package goods marketing from WMU. As an account executive for Hormel Foods, she is responsible for growing the Hormel brand and directly selling to large-scale customers in the West Rocky Mountain region. Roerig manages a clientele that includes resorts, universities and healthcare facilities throughout Idaho, Utah and Wyoming.

When she's not focused on business, Roerig channels her energy into instructing fitness classes. She leads group cycling, yoga and strength courses as a certified trainer. A second-generation Bronco, Roerig took full advantage of her time as a student in the Haworth College of Business, completing three marketing internships, a food marketing industry bus tour, and study abroad trips in Japan and Thailand. Outside of her two fulfilling careers, she is active in networking, business development courses and volunteering.

**The Spirited Seller**

Account Executive, Hormel Foods

**Best advice:**

Be intentional about your life. Focus on creating your life, not just living it.

**Hobbies:**

I love to be active outside hiking, biking or rollerblading. If I'm not off on a weekend adventure camping in southern Utah or skiing in the mountains you can find me at a coffee shop sipping tea and planning my next adventure. For 2020, I set a goal to learn French and learn how to paint landscapes!

**Cayden Sparks, B.B.A.'15**

A two-time honoree of The 30, Cayden Sparks started his journey into the small business world in 2005 when he became part-owner of Sunset Cove Resort, the ninth largest privately-owned campground in Michigan. Throughout his 13 years as owner, Sparks learned how to run, grow and market a small business.

After graduating in 2015, Sparks went on to work as a core small business consultant for the Small Business Development Center, helping more than 25 entrepreneurs achieve their dreams of business ownership. During this time, he also earned his consultant certification through the SBDC's two-week academy. It was in March 2018 when Sparks decided to embark on a new path, taking a job as executive director of the Coldwater Area Chamber of Commerce. He brings with him a keen eye for efficient consulting, management and ownership practices, as well as incredible networking and

relationship-building abilities. Sparks redirected the chamber's business model to serve as an economic engine for small business and has successfully driven up membership numbers and retention levels as a result.

### **Small Business Specialist**

Executive Director,  
Coldwater Area Chamber of Commerce

### **First job:**

McDonald's grill cook

### **Best advice:**

Never give up on what you want to do with your life; you are the captain of your own destiny!



### **Brittany Vliek, B.B.A.'14**

Brittany Vliek was ready to plug right into a career in web development after graduating from the Haworth College of Business. Her ambitions led her to an opportunity with Red Ventures, a technology-driven digital marketing company based in Charlotte, North Carolina. Vliek spent her early career supporting partnerships with major national brands by developing sales-center software and reporting tools. In just five years with the company, she has played a key role in multiple projects, has earned three

promotions, and is currently leading technology on one of the business's most established and valuable products—a paid media platform called Sematic.

In addition to her accelerating career in tech, Vliek is passionate about promoting an inclusive STEM community. She is highly involved in the recruiting and interviewing process at Red Ventures and has helped reduce bias in the candidate pipeline to bring in more diverse talent. She also volunteers with organizations that promote women in STEM at all ages.

### **The Tech Titan**

Software Engineering Manager, Red Ventures

### **Hobbies:**

Reading, video games and hiking.

### **Best advice:**

Don't be afraid to ask questions. You'll learn much faster if you're willing to admit when you don't know something.



## **Elizabeth Yunker, B.B.A.'12**

Elizabeth Yunker knows that with careful planning and a calculated approach to dollars and cents, she can help families achieve their financial goals. It's this drive that motivates her as a financial advisor for Sanford Financial Services, a full-service wealth management practice in Portage, Michigan. As an advisor, Yunker is able to use her analytical mindset to develop solid financial plans, while also understanding that every client is unique and their plans should be too. As a female advisor in a primarily male industry, she strives to make sure all clients, especially women, are equally educated about and empowered by their financial plan.

Outside of her role as financial advisor, Yunker uses her background in sales and business marketing from WMU to plan client events, as well as create and maintain content for the firm's marketing materials and website.

### **Wealth Management Whiz**

Financial Advisor, Sanford Financial Services

### **Favorite quote:**

"There are no secrets to success. It is the result of preparation, hard work and learning from failure." - Colin Powell



**Best learning experience at WMU:**

The sales classes. I knew I had valuable knowledge and ideas to share with people. The courses encouraged me to step out of my comfort zone and learn to communicate effectively and efficiently, while building relationships. These experiences prepared me for the conversations I have with my clients every day!

**Paulina Costa Zyskowski, B.B.A.'11**

Paulina Costa Zyskowski is on a mission to help the food and beverage industry bring clean, consumer-friendly products to the world. Based in Chicago, she brings this charge to her role at Kalsec Inc. by facilitating natural ingredient transitions, adding all that nature has to offer back into processed food and drinks.

Zyskowski uses consultative techniques to provide value-added ingredient solutions to food and beverage companies—such as natural colors, spices, antioxidants and herb flavor extracts. As the youngest employee to be hired for Kalsec's commercial team, she rose from sales associate to senior accountant manager in just five years.

Zyskowski took her sales skills abroad in her former role as global account manager for a major consumer package goods company, where she provided training and support to new business development managers in the United Kingdom. Fluent in English, Portuguese and Spanish, she continues to strive for a global executive role and is pursuing an MBA at DePaul University. Additionally, Zyskowski and her husband have successfully built and managed a growing real estate investment business.

## **The Natural Leader**

Senior Account Manager, Kalsec Inc.

### **Hobbies:**

Travel. I love to eat my way around the world and immerse myself in other cultures.

### **Fun fact:**

Originally from Brazil, but relocated to the U.S. when I was 10.

## **Meet the Students**



### **Maxwell Antonneau**

Maxwell Antonneau never backs down from a challenge. So when it comes to breaking into one of the world's most competitive career industries—sports business—he rises to the occasion.

A Lee Honors College scholar, Antonneau combines a major in marketing with a minor in data analytics to uniquely serve athlete clients and communicate with professional scouts on their behalf. This skill set led to his selection for the prestigious Manhattan Sports Business Academy, a summer immersion program designed for college students

seeking career acceleration in the sports industry. During his time there, Antonneau worked with YouFirst Sports, an agency specializing in athlete representation and sports marketing.

Antonneau currently heads up digital marketing efforts and leads a team of interns at Kalamazoo-based Willis Sports Agents. And his latest endeavor was founding WMU's very own Sports Business Association in fall 2019, which now has more than 30 student members.

### **The Game Changer**

Senior, Marketing

### **Bucket List:**

Assist in the production of a music album, movie or short film; learn an instrument (probably piano); improve my golf game; author a children's book illustrated by my childhood best friend; travel; start a business; and attend every major U.S. sporting championship.

### **Best advice:**

If you dream of something, you owe it to yourself to put the effort in to make that dream a reality. In other words, if you want it, go get it.



## **Cooper Frost**

Cooper Frost jumped right in as a Business Bronco. From his first day on campus, he started getting involved in opportunities that would accelerate his career as well as help his peers achieve success. Frost values making an impact by serving as a teaching assistant, tutor, peer mentor and president of the Sales and Business Marketing Association at WMU. Outside the classroom, he has completed an impressive four internships in sales, management and marketing.

As president of SBMA, Frost has helped to grow one of the business college's largest student organizations by engaging students early in their academic careers. He has helped increase first-year student participation tenfold, which means more Business Broncos are gaining professional experience at the start of their education. Frost also helps build and maintain recruiting relationships with employers nationally by organizing networking events and participating in collegiate sales competitions.

### **The Early Impactor**

Senior, Sales and Business Marketing and Leadership and Business Strategy

### **Favorite travel destination:**

Anywhere along state highway

M-22 in northern Michigan. No matter the season, there is always something fun to do outside!

**Favorite WMU professor:**

Dr. Melissa Intindola, because her teaching method is engaging, supportive, and impactful.

**Joy Goldschmidt**

Joy Goldschmidt likes to look at problems from every angle, then use her global experience to provide the best solutions. An astute problem solver with a passion for people, Goldschmidt found a natural fit in the integrated supply management program. With four internships and co-op experiences under her belt, she has already accepted a full-time offer as an analyst with the supply chain development program at Dell in Austin, Texas.

An intrepid traveler, Goldschmidt grew up in Germany and ventured all around Europe before moving to Michigan with her family in 2013. During her time at the Haworth College of Business, she has taken advantage of study abroad programs in Australia, India and Thailand. This all-star Business Bronco also took on roles as a college ambassador, computer information systems tutor and APICS student chapter president.

**Pragmatic Globetrotter**

Senior, Integrated Supply Management

**Bucket list:**

Travel to every continent, learn to ride a horse, get scuba-certified, road trip through every state, hike through every national park in the U.S., write a book.

**Hobbies:**

Going for walks with her Doberman pinscher, skiing, hiking, swimming, arts and crafts.

**Hidden talent:**

Bilingual in German and English

**Sarah Hamilton**

Sarah Hamilton is grateful to know that when she graduates from WMU, her work will have an immediate impact on people's lives, every day. As a highly involved human resource management major, Hamilton values the importance of building better workplaces. She is using her experience as an HR assistant and recruiter at Montage Furniture Services and as an intern at Parker Hannifin to develop a skill set in recruiting, staffing, total rewards, training and development, engagement and other areas that impact employees.

Hamilton's passion for improving the employee experience led her to be selected as a 2019 Forbes Under 30 Scholar. Outside of the classroom, she is involved with WMU's

Society for Excellence in Human Resources as well as other HR associations that allow her to take on a peer mentorship role. In fall 2019, she led a team of WMU human resource management students to a second-place finish at the Michigan Society for Human Resource Management's HR Games.

**Maven of Making a Difference**

Senior, Human Resource Management

**Hidden talent:**

She has been practicing American Sign Language for seven years and received her Certificate of Achievement in American Sign Language from Kalamazoo Valley Community College.

**Best advice:**

Get involved as early as possible! The best experience comes from creating a community and working toward the things you value most to help shape your education.



## **Nicholas Hammond**

Nicholas Hammond was born to lead. He has taken on a number of leadership roles as a business student, including director of professional development for the Sales and Business Marketing Association, and public relations and professional development chair for Phi Gamma Delta fraternity. Heavily involved with the Department of Marketing, he also works hard as a student employee for the Robert S. Kaiser Sales, Negotiation and Leadership Lab.

This past fall, Hammond stepped up to a top student leader role when he was crowned WMU's homecoming king. For these efforts and more, he received the coveted Emerging Leader Award at the University's 2019 Golden Bronco Awards.

Hammond now has his sights set on global leadership opportunities. He recently spent a semester at Universität Paderborn in Germany and will spend summer 2020 studying abroad in Thailand.

### **The Go-Getter**

Junior, Sales and Business Marketing and Leadership and Business Strategy

### **Bucket list:**

Snorkel the Great Barrier Reef, hike Machu Picchu and go on a safari in Africa.



**Best advice:**

“If you want to be interesting, be interested.” – Dale Carnegie

**Favorite WMU professors:**

Dr. Jim Eckert and Dr. Kelley O’Reilly

**John Hayward**

From night shift operator to full-time college student, John Hayward’s hard work and determination have prepared him to step right in to his future career. Hayward graduated high school in 2015 and immediately started working third shift at Pfizer Global Supply, a manufacturing site for the multinational pharmaceutical corporation. It was this job that sparked his passion for supply chain and led Hayward to enroll in WMU’s integrated supply management program. For the past four years, he has held positions in manufacturing and logistics at Pfizer while maintaining a full course load in the Haworth College of Business.

Since becoming a Business Bronco, Hayward has won an international case competition, has helped lead the WMU APICS student organization, and earned a coveted \$10,000 scholarship from the Richter Foundation and the Institute for Supply Management's Richter Scholarship Fund. After graduation, he will move to Detroit and work for General Motors, starting in the company’s TRACK rotational program.

## **Supply Chain Superstar**

Senior, Integrated Supply Management

### **Bucket list:**

Attend the Masters Golf Tournament, go skydiving, attend hockey games at all 31 NHL arenas.

### **Favorite WMU professor:**

Dr. Sime Curkovic



## **Samantha McGrath**

Whenever Samantha McGrath is spotted on campus, she's usually running from one function to the next—with a big smile on her face. McGrath radiates positivity and energy, and this quality has made her a natural leader at WMU.

McGrath's accolades are many; she has served as president of the Student Leadership Advisory Board and Food Marketing Association, and was a Fall Welcome captain, Western Student Association senator, business externship mentor and teaching assistant. She also serves in a variety of community and volunteer outreach programs. For these reasons and more, she was named Outstanding Student Leader of the Year at

the University's 2019 Golden Bronco Awards.

An avid traveler, McGrath has embarked on five study abroad trips to Germany, Guatemala, India, Portugal and Thailand. This ambitious Bronco also serves as an undergraduate research assistant, Haworth College of Business student ambassador, and food marketing program assistant. She looks forward to applying these experiences to her MBA, which she will pursue at WMU in fall 2020.

### **The Extraordinary Servant Leader**

Senior, Food and Consumer Package Goods Marketing

#### **Favorite quote:**

“Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it is the only thing that ever has.”

–Margaret Mead



### **Megan Miller**

Whenever something innovative is happening at the Haworth College of Business, there is a good chance Megan Miller is involved. With a natural curiosity and willingness to dive into projects that excite her, Miller has established herself as an all-star Business Bronco. She was part of a student team that developed a business model for Bronconess, a new wine with a philanthropic impact. She also serves on the college's strategic planning counsel and WMU's Think Big strategic design team, and was selected to

represent WMU as part of the Stanford University Innovation Fellows program.

As a leadership and business strategy program assistant, Miller has helped shape the program into one of the fastest growing majors on campus. She approaches her roles in student organizations with the same vigor, serving as a former member of the Student Leadership Advisory Board and the WMU AdClub.

Miller's experiences as a Business Bronco have fueled her passion for grand-scale innovation and leadership—qualities she plans to take to her new career at Deloitte in Chicago upon graduation.

**The Forward Thinker**

Senior, Marketing and Leadership and Business Strategy

**Most helpful WMU course:**

Leadership and Business Strategy I and II

**Favorite travel destination:**

All of Italy, especially Capri, Florence, Milan and Rome.



## **Spencer Robertson**

Spencer Robertson was destined to excel as a student in the Haworth College of Business. Known for his extraordinary work ethic and welcoming personality, he shines in the classroom and beyond by investing 110 percent into everything he does. Robertson has ascended to several impactful leadership positions within the college, including president of WMU's chapter of the National Association of Black Accountants and the Financial Services Club.

His standout performance as a student has helped him land three internships—at Plante Moran, PricewaterhouseCoopers and Greenleaf Trust—where he has worked with corporations and individuals to meet their tax filing deadlines, learned about innovative technology integration and explored different service areas of each firm. These experiences have helped solidify his desire to pursue a career in public accounting.

### **The Impactful Investor**

Senior, Accountancy and Finance

### **Best advice:**

Try to be better in all aspects of life than the previous day. When you do that, you learn from your mistakes and take things one day at a time.

### **Favorite WMU professor:**

Dawn Mason, Dr. James Penner and Dr. Ola Smith



## **Joshua Wenke**

Joshua Wenke is fascinated by the ways in which technology can enhance lives. Growing up in fast-paced California, he saw the potential that technology has to impact others from an early age. He chose to pursue a degree in computer information systems with a minor in business analytics because he knew it would put him on a successful track to a career in information technology.

Outside of the classroom, Wenke is president of the Business Technology Network, a student organization that connects tech-savvy students with the IT industry. During his two-year presidency, he has organized multiple workshops and professional development events with local companies, and has quadrupled membership.

Thanks to his experiences as a Business Bronco, Wenke was offered a position as an IT and business analyst for Innovative Software Solutions, which he will begin upon graduation. He will be analyzing big data and creating meaningful dashboards to help lower business costs and enhance company performance.

### **IT Innovator**

Senior, Computer Information Systems

### **Bucket list:**

I want to visit major technology companies like Apple, Google and Amazon and meet some of their senior leadership. It would be inspiring to hear how they got to where they are and what pieces of advice they have for a young technology professional.

**Hidden talent:**

I can play five different musical instruments: piano, drums, trumpet, tuba and singing (if you count your voice as an instrument!).

**March 2020**