

THE DAUCH COLLEGE OF BUSINESS & ECONOMICS

Ashland University



Ashland Alumni Show Benefits of Networking

September 3, 2014 by [Ashland University - Dauch College of Business & Economics](#)



Mr. Wiedenmann

Mr. Eric Wiedenmann is a 1970 Ashland graduate who appreciates the benefits of networking. Today he networks with Ashland University students in a number of ways, especially through his fraternity, Phi Kappa Psi. Mr. Wiedenmann is the president of Market Development Group, Inc., a consulting company in Danville, California. Mr. Wiedenmann used this experience along with his desire to network with students to form Eagle Consulting. Mr. Wiedenmann said that "The idea of establishing Eagle Consulting originated when a colleague who is serving on the Board of Trustees at Ashland University advised me that he had successfully engaged several Ashland students to conduct a customer satisfaction survey for his business. I decided to engage Ohio Theta students as a means to hire talented professionals on an as-needed basis, which would reduce the fixed costs of my firm while

at the same time provide students with practical business experience as a way of giving back to Ohio Theta." Students in this project assisted with strategic business development projects like competitive analysis, market assessments, and review of acquisition candidates. For students working with successful alumni such as Mr. Wiedenmann, it is a great way to gain experience and build their resumes. For Mr. Wiedenmann, it helps his company and is a way to get involved with his Ohio Theta brothers. Mr. Wiedenmann has worked with over twenty-five Ashland students since 2005 alone with one of these being Mr. Ted Brink.

Mr. Brink, a 2011 Ashland graduate, worked with Mr. Wiedenmann through Market Development Group during his senior year. He met Mr. Wiedenmann through the COBE Business Advisory Council. Mr. Brink appreciated working with MDG saying "It was a great experience. I was able to get a sense of the ins and outs of a number of different fields and businesses." Mr. Brink had some great advice about networking for current and incoming college students. He said: "1) Start early. Don't wait until your senior year to begin networking and building your resume. I began the fall of my freshman year, which I'm really glad I did. It allowed me to become more comfortable networking and interacting with recruiters in the first half of my college career, so by the time I was a sophomore and junior I felt very confident approaching employers no matter what the setting. Also by starting early, I found that the experience I got through my first internship at Four Seasons, along with the fact that I did it as a freshman, was key in me obtaining my 2nd and much more important internship at General Mills. 2) Take chances and get out of your comfort zone. Approach a large group of recruiters, introduce yourself. Don't just stand off in the corner and wait for them to talk to you or wait for a friend to introduce you to them. Stick out, show confidence. It will be picked up by anyone you network with. If you have an opportunity to intern in a different part of the country, take it. My best summers were spent in Dallas and Minneapolis for my internships. Network with everyone, not just employers and recruiters in your specific field because you never know who they will be willing to introduce you to or when they may call you back if a new job at their firm opens up." As Mr. Wiedenmann and Mr. Brink indicated networking is a very important part of the college experience and can lead to great opportunities. Information for this article was obtained from Mr. Wiedenmann, Mr. Brink, and the August 2014 edition of The Shield, a quarterly publication for Phi Kappa Psi alumni worldwide.