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Co-author to share secrets of networking through “SKIRTWorking” in two southwest Michigan events

Connections and relationships are critical components to achieving business success. And while not everyone is comfortable in settings where there are opportunities to extend a handshake and meet new people, that doesn’t mean that the art and skill of this valuable tool can’t be learned.

Michelle Alberda, BBA’89, senior financial advisor and co-author of “SKIRTWorking” (Sharing Knowledge Information and Resources Together), will share her thoughts on how to make the most of networking by using SKIRT techniques developed specifically for women in two separate events in both Kalamazoo and Grand Rapids, Mich. on Wednesday, Oct. 12.

The SKIRT concept, created by the book’s co-authors, takes people and businesses to the next level through new ideas and connections with others. The book grew to be a No. 1 Bestseller in the Women and Business category on Amazon.com, and remains among the top-rated books on the bestseller list today.

Alberda teamed up with co-authors Michelle Balog and Stacey Fleece over seven years ago after they recognized a shared and unified interest in the desire to capitalize on the power of networking. The idea of SKIRTWorking evolved from their collective insight.

Details of the events are as follows:

**Inforum Luncheon Event at Fetzer Center**
The Haworth College of Business is hosting Alberda, who will speak from 11:30 a.m. to 1:30 p.m. at a luncheon at the WMU Fetzer Center on Wednesday, Oct. 12. The event is being held in conjunction with Inforum, Michigan’s leading network of
professional women, dedicated to providing opportunities for women to lead and succeed.

The Fetzer Center is located on the campus of Western Michigan University at 2350 Business Court. Cost for the luncheon event is $30 for Inforum members and $45 for non-members or $350 per table of eight. Reservations are required by Oct. 5 and can be made through Inforum at: www.inforummichigan.org/events/skirtworking-michelle-alberda.

Reception in Grand Rapids
Also on Oct. 12, Alberda will speak at 6 p.m. at Noto’s Old World Dining, 6600 28th St. in Grand Rapids, Mich., at an event sponsored by the WMU FAMILY of Grand Rapids.

Reservations are also required for the evening event. Cost is $20 per person, which includes hor d’ouvres and keynote speaker. RSVP by Oct. 5 by calling 269.387.8746. Further information is available at: www.mywwmu.com/events/women/index.html.

Autographed copies of the book will be available for sale following both events.

Saving dogs is a passion for the Hartmans

Justin Hartman, BBA ’06, is an entrepreneur and animal lover who is providing dogs with a second chance at life. He is the president of Hartman’s Haven Dog Rescue, a non-profit organization in Conover, N.C.

Hartman created the organization in 2010 and has saved the lives of over 300 dogs by rescuing them from kill shelters, by having the dogs put up for adoption or moving them to other transports. Hartman and his wife, Crystal, foster dogs who are waiting for adoption, while also holding many other dogs until they are ready for transport to other rescue organizations throughout the Northeast and Midwest regions.

The Hartmans didn’t waste any time in devoting themselves to the cause. Upon establishing Hartman’s Haven Dog Rescue, they successfully pulled 59 dogs from kill shelters in the first month alone, and in the process, documented over 11,000 charitable miles driven, saving the lives of helpless animals.

Presently, the Hartmans are focusing their efforts on raising awareness of dog rescue through a documentary that will entail the many processes of rescuing dogs, including documenting flights and transports in rescue operations throughout the country. The
documentary will be used to spread awareness and to assist in fundraising for rescue organizations.

Prior to his charitable endeavors, Hartman received a BBA with a double major in accountancy and finance. He also holds a Master’s in Business Administration from Indiana Wesleyan University and is also currently pursuing certification as a certified public accountant.

Hartman is of Rotarian member status, and is thankful for the opportunity to take part in the Rotary Club by providing humanitarian service through his admirable efforts of rescuing dogs.

**New faculty join the College**

The Haworth College of Business welcomes the following new faculty members who joined the College this fall.

**Dr. Alhassan Gariba Abdul-Muhmin**, associate professor of marketing, earned a doctorate in marketing and master’s in international business, both from the Norwegian School of Economics and Business Administration in Bergen, Norway. He earned a bachelor’s in accounting from the University of Ghana and has over 18 years of experience teaching marketing courses at both the graduate and undergraduate levels. In addition, he has consulted for organizations in industries such as dairy production and marketing, large diameter pipes for oil and gas transportation, construction, and building materials retailing. His research interests include consumer decision making, price bargaining and negotiations, customer satisfaction, relationship marketing and customer relationship management.

**Dr. Stacey Fitzsimmons**, assistant professor of management, earned her doctorate in international business from Simon Fraser University in Vancouver, British Columbia, Canada. She earned a Bachelor’s in Business Administration and a bachelor’s in philosophy at Wilfrid Laurier University in Ontario, Canada. Her research interests include cross-cultural management, bicultural/multicultural identity, international business ethics and sustainability.

**Dr. Grace Lemmon**, assistant professor of management, earned her doctorate in organizational behavior and human resource management from the University of Illinois. She earned a bachelor’s in marketing from DePaul University. Her research interests include: employment relationships, psychological contracts, social exchange and gender and minority workplace experiences. Prior to joining the College, she was
employed with Georgia State University, working as a visiting instructor of organizational behavior. She was also employed as an instructor with the Department of Managerial Studies at the University of Illinois.

Dr. Kelley O’Reilly, assistant professor of marketing, earned a doctorate in management information systems from Utah State University. She has a Master of Business Administration and a bachelor’s in visual communications from WMU. Her research interests entail retail entrepreneurship and franchising focused on small and medium-sized enterprises. Prior to joining the College, she accrued over 20 years of experience in retail and service franchise businesses. She held executive-level positions at Fortune 100 corporations while managing sales, marketing, new product development, purchasing, advertising, training and retail management functions as a Certified Franchise Executive.

James Penner, assistant professor of accountancy, is a doctoral candidate from Virginia Tech. He earned a master’s in accounting and information systems, and a bachelor’s in accounting from Michigan State University. His research interests include capital market effects of financial reporting and the impact of media on capital markets. He is a CPA in the state of Michigan and was previously employed at the Detroit office of Ernst & Young.

Dr. Xiaodan “Abby” Wang, assistant professor management, earned her doctorate in management from Texas Tech University. She has a Master of Business Administration from Ohio University and a bachelor’s in economics from the University of International Business and Economics in Beijing, China. Her research interests include venture capital firms’ influence on entrepreneurial startups’ strategy and performance, internationalization of venture capital firms, new ventures’ alliance strategies and entrepreneurship in emerging/transition economies. Prior to joining the College, she taught part-time as a graduate instructor at Texas Tech. She earned the Best Doctoral Student Paper and Best Paper Award for the Strategy/Organizational Theory/International Management from the Southern Management Association Annual Meeting in 2010.
Outreach directors make plans to boost MBA enrollment

Two new outreach directors are scoping out the landscape in Kalamazoo, Grand Rapids and Battle Creek, to spur on recruitment and outreach efforts in the region for the MBA program.

Roxanne Buhl, director of the MBA program for Grand Rapids, and Alex Manga, director of the MBA program for Kalamazoo and Battle Creek, are busy examining everything they can about the program, the communities and the competition to develop and implement strategies to grow MBA enrollment.

Buhl is reaching out to human resource professionals, senior business leaders and community leaders in Grand Rapids, Mich., and neighboring locations. She is working with MBA alumni and current MBA students to help refer prospective students to the program. “Being in communication with alumni also helps to renew connections with area organizations where the alumni work,” says Buhl.

Buhl is meeting with community leaders to discuss opportunities for marketing through community activities to raise awareness about WMU’s MBA program.

A comprehensive promotion and advertising plan is under way, in coordination with WMU’s Extended University Programs.

Manga manages the outreach efforts of the Battle Creek and Kalamazoo MBA programs. He is conducting a needs analysis, and comparing Western’s program to other programs to determine where gaps and challenges are in the recruitment initiative.

Manga is focused on developing a media plan to promote the program, while he continues a hands-on approach of reaching out to potential students by getting out into the community.

“Prospective students are not only the customer, they are also the product of WMU’s environment,” says Manga. “It is our mission to inform students of what they can be, by leveraging unique selling points.”
Leisenring to headline WMU conference on International Financial Reporting Standards

This event has been postponed. More information will be provided as it becomes available.

Will the world be moving to a single set of accounting standards? There’s one Haworth College of Business alum who know more about this topic than most.

James Leisenring, MBA ’64, senior advisor, Financial Accounting Standards Board, is literally setting the standard. He joins James Kroeker, chief accountant, Securities and Exchange Commission to address accountants about a proposal to adopt the International Financial Reporting Standards at a day-long conference to take place at WMU in late October. The proposal would integrate the IFRS and generally accepted accounting principles (GAAP) standards into a single-set of high quality standards.

Hosted by the WMU Gamma Rho Chapter of Beta Alpha Psi, in conjunction with WMU’s Haworth College of Business, the IFRS conference, titled “What you need to know now!” will take place on Thursday, Oct. 27 from 7:30 a.m. to 4:30 p.m. at the Fetzer Center. Participants can receive eight credit hours of continuing professional education recognized by the State of Michigan for attendance at the event.

Key speakers, topics and highlights include:

· 8:10 a.m. - James Leisenring, Senior Advisor, Financial Accounting Standards Board, “History and Update of Convergence”

· 8:50 a.m. – Ron Edmonds, Vice-President and Controller, The Dow Chemical Company, “SEC Registrant Perspective”

· 10:10 a.m. – James Kroeker, Chief Accountant, Securities and Exchange Commission, “SEC Discussion on IFRS”

· 10:55 a.m. – Dr. Roger Tang, WMU Professor of Accountancy and Upjohn Chair of Business Administration, “Major Differences between IFRS and GAAP”

· 12:40 a.m. – James Leisenring, “Technical Project Updates”

· 1:25 p.m. – David Schmid, Partner, Transaction Services – Accounting and Financial Reporting, PricewaterhouseCoopers LLP, “Preparing Within the Core Practice of Assurance”
2:45 p.m. – **Dr. Ola Smith**, WMU associate professor of accountancy, will moderate a question and answer session.

Mike Eubanks, conference coordinator and president of BAP, says the goal of the conference is “for participants to gain insight and get familiar with some of proposed changes as it pertains to potentially adopting the international standards. The program will provide practical information to all levels of participants.

“In addition to professional accountants, we are inviting students from area business schools to participate in the day’s events,” says Eubanks. “We are targeting students at the senior and master level at WMU and surrounding universities.”

“The Beta Alpha Psi officers have spent much time and effort planning the conference,” says Dr. Don Gribbin, chair, Department of Accountancy. “The organization has demonstrated great initiative in this undertaking.”

Registration for the event is required by Wednesday, Oct. 12. For further information or to register, visit: [www.wmich.edu/business/ifrs](http://www.wmich.edu/business/ifrs). The registration fee is $299 for professional accountants and the event is free for students.

**Employers to meet Bronco Business Talent at Business Career Day**

More than 100 employers will arrive on the campus of Western Michigan University on Thursday, Oct. 27 for Business Career Day to recruit candidates for co-op, internship and full-time positions. Some will be scheduling on-campus interviews on the following day.

Hosted by Alpha Kappa Psi and the Career Center at Haworth College of Business, the annual Business Career Day provides employers the opportunity to meet with students during the event which runs from 10 a.m. to 3 p.m. in the East Ballroom of the Bernhard Center and to conduct interviews the following day. The fair is open to all students, alumni and the public.

Some employers will arrive on Wednesday, Oct. 26, for the Food Marketing Career Night, to deliver informative presentations and network with students at the Fetzer Center. In addition, many employers will be conducting on-campus interviews on Friday, Oct. 28 as well as in the weeks following the event.

“Students are encouraged to attend Career Day to meet hundreds of recruiters and WMU alumni representing diverse organizations and learn about opportunities in
accounting, IT, marketing, sales, management, supply chain and finance,” says Ade Weir, Business Career Day intern.

An up-to-the-minute list of participating employers is available using the QR code at right on your smart phone or from the Career Center website. Employers may also visit the Career Center website site until Oct. 20 to register to attend the Business Career Day.

Beginning Oct. 7, students are invited to pick up a “Business Career Day Booklet” from the Career Center at the Haworth College of Business.

“We are thankful for the commitment employers make to WMU by recruiting our talented students,” says Linda Ickes, director of the Career Center. “The 2011-12 Career Center premier partners are C.H. Robinson, Coyote Logistics, Enterprise Rent-a-Car, Kraft, Meijer, Stryker and Walmart. Additional employers sponsoring the event include American Transport Group, Borg Warner, New York Life and Northwestern Mutual Financial Network.

College Welcomes Prestigious Group for Awards Ceremony

The rock stars of the business and leadership world are headlining at the Haworth College of Business in early October. Yes, that’s right! Some of the most creative and innovative business leaders in the country will be on campus on October 7 to be honored at the Haworth College of Business Awards Ceremony, held during Homecoming week.

These alumni and friends represent the very best of the Haworth College of Business and are being recognized for their ethical and visionary leadership.

Haworth College of Business
Outstanding Alumni Achievement Award
Michael L. Gulino, BA ’65, MBA ’66
Chief Development Officer, ITT Mission Systems

With a career spanning 30 years in the defense industry, Gulino has been responsible for large-scale project management and significant revenue growth in the organizations in which he has worked. His career is a master class in best practices in management.
Haworth College of Business
Outstanding Service Award
Angela Davis Robinson, BS ’74
Senior Vice President, Administrative Services (Retired),
Federal Reserve Bank of Chicago

Robinson’s career of over 30 years at the Fed and her long-standing service to the Haworth College of Business Advisory Council have informed several notable College projects. Her service to the College has been thoughtful, inclusive, and visionary.

Haworth College of Business
Outstanding Young Alumni Award
Tyler J. Colton, BBA ’06
CEO, Michigan Braille Transcribing Fund

Michigan Braille Transcribing Fund is the largest Braille production facility in the nation and Colton has improved marketing, customer service, technology and efficiency and leveraged these areas for increased productivity.

Department of Business Information Systems
Outstanding Alumni Award
Matthew D. Mace, BBA ’98
President/CEO and Founder, BlueGranite Inc.

Mace is a trailblazer in the business intelligence community. A Top 40 Business Leaders Under 40 in West Michigan, his skills have elevated his firm to national prominence and his continued efforts on behalf of the Department of Business Information Systems are significant.

Department of Finance and Commercial Law
Outstanding Alumni Award
Todd A. Sanford, BBA ’83
CEO and Founder, Sanford Financial Services

Named a top financial advisor in the nation multiple times by multiple sources, Sanford has built a practice that is client-centered and successful. His service to the Department of Finance and Commercial Law and WMU has a significant impact.

Department of Management
Outstanding Alumni Award
Christopher J. Flum, BBA ’86
Vice President, Global Indirect Supply & Procurement, Harman International

A 25-year veteran in supply management and active member of several academic and supply management advisory councils, Flum is an expert in Integrated Supply Management and his long-standing relationship with WMU’s ISM Program has been pivotal to the program.

Marketing Hall of Fame Award
Patricia J. Daugherty, BBA ’80, MBA ’81
Division Director and Siegfried Chair in Marketing and Supply Chain Management (Emeritus), University of Oklahoma

A respected academic, prolific researcher, particularly in the area of logistics, and editor of several journals, Daugherty has an extensive list of publications and has also received numerous awards, including several best paper awards.

Marketing Hall of Fame Award
John E. Dillworth, Jr., BBA ’79
President/CEO, Goodwill Industries of Southwestern Michigan

Noted for his effective leadership skills, Dillworth spent much of his career making significant contributions to Food Service marketing at Kellogg Company and then brought his skills to Goodwill Industries of Southwestern Michigan, where he has several notable accomplishments.

WMU ROTC Wall of Fame
Rodney L. Faulk, BBA ’87
Colonel, U.S. Army
Commanding Officer, 310th Expeditionary Sustainment Command (Rear), Indianapolis, Ind.
Project Officer in Systems Acquisition for the U.S. Army Program Executive Office for Combat Support and Combat Service Support

Colonel Faulk has held numerous assignments from company to brigade level where his leadership has been exemplary. His awards and decorations have been numerous. His civilian career includes experience in banking and technology management.

Food and Consumer Package Goods Marketing
Outstanding Alumni Award
Brian J. Haaraaja, BS ’84
Senior Vice President/General Manager of the Eastern Division, Spartan Stores
A veteran of the food marketing industry with stints at Jewel, Shaws and Giant, Haaraoja then joined Spartan Stores. His broad experience in executive management of merchandising and category management have contributed significantly to Spartan’s bottom line.

Award recipients from additional Haworth College of Business academic programs may be recognized as well.

Link:  http://www.wmualumni.com/events/event_details.asp?id=177581

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