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

BRONCO GOLD SPONSORS

BRONCO BRONZE SPONSORS

C.H. ROBINSON

Bayer HealthCare

Johnson
A Family Company

stryker®

Kellogg’s®

AAM
Peer Mentors are available to answer any questions you may have about the program or application process. They can also provide insight about their own externship experiences.

The peer mentors may be contacted through email: careercenter-bep@wmich.edu
## 2015 PROGRAM SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, February 9, 2015</td>
<td>Business Externship Program Showcase</td>
</tr>
<tr>
<td>Tuesday, February 10, 2015</td>
<td><strong>GO LIVE Day!</strong> – Externship opportunities available for viewing</td>
</tr>
<tr>
<td>Friday, March 6, 2015</td>
<td><strong>Student Applications Due (by 5 p.m.)</strong></td>
</tr>
<tr>
<td>Wednesday, March 18, 2015</td>
<td><strong>MATCH Day!</strong> Student Notification Day</td>
</tr>
<tr>
<td>March 18-20, 2015</td>
<td>Enrollment Period: Students accept their match and select Professional Development Workshop; complete Extern Profile</td>
</tr>
<tr>
<td>March 23 - April 3, 2015</td>
<td><strong>Professional Development Workshops #1</strong></td>
</tr>
<tr>
<td>Friday, April 17th, 2015</td>
<td>50 Questions and Company Research Sheets Due</td>
</tr>
<tr>
<td>Wednesday, April 22, 2015</td>
<td>Externship date(s) must be scheduled</td>
</tr>
<tr>
<td>May 4-23, 2015</td>
<td>3-Week Externship Hot Spot</td>
</tr>
<tr>
<td>Sept 8 - Sept 24, 2015</td>
<td><strong>Professional Development Workshops #2</strong></td>
</tr>
</tbody>
</table>

*This year’s business cards for the Business Externship Program Peer Mentors were generously donated by:*
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 2015 Externship Opportunities link. Externships will also be posted on BroncoJOBS - select the "One-Click Search" called 2015 Business Externships. Externship catalogs will also be distributed through the College for your reference. Stop by The Career Center or the Advising Office or meet with the program Peer Mentors to view a catalog.
2. Students will have about four 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 Career Center during the drop-in hours or make an appointment with a Peer Mentor 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 just a few days to accept the externship match and select the date for attending the first required professional development workshop. Students will deliver their enrollment form to The Career Center in person during this enrollment period.
- When a student delivers their enrollment form, they will receive instruction to complete an online extern profile that will be provided to their mentor. A photo will be taken at this time and students are encouraged to dress professionally from the waist up for this picture.

**What are the required Professional development workshops?**
In order to participate in the Business Externship Program, students must attend and participate in two Professional Development workshops arranged by The Career Center.

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

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

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

**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
2015 PARTICIPATING COMPANIES

TABLE OF CONTENTS

- Allegra (MI) pg. 12
- All-Phase Electric Supply Company (MI) pg. 13
- **American Axle and Manufacturing (MI)** pg. 15
- Bayer HealthCare (IN) pg. 16
- **C.H. Robinson Worldwide, Inc. (IL)** pg. 19
- Consumers Credit Union (MI) pg. 20
- Coyote Logistics (IL) pg. 21
- DeNooyer Chevrolet (MI) pg. 22
- Denso (MI) pg. 23
- Digitas (MI) pg. 24
- Doner Advertising (MI) pg. 25
- Donnelly Penman & Partners (MI) pg. 26
- **The Dow Chemical Company (MI)** pg. 28
- Eaton Corporation (MI) pg. 31
- **ECCU Educational Community Credit Union (MI)** pg. 33
- Eliason Corporation (MI) pg. 34
- Enterprise Rent-A-Car (MI) pg. 35 & 36
- Fetzer Center at Western Michigan University (MI) pg. 37
- Fifth Third Bank (MI) pg. 38
- General Mills Inc. (MI) pg. 39
- Greenleaf Trust (MI) pg. 40
- Haworth, Inc. (MI) pg. 41 & 42
- Heritage Community of Kalamazoo (MI) pg. 43
- Hormel Foods (MI) pg. 44
- The J.M. Smucker Company (OH) pg. 45

*Bolded Companies are 2015 externship sponsors.*
# 2015 Participating Companies

## Table of Contents

- John Deere (IL/IA) *pg. 46*
- **Kellogg’s (MI)** *pg. 47, 48 & 50*
- **Lacks Enterprises (MI)** *pg. 52*
- Lake Michigan Credit Union (MI) *pg. 54*
- McCabe Music Company (MI) *pg. 55*
- Navistar (IL) *pg. 56*
- Optio Data (MI) *pg. 57*
- PepsiCo (MI) *pg. 58 & 59*
- Quicken Loans (MI) *pg. 60*
- Rose Street Advisors (MI) *pg. 61*
- **S.C. Johnson (WI)** *pg. 62*
- SeberTans (MI) *pg. 64*
- State of Michigan (MI) *pg. 65*
- **Stryker Corporation (MI)** *pg. 66, 68 & 69*
- Target Stores (MI) *pg. 70*
- TFG Advisors, Inc. (MI) *pg. 72*
- Thomson Reuters (MI) *pg. 73*
- Total Quality Logistics (IL) *pg. 74*
- VandenBosch Capital Management (MI) *pg. 75*
- Virtual Advantage (MI) *pg. 76*
- VMware Inc. (CA) *pg. 77*
- Walmart (MI) *pg. 78*
- Wayne County Prosecutor’s Office (MI) *pg. 79*
- WMU Marketing Communications (MI) *pg. 80*
- Zeigler Automotive (MI) *pg. 81*

*Bolded Companies are 2015 externship sponsors.*
2015 COMPANIES BY CATEGORY

**Accounting**
- Consumers Credit Union
- DeNooyer
- Donnelly Penman Partners
- Dow Chemical
- ECCU
- Greenleaf Trust
- Haworth, Inc.
- Kellogg – Finance
- Lake Michigan Credit Union
- Quicken Loans
- Seber Tans
- State of Michigan
- Target
- Thompson Reuters
- Wayne County Prosecutors (interest in Law)

**Entrepreneurship**
- Enterprise
- McCabe Music Company
- Quicken Loans
- TQL
- Vandenbosch Capital Management

**Finance**
- American Axle & Manufacturing
- Consumers Credit Union
- DeNooyer
- Dow Chemical
- ECCU
- Fifth Third Bank
- Greenleaf Trust
- Kellogg
- Lake Michigan Credit Union
- Quicken Loans
- Rose Street Advisors
- State of Michigan
- Total Financial Guide (TFG) Advisors
- Vandenbosch Capital Management
- Ziegler Automotive

**Food Marketing**
- Bayer HealthCare
- General Mills
- Hormel
- JM Smucker’s
- SC Johnson
- Target
- Walmart

**Any Business Major**
- Coyote Logistics
- ECCU
- Fifth Third Bank
- Haworth, Inc.
- Lake Michigan Credit Union
- Quicken Loans
- State of Michigan
- Target
- TQL
- Virtual Advantage
- Walmart
- Wayne County Prosecutors (interest in Law)

**Human Resources**
- Consumers Credit Union
- DeNooyer
- ECCU
- Haworth, Inc.
- Heritage Community of Kalamazoo
- Quicken Loans
- State of Michigan
- Stryker HR
- Target
- Ziegler Automotive
# 2015 Companies by Category

## ISM
- American Axle & Manufacturing
- Bayer HealthCare
- CH Robinson
- Consumers Credit Union
- Coyote Logistics
- Denso
- Eaton
- Eliason
- Haworth, ISM
- John Deere
- Kellogg ISM
- Lacks Enterprises
- Lake Michigan Credit Union
- Navistar
- PepsiCo
- State of Michigan
- Stryker ISM
- TQL

## Law
- Wayne County Prosecutors (interest in Law)

## Management
- Consumers Credit Union
- DeNooyer
- ECCU
- Enterprise
- Fetzer Center
- Fifth Third Bank
- General Mills
- Lacks Enterprises
- Lake Michigan Credit Union
- McCabe Music Company
- Optio Data
- Quicken Loans
- SC Johnson
- State of Michigan
- Stryker Marketing
- Target
- Virtual Advantage
- VM Ware
- Wayne County Prosecutors (interest in Law)

## Marketing
- Allegra
- Consumers Credit Union
- DeNooyer
- ECCU
- Enterprise
- Fetzer Center
- General Mills
- Haworth, Inc.
- Hormel
- Lacks Enterprises
- Lake Michigan Credit Union
- McCabe Music Company
- Optio Data
- Quicken Loans
- SC Johnson
- State of Michigan
- Stryker Marketing
- Target
- Virtual Advantage
- VM Ware
- Wayne County Prosecutors (interest in Law)

## Sales
- Allegra
- All Phase
- CH Robinson
- Consumers Credit Union
- Coyote Logistics
- Enterprise
- Fifth Third Bank
- Hormel
- Optio Data
- PepsiCo
- Quicken Loans
- Target
- TQL
- VM Ware
- Wayne County Prosecutors (interest in Law)

## Personal Financial Planning
- Donnelly Penman Partners
- Rose Street Advisors
- Total Financial Guide (TFG) Advisors
- Vandenbosch Capital Management
Desired Academic Areas: Marketing, Advertising and Promotions, Sales

Externship Description: Extern will shadow the President, and some other team members in daily activities. Activities may include attending client sales meetings, client marketing meetings, creative meetings, planning meetings, and production meetings. Extern will witness production of marketing materials, including print, signs, web sites, and many other items depending on schedule.

Company Website: www.allegraportage.com

Company Description: Allegra is a Marketing Production Company. Our services include Creative Graphic Design, Website Development, Print Production, Direct Mail Execution, Sign Production, Trade Show Displays, Promotional Products, and anything else related to business.

“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

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

Exernship Length: 2 Days
Daily Start Time: 9:00 a.m. to 4:00 p.m.
Externship Dates: May 5, 6, 12, 13, 19, 20
Group Size: Small

Exterships since 2010
Desired Academic Areas: Sales

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

Company Website: www.cedcareers.com

Externship Length: 1 day
Daily Start Time: 8:00 a.m. to 2:00 p.m.
Externship Dates: TBD
Group Size: Small

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

Required Work Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
Professional Behavior Tip 1:

Be enthusiastic!

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

Desired Academic Areas: Finance, IT, Integrated Supply Management

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

Company Website: www.aam.com

Externship Length: 2 Days
Daily Start Time: 7:00 a.m. to 3:30 p.m.
Externship Dates: May 12, 13
Group Size: Small

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

Required Work Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
*On the plant floor- safety goggles, closed toed shoes (with socks), hair tied back in a pony tail. Please have clothing be business casual but appropriate (no low cut shirts, etc)
Desired Academic Areas: Integrated Supply Management, Food & CPG Marketing, IT

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

Company Website: www.healthcare.bayer.com

Externship Length: 1 day
Daily Start Time: 8:00 a.m. to 4:30 p.m.
Externship Dates: May 6, 7, 13, 14
Group Size: Small

Company Description: The CLSC is the Logistics organization that manages the North American distribution of all products associated with four of the five HealthCare organizations identified above. 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 Bayer 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 of employees who thrive in a dynamic and constantly changing (and growing!)

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

Do Your Research!

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

The Career Center
Haworth College of Business
Western Michigan University

Bayer HealthCare
Science For A Better Life

Bayer 150 Years – Science For A Better Life
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.
Desired Academic Areas: Management, Marketing.
*Students with a sales or ISM focus would be a plus.*

Externship Description: You will feel the energy the moment you step into the Chicago Central branch of C.H. Robinson! This energy is what inspires us to hire the best talent to join our sales team. We believe in an environment that provides recognition for employees and rewards their accomplishments. We provide extensive development and sales training so you can fulfill your potential and make an impact. The aim of the program is to offer students learning opportunities within sales and third party logistics to enhance their potential and to prepare them for their career path ahead. This is a one-day seminar that will expose students to multiple facets of sales in the transportation industry such as: business relationship management, negotiation techniques, lead generation and our global platform. Students will also have the opportunity to meet with WMU alumni, and well as receive resume and interviewing tips.

Company Website: www.chrobinson.com

Externship Length: 1 day
Daily Start Time: 8:30 a.m. to 3:30 p.m.
Externship Dates: June 8
Group Size: Large

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. Through our performance-driven culture and our proven track record of success, we’ve built a strong reputation as an industry leader. Voted by Fortune Magazine as one of “America’s Most Admired Companies,” C.H. Robinson is a great place to accelerate your career.

Required Work Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
Desired Academic Areas: Accountancy, Finance, IT, Management, Marketing, Sales

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.

Company Website: www.consumerscu.org/AboutUs/

Externship Length: 1 day
Daily Start Time: 8:30 a.m. to 5:00 p.m.
Externship Dates: May 5, 6, 7, 12, 13, 14, 19, 20, 21
Group Size: Small

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

Required Work Attire: Business Professional (For Women: Pant or Skirt Suit; For Men: Suit and Tie)
Desired Academic Areas: Integrated Supply Management, Sales

Externship Description: Coyote is the fastest-growing privately owned logistics and transportation company in the country. Coyote was launched to bring a better experience to the transportation industry. Coyote delivers the inherent cost advantages and flexibility of a non-asset based model without compromising on visibility, control, or reliability. 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!

Company Website: www.coyote.com

Externship Length: 1 day
Daily Start Time: 9:00 a.m. to 1:00 p.m.
Externship Dates: May 5
Group Size: Large

Company Description: Coyote is the fastest-growing privately owned logistics and transportation company in the country. Coyote was launched to bring a better experience to the transportation industry. 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. Coyote's remarkable growth has been supported by its financial partner, Warburg Pincus LLC of New York, NY, since 2006.

Required Work Attire: Casual
Desired Academic Areas: Accountancy, Finance, IT, Human Resources, Marketing

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

Company Website: www.denoooyer.com

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

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

Externship Length: 3 Days

Daily Start Time: 9:00 a.m. to 5:00 p.m.

Externship Dates: May 4th – 22nd

Group Size: Small
DENSO (KALAMAZOO, MI)

Desired Academic Areas: Integrated Supply Management

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.

Company Website: www.densocorp-na.com

<table>
<thead>
<tr>
<th>Externship Length: 1 day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Start Time: 9:00 a.m. to 3:00 p.m.</td>
</tr>
<tr>
<td>Externship Dates: TBD</td>
</tr>
<tr>
<td>Group Size: Small</td>
</tr>
</tbody>
</table>

Company Description: 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.

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

*No Cameras
Desired Academic Areas: Advertising

Externship Description: Job Shadow with a team member, resume review and critique, lunch with Intern Program students, sit in on all staff presentation.

Company Website: www.digitasLBI.com

Externship Length: 1 day
Daily Start Time: 9:00 a.m. to 4:00 p.m.
Externship Dates: TBD (August 2015)
Group Size: Small

Company Description: DigitasLBi 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. Our skills and passions span insight, brand building, content creation and distribution, as well as the ability to help brands embrace the creative and technological change that is revolutionizing their businesses. 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 DigitasLBi 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 wherever, whenever and however people choose to engage with them.

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

Desired Academic Areas: Advertising and Promotions

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

Company Website: www.doner.com

<table>
<thead>
<tr>
<th>Externship Length: 1 Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Start Time: 9:00 a.m. to 5:00 p.m.</td>
</tr>
<tr>
<td>Externship Dates: May 14, or 15</td>
</tr>
<tr>
<td>Group Size: Small</td>
</tr>
</tbody>
</table>

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, DuPont, Harman, Serta, Sherwin-Williams, Smithfield Foods and The UPS Store.

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

“I feel very confident about going into the workplace now that I have some first-hand experience. This will also be a great addition to my resume as well.”

–Business Extern
DONNELLY PENMAN AND PARTNERS
(GROSSE POINTE, MI)

Desired Academic Areas: Accountancy, Finance, Management

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.

Company Website: www.donnellypenman.com

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

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

Exterions since 2010

“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

Externship Length: 1 Day

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

Externship Dates: TBD

Group Size: Small
## Men’s Business Attire

### Business Professional

<table>
<thead>
<tr>
<th>Suit</th>
<th>Business Casual</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Matching two-piece suit in navy or dark grey (charcoal)</td>
<td>• Should be khaki, black, or grey</td>
</tr>
<tr>
<td>• A traditional black suit should not be worn</td>
<td>• No jeans or cargo pants</td>
</tr>
</tbody>
</table>

### Shirt

<table>
<thead>
<tr>
<th>Socks and Shoes</th>
<th>Business Casual</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Pressed long-sleeved white or blue shirt (even in the summer)</td>
<td>• Long sleeve collared shirt with a tie and no suit jacket</td>
</tr>
<tr>
<td>• If possible, wear a wrinkle-free shirt</td>
<td>• Long sleeve collared shirt with no tie and a sport coat</td>
</tr>
</tbody>
</table>

### Socks and Shoes

<table>
<thead>
<tr>
<th>Socks and Shoes</th>
<th>Business Casual</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Dark socks match the pants and cover the calf</td>
<td>• A polo shirt or sweater may also be worn</td>
</tr>
<tr>
<td>• Black, polished conservative shoes</td>
<td>• Shirts should be tucked in</td>
</tr>
<tr>
<td>• Dress loafers and dress lace-ups are appropriate</td>
<td>• Shirts should be white, blue or another light color</td>
</tr>
<tr>
<td>• Casual loafers and boat shoes are not acceptable</td>
<td></td>
</tr>
</tbody>
</table>

### Necktie

<table>
<thead>
<tr>
<th>Belt</th>
<th>Business Casual</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Silk tie in conservative color or pattern</td>
<td>• Belt should be leather with a small buckle</td>
</tr>
<tr>
<td>• Tie length should reach belt buckle</td>
<td>• Belt can be black or brown in color, should match the shoes</td>
</tr>
</tbody>
</table>

### General Grooming and Attire Guidelines

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

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 also have an opportunity to experience the various accounting roles by job shadowing Dow accountants as they explain their day to day duties. In addition, participants will have the opportunity to ask a panel of recent new hires questions regarding the transition into a full-time employment position.

Company Website: www.dow.com

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. Dow's diversified industry-leading portfolio of specialty chemicals, advanced materials, agosciences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 160 countries and in high growth sectors such as electronics, water, energy, coatings and agriculture. In 2012, Dow had annual sales of $56.8 billion and employed approximately 54,000 people worldwide. The Company's more than 5,000 products are manufactured at 188 sites in 36 countries across the globe.

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

**Business Professional**

- **Suit**: Conservative two piece suit (pant or skirt) in black, navy or dark grey (if brown is chosen, it should be dark brown).
- **Skirt**: Must be between mid calf and knee-length when standing.
- **Shirt**: Do not wear a dress.

**Shirt**

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

**Hosiery**

- Hosiery in a neutral skin color with no runs.

**Shoes**

- Polished, dark colored, closed-toe shoes with conservative heel.

**Pants/Skirt**

- Should be khaki, black, grey (or other neutral, such as navy or dark brown).
- **No jeans**
- Skirt must be between mid calf and knee-length when standing.

**Shirt**

- Long sleeve collar shirts, cardigan sets and polo shirts are acceptable. A blazer is optional.
- Shirts should be tucked in with a professional neckline.

**Hosiery**

- If wearing a skirt, hosiery should be neutral, skin color with no runs.

**Shoes**

- Polished, dark colored, closed-toe shoes with conservative heel.
- Athletic shoes and sandals are not acceptable.

---

**General Grooming and Attire Guidelines**

**Hair:**

No specific style is recommended. Your hair should be neat, well-groomed, clean and out of your eyes.

**Nails:**

Should be clean and manicured. Polish may be worn, but should be clear or conservative in color (light colors).

**Smell:**

Little to no perfume should be worn. You do not want to overwhelm the employer with your scent.

**Jewelry:**

Conservative in amount and size; can wear one ring on each hand and earrings should be conservative in size and color. Avoid bracelets that will make noise and cause a distraction.

**Tattoos/Piercings:**

Those that are visible should be removed or covered, except earrings.

**Cosmetics:**

Should be natural and accent your overall appearance; avoid use of dark colors especially in eye shadow.

**Bags:**

If brought to an interview, purses should be small and professional. It is best to bring a portfolio instead. No back packs.

**Professional & Personal Items:**

A tablet or notebook to take notes, a pen, at least one copy of your resume and references, portfolio (if appropriate for the industry), car keys, tissue, breath mints. Leave your cell phone in the car or at home.
Desired Academic Areas: Integrated Supply Management

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

Company Website: www.eaton.com

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

Required Work Attire: Business Professional one day and Business Casual the other
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

ECCU

Right. At home.

WWW.ECCU1.ORG

269.375.6702 | Facebook | Twitter

Federally insured by the NCUA. Equal Housing Lender.
Desired Academic Areas: Accountancy, Finance, Management, Marketing, IT

Externship Description: ECCU welcomes the opportunity to meet with aspiring business students who wish to learn more about the wide variety of careers available in financial institutions. Day One is spent in a group setting, meeting with ECCU's management team, touring and learning about each department (Finance, Human Resources, Lending, Marketing, and Operations [both main office and branch]), as well as IT, ECCU's call center, and various member service and management opportunities. Day Two is spent job shadowing key people in the department(s) of the student's choice, learning more about the day-to-day responsibilities and what is required to be successful in that particular department or branch.

Company Website: www.eccu1.org

Externship Length: 2 days
Daily Start Time: 9:00 a.m. to
Externship Dates: May 5, 6
Group Size: Large

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

Required Work Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
Desired Academic Areas: Integrated Supply Management

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.

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

<table>
<thead>
<tr>
<th>Externship Length:</th>
<th>1 Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Start Time:</td>
<td>7:00 a.m.—5:00 p.m.</td>
</tr>
<tr>
<td>Externship Dates:</td>
<td>TBD</td>
</tr>
<tr>
<td>Group Size:</td>
<td>Small</td>
</tr>
</tbody>
</table>

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.

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

“I feel very confident about going into the workplace now that I have some first-hand experience. This will also be a great addition to my resume as well.”

– Business Extern
ENTERPRISE RENT-A-CAR: FLEET MARKETING (METRO DETROIT)

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

**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.

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

**Externship Length:** 1 Day

**Daily Start Time:** 9:00 a.m. to 5:00 p.m.

**Externship Dates:** TBD

**Group Size:** Small

**Company Description:** Enterprise Holdings is the parent company of all three brands of rental car agencies: Enterprise Rent-A-Car, National rent-A-Car and Alamo Car Rental. Each of these companies has a specific "brand" and a specific customer base, such as insurance replacement, business traveler, retail customer. Additionally we have Enterprise Fleet Management which leases fleets of vehicles to companies. The biggest ideas are often the simplest. Our founder, Jack Taylor, had an idea to focus the resources of Enterprise on the satisfaction of our customers and the success of our employers. And, in his words, "The rest will take care of itself". For more than 50 years, his innovative commitment has held true and we continue to be recognized for our world-class customer service and the way we advance our professionals.

**Required Work Attire:** Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
ENTERPRISE RENT-A-CAR: DAILY RENTAL (METRO DETROIT)

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

**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.

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

---

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

---

**Company Description:** Enterprise Holdings is the parent company of all three brands of rental car agencies: Enterprise Rent-A-Car, National rent-A-Car and Alamo Car Rental. Each of these companies has a specific "brand" and a specific customer base, such as insurance replacement, business traveler, retail customer. Additionally we have Enterprise Fleet Management which leases fleets of vehicles to companies. The biggest ideas are often the simplest. Our founder, Jack Taylor, had an idea to focus the resources of Enterprise on the satisfaction of our customers and the success of our employers. And, in his words, "The rest will take care of itself". For more than 50 years, his innovative commitment has held true and we continue to be recognized for our world-class customer service and the way we advance our professionals.

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

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

Company Website: www.fetzercenter.com

<table>
<thead>
<tr>
<th>Externship Length: 1 Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Externship Dates: TBD</td>
</tr>
<tr>
<td>Group Size: Small</td>
</tr>
</tbody>
</table>

Externships since 2012

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.

Required Work Attire: Business Professional (For Women: Pant or Skirt Suit; For Men: Suit and Tie)
Desired Academic Areas: Finance, Sales, Marketing, Any Business Major

Externship Description: 2-Day Program: 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.

Company Website: www.53.com

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.

Required Work Attire: Business Professional (For Women: Pant or Skirt Suit; For Men: Suit and Tie)
Desired Academic Areas: Management, Marketing, Food & CPG Marketing

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.

Company Website: www.generalmillscf.com

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.

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

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.

Company Website: www.greenleaftrust.com

Externship Length: 1 or 1 1/2 days
Daily Start Time: 9:00 a.m. to 4:00 p.m.
Externship Dates: TBD
Group Size: Large

“As a result of participating in the externship program, I have been able to 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

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 distance ourselves from competitors by adhering to the highest standards of fiduciary compliance and excellence, and by delivering personalized service that exceeds expectations. 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.

Required Work Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
Desired Academic Areas: Finance, IT, Management, Marketing

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.

Company Website: www.haworth.com

Company Description: Globally, Haworth improves workplaces with award-winning furniture, interior architecture and technology solutions to help customers achieve business goals, transform culture, as well as support collaboration and innovation. Research + design drive a deep understanding of agile workplace needs and are at the center of the company’s strategy. Haworth is committed to protecting and restoring the environment, creating economic value, as well as supporting and strengthening its communities. Founded in 1948, Haworth remains family-owned and privately-held and serves markets in more than 120 countries through a global network of 600 dealers. The company had net sales of US $1.41 billion in 2013.

Required Work Attire: Required Work Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
Desired Academic Areas: Integrated Supply Management

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

Company Website: www.haworth.com

Company Description: Globally, Haworth improves workplaces with award-winning furniture, interior architecture and technology solutions to help customers achieve business goals, transform culture, as well as support collaboration and innovation. Research + design drive a deep understanding of agile workplace needs and are at the center of the company’s strategy. Haworth is committed to protecting and restoring the environment, creating economic value, as well as supporting and strengthening its communities. Founded in 1948, Haworth remains family-owned and privately-held and serves markets in more than 120 countries through a global network of 600 dealers. The company had net sales of US $1.41 billion in 2013.

Required Work Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals) *Comfortable walking shoes*
Desired Academic Areas: Human Resource Management

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

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

<table>
<thead>
<tr>
<th>Externship Length: 1 Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Start Time: 8:30 a.m. to 3:00 p.m.</td>
</tr>
<tr>
<td>Externship Dates: May 1, 15, or 29</td>
</tr>
<tr>
<td>Group Size: Small</td>
</tr>
</tbody>
</table>

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.

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

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

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.

Company Website: www.hormelfoods.com

Externship Length: 1 day
Daily Start Time: 8:00 a.m. to 3:00 p.m.
Externship Dates: May 19
Group Size: Small

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

Required Work Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals) *Close toe shoes*
**Desired Academic Areas:** Food and CPG Marketing

**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.

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

---

**Externship Length:** 1 day

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

**Externship Dates:** May 4, 5, 6, 7, 8, 11, 12, 13, 14, 15, 18, 19, 20

**Group Size:** Small

---

**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.

**Required Work Attire:** Business Professional on Mondays, Business Casual Tuesday-Friday
**Desired Academic Areas:** Integrated Supply Management

**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.

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

---

**Externship Length:** 2 days

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

**Externship Dates:**

**Group Size:** Small

---

**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.

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

**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.

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

---

**Externship Length:** 2 days

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

**Externship Dates:** TBD

**Group Size:** Small

---

**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. Because we believe in the power of breakfast, we focus our philanthropic efforts global hunger relief through our Breakfasts for Better Days™ initiative, providing 1 billion servings of cereal and snacks - more than half of which are breakfast - to children and families in need by the end of 2016. 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 our website.

**Required Work Attire:** Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
**Desired Academic Areas:** Integrated Supply Management

**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.

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

**Externship Length:** 2 days

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

**Externship Dates:** TBD

**Group Size:** Small

**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. Because we believe in the power of breakfast, we focus our philanthropic efforts global hunger relief through our Breakfasts for Better Days™ initiative, providing 1 billion servings of cereal and snacks - more than half of which are breakfast - to children and families in need by the end of 2016. 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 our website.

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

The Career Center
Haworth College of Business
Western Michigan University
KELLOGG COMPANY (BATTLE CREEK, MI)

Desired Academic Areas: Information Technology

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.

Company Website: www.kellogg.com

Externsip Length: 2 days
Daily Start Time: 8:00 a.m. to 5:00 p.m.
Externsip Dates: TBD
Group Size: Small

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. Because we believe in the power of breakfast, we focus our philanthropic efforts global hunger relief through our Breakfasts for Better Days™ initiative, providing 1 billion servings of cereal and snacks - more than half of which are breakfast - to children and families in need by the end of 2016. 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 our website.

Required Work Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
1. Your application letter must be typed. Make sure your name is on all pages of your letter.
2. Make sure the file name of your application letter includes your first and last name; ex: John Doe Application Letter.
3. The letter should follow “cover letter guidelines” Find this link at www.wmich.edu/business/career/cover-letter
4. Include the following information when writing your letter:
   a. One or more unique characteristics about yourself that make you a good candidate for the Externship program overall. Provide evidence of your achievements, accomplishments, skills and experiences.
   b. Discuss where you are in the career development process. (Still exploring majors and careers; Know which majors and careers you do not want; Think you know which major or career you want; Know which major and career you want and want to understand it better.)
   c. Provide information about which majors you are exploring or whether you have settled on one major.
   d. Discuss why you want to be a part of the program.
5. Convert your application letter to a PDF and upload the PDF version to ensure your format does not change.
6. When you complete the online application found at www.wmich.edu/business/career/externship, you will be asked to submit a copy of your letter. Make sure to click the "Upload" button to submit the PDF version of

Sample Externship Application
Cover Letters can be found on page 71 of this catalog.
LACKS ENTERPRISES, INC.  
(KENTWOOD AND NOVI, MI)

Desired Academic Areas:  ISM, Management, Marketing

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

Company Website:  www.lacksenterprises.com

New Externship in 2015

Externship Length:  2 days
Daily Start Time: 8:00 a.m. to 4:00 p.m.
Externship Dates: May 5, 6
Group Size: Large

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

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

turning possibilities into reality
LAKE MICHIGAN CREDIT UNION (GRAND RAPIDS, MI)

Desired Academic Areas: Accountancy, Finance, Management, Marketing

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

Company Website: www.lmcu.org

<table>
<thead>
<tr>
<th>Externship Length: 2 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Start Time: 10:00 a.m. to 5:00 p.m.</td>
</tr>
<tr>
<td>Externship Dates: May 12, 13</td>
</tr>
<tr>
<td>Group Size: Large</td>
</tr>
</tbody>
</table>

New Externship in 2015

Company Description: Employee enthusiasm runs broad and deep because this is a place where ideas are respected, hard work is rewarded, and the opportunity to grow is present at all levels. As an employee, you’ll enjoy a stimulating, professional atmosphere, supported by the latest technology and training. You will be encouraged to refine your existing skills in an environment of empowerment, gain new experiences, and progress to the limits of your own motivation. Our comprehensive benefit package includes health, dental, vision and life insurance, with paid time off that allows you to balance work and home life.

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

*There will also be Confidentiality Agreements, Visitor Badge/Name Tag*
Desired Academic Areas: Advertising, Marketing, Management, IT, Entrepreneurship

Externship Description: I can provide real world experience of being a performer in the performing arts and managing and putting together your own company in the music business.

Company Website: www.maggiemccabe.com

Company Description: Independent music and entertainment provider. I perform, produce, promote and manage my own as well as other artists music at events and festivals.

Required Work Attire: TBD

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

–Business Extern
Desired Academic Areas: Integrated Supply Management

Externship Description: Focus on Operations Management and Procurement Supply Chain

Company Website: www.navistar.com

<table>
<thead>
<tr>
<th>Externship Length: 1 Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Start Time: 8:00 a.m. to 4:00 p.m.</td>
</tr>
<tr>
<td>Externship Dates: TBD</td>
</tr>
<tr>
<td>Group Size: Large</td>
</tr>
</tbody>
</table>

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

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

“I feel very confident about going into the workplace now that I have some first-hand experience. This will also be a great addition to my resume as well.”

—Business Extern
Desired Academic Areas: IT, Marketing, Sales

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

Company Website: www.optiodata.com

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.

Required Work Attire: Business Professional (For Women: Pant or Skirt Suit; For Men: Suit and Tie)
Desired Academic Areas: Integrated Supply Management (Second day in Howell).

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

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

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

Desired Academic Areas: Sales (Second day in Either Howell or Kalamazoo)

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

Company Website: www.pepsico.com

- Externship Length: 2 days
- Daily Start Time: TBD
- Externship Dates: TBD
- Group Size: Small

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.

Required Work Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
**Desired Academic Areas:** IT, Management, Marketing, Finance

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

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

**Externship Length:** 2 days

**Daily Start Time:** 9:00 a.m. to 6:00 p.m.

**Externship Dates:** May 4, 5, 7, 8

**Group Size:** TBD

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

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

**Desired Academic Areas:** Finance, Management

**Externship Description:** We have two areas we like to cover while the externs are with us. First, we make sure we have a Producer available from each department to spend time with the extern for interviewing. In addition, if the Producer has an opportunity to take them out into the community, they will. Secondly, we have our COO and Department Managers take time for interviewing and describing how we work to provide the tools that the Producers need to make sales. We also cover what our culture is and how it affects our employees and success of our business.

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

- **Externship Length:** 2 days
- **Daily Start Time:** 9:00 a.m. to 4:00 p.m.
- **Externship Dates:** May 5, 6, 12, 13, 19, 20
- **Group Size:** Small

**Company Description:** Rose Street Advisors is a select group of benefit, insurance and investment specialists who share our areas of expertise to bring unique opportunities to individuals and companies. We are a locally owned and operated sales organization.

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

“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
Desired Academic Areas: Food and CPG Marketing, Marketing (Brand Management)

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

Company Website: www.scjohnson.com

Externship Length: 1 day
Daily Start Time: 8:00 a.m. to 4:00 p.m.
Externship Dates: May 5
Group Size: Medium

Company Description: We make homes better for families. SC Johnson is one of the world’s leading makers of household brands. We’re a 128-year-old family company, and our trusted products can be found in homes around the globe. We employ nearly 13,000 people globally and generate $9 billion in sales. Our company is still headquartered in Racine, Wisconsin, where it was founded. We have operations in more than 70 countries and sell products in virtually every country around the world. At the same time, we’ve established a generations-long legacy of environmental responsibility, community leadership and providing great places to work. We do this because we want to do what’s right for our business today, and also what’s right for people and the planet tomorrow. Our product portfolio includes global brands such as Pledge®, Duck®, Mr. Muscle®, Windex®, Scrubbing Bubbles®, Glade®, Raid®, OFF!®, Baygon® and Ziploc®.

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

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

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

Company Website: www.sebertans.com

Externship Length: 2 Days
Daily Start Time: 9:00 a.m. to 4:30 p.m.
Externship Dates: May 6, 7
Group Size: Small

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

Required Work Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open -Toed Shoes, Sandals )
Desired Academic Areas: Accountancy, Finance, IT, Management, Marketing

Externship Description: All majors should come check us out for a day, take a chance to make it real, make it happen, you can make the difference! 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!

Company Website: www.michigan.gov/careerservices

Externship Length: 2 Days
Daily Start Time: May 7–9:00-3:00; May 8–8:00-2:00
Externship Dates: May 7, 8
Group Size: Large

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!

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

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.

Company Website: www.stryker.com/en-us/index.htm

Experenship Length: 1-2 days
Daily Start Time: 8:00 a.m. to 5:00 p.m.
Externship Dates: TBD
Group Size: Small

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

Required Work Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
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.
Company Description: Stryker is one of the world’s leading medical technology companies and together with our customers, we are driven to make healthcare better. The Company offers a diverse array of innovative medical technologies, including reconstructive, medical and surgical, and neuro technology and spine products to help people lead more active and more satisfying lives. Stryker products and services are available in over 100 countries around the world.

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

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.

Company Website: www.stryker.com/en-us/index.htm

“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.”

–Business Extern
Desired Academic Areas: Integrated Supply Management

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.

Company Website: www.stryker.com/en-us/index.htm

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

Required Work Attire: Business Professional (For Women: Pant or Skirt Suit; For Men: Suit and Tie)
**TARGET STORES**  
**(GRAND RAPIDS, KALAMAZOO, MI)**

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

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

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

---

**Externship Length:** 2 days  
**Daily Start Time:** 8:00 a.m. to 4:30 p.m.  
**Externship Dates:** TBD  
**Group Size:** Large

---

**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.

**Required Work Attire:** Business Professional (For Women: Pant or Skirt Suit; For Men: Suit and Tie)
BUSINESS EXTERNSHIP PROGRAM
SAMPLE APPLICATION COVER LETTERS

Your Address
Kalamazoo, MI 49008
February 6, 2014

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

Dear Ms. Heystek:

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

I am currently a sophomore in the Haworth College of Business and just applied to be a junior for the upcoming fall semester. However, at the moment I am a little confused about which major I should pursue. Through my experience as an extern last year I discovered that my previously chosen field of accounting was not for me. When I came back to school this year I started searching for something else that sparked my interest. Sadly, I have been unable to discover my niche. I am hoping that by participating in the Business Externship Program again this summer I will be able to explore some different opportunities and find my true passion.

I want to thank you for your consideration of allowing me to participate in the program and hope to hear from you soon. I can be reached by email at your.name@wmich.edu or by phone at (269) 555-0121.

Sincerely,
Your Name

Your Address
Kalamazoo, MI 49008
February 6, 2015

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

Dear Ms. Heystek:

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

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

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

Sincerely,
Your Name
Desired Academic Areas: Finance, Personal Financial Planning

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.

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

Externship Length: 3 days

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

Externship Dates: May 5, 6, 7

Group Size: Large

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 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. Then we use a very unique multi-stage discovery and delivery process to unlock the opportunities for them with their money and their lives. 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 . . .

Required Work Attire: Business Professional (For Women: Pant or Skirt Suit; For Men: Suit and Tie)
Desired Academic Areas: IT, Accountancy

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

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

Externship Length: 1 Day

Daily Start Time: 9:00 a.m. to 5:00 p.m.

Externship Dates: May 20, 21

Group Size: Medium

Company Description: Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. We combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial and risk, legal, tax and accounting, intellectual property and science and media markets, powered by the world's most trusted news organization. The Tax & Accounting division offers answers that streamline and automate workflow for tax and accounting professionals, delivering a one-partner solution for all of their technology and information needs. Our nearly 5,000 Tax & Accounting employees are providing integrated global and country specific tax solutions around the world to accounting, tax and corporate finance professionals in corporations, accounting firms, academic institutions, law firms and government. We count 95 of the Fortune 100 among our customers, and our business continues to expand globally, having doubled in size since 2004. The Professional segment of the Tax & Accounting division offers a suite of software solutions tailored to help manage tax, accounting, digital documentation and practice management for our accounting firm customers.

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

Desired Academic Areas: ISM, Sales, Entrepreneurship

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 Presentation, Job Shadow with a Trainee, Job Shadow with a Sales Representative, Catered Lunch, Sales Negotiation Competition (with prizes!), and Q & A with Sales Management

Company Website: www.tqljobs.com

Exterrnship Length: 1 Day

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

Externship Dates: May 8

Group Size: Large

We are seeking hard-working, driven individuals who are looking for a career in sales—where earning potential is unlimited!

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

Required Work Attire: Business Casual (No Jeans, Shorts, Cargo Pants, Short Skirts, Open-Toed Shoes, Sandals)
Desired Academic Areas: Finance, Personal Financial Planning

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

Company Website: www.vandenboschcapitalmanagement.com

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

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

Required Work Attire: Business Professional (For Women: Pant or Skirt Suit; For Men: Suit and Tie)
**Desired Academic Areas:** Advertising and Promotion, Entrepreneurship, Marketing, Management, Any business major

**Externship Description:** Extern will be exposed to all aspects of operating a small software start-up. Come with questions and an open mind, this experience is for you so soak in as much information as possible. We'll teach, tell, and show you all you can handle. Our employees range in age from 26 to 39 and have a variety of backgrounds. We'll show you how Lean start up principles and Agile development methodologies are applied in real business scenarios. You'll be exposed to everything from software development to marketing to sales. You'll sit shoulder to shoulder with the people directly responsible for our company's success or failure.

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

**Externship Length:** 2 Days

**Daily Start Time:** 9:00 a.m. to 5:00 p.m.

**Externship Dates:** May 5, 6, 7, 12, 13, 14, 19, 20, 21

**Group Size:** Small

**Company Description:** 5 person start up. 3 coders, a QA and support person and me. We develop and sell web-based investigation management software to insurance carriers, govt. entities, corporations, and even small businesses. Not at all your typical corporate environment. Everyone is responsible for the success of the company and our clients. Our software is the backbone of operations for clients like Zurich NA, Ford Motor Company, and the State of California among others. No cubes, no dress code, no bureaucracy, just a common goal to make our product the best it can be and our clients raving fans.

**Required Work Attire:** Casual
VMWARE, INC. (PALO ALTO, CA)

Desired Academic Areas: Marketing, Sales

Externship Description: High tech Product Marketing for a Silicon Valley market leader - As a VMware extern you will have first hand experience with the market leader in virtualization and cloud computing, from the perspective of a Product Marketing Manager, directly at VMware's Palo Alto, CA corporate campus. Experience the fast paced go-to-market process for cutting-edge "back-office" software solutions for cloud management, as well as obtain an understanding of in-depth competitive research to support product strategy and sales. Furthermore, you will have a first hand opportunity to experience the culture and benefits of a top Silicon Valley high-tech firm. This ideal candidate would be a business major interested in direct product marketing experience for high-tech software products. The candidate must possess an interest and experience in marketing/sales, with a knowledge of current cloud computing trends & a familiarity of current cloud management / virtualization market innovators.

Company Website: www.vmware.com

Externship Length: 2 Days

Daily Start Time: 9:00 a.m. to 5:00 p.m.

Externship Dates: May 12, 13

Group Size: Small

*Travel will be required. Upon further consideration of this position (between WMU acceptance and VMware approval) VMware will be willing to cover travel, hotel, meals and incidental expenses related to this this program. Also, consider that travel time must be factored into the total time that the student will be required to participate.*

Company Description: VMware (NYSE:VMW), the industry-leading virtualization software company, empowers organizations to innovate and thrive by streamlining IT operations. By virtualizing infrastructure—from the data center to the cloud to mobile devices—VMware enables IT to deliver services from any device, anytime, anywhere.

**WALMART (KALAMAZOO, MI)**

**Desired Academic Areas:** Management, Food and CPG Marketing, Any business major

**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

**Company Website:** [www.wal-mart.com](http://www.wal-mart.com)

---

- **Externship Length:** 1 Day
- **Daily Start Time:** 10:00 a.m. to 3:00 p.m.
- **Externship Dates:** May 12
- **Group Size:** Small

**Company Description:** Walmart was founded in 1962 by Sam Walton when our first store opened in Rogers, Arkansas. Learn more about Our Heritage, including a detailed timeline of Walmart’s first 50 years and see the Walmart Visitor Center in the original Walton’s 5&10. 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.

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

---

Program powered by [www.wal-mart.com](http://www.wal-mart.com)

Externe ships since

2010
Desired Academic Areas: Any business major, interest in law

Externship Description: The extern could be positioned in our Finance and Administration department, or if he or she could work with our investigators, or the Homicide division prosecuting murders in Detroit. Or work with our IT people.

Company Website: www.waynecounty.com

Externship Length: 5 Days
Daily Start Time: 8:30/9:00– 4:30/5:00
Externship Dates: TBD
Group Size: Small

*Discretion and ability to maintain confidential information are important*

Company Description: Eight largest prosecutors office in the country, employing over 300 staff, about 200 lawyers, processing 16,000 to 20,000 felony cases annually. Budget over 40 million, five unions, urban setting.

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

Desired Academic Areas: Advertising

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.

Company Website: www.wmich.edu

Externship Length: 2 days
Daily Start Time: 9:00 a.m. to 2:00 p.m.
Externship Dates: May 4 - 7; May 11 - 22
Group Size: Small

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.

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

Desired Academic Areas: Human Resources, Finance, Sales, IT

Externship Description: HR, Interviewing, Sales, Finance, Internet Management and Service

Company Website: www.zeigler.com

Company Description: The Zeigler Auto Group owns and operates 20 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, Maserati, Honda, Ram, Ford, Lincoln, Chrysler, Dodge, Jeep, Mitsubishi, Nissan, Maserati and BMW. The Zeigler Auto Group also owns and operates four JD Byrider franchises which offer used vehicle sales, service and financing programs. The Zeigler Auto Group employs over 900 people and has annual sales of over $650 million.


Externship Length: 1 day
Daily Start Time: 9:00 a.m. to 5:00 p.m.
Externship Dates: May 4-22
Group Size: Small
THE CAREER CENTER
NO SHOW POLICY AND
PROFESSIONAL BEHAVIOR POLICY

No Show Policy

If you need to cancel an interview or attendance at a career program, contact The Career Center as far in advance as possible. Regardless if the interview was scheduled online or in person, if you are scheduled to interview with an employer on campus, contact The Career Center to cancel or change your interview.

Canceling with less than 2 business days’ notice has negative consequences on others, including:
• Wasted time for employers who travel and take time away from work to conduct interviews on campus
• Damaged reputation for Haworth College of Business/WMU resulting in an employer’s decision to discontinue recruiting visits and sponsorship of career programs due to lack of interest and professionalism from students
• Insufficient time for Career Center to contact students who are on waiting lists

In the absence of a serious personal or family emergency, late cancellations or failure to show up for an interview or career program is considered unprofessional behavior. To maintain goodwill with the employer, a letter of apology should be sent within 24 hours. As a result of canceling late or not showing up for a scheduled interview or career program, the Career Center may discontinue your privilege of participating in programs and using WMU career resources.

By signing up or accepting an appointment for an on-campus interview or career program, you are making a commitment to an employer and representing yourself, The Career Center, Haworth College of Business, and WMU.

Professional Behavior Policy

To practice ethical and professional behavior during the job search, interviewing and networking process, please do the following:

• Register only for career events/programs in which you are genuinely interested and have the availability to attend.
• Provide accurate and current information on your BroncoJOBS profile, your resume and on employment applications. This includes your contact information (email and phone), GPA, expected graduation date, and major(s). Keep your current resume uploaded and published in a resume book on BroncoJOBS.
• Only apply to internships/jobs for positions and companies of interest. Do not sign-up for a real interview to practice. Instead, attend Practice Interview Day or call for an advising appointment in the Career Center.
• Read the position description and company’s website before the interview and be able to describe what interests you and ask questions that show you did your homework.
• Bring several copies of your resume and references list even if they were sent to the employer ahead.
• Dress in professional business attire unless otherwise noted. Arrive 10 minutes before your interview time.
• Hang up your coat, turn off your cell phone and throw away your chewing gum before your interview.
• Send a thank-you email or letter to the interviewer within 24 hours. Ask for a business card, or the Career Center can provide you with contact information.
• After accepting an offer of employment, notify the Career Center and other employers you’re scheduled to interview with so you can be removed from upcoming interview schedules. You should stop interviewing after accepting a job offer, as it is considered unethical to back out (reneege) after accepting a job offer.

The Career Center
Haworth College of Business
WESTERN MICHIGAN UNIVERSITY
THE CAREER CENTER
HAWORTH COLLEGE OF BUSINESS

Director:
Geralyn Heystek

Employer Relations Specialists:
Alaina Tuohy
Jennifer Palmatier

Career Development Specialists:
Caroline Ray
Bob Stewart

Office Coordinator:
Kim Crandall

Phone:
(269) 387-2711
FAX:
(269) 387-2760
Email:
careercenter-hcob@wmich.edu
Web:
www.wmich.edu/business/career

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

Campus site:
Haworth College of Business
3020 Schneider Hall

STUDENT DEVELOPMENT
Adaptability
Collaboration
Excellence
Integrity
Professional Growth

W The Career Center
Haworth College of Business
WESTERN MICHIGAN UNIVERSITY