Distinguished Speaker Series RSVP

“Inclusion: Culture in Action in the Corporate Environment”

Gloria Castillo, president and CEO
Chicago United

Wednesday, April 9,
3:30 p.m.
Schneider Hall, Room 2000

Founded after the 1968 riots that followed the tragic death of Dr. Martin Luther King Jr., Chicago United, an advocacy organization working to build sustainable diversity in business, has vowed to promote multiracial leadership in business to advance parity in economic opportunity. Under Castillo’s leadership, the organization has launched nationally recognized programs including the annual Changing Color of Leadership Conference and Bridge Awards Dinner, the Business Leaders of Color publications, the Transformative Inclusion Members Series, which presents national thought leaders in diversity and inclusion research, and many more. Recognized for her advocacy of multiracial leadership, Castillo was named among Today’s Chicago Woman’s “100 Women of Influence” in 2013 and is listed among the 2013 Crain’s Chicago Business “Who’s Who in Chicago Business.”

Prior to joining Chicago United, Castillo spent more than 20 years in advertising and promotion as president of Monarch Marketing Group.

Register for this event below or contact Cyntia Reeves at cyntia.reeves@wmich.edu or (269) 387-5069 for more information.

Team of business students wins national case competition

by Cindy Wagner
March 13, 2014 | WMU News

KALAMAZOO—A team of Western Michigan University students won the 2014 National Grocers Association University Case Competition, earning the top spot for creating a locally focused marketing strategy for an independent grocer in Ohio.
The competition, designed to further the professional development of students, brought together food and retail marketing students from 10 universities during an annual industry conference **Feb. 8-12** in Las Vegas. Fourteen students represented WMU, with a team of seniors taking home the top prize of $8,000, which will support scholarships and programming.

**The winning team**

- **Daniel Tyranski** of West Bloomfield, Mich., integrated supply management major
- **Jessica Roerig** of Caledonia, Mich., food and consumer package goods marketing major
- **Hanna Downs** of Novi, Mich., food and consumer package goods and integrated supply management double major
- **Douglas Wheelright** of Comstock, Mich., food and consumer package goods marketing major

**A broad team effort**

While the four students represented WMU at the competition, it took a broad effort to prepare for the event.

"Unlike previous years where we had up to six teams from our program compete against each other to decide who would go to the case competition, this year we decided to assemble a team of 14 students from our program and have them all work together instead of against each other," says Dr. Frank Gambino, director of the food and consumer package goods marketing program. "The students were broken into content areas and each content group worked on a specific area necessary to answer the case problem. As we got closer to the actual case competition, faculty selected a presentation team from the larger group of students."

This is a first win for WMU at the NGA competition, which began in 2010.

"The win was really unexpected," Roerig says. "I knew going into this competition that we had a great idea and spectacular teammates, but I also knew we had tough competition, including MBA students. I’m so proud of our professors for pushing us and of the whole team for delivering two great presentations."

Wheelwright says the cohesiveness of the WMU contingent set it apart.

"The closeness and friendships of our team gave us an edge over our competition," Wheelwright says. "We greeted stress and conflict with open arms because we knew we were all in it together. On the day of the presentation, we kept things light because we knew we had done all the preparation we could."

That preparation was put to the test when the team's computer failed during its presentation to the judges.

"Our computer shut off and we were left to present without our slides," Downs says. "Without the practice and preparation hours we put in, I do not think we would have handled that situation as well as we did."
Tyranski adds that the technology problem demonstrated the team's expertise.

"We continued the presentation without skipping a beat," he says, "and I believe we were able to showcase our preparation and true understanding of our information through this issue."

About the program

WMU is one of the premier universities in the country offering a four-year business degree specializing in food and consumer package goods marketing. The major prepares students for sales, research, marketing and management positions with food and consumer package goods firms and related organizations.

The National Grocers Association

The National Grocers Association is the national trade association representing the retail and wholesale grocers that comprise the independent sector of the food distribution industry. An independent retailer is a privately owned or controlled food retail company operating in a variety of formats. The independent grocery sector is accountable for close to 1 percent of the nation's overall economy and is responsible for generating $131 billion in annual sales, 944,000 jobs, $30 billion in wages and $27 billion in taxes. NGA members include retail and wholesale grocers, state grocers associations, as well as manufacturers and service suppliers.

Gutierrez to speak at 2014 food marketing conference

Continuing a tradition of bringing top industry leaders to Kalamazoo, the 2014 Western Michigan University Food Marketing Conference will feature former secretary of commerce Carlos Gutierrez as well as other industry executives, including Meijer president, J.K. Symancyk. The conference annually attracts more than 500 industry leaders to the Kalamazoo area from across the United States.

The two-day conference begins Monday, March 31 at the Radisson Hotel in Kalamazoo and will feature presentations and sessions related to this year's theme, "Winning in Today's Multi-Channel Environment.” Registration is ongoing at www.foodmarketingconference.com.

Gutierrez, who is also former CEO and chairman of the board of Kellogg Company, will share his perspectives in "Government, Business and the Economy,” on Tuesday, April 1, at 8 a.m.

As the 35th secretary of the U.S. Department of Commerce, Secretary Gutierrez was responsible for heading a cabinet agency with almost 40,000 employees and a $6.5 billion budget focused on promoting American business at home and abroad. During his tenure, Gutierrez worked with foreign government and business leaders to advance economic relationships, enhance trade and promote U.S. exports. He played a key role in the passage of landmark free trade agreements aimed at stripping away trade barriers, expanding export opportunities and boosting global investment.

In addition to Gutierrez, numerous consumer package goods industry leaders will share insights into the industry. The conference kicks off on Monday, March 31, with three sessions:
Dan O'Connor, president and CEO, RetailNet Group, will discuss the future of the industry in his presentation "2020 Global Retail Context."

A conference favorite, the "Executive Forum” moderated by Thom Blischok, chief retail strategist for Booz & Company, features executives from Kroger, Wal-Mart, Kellogg, IGA International and MyWeb Grocer, and will address industry concerns on the economy, changing retail landscape, the consumer and technology.

Following dinner on Monday, Juliet Funt, founder and owner of WhiteSpace at Work, brings her fun and entertaining style to “Bringing Great Companies … More Creativity … More Productivity … More Engagement.”

On Tuesday morning, following Guiterrez’s opening presentation, Kevin E. Kelley, co-founder and principal of Shook Kelley Design in Los Angeles, will present "The Dynamic Evolution of Retail, Culture and Place."

John S. Phillips, senior vice president, Customer Supply Chain and Global GTM, PepsiCo, will close out the morning with a fast moving and high energy presentation on the “Convergence of the Digital and Physical Worlds”

Ten breakout sessions on Tuesday round out the conference and include a special presentation by WMU’s head football coach, P. J. Fleck, who will discuss "Lessons from the Gridiron: Motivation, Leadership and Teamwork for Your Business."

J.K. Symancyk, president of Meijer, will be the closing speaker following a luncheon on Tuesday and will discuss the importance of “Connecting with the Customer.”

About the conference

Now in its 49th year, the WMU Annual Food Marketing Conference brings leading industry speakers from around the country to Kalamazoo to share the latest developments in the industry. The conference is a non-profit event that supports scholarships and programs for unique educational experiences for WMU food marketing students.

More information about the event is available on the conference website or by calling the conference hotline, (269) 387-2132. To arrange media coverage, contact Stacey Markin at (269) 387-6936.

WMU launches new MBA case competition

Thirty-nine students representing 11 teams will compete in progressive rounds of competition in the first WMU MBA Strategic Management Case Competition, organized by faculty in the Haworth College of Business. The tag line for the competition is “Advance Strategically,” and advancing to the finals of the competition is the goal for the students as they examine a business case on a company’s sustainability strategy. Four teams will advance to the final round of competition, which will be held on Saturday, March 29 at 10:30 a.m. in 2150 Schneider Hall.
The finalists will be evaluated by a panel of executives, including Paul Boyer, vice chairman emeritus, Meijer; David Hoogendoorn, market segment leader for Michigan and northwest Ohio and office managing partner for Grand Rapids, Ernst & Young LLP; Jim Koessel, senior vice president and manager, Premier Banking Group, Chemical Bank; Amy Papranec, vice president, Global Program Solutions, Stryker Corporation; and Han Zhang, sustainability leader, Sustainability Program Management Office, The Dow Chemical Company.

The first place team will be awarded a prize of $1,000, and the second place team will win $500.

“This is a great opportunity for our students to showcase their skills for an outstanding group of business leaders in the context of an issue such as sustainability, which is relevant across many different industries,” says Dr. David Flanagan, professor of management and director of the MBA Case Competition. “It is also a great chance for the business community to see the fantastic students that comprise the WMU MBA program.”

“Business cases are essential to our curriculum in the MBA program,” says Dr. Satish Deshpande, associate dean of graduate programs and operations for the Haworth College of Business. “Students must do in-depth analysis of real business problems and formulate viable, well-researched solutions in order to become competent business leaders who can take a strategic approach to solving complex problems. Since our students are great strategic thinkers, it made perfect sense to create this event where our best MBA students can compete and further hone their skills.”

The final round of competition is free and open to the public. Complimentary parking is available in Lot 72R near Schneider Hall. To RSVP for the event, contact Dr. David Flanagan at (269) 387-6051 or david.flanagan@wmich.edu.

Members of the media are welcome. To arrange media coverage, contact Stacey Markin, director of marketing and communications for the Haworth College of Business, at (269) 387-6936 or stacey.markin@wmich.edu.

Why Big Growth Starts with Killing Ideas

March 21

Special Ticket Offer Below
WMU Students, Faculty, Administration and Friends

Ideas alone are failing us! Opportunity Thinking™ begins with killing the notion that ideas are the starting place for growth. Defining the opportunity first leads to bigger ideas that win and increases the odds for success.

Opportunity Thinking™ is a new approach to innovation developed by Dr. Pam Henderson, a former faculty at Carnegie Mellon University, co-founder and CEO of NewEdge, Inc. and author
It's a Whole New Ball Game

John Weitzel, instructor of marketing, and Dr. Ed Mayo, professor emeritus of marketing, together with Dobb Mayo (Gazillion & One Advertising) earned an Honorable Mention Award from USA Today Sports Weekly for one of two research presentations they made at the 2013 conference of the Society for American Baseball Research.

The presentation, "The Outfield Sign: Past, Present, and Future," traced the evolution of outfield advertising in major league baseball stadiums from the 1880s to present day. According to Weitzel and Mayo, in its earliest days, outfield signs were simply a way for baseball teams to raise additional revenues, and the signs were hand-painted on 8' x 12' sections of an outfield fence. Often, they contained so much copy that they were impossible to read by spectators sitting three or four hundred feet away.

“What surprised us most was how long it took for the folks designing outfield advertising to follow the principles developed by roadside advertisers—billboard advertisers,” says Mayo. “A typical roadside billboard might have 2 or 3 seconds at most to communicate a message to the people in a passing...
car. That’s probably as long as a baseball fan will look at an outfield fence, too, but it wasn't until the 1970s that stadium advertisers took this time limit into consideration.”

Mayo indicates that the average baseball fan will look up to 300 times at a scoreboard during a game—as well as the advertising signage around it—but each glance is only a second or two long. Most effective ballpark advertising signs today usually don’t try to communicate much more than the advertiser's brand name and logo. “This is like a lot of roadside advertising today,” says Mayo.

Today, outfield fences are less cluttered with advertising, and the most visible ballpark advertising is located on super-bright 2,000 square foot L.E.D signs that surround the 11,000 square foot video screens that are the focal point of modern scoreboards. Ballpark advertising today does little more than project a sponsor's brand name. The "Outfield Sign" research presentation also raised questions about advertising’s role in branding the stadium itself and the team that calls it home.

The team also made a presentation at the SABR conference titled, "Take Her Out to the Ballgame: Ladies at the Ballpark,” which examined how professional baseball marketed itself to women in its earliest days to broaden the appeal of the sport to the emerging middle classes in the late 1800s.

“Professional baseball hoped that the presence of women in the grandstands would help discourage the rowdy behavior of fans who were attracted to the national pastime. Ladies Days would become baseball’s first great promotion, and were popular until the 1960s,” says Mayo.

Since then, according to Weitzel and the Mayos, professional baseball has struck out in its efforts at marketing baseball to women. Weitzel points to Charlie Finley's "Hot Pants" promotions in the 1970s and more recent attempts to attract women with ballpark fashion shows and what are called "hair-nails-and-make-up" demonstrations as failed attempts.

“Despite women representing 46 percent of baseball’s fan base—and being among baseball’s most ardent fans for more than a century – these "tone deaf” programs seem to be the result of a stereotype that says women's interest in baseball is less than serious,” says Mayo. "This kind of thinking has embarrassed several major league teams.”

**Top Safety Tips When Using Mobile Devices**

From surfing the web to tweeting a photo to texting an update, mobile devices have become essential to our everyday lives. And while our phones and tablets have become a vessel for entertainment, it’s important to take precautions while using them. The Computing Services Department at the Haworth College of Business shared with us top safety tips for using mobile devices, helping to keep you—and your information—safe and sound.

- Limit your usage while connected to public Wi-Fi. Never bank or shop online while using the Wi-Fi at your local coffee shop. These kinds of transactions should be reserved for secure and private connections.
• Avoid leaving your device unattended, but when you have to, rely on a strong and unique password to keep unwanted users out.

• Don't automatically connect to Wi-Fi networks. Thieves often give their rogue hotspots generic names such as Coffee Shop, Linksys or AT&T Wireless. You want to be certain you are connecting to the router of the business.

• Disable Bluetooth if you are not using it. It saves battery life and prevents unwelcome eavesdropping.

• Encrypt your files and keep system software up to date.

• Install device-tracking software that will allow you to find and optionally wipe your data if your device is stolen or misplaced.

**Annual Wounded Warrior 5k returns in April**

by Cara Barnes  
February 18, 2014 | WMU News

KALAMAZOO—The Wounded Warrior 5k run and walk returns to Western Michigan University **Saturday, April 12**, for its fifth year. All are invited to participate.

The Wounded Warrior course begins at WMU's Army ROTC Battalion and winds through the hills of campus. **The race starts at 9 a.m.** Registration is $15 and includes post-race refreshments and a T-shirt.

**Wounded Warrior Project**

WMU's Wounded Warrior 5k is sponsored by the University's Army and Air Force ROTC programs. All proceeds benefit the Wounded Warrior Project, a non-profit organization that provides care directly to wounded veterans and their families.

The Wounded Warrior Project specializes in offering assistance to wounded veterans returning home from overseas. To learn more, visit [woundedwarriorproject.org](http://woundedwarriorproject.org).

**For more information** about the race, visit [wmuwoundedwarrior.com](http://wmuwoundedwarrior.com) or contact Eric Meyer at (989) 240-0291.
Professor named Association for Business Communication fellow

Dr. Nancy Schullery, professor emerita of business communication in the Department of Business Information Systems at Western Michigan University’s Haworth College of Business, was recently named a fellow of the Association for Business Communication.

Schullery received the honor at the 78th annual international conference of the association, held in New Orleans. The award recognizes extraordinary excellence in the discipline of business communication and its related areas of study. It is the most respected honor the association awards.

A fellow of the association is deemed by the board of directors to have demonstrated outstanding leadership in the association and contributed significantly to teaching and research. Schullery is the immediate past president of the association and has presented regularly at ABC international and regional conferences for the last 15 years. Schullery created the Student Writing Competition for business students, which recognizes developing writers and critical thinkers. She has published in both of the association’s journals as well as conducted a research workshop on ethnography. She serves on the editorial board of Business Communication Quarterly.

The Association for Business Communication is an international, interdisciplinary organization committed to advancing business communication research, education and practice. Through its work, the association promotes excellence in teaching, advances knowledge within the discipline, prepares students for professional careers and improves the overall quality of workplace communication.

WMU and new medical school offer dual MD-MBA degree

by Mark Schwerin
March 5, 2014 | WMU News

KALAMAZOO—Western Michigan University’s Haworth College of Business and the new WMU School of Medicine have designed a dual-degree program allowing medical students to complete both a medical degree and master’s in business administration with a concentration in healthcare in just five years of study.

The dual-degree program offers a competitive advantage to medical students as they encounter changes in health care laws that affect clinical services. Additionally, the program prepares future physicians for administrative roles as they advance in their careers. It also offers the opportunity to maximize the efficiency and effectiveness of a physician's day-to-day work, a growing need in the medical field.

"We are very pleased to partner with WMU’s Haworth College of Business to offer this dual-degree program to our medical students," says Dr. Hal B. Jenson, dean of WMU School of Medicine, who also holds an MBA degree in addition to an M.D. "As we prepare our medical students to be the
physician leaders of tomorrow, the MBA degree provides the managerial and financial foundation to leverage the business opportunities of medical practice to influence change in the healthcare industry."

"The degree gives students a great perspective for going into today's health care environment," says Dr. Satish Deshpande, associate dean of graduate programs and operations for WMU's Haworth College of Business. "We have had a number of physicians in the MBA program throughout the years, and they always offer a wonderful perspective in the classroom. In addition, since our program is focused on working professionals, they also get a broad view of best practices in many different areas of business."

How it works

Applicants for the dual-degree program must meet all admission requirements and standards of the medical school for the M.D. degree and the Haworth College of Business for the MBA degree. Those interested in the dual-degree program may apply at the time of their initial application to WMU School of Medicine, after acceptance to medical school, or after acceptance through the WMedStart early decision program available to eligible students from WMU and Kalamazoo College. The GMAT, usually required for admission to the MBA program, is waived for medical students.

All students complete the courses and clerkships required for the M.D. degree and also complete a minimum of 12 courses (27 credit hours of required courses and nine credit hours of elective courses, for a total of 36 credit hours) in the Haworth College of Business. Some medical school courses also count as electives in the MBA program.

About the WMU School of Medicine

The Western Michigan University School of Medicine is a collaboration of WMU and Kalamazoo's two teaching hospitals, Borgess Health and Bronson Healthcare. It has been in planning since 2008 and was granted preliminary accreditation from the Liaison Committee on Medical Education in 2012. Welcoming its first class in fall 2014, the school is a private 501(c)(3) nonprofit corporation supported by private gifts, clinical revenue, research activity, tuition from students and endowment income.

In March 2011, Western Michigan University received a gift of $100 million for the medical school from anonymous donors. The home of the new medical school includes the WMU School of Medicine Clinics, a modern 60,000-square-foot clinical building on the Oakland Drive Campus, and a 350,000-square-foot educational building in downtown Kalamazoo that was donated by MPI Research. Located on the new W.E. Upjohn Campus, the educational building is undergoing a $68 million renovation and expansion project and opens in June 2014.

For more information about the program, contact Jean Shelton, director of admissions at the WMU School of Medicine, at (269) 337-6103 or Barb Caras-Tomczak, advisor in the Haworth College of Business MBA program office at (269) 387-5086.