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Western Michigan University’s third annual Wounded Warrior 5K Race

Runners, walkers and spectators of every age are invited to take part in Western Michigan University’s third annual Wounded Warrior 5K race on Saturday, April 14.

The Wounded Warrior race starts and ends near WMU’s Army Battalion. The race continues through Main Campus, with a start and finish line near WMU’s ROTC Building on Cass Street, adjacent to Wheaton Avenue off Oakland Drive. Signs and volunteers will direct participants to designated parking lots.

Packet pickup and late registration will begin at 7 a.m., and the race starts at 9 a.m. Registration is $15 and includes post-race refreshments, activities and a T-shirt. This is not an officially timed race.

“When we think of war, the thousands of casualties come to mind that ten years of fighting has produced both physically and mentally,” says Colonel Zoltan Krompecher, professor of military science. The Wounded Warrior Foundation is an organization that helps service members assimilate back into a community environment, as many of their wounds are long-standing. “Western’s ROTC cadets have come together to coordinate the 5K Wounded Warrior Race. I am pleased to have the opportunity to watch these young people and officials come together to help make this event a real success.”

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.

“We would like to extend this invitation not only to the WMU community but also to the community and businesses surrounding Kalamazoo as well as active runners throughout Michigan,” says Army Cadet Jason Sattler. “Our current goal is to get 600 total participants involved. I look forward to the community’s support in the race.”
For registration and further information about the race, please visit the Western ROTC 5K Wounded Warrior Race website.

Top 6 golf tips for having a great season on the links

Alumnus Jim Kitchen, BBA ’90, owner of Golf Tech in Novi, Mich., recently received the Customer Service Excellence Award from the Novi Chamber of Commerce. He and his business were honored for more than 20 years of service to customers. Kitchen has graciously offered his top tips for a great golf season.

1: **Properly Fit Clubs** – Have a qualified fitter help you select your clubs; this will pay off in the long run because you’ll see an immediate improvement in your scores, and you won’t be replacing your clubs as often.

2: **Lessons** – It is always a good idea to get some instruction, especially for beginners. Try to find someone who is easy to understand. Lessons do not have to be “intense” to be effective.

3: **Practice with a Purpose** – Practice should not be an hour of pounding balls. Pick one or two things to work on and focus on those. Of course, practice should be directed at the weakest parts of your game. Also, concentrating on the short game will always pay off with lower scores.

4: **Move up** – Don’t be embarrassed to play from the forward tees; there’s nothing to be gained by struggling with the back tees.

5: **Conditioning** – Taking time to get in a little better shape is a good idea. This will help your scores; you should see some added distance, and, most importantly, you’ll reduce the risk of injury.

6: **A Final Thought** – Stop trying so hard and stop trying to hit shots you have not practiced, and you’ll see your game improve almost immediately. This will also equate to more fun on the course, which will keep you out there and swinging.

Thank you to Jim’s friend and fellow Business Bronco Nick Philips, BBA ’90, for forwarding this story idea! **Share your story today.**

Save the date, Golf Outings!
APICS WMU Student Chapter Golf Outing on Saturday, April 21, at Lake Doster Golf Club, Plainwell, Mich., Noon Check-in and 1:30 p.m. Shotgun Start

Grand Rapids Alumni and Friends Golf Outing on Monday, June 18, at Egypt Valley – Stay tuned for details!

WMU Department of Marketing Scramble on Friday, August 24, at Heritage Glen Golf Club, Paw Paw, Mich. (tentative date) – Stay tuned for details!

Net-Inspect CEO to speak on re-growth of manufacturing

The use of technology in revolutionizing the manufacturing industry will be the topic of discussion at a talk on Tuesday, March 20 on the campus of Western Michigan University.

Mike Dunlop, CEO and founder of Net-Inspect, a technology-based quality system company, headquartered in Kirkland, Wash., will talk about the changes taking place in American manufacturing in Brown Auditorium in Schneider Hall, home of the Haworth College of Business. The talk begins at 7 p.m. is free and open to the public. Reservations can be made by contacting (269) 387-5050. Parking is available in the nearby Fetzer Center parking lot.

Dunlop’s talk, “The Rebirth of American Manufacturing through Supply Chain Excellence,” will provide perspectives on competitiveness, employment and the use of technology in the manufacturing environment.

After seventeen years in turnaround consulting, Dunlop, a British expatriate, founded QPM Aerospace in 1998, a company which he grew from $400,000 to $40 million in sales during the ten years he was at its helm. QPM was named by the Puget Sound Business Journal as one of the fastest growing private businesses in Washington State on three separate occasions.

Due to the critical nature of the aerospace components that QPM produced, Dunlop was continuously searching for ways to more effectively manage quality as it relates to complex components – and that led him to design Net-Inspect.

Net-Inspect is a web-based system that eliminates the need for traditional quality inspectors and prevents defective parts from ever being produced. The system is used across a broad spectrum of industries from aerospace and medical to electronics.
Now, eleven years since its inception, Net-Inspect is revolutionizing American manufacturing. The system is used by over 4,000 companies in 40 countries worldwide including Boeing, RollsRoyce, GE (Unison), Honeywell, Lockheed, Hawker, Cessna, Spirit Aerospace and many others.

Dunlop serves as a board member for Capital Industries (a northwest manufacturer founded over 50 years ago) and is an accomplished speaker who has presented at numerous conventions with audiences ranging from forty to five hundred. He lives in Bellevue, Wash., with his wife Karen. They have been married for over thirty years.

**From the classroom to the internet: marketing students turn a group project into e-business**

In the spring of 2011, five WMU students were assigned a group project in Paul Cartwright’s marketing 2500 class where they were challenged to design a product and create a corresponding business model. Little did they know that by the end of the semester they would get a lot more than they bargained for.

Students Michael Hoover, Eureka Jackson, Michael Kelly, Julie Biondo Ledbetter and Emily Yager decided instead of building upon an existing product or service for their project, they would create something entirely different. Their idea, URTTextbooks.com, is an alternative for students who are tired of paying retail prices for textbooks and selling them back for a fraction of what they paid. URTTextbooks.com offers a new and innovative way of buying, selling and trading textbooks directly between students with no middle warehouse or retailer.

Throughout the semester the students learned valuable lessons in teamwork, how to combine different opinions and ideas into one finished product. They developed independent thinking, the importance of meeting deadlines and many other lessons they will use daily after graduation. “Most importantly we learned that hard work pays off,” says Hoover. And it did, the students worked diligently on their project all semester in hopes of earning an A, but they ended up doing even better.

After their final presentation, Cartwright asked the group to stay after class. “We thought we did something wrong or were getting a bad grade,” recalls Biondo, but it turned out to be quite the opposite. Cartwright was so impressed by the students’ commitment to the project and their in depth presentation, that he offered them a business deal on the spot.
Work on the website began right after classes ended. The group met with Cartwright every Wednesday throughout the summer, and worked through the fall to get the website up and running by spring 2012. They worked tirelessly to give URTextbooks.com an edge over other book buyback sites. Not only do they offer student friendly prices for buying and selling, but also act as a national voice for students, listening to their concerns, lobbying for their issues and helping students achieve a healthy, productive and fun college experience. The website provides support for all college students whether they are trying to get adjusted to life on campus, applying for internships, seeking a tutor, finding housing or searching for a job after graduation. “The website is for students by students. We all agree that with more guidance as freshmen we would have done some things differently, and we want to provide that support for future students,” says Yager.

So what is the group’s vision for URTextbooks.com? All of the students are seniors, but plan to continue working on the business after graduation and are excited about the possibilities for the future. For now, they are getting the word out through social media, expanding service to large colleges throughout Michigan, and seeking out investors to help with web building costs. “I’m impressed with what they’ve done so far, but we know we need to do even more,” says Cartwright. Within the next few years they will begin traveling out of state, eventually creating a nationwide presence. The students’ hard work and diligence paid off through the success of their project, and now they will continue to apply that dedication to their ebusiness.

**Kalamazoo River Valley Trail is topic of April Keystone**

The Kalamazoo River Valley Trail System project will be the topic of the April Keystone Community Bank Breakfast Series.

Christopher Tracy, Kalamazoo River Trail campaign co-chair and attorney, and David Rachowicz, director of Kalamazoo County Parks, will discuss the history of the trail system, where it stands today and what the future holds in a talk at 8 a.m. Friday, April 27, in the Dean’s Conference Room of Schneider Hall, home of the Haworth College of Business. Their presentation, titled “Kalamazoo River Valley Trail: Going Places,” is free and open to the public.

The event begins with breakfast at 7:30 a.m. Reservations are required and can be made by calling the College dean’s office at (269) 387-6059. Parking is available in the nearby Fetzer Center parking lot.
Tracy began his career as a trial attorney working as an assistant U.S. attorney in Chicago. In private practice, he continues to litigate various types of civil and criminal matters ranging from intellectual property disputes, to complex corporate, commercial, health care and environmental cases, to defending against criminal charges.

Tracy has represented businesses of all sizes, from Fortune 500 companies to locally owned businesses. He also counsels his business clients with respect to corporate matters, including business and family succession planning. Tracy has substantial experience assisting clients with conservation easements and related land-use matters.

In 2011, Tracy was honored by Super Lawyers, a rating service of outstanding lawyers who have attained a high-degree of peer recognition and professional achievement. He has also published articles in the Journal of International Law and Practice.

Rachowicz has served as the director of Kalamazoo County Parks and Expo Center since December 2004. Kalamazoo County Parks operates five county parks, the Kalamazoo County Expo Center and Fairground, and the Kalamazoo River Valley Trail. In 2011, Kalamazoo County Parks served more than one million visitors at its seven locations.

Rachowicz is a graduate of Ball State University with a bachelor’s degree in Natural Resource Environmental Management and Outdoor Recreation Management. Previously, he was the parks director in St. Joseph County, Mich., for six years. He also worked in parks and recreation for Munster, Ind., and the Indiana Department of Natural Resources.

The Keystone Community Bank Breakfast Speaker Series is underwritten by Keystone Community Bank. The series provides an opportunity for the local community to hear top business leaders and WMU faculty, alumni and friends of the Haworth College of Business discuss current business related topics.

**Kalamazoo Marathon race director is March Keystone speaker**

The Kalamazoo Marathon will be the topic this month at the Keystone Community Bank Breakfast.

**Blaine Lam**, race director of the Kalamazoo Marathon and co-founder of Lam & Associates, a Kalamazoo-based community relations firm, will discuss the business
and economic impact of bringing a marathon to Kalamazoo, and will share his insights on improving the quality of life in the Kalamazoo community. The talk “The Making of a Kalamazoo Marathon” begins at 8 a.m. Friday, March 30 in the Dean’s Conference Room of Schneider Hall, home of the Haworth College of Business. His presentation is free and open to the public.

The event begins with breakfast at 7:30 a.m. Reservations are required and can be made by calling the College dean’s office at (269) 387-5050. Parking is available in the nearby Fetzer Center parking lot.

For the past 24 years, Lam & Associates has been involved in downtown development, economic development, human services, health care, the arts, youth causes and issues affecting schools, neighborhoods, transportation and the environment.

Lam’s firm works for companies and organizations ranging from the Kalamazoo County Circuit Court to the Kalamazoo Promise including Lam’s project — Share Kalamazoo, an initiative designed to draw 20- and 30-somethings back to Kalamazoo from big cities.

One of the many successful restructuring projects that Lam has been a part of was for the Lakeside Treatment and Learning Center. In its infancy the LTLC was an orphanage. Today the organization serves at-risk youth from Kalamazoo County and its neighbors.

Lam is a native of Boulder, Colo. and a graduate of the University of Colorado. He has lived in Kalamazoo for 42 years and has held positions as reporter and business editor for The Kalamazoo Gazette in addition to spending five years with the former Upjohn Company where he worked in community relations. He later worked at Borgess Medical Center for three years, prior to creating Lam & Associates.

Lam has been the interim executive director or administrator of eight different organizations in the area and has been involved in the running community for more than 35 years. He assisted in establishing the first local road race, the Kalamazoo Klassic and has been involved in the Borgess Run for the Health of It since its inception 33 years ago. Today the Borgess Run for the Health of It offers runners the option of running the Kalamazoo marathon, a half marathon or a 5K.

The Keystone Community Bank Breakfast Speaker Series is underwritten by Keystone Community Bank. The series provides an opportunity for the local community to hear top business leaders and WMU faculty, alumni and friends of the Haworth College of Business discuss current business related topics.
MBA students take first place in finance competition

A team of two students from Western Michigan University’s Master of Business Administration program recently placed first in the West Michigan Chapter of Association for Corporate Growth Cup Competition, winning a $5,000 cash prize.

Drew Guinn of Mattawan, Mich., and Matthew Maring of Kalamazoo shared the cash prize and reclaimed the traveling trophy won by WMU in 2010. The past three years of the competition involved two rounds. Each school held an internal first round followed by the West Michigan Chapter competition. New this year is a third intrastate round where the two best teams from the West Michigan Chapter will compete against the two best teams from the Detroit Chapter on Saturday, March 31.

“The ACG competition has been a great way to apply the classroom learning experience to real life,” says Guinn. “It provides an introduction into the merger and acquisition world that is invaluable to someone considering this field for a career. What’s really impressive, from a student’s point of view, is the commitment from the industry professionals to coordinate the competition and judge each round. The prize money is a nice reward for the weeks of late nights necessary to do well in the ACG Cup.”

“The competition, along with the Seminar in Finance course, taught by Dr. Robert Balik, associate professor of finance, has been the highlight of my graduate work at WMU,” says Maring. “The competition has provided great networking opportunities and real world experience. While there is a large time commitment I feel that all MBA students would benefit from this class and competition.”

The ACG Competition is designed to give MBA students real world experiences and invaluable insights into mergers, acquisitions, investment banking and private equity. Teams analyze complex business cases and present strategies including valuations, identification of capital markets, merger/acquisition alternatives and financing options. Prominent professionals from the corporate community and ACG membership apply their industry expertise as judges for the event. For WMU students, the competition is part of the course content in the Seminar in Finance course that focuses on entrepreneurship through acquisition.

The WMU winning team was announced at the ACG West Michigan meeting in mid-March. The WMU team placed first over the teams from Cornerstone University, Davenport University, Ferris State University and Grand Valley State University. At
the intrastate competition, which also has a cash prize of $5,000, the WMU team will compete against teams from the University of Michigan (winner, Detroit Chapter of ACG), Walsh College (runner up, Detroit Chapter), and Grand Valley State University (runner up, West Michigan Chapter).

About ACG
ACG’s 14,000 members include professionals from private equity firms, corporations and lenders that invest in middle-market companies, as well as from law, accounting, investment banking and other firms that provide advisory services. Founded in 1954, ACG is a global organization with 56 chapters. Learn more at www.acg.org. ACG drives middle market growth. Learn how at www.middlemarketgrowth.org.

Burnie, DeMello comment on Facebook IPO

David A. Burnie, Ph.D., CTP, CFA
National City Corporation Endowed Chair in Finance and Commercial Law
Professor of Finance
Department of Finance and Commercial Law

The filing of Facebook’s S-1 with the SEC on February 1st has focused the attention of the many market participants on the value of the company. The questions are meaningful to the market and investors given the magnitude of the possible valuations. The company has experienced rapid growth in revenues and net income the past few years as reported in the S-1. Revenues have grown about 120% (CAPG) from the 2007 and 2009 until 2011; net income about 134% over the since 2009 while EPS on a diluted basis has grown 114% since 2009. The growth in shares outstanding has slowed EPS growth.

The S-1 lists up to $5 billion in new shares at a Par value of $.000006. While it is unlikely that such a high number of shares will be offered, the impact of new shares will dilute the current performance numbers. The value of $75 to $100 billion for Facebook implies a multiple on 2011 revenues of 20 to 27 times respectively or 112 to 150 on 2011 net income respectively. These are high multiples by the broad market average standard, such as the S&P 500 in the range of 13 to 13.5.

Recent internet and technology firms had high multiples as well. Zynga had a 77.26 multiple of net profit; LinkedIn based on the IPO pricing had a 17.5 multiple on revenue and a 276 multiple on net profit. The degree of market success for recent IPOs has been less than spectacular. While LinkedIn IPOed at $45 and closed at the end of the day at $94.25 for an implied value of $8.9 billion it has oscillated considerably but as of the morning of 2/29/2012 is valued about $8.5 billion. Zynga
priced at $10 and closed lower. In February the market price has risen into the $13 range causing the market value to rise from the initial offering value of $7 billion to about $9.4 billion. Still less fortunate is Groupon, priced at $20 is around $19.87 with a flat growth in market value. The music/radio site Pandora went public at $16 a share and has traded below $16 for most of time since then and is now at $12.90.

A key issue to be concerned with is the monetization of the business and the path of long-term growth. The experience of the 1990’s illustrates that monetization is critical. The high valuations were based on traffic to sites, commonly referred to as number of eyeballs, but heavy looking did not mean cash flow. Today’s companies are doing better because they are getting revenue from advertisements, product sales fees and so forth. The high multiples are based on expected high growth rates in revenues and profits for a long time to come; while it is hard to estimate what is exactly implied in these possible valuations a degree of caution should be applied.

The choice to buy depends on growth and whether the key managers, such as Zuckerberg, can continue to push the number of users up from 845 million at past rates and also get them to spend more time on Facebook. Zuckerberg with some 28% ownership and 50+% voting control will clearly be interested in maximizing the value of Facebook. There is a lot to consider when making an investment in any company and perhaps more so in a business like Facebook. So check out the S-1 filing on Facebook.

Jim Demello, Ph.D.
Professor of Finance
Department of Finance and Commercial Law

Facebook’s recent S-1 filing for an IPO has resulted in a lot of discussion regarding the potential attractiveness of the stock and the future of the company itself. The word On the Street is that Facebook, with its 845 million users, is raising public funds so as to have the financial slack to combat competition from the likes of Google+, LinkedIn, and Twitter. While the potential $5 billion dollar stock issue could end up being significantly over-subscribed, what is still rather uncertain for many interested observers is the future performance, competitive strength, and life-cycle of the company, given the track record of other social networking sites like MySpace.

What this stock offering has done, though, is given us an idea of Facebook’s revenue stream and potential value ($75 -100 b), which can be used to compare with the likes of Google. It has also shown just how much control will be wielded by Mark Zuckerberg (58% of the voting rights), the founder, and how much money the founding partners are likely to pocket from the deal. Whether Facebook will become the next Google or will disappear into the cyber-black-hole like MySpace is still
anybody’s guess. I guess it really depends on whether the current move towards a Timeline is viewed positively and as not much of a loss of privacy by the die-hard Facebook fans. If it is, it won’t be long before the “socially networked” population latch on to the NBT (Next Big Thing).

**Rick DiBartolomeo, BBA ’81, Business, Innovation and the State of Michigan**

A typical day might find Rick DiBartolomeo, BBA ’81, at an early workout at the Detroit Athletic Club, attending a board meeting for one of the numerous boards where he holds a leadership role, taking a call from his son, Haworth College of Business junior Alex DiBartolomeo, or taking a call from Michigan Governor Rick Snyder’s office.

DiBartolomeo launched his career in the winter of 1981 with an internship at the Detroit office of Deloitte and upon graduation in December 1982 returned to the office as a full-time employee and so began a challenging, interesting and exciting career path. Eventually, DiBartolomeo was admitted to the partnership of Deloitte in 1995; one of the most memorable experiences of his career.

From the exhilarating experience of traveling overseas to working on initial public offerings to discussions about reductions in staff “that leave you with a knot in your stomach,” DiBartolomeo has demonstrated genuine thought leadership in the best and worst of economic climates.

His leadership ability has landed him on several boards, including the board of directors for the Detroit Athletic Club (incoming president 2012), Judson Center for Children (treasurer), The Michigan Association of CPAs, NextEnergy and Walsh College.

Someone else recognized DiBartolomeo’s experience and business acumen as well; then gubernatorial candidate Rick Snyder tapped DiBartolomeo to become his deputy campaign manager in charge of financial operations in April 2010. DiBartolomeo had taken early retirement from Deloitte in 2007 and was extremely active in the Detroit community. The goal of re-inventing Michigan and ensuring its vitality for his children and their children was something that appealed to DiBartolomeo, a Michigan native.

The result of the campaign – Rick Snyder was elected Governor. Upon his election, Governor Snyder asked DiBartolomeo to stay on and become the executive director of
the Rick Snyder for Michigan Committee. “I wanted to be a part of re-inventing Michigan. Sue and I will have three children in Michigan colleges next year and without innovation and leadership, what are we leaving them and our grandchildren?” questions DiBartolomeo.

Getting involved at a grass roots level has always appealed to DiBartolomeo. Among his other community service involvements, he exchanges his business suit for a clown suit as part of Detroit’s Distinguished Clown Corps, whose public appearances and march in America’s Thanksgiving Day parade, brighten the lives of children in the metro Detroit area.

And his grass roots, hands-on approach applies to WMU as well. Having served as a guest speaker for classes in the College of Business, an event host and a self-described “cheerleader for Western,” DiBartolomeo is quick to point out, “I put WMU at the top of the list in terms of reasons for my career success. The level of instruction that I received was top notch.”

Reflecting on his son’s WMU experience, DiBartolomeo recalls advice he has given to his son and would give to all young business professionals, “The key is coming up with new and innovative approaches and working hard to make those things happen. The other key is knowing that at the end of the day, family and friends are why you do what you do,” he says. DiBartolomeo has been careful to never lose sight of work-life balance, valuing his time with his wife of twenty-nine years, Sue, and their three children.

When asked what he sees as the biggest challenge to businesses today, DiBartolomeo quickly replies, “It is the challenge of innovation, forward thought and talent management. Today’s business person comes to the workplace with a more diverse and technical skill set than ever before but also a different approach to work style. A core question is whether the person adapts to the company or the company adapts to the new generation of workers. We have seen many companies adapt their work environments to their employees. It will be interesting to see what these work environments look like ten years from now.”

At the end of the day, being a positive change agent is what intrigues DiBartolomeo – in his own career and the business world at large.
Dawn Foods CEO to discuss global business challenges, opportunities

Release #1112-XX; March 8, 2011–Contact: Jeanne Baron; (269) 387-8433

KALAMAZOO—The top executive of a leading global food products company will be featured in the next Distinguished Speaker Series presentation sponsored by Western Michigan University's Haworth College of Business.

Carrie Jones-Barber, chief executive officer of Dawn Food Products, will present “Rising to the Challenge: Redefining Business While Staying True to Our Roots” at 5 p.m. Wednesday, March 21, on campus in Schneider Hall. Those planning to attend should register by Friday, March 16. The talk will be followed by a question-and-answer period and reception.

Dawn Food Products began as a bustling bakery in Jackson, Mich., nearly a century ago and has evolved into an international bakery supplier with more than 40 locations, 40,000 customers and 3,500 team members worldwide. Still headquartered in Jackson, it offers the food industry some 4,000 products and services, from a complete line of mixes, icings, glazes, fillings and frozen dough to fully decorated cakes, cookies and muffins.

Jones-Barber started with Dawn in 1985 and is the third generation of the Jones family to lead the company. During her tenure, Dawn has more firmly established its reputation as a global leader in the sweet side of bakery, expanding its reach to customers in more than 60 countries. Jones-Barber has served the company in several roles, including as president of Dawn Foods International, business development manager for Dawn Foods UK Ltd., chief information officer at the home office in Michigan, and U.S. sales representative.

She is active in industry and philanthropic groups and participated in the Women’s Leadership Forum through the Harvard School of Business. Jones-Barber earned a Bachelor of Business Administration from WMU and a Master of Business Administration from Northwestern University.

To register for Carrie Jones-Barber’s talk or obtain more information, contact WMU’s Cyntia Reeves at cyntia.reeves@wmich.edu or (269) 387-5069.
“Biggest Loser” contestant to speak in Kalamazoo

A Season 12 contestant on NBC’s “The Biggest Loser” and Western Michigan University alumnus and former Bronco football player, Mike Danley, BS ’71, will bring his message of motivation, health and wellness to Kalamazoo in a “Biggest Bronco Loser” special presentation.

“Coach Mike” Danley, will speak at 6 p.m. on Thursday, April 19, on WMU’s campus in Brown Auditorium of Schneider Hall. His presentation will be followed by a question and answer session and a complimentary healthy foods reception at 7 p.m. The event is free and open to the public and representatives from WMU and Bronson Athletic Club will be on hand to share health and wellness information and community resources with the audience. Parking is available in the nearby Fetzer Center lot. Reservations can be made by calling 269.387.5050.

The 62-year-old Danley, from Spencerville, Ind., is an assistant football coach at R. Nelson Snider High School in Fort Wayne, Ind., one of the more successful football programs in the region.

Although he was eliminated in the competition, the real success story is about how the show helped Danley lose weight through a healthy lifestyle. He currently weighs in at 213 pounds, down 96 pounds from his original starting weight of 309.

“The biggest challenge was within me,” Danley said of being on the show. “I am very competitive, but I just knew I had to change, and there had to be a makeover here that would help me in years to come. I didn’t look at it as competing against the other contestants. I knew they had their own goals and their own reasons for being there, mine were for health and longevity.”

Danley now runs drills with the Snider football team and looks forward to a long life with his family. “Fitness continues to be a journey for me, but it is a life-changing experience,” says Danley. “I am still in the process of working out and losing weight to better myself.”

The event is sponsored by Bronson Athletic Club and Holtyn & Associates in conjunction with the WMU Haworth College of Business, The WMU Center for Gerontology at the College of Health and Human Services, the College of Education and Human Development, Sindecuse Center’s Office of Health Promotion and Education, University Recreation and Western Wellness.
To arrange media coverage, please contact Valorie Juergens at 269-387-5964.

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