

DAVID M. RENDER
FALL 2013 SIBBERSON AWARD FINALIST

David is graduating with a Bachelor of Business Administration degree in management and marketing and a minor in history. He plans to pursue a position as a district sales/territory representative or manager with a company in the power sports industry (motorcycles, ATVs, UTVs, and related products) while beginning work on a Master of Business Administration degree.

David has drafted several business and marketing plans during his time at Washburn. For one of his marketing projects the portfolio included a marketing plan, marketing budget, social media plan, and financial projections for Topeka Powersports. For another project, he worked with a small group to draft a business plan for Prairie Glass Art Studio in Topeka to help the business increase existing market share and access new markets. During another project, David's team developed a partial business plan and executed targeted customer research for Yeldarb Art Gallery (part of the NOTO Arts District) to provide the business owners with a better understanding of their local customers and competitive environment. Over the course of his last semester, David also completed a marketing research project entitled "*The Value of the Internet for Kansas Agricultural Producers.*"

David is the founding member of the re-established Gamma-Nu Chapter of the Kappa Sigma Fraternity and has served as both its secretary and vice president. In 2008, he and another student began rebuilding the recently defunct Gamma-Nu Chapter and received the new charter in 2011. The chapter is now the largest and most involved fraternity on campus. They have adopted both the Livestrong Foundation and the Military Heroes campaign, which benefits thousands of wounded military veterans returning from active duty, as their bi-yearly philanthropy organizations. David has also volunteered with Habitat for Humanity.

David received a S.O.A.R. Award for academics and has received the Kappa Sigma Scholars Award every semester. In 2011, while competing against other university students around the world, his team placed 4th in the International Capsim Business Simulation Challenge, an online simulation in which students run a fictitious manufacturing company in the electronic sensor industry. In 2013 his group finished 6th in the upper division section of the international challenge after placing first in their respective class competition.

David is a member of Alpha Lambda Delta, Sagamore, Phi Kappa Phi, Phi Alpha Theta (History), Beta Gamma Sigma (Business) and Mortar Board honor societies. He is also a member of the Order of Omega and Gamma Sigma Alpha Greek honor societies.

David received the Pozez, Ward & Eloise Martin Kappa Sigma WEA, Duffens WEA, FSBT Chandler Business, Rehkopf WEA, M. Smith WEA, Marcoux Business, Dick Business, and Stark Business Leadership scholarships from Washburn. He has also received the Topeka Sales and Marketing Executives and the Nickelson Trust scholarships.

David wrote in his application, "I feel confident that I can step into any office, look the manager in the eye and promise that my education at Washburn and my previous work experience have prepared me to sell and promote their company's offerings or manage whatever responsibilities that I am entrusted with. Regardless of the position that I one day fill, I am sure that I will be prepared to conquer any task and to move up the ranks quickly due to my education at Washburn University.