

**Dow High Students Explore Business Principles for STEM During Simulation**

**Midland, Michigan – June 8, 2017** – Business students at H.H. Dow High School discovered the intricacies of product supply and demand during a novel simulation offered by the Midland Research Institute for Value Chain Creation (MRIVCC) within Michigan State University, in cooperation with The Dow Chemical Company and the American Production and Inventory Control Society (APICS).

The program, Business Principles for STEM, gave students hands-on experience buying and selling inventory, managing supply and planning for demand. The organizations partnered to develop the program, which was modeled from a similar offering from APICS. Dow’s Aram de Ruiter, APICS’s Cheryl Dalsin, and MSU’s Ryan Vincent, were instrumental in bringing the class to Dow High.

“Up to this point in high school, students have heard very little about supply chain management,” de Ruiter said. “This is an introduction to business modules so they can see that STEM (science, technology, engineering and math) is more comprehensive.” He noted that, for every MSU supply chain graduate, seven high-paying jobs await, making it vital to introduce students to this promising field.

Dow High teacher Melissa DeBoer said she was excited to offer the program to her three business classes because of the way it helped explain the complex subject. “The program opened their eyes to professional supply chain management, which is difficult to explain and grasp,” she said. “The students loved the program.”

Multiple STEM Ambassadors and other volunteers from Dow joined the classes as mentors and assistants, which DeBoer said was an added bonus because it gave students access to working professionals in the field. “It was great to watch the students getting so engaged in the simulation and quickly picking up the concepts of supply chain management. The volunteers helped them make the connection to the real world.”

Katherine A. Franz, MRIVCC Executive Director, said, “Our goal, was to establish the important relationship between STEM and business principles, and plant a seed of interest in supply chain amongst high school students. This is a growing, dynamic field that offers great opportunities for talented individuals and by all accounts our first simulation was a great success.”



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Over the last six years, MSU's Supply Chain Management program, within the Eli Broad College of Business, has been ranked #1 by US News & World Report. As a result, companies from around the world, including the Dow Chemical Company, look to develop talent and recruit from the college in an effort to incorporate MSU's integrative approach into their own supply chains.

**About MRIVCC**

The Midland Research Institute for Value Chain Creation is a premier research and education facility dedicated to developing effective and sustainable solutions to improve all types of public and private value chains. Established by Michigan State University in 2013, MRIVCC conducts cross-disciplinary research, with input from our corporate partners, in areas such as value chain optimization, data analytics, engineering, smart packaging, anti-counterfeiting, and water and food safety. The Institute was founded by leaders in value chain creation and development at MSU, including the Eli Broad College of Business, College of Agriculture and Natural Resources, College of Engineering, College of Social Science, and School of Packaging. Founding donors include The Dow Chemical Company, Dow Corning Corporation, Herbert H. & Grace A. Dow Foundation, Rollin M. Gerstacker Foundation, The Dow Chemical Company Foundation, and the Charles J. Strosacker Foundation. Visit MRIVCC's website at [www.mrivcc.com](http://www.mrivcc.com) for more information about the Institute, its programs and services.

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**PHOTO CAPTION:**

H.H. Dow High School students (sitting, from left) Brianna Gee, Ainsley Lacey and Zach Nelson finished first in the simulation. Midland Research Institute for Value Chain Creation (MRIVCC) Intern Ryan Vincent (standing) helped organize and lead the simulation.