2016 Business
BUILD EXPLORE PREPARE Externship
Zhang Career Center
Haworth College of Business
WESTERN MICHIGAN UNIVERSITY
<table>
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<tr>
<th>Date</th>
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<tr>
<td>Tuesday, February 9, 2016</td>
<td>Business Externship Program Showcase</td>
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<tr>
<td>Wednesday, February 10, 2016</td>
<td>GO LIVE Day! – Externship opportunities available for viewing</td>
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<tr>
<td>Friday, March 4, 2016</td>
<td>Student Applications Due (by 5 p.m.)</td>
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<td>Monday, March 14, 2016</td>
<td>MATCH Day! Student Notification Day</td>
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<td>March 14-16, 2016</td>
<td>Enrollment Period: Students accept their match and select Professional Development Workshop; complete Extern Profile</td>
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<td>March 14 - April 15, 2016</td>
<td>Professional Development Workshops #1</td>
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<td>Friday, April 15, 2016</td>
<td>50 Questions and Company Research Sheets Due</td>
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<td>Wednesday, April 22, 2016</td>
<td>Externship date(s) must be scheduled</td>
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<tr>
<td>May 2-20, 2016</td>
<td>3-Week Externship Hot Spot</td>
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<td>Sept 8 - Sept 24, 2016</td>
<td>Professional Development Workshops #2</td>
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*This year’s business cards for the Business Externship Program Peer Mentors were provided by: Allegra*
Peer Mentors are available to answer any questions you may have about the program or application process. They can also provide insight about their own externship experiences.

The peer mentors may be contacted through email: careercenter-bep@wmich.edu
Peer Mentors are available to answer any questions you may have about the program or application process. They can also provide insight about their own externship experiences.

The peer mentors may be contacted through email: careercenter-bep@wmich.edu
The Business Externship Program is made possible through generous contributions from:

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The Business Externship Program is made possible through generous contributions from:

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- ECCU
- Eaton

**BEP BRONZE SPONSORS**

- C.H. Robinson
- Bayer Healthcare
- Johnson & Johnson
- Kellogg's
- Stryker

**AAM NORTH AMERICA**

Three Rivers Manufacturing Facility
What is a Business Externship?
- A career exploration opportunity that connects business students with professional mentors
- An unpaid opportunity, similar to a job shadow, that gives students a chance to explore a career of interest and professional mentors a chance to provide career advice to current students
- A way to gain information, knowledge, and experience to eliminate or select an academic major

What are the typical externship activities?
Each externship is different, but some of the possible activities include:
- Observation of day-to-day activities of professionals
- Informational interviews with your professional mentor and/or other staff members
- Facility tour
- Attendance at business meetings or lunches
- Short-term project, depending on the length of the opportunity

How long is an externship?
The length of each externship is determined by your professional mentor. A typical externship will range in length from 1 to 3 days, but could be longer at the employer’s request.

When will externships occur?
Most externships will occur during the "Hot Spot," the period immediately following the conclusion of spring semester at WMU, which is usually the first three weeks in May. Professional mentors may need to select a date outside of the "Hot Spot" and will arrange these dates directly with a student.

Who is eligible to apply and participate in the Business Externship Program?
In order to apply for the Business Externship Program, a student must:
- Intend to select a specific business major and have registered as Pre-Business Administration in the Business Advising Office (typically freshmen or sophomores)
- Attend and participate in professional development workshops (pre- and post-externship)

What do the small, medium, and large group sizes mean?
- Small = 1 - 4 people
- Medium = 5 - 9 people
- Large = 10+ people
APPLICATION PROCESS

All externship opportunities will be released on **GO LIVE Day!**

**To Apply:**

1. The [application](https://www.wmich.edu/business/career/externship) can be found online at www.wmich.edu/business/career/externship.
2. Click the Student Online Application button and log in to Secure Survey with your Bronco Net ID and password. Please note that a complete application requires a resume and application letter.
3. Students will have about four weeks to research all the opportunities and submit an application.
4. Visit the Zhang Career Center during the drop-in hours or make an appointment with a Peer Mentor to receive assistance with preparing the application documents.

*Submission of an application does not guarantee a match.*

**If a student is matched with an externship, how are they notified?**

- Students will be notified via email of a decision on Match Day!
- Once notified of a match, students will have just a few days to accept the externship match and select the date for attending the first required professional development workshop. Students will deliver their enrollment form to The Zhang Career Center in person during this enrollment period.
- When a student delivers their enrollment form, they will receive instruction to complete an online extern profile that will be provided to their mentor. A photo will be taken at this time and students are encouraged to dress professionally from the waist up for this picture.

**What are the required Professional development workshops?**

In order to participate in the Business Externship Program, students must attend and participate in two Professional Development workshops arranged by The Zhang Career Center.

- **Business Externship Program Workshop #1: Prepare for your Externship** will provide students with all the necessary information needed to be successful at the externship site. Topics that will be covered include:
  - Informational interviewing, including how to prepare to ask appropriate questions during the externship
  - Company research to prepare for a site visit—what do you need to know?
  - Business communication, business etiquette, corporate culture
  - Requirements after your externship—evaluation, thank you note, etc.
  - Students will receive and sign a series of documents, including:
    - Business Externship Program Learning contract
    - Liability release and confidentiality agreement

*Signatures on all documents are required to participate in the Business Externship Program.*

- **Business Externship Program Workshop #2: Conclude your Externship** will assist students with incorporating the externship into their career development and planning strategies. Topics that will be covered include:
  - How to include your opportunity on your resume
  - How to discuss your opportunity in an interview
  - Feedback on overall program experience
2016 PARTICIPATING COMPANIES

- Aerotek (MI) pg.14
- All-Phase Electric Supply Company (MI) pg. 15
- American Axle and Manufacturing (MI) pg. 17
- Bayer HealthCare (IN) pg. 18
- C.H. Robinson Worldwide, Inc. (IL) pg. 21
- Consumers Credit Union (MI) pg. 22
- Coyote Logistics (IL) pg. 23
- DeNooyer Chevrolet (MI) pg. 24
- DigitasLBi (MI) pg. 25
- Doner Advertising (MI) pg. 27
- Donnelly Penman & Partners (MI) pg. 28
- The Dow Chemical Company (MI) pg. 29
- Eaton Corporation (MI) pg. 31
- ECCU Educational Community Credit Union (MI) pg. 33
- Eliason Corporation (MI) pg. 34
- E & J Gallo Winery (MI) pg. 35
- Enterprise Rent-A-Car (MI) pg. 36 & 37
- Fetzer Center at Western Michigan University (MI) pg. 38
- Forberg Scientific (MI) pg. 39
- General Mills Inc. (MI) pg. 40
- Gordon Food Service (MI) pg. 41
- Graphic Packaging International (MI) pg. 43
- Haworth, Inc. (MI) pg. 44 & 45
- Heritage Community of Kalamazoo (MI) pg. 46
- Hershey Company (MI) pg. 47

*Bolded Companies are 2016 externship sponsors.*
2016 PARTICIPATING COMPANIES

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- The J.M. Smucker Company (OH) pg. 50
- John Deere (IL/IA) pg. 51
- **Lacks Enterprises (MI)** pg. 52
- Lake Michigan Credit Union (MI) pg. 55
- Meijer (MI) pg. 56
- Mercury Marine (WI) pg. 57
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- Target Stores (MI) pg. 74
- TFG Advisors, Inc. (MI) pg. 75
- Thomson Reuters (MI) pg. 76 & 77
- Total Quality Logistics (IL) pg. 78
- VandenBosh Capital Management (MI) pg. 79
- WMU Marketing Communications (MI) pg. 80
- 9th Circuit Court (MI) pg. 81

*Bolded Companies are 2016 externship sponsors.*
2016 COMPANIES BY CATEGORY

Accounting
Consumers Credit Union
DeNooyer
Donnelly Penman Partners
Dow Chemical
ECCU
Forberg Scientific
Haworth, Inc.
Lake Michigan Credit Union
Plante Moran
Quicken Loans
Seber Tans
State of Michigan
Target
Thompson Reuters
9th Circuit Court
(interest in law)

Any Business Major
Coyote Logistics
ECCU
Haworth, Inc.
Lake Michigan Credit Union
Lacks Enterprises
State of Michigan
Target
TQL
9th Circuit Court (interest in law)

Human Resources
Consumers Credit Union
DeNooyer
ECCU
Haworth, Inc.
Heritage Community of Kalamazoo
Graphic Packaging
Lake Michigan Credit Union
Quicken Loans
State of Michigan
Stryker HR
Target

Advertising and Promotions
DigitasLBi
Doner
ECCU
Fetzer Center
Haworth
Lake Michigan Credit Union
Quicken Loans
State of Michigan
WMU-University Relations -
Marketing Communications

Finance
American Axle & Manufacturing
Consumers Credit Union
DeNooyer
Dow Chemical
ECCU
Haworth, Inc.
Lake Michigan Credit Union
Plante Moran
Principal Financial Group
Quicken Loans
State of Michigan
Target
TQL
TFG Advisors
Vandenbosch Capital Management

ISM
American Axle & Manufacturing
Bayer HealthCare
CH Robinson
Consumers Credit Union
Coyote Logistics
Eaton
Eliason
Graphic Packaging
Haworth, ISM
John Deere
Lacks Enterprise
Mercury Marine
Navistar
Nolan Transportation Group
PepsiCo
State of Michigan
TQL
### 2016 COMPANIES BY CATEGORY

#### Food Marketing
- Bayer HealthCare
- E&J Gallo
- General Mills
- Gordon Food Service
- Hershey
- Hormel
- Meijer
- JM Smucker’s
- Meijer
- SC Johnson

#### Marketing
- Aerotek
- Consumers Credit Union
- DeNooyer
- ECCU
- Enterprise
- Fetzer Center
- Forberg Scientific
- General Mills
- Haworth, Inc.
- Hershey
- Hormel
- Lacks Enterprise
- Lake Michigan Credit Union
- Meijer
- Nolan Transportation
- Quicken Loans
- SC Johnson
- State of Michigan
- Stryker Marketing
- Target
- WMU- University Relations - Marketing Communications

#### IT
- American Axle
- Bayer
- Consumers
- Denooyer
- ECCU
- Haworth
- Optio
- Quicken Loans
- State of Michigan
- Thomson Reuters

#### Management
- CH Robinson
- Consumers Credit Union
- DeNooyer
- ECCU
- E&J Gallo
- Enterprise
- Fetzer Center
- General Mills
- Graphic Packaging
- Haworth, Inc.
- Hershey
- Lacks Enterprise
- Lake Michigan Credit Union
- Nolan Transportation
- Quicken Loans
- State of Michigan
- Target
- 9th Circuit Court (interest in law)

#### Sales
- Aerotek
- All Phase
- CH Robinson
- Consumers Credit Union
- Coyote Logistics
- DeNooyer
- E&J Gallo
- Enterprise
- Forberg Scientific
- Hershey
- Hormel
- Optio Data
- PepsiCo
- Quicken Loans
- Target
- TQL
Aerotek
(Grand Rapids and Kalamazoo, MI)

Desired Academic Areas: Sales and Business Marketing, Marketing

Website: www.aerotek.com/

Company Description: Aerotek, Inc. is a member of Allegis Group, Inc. family of hiring companies. Allegis Group is a $6 billion company with more than 8,000 clients, including 95% of the Fortune 500, around the world. We are the largest privately held staffing firm in the United States and ranked among Forbes top 100 largest private companies overall. Aerotek, a division of Allegis Group, provides our clients with highly skilled professionals in the Scientific, Commercial, Engineering, Environmental & Energy, Automotive, Aviation, and Professional Services fields. We have over 400 field offices that are located all across the United States, Canada, and Europe. The world’s top Fortune 500 companies count on us to provide the people they need to continue their history of success. Aerotek is currently seeking high-energy, motivated individuals for our recruiting and sales management positions!

Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

Externship Length: 1 Day

Daily Time: 9:00 a.m. to 4:00 p.m.

Externship Dates: May 11, 18

Group Size: Medium

Externship Description:

- Showcase the daily activities, challenges and requirements of an organization.
- Demonstrate how an organization may align with different majors
- Allows a student to gain exposure to an organization by introducing them to their culture
- Identification of potential candidates for internships and full-time positions
- Participation in a unique program that gives Western Michigan University students competitive advantage

Desired Academic Areas: Sales and Business Marketing
All-Phase Electrical Supply / CED
(Grand Rapids, MI)

Desired Academic Areas: Sales

Website: www.cedcareers.com

Externship Length: 1 Day
Daily Time: 8:00 a.m. to 2:00 p.m.
Externship Dates: May 3, 10
Group Size: Small

Company Description: We’re one of the nation’s largest electrical supply distribution networks, with nearly 600 locations in 47 states. We distribute just about every piece of equipment that keeps your lights on, your energy flowing and your lifestyle comfortable. Our products — and opportunity — are all around you. Our Mission is to be the #1 supplier of electrical products for each of the markets that we serve. We hire highly motivated, success driven, extroverted individuals. We love to hire WMU grads and have a successful track record over the past 10 years.

Attire: Business Professional (For Women: Pant or Skirt Suit; For Men: Suit and Tie)
Closed toe shoes are required. Long hair must be able to be tied back, or worn up.

Externship Description: First thing in the morning, you will get a tour of our facility. Meet the office staff, see the warehouse and then get to sit down and have a 10-15 minute conversation with each employee in each position. The late morning/afternoon will be filled with ride-a-long sales calls and a customer lunch. The day will wrap up around 2 pm.
Professional Behavior Tip 1:

Be enthusiastic!

Bring a positive attitude to your externship. Most employers won’t be impressed by someone who has a negative presence or seems like they are uninterested in what is going on. A smile and friendly demeanor go a long way to showing interest.
American Axle and Manufacturing (Three Rivers, MI)

Desired Academic Areas: Finance, IT, Integrated Supply Management

Website: www.aam.com/

Externship Length: 3 Days

Daily Time: 7:00 a.m. to 3:30 p.m.

Externship Dates: May 3, 4, 5

Group Size: Small

Company Description: AAM was founded in 1994, with manufacturing expertise rooted in more than 90 years of experience. Today, it is a leading, Tier-One global automotive supplier of driveline, drivetrain and related products which include axles, chassis modules, driveshafts, power transfer units, transfer cases, chassis and steering components, drive heads, crankshafts, transmission parts and metal-formed products. The Three Rivers Manufacturing facility was one of the 5 original locations. It is AAM’s largest manufacturing facility in the United States, and the second largest in the world.

Externship Description: Work with a variety of areas within both their chosen majors, and introduce them into new areas.


BEP SPONSOR!

BRONZE
**Externship Description:** We will expose the externs to the cross-functional nature of the CLSC organization and give them the opportunity to observe the day-to-day activities of current employees in the functional areas that align best with the student’s areas of interest. Externs will experience the wide variety of technology we use daily and give them a basic understanding of the technology terminology used in the business environments. Finally, we will provide the externs with the opportunity to interact with the Vice President of Distribution & Logistics for Bayer HealthCare, and the CLSC Leadership Team.

“I learned ways to enter the business world and overall it made me less stressed in finding a job after college.”
- Former Extern

**Attire:** Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
Professional Behavior Tip 2:

Do Your Research!

While the purpose of an externship is for you to get more information, you should still do your research on the company and industry before you get there. You certainly don’t have to be an expert, but the more you know ahead of time, the more intelligent questions you’ll be able to ask, and the more interested and capable you’ll look.
Professional Behavior Tip 3:

Engage!

Your professional mentor(s) are here to interact with you. Ask questions! This is an opportunity for you to learn everything you could possibly want to know about your future career. Engage in conversations with us! Pick our brains. The experience will be better on both sides.
**C.H. Robinson**

*(Chicago, IL)*

**Desired Academic Areas:** Management, Marketing.

*Students with a sales or ISM focus would be a plus.*

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**Externship Length:** 1 Day

**Daily Time:** 8:30 a.m. to 3:30 p.m.

**Externship Dates:** May 9, 13, 16, 20

**Group Size:** Large

**Externship Description:** The aim of the program is to offer students learning opportunities within sales and third party logistics to enhance their potential and to prepare them for their career path ahead. This is a one-day seminar that will expose students to multiple facets of sales in the transportation industry such as: business relationship management, negotiation techniques, lead generation and our global platform. Students will also have the opportunity to meet with WMU alumni, and well as receive resume and interviewing tips.

**Attire:** Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

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**Company Description:** As a global provider of multimodal transportation and produce services, we operate through a network of more than 10,500 talented employees in offices throughout North America, South America, Europe, Asia, and Australia. We are the largest third party logistics (3PL) company in North America, and our services extend to more than 42,000 customers globally.

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**Website:** www.chrobinson.com
Consumers Credit Union (Portage, MI)

Desired Academic Areas:  
Accountancy, Finance, IT, Management, Marketing, Sales

Company Description: Headquartered in Kalamazoo, Michigan, Consumers Credit Union has more than $500 million in assets and has averaged 18% annual growth for 27 consecutive years. Locally owned since 1951, we serve over 55,000 individuals and businesses through 14 offices and more than 200 free ATM locations in Kalamazoo, Portage, Coldwater, Holland, Lawton, and South Haven, plus 30,000 free Co-op Network ATMs nationwide. A full-service financial institution, we’re dedicated to providing personal, professional service designed to support all your financial needs through great rates, versatile products, and technology-based enhancements.

Externship Length:  1 Day
Daily Time: 9:00 a.m. to 5:00 p.m.
Externship Dates: May
Group Size: Small

Externship Description: The externs will have the opportunity to meet in a group and learn about the company, ask questions, and receive an employer’s perspective on what they look for in new employees. The externs will then have time to shadow the supervisor of the business area in which they are interested.

Attire: Business Professional (For Women: Pant or Skirt Suit; For Men: Suit and Tie)

“I would have never considered working for a bank before this experience, but now I would definitely consider it!”
- Former Extern

Website:  
www.consumerscu.org/AboutUs/
Company Description: Coyote is the fastest-growing privately owned logistics and transportation company in the country. Coyote delivers the inherent cost advantages and flexibility of a non-asset based model without compromising on visibility, control, or reliability. Coyote’s non-asset based business model depends on a highly trained and motivated workforce as well as proprietary software technology to create innovative solutions in freight management. With a network of offices throughout North America, Coyote attracts a broad range of customers in industries such as food & beverage, metals, forest products, consumer products, plastics, and U.S. government property.

Externship Description: The purpose of the Coyote Logistics, LLC externship is for current college students to explore all aspects of our growing 3PL. The externship will begin with a general Coyote informational session in which you will learn about our proprietary internal software program. After learning the basics of the industry, you will have the opportunity to explore the following different roles by shadowing current

“I gained insight on what my future could hold. I learned how important it is to get your name out and to ask questions.“
- Former Extern

Attire: Casual
DeNooyer Chevrolet
(Kalamazoo, MI)

Desired Academic Areas:
Accountancy, Finance, IT, Human Resources, Marketing

Website: www.deenooyer.com

Externship Length: 3 Days
Daily Time: 9:00 a.m. to 5:00 p.m.
Externship Dates: May
Group Size: Small

Company Description: DeNooyer Chevrolet is a family owned and operated automotive sales and service business that has been serving the needs of the Kalamazoo area for over three generations. We value hard work, a commitment to excellence and employee loyalty. We know that to stay relevant, we must change and adapt, and that's why we recruit people who bring fresh ideas and innovation to the table. We strive to hire candidates who help us "break the mold" by being the most caring, resolute, customer-oriented, and driven people available in today's job market. Let us show you how a career in the automotive industry is not only rewarding, but fulfilling and attainable.

Externship Description: Students will rotate through several different departments depending on their interests. Departments may include: sales, finance, accounting, human resources, customer service, and marketing. Students will experience day to day functions of these departments.

Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
DigitasLBi
(Detroit, MI)

Desired Academic Areas:
Advertisement and Promotions

Website: www.digitaslbi.com

Externship Length: 1 Day
Daily Time: 9:30 a.m. to 4:00 p.m.
Externship Dates: May
Group Size: Small

Company Description: We’ve got 40 offices in 25 countries, each one helping to upend and redefine the landscape of strategy, creativity, media and technology. We’re pumped about the accolades we’ve earned – such as Titanium Lions, Gold Pencils and making LinkedIn’s Most In Demand Employer List of 2014 – but what energizes us most is the people we work with, the clients we work for and the never-ending challenge that confronts us: Producing amazing creative, day after day.

Externship Description: Externs at DigitasLBi will be offered an opportunity to meet with and job shadow different employees from various disciplines within the organization. They will meet with a recruiter to review and critique their resumes and discuss interviewing tips. They will also discuss and compare experiences with current DigitasLBi summer interns. The day will end with externs participating in an all staff meeting where they will get exposure to the true culture of the company.

Attire: Casual
BUSINESS EXTERNSHIP PROGRAM
APPLICATION LETTER GUIDELINES

1. Your application letter must be typed. Make sure your name is on all pages of your letter.

2. Make sure the file name of your application letter includes your first and last name; ex: John Doe Application Letter.

3. The letter should follow “cover letter guidelines” Find this link at www.wmich.edu/business/career/cover-letter

4. Include the following information when writing your letter:
   a. One or more unique characteristics about yourself that make you a good candidate for the Externship program overall. Provide evidence of your achievements, accomplishments, skills and experiences.
   b. Discuss where you are in the career development process. (Still exploring majors and careers; Know which majors and careers you do not want; Think you know which major or career you want; Know which major and career you want and want to understand it better.)
   c. Provide information about which majors you are exploring or whether you have settled on one major.
   d. Discuss why you want to be a part of the program.

5. Convert your application letter to a PDF and upload the PDF version to ensure your format does not change.

6. When you complete the online application found at www.wmich.edu/business/career/externship, you will be asked to submit a copy of your letter. Make sure to click the "Upload" button to submit the PDF version of your application letter. You will see a message that says "Upload Successful."

Sample Externship Application Cover Letters can be found on page 52 of this catalog.
Doner
*(Southfield, MI)*

**Desired Academic Areas:**
Advertising and Promotions

**Website:** www.doner.com

**Externship Length:** 1 Day

**Daily Time:** 10:00 a.m. to 4:00 p.m.

**Externship Dates:** May

**Group Size:** Small

**Company Description:** Doner is a full-service, advertising agency that has built on its strong creative legacy to create a truly modern, integrated creative network with offices in Detroit, Atlanta, Cleveland, London and Los Angeles. Doner moves at the speed of business, offering true integration and total activation through proprietary tools and in-house proficiencies including a multi-platform production studio, media planning and buying capabilities, a state-of-the-art digital technology hub and the Doner Social Currency Index. With over $1 billion in billings, Doner is a part of the MDC Partners network and serves clients including AutoTrader.com, Chrysler Group LLC, and The Coca-Cola Company, and Serta.

**Externship Description:** Student will be exposed to project management, media planning, creative work and production. Most of the day will be job shadowing Doner employees in their expert fields. We are happy to cater the externship to the students specific interests.

**Attire:** Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

**EXTERNSHIP SINCE**

2012!
Donnelly Penman and Partners *(Grosse Pointe, MI)*

**Desired Academic Areas:** Accountancy, Finance, and Personal Financial Planning  
**Website:** www.donnellypenman.com

**Company Description:** We are a small (10 employees) investment banking firm based in Grosse Pointe, MI covering the automotive/transportation and banking industries. We assist companies with mergers and acquisitions, divestitures, valuations, capital raising, strategic planning, etc. We are also a registered SEC/FINRA broker dealer and SIPC member. Some of our cultural attributes include employee ownership in our company, highly motivated employees, open communication, mutual respect, providing very good benefits, low employee turnover, a nice office environment, etc. Although we don't hire a lot of employees due to our size and low turnover, we would hire qualified WMU grads who fit in our company.

**Attire:** Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

**Externship Length:** 1 Day  
**Daily Time:** 8:30 a.m. to 4:30 p.m.  
**Externship Dates:** TBD  
**Group Size:** Small

**Externship Description:** Extern will meet/interview/shadow with several employees at all levels in the company and become familiar with their respective roles, participate in client conference call and/or meetings, may be assigned a minor project/task etc.

**EXTERNSHIP SINCE**  
**2010!**
**The Dow Chemical Company (Midland, MI)**

**Desired Academic Areas:** Accounting, Finance

**Website:** www.dow.com

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**Externship Length:** 2 Days

**Daily Time:** 8:00 a.m. - 5:00 p.m.

**Externship Dates:** May

**Group Size:** Medium

**Company Description:** Dow connects chemistry and innovation with the principles of sustainability to help address many of the world's most challenging problems such as the need for clean water, renewable energy generation and conservation, and increasing agricultural productivity. Dow delivers a broad range of technology-based products and solutions to customers in approximately 160 countries and in high growth sectors such as electronics, water, energy, coatings and agriculture. In 2012, Dow had annual sales of $56.8 billion and employed approximately 54,000 people worldwide. The Company's more than 5,000 products are manufactured at 188 sites in 36 countries across the globe.

**Attire:** Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes)

**Externship Description:** The Dow Chemical Business Externship program offers participants an opportunity to experience firsthand the different roles and responsibilities of an accountant. Participants will also have an opportunity to experience the various accounting roles by job shadowing Dow accountants as they explain their day to day duties. In addition, participants will have the opportunity to ask a panel of recent new hires questions regarding the transition into a full-time employment position.
Professional Behavior Tip 4:

**Check Your Expectations!**

Make sure that you are experiencing the entire externship opportunity! Even if you realize that you are not interested in the content of the opportunity, take all of the knowledge and information that you can.
Eaton
(Galesburg, MI)

Desired Academic Areas:
Integrated Supply Management

Website: www.eaton.com

Externship Length: 2 Days
Daily Time: 8:00 a.m. to 5:00 p.m.
Externship Dates: May
Group Size: Medium

Company Description: Eaton is a global technology leader in power management solutions that make electrical, hydraulic and mechanical power operate more efficiently, reliably, safely and sustainably.

Externship Description: We will walk students through the Galesburg facility as well as an Eaton plant. They will learn about the four areas in supply chain, purchasing, program management, materials and logistics. Lastly, they will be given the opportunity to chose one of the areas to sit in for an afternoon.

Attire: Business Professional for one day and Casual the other day.

“I learned more about the supply chain related terms and practices, such as: commodity management, cost out practices, sourcing activities and SIOP (sales, inventory, operations planning).”
- Former Extern
Network!

Take every opportunity to connect with every employee of the company that you are attending. You never know who may be interviewing you in the future.
Educational Community Credit Union (Kalamazoo, MI)

Desired Academic Areas:
Accountancy, Finance, Management, Marketing, IT

Externship Length: 2 Days

Daily Time: 9:00 a.m. to 4:00 p.m.

Externship Dates: May

Group Size: Large

Company Description: Founded in 1935, ECCU is a not-for-profit financial institution (a co-op), serving a defined member group. ECCU offers our membership a full range of consumer and business savings and checking account options, as well as a full line of consumer and business loans, mortgages, and credit card opportunities. Employing more than 150 skilled team members, ECCU serves more than 36,000 members via our seven branch locations, more than 30,000 free nationwide ATMs, and a nationwide credit union service center network.

Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

Externship Description: Day One is spent in a group setting, meeting with ECCU's management team, touring and learning about each department (Finance, Human Resources, Lending, Marketing, and Operations) as well as IT, ECCU's call center, and various member service and management opportunities. Day Two is spent job shadowing key people in the department(s) of the student's choice, learning more about the responsibilities and what is required to be successful.

"I was able to gain insight as to how individuals work together in the financial industry to make the company function as a whole."
- Former Extern

Website: www.eccu1.org
Eliason Corporation

(Kalamazoo, MI)

Desired Academic Areas: Integrated Supply Management

Company Description: Custom manufacturer of commercial double action traffic doors for the restaurant, retail, grocery, and industrial marketplace. We have utilized WMU for ISM internships and have hired six of our interns in the last decade.

Externship Length: 1 Day

Daily Time: 7:00 a.m. to 5:00 p.m.

Externship Dates: May

Group Size: Small

Externship Description: Spend time with each discipline: supply chain, customer service, manufacturing, finance, engineering, marketing, and purchasing. Will also spend time with the General Manager to understand each department and how they interact with each other.

Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

Externship since 2010!
E & J Gallo Winery
(Detroit, MI)

Desired Academic Areas:
Management, Marketing

Website: www.gallo.com

Externship Length: 2 Days

Daily Time: 8:30 a.m. to 5:00 p.m.

Externship Dates: May

Group Size: Large

Company Description: Over the past eight decades, the E&J Gallo Winery has become the world’s foremost winery in the art and science of grape growing and winemaking and in the distribution and marketing of wines worldwide. With wineries strategically located in various parts of California and access to grapes from vineyards in all of the premier grape-growing areas of California, Gallo produces wines in every category to suit every taste.

Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

Externship Description: We'll kick off the 2 day externship with a welcome luncheon so the students can get to know our team. From there, learn about Sales Leadership through an interactive training module. Once that concludes, students will work hands-on with our Customer Development and Shopper Marketing teams on real-world business scenarios to come up with solutions. The team will get together that evening for a fun group outing. On day 2, you'll get the chance to spend an entire day job shadowing a current Sales Consultant so you learn the ins and outs what it takes to be successful working with Gallo.
Company Description: Enterprise Holdings is the parent company of all three brands of rental car agencies: Enterprise Rent-A-Car, National rent-A-Car and Alamo Car Rental. Each of these companies has a specific "brand" and a specific customer base, such as insurance replacement, business traveler, retail customer. Additionally we have Enterprise Fleet Management which leases fleets of vehicles to companies. The biggest ideas are often the simplest. Our founder, Jack Taylor, had an idea to focus the resources of Enterprise on the satisfaction of our customers and the success of our employers. And, in his words, "The rest will take care of itself". For more than 50 years, his innovative commitment has held true and we continue to be recognized for our world-class customer service and the way we advance our professionals.

Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

Desired Academic Areas: Marketing, Sales, Management, Entrepreneurship

Externships: (Descriptions/Information on following page)
- Enterprise - Daily Rental
- Enterprise - Fleet Marketing

Website: www.enterprise.com

EXTERNSHIP SINCE

2010!
Enterprise Rent-A-Car: Daily Rental

**Externship Description:** Extern will shadow an area manager through their daily activities including sales calls, employee performance development meetings, planning time, customer interactions, fleet planning, etc.

**Externship Length:** 1 Day

**Daily Time:** 8:30 a.m. to 4:30 p.m.

**Externship Dates:** TBD

**Group Size:** Small

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Enterprise Rent-A-Cat: Fleet Marketing

**Externship Length:** 1 Day

**Daily Time:** 8:30 a.m. to 4:30 p.m.

**Externship Dates:** TBD

**Group Size:** Small

**Externship Description:** Extern will shadow our Fleet Manager through his daily activities including fleet planning meetings, external sales calls, employee meetings, reporting, conference calls, logistics, etc.
Fetzer Center
(Kalamazoo, MI)

Desired Academic Areas:
Management, Marketing

Company Description: The Fetzer Center is a conference and banquet facility that is located on the campus of Western Michigan University. We serve the WMU community as well as the corporate and social clientele of West Michigan. Our staff is composed of full time, part time and internship workers. Many are current WMU students and alumni. This professional culture provides over 80 years of meeting and event planning experience to our clients. It is our pleasure to work each day with clients that plan events with us and bring with them a diverse and interesting background.

Extership Description: Externs will work within the Fetzer Center to create meeting spaces and assist in the execution of the preparation of the event. Depending on the calendar and schedule of our clients needs will determine what exact duties will be performed. There maybe some preparation work within the banquet area and also opportunities to work with the Outside Sales Representative.

Attire: Business Professional (For Women: Pant or Skirt Suit; For Men: Suit and Tie)
Forberg Scientific, Inc.  
(Troy, MI)

Desired Academic Areas:  
Accounting, Sales and Marketing

Externship Length:  2 Days

Daily Time: 8:00 a.m. to 5:00 p.m.

Externship Dates: May

Group Size: Small

Company Description: Forberg Scientific (FSI) is a Troy MI based distributor and manufacturers rep, specializing in industrial Instrumentation products and service. FSI has six branch sales offices in the Midwest. Our team emphasizes the importance of the customer experience, sales growth, and continual improvement. Recent marketing efforts have been focused on branding, web-site improvements, SEO, social media and e-mailers. FSI web-sites offer on-line shopping and many other services for our customers.

Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

Externship Description: An Externship for marketing students will involve two days at our Troy MI work place, broken up into four areas. Half day with the President of Forberg Scientific, half day in our marketing and web-development department, half day with inside sales and a half day in our warehouse. In each segment the student will learn about how an industrial distributor operates and conducts business. For accounting students, the sessions will be with our accounts payable and accounting supervisor observing and understanding how they conduct their daily routine.

Website: forberg.com
General Mills
(Sterling Heights, MI)

Desired Academic Areas:
Management, Marketing, Food & CPG Marketing

Company Description: General Mills, Inc. currently the world's 6th largest food company is an American Fortune 500 corporation, which is headquartered in Golden Valley, Minnesota, a suburb of Minneapolis. The company markets many well-known brands, such as Betty Crocker, Yoplait, Pillsbury, Green Giant, Old El Paso, Häagen-Dazs, Cheerios, Food Should Taste Good and Wanchai Ferry. Their brand portfolio includes more than 100 leading U.S. brands and numerous category leaders around the world. The Foodservice Division concentrates on the sales and marketing of food products that are consumed away from home; in most instances in the non-commercial environment.

Externship Description: Overview of the foodservice industry and possible careers, overview of General Mills Foodservice, spend one day with a General Mills Account Manager making one or more calls on a foodservice distributor, spend one day with a General Mills Foodservice Operator Specialist making 3-5 calls to sell products to end-users.

Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

Externship Length: 3 Days
Daily Time: 8:00 a.m. to 5:00 p.m.
Externship Dates: May
Group Size: Small

Website: www.generalmillscf.com
Gordon Food Service  
(Grand Rapids, MI)

**Desired Academic Areas:**  
Food and CPG Marketing

Website: www.gfs.com/en

**Externship Description:** 1-2 days of job shadowing opportunities with Associates that have recently graduated from our Leadership program. An opportunity to learn more about the practices of Gordon Food Service in a variety of different departments.

**Company Description:** For over 115 years, we have been driven to providing our best to our customers, and to our employees. As the largest family-operated food service distributor in North America, we have a long history of pursuing positive partnerships and innovative ideas, so that we can continue to grow and help you achieve your professional goals.

**Attire:** Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
Professional Behavior Tip 6:

Honor your commitments!

Show up when you say you will. 85% of success in life is related to just showing up.

Zhang Career Center
Haworth College of Business
Western Michigan University

ONE COMPANY. ENDLESS POSSIBILITIES.
Kellogg Company is the place where you can grow. Come explore our internship & career opportunities. Together, we can unlock an even brighter future for our company and ourselves.

Kellogg’s
GROW WITH US
Graphic Packaging International

*(Kalamazoo, MI)*

Website: www.graphicpkg.com

**Desired Academic Areas:** Human Resource Management, Management, and ISM

**Externship Length:** 1 Day

**Daily Time:** 8:00 a.m. to 4:00 p.m.

**Externship Dates:** May

**Group Size:** Small

**Company Description:** Graphic Packaging International, Inc. is a premier paperboard packaging company serving the food, beverage and consumer product markets. Headquartered near Atlanta, Georgia, in the U.S., Graphic Packaging has over 12,500 employees working in more than 60 locations in North and South America, Europe and Asia. We are committed to workplace diversity and offer compensation and benefit programs that are among the best in the industry to reward the talented people who make our company successful.

**Attire:** Steel toed or safety shoes preferred. Closed toed, rubber-soled shoes required. Casual dress: slacks and a comfortable shirt; no skirts, dresses, or heels.

**Externship Description:**

Human Resources: You will see the link between the resource of our employees and how they drive results. You'll take a facility tour through our operations so that you understand what we do. You'll see the yearly human resources business plan to understand our strategy for achievement. You will then see an introduction to collective bargaining (labor unions).

Logistics Management: You will have a robust facility tour, including an in-depth look at how our shipping department works. Then, you will spend time in various areas, seeing the broad scope of materials management, equipment scheduling, supply procurement, and insight into customer service from a supply chain perspective.
Company Description: Globally, Haworth improves workplaces with award-winning furniture, interior architecture and technology solutions to help customers achieve business goals, transform culture, as well as support collaboration and innovation. Research + design drive a deep understanding of agile workplace needs and are at the center of the company’s strategy. Haworth is committed to protecting and restoring the environment, creating economic value, as well as supporting and strengthening its communities. Founded in 1948, Haworth remains family-owned and privately-held and serves markets in more than 120 countries through a global network of 600 dealers.


Exterships: (Descriptions/Information on following page)
- Haworth - General
- Haworth - ISM

“...The experience at Haworth was amazing. I gained a lot insight into how the company operates day-to-day and what they look for in a prospective intern or employee.”
- Former Extern

Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
*Comfortable walking shoes*
**Haworth - General**

**Externship Length:** 3 Days

**Daily Time:** 8:30 a.m. to 3:30 p.m.

**Externship Dates:** May

**Group Size:** Medium/Large

**Externship Description:** During the externship, students will be paired with individuals from their specific areas of interest for job shadowing. Students will also receive tours of our headquarters and manufacturing facilities and will also participate in several professional and personal development activities.

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**Haworth - ISM**

**Externship Description:** Students will meet with members within the organization specializing in Planning, Customer Service, Scheduling, and Logistics.

**Externship Length:** 2 Days

**Daily Time:** 8:00 a.m. to 5:00 p.m.

**Externship Dates:** May

**Group Size:** Small
Heritage Community of Kalamazoo (Kalamazoo, MI)

Website: www.heritagecommunity.com

Desired Academic Areas: Management, HIIM, Human Resource Management

Company Description: Serving Kalamazoo seniors and their families for more than 60 years, Heritage Community of Kalamazoo is the only locally owned and operated, nonprofit senior housing continuum in Kalamazoo. Governed by a local, volunteer Board of Directors, Heritage Community of Kalamazoo serves more than 425 seniors and their families. Located on Portage Street in Kalamazoo’s Historic Milwood neighborhood, its campus includes independent living, assisted living, skilled nursing care at the Harold and Grace Upjohn Community Care Center, and dementia and Alzheimer's care. Heritage recruits candidates that are very capable in their chosen profession who also have a passion for excellence and service.

Externship Length: 1 Day

Daily Time: 8:30 a.m. to 3:00 p.m.

Externship Dates: May

Group Size: Small

Externship Description: Assist human resources staff in conducting and participating in the “Welcome Aboard” on-boarding program for newly hired Heritage staff.

“I gained confidence from my externship!”
- Former Extern

Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
**The Hershey Company**  
*Kalamazoo, MI*

**Desired Academic Areas:** Management, Marketing

**Website:** www.hersheys.com

**Externship Length:** 3 Days  
**Daily Time:** 7:30 a.m. to 4:00 p.m.  
**Externship Dates:** May  
**Group Size:** Small

**Externship Description:** The extern will spend time with the District Sales Manager, a Customer Sales Executive and the Retail Sales Representative in the area. We will provide insight on the CPG industry, confection sales and they will shadow a sales representative in the field.

**Attire:** Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

**Company Description:** The Hershey Company (NYSE: HSY) is the largest producer of quality chocolate in North America and a global leader in chocolate and sugar confectionery. Headquartered in Hershey, Pa., The Hershey Company has operations throughout the world and more than 13,000 employees. With revenues of more than $5 billion, Hershey offers a wide range of confectionery products, including such iconic brands as Hershey’s, Reese’s, Kisses, Hershey’s Bliss, Special Dark, Hershey’s Syrup, Kit Kat, Twizzlers, Ice Breakers, PayDay and Jolly Rancher. The company is focused on growing its presence in key international markets in Asia and Latin America while continuing to build its position in the United States.
**General Grooming and Attire Guidelines**

| **Hair:** | No specific style is recommended. Your hair should be neat, well-groomed, clean and out of your eyes. |
| **Nails:** | Should be clean and manicured. Polish may be worn, but should be clear or conservative in color. |
| **Smell:** | Little to no perfume should be worn. You do not want to overwhelm the employer with your scent. |
| **Jewelry:** | Conservative in amount and size; can wear one ring on each hand and earrings should be conservative in size and color. Avoid bracelets that will make noise and cause a distraction. |
| **Tattoos/ Cosmetics:** | Those that are visible should be removed or covered, except earrings. Should be natural and accent your overall appearance; avoid use of dark colors especially in eye shadow. |
| **Bags:** | If brought to an interview, purses should be small and professional. It is best to bring a portfolio instead. No back packs. |
| **Professional & Personal items** | A tablet or notebook to take notes, a pen, at least one copy of your resume and references, portfolio (if appropriate for the industry), car keys, tissue, breath mints. Leave your cell phone in the car or at home. |

**Professional Business Attire for Woman**

- Conservative two piece suit (pant or skirt) in black, navy or dark grey (if brown is chosen, it should be dark brown)
- Skirt must be between mid calf and knee in length when standing

- Conservative blouse in white, blue or pastel color
- Jacket and blouse should have a professional neckline

- Polished, dark colored, closed-toe shoes with conservative heel
- Hosiery in a neutral skin color with no runs
**Hormel**

*(Grand Rapids, MI)*

**Desired Academic Areas:** Marketing, Sales, Food and CPG Marketing

**Externship Length:** 1 Day

**Daily Time:** 8:00 a.m. to 3:00 p.m.

**Externship Dates:** May

**Group Size:** Small

**Externship Description:** Sales Representatives within the division typically have one or two customers with whom they are responsible for the distribution, shelving, and merchandising of all Hormel Foods products. All Consumer Products Sales Representatives have the exciting opportunity to run their territory like their own business, working directly with the customer at the headquarter level to develop and implement promotional marketing strategies that will increase distribution of Hormel Foods products and ultimately increase sales for their customer.

**Company Description:** Hormel Foods is a $8.8 billion Fortune 500 corporation established in 1891. We are a multinational manufacturer and marketer of consumer-branded food products, exporting over 1600 products to more than 50 countries. Hormel foods is built in traditions of brand strength, quality, innovation, and value, while taking advantage of new trends in technology.

**Attire:** Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals) *Close toe shoes*

**Website:** www.hormelfoods.com
The J.M. Smucker Company *(Orrville, OH)*

**Desired Academic Areas:**
Food and CPG Marketing

**Company Description:** For more than 100 years, The J.M. Smucker Company has been committed to offering consumers quality products that help families create memorable mealtime moments. Today, Smucker is the leading marketer and manufacturer of fruit spreads, retail packaged coffee, peanut butter, shortening and oils, ice cream toppings, sweetened condensed milk, and health and natural foods beverages in North America. The Company remains rooted in the Basic Beliefs of Quality, People, Ethics, Growth and Independence established by its founder and namesake.

**Externship Length:** 2 Day

**Daily Time:** 8:00 a.m. to 5:00 p.m.

**Externship Dates:** May

**Group Size:** Small

**Externship Description:** Students will be placed within the Category Development team to provide analytical support to sales and work cross functionally with other internal groups to uncover key insights and deliver results. Category Development utilizes the 4 P's of marketing (price, product, promotion & placement) to make recommendations that will grow category and brand sales at multiple retailers.

**Attire:** Business Professional on Mondays, Business Casual Tuesday-Friday

**Website:** www.smuckers.com
Company Description: Since its founding in 1837, John Deere has seen a great many changes in its business, its products, its services. Change always comes with opportunity. Yet, through it all, John Deere is still dedicated to those who are linked to the land—farmers and ranchers, landowners, builders, and loggers. Deere has never outgrown, nor forgotten, its founder’s original core values (integrity, quality, commitment and innovation). Those values determine the way we work, the quality we offer, and the unsurpassed treatment you get as a

“We were toured a few factories and went to dinner with a few of the WMU alumni.”
- Former Extern

Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
Lacks Enterprises, INC.
(Kentwood and Novi, MI)

Desired Academic Areas: ISM, Management, Marketing

Website: www.lacksenterprises.com

Company Description: Lacks Enterprises has evolved into the embodiment of the synergistic organization. The culture of the company thrives because team members ask one another the magic question: “How can I help?”. Like organisms, organizations must be dynamic if they are to thrive and survive. Growth and regeneration for a business entity is derived in part, through the acquisition of new members to the group. As a full spectrum manufacturer of decorative component parts for the automobiles and household appliances, we have ongoing requirements for individuals with expertise in business functions from accounting to product research and development.

Externship Description: We are inviting those that would like to understand more about opportunities within the business disciplines and how they relate to the Automotive Manufacturing realm. Visit with us at our Kentwood/Grand Rapids, Michigan campus where we house 21 manufacturing facilities.

Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

Externship Length: 2 Days
Daily Time: 8:00 a.m. to 4:00 p.m.
Externship Dates: May
Group Size: Large

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GOLD
Your Career STARTS HERE

turning possibilities into reality
Ms. Geralyn Heystek
Director of HCoB Zhang Career Center
Western Michigan University
1903 W. Michigan Ave.
Kalamazoo, MI 49008-5470

Dear Ms. Heystek:

I am writing to you today to express my interest in becoming a Haworth College of Business Extern for this upcoming summer. I received the honor of participating in the Business Externship Program last summer where I went on two externships, one to the 8th District Court of Kalamazoo and the other to the State of Michigan Department of Corrections.

I am currently a sophomore in the Haworth College of Business and just applied to be a junior for the upcoming fall semester. However, at the moment I am a little confused about which major I should pursue. Through my experience as an extern last year I discovered that my previously chosen field of accounting was not for me. When I came back to school this year I started searching for something else that sparked my interest. Sadly, I have been unable to discover my niche. I am hoping that by participating in the Business Externship Program again this summer I will be able to explore some different opportunities and find my true passion. I want to thank you for your consideration of allowing me to participate in the program and hope to hear from you soon. I can be reached by email at your.name@wmich.edu or by phone at (269) 555-0121.

Sincerely,
Your Name

Your Address
Kalamazoo, MI 49008
February 6, 2014

Ms. Geralyn Heystek
Director of HCoB Zhang Career Center
Western Michigan University
1903 W. Michigan Ave.
Kalamazoo, MI 49008-5470

Dear Ms. Heystek:

I am writing to you today to express my interest in becoming a Haworth College of Business Extern for this upcoming summer. One of the Externship Peer Mentors roused my interest in this program at a presentation during my BUS 1750 class. From the moment they began talking I was hooked.

I am currently a freshman in the pre-business program at Western Michigan University with a major in pre-management. But as I have quickly learned, management is an extremely broad field of study and I have no idea what specific career I would like to pursue. The Business Externship Program offers an opportunity for me to gain a better understanding of the different fields available in management and will help me narrow my career choices. The program offers such a wide range of companies, I can definitely see how it would be of use in providing more information about what life is like outside college in the business world for my major.

Thank you for your consideration and I hope to hear from you soon. I can be reached by email at your.name@wmich.edu or by phone at (269)555-0201.

Sincerely,
Your Name
Lake Michigan Credit Union  
(Grand Rapids, MI)

Desired Academic Areas:  
Accountancy, Finance,  
Management, Marketing

Externship Length: 2 Days  
Daily Time: 10:00 a.m. to 5:00 p.m.  
Externship Dates: May  
Group Size: Small

Company Description: Employee enthusiasm runs broad and deep because this is a place where ideas are respected, hard work is rewarded, and the opportunity to grow is present at all levels. As an employee, you’ll enjoy a stimulating, professional atmosphere, supported by the latest technology and training. You will be encouraged to refine your existing skills in an environment of empowerment, gain new experiences, and progress to the limits of your own motivation.

Attire: Business Professional (For Women: Pant or Skirt Suit; For Men: Suit and Tie)

Externship Description: LMCU has several departments that would be interested in hosting externs. Our externship opportunity with allow students to gain real-world insight on the inter workings of a financial institution. Here are some of the activities we will be doing: Interviewing, Community Relations, Accounting, Q&A sessions, Mortgage Services, Auditing, Marketing, Lending, etc.

“Shadowing the marketing department at LMCU really solidified my decision to go into Marketing. The information and demonstrations provided were extremely beneficial to my time at LMCU.” - Former Extern

Website: www.lmcu.org
**Meijer**  
*(Grand Rapids, MI)*

**Desired Academic Areas:** Marketing  
**Website:** www.meijer.com

**Company Description:** Meijer is a leading Supercenter located in six states throughout the Midwest, with over 200 stores and more than 60,000 employees. Our Midwest geography includes corporate offices in Grand Rapids, Michigan, and stores, distribution centers, and manufacturing facilities throughout Michigan, Indiana, Illinois, Ohio, Kentucky, and Wisconsin. As a multi-billion dollar retailer, Meijer is ranked as the 19th largest privately held company in the country. We have become a respected leader in the competitive retail market by sticking to our core values of customers, competition, family, freshness, and safety & health.

**Externship Length:** 2 Days  
**Daily Time:** 9:00 a.m. to 4:00 p.m.
**Externship Dates:** May
**Group Size:** Small

**Externship Description:** Meijer Marketing Externship - first ever! If you are creative, entrepreneurial and passionate about serving customers the Meijer Marketing Externship could be for you. Over the course of a day and a half you will gain exposure to multiple facets of marketing including digital, social, promotional planning and visual presentation. By the end of the program you will have a deeper understanding of opportunities ahead.

**Attire:** Business casual on Thursday, jeans on Friday

**NEW EXTERNSHIP!**

**2016**
Mercury Marine
(Fond du Lac, WI)

Desired Academic Areas: ISM

Website: www.mercurymarine.com/en/us/

Externship Length: 2 Days

Daily Time: 8:00 a.m. to 5:00 p.m.

Externship Dates: May

Group Size: Small

Externship Description: The Mercury Marine Externship will give students an opportunity to see inside the industry leading marine propulsion manufacturer, seeing varying levels of the supply chain involvement in producing and servicing a marine engine, along with seeing firsthand how these engines are manufactured and assembled. Students will be able to walk away from this externship with a hands on learning experience to complement the knowledge gained from the seeing interworking’s of the marine business and Mercury Marine.

Company Description: Employees at Mercury Marine enjoy a work environment that promotes the sharing of ideas, recognizes and celebrates accomplishments and helps to build goal-driven careers. The safety, health and wellbeing of Mercury’s employees - both within and outside of the workplace - are vital components of the company’s sustainability efforts. Mercury strives to provide a positive impact on our communities by sharing the talents of its people and promoting involvement in activities that support the growth, development and wellbeing of the communities where we live and work.

Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes,
General Grooming and Attire Guidelines

| Hair:      | No specific style is recommended. Your hair should be neat, well-groomed, clean and out of the face. |
| Nails:    | Should be clean and trimmed. |
| Smell:    | Little to no cologne should be worn. You do not want to overwhelm the employer with your scent. |
| Jewelry:  | Conservative in amount and size; can wear one ring such as a wedding band or class ring. Earrings should be removed. |
| Tattoos/ Piercings: | Those that are visible should be removed or covered, possibly including earrings. |
| Bags:     | It is best to bring a portfolio or small briefcase. No back packs. |
| Professional & Personal items: | A tablet or notebook to take notes, a pen, at least one copy of your resume and references, portfolio (if appropriate for the industry), car keys, wallet, tissue, breath mints. Leave your cell phone in the car or at home. |

Professional Business Attire for Men

- Matching two-piece suit in navy or dark grey (charcoal)
- A traditional black suit should not be worn
- Silk tie in conservative color or pattern
- Tie length
- Belt should be leather with a small buckle
- Belt is almost always black, polished conservative shoes
- Dark socks match the pants and cover the calf
- Pressed long-sleeved white or blue shirt (even in the summer)
- If possible, wear a wrinkle-free shirt
- Matching two-piece suit in navy or dark grey (charcoal)
- A traditional black suit should not be worn
- pressed long-sleeved white or blue shirt (even in the summer)
- If possible, wear a wrinkle-free shirt
- Belt should be leather with a small buckle
- Belt is almost always black, polished conservative shoes
- Dark socks match the pants and cover the calf
- Pressed long-sleeved white or blue shirt (even in the summer)
- If possible, wear a wrinkle-free shirt
- Silk tie in conservative color or pattern
- Tie length
- Belt should be leather with a small buckle
- Belt is almost always
Navistar (Lisle, IL)

Desired Academic Areas: Integrated Supply Management

Website: www.navistar.com

Externship Description: Focus on Operations Management and Procurement Supply Chain!

Company Description: Truck and Engine manufacturer headquartered in Lisle IL. $12B in sales, 14,000 employees. We recruited on campus this fall and actively hired our first employee.

Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

EXTERNSHIP SINCE 2015!
Nolan Transportation Group, Inc.  
*(Grand Rapids, MI)*

**Desired Academic Areas:**
Management, Integrated Supply Management

**Website:** www.ntgfreight.com

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**Externship Length:** 2 Days

**Daily Time:** 8:30 a.m. to 4:00 p.m.

**Externship Dates:** May

**Group Size:** Medium

**Company Description:** Nolan Transportation Group, Inc. (NTG) is a full service, third-party logistics company dedicated to delivering the highest level of service in the transportation industry. We have been recognized as one of metropolitan Atlanta's fastest growing, privately-owned companies *(Atlanta Business Chronicle, 2010, 2013, 2014)*. NTG offers excellent career growth potential with an immediate opportunity to learn from our industry experienced team members.

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**Externship Description:** On this opportunity you will:

- Shadow an operations team member who is tracking pick up and deliveries.
- Call trucking companies for status updates.
- Sit with an operations team member who is booking freight.
- Team member will go through our system with you. You will look at carrier profiles and other important information.
- Next you will sit with a salesman who is making sales calls. They will go over the sales side of the business with you.
- You will enter leads and updates based off the calls made.
- Q&A with the GM. Students will be encouraged to ask any questions and discuss the day.

**Attire:** Business Casual *(No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)*
Optio Data
(ADA, MI)

Desired Academic Areas: IT, Marketing, Sales

Website: www.optiodata.com

Externship Length: 1 Day
Daily Time: 8:30 a.m. to 5:00 p.m.
Externship Dates: May
Group Size: Small

Company Description: Our goal is to simplify IT. Specializing in virtualization and Dell enterprise products, Optio Data delivers efficiencies and flexibility to customers of every size and industry. Optio accomplishes this by leveraging a state-of-the-art technology facility and multi-million dollar inventory of Dell servers, storage, and networking products. All of which is delivered through a world-class professional services organization.

Attire: Business Professional (For Women: Pant or Skirt Suit; For Men: Suit and Tie)

Externship Description: Actively prospect into new and existing companies to achieve company defined sales and marketing objectives, update customer database with up to date technology site profiles, provide assistance as needed with company defined marketing initiatives, effectively apply company trained lead generation techniques and value propositions to generate interest with prospective customers, support sales staff with day to day activities such as order processing, product returns, customer correspondence, etc.

EXTERNSHIP SINCE
2014!
Pepsico

*(Howell and Kalamazoo, MI)*

**Desired Academic Areas:** Integrated Supply Management, Sales

**Company Description:** PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 22 different product lines that generate more than $1 billion in annual retail sales each. Our main businesses -- Quaker, Tropicana, Gatorade, Frito-Lay, and Pepsi Cola -- also make hundreds of other enjoyable foods and beverages. With net revenues of approximately $65 billion, PepsiCo's people are united by our unique commitment to sustainable growth by investing in a healthier future for people and our planet, which we believe means a more successful future for PepsiCo. We call this commitment Performance with Purpose: PepsiCo's promise to provide a wide range of foods and beverages for local tastes; to find innovative ways to minimize our impact on the environment, including conserving energy and water usage, and reducing packaging volume; to provide a great workplace for our associates; and to respect, support and invest in the local communities where we operate.

**Externships:** (Descriptions/Information on following page)
- Pepsico ISM
- Pepsico Sales

**Attire:** Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

**Website:** www.pepsico.com
**Pepsico ISM**

**Externship Description:** Externship will provide the opportunity to experience PepsiCo's supply chain functions: Production, Warehouse, Maintenance, Quality, and Fleet Operations. Student will be given Company overview and paired with a current manager to gain knowledge of systems and day-to-day operations. The first day will be spent in Howell with all externs, and the next day will be spent in either Howell or Kalamazoo depending on Extern’s area of interest.

**Externship Length:** 2 Days  
**Daily Time:** TBD  
**Externship Dates:** TBD  
**Group Size:** Small

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**Pepsico Sales**

**Externship Description:** Externs will be given Company overview and paired with a current manager to gain knowledge of systems and day-to-day operations, as well as a leadership panel and tour. The first day will be spent in Howell with all externs, and the next day will be spent in either Howell or Kalamazoo depending on Extern’s area of interest.

**Externship Length:** 2 Days  
**Daily Time:** TBD  
**Externship Dates:** TBD  
**Group Size:** Small
Plante Moran  
(Kalamazoo, MI)

Desired Academic Areas:  
Accounting and Finance

Company Description: Plante Moran is among the largest public accounting and management consulting firms in the nation, and for 17 consecutive years we have been recognized as one of the nation’s “100 Best Companies To Work For”, by FORTUNE magazine. We are based in the Midwest (Michigan, Ohio, and Illinois) and have over 2,000 staff members. We provide unsurpassed opportunity and an unequaled culture to talented, self-motivated individuals who have a passion to serve and a hunger to thrive. Here at Plante Moran, we live each day by the Golden Rule, where our 'relatively jerk-free' policy provides us with a unique opportunity for teamwork, caring, and an unequaled culture. It makes us different. It makes us better. It helps us thrive. From day one, experience our difference.

Externship Length: 2 Days

Daily Time: 9:00 a.m. to 4:00 p.m.

Externship Dates: May

Group Size: Small

Externship Description: Discover the world of public accounting at a firm where the people come before profits. In this 1 day externship, you will experience Plante Moran's culture, learn about various career opportunities, and interact with our staff. Join us and identify your future career.

Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

NEW EXTERNSHIP!  
2016
**Externalship Description:** Externs with Principal Financial Group will spend time shadowing our team of young Financial Advisors to gain perspective on what a career in the financial services industry looks like. Externs will potentially sit in on client meetings and gain first hand experience being a financial advisor. Externs will participate in group training sessions, will spend significant time with our Managing Director discussing the industry, opportunities in the field and answering any questions the extern may have about this industry and career.
Quicken Loans
(Detroit, MI)

Desired Academic Areas: IT, Management, Marketing, Finance, and Sales

Company Description: Detroit-based Quicken Loans Inc. is the nation’s largest online home lender and ranked among the top-30 companies on FORTUNE Magazine’s annual “100 Best Companies to Work For” list for the last 11 consecutive years, ranking #5 in 2014. It ranked in the top-15 of Computerworld magazine’s “100 Best Places to Work In Technology” for the past ten years, ranking #1 in 2014.

“Everything was absolutely amazing! There was not one time where I was bored or uncomfortable!”
- Former Extern

Externship Length: 2 Days
Daily Time: 9:00 a.m. to 6:00 p.m.
Externship Dates: May
Group Size: TBD

Externship Description: Learn and grow in an externship in one of the following areas: Marketing, Human resources, Accounting, Public Relations, Technology, Client Relations, Banking Activities will vary by area, and we will be sure to rotate students through any area they express interest in! Externship participants will meet with leaders, shadow team members, go to meetings, and get clarity on what a true day in the life is like on different teams.

Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

Website:
www.quickenloanscareers.com
**Externship Description:** As part of the SC Johnson Category and Trade Solutions (CATS) business externship, you will receive a tour of SC Johnson’s company headquarters, meet with members of the WMU recruiting team and company executives, participate in team activities and job shadow a CATS professional. This opportunity will help you gain exposure to Category Management at a global company, investigate a CATS career path, and learn about “a day in the life” of a recent new hire and WMU alumnus. Observe the actual work of our CATS team and get the opportunity to ask questions about daily responsibilities and challenges.”

“The team incorporated interactive activities which pertained to our majors so we had a good look into what we could possibly do.” - Former Extern

**Attire:** Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

**Company Description:** SC Johnson is one of the world’s leading makers of household brands. We’re a 128-year-old family company and we employ nearly 13,000 people globally and generate $9 billion in sales. We have operations in more than 70 countries and sell products in virtually every country around the world. Our product portfolio includes global brands such as Pledge®, Windex®, Scrubbing Bubbles®, OFF!®, and Ziploc®.

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**Externship Length:** 1 Day

**Daily Time:** 8:00 a.m. to 4:00 p.m.

**Externship Dates:** May

**Group Size:** Medium

*As SC Johnson is a private company, all externs will have to sign confidentiality agreements. Cameras are not allowed on office tours.*
Professional Behavior Tip 7:

Mind Your Manners!

Rolling up 10 minutes late isn’t going to impress anyone. Arrive at your externship site 10-15 minutes early, dress in appropriate attire, and turn your cell phone off! When you meet your professional mentor(s), make eye contact, smile, introduce yourself, and offer a firm handshake.
Seber Trans PLC (Kalamazoo, MI)

Desired Academic Areas: Accounting

Website: www.sebertans.com

Company Description: Public accounting firm with one location in Kalamazoo, Michigan employing approximately 25 professionals. Seber Tans, PLC serves clients in the areas of Accounting and Auditing, Financial Consulting, Estate Planning, Tax Preparation and Advice, Business Planning, Accounting System Design, QuickBooks Consulting, Business Valuation, and Other Special Areas. We serve many industries, including Construction, Manufacturing, Agribusiness, Distribution, Real Estate, Medical, Non-profit and Governmental, and others.

Externship Description: Observe and interview current staff as they complete their daily duties including tax preparation and financial statement preparation as well as possibly business valuations, bookkeeping duties and client consulting.

“"I had a great time and learned a tremendous amount, I have a strong positive outlook on my major “
-Former Extern

Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
State of Michigan

*(Lansing, Kalamazoo, Detroit, MI)*

**Desired Academic Areas:**
Accountancy, Finance, IT, Management, Marketing, ISM, HR,

Website: www.michigan.gov/careerservices

**Externship Length:** 2 Days

**Daily Time:** 9:00 a.m. to 4:00 p.m.

**Externship Dates:** May

**Group Size:** Small

**Company Description:** The State of Michigan, the largest employer in Michigan with over 50,000 employees throughout the state in 18 very distinct departments has career opportunities for all majors of study. With over 15% of our workforce eligible to retire in 2013 we have career opportunities in internships, student assistant positions and full time employment opportunities. Come check us out for a day, take a chance to make it real, make it happen, you can make the difference!

**Attire:** Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

**Externship Description:** This one day event will allow you to work one on one inside of a state department that matches your major and minor areas of study. You will be placed within one of the 18 state departments for a day of job shadowing, a quick stop at the capitol and a personalized career development networking session with the Civil Service Commission. At the end of the day network with others and receive a completion certificate signed by the State Personnel Director!
Professional Behavior Tip 8:

Follow Up!

Don’t let your professional mentor(s) think you disappeared into thin air after the externship. Keep in touch! Let us know about your new accomplishments. Visit us when we are on campus, to say hello and continue to build the relationship.

Zhang Career Center
Haworth College of Business

Western Michigan University

stryker®

Glassdoor
Employees’ Choice
Best Places to Work
2014

Fortune
100 Best Companies to Work For
2014
Company Description: Stryker is one of the world’s leading medical technology companies and together with our customers, we are driven to make healthcare better. The Company offers a diverse array of innovative medical technologies, including reconstructive, medical and surgical, and neuro technology and spine products to help people lead more active and more satisfying lives. Stryker products and services are available in over 100 countries around the world.

*If the extern wants to participate in a medical education event, laboratory attire will be needed. To be in a laboratory, the extern will be exposed to cadaver specimens. This is a very unique experience and one that the extern must be prepared for. Going to a lab is highly recommended as it is a large part of our interns and associates role, so it will be give realistic overview of the those positions.*

Attire for ISM Externship: Business Professional (For Women: Pant or Skirt Suit; For Men: Suit and Tie)

Externships: (Descriptions/Information on the following page)
- Stryker ISM
- Stryker Marketing
- Stryker HR

“I gained and learned a lot from this externship. I learned how to communicate and look well dressed for a professional setting. I got great networking with a lot of people.”
- Former Extern

Attire for Marketing/HR Externships: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
## Stryker Marketing

**Externship Description:** An opportunity to observe the different responsibilities of Stryker Human Resources employees and interns. Externs will also be able to view various functions of the Human Resources Department, including support of candidate sourcing, employee relations activities, training and development, recruiting, and more.

<table>
<thead>
<tr>
<th>Externship Length: 1 - 2 Days</th>
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<tbody>
<tr>
<td>Daily Time: 8:00 a.m. to 5:00 p.m.</td>
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<tr>
<td>Externship Dates: TBD</td>
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<td>Group Size: Small</td>
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</table>

## Stryker HR

**Externship Description:** The focus of this externship will be medical education, which is a part of the Marketing team. The team coordinates educational events across the nation, providing a place for surgeons to use Stryker NSE equipment in a non-surgical setting. The extern will also be exposed to the function of our marketing team by interacting with marketing associates (entry-level position) and product managers. If the extern is interested they may also be able to interact with one of our sales reps.

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<tbody>
<tr>
<td>Daily Time: 8:00 a.m. to 5:00 p.m.</td>
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<tr>
<td>Externship Dates: TBD</td>
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<tr>
<td>Group Size: Small</td>
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</tbody>
</table>
Target Stores

*(Grand Rapids and Kalamazoo, MI)*

**Desired Academic Areas:** Accounting, Finance, Management, Marketing, Any business major

**Website:** [www.corporate.target.com/about/](http://www.corporate.target.com/about/)

**Company Description:** Target is an upscale discount retailer operating approximately 1800 stores in nearly every state. Our mission is to make Target the preferred shopping destination for our guests by delivering outstanding value, continuous innovation and an exceptional guest experience by consistently fulfilling our “Expect More. Pay Less.” brand promise.

**Externship Length:** 2 Days

**Daily Time:** 8:00 a.m. to 4:30 p.m.

**Externship Dates:** TBD

**Group Size:** Large

**Externship Description:** The externs will participate in all of the activities of the leader on duty.

**Attire:** Business Professional (For Women: Pant or Skirt Suit; For Men: Suit and Tie)

“I realized that I may want to do more than what I was going to major in and may take other classes to get more knowledge of different subjects.”

- Former Extern
**TFG Advisors**  
(*Auburn Hills, MI*)

**Desired Academic Areas:** Finance, Personal Financial Planning

Website: [www.tfg-advisors.com](http://www.tfg-advisors.com)

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**Externship Length:** 3 Days  
**Daily Time:** 9:00 a.m. to 4:00 p.m.  
**Externship Dates:** May  
**Group Size:** Large

**Externship Description:** Three days of unprecedented learning about the unique opportunities for a career in the Financial Services Industry. Learn about the various models available within the industry, gain hands-on exposure to specific technologies and tools in use today, with plenty of opportunities to apply what is being taught in real life scenarios.

**Attire:** Business Professional (For Women: Pant or Skirt Suit; For Men: Suit and Tie)

**Company Description:** We partner with our clients to provide a personalized approach to life and wealth management decisions, by working with them to define the circumstances affecting their money and their lives. For over three decades, TFG Advisors has been providing their distinctive approach to wealth management services. TFG Advisors offers a variety of services through their TOTAL FINANCIAL GUIDE platform: Portfolio Design and Analysis, Asset Management, Wealth Management, Cash Flow & Tax Analysis, Risk Management & Estate Analysis, Small Business Planning, Retirement Planning, College Funding, Financial Life Coaching, and...

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**EXTERNSHIP SINCE**  
2011!
Thomson Reuters
(Ann Arbor, MI)

Desired Academic Areas: IT, Accountancy, Sales

Company Description: The Tax & Accounting division offers answers that streamline and automate workflow for tax and accounting professionals, delivering a one-partner solution for all of their technology and information needs. Our nearly 5,000 Tax & Accounting employees are providing integrated global and country specific tax solutions around the world to accounting, tax and corporate finance professionals in corporations, accounting firms, academic institutions, law firms and government. We count 95 of the Fortune 100 among our customers, and our business continues to expand globally, having doubled in size since 2004. The Professional segment of the Tax & Accounting division offers a suite of software solutions tailored to help manage tax, accounting, digital documentation and practice management for our accounting firm customers.

Externships: (Descriptions/Information on the following page)
- Thomson Reuters IT/Accountancy
- Thomson Reuters Sales

“This externship was informative. I had no idea that my accounting degree could lead me to a career in such a technological company.”
- Former Extern

Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

Website: thomsonreuters.com
**T.R. IT/Accountancy**

**Externship Description:** During the externship, you'll get an opportunity to learn more about the Tax & Accounting division of Thomson Reuters and tour the facility. You'll also have a chance to discuss career opportunities, job shadow, and meet individuals from a number of departments including Technical Support, Accounting & Tax development, MIS, and Training & Consulting.

- **Externship Length:** 1 Days
- **Daily Time:** 9:30 a.m. - 5:00 p.m.
- **Externship Dates:** May 4
- **Group Size:** Large

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**Thomson Reuters Sales**

**Externship Description:** You will learn sales terminology, experience our sales culture and strategies in working with customers while networking with motivating and result orientated sales professionals. You will also receive extensive information on building leadership skills and business acumen to leverage as you start your professional career.

- **Externship Length:** 1 Days
- **Daily Time:** 9:30 a.m. - 5:00 p.m.
- **Externship Dates:** May 3
- **Group Size:** Large
Total Quality Logistics  
*(Chicago, IL)*

**Desired Academic Areas:** ISM, Sales, Entrepreneurship

**Company Description:** Total Quality Logistics is one of the largest freight brokerage firms in the nation, with more than $1.6 billion in annual sales and employing more than 2,500 people nationwide. Our winning sales team is the best in the truckload transportation industry, enjoying unlimited earning opportunities and ranked four years in a row as one of the “50 Best Companies to Sell For” by Selling Power Magazine. TQL has a vibrant culture where we celebrate our successes through frequent team outings, company-wide parties, and team-building charitable work – all reasons why TQL was featured in Inc. Magazine and ranked one of the “50 Most Engaged Workplaces” in the Nation by Achievers.

“I love my externship. I had a great time and wished I could go do it all over again.”  
- Former Extern

**Externship Length:** 1 Day

**Daily Time:** 10:00 a.m. to 1:00 p.m.

**Externship Dates:** May

**Group Size:** Large

**Externship Description:** Visit our downtown Chicago office to experience our Gen Y, fast-paced culture first-hand. Externship Components: Tour and TQL Overview Presentation, Job Shadow with a Trainee, Job Shadow with a Sales Rep, Catered Lunch, Sales Negotiation Competition (with prizes!), and Q & A with Sales Management

**Attire:** Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

Website: www.tqljobs.com
Vandenbosch Capital Management of Raymond James

(Farmington Hills, MI)

Website: www.vandenboschcapitalmanagement.com

Externship Length: 1 Day

Daily Time: 9:00 a.m. to 4:00 p.m.

Externship Dates: May

Group Size: Small

Company Description: Founded in 1962 and a public company since 1983, Raymond James is a diversified financial services holding company with subsidiaries engaged primarily in investment and financial planning, in addition to investment banking and asset management. Raymond James Financial has more than 6,200 financial advisors serving approximately 2.5 million accounts in more than 2,500 locations throughout the United States, Canada and overseas. In addition, total client assets are approximately $479 billion. The name of the company comes from a merging of companies run by Robert A. James and Edward Raymond. Raymond James was incorporated as Robert A. James Investments in 1962. In 1964, Raymond and Associates merged into Robert A. James Investments and the firm of Raymond James & Associates was formed.

Desired Academic Areas: Finance, Personal Financial Planning

Attire: Business Professional (For Women: Pant or Skirt Suit; For Men: Suit and Tie)

Externship Description: Shadow an Investment Advisor to learn exactly what it is we do.
**Company Description:** Western Michigan University's Office of University Relations is responsible for a wide variety of print and electronic media and for establishing university-wide standards and guidelines for all internal and external communication. Services include advertising, electronic communication, graphic design, marketing, media relations, news services, photography, print communication, and public relations.

**Externship Length:** 2 Days

**Daily Time:** 9:00 a.m. to 2:00 p.m.

**Externship Dates:** May

**Group Size:** Small

**Externship Description:** The extern will shadow the manager of marketing communications on various tasks including: media buying/negotiating, photo shoots, media rep meetings, etc. They will gain an understanding of the university's visual identity program and a detailed explanation of the current marketing campaign. They will be introduced to, and encouraged to chat with, other staff members including graphic designers, writers, web masters, and public relation personnel.

**Attire:** Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)

**Desired Academic Areas:** Advertising and Promotions, Marketing

**Website:** www.wmich.edu
9th Circuit Court  
*(Kalamazoo, MI)*

**Desired Academic Areas:** Any Business Major, Interest in Law  
Website: www.kalcounty.com/courts/district/

- **Externship Length:** 1 Day  
- **Daily Time:** 9:00 a.m. to 4:00 p.m.  
- **Externship Dates:** May  
- **Group Size:** Small

**Company Description:**  
The 9th Circuit Court is a court of limited jurisdiction serving the County of Kalamazoo. The mission of the 8th District Court is to create, as a foundation for a jurisdiction-wide unified trial court, a single district court, integrated both judicially and administratively, using shared resources that function in accordance with uniform procedures to provide citizens equal and timely access to the local justice system.

**Externship Description:** Spend the day with Judge Julie Phillips from the 9th Circuit Court. Learn about ways to become a judge, advice on law school opportunities, what type of work is expected from a judge or lawyer, and typically stressors in the job.

**Attire:** Business Casual *(No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)*

“I learned tons of information from Judge Phillips. If you are interested in going to law school, attend this externship and see what life is like for a judge.”  
- Former Extern
“No Call No Show” (NCNS) is when a student does not attend the interview, advising appointment, program and/or event and without advance notice.

“Late Cancellation” is when a student gives very short notice, typically less than two (2) days, to cancel an interview, advising appointment, or event/program registration.

This behavior is costly in terms of lost corporate time and expenses, loss of valuable staff time and resources, and is detrimental to other WMU business students’ ability to arrange employment interviews or advising appointments. This is applicable to all professional commitments outside of the University.

See Professional Guidelines for Students resource at: www.wmich.edu/business/career

Canceling an On Campus Interview or Reservation to Attend a Career Program

If you need to cancel an on campus interview, advising appointment, or attendance to a career program, call the Zhang Career Center (269) 387-2711 at least two (2) days advance notice.

Special Note for On Campus Interviews: Regardless if the interview was scheduled online or in person, it is very important that you call the Zhang Career Center to cancel your scheduled interview – even if you have notified the employer.

Interview/Advising Appointment No-Show and Late Cancel Procedure

NCNS and Late Cancellations, outside of due cause, for on campus interviews, career advising appointments and career events/programs are considered unprofessional behavior. The Zhang Career Center will address such behavior by doing the following:

Upon notification that a NCNS or late cancellation has occurred the student is immediately blocked from accessing the BroncoJOBS powered by Handshake system.

A staff member will contact the student, notifying him/her of the temporarily blocked status on BroncoJOBS and the actions required to correct the situation.

Action Steps

First Offense
The student’s account is blocked by the Zhang Career Center and the student is notified. Further participation in interviews, advising appointments, and career center programs will be temporarily terminated until the following steps are completed and approved by a career center staff member:

Schedule an appointment with the staff member listed in the notification email
Email/bring a draft of an apology to your appointment

A staff member will approve the content of the apology. The student will send the approved email to the employer/interviewer/advisor and carbon copy (cc) the staff member. If the student fails to send this email within two weeks the student will be blocked from the system for one year.

Subsequent Offense
The student is barred from all Zhang Career Center service including BroncoJOBS.

Appeal
Any student who feels he/she has been incorrectly identified as a no-show or late cancellation may request an individual review of the circumstances by the director of the Zhang Career Center.
Zhang Career Center
Haworth College of Business

Director:
Geralyn Heystek

Career Development Specialists:
Caroline Ray
Bob Stewart

Employer Relations Specialists:
Alaina Tuohy
Jennifer Palmatier

Office Coordinator:
Kim Crandall

Phone:
(269) 387-2711

FAX:
(269) 387-2760

Email:
careercenter-hcob@wmich.edu

Web:
www.wmich.edu/business/career

Address:
Western Michigan University
1903 W. Michigan Avenue
Kalamazoo, MI 49008-5470

Campus Site:
Haworth College of Business
3020 Schneider Hall

Western Michigan University