Anyone with a connection to Kalamazoo College is invited to join a Guild. You can create a member account and join the on-line discussions of the charter Guilds (Business, Health, Sustainability, and Justice & Peace) at http://guilds.kzoo.edu.

**BENEFITS OF GUILD MEMBERSHIP:**

**FOR STUDENTS:**
- Develop project management and leadership skills
- Receive career guidance as you craft your K-Plan
- Learn about professions from “real world” experts who understand “K”

**FOR ALUMNI:**
- Connect back to Kalamazoo College
- Get involved in an innovative new initiative
- Share your “real world” expertise by mentoring students

**FOR ALL MEMBERS:**
- Network with students, faculty, staff, alumni, and community partners
- Learn together about critical 21st century issues
- Identify and channel your passion

The new strategic alliance has given the Guilds a permanent institutional home at Kalamazoo College. In February 2009, soon after the Guilds initiative celebrated its first birthday, Provost Mickey McDonald announced the alignment of the Guilds with another important provider of experiential learning opportunities, the Center for Career Development.

The new Center for Career and Professional Development (CCPD) will:

- Enhance professional development opportunities for students;
- Help students identify and pursue their professional passions and develop the skills needed for a successful transition after “K”;
- Further develop alumni engagement in Guilds, externships, and alumni-based internships.

The Center for Career and Professional Development will work alongside the Center for International Programs and the Mary Jane Underwood Stryker Institute for Service-Learning to provide outstanding and integrated opportunities for “K” students to learn through practice and experience.

The entire staff of the Center for Career and Professional Development looks forward to working with alumni, prospective employers, and the community to guide students’ career exploration and build strong professional networks. The Guilds will be an essential component of this work and will benefit from the synergy of this exciting new alliance.
Notes FROM THE DIRECTOR

B e careful what you ask for!
You might just get it.

As emerging communities of practice, the Guilds ask for four things: integration, innovation, professional development, and networking.

Integration? As of February 2009, the Guilds initiative has become part of a new Center for Career and Professional Development (CCPD). The CCPD will make it easier to match alumni and students with common interests and passions for mentoring, job-shadowing, entrepreneurship and internship opportunities. As you’ll see throughout this program, the Guilds have formed strong partnerships with faculty and with campus groups, allowing co-sponsorship and collaboration.

Innovation? Our new LinkedIn and Facebook groups are fostering connections and engaging new Guild members. Our first webinar brought four professional consultants face-to-face with student members of the Business Guild in January (see page 5). We are eagerly anticipating the launch of a new College web portal that will offer a single point of entry for every member of the “K” community and new levels of virtual connectivity.

Professional Development? Through their involvement in the Guilds, students are enjoying opportunities to manage projects, build budgets, use communications technology, present to professional groups, work as teams, collaborate with other organizations, pilot new programs, learn about career options, and practice professional etiquette.

Networking? This year the Guilds have hosted dozens of alumni and friends on campus, combining topical presentations with informal networking opportunities to encourage shared learning and connecting. The Guilds’ website offers members access to professional profiles and discussion forums, where members ask questions, share ideas, and make connections.

The alignment of the Guilds with the College’s career development work offers unprecedented opportunities for connections between students and professionals, combining the mentoring elements of the medieval apprentice-master relationship with cutting-edge technology for communicating and networking. There is a place for you in this work, and we invite you to join us, in person or online, today.

Joan

OFFER A JOB SHADOW THROUGH K-CONNECT

Guild members interested in offering job shadowing opportunities are encouraged to use the Mentorship Program through the CCPD website, K-Connect.

To register as a mentor, go to https://www.myinterface.com/kzoo/mentor and select the “Click here to register” link below the login button; then complete the Mentor Registration Form. Be sure to indicate your Kalamazoo College Guild Interest on the form.

By Alex Morgan ’11

PILOT JOB SHADOW PROGRAM

F ollowing a year full of first-step projects hosted on campus, many alumni members of the Guilds wanted to know what “little steps” they could take to further their involvement with a Guild. At the same time, Health Guild member and CCPD Career Advisor Sal LoGrasso ’11 was working on an idea to bring together aspects of Guild leadership and career development to allow students “little steps” in the field of professional exploration. When those two ideas met at a Guild Council meeting in January, a pilot Job Shadow Program was born. Work on this program began immediately, utilizing the web connectivity in both the Guilds website and in K-Connect, the CCPD’s employment opportunity database.

As part of the Job Shadow Program, a student is connected with a volunteer employer in southern Michigan based on the student’s chosen career area. Students spend from a few hours to a day experiencing aspects of their sponsor’s professional roles. Hopefully they will continue a relationship with that sponsor.

While internships and externships allow students to take an in-depth look at a career path, the goal of the Job Shadow Program is to enable students who are beginning the career exploration process to gather career-related information and expand networking contacts without having to invest more than a day’s time.

Twenty alumni and community partners worked with 26 students to kick-off the pilot phase of the program this spring. Now, staff at the CCPD are working to create a long term plan for the program and fully integrate it into the professional development plan for Kalamazoo College students.
STUDENTS LEARN FROM ALUMNI IN THE “PASSION TO PROFESSION” SERIES

Thanks to five workshops in the second annual “Passion to Profession” series, Kalamazoo College students entering a tough job market have the advantage of unique networking opportunities. Local alumni professionals were invited back to campus as panelists and asked to reflect in front of a student audience on two themes: as students, how they wove their passions into a K-Plan which prepared them for their current professions, and how their career paths have evolved throughout their lives after “K.”

The Passion to Profession series launched last year as a collaboration between the Guilds and Career Development. The first year’s series included evening sessions on each of the four Guild issue areas (Business, Health, Sustainability, and Justice and Peace). A fifth session focused on Education. This year, the four Guild areas were again addressed, and a fifth workshop considered Creative Expression.

The Justice & Peace session featured Jerry Mechtenberg-Berrigan ’97 and Mike DeWaele ’97, cofounders, with their wives (and classmates), of the Peace House in Kalamazoo. Jerry and Mike were joined on the panel by Rachel Udow ’08, who shared the story of how she turned an internship at Farmworker Legal Services into a full-time position with that organization.

An evening focusing on Sustainability included reflections by Evan Meffert ’08, sustainability coordinator at Bell’s Brewery in Kalamazoo, and Jim Padilla ’91, president of The Power Alternative, a biodiesel production facility in Warren, Michigan. The Business session featured a wide range of alumni professionals, including Jessica English ’94, Clifford Mulder ’84, Bridget Timmeney ’84, and Bruce Johnson ’76.

Alumni and other local experts in theater, music, visual art, and writing contributed to the Creative Expression workshop. Alumni participants included Kristen Chesak ’84, Victor Garcia ’97, and Lad Hanka ’75.

In the Health workshop, Dr. John Spitzer ’83 and Dr. Bill Venema ’59 described medical career paths that began at Kalamazoo College. Spitzer, a psychology major at “K,” noted the versatility of a liberal arts undergraduate education and its opportunities to explore multiple facets of healthcare. Spitzer also noted the rapid change that characterizes medical fields today, favoring students conditioned to thrive in changing circumstances.

Watch for an expanded third year of Passion to Profession workshops, coming in 2009-2010! Alumni experts with an interest in sharing the stories of their professional paths are encouraged to contact the Guilds staff to be considered for next year’s panels.

FIRST WEBINAR FOSTERS VIRTUAL CONNECTIONS

The Kalamazoo College Business Guild sponsored a January webinar on consulting. The event featured four experts on the subject. Dennis McCarthy ’74 is the president of Paradigm Group, a Connecticut-based research, training, and consulting firm. Dave Magierlein ’74 recently retired after a 30-year career as an internal operations research consultant in the pharmaceutical industry. Hans Morefield ’92, a former consultant at Ernst & Young, is currently the senior vice president for strategic partnerships at SCI Solutions. And Peter Cake is a part-time consultant on career transitions services for DBM.

Students gathered in Dewing Hall to interact with the four during a lively web seminar—part of the Business Guild’s effort to connect current students with alumni and experts in interesting business fields. Among the discoveries: a Kalamazoo College liberal arts education experience is excellent preparation for consulting careers.

“Enthusiasm and an insatiable curiosity are vital for problem solving and learning,” said McCarthy. “Substitute ‘student’ for ‘consultant’ and you get an idea of the nature of the work.” To consult effectively one must become an excellent “student of your customer’s business and problem. Kalamazoo College develops that ability.”
GUILDS’ FIRST ON-CAMPUS CONFERENCE FOCUSES ON INTERNATIONAL BUSINESS

georgetown economist Pietra Rivoli, author of The Travels of a T-Shirt in the Global Economy, gave the closing plenary lecture at the Business Guild’s three-day conference on liberal arts and global business practices. Dr. Rivoli’s comments completed the circle that began with the initial concept of the conference, springing from the January 2008 launch of the Guilds as interdisciplinary and intergenerational communities of practice at Kalamazoo College. Because “business issues are also matters of justice and fairness,” she said, “the potential for constructive engagement among Kalamazoo College’s Guilds is an important opportunity for a great business education”—an opportunity that lies in the conversations Business Guild members can have with Sustainability Guild members and with Peace and Justice Guild members, and with others.

These kinds of conversations were encouraged by her visit. Conference participants, as well as the broader campus community, were invited to read Rivoli’s book prior to the conference to establish a common vocabulary and shared experience even before participants had the chance to meet and network during the event.

Support from the James S. Kemper Foundation made it possible for the Business Guild to bring eight speakers to campus, including three alumni and two parents of current “K” students. They represented a range of corporations including 3M and M-TV, Stryker and Jefferies, as well as Georgetown economist Pietra Rivoli.

REFLECTIONS FROM THE CONFERENCE ORGANIZER

“I have communicated with alumni all over the country, coordinated many aspects of a conference and other related Guild events, written press articles, served on Council Committees, doubled to tripled my networking circle, learned how to market myself to potential employers and most importantly, eliminated of one of my biggest fears, public speaking. I have learned so many things in such a short time that I have been involved with the Guilds. It is experiences like these that have made me strong and ready to face the real world.”

Aidis Tuxhari ’09


In the final analysis, the conference was an extraordinary one for all “K” students, according to Joan Hawxhurst, Director of the Center for Career and Professional Development and the Guilds initiative. “It was a great learning experience for our students, as they saw first-hand how the academic and co-curricular elements of their K-Plan point them toward professional success.” Watch the Guilds website for the announcement of when video clips from conference sessions will be available.

An interdisciplinary array of students comprised most of the audience for this and other sessions. Professors brought their classes in project management, international political economy, international business, and industrial organization and public policy. Students freshly returned from study abroad networked with influential alumni business leaders and visiting international students. Representatives of local corporations and community colleges also attended sessions and engaged with students.

The opening plenary lecture was delivered by Wesley Sly, Commercialization and Marketing Professional Development Manager for 3M Company and father of a current “K” student. He used a bridge-like metaphor to underscore the power of a broad education—“The liberal arts graduate,” he said, “is a liaison between the customer needs and wants and the technical specialists in the lab responsible for developing products that meet those needs and wants.” In global business, he continued, customers live throughout the world, and so the ability to navigate cultural differences is vital.

A special session on international banking and finance featured two alumni: Bill Williams ’71, Executive Vice President for the Bank of New York Mellon, and Jonathan Cunningham ’84, who recently retired as executive vice president of the convertible securities department at Jefferies. Williams’ preparation for a banking career included a political science major, foreign study in Turkey, and a Peace Corps English teaching assignment in Tunisia—all accomplished before the mid-1970s. “Kalamazoo College prepared me for a job I didn’t even know existed,” he said, “in fact, one that probably didn’t exist at the time I graduated.”

For students realizing the challenges inherent in landing a job in the current economic environment, Cunningham provided the advice that one “breaks through” in banking and finance by cultivating connections, and “that needs to start in your freshman year.” The Guilds offer a strategic way to find mentors and develop one’s “who-you-know” as soon as students begin their “K” careers.

Lennart Johansson, Consul General of Sweden, State of Michigan, and Chairman and CEO of Johansson Global Technologies, gave a lecture on Sweden’s successful global energy industry. He cited the similarities between Michigan and Sweden in the race for developing alternative energy sources and described sustainable energy technology as the next great business opportunity. “If I were an entrepreneurial student, I would be jumping into these opportunities and starting a business,” he told the participants at the Friday evening banquet.


In the final analysis, the conference was an extraordinary one for all “K” students, according to Joan Hawxhurst, Director of the Center for Career and Professional Development and the Guilds initiative. “It was a great learning experience for our students, as they saw first-hand how the academic and co-curricular elements of their K-Plan point them toward professional success.” Watch the Guilds website for the announcement of when video clips from conference sessions will be available.
This past February, I boarded a bus destined for Washington, D.C. with 30 fellow students to attend PowerShift 2009, a national conference for environmental justice. Little did I know I was also destined to meet my summer employer—an inspirational “K” grad and the founder of one of the most practical, rewarding non-profit organizations imaginable.

Sustainability Guild organizers diligently matched all “K” Powshifton attendees with “K” alumni living in D.C., and it was soon evident that in my pairing, they kept my interests in cooking, organizing, and social justice in mind. I was matched with Liesel Flashenberg, 67, president of Through the Kitchen Door International. On the surface, Through the Kitchen Door (TKD) is a catering business that employs low-income and migrant adults, most of them women. At a more fundamental level—through teaching healthy, economical cooking methods—the organization’s goal is to enable cooks to make healthy life choices while advancing professionally. Furthermore, TKD offers kitchen-training programs for at-risk youth, designed to improve self-esteem and confidence.

When we arrived at Liesel’s house late on the first night of PowerShift, she eagerly shared success stories about her non-profit, as well as a plate of unforgettable tuna salad. I was in awe. TKD, which she founded in Costa Rica in 1991, and brought to D.C. in 2000, achieves everything one could hope to find in a non-profit: improving the cooks’ individual confidence, stabilizing families, and fostering a sense of community around food. On top of it all, Liesel makes it a priority to support local, organic, and fair trade food vendors.

I could hardly hold my back my excitement the next day when I told my friends about my host, still amazed at her persistence to establish what, in my mind, is the ideal career for the ideal cause. Upon returning to campus, I continued to correspond with Liesel. Lucky for me, she noticed my passion and enthusiasm for her cause and soon offered me the opportunity to come and help as a summer intern.

Now, as summer approaches, I could not be more excited to begin. With support from the Center for Career and Professional Development, I will spend six weeks in Washington coordinating and carrying out a youth cooking program, in addition to assisting with projects at an area farmers market.

I am so grateful for the Guilds for putting me in contact with Liesel. Moreover, my internship highlights how all of the Guild’s focus-areas—business, health, sustainability, and justice and peace—are interwoven. In both the “K” community and beyond, the Guilds networks truly have the power to connect passions and change lives.
Continuing its focus on local and global hunger issues, the Justice and Peace Guild organized a 30-Hour Famine campaign. Co-sponsors included the Kalamazoo College chapter of Amnesty International and the Chapel. The April event was part of a national 30-Hour Famine coordinated by World Vision, an international non-governmental organization.

Billed as a weekend of reflection, optional fasting, and building awareness, the event kicked off on Friday, April 24, with guest speaker Alaina Parker. Parker is the volunteer coordinator at Ministry with Community, a daytime shelter in downtown Kalamazoo. She introduced the idea of the famine with information about fasting and illustrated the effects of local hunger through her professional experience. Parker was followed by several campus poetry-slammers that performed for the audience.

On Saturday, in lieu of lunch, College Chaplain Liz Cândido led a reflection and discussion about the meaning of hunger and global hunger issues at the Arboretum. Guild member Ben Ensroth ’12 left the reflection with a new perspective on hunger.

“It was a more outward-looking fast,” said Ensroth. “I got to really look at how huge a part food played in my life and how disconnected people that can’t get food can feel from the rest of society.”

The approximately thirty participants ended their fast Saturday evening with a light meal in and around the Chapel, where they enjoyed some celebratory music. All proceeds from the event were donated to World Vision’s 30-Hour Famine.

Visiting the Business Guild website for a downloadable podcast

William D. Johnston, president, director, and chairman of Greenleaf Companies, gave a March lecture on campus titled “The Financial Crisis: Its Historical Context and Implications for the Future.”

A t a time when Detroit’s big three automakers are facing uncertain questions about the future, General Motors is banking on the success of the Chevy Volt. On Monday, April 20, Business and Sustainability Guild members filled Dewing 103 to see Bob Kruse, executive director of global vehicle engineering for hybrids, electric vehicles and batteries at GM. His presentation was titled “The Future of Transportation: GM and the Development of the Chevy Volt.”

Kruse, father of current sophomore Katie Kruse, spent the first part of his presentation discussing global energy usage. Displaying charts and graphs to highlight his points, Kruse provided breakdowns across states and nations to show energy diversification and laid the groundwork for the argument that automakers must move from petroleum-run vehicles to hybrid and electric vehicles.

The bulk of the presentation, which was co-sponsored by the Campus Energy Group, focused on the Chevy Volt. Kruse highlighted GM’s two major selling points: the fact that the Volt drives 40 miles without the use of petroleum, and the ease of recharging the vehicle. Studies performed by GM find that 78 percent of Americans drive equal to or less than 40 miles to and from work every day. At night, Kruse said that consumers will be able to charge the Volt’s battery to full capacity from between 3 and 8 hours based on the type of outlet they use to charge the vehicle.

Several students wondered about the Volt’s battery, and asked if it would be more sustainable to use ethanol or a diesel tank as opposed to a petroleum gasoline tank. Kruse said that the vehicle will run on ethanol blends of gasoline, but cited food disruption as a reason for not focusing on ethanol and overall pricing as the reason for not implementing a diesel engine.

Kruse spoke more than an hour, and conversation continued well after the event at a Guild-sponsored reception. Students like sophomore Alex Morgan were very pleased with the presentation.

“Being from Detroit, I’m always interested in what’s going on with the auto industry,” said Morgan. “It looks like GM is at the forefront of this new line of vehicles, and I really hope they maintain that position.”