The Business Externship Program
2014 Catalog


The Career Center
Haworth College of Business
Western Michigan University
2014 Externship Sponsors

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VandenBosch Capital Management of Raymond James

**Bronco Bronze Sponsors:**

C.H. Robinson

Kellogg’s

Smucker’s

Stryker

Bayer HealthCare
# BUSINESS EXTERNSHIP PROGRAM: 2014

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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td><strong>Friday, February 7, 2014</strong></td>
<td>GO LIVE Day! – Externship opportunities available for viewing</td>
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<tr>
<td><strong>Tuesday, February 11, 2014</strong></td>
<td>Business Externship Program Showcase</td>
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<tr>
<td><strong>Wednesday, February 26, 2014</strong></td>
<td>Student Applications Due (by 5 p.m.)</td>
</tr>
<tr>
<td><strong>Monday, March 17, 2014</strong></td>
<td>MATCH Day! Student Notification</td>
</tr>
<tr>
<td><strong>March 17 - 21, 2014</strong></td>
<td>Enrollment Period: Students accept their match and select Professional Development Workshop; complete Extern Profile</td>
</tr>
<tr>
<td><strong>March 24 - April 4, 2014</strong></td>
<td>Professional Development Workshops Occur for Externs</td>
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<tr>
<td><strong>April 18th, 2014</strong></td>
<td>25 Questions and Company Research Sheets Due</td>
</tr>
<tr>
<td><strong>Wednesday, April 23, 2014</strong></td>
<td>Externship date(s) must be scheduled</td>
</tr>
<tr>
<td><strong>April 28 - May 16, 2014</strong></td>
<td>3-Week Externship Hot Spot</td>
</tr>
<tr>
<td><strong>Sept 2 - Sept 19, 2014</strong></td>
<td>Professional Development Workshops Occur</td>
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</tbody>
</table>

## Peer Mentor Info

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.

- Katie DeWolf
- Alycia Caver
- Hannah Hammack
- Emily Sisco
- Mallory Fry
- Sydney Lammers
- Kelsey Ladley
- Taylor Russell
- Autumn Gammon

The peer mentors may be contacted through email or during drop-in hours in Schneider lobby starting on February 3.

Drop-in hours are as follows:
- **Monday, Wednesday, Thursday**: 10 a.m. - 2 p.m.
- **Tuesday**: 10 a.m. - 3 p.m.
**Externship FAQs**

**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 for a 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. Go to the Business Externship Program website, and click on the 2014 Externship Opportunities link. Externships will also be posted on BroncoJOBS - select the "One-Click Search" called 2014 Business Externships. Externship catalogs will also be distributed through the College for your reference. Stop by The Career Center, the Advising Office, any academic department, or attend an information meeting with the program Peer Mentors to view a catalog.
2. Students will have two and one half weeks to research all the opportunities and submit an application. As part of the application process, students will need to prepare a resume and complete an application letter.
3. Visit the BEP Peer Mentors during their drop-in hours to receive assistance with preparing the application documents.
4. The application can be found online. A complete application requires a resume and application letter.
   *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 one week 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 Career Center in person during this one-week 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 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 will 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

If you have any questions about the Business Externship Program
Please contact:
- BEP Peer Mentors – careercenter-bep@wmich.edu
- BEP Peer Educators, Dina & Kim – careercenter-pe1@wmich.edu or careercenter-pe2@wmich.edu
- Program Director, Geralyn Heystek – geralyn.heystek@wmich.edu
2014 Participating Companies

8th District Court, Kalamazoo County (MI)
All Phase Electric Supply / CED (MI)
American Axle and Manufacturing (MI)
Amway (MI)
Ascension Health Information Services at Borgess Health (MI)

Bayer HealthCare (IN)

C.H. Robinson Worldwide, Inc. (IL)
Comerica Bank (MI)
Consumers Credit Union (MI)
Coyote Logistics (IL)
DENSO Manufacturing Michigan, Inc. (MI)
DFCU Financial (MI)
Digitas (MI)
Doner Advertising (MI)
Donnelly Penman & Partners (MI)

The Dow Chemical Company (MI)

ECCU Educational Community Credit Union (MI)
Eaton Corporation (MI)
Eliason Corporation (MI)
Enterprise Rent-A-Car (MI)
Fetzer Center at Western Michigan University (MI)
Fifth Third Bank (MI)
General Mills Inc. (MI)
Greenleaf Trust (MI)
Harold Zeigler Auto Group (MI)
Haworth, Inc. (MI)
Heritage Community of Kalamazoo (MI)

Hormel Foods (MI)
John Deere (IL/IA)
Kellogg’s (MI)
Kosch Catering (MI)
MLive Media Group (MI)
Optio Data (MI)
PepsiCo (MI)
Raymond James (MI)
Rose Street Advisors (MI)
Rothbury Farms (MI)
Smucker’s (OH)
State of Michigan (MI)
Stryker Corporation (MI)
Target Stores (MI)
TFG Advisors, Inc. (MI)
TQL Logistics (IL)
Walmart (MI)
Webasto Roof Systems Inc. (MI)
WMU Marketing Communications (MI)
Yeo & Yeo, P.C., CPAs (MI)

*Bolded companies are 2014 program sponsors
After participating in the Business Externship Program, I gained full knowledge of what I want to do in the future. I have started setting academic and personal goals for myself in order to achieve my ideal success.

— Business Extern
Companies by Category

Management
- All Phase Electric Supply / CED
- Bayer Healthcare
- C.H. Robinson
- Comerica Bank
- Coyote Logistics
- DFCU Financial
- Educational Community Credit Union
- Enterprise Rent-A-Car
- Fetzer Center of WMU
- Fifth Third Bank
- General Mills Inc.
- Haworth Inc.
- Kosch Catering
- Optio Data
- Raymond James
- Rothbury Farms
- State of Michigan
- Target
- TFG Advisors
- Total Quality Logistics
- Walmart

Information Technology
- Ascension Health Information Services at Borgess Health
- American Axle and Manufacturing
- Amway
- Bayer Healthcare
- Comerica Bank
- Consumers Credit Union
- Coyote Logistics
- DFCU Financial
- Educational Community Credit Union
- Haworth Inc.
- Kellogg's
- Optio Data
- State of Michigan

Marketing/Food Marketing
- All Phase Electric Supply / CED
- Bayer Healthcare
- C.H. Robinson
- Comerica Bank
- Consumers Credit Union
- Coyote Logistics
- DFCU Financial
- Digitas
- Doner
- Educational Community Credit Union
- Enterprise Rent-A-Car
- Fetzer Center of WMU
- Fifth Third Bank
- General Mills Inc.
- Harold Zeigler Auto Group
- Haworth Inc.
- Hormel Foods
- Kosch Catering
- MLive Media Group
- Optio Data
- Rose Street Advisors
- Rothbury Farms
- The J.M. Smucker Company
- State of Michigan
- Stryker Corporation
- Target Stores
- TFG Advisors
- Total Quality Logistics
- WMU Marketing Communications

Finance
- 8th District Court, Kalamazoo County
- American Axle and Manufacturing
- Comerica Bank
- Consumers Credit Union
- DFCU Financial
- Donnelly Penman & Partners
- Educational Community Credit Union
- Fifth Third Bank
- Greenleaf Trust
- Haworth Inc.
- Harold Zeigler Auto Group
- Kellogg's
- Raymond James
- State of Michigan
- TFG Advisors

Health Informatics and Information Management
- Ascension Health Information Services at Borgess Health
Business

BUILD
EXPLOR
PREPARE

Externship
Externship Description:
Shadow a judge for the day, including sitting in on criminal and/or civil court proceedings. May be viewing a trial or procedures like landlord tenant hearings, or criminal arraignments where defendants are informed of what crime they are charged and the maximum penalty of the crime.

<table>
<thead>
<tr>
<th>Externship Length: 2 days</th>
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<tbody>
<tr>
<td>Daily Start Time: 8:30 a.m.</td>
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<tr>
<td>Daily Finish Time: 5 p.m.</td>
</tr>
<tr>
<td>Externship Dates: Will determine with extern after matching in April 2014</td>
</tr>
<tr>
<td>Group Size: Small</td>
</tr>
</tbody>
</table>

Desired Academic Areas: Finance, Interest in Law

**Career Pathways You Can Explore:**

The Legal System

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

*Extern must not have a criminal background

Company Description:
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.

Company Website: KalCounty.com

I was able to learn firsthand the skills I will need for an entry level career in my field. I also learned how to carry myself in a professional environment and interview process

–Business Extern
All-Phase Electrical Supply/CED (Grand Rapids, MI)

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.

- Externship Length: 1 day
- Daily Start Time: 8 a.m.  Daily Finish Time: 2 p.m.
- Externship Dates: Will determine with extern after matching in April 2014
- Group Size: Small

Desired Academic Areas: Management, Marketing, and Sales

Career Pathways You Can Explore:

Finance
- Corporate Finance

Management
- Sales Management
- Inventory Management
- Logistics Management

Marketing
- Sales
- Advertising and Promotion
- Public Relations
- Communication
- Direct Marketing

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

Company Description: CED is a privately held wholesale electrical distributor that was started in 1954 in San Francisco, California. 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 Mission is to be the #1 supplier of electrical products for each of the markets that we serve.

Company Website: www.cedcareers.com

I learned an incredible amount of information during the Externship. I met so many positive leaders and contacts, and even found what major fits me best. It gave me even more inspiration and determination to try and get to where I want to be and have a job I enjoy.
**American Axle and Manufacturing (Three Rivers, MI)**

**Externship Description:**

Shadow a manager; Work on short term projects; Get a feeling of what the manufacturing arena is like.

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

**Career Pathways You Can Explore:**

<table>
<thead>
<tr>
<th>Finance</th>
<th>Information Technology</th>
<th>Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Corporate Finance</td>
<td>• Database Administration and Management</td>
<td>• Human Resource Management</td>
</tr>
<tr>
<td></td>
<td>• Business Process Integration and Management</td>
<td>• Purchasing Management</td>
</tr>
<tr>
<td></td>
<td>• Telecommunication and Network Administration</td>
<td>• Supply Chain Management</td>
</tr>
<tr>
<td></td>
<td>• IT Application Implementation and Support</td>
<td>• Inventory Management</td>
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<tr>
<td></td>
<td></td>
<td>• Supplier Development and Quality</td>
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<td></td>
<td></td>
<td>• Logistics Management</td>
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</table>

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

**Company Description:** American Axle & Manufacturing, Inc. is a world leader with more than 80 years of combined experience in design, engineering and manufacturing. The Three Rivers, Michigan facility produces single propeller shafts, front and rear axles for the full size vehicle markets, and drive heads for commercial vehicles. The Three Rivers site, comprised of 847,000 square feet on 120 acres, employs 1650 associates with annual sales of over $850 million.

**Company Website:** www.aam.com

**Externship Length:** 2 days

**Daily Start Time:** 7 a.m.  **Daily Finish Time:** 4 p.m.

**Externship Dates:** Will determine with extern after matching in April 2014

**Group Size:** Small
Externship Description:
We aim to provide an opportunity to get face time with a variety of areas and project teams. You’ll have a chance to discuss career paths with team members from Business Analysts, Application Administrators and Management Teams as well as IT support teams, including IT Change Management & Project Management teams. We will tailor a schedule to your interests to ensure you have every opportunity to explore all of your IT options.

Desired Academic Areas: Information Technology

**CAREER PATHWAYS YOU CAN EXPLORE:**

<table>
<thead>
<tr>
<th><strong>Business Applications Development</strong></th>
<th><strong>Business Process Integration and Management</strong></th>
<th><strong>IT Project Management</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Business Intelligence and Reporting</strong></td>
<td><strong>Database Administration and Management</strong></td>
<td><strong>Telecommunication and Network Administration</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>IT Application Implementation and Support</strong></td>
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</tbody>
</table>

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

Company Description: As an $11 billion dollar pioneer in the direct selling industry, Amway has been helping the world live better since 1959. Based in Ada, Michigan, Amway creates unique, high-quality health, beauty, personal care and homecare products. Amway brings together strong, collaborative people in a dynamic culture of mutual respect, support, and passion for the brand and product. We believe innovation drives winning performance, and we constantly challenge ourselves to be the very best we can in every aspect of our business. You will be surrounded by some of the best and brightest people in the industry.

Company Website: www.amway.com
Ascension Health Information Services at Borgess Health (Kalamazoo, MI)

Externship Description:
Developing processes and configuring solutions to meet documentation requirements of the electronic health record.

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<tr>
<td>Daily Start Time: 8 a.m.</td>
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<tr>
<td>Daily Finish Time: 5 p.m.</td>
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<tr>
<td>Externship Dates: Will determine with extern after matching in April 2014</td>
</tr>
<tr>
<td>Group Size: Small</td>
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</tbody>
</table>

Desired Academic Areas: Information Technology, Health Informatics and Information Management

Career Pathways You Can Explore:

- IT Application Implementation and Support
- Health Informatics and Information Management
- Business Process Integration and Management
- Knowledge Management
- Enterprise Systems Development
- IT Project Management
- Business Applications Development
- Business Intelligence and Reporting

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

Company Description:
With more than 2,200 associates, Ascension Health Information Services (AHIS) is one of the largest Health care IT services companies in North America. Ascension Health created AHIS to provide better access to IT resources for the organization, and to support the achievement of our long-term Strategic Direction goals. AHIS was formed not only to support System growth and change but also to improve our IT capabilities, IT infrastructure, disaster recovery, security, and business operations. The AHIS model reflects Ascension Health’s belief in shared governance and leadership between System and local executives.

Company Website: www.ascensionhealth.org
**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.
Overview of Bayer Organization

Externs will be able to observe to the cross-functional nature of the Customer Logistics Service Center (CLSC)

Learn about the technology they use daily

Externs will have a basic understanding of the technology terminology used in business environments around the world

Interact with all employees

The Vice President of Distribution and Logistics, the CLSC Leadership Team, and other employees across the CLSC organization

Desired Academic Areas: Integrated Supply Management, Food and Consumer Packaged Goods Marketing, Sales

New Externship

Career Pathways You Can Explore:

IT
• Business Process Integration and Management
• Business Intelligence and Reporting
• System Analysis and Design
• Knowledge Management

MANAGEMENT
• Inventory Management
• Logistics Management
• Supply Chain Management
• Project Management
• Food and Beverage Management

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

Company Description: Bayer HealthCare is a global organization headquartered in Leverkusen, Germany. The products we distribute enhance physical well-being and quality of life by preventing, diagnosing and treating disease. The CLSC is the Logistics organization that manages the North American distribution of all products. We are located in northern Indiana and our group is comprised of the following critical teams: Customer Logistics, Transportation, Distribution Services, Customer Forecasting and Replenishment, Logistics Business Analytics and Finance & Administration. Since 2007, the CLSC has grown from managing the logistics for the Consumer Care division only to managing all Bayer HealthCare Customer Logistics (but for Animal Health which remains in Shawnee, KS). This cumulative activity results in billions of dollars of product flowing through the CLSC and to customers located across the country. This phenomenal growth is the result of strong leadership coupled with the hard work and dedication of a diverse team.

Company Website: healthcare.bayer.com
**C.H. ROBINSON (CHICAGO, IL)**

**Externship Description:** Externs will have the opportunity to learn about C.H. Robinson and our business through a series of speakers, shadows, and a lead generation activity. They will be exposed to both of the senior sales representatives, senior management, and recent graduates to gain an idea of the career paths available to employees at C.H. Robinson.

<table>
<thead>
<tr>
<th>Externship Length: 1 day</th>
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<tbody>
<tr>
<td>Daily Start Time: 9 a.m.</td>
<td>Daily Finish Time: 3 p.m.</td>
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<tr>
<td>Externship Dates: Monday, June 2nd, 2014</td>
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<tr>
<td>Group Size: Medium</td>
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</tbody>
</table>

**Desired Academic Areas:** Sales, Management, and Marketing

**CAREER PATHWAYS YOU CAN EXPLORE:**

<table>
<thead>
<tr>
<th>Management</th>
<th>Marketing</th>
</tr>
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<tbody>
<tr>
<td>• Supply Chain</td>
<td>• Sales</td>
</tr>
<tr>
<td>• Logistics Management</td>
<td></td>
</tr>
<tr>
<td>• Sales Management</td>
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</tbody>
</table>

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

**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. Voted by Fortune Magazine as one of “America’s Most Admired Companies,” C.H. Robinson is a great place to accelerate your career.

**Company Website:** [www.chrobinson.com](http://www.chrobinson.com)
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.

Check out the company’s website and online news room, as well as industry publications.
**Comerica Bank (Kalamazoo, MI & Auburn Hills, MI)**

**Externship Description:** In 2014, Comerica will be expanding its partnership with WMU to host 10 to 15 students one day at our Auburn Hills Campus and then one day in Kalamazoo. WMU students that participate in our 2014 program will meet WMU alumni that hold senior leadership positions within Comerica, be paired with a mentor in the student’s field of interest, tour Comerica’s “Banking Center of The Future”, and so much more. Students that participated in previous externships are consistently surprised by the variety of career paths available with Comerica in Michigan and across the nation. If you only know Comerica by visiting Comerica Park, then it’s time to learn more.

- **Externship Length:** 2 days
- **Daily Start Time:** 8:30 a.m.  
  **Daily Finish Time:** 4 p.m.
- **Externship Dates:** Monday, May 5th, 2014 and Tuesday, May 13th 2014
- **Group Size:** Large

**Desired Academic Areas:** Accounting, Finance, IT, Management, HR Management, Marketing, Sales, Personal Financial Planning, Advertising and Promotion.

**ALL CAREER PATHWAYS CAN BE EXPLORED**

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

**Company Description:** Comerica Incorporated is a financial services company headquartered in Dallas, Texas, and strategically aligned by three business segments: The Business Bank, The Retail Bank, and Wealth Management. Comerica focuses on relationships, and helping people and businesses be successful. In addition to Texas, Comerica Bank locations can be found in Arizona, California, Florida and Michigan, with select businesses operating in several other states, as well as in Canada and Mexico. Comerica reported total assets of $62.9 billion at June 30, 2013.

**Company Website:** www.comerica.com

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I gained hands-on experience as well as great networking connections.

-Business Extern
**Consumers Credit Union**  
(Kalamazoo, MI)

**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.

- **Externship Length:** 1 day
- **Daily Start Time:** 9 a.m.  
  **Daily Finish Time:** 4 p.m.
- **Externship Dates:** Tuesday, April 29th, 2014
- **Group Size:** Small

**Desired Academic Areas:** Accounting, Finance and Information Technology

**Career Pathways You Can Explore:**

<table>
<thead>
<tr>
<th>Accounting</th>
<th>Finance</th>
<th>IT</th>
<th>Marketing</th>
</tr>
</thead>
</table>
| • Management Accounting  
  • Internal Auditing | • Investments  
  • Banking  
  • Corporate Finance  
  • Personal Financial Planning | • Business Intelligence and Reporting  
  • Business Process Integration and Management  
  • Database Administration and Management  
  • Project Management  
  • Knowledge Management | • Sales  
  • Retail Management  
  • Communication |

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

**Company Description:** Headquartered in Kalamazoo, Michigan, Consumers Credit Union has more than $480 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.

**Company Website:** [www.consumerscu.org](http://www.consumerscu.org)
Coyote Logistics (Chicago, IL)

Externship Description:
The purpose of the Coyote Logistics, LLC job shadow is for current college students to explore all aspects of our growing 3PL. This day-long program will give students the opportunity to learn about and apply business and communication skills in numerous fields within the company. The job shadow 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 Coyote Sales Representatives. The goal of the program is for you to have the opportunity to experience numerous aspects of Coyote Logistics in an effort to distinguish whether or not the logistics industry is the right career choice for you! Also, the day will offer a tour of the organization and Q&A with WMU alumni!

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<tr>
<td>Daily Finish Time:</td>
<td>2:30 p.m.</td>
</tr>
<tr>
<td>Externship Dates:</td>
<td>Tuesday, April 29th, 2014; Wednesday, April 30th, 2014; Thursday, May 1st, 2014; Friday, May 2nd, 2014</td>
</tr>
<tr>
<td>Group Size:</td>
<td>Large</td>
</tr>
</tbody>
</table>

Desired Academic Areas: Sales, Information Technology, Management, Marketing

Career Pathways You Can Explore:

- **Marketing**
  - Sales
  - Sales Management
  - Communications

- **Information Technology**
  - Project Management
  - Knowledge Management

- **Management**
  - Project Management
  - Logistics Management
  - Supply Chain Management

Required Work Attire: Casual, jeans are acceptable!

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 work force 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.

Company Website: www.Coyote.com
**DENSO MANUFACTURING MICHIGAN, INC (BATTLE CREEK, MI)**

**Externship Description:** Presentation of DENSO corp. and opportunities available to students from ISM program. Then, a job shadow will be set up in the Purchasing Department.

<table>
<thead>
<tr>
<th>Externship Length:</th>
<th>1 day</th>
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</thead>
<tbody>
<tr>
<td>Daily Start Time:</td>
<td>9 a.m.</td>
</tr>
<tr>
<td>Externship Dates:</td>
<td>Will determine with extern after matching in April 2014</td>
</tr>
<tr>
<td>Group Size:</td>
<td>Small</td>
</tr>
</tbody>
</table>

**Desired Academic Areas:** Integrated Supply Management

**Career Pathways You Can Explore:**

- Management
- ISM
- Purchasing

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

*No Cameras

**Company Description:** DENSO Corporation is a worldwide manufacturer and supplier of advanced automotive parts and components. Our relentless pursuit of quality and state of the art technology has made us the second largest parts supplier in the world. DENSO Manufacturing Michigan in Battle Creek has hired many WMU students in business and engineering, and their careers have flourished in our fast-paced, challenging work environment. Students not happy with just maintaining the status quo will find DENSO a great company to check out.

**Company Website:** [www.densocorp-na.com](http://www.densocorp-na.com)

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Participating in this externship has shown me that I am on the right track to a great, successful career. It has proven that I have the talent, the skills, and the motivation to end up in my chosen career path.

-Business Extern
DFCU Financial (Dearborn, MI)

Externship Description:

Day One

• Will be an overview of the different areas of DFCU Financial including: Human Resources, Marketing, Training, Lending, Operations, Project Management, Branch Management and Information Technology. The externs would also have lunch with the President and Senior Management team, and receive a tour of headquarters.

Day Two

• Will be spent in the extern’s area of interest. Since we offer a variety of interest areas, the agenda would be specific to that area.


All Career Pathways Can Be Explored

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

Company Description: DFCU Financial is Michigan's largest credit union with $3.2 billion in assets, 23 branch locations, and 500 employees and over 200,000 members. It is a top performing credit union that ranks in the top 10 in the nation for financial performance. DFCU has been awarded a Top Workplace by the Free Press for five years in a row as well as 101 Best Workplaces in Metro Detroit for seven out of the last eight years. The company offers careers in branch management, sales, finance, accounting, information technology, audit, operations, human resources, marketing and training.

Company Website: www.dfcufinancial.com
Digitas (Detroit, MI)

Externship Description:

Job Shadow with a team member → Resume review and critique → Lunch with Intern Program students → Sit in on all staff presentation

Externship Length: 1 day
Daily Start Time: 9 a.m.          Daily Finish Time: 5 p.m.
Externship Dates: Middle of August 2014
Group Size: Small

Desired Academic Areas: Advertising and Promotion, Marketing, E-Business Marketing

Career Pathways You Can Explore:

Marketing

Internet Marketing  Advertising and Promotion  Marketing Research

Required Work Attire: Casual (no shorts)

Company Description: Digitas LBi is a global marketing and technology agency that transforms businesses for the digital age. We help companies of all shapes and sizes decide “What’s Next” ... and then we take them there. Across 40 offices in 25 countries around the world we have more than 6,000 digital experts working to enrich people’s lives via our unique blend of strategy, creativity, media and technology. We act as strategic partner to some of the world’s most exciting companies across a wide range of industries including FMCG, financial services, publishing, retail, telecoms and travel. There are many things that make Digitas LBi unique but if we had to choose one it would be our ability to connect data with storytelling to help make brands special, shareable and more ultimately valuable.

Company Website:www.digitas.com
**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 student’s specific interests.

**Desired Academic Areas:** Advertising and Promotion, Marketing, E-Business Marketing

**Career Pathways You Can Explore:**

- Internet Marketing
- Market Research
- Retail
- Direct Marketing
- Advertising and Promotion
- Communications
- Project Management

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

**Company Description:** Doner is a full-service, performance-driven 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—the Digital Underground, and the Doner Social Currency Index—a measurement tool that tracks overall brand visibility. With over $1 billion in billings, Doner is a part of the MDC Partners network and serves clients including ADT, AutoTrader.com, Choice Hotels International, Chrysler Group LLC, The Coca-Cola Company, Cox Communications, Serta, Sherwin-Williams, and The UPS Store.

**Company Website:** [www.doner.com](http://www.doner.com)
**Donnelly Penman & Partners (Grosse Pointe, MI)**

**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.

Examination Set: 1 day  
Daily Start Time: 8:30 a.m.  
Daily Finish Time: 5 p.m.  

**Desired Academic Areas:** Accounting and Finance

**Career Pathways You Can Explore:**

<table>
<thead>
<tr>
<th>Accounting</th>
<th>Management</th>
<th>Finance</th>
</tr>
</thead>
</table>
| • Managerial Accounting  | • Project Management  
  • Sales Management  
  • Consulting  
  • Entrepreneurship  | • Investments  
  • Corporate Finance |

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

**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. Our clients are all US based, but many have non-US operations and many companies we deal with regarding M&A transactions are non-US. Although we don't hire a lot of employees due to our size and low turnover, we would hire qualified WMU grads that fit in our company.

**Company Website:** www.donnellypenman.com

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*I enjoyed my time at Donnelly Penman immensely. I learned a lot and have discovered another field that I might potentially pursue in my future.*

- Business Extern
PASSION. INNOVATION. SOLUTIONS FOR OUR PLANET.

We're for answers. We're for figuring it out. We're for connecting the dots. We're for what goes after the equal sign. We're Solutionists, collaborating in shaping solutions that are making a difference for our world. Green rooftops. Energy efficient buildings. Even healthier oils. Together, the elements of science and the human element can solve anything.

Solutionism. The new optimism.
The Dow Chemical Company
(Midland, MI)

Externship Description: The Dow Chemical Business Externship program is a day and a half orientation that offers participants an opportunity to experience firsthand the different roles and responsibilities of an accountant within a Fortune 50 Global Corporation. Participants will tour one of Dow’s largest integrated manufacturing sites which produce products for several of Dow’s core businesses like crop protection products for the Dow AgroSciences business and solar shingles for Dow’s Building Solutions business. Presentations from Finance Managers will provide participants with an understanding of the different accounting roles a global chemical company can offer an accounting graduate.

<table>
<thead>
<tr>
<th>Externship Length:</th>
<th>2 days</th>
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</thead>
<tbody>
<tr>
<td>Daily Start Time:</td>
<td>12 p.m., 8 a.m.</td>
</tr>
<tr>
<td>Daily Finish Time:</td>
<td>5 p.m.</td>
</tr>
<tr>
<td>Externship Dates:</td>
<td>Wednesday, May 14th, 2014 and Thursday, May 15th, 2014</td>
</tr>
<tr>
<td>Group Size:</td>
<td>Medium</td>
</tr>
</tbody>
</table>

Desired Academic Areas: Accounting

Career Pathways You Can Explore:

- Accounting
- Managerial Accounting
- Internal Auditing
- Financial Accounting
- Cost Accounting

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

Company Description: Dow combines the power of science and technology to passionately innovate what is essential to human progress. The Company 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. The Company conducts its worldwide operations through global businesses, which are reported in six operating segments: Electronic and Functional Materials, Coatings and Infrastructure Solutions, Agricultural Sciences, Performance Materials, Performance Plastics, Feed Stocks, and Energy.

Company Website: www.dow.com
EDUCATIONAL COMMUNITY CREDIT UNION (KALAMAZOO, MI)

Externship Description:

<table>
<thead>
<tr>
<th>Day One</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Meet with ECCU's management team, in a large group setting.</td>
</tr>
<tr>
<td>• Touring and learning about each department (Finance, Human Resources,</td>
</tr>
<tr>
<td>Lending, Marketing, and Operations, IT, and ECCU's call center.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Day Two</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Job shadowing key people in the department(s) of the student's choice</td>
</tr>
<tr>
<td>• Learning more about the day-to-day responsibilities and what is</td>
</tr>
<tr>
<td>required to be successful in that particular department or branch.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Externship Length: 2 days</th>
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</thead>
<tbody>
<tr>
<td>Daily Start Time: 9 a.m.</td>
</tr>
<tr>
<td>Daily Finish Time: 5 p.m.</td>
</tr>
<tr>
<td>Externship Dates: Tuesday, May 13th, 2014 and Wednesday, May 14th, 2014</td>
</tr>
<tr>
<td>Group Size: Large</td>
</tr>
</tbody>
</table>


ALL CAREER PATHWAYS CAN BE EXPLORED

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. A wide range of electronic services, including online chat, online banking, mobile banking, mobile applications, and web bill pay, keep members in touch while on the go.

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

Company Website: www.eccu1.org
Locally Serviced Mortgages

$250 Cash Back on Mortgages

Business Services

35,000+ Surcharge-Free ATMs Nationwide
Member Rewards Program

Wealth Management Services

Mobile Banking

Free Financial Seminars

Great Loan Rates

Variety of Savings Programs

WWW.ECCU1.ORG
269.375.6702 | Facebook | Twitter

Federally insured by the NCUA. Equal Housing Lender.
Externship Description:

Day 1:
Students will meet at the Galesburg facility and will carpool with Eaton employees to the South Bend, Indiana Forging Facility. Students will gather together for an introduction to Eaton Corp and our Supply Chain Management (SCM) department in Vehicle Group. Lunch will be provided for the students. Students will tour the South Bend manufacturing plant in the afternoon and will return to the Galesburg site with Eaton employees.

Day 2:
Students will hear from each of the four pillars of supply chain: Purchasing, Supplier Development, Materials & Logistics, and Program Management. Each pillar will discuss the purpose of their organization and explain what the responsibilities of their teams and team members include. Lunch will be provided for the students. In the afternoon we will have a tour of the Galesburg facilities and have the opportunity to shadow someone in a position in which they are interested in.

Desired Academic Areas: Integrated Supply Management

Career Pathways You Can Explore:

- Inventory Management
- Logistics Management
- Materials (Manufacturing) Management
- Project Management
- Purchasing (Procurement) Management
- Supply Chain Management
- Database Administration and Management
- Business Process Integration and Management

Company Description:
Eaton Corporation is a diversified power management company with more than 100 years of experience providing energy-efficient solutions that help our customers effectively manage electrical, hydraulic and mechanical power. Eaton is a global technology leader in electrical components, systems and services for power quality, distribution and control; hydraulics components, systems and services for industrial and mobile equipment; aerospace fuel, hydraulics and pneumatic systems for commercial and military use; and truck and automotive drivetrain and powertrain systems for performance, fuel economy and safety. Eaton has approximately 73,000 employees and sells products to customers in more than 150 countries. Eaton plans to have one to two open co-op positions available through the year. For full time employment there are currently positions available in materials and purchasing, with new positions coming available all the time.

Company Website: www.eaton.com/Eaton/index.htm
Eliason Corporation (Portage, MI)

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.

Externship Length: 1 day

Daily Start Time: 7 a.m.  Daily Finish Time: 5 p.m.

Externship Dates: Wednesday, May 7th, 2014; Thursday, May 8th, 2014; Wednesday, May 14th, 2014; Thursday, May 15th, 2014

Group Size: Medium

Desired Academic Areas: Integrated Supply Management

Career Pathways You Can Explore:

Management

• Inventory Management
• Logistics Management
• Materials (Manufacturing) Management
• Project Management
• Purchasing (Procurement) Management
• Supply Chain Management

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

*NO OPEN TOE SHOES

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.

Company Website: www.eliasoncorp.com
**Enterprise Rent-A-Car: Daily Rental (Farmington Hills, MI)**

**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 Start Time:** 9 a.m.  
  **Daily Finish Time:** 5 p.m.
- **Externship Dates:** Will determine with extern after matching in April 2014
- **Group Size:** Small

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

**Career Pathways You Can Explore:**

<table>
<thead>
<tr>
<th>Management</th>
<th>Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Logistics Management</td>
<td>• Product/Service Management</td>
</tr>
<tr>
<td>• Project Management</td>
<td>• Retail</td>
</tr>
<tr>
<td>• Purchasing (Procurement)</td>
<td>• Sales</td>
</tr>
<tr>
<td>Management</td>
<td>• Direct Marketing</td>
</tr>
<tr>
<td>• Retail Management</td>
<td>• Advertising and Promotion</td>
</tr>
<tr>
<td>• Sales Management</td>
<td>• Communications</td>
</tr>
<tr>
<td>• Entrepreneurship</td>
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</tr>
</tbody>
</table>

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

*Extern must be willing to travel in a company vehicle with their Professional Mentor*

**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. 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. 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. And, in his words, “The rest will take care of itself”.

**Company Website:** www.enterprise.com
**ENTERPRISE RENT-A-CAR: CONTINUED, FLEET MARKETING (FARMINGTON HILLS, MI)**

**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.

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

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

*Extern must be willing to travel in a company vehicle with their Professional Mentor.*

**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. 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. 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. And, in his words, “The rest will take care of itself”.

**Company Website:** www.enterprise.com
**Fetzer Center at Western Michigan University (Kalamazoo, MI)**

**Externship Description:** Externs will work within the Fetzer Center to create meeting spaces and assist in the execution of the preparation of the event. The calendar and schedule of our client’s needs will determine what exact duties will be performed by each extern. There may be some preparation work within the banquet area and also opportunities to work with the Outside Sales Representative.

<table>
<thead>
<tr>
<th>Externship Length: 1 day</th>
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<tbody>
<tr>
<td>Daily Start Time: 8 a.m.</td>
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<tr>
<td>Externship Dates: Will determine with extern after matching in April 2014</td>
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<tr>
<td>Group Size: Small</td>
</tr>
</tbody>
</table>

**Desired Academic Areas:** Management, Advertising and Promotion, and Marketing

**Career Pathways You Can Explore:**

- **Management**
  - Hospitality Management
  - Food and Beverage Management
  - Sales Management

- **Marketing**
  - Sales
  - Advertising and Promotion
  - Event Planning

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

* May be required to do a lot of standing and walking. Comfortable shoes, not heels or tennis shoes.

**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.

**Company Website:** www.fetzercenter.com
**Fifth Third Bank (Kalamazoo, MI)**

**Externship Description:** Students will have the opportunity to meet one on one with Fifth Third Bank Executives, learn about the banking industry and job shadow banking officers. The first day of the program will consist of Round Table Discussions, a tour of our Kalamazoo Main Office and Curious Bank Workshops. Day two will be a one on one job shadow with a banking officer that matches what the students’ interests are.

<table>
<thead>
<tr>
<th>Externship Length: 2 days</th>
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<tbody>
<tr>
<td>Daily Start Time: 9 a.m.</td>
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<tr>
<td>Externship Dates: Tuesday, May 6th, 2014 and Wednesday, May 7th, 2014</td>
</tr>
<tr>
<td>Group Size: Large</td>
</tr>
</tbody>
</table>

**Desired Academic Areas:** Finance, Personal Financial Planning, Management, Sales and Marketing

**Career Pathways You Can Explore:**

**Finance**
- Investments
- Banking
- Corporate Finance
- Real Estate
- Insurance
- Personal Financial Planning

**Management**
- Banking/Branch Management
- Project Management
- Retail Management
- Sales Management

**Marketing**
- Retail
- Sales
- Communications

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

**Company Description:** We are one of the top 15 banks in the country with a more-than-150-year heritage of success that comes from living up to our promise of creating a better tomorrow, not only for our customers, but for our employees as well. With a dynamic work experience that challenges and inspires each employee, we create a lasting, positive impact on our customers and the communities we proudly serve. We invite you to learn more about us.

**Company Website:** www.53.com
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.

<table>
<thead>
<tr>
<th>Externship Length:</th>
<th>2 1/2 to 3 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Start Time:</td>
<td>8 a.m.</td>
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<tr>
<td>Daily Finish Time:</td>
<td>5 p.m.</td>
</tr>
<tr>
<td>Externship Dates:</td>
<td>Between May 15th, 2014 and June 15th, 2014</td>
</tr>
<tr>
<td>Group Size:</td>
<td>Large</td>
</tr>
</tbody>
</table>

Desired Academic Areas: Management, Marketing, Food and Consumer Packaged Goods Marketing, and Sales

Career Pathways You Can Explore:

### Management
- Hospitality Management
- Sales Management
- Purchasing Management
- Food and Beverage Management
- Supply Chain Management
- Retail Management

### Marketing
- Product/Service Management
- Retail
- Purchasing
- Sales
- Food Marketing
- Communications

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

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, Colombo, Totinos, Jeno’s, Pillsbury, Green Giant, Old El Paso, Häagen-Dazs, Cheerios, Lucky Charms, 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.

Company Website: www.generalmillsfoodservice.com
**Greenleaf Trust (Kalamazoo, MI)**

**Externship Description:** Externship participants will spend time with leaders of Greenleaf Trust learning about the different positions in each division and participating in hands on activities.

<table>
<thead>
<tr>
<th>Externship Length: 1 day</th>
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</thead>
<tbody>
<tr>
<td>Daily Start Time: 9 a.m.</td>
</tr>
<tr>
<td>Externship Dates: Will determine after matching with externs in April 2014</td>
</tr>
<tr>
<td>Group Size: Medium</td>
</tr>
</tbody>
</table>

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

**Career Pathways You Can Explore:**

- Finance
- Investments
- Personal Financial Planning

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

**Company Description:** Greenleaf Trust is a privately held wealth management firm, with specialized disciplines in retirement plan services, personal trusts and asset management. As one of Michigan’s first trust-only banks, with approximately seven billion dollars in assets, we are guardians to the financial well-being of individuals, families, businesses and endowments. We are client-aligned and talent driven, and help our clients achieve financial security from generation to generation. Trust is in our name for good reason: we earn it.

**Company Website:** www.greenleaftrust.com

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New Externship

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**Harold Zeigler Auto Group (Kalamazoo, MI)**

**Externship Description:** Each extern will have the opportunity to view multiple areas of a successful business including HR, Interviewing, Sales, Finance, Internet Management, and Service

- **Externship Length:** 1 day
- **Daily Start Time:** 9 a.m.  **Daily Finish Time:** 5 p.m.
- **Externship Dates:** Will determine after matching with externs in April 2014
- **Group Size:** Small

**Desired Academic Areas:** Marketing, Human Resource Management, Sales, Finance, E-Business Marketing

**Marketing Career Pathways You Can Explore:**

<table>
<thead>
<tr>
<th>Internet Marketing</th>
<th>Purchasing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Research</td>
<td>Sales</td>
</tr>
<tr>
<td>Development (Fundraising)</td>
<td>Advertising and Promotion</td>
</tr>
<tr>
<td>Product/Service Management</td>
<td>Event Planning</td>
</tr>
<tr>
<td>Public Relations</td>
<td>Communications</td>
</tr>
<tr>
<td>Retail</td>
<td></td>
</tr>
</tbody>
</table>

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

**Company Description:** The Harold Zeigler Auto Group owns and operates 18 retail automotive dealerships, three finance companies, a leasing firm, insurance firms and a real estate portfolio located throughout Southwest Michigan, Northern Indiana, Illinois and New York. New car franchises include Chevrolet, Fiat, Honda, Ram, Ford, Lincoln, Chrysler, Dodge, Jeep, Mitsubishi, Maserati and BMW. The Harold Zeigler Auto Group also owns and operates three JD Byrider franchises which offer used vehicle sales, service and financing programs. The Harold Zeigler Auto Group employs over 700 people and has annual sales of over $550 million and ranks nationally in the top 1% of dealers.

**Company Website:** www.haroldzeigler.com
**Haworth Inc.: Various Business Areas (Holland, MI)**

**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.

- **Externship Length:** 3 days
- **Daily Start Time:** 9 a.m.  **Daily Finish Time:** 3 p.m.
- **Group Size:** Large

**Desired Academic Areas:** Accounting, Finance, Information Technology, Human Resource Management, Management, Marketing, Advertising and Promotion, and Sales

**All Career Pathways Can Be Explored**

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

**Company Description:** Haworth Inc. is a global leader in the design and manufacturing of organic workspaces, including raised floors, movable walls, systems furniture, seating, storage and wood casegoods. Family-owned and privately held, Haworth is headquartered in Holland, Michigan, and serves markets in more than 120 countries through a global network of more than 600 dealers. The company had net sales of US $1.21 billion in 2010.

**Company Website:** [www.haworth.com/careers](http://www.haworth.com/careers)
**Haworth Inc.: Supply Chain Management (Holland, MI)**

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

- **Externship Length:** 2 days
- **Daily Start Time:** 8 a.m.  
  **Daily Finish Time:** 5 p.m.
- **Externship Dates:** Tuesday, May 6th, 2014 and Wednesday, May 7th, 2014
- **Group Size:** Small

**Desired Academic Areas:** Integrated Supply Management

**Career Pathways You Can Explore:**

<table>
<thead>
<tr>
<th>Management</th>
<th>Marketing</th>
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</thead>
<tbody>
<tr>
<td>• Logistics Management</td>
<td>• Internet Marketing</td>
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<tr>
<td>• Materials (Manufacturing) Management</td>
<td>• Product/Service Management</td>
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<tr>
<td>• Supplier Development and Quality</td>
<td>• Public Relations</td>
</tr>
<tr>
<td>• Project Management</td>
<td>• Purchasing</td>
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<tr>
<td>• Purchasing (Procurement) Management</td>
<td>• Communications</td>
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<tr>
<td>• Supply Chain Management</td>
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</tbody>
</table>

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

*Wear comfortable walking shoes*

**Company Description:** Haworth Inc. is a global leader in the design and manufacturing of organic workspaces, including raised floors, movable walls, systems furniture, seating, storage and wood casegoods. Family-owned and privately held, Haworth is headquartered in Holland, Michigan, and serves markets in more than 120 countries through a global network of more than 600 dealers. The company had net sales of US $1.21 billion in 2010.

**Company Website:** [www.haworth.com](http://www.haworth.com)

My goals and future have been affected positively because I now have another reference to go back to in my future for job and internship opportunities which is very critical.

-Business Extern
Heritage Community of Kalamazoo (Kalamazoo, MI)

Externship Description: Assist human resources staff in conducting and participating in the Welcome Aboard onboarding program for newly hired Heritage staff.

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<thead>
<tr>
<th>Externship Length: 2 days</th>
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<tr>
<td>Daily Start Time: 8:30 a.m.</td>
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<tr>
<td>Externship Dates: Friday, May 2, 2014; Monday, May 5, 2014; Friday, May 9, 2014; Monday, May 12, 2014; Friday, May 16, 2014</td>
</tr>
<tr>
<td>Group Size: Small</td>
</tr>
</tbody>
</table>

Desired Academic Areas: Human Resource Management

Career Pathways You Can Explore:

Human Resource Management

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

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.

Company Website: www.heritagecommunity.com
**Hormel Foods (Grand Rapids, MI)**

**Externship Description:** The Consumer Products Sales division is responsible for the sale of Hormel Foods grocery, meat, and deli products at various retail outlets such as Wal-Mart, Costco, Kroger, and CVS all over the United States. 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.

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<th>Externship Length: 1 day</th>
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<tr>
<td>Daily Start Time: 8 a.m.</td>
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<td>Daily Finish Time: 5 p.m.</td>
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<tr>
<td>Externship Dates: Will determine after matching with externs in April 2014</td>
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<td>Group Size: Small</td>
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</tbody>
</table>

**Desired Academic Areas:** Food and Consumer Packaged Goods Marketing, Sales, and Marketing

**Career Pathways You Can Explore:**

- Internet Marketing
- Market Research
- Product/Service Management
- Retail
- Sales
- Food Marketing

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

*Close Toed Shoes

**Company Description:** Hormel Foods is a $7.9 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.

**Company Website:** www.hormelfoods.com/careers
**Externship Description:** Participants will visit two different factories in two separate Divisions (Ag & Turf, and Construction). During these visits, they will gain exposure to multiple areas of supply chain integration including: current production, new product development, cost management, logistics, strategic sourcing, and indirect materials. The externship will include shadowing, as well as individual meetings with individuals across supply management. Factory tours will also be included. A business dinner will be held the first evening.

**Externship Length:** 2 days  
**Daily Start Time:** 8 a.m.  
**Daily Finish Time:** 4:30 p.m.  
**Externship Dates:** Will determine after matching with externs in April 2014  
**Group Size:** Small

**Desired Academic Areas:** Integrated Supply Management

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**Career Pathways You Can Explore:**

- Inventory Management
- Logistics Management
- Materials (Manufacturing) Management
- Supplier Development and Quality
- Purchasing (Procurement) Management
- Supply Chain Management

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

* Students will be required to wear safety gear during any activity on the production floor. Wear comfortable shoes.

**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. And Deere has always been ready and willing to embrace it. Yet, through it all, John Deere is still dedicated to those who are linked to the land, farmers and ranchers, landowners, builders, and loggers. And 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 customer, investor, or employee.

**Company Website:** [www.deere.com](http://www.deere.com)
**EXTERNSHIP DESCRIPTION:** Students will rotate throughout the day and sit with over 12 different mentors to view each functional area of supply chain. The overviews will include some hands-on training and interactive events.

**Desired Academic Areas:** Integrated Supply Management

**Career Pathways You Can Explore:**

- Inventory Management
- Logistics Management
- Materials (Manufacturing) Management
- Project Management
- Supply Chain Management

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

**Company Description:**
With 2012 sales of more than $14 billion, Kellogg Company is the world’s leading producer of cereal and a leading producer of snacks and frozen foods. We market products in over 180 countries, and our brands include such trusted names as Kellogg’s, Keebler, Pop-Tarts, Eggo, Cheez-It, Pringles, All-Bran, Mini-Wheats, Nutri-Grain, Rice Krispies, Special K, Chips Deluxe, Famous Amos, Sandies, Austin, Club, Murray, Kashi, Bear Naked, Morningstar Farm, Gardenburger and Stretch Island.

**Company Website:** www.kelloggs.com
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.
**Kellogg's: IT (Battle Creek, MI or Oak Park, IL)**

**Externship Description:** GROW WITH US! During your externship, you will get an understanding of Kellogg’s Global IT organization, by reviewing the IT structure we have in place. You will meet with different employees at Kellogg to get understanding of the daily operations of the IT world at Kellogg. Additional learning opportunities include exposure to the Kellogg data center and interaction with the business functions that IT partners with on a daily basis.

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<tr>
<th>Externship Length: 2 days</th>
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<tr>
<td>Daily Start Time: 8 a.m.</td>
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<td>Daily Finish Time: 5 p.m.</td>
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<td>Externship Dates: Will determine before matching in February 2014</td>
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<td>Group Size: Small</td>
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**Desired Academic Areas:** Information Technology

**Career Pathways You Can Explore:**

- Business Applications Development
- Business Process Integration and Management
- Database Administration and Management
- Information Technology Project Management
- Knowledge Management
- Telecommunication and Network Administration
- IT Application Implementation and Support

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

**Company Description:**
With 2012 sales of more than $14 billion, Kellogg Company is the world’s leading producer of cereal and a leading producer of snacks and frozen foods. We market products in over 180 countries, and our brands include such trusted names as Kellogg’s, Keebler, Pop-Tarts, Eggo, Cheez-It, Pringles, All-Bran, Mini-Wheats, Nutri-Grain, Rice Krispies, Special K, Chips Deluxe, Famous Amos, Sandies, Austin, Club, Murray, Kashi, Bear Naked, Morningstar Farm, Gardenburger and Stretch Island.

**Company Website:** [www.kelloggs.com](http://www.kelloggs.com)
**Kellogg's: Finance (Battle Creek, MI)**

**Externship Description:** GROW WITH US! Experience a hands-on experience that provides you the opportunity to work with the most prestigious brands in the industry. You will be given visibility across different functions growing your Finance knowledge in a variety of opportunities. During your externship, you could gain experience in any of the following areas: Supply Chain Finance, Planning and Reporting, Sales Finance, Innovations Finance, and/or Logistics Finance.

- **Externship Length:** 2 days
- **Daily Start Time:** 8 a.m.  
  **Daily Finish Time:** 5 p.m.
- **Externship Dates:** Will determine before matching in April 2014
- **Group Size:** Small

**Desired Academic Areas:** Accounting, Finance

**Career Pathways You Can Explore:**

- Supply Chain Finance
- Planning and Reporting
- Sales Finance
- Innovations Finance
- Logistics Finance

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

**Company Description:**
At Kellogg Company (NYSE: K), we are driven to enrich and delight the world through foods and brands that matter. With 2012 sales of $14.2 billion, Kellogg is the world’s leading cereal company; second largest producer of cookies, crackers and savory snacks; and a leading North American frozen foods company. Every day, our well-loved brands nourish families so they can flourish and thrive. These brands include Kellogg’s®, Keebler®, Special K®, Pringles®, Frosted Flakes®, Pop-Tarts®, Corn Flakes®, Rice Krispies®, Kashi®, Cheez-It®, Eggo®, Coco Pops®, Mini-Wheats®, and many more. To learn more about our responsible business leadership, foods that delight and how we strive to make a difference in our communities around the world, visit www.kelloggcompany.com.

**Company Website:** www.kelloggs.com

As a result of participating in the externship program, I have been able network with several professionals and gain a good grasp on what steps I need to take for me to get a job and be successful in the future.

- Business Extern
**Kosch Catering (Rochester, MI)**

**Externship Description:** Students will visit the office to meet with the owner, Accountant, HR, Payroll, and Sales Director to get a brief view of what happens ‘behind the scenes’. They will spend the rest of the day with the VP of Operations touring a couple of our facilities and discuss the financials of running the business, the challenges of the industry, and the day-to-day operations at the locations.

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<td>Daily Finish Time: 4 p.m.</td>
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<tr>
<td>Externship Dates: Tuesday, April 29th, 2014; Wednesday, April 30th, 2014; Tuesday, May 6th, 2014; Wednesday May 7th, 2014</td>
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<td>Group Size: Small</td>
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</table>

**Desired Academic Areas:** Management and Marketing

**Career Pathways You Can Explore:**

**Management**
- Hospitality Management
- Food and Beverage Management
- Human Resource Management
- Inventory Management
- Sales Management

**Marketing**
- Public Relations
- Food Marketing
- Advertising and Promotion
- Event Planning

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

**Company Description:** We are the exclusive caterer at several Oakland County Parks and Huron-Clinton Metro Park banquet facilities, as well as provide catering at other off-site locations for weddings, anniversaries, grad parties, reunions, company picnics, and other gatherings. We also have cafeteria style kitchens within various companies around Metro Detroit. In addition, we have two restaurants in Northern Michigan. So our food service venue is very diverse! We are a small family-owned business with an office staff of about six in Rochester, Michigan. During our busy season in the spring/summer, we employ approx. 300 employees. In the winter months, we employ approx. 100 employees.

**Company Website:** www.koschcatering.com
**MLIVE MEDIA GROUP (KALAMAZOO, MI)**

**Externship Length:** 2 days

**Daily Start Time:** 8 a.m. **Daily Finish Time:** 5 p.m.

**Externship Dates:** Tuesday, April 29th, 2014; Wednesday, April 30th, 2014; Tuesday, May 13th, 2014; Wednesday, May 14th, 2014

**Group Size:** Small

**Desired Academic Areas:** Marketing, Advertising and Promotions, E-Business Marketing

**Career Pathways You Can Explore:**

- Internet Marketing
- Market Research
- Product/Service Management
- Retail
- Sales
- Digital Media

- Sports Marketing
- Direct Marketing
- Advertising and Promotion
- Communications
- Social Media

**Required Work Attire:** Business Casual (Nice Dress Slacks and Ironed Shirt). Short skirts are not advised.

**Company Description:** With advertising solutions tailored to the digital age, MLive Media Group is Michigan's largest local media organization. We reach four million consumers per month through MLive.com, eight award-winning newspapers and a collection of mobile and tablet products. Now is the time. Explore the new way of reaching your audience with MLive Media Group. Your audience. By all means.

**Company Website:** mlivemediagroup.com
**Externship Description:** Externs will have the opportunity to observe the following tasks that are typically performed by sales professionals and sales interns.

- 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.

*Other tasks may be assigned as market conditions dictate.*

---

**IT**
- Information Technology
- Product Management
- IT Application Implementation and Support

**Management**
- Sales Management
- Consulting
- Entrepreneurship

**Marketing**
- Internet Marketing
- Market Research
- Product Service Management

---

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

**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.

**Company Website:** www.optiodata.com
**PepsiCo: Sales (Howell, MI)**

**Externship Description:** The Pepsi Americas Beverages' Sales Organization WMU Externship will provide the opportunity to experience PepsiCo's field sales and delivery functions: Frontline Sales, Delivery, Warehouse, and Merchandising. Student will be given Company overview and paired with a current manager to gain knowledge of systems and day-to-day operations. Opportunity will allow student to experience a day in the life of working for PepsiCo.

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<th>Externship Length: 2 days</th>
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<td>Daily Start Time: TBD</td>
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<td>Externship Dates: Will determine after matching with externs in April 2014</td>
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<td>Group Size: Small</td>
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</table>

**Desired Academic Areas:** Sales

**Career Pathways You Can Explore:**

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

*The student must have a Valid Driver’s License and reliable, personal transportation*

**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 that are respected household names throughout the world. 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 also, 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.

**Company Website:** [www.pepsico.com](http://www.pepsico.com)
**PepsiCo: Supply Chain (Howell, MI)**

**Externship Description:** The Pepsi Americas Beverages' Sales Organization WMU Externship will provide the opportunity to experience PepsiCo's field sales and delivery functions: Frontline Sales, Delivery, Warehouse, and Merchandising. Student will be given Company overview and paired with a current manager to gain knowledge of systems and day-to-day operations. Opportunity will allow student to experience a day in the life of working for PepsiCo.

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<td>Group Size: Small</td>
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</table>

**Desired Academic Areas:** Integrated Supply Management

**Career Pathways You Can Explore:**

- Logistics Management
- Supply Chain Management
- Sales Management

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

**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 that are respected household names throughout the world. 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 also, 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.

**Company Website:** www.pepsico.com
PeerCo: Sales (Kalamazoo, MI)

Externship Description: The Pepsi Americas Beverages' Sales Organization WMU Externship will provide the opportunity to experience PepsiCo's field sales and delivery functions: Frontline Sales, Delivery, Warehouse, and Merchandising. Student will be given Company overview and paired with a current manager to gain knowledge of systems and day-to-day operations. Opportunity will allow student to experience a day in the life of working for PepsiCo.

Desired Academic Areas: Sales

Career Pathways You Can Explore:

Sales

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

*The student must have a Valid Driver’s License and reliable, personal transportation

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 that are respected household names throughout the world. 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 also, 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.

Company Website: www.pepsico.com
Professional Behavior Tip #4:

Honor your commitments!

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

TAKING PRIDE. TAKING PART.

We’re not all business. We believe it’s important to give back to the communities in which we live and work. It’s our way of saying thanks and showing our support for our fellow citizens.

VANDENBOSCH CAPITAL MANAGEMENT OF RAYMOND JAMES®

We are proud to support the Business Externship Program

TROY W. VANDENBOSCH
Associate Vice President, Investments
Investment Advisor Representative

31500 Northwestern Hwy. Ste. 150 // Farmington Hills, MI 48334
D 248.539.5124 // T 800.548.8008 // F 808.522.9851
troy.vandenbosh@raymondjames.com

RAYMOND JAMES (FARMINGTON HILLS, MI)

Externship Description: Shadow an Investment Advisor to learn exactly what it is we do.

- Externship Length: 1 day
- Daily Start Time: 9 a.m.
- Daily Finish Time: 4 p.m.
- Externship Dates: Will determine with extern after matching in April 2014
- Group Size: Small

Desired Academic Areas: Finance, Personal Financial Planning, and Management

CAREER PATHWAYS YOU CAN EXPLORE:

Management
- Entrepreneurship

Finance
- Investments
- Banking
- Personal Financial Planning

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

Company Description: Who is Raymond James? The name of the company comes from a merging of companies run by Robert A. James and Edward Raymond. 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 has been recognized nationally for its community support and corporate philanthropy. The company has been ranked as one of the best in the country in customer service, as a great place to work and as a national leader in support of the arts.

Company Website: www.vandenboschcapitalmanagement.com

I am very happy I participated in the externship program and will do my best to highly recommend to as many students as I can! I had a very positive experience and this helped me realize that I am on the right career path.

-Business Extern
**ROSE STREET ADVISORS (KALAMAZOO, MI)**

**Externship Description:** We are looking for individuals that are interested in marketing and sales. We are not a company that does cold calling, we sell based on referrals from relationships. The student would shadow one of our producers during their normal day.

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<thead>
<tr>
<th>Externship Length: 3 days</th>
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<tr>
<td>Daily Start Time: 8:30 a.m.</td>
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<tr>
<td>Externship Dates: Will determine with extern after matching in April 2014</td>
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<tr>
<td>Group Size: Small</td>
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</table>

**Desired Academic Areas:** Sales, Marketing, Personal Financial Planning

**CAREER PATHWAYS YOU CAN EXPLORE:**
- Marketing
- Product/Service Management
- Sales
- Communications

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

**Company Description:** Rose Street Advisors is a locally owned firm that has 24 employees. We specialize in three areas; Life Insurance that focuses on affluent clients to assist them with Wealth Transfer and Business Insurance needs. We have a Wealth Management area that handles individual investments and retirement plans. The last piece of our business is our largest, Employee Benefits for small to large employers in the area.

**Company Website:** www.rosestreetadvisors.com
ROTHBURY FARMS (GRAND RAPIDS, MI)

Externship Description:
Extern will tour a plant:
  o Roskam Baking Company produces and packages food products with the goal of consistently meeting and exceeding customer expectations for quality, safety and wholesomeness.

Extern will job shadow RBC’s Supply Chain Staff:
  o This opportunity allows an Extern to see how the food industry supply chain works, while spending time with several employees across the company to learn specific functions – ordering, shipping, receiving, material handling, storage, dispatch, 3PL, transportation, etc.
  o Allows Extern to see how their education and skill set will apply in a real-world environment.


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

Company Description: Rothbury Farms, the brand name of Roskam Baking Company, is a family owned and operated business which has been a manufacturer of bakery products since 1923. In 1972 RBC shifted its product line again towards dry wheat-based products, including croutons, stuffing, and bread crumbs, to be distributed to retail, foodservice, and industrial markets across the United States. In recent years RBC has continued to expand its capabilities in the areas of snack components, fresh bakery products, candy, dry mixes and wet goods. RBC is a manufacturing partner to a number of major national food companies. RBC supplies a complete service of production, packaging and warehousing of its food products for nationwide distribution. RBC also has its own product lines under Rothbury Farms and Grandpa’s Oven brands.

Company Website: www.rothburyfarms.com

*Roskam Baking Company is GMP (Good Manufacturing Practice) Compliant, referring to the hygienic aspects and quality of manufacturing processes and the sale of their products, administered by the FDA.
Professional Behavior Tip #5:

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.
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.

Externship Length: 2 days
Daily Start Time: 8 a.m.  
Daily Finish Time: 5 p.m.

Externship Dates: Monday, April 28th, 2014; Tuesday, April 29th, 2014; Wednesday, April 30th, 2014; Thursday, May 1, 2014; Friday, May 2, 2014

Group Size: Small

Desired Academic Areas: Food and Consumer Packaged Goods Marketing, Marketing, Sales

Career Pathways You Can Explore:

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<th>Management</th>
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<td>• Market Research</td>
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<td>• Retail Management</td>
<td>• Product/Service Management</td>
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<tr>
<td>• Sales Management</td>
<td>• Retail</td>
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<td>• Sales</td>
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<td></td>
<td>• Food Marketing</td>
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</table>

Required Work Attire: Monday - Business Professional; Tuesday-Friday Business Casual

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.

Company Website: www.smuckers.com.
State of Michigan (Lansing, MI)

Externship Description: This one day event will allow you to work one on one inside of a state department and office that matches your major and minor areas of study but more importantly your interests. 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, enjoy some snacks, share your experiences, network with others and receive a completion certificate signed by the State Personnel Director! Be sure to sign up quickly, the day is limited to only 20 Western Michigan University applicants.

<table>
<thead>
<tr>
<th>Externship Length: 1 day</th>
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<tbody>
<tr>
<td>Daily Start Time: 9 a.m.</td>
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<tr>
<td>Externship Dates: Thursday, May 1st, 2014</td>
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<td>Group Size: Large</td>
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</table>


ALL CAREER PATHWAYS CAN BE EXPLORED

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

*All positions will be located in or near downtown Lansing, MI. On average parking for a day in specified lots is around $5.00 for the day. All state department buildings have security and you will be required to present Michigan ID to enter the buildings.

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!

Company Website: www.michigan.gov/careerservices

After participating in the Business Externship Program, I gained full knowledge of what I want to do in the future. I have started setting academic and personal goals for myself in order to achieve my ideal success.

- Business Extern
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. Stryker looks for individuals with excellent written and verbal communication skills, as well as analytical and organizational skills.

<table>
<thead>
<tr>
<th>Externship Length: 2 days</th>
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</thead>
<tbody>
<tr>
<td>Daily Start Time: 8 a.m.   Daily Finish Time: 5 p.m.</td>
</tr>
<tr>
<td>Externship Dates: Will arrange with student in April 2014</td>
</tr>
<tr>
<td>Group Size: Small</td>
</tr>
</tbody>
</table>

Desired Academic Areas: Human Resource Management

CAREER PATHWAY YOU CAN EXPLORE:

Human Resource Management

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

Company Description: Stryker is a world leader in medical technology that serves the healthcare professionals who help millions of people around the world lead more active and more satisfying lives. Since the Company’s founding in 1941, we have taken pride in developing innovative equipment and technology that helps doctors, hospital administrators and other medical professionals perform their jobs better and more efficiently. Our wide range of products include joint replacements, trauma, spine and micro implant systems, biologics, powered surgical instruments, surgical navigation systems and endoscopic products, patient handling and emergency medical equipment, as well as medical device reprocessing and remanufacturing.

Company Website: www.styker.com and www.careerevents.stryker.jobs
Professional Behavior Tip #6: 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.
**Stryker Corporation: Supply Chain (Portage, MI)**

**Externship Description:** The goal is to get the extern to tour various Stryker plants (Medical/Surgical) in area while also visiting a HQ building to meet with various functional leaders in Sourcing, Project Management, and Materials.

<table>
<thead>
<tr>
<th>Externship Length: 2 days</th>
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<tbody>
<tr>
<td>Daily Start Time: 8 a.m.</td>
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<tr>
<td>Daily Finish Time: 5 p.m.</td>
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<tr>
<td>Externship Dates: Will arrange with students in April 2014</td>
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<tr>
<td>Group Size: Small</td>
</tr>
</tbody>
</table>

**Desired Academic Areas:** Integrated Supply Management

**Career PathExplore:**

Supply Chain Management

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

**Company Description:** Stryker is a world leader in medical technology that serves the healthcare professionals who help millions of people around the world lead more active and more satisfying lives. Since the Company’s founding in 1941, we have taken pride in developing innovative equipment and technology that helps doctors, hospital administrators and other medical professionals perform their jobs better and more efficiently. Our wide range of products include joint replacements, trauma, spine and micro implant systems, biologics, powered surgical instruments, surgical navigation systems and endoscopic products, patient handling and emergency medical equipment, as well as medical device reprocessing and remanufacturing.

**Company Website:** www.styker.com and www.careerevents.stryker.jobs
**Stryker Corporation: Marketing (Portage, MI)**

**Externship Description:** This externship will take place in the Neuro, Spine and ENT business unit, which is part of Stryker Instruments. The focus of this externship will be medical education, which is a part of the Marketing team. The mission of the medical education team is to positively engage healthcare providers through exceptional educational experiences and world-class support. The team coordinates educational events across the nation, providing a place for surgeons to use Stryker NSE equipment in a non-surgical setting. These events take place in collaboration with the marketing team. During this externship the extern will receive an overview of medical education, and may travel with the medical education team to an event, which would require time in a cadaveric laboratory 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.

*Externship Length: 2 or more days*

*Daily Start Time: 8 a.m.*

*Daily Finish Time: 5 p.m.*

*Externship: Dates: Will arrange with students in April 2014*

*Group Size: Small*

**Desired Academic Areas:** Marketing, Sales

**Career Pathway You Can Explore:**

- Medical Education
- Marketing

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

*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.*

**Company Description:** Stryker is a world leader in medical technology that serves the healthcare professionals who help millions of people around the world lead more active and more satisfying lives. Since the Company’s founding in 1941, we have taken pride in developing innovative equipment and technology that helps doctors, hospital administrators and other medical professionals perform their jobs better and more efficiently. Our wide range of products include joint replacements, trauma, spine and micro implant systems, biologics, powered surgical instruments, surgical navigation systems and endoscopic products, patient handling and emergency medical equipment, as well as medical device reprocessing and remanufacturing.

**Company Website:** www.styker.com and www.careerevents.stryker.job
**Target**
*(Grand Rapids or Kalamazoo, MI)*

**Externship Description:** The externs will participate in all of the activities of the leader on duty which may include: overseeing the guest service and merchandising of two to three departments, opening and closing the store on assigned days, assisting with recruiting and hiring of your team, and ensuring great service by interacting with guests and team members.

<table>
<thead>
<tr>
<th>Externship Length: 2 days</th>
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<tr>
<td>Daily Start Time: 7 a.m.</td>
</tr>
<tr>
<td>Externship Dates: Will determine with extern after matching in April 2014</td>
</tr>
<tr>
<td>Group Size: Large</td>
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</tbody>
</table>

**Desired Academic Areas:** Management and Marketing

**Career Pathways You Can Explore:**

**Management**
- Human Resource Management
- Inventory Management
- Logistics Management
- Retail Management

**Marketing**
- Public Relations
- Retail
- Sales
- Food Marketing
- Communications

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

**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.

**Company Website:** [www.target.com](http://www.target.com)
**TFG Advisors (Auburn Hills, MI)**

**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.

- **Externship Length:** 3 days
- **Daily Start Time:** 9 a.m.  **Daily Finish Time:** 4 p.m.
- **Externship Dates:** Tuesday, April 29th, 2014, Wednesday, April 30th, 2014, Thursday, May 1st, 2014
- **Group Size:** Medium

**Desired Academic Areas:** Accounting, Finance, Management and Marketing

**Career Pathways You Can Explore:**

<table>
<thead>
<tr>
<th>Accounting</th>
<th>Finance</th>
<th>Management</th>
<th>Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Public Accounting</td>
<td>• Public Accounting</td>
<td>• Banking Management</td>
<td>• Consulting</td>
</tr>
<tr>
<td>• Management</td>
<td>• Management Accounting</td>
<td>• Hospitality Management</td>
<td>• Entrepreneurship</td>
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<tr>
<td>Accounting</td>
<td>• Investments</td>
<td>• Insurance Management</td>
<td>• Public Relations</td>
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<td>• Banking</td>
<td>• Real Estate</td>
<td>• Sales</td>
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<td>• Corporate Finance</td>
<td>• Insurance</td>
<td>• Advertising and</td>
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<td></td>
<td>• Personal</td>
<td>Promotion</td>
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<td></td>
<td></td>
<td>Financial Planning</td>
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</tbody>
</table>

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

*The final event of this Externship will include an after-hours wrap-up at a local restaurant/facility. Students should be prepared to stay for this event.*

**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 that affect their money and their lives. For over three decades, TFG Advisors has been providing their distinctive approach to wealth management services. While there are many financial tools available to consumers today that can help calculate how much they need, we start out with determining what they want out of life and their money. 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 so much more.

**Company Website:** [www.tfg-advisors.com](http://www.tfg-advisors.com)
**Total Quality Logistics (TQL); (Chicago, IL)**

**Externship Description:** TQL offers a robust Externship Program that allows you to see our energetic and driven sales employees in action, while even getting a taste of doing the job yourself! Visit our downtown Chicago office to experience our Gen Y, fast-paced culture first-hand.

**Externship Components:**
- Tour and TQL Overview
- Job Shadow with a Trainee
- Job Shadow with a Broker
- Catered Lunch
- Sales Negotiation Competition (winning team gets gift cards!)
- Q & A with Group Sales Manager

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<thead>
<tr>
<th>Externship Length</th>
<th>1 day</th>
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<tbody>
<tr>
<td>Daily Start Time</td>
<td>10 a.m.</td>
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<tr>
<td>Externship Dates</td>
<td>Friday, May 2nd, 2014 or Friday, May 9th, 2014</td>
</tr>
<tr>
<td>Group Size</td>
<td>Large</td>
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</tbody>
</table>

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

**Career Pathways You Can Explore:**

<table>
<thead>
<tr>
<th>Management</th>
<th>Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Logistics Management</td>
<td>• Product/Service Management</td>
</tr>
<tr>
<td>• Entrepreneurship</td>
<td>• Sales</td>
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</tbody>
</table>

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

**Company Description:**
Total Quality Logistics (TQL) is the 2nd largest freight brokerage firm in the nation, with more than $1.3 billion in annual sales. The company, founded in 1997, is privately held and operates in 20 offices across the nation, including downtown Chicago and Metro Detroit. TQL was ranked among the nation’s 150 Top Workplaces in 2013, and ranked #18 in the Top 50 Companies to Sell For. TQL also was named by Inc. Magazine as a leading company for creating American jobs and by Glassdoor as one of the top companies for career opportunities. TQL employs more than 2,300 nationwide. Join a company with uncapped commission potential, where 90% of sales management has been promoted from within! If you are entrepreneurial, personable and interested in a rewarding sales position with a dynamic and growing organization, come experience our Externship!

**Company Website:** www.tqljobs.com
Walmart (Kalamazoo, MI)

Externship Description: Externs will spend some time with several associates throughout their day with us. They will get a general overview of the day to day running of a multi-million dollar store.

- Externship Length: 1 day
- Daily Start Time: 10 a.m.  Daily Finish Time: 4 p.m.
- Externship Dates: May 6th 2014
- Group Size: Small


Career Pathways You Can Explore:

- Human Resource Management
- Inventory Management
- Logistics Management
- Purchasing Management
- Supply Chain Management
- Retail Management

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

Company Description:
Walmart employs 2.2 million associates around the world -- 1.3 million in the U.S. alone. About 75% of our store management teams started as hourly associates, and they earn between $50,000 and $170,000 a year — similar to what firefighters, accountants, and even doctors make. Every year, Walmart promotes about 160,000 people to jobs with more responsibility and higher pay. Walmart operates more than 11,000 stores in 27 countries around the world. For the fiscal year ended January 2013, Walmart increased net sales by 5% to $466.1 billion and returned $13 billion to shareholders through dividends and share repurchases. The CEO of Walmart is Mike Duke. The Chairman of our Board of Directors is Rob Walton, son of founder Sam Walton. Walmart was founded in 1962 by Sam Walton when our first store opened in Rogers, Arkansas. We’re working toward three aspirational sustainability goals: to be supplied 100% by renewable energy, to create zero waste and to sell products that sustain people and the environment. We’ve committed $2 billion to fight hunger in the U.S. We’re making food healthier and healthier food more affordable. Through our Global Women’s Economic Empowerment Initiative, we’ve set goals and are taking practical steps to help change the lives of countless women around the world by 2016.

Company Website: www.wal-mart.com
**WEBASTO (LIVONIA, MI)**

**Externship Description:**
- Health, Safety & Ergonomics
- Progressive Discipline
- Benefits
- Payroll
- Attendance Tracking
- New Hire Orientation
- Investigations
- Colleague Interaction
- Diversity in the Workplace

| Externship Length: 3 days
| Daily Start Time: 9 a.m. | Daily Finish Time: 4 p.m. |
| Group Size: Medium |

**Desired Academic Areas:** Human Resource Management

**CAREER PATHWAYS YOU CAN EXPLORE:**

Human Resource Management

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

*Long sleeves and pants are required for safety as well as flat shoes to be able to slide into steel toe caps depending on where we are within the plant.*

**Company Description:** Webasto has been family-owned since its foundation in 1901. The company has been supplying the automotive industry for over 75 years: today it’s split into the diversions Convertible & Roof, as well as Global Comfort Solutions for heating, cooling and ventilation. Webasto is one of the world’s top 100 automotive suppliers. The company with registered offices in Stockdorf near Munich is among the top 15 in the supplier industry in Germany. Webasto is a market leader for both roof and temperature management systems. The group achieved sales of around 2 billion Euros with more than 8,500 employees in 2010. Core competencies include the development and production of complete convertible and roof systems as well as heating, cooling, and ventilation systems for both passenger and commercial vehicles. In addition, the company offers parking heaters and sunroofs for retrofitting by the end consumer.

**Company Website:** http://www.webasto.us/home/en/html/homepage.html
**Western Michigan University-University Relations (Kalamazoo, MI)**

**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.

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<thead>
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<td>Group Size: Small</td>
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</tbody>
</table>

**Desired Academic Areas:** Advertising and Promotion, Marketing, E-Business Marketing

**Career Pathways You Can Explore:**

- Internet Marketing
- Market Research
- Non-Profit Marketing
- Public Relations
- Advertising and Promotion
- Communications

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

**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.

**Company Website:** www.wmich.edu
Externship Description: The Yeo & Yeo externship experience is designed to give an individual considering a career in public accounting a broad range of experiences and interactions. The extern will generally work with younger staff and senior accountants on a tax related project, as well as learn what a financial statement audit entails by walking through audit checklists, work papers, and the financial statements themselves. Externs will also meet with personnel at all levels within the firm, to understand the day-to-day responsibilities of someone at their experience level, all the way up to what a senior manager and partner encounter on a regular basis. This broad range gives the student an idea of what they would be doing when the join the firm, and how that will change as they continue to advance within the organization.

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<tr>
<td>Daily Start Time: 8 a.m.</td>
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<tr>
<td>Externship Dates: Monday, April 28th, 2014</td>
</tr>
<tr>
<td>Group Size: Small</td>
</tr>
</tbody>
</table>

Desired Academic Areas: Accounting

CAREER PATHWAYS YOU CAN EXPLORE:

- Public Accounting
- Government Accounting and Auditing
- Financial Accounting
- Cost Accounting
- Tax Accounting

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

Company Description:
Yeo & Yeo is a regional firm with over 200 employees serving clients with tax, attestation, and consulting services for more than 90 years. Clientele includes businesses, individuals, not-for-profit entities, and local governmental and municipal entities, spanning a diverse range of industries. Yeo & Yeo consistently receives recognition from Accounting Today, Best and Brightest, and several other national rankings as one of the nation’s best firms to work for. All employees are actively engaged and enjoy competitive benefits along with endless opportunities for personal and professional development.

Company Website: yeoandyeo.com