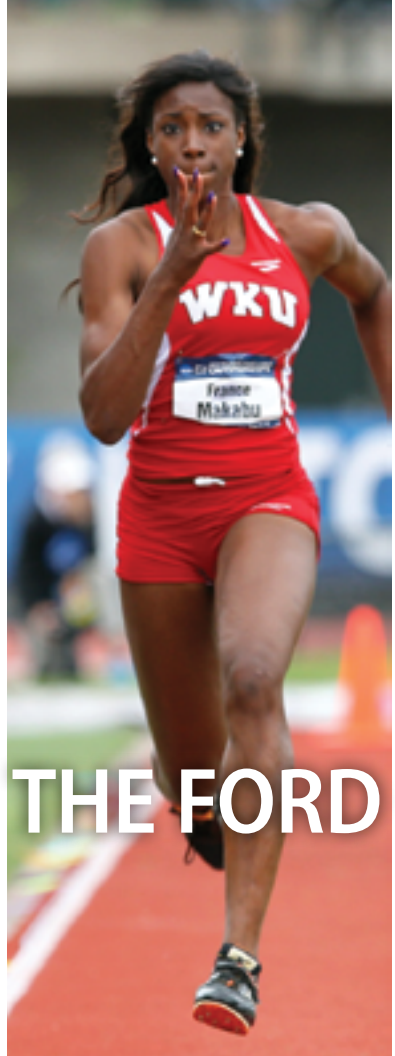

The magazine of
the Gordon Ford
College of Business

THE FORD REPORT

Business from the Hill

WKU

Dean Jeffrey Katz accepts the plaque naming the WKU Beta Gamma Sigma chapter Honorable Mention Chapter of the Year from BGS Executive Director James Viehland. From left, Viehland, Erika Klosterman, Torrie Lange, Dr. Dawn Bolton, and Katz accept the award.

MESSAGE FROM THE DEAN

The entrepreneurial spirit is alive and doing well at the Gordon Ford College of Business. It should come as no surprise that entrepreneurship is one of the driving forces behind the global economic impact of our nation. In many respects, what happens on Main Street is more important than what happens on Wall Street. According to the U.S. Small Business Administration, there are more than 23 million small businesses in our country accounting for 54 percent of all U.S. sales. Those businesses account for at least 55 percent of all jobs and occupy 30 to 50 percent of all commercial space. There is no doubt that small businesses have a BIG impact!

For those of us who "built" lemonade stands out of old boxes in our youth…or mowed lawns or delivered newspapers…we understand from those real-life learning experiences how small businesses require vision and dedication. As an applied college of business, we are proud to encourage the entrepreneurial spirit in our classrooms through hands-on student projects and in collaboration with role models and professionals who share their time with us. Our students learn the important lesson that even the smallest idea can grow into an enduring enterprise.

This issue of *The Ford Report: Business from the Hill* features the entrepreneurial spirit of several alumni, students, and friends of our College. You will learn how the great-grandson of a family grocery store owner became the CEO and Chairman of one of the largest grocery chains in the country, you will be inspired by an alumni entrepreneur's work in the community, and you will discover how even those who did not graduate from WKU are investing their time and resources to foster the next generation of business owners. Their stories in this issue of *The Ford Report* are inspiring examples of perseverance and leadership.

It is truly an honor serving as your dean and always a pleasure hearing from you. Please contact me via email (jeffrey.katz@wku.edu), by phone (270.745.6311), or simply stop by 445 Grise Hall to say hello. We appreciate your continued involvement with the Gordon Ford College of Business–the best applied college of business in the Commonwealth and beyond (in my humble opinion!).

Warm Topper regards from The Hill,

Jeffrey P. Katz
Dean

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Is Anyone Following You?

David Dillon, Chairman of the Board and CEO, Kroger Co.

By Stacey Gish

Having a title doesn't necessarily mean people are going to follow you, according to David Dillon, Chairman and CEO of Kroger. Leadership means putting others first.

"If you're going to lead a large organization, even a small organization, you could have the best ideas in the world, but if the folks in the organization don't move along down the path with you, you've got nothing," Dillon told a standing room only crowd in the Grise Hall Auditorium on April 10. Dillon spoke as part of the annual Hays Watkins CEO Speaker Series. Instead of creating strategies at the top level and dispersing it downward through the organization, leaders should do just the opposite, providing more opportunity for new ideas to succeed.

Dillon has served the 131-year-old Kroger Company as CEO since 2003 and Chairman of the Board since 2004. The company now has 375,000 associates across the country in grocery retail entities such as Kroger, Harris Teeter, Fred Meyer, and his family's namesake, Dillons. He will retire from both of those positions at the end of 2014, achieving revenue growth nearly each quarter of his tenure, and successfully holding off a strong pursuit in the grocery market from competitors.

He credited his leadership team and the associates for those successes, as he described four basic principles of leadership that he has found are successful on both personal and professional levels – openness, shared mission, teamwork, and feedback.

During his tenure as CEO, Dillon has encouraged more openness across all levels of the company.

"I found that associates at Kroger are much more engaged when they understand what it is they are trying to achieve," Dillon said. He also discovered that associates do care about the reasons behind corporate-made decisions, which allows them the opportunity to be

Hays T. Watkins created an endowment in 1999 that allows the GFCB to bring CEOs from across the country to provide WKU students with insight into business leadership and practice. Mr. Watkins is chairman emeritus of CSX Corporation, based in Richmond, Virginia. CSX is an international transportation company providing rail, intermodal, container shipping, and contract logistics services worldwide. Mr. Watkins graduated from the Bowling Green Business University in 1947 and was inducted into the WKU Hall of Distinguished Alumni in 1997.

engaged and flexible during their work day. This is invaluable to his company because the engaged associates tend to perform their job duties more safely, and focus more intently on quality, which naturally drives costs down.

Additionally, associates in leadership from the store level up to the corporate office often gather together to learn about the history and the future of the Kroger Company. Dillon said he feels it is important for people to know these stories so that they understand their role within the company, helping them make better choices that will keep the company on a positive trajectory.

Dillon said he believes that everyone he knows at the company – from the sanitation worker to the carry-out person to the store manager – wants to matter and seeks to make a difference with the work life they have. The best way for a person to matter within an organization, he said, is to know the mission, vision, and purpose of the organization and be able to align oneself with those objectives.

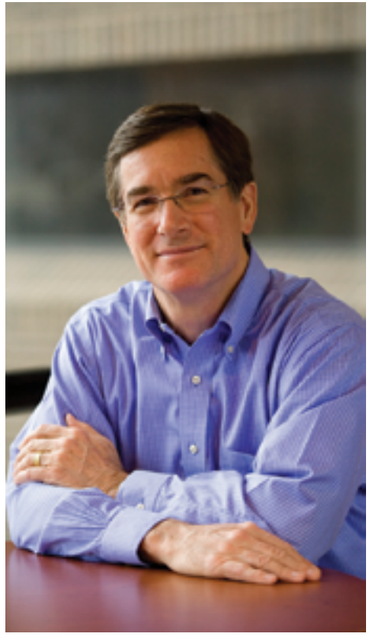
"If you can have a shared purpose with others in the organization, you will be more effective, the organization will be more effective, and you will be loads happier," he said.

Having a shared purpose naturally leads into a team mentality.

"A team that genuinely aspires to work for each other's benefit is more successful," he said.

Not only does the company encourage associates to adopt a teamwork approach, the company also strives to create sustainable partnerships.

The word partnership can be misconstrued, Dillon cautioned. Instead of seeking what is only good for Kroger in a partnership, he said he seeks for collective benefits. For instance, establishing partnerships with a data company and a financial organization helps his company stay connected with customers through the rewards card and a branded credit card. For both sides of the relationship to succeed, both sides must work together, he said, sharing information and ideas.



Finally, feedback is crucial to the success of any organization and any leader.

"Without feedback, I don't improve at the rate I expect I should," he said. "Every time I do a review, I always ask them, 'How can I improve in a way that if I change, it will help you do your job better?'"

Dillon said that asking for and accepting feedback as a growth process will help leaders improve their skill sets. He is serious about the continuous feedback process. In fact, during his time at WKU, not only did he ask for feedback regarding the local Kroger stores, but he asked for feedback regarding his own presentation.

Encompassing these four principles is the fact that companies and leaders must never stop evolving.

"When you graduate it is an end of your education at the university, but it is the beginning of your education in the working world or in the family world," he said. "What I hope you learn at a university is how to learn something different every year."

DON VITALE: ENTREPRENEUR OF THE YEAR

By Stacey Gish

Businessman. Mentor. Philanthropist. These are three of the most prominent roles for which Don Vitale is recognized in the WKU community. Because of his achievements within these three roles, he was honored with the 2014 Beta Gamma Sigma Medallion for Entrepreneurship.

The Medallion for Entrepreneurship is awarded to outstanding individuals who combine innovative business achievement with service to humanity. It is awarded to only three people annually by the Beta Gamma Sigma International Honor Society for Business.

"The focus is on the entrepreneurial activity, the degree of risk, the success, and the opportunity for the entrepreneur to continue to be successful," said James Viehland, executive director of Beta Gamma Sigma International.

Businessman

Mr. Vitale is a successful business leader in the Bowling Green community. He gained global business experience with companies such as Monsanto and 3M before founding DESA International, a manufacturer of oil and gas space heaters, hearth products, and power tools. He led the effort to successfully create one of the country's first leveraged management buyouts of a company, which is evidence of his innovative leadership style.

After selling his interests in DESA in 1996, he founded Manchester Capital, LLC, an entity that enables him to help grow and expand new business ideas.

"We invest in people who need capital to help them grow their businesses," Mr. Vitale said. "I am very interested in young entrepreneurs and assisting them and participating with them to become successful."

Mentor

Investing time and treasure in others is an important part of Mr. Vitale's life.

"Mr. Vitale has been very active with the Gordon Ford College of Business during my time here and even before I arrived," said Dean Jeffrey Katz. "He provides excellent guidance to me, personally, and to the College through his leadership on the Business Executive Advisory Council."

Throughout the years, Mr. Vitale has provided funds for a number of scholarships and endowed professorships within the GFCB including the Vitale Professorship in Entrepreneurship, the Vitale Student Scholarship in Entrepreneurship, and the Vitale Award for Initiative, Innovation, and Leadership. But he doesn't just write the check and move on. He remains actively involved with the recipients and can often be found on campus advising student groups, serving as a judge for business plan competitions, and even sharing ideas over lunch with students and professors.

Philanthropist

Mr. Vitale spends a great deal of his time and treasure within the Bowling Green community by serving on the board of directors for numerous for-profit companies such as FNB Bank, as well as various non-profit organizations such as the Capital Arts Alliance. He is a member of the Junior Achievement Hall of Fame because of his tireless efforts within the community.

Although he graduated from St. Louis University with two business degrees and gives faithfully to his alma mater, he feels that it is also important to give to the university where he and his family live. He served as co-chair of two of the most successful capital campaigns in WKU history.

Don Vitale is the model for business leaders who wish to be successful within their industries as well as outside the four walls of their companies.

Beta Gamma Sigma Executive Director James Viehland presented Don Vitale the 2014 Medallion for Entrepreneurship.

ALUMNI-OWNED BUSINESS: TODD DAVIS

FAITH, FAMILY, PHILANTHROPHY

By Stacey Gish

Starting your own business is challenging. Starting a business with family members as partners can present even more challenges. But for Todd Davis, establishing DTD Construction with his father seemed the most natural thing to do.

"I found that it has way more advantages than people realize," Davis said. "There's a level of trust and assurance that you don't have with other partners."

Davis and his father have been building single-family homes and managing rental units in the Bowling Green area for more than 20 years. Being in the homebuilding industry is satisfying for the Gordon Ford College of Business management graduate.

"It's exciting to build homes for people," he said. "It's satisfying to help another family."

He adds that he enjoys leading his own business because he can utilize various skills he learned over the years: production and job management, accounting, sales, and marketing. All of those skills he learned as a business student at WKU.

"WKU was absolutely the right choice for me," he said. "I learned the X's and O's of the business world: marketing, finance, leadership. Just as importantly, though, I learned how to set goals and go about accomplishing those. WKU also taught me the importance of personal relationships, which is especially helpful in small business."

Cultivating personal relationships within the homebuilding industry allows Davis to serve his community in various ways. He has served in leadership positions for organizations such as the Builders Association of South Central Kentucky, Bowling Green Municipal Utilities, and the Bowling Green Area Chamber of Commerce.

With those business connections, Davis recently spearheaded efforts to re-surface the track at Greenwood High School. This task called for Davis to encourage his peers in the business community to donate time and resources to complete the project quickly and under budget.

"I feel it's important to give of your time and talents to make things in the community better," Davis said. "Volunteers can bring a certain energy to a project and allow for things to be seen from a different perspective.

Managing a family business has a tendency to consume a lot of personal time and energy. However, Davis found a unique way to spend time with his two daughters -- running. When his oldest daughter, Caroline, was in the fourth grade, she joined a running club and Davis thought that would be a perfect thing for them to share.

"It's fun to be around all those young people," he said. "Running helps us find time to talk and connect."

Davis is a great example of a business leader who uses aspects of his GFCB education everyday.

GINA HATCHETT: WORLD TRAVELER

By Stacey Gish

Being open to new experiences and new places defines Gina Hatchett, the first recipient of the Gordon Ford College of Business Diversity Scholarship.

"I don't want to narrow myself down to one location, one career," she said. "I think we all should open our eyes to what is outside our own worlds. Traveling abroad changes your life because you can see the world through different lenses."

Hatchett spent a year after high school studying in Hungary, reveling in the ancient culture and the untouched countryside surrounding the castle where she lived and studied.

"It's such a beautiful place," she said. "The lifestyle is much slower and people seem to be more at peace with what they have materially."

Hatchett is the daughter of a Navy officer, which allowed her family to move to many different cities -- from the west coast to the east coast and eventually to Nashville, where her family currently resides. Her parents encouraged her from an early age to take advantage of meeting new people, enjoying new foods, and learning about new cultures.

She says her fellow classmates can learn from her experiences that people are not a "color" and how we communicate with each other should reflect that.

The International Business and Economics double major loves the fact that WKU encourages students to pursue international travel and study. It was one of the main reasons she chose to study here.

"Just go somewhere!" she encourages her fellow classmates.

Left: Gina Hatchett (far right) enjoys a day at the beach in the Mediterranean Sea off the shores of Israel with students Rebekah Escuage and Chantel Dykes.

The Gordon Ford College of Business Diversity Scholarship is a $1,000 award for a student who exemplifies the spirit of diversity among the halls of our College. The GFCB recognizes that business education is enhanced when students are exposed to a broad variety of personal and cultural perspectives and experiences.

Luke Brigance: Study Abroad

By Luke Brigance

The opportunity to take a study abroad class visiting different countries, circling the globe, and meeting all the new and wonderful people has been one of the most unique experiences of my life. I feel so blessed to have been able to be a part of this awesome adventure.

The trip was a success from start to finish. I started experiencing and seeing new things as soon as we flew out of Nashville. I had never flown into Newark. I was able to see downtown New York and the Freedom Tower. It was my first time ever flying out of the country or even over the ocean. It was amazing! We chased the sun for the whole flight. Flying over top of Greenland was the best view. It was snow covered and you were able to see glaciers. We arrived in Beijing losing 13 hours; it was a strange feeling.

After arriving, we hopped on a tour bus and headed to North China Electric Power University. This place would be our home for most of the first week. We had all the comforts of America minus water that we could drink out of the faucet. We were allowed to shower in the water, but we brushed our teeth in nothing but bottled water. There was a nice view of the college's running track out of our third story window. Since the students wouldn't even drink the water, every morning they placed two or three gallon jugs on the curb to be filled by the water truck which contained boiled clean water. The first night in Beijing, I became acquainted with chop sticks. I was not very good at first, but after a quick lesson from one of our local hosts, I was able to eat enough to not starve! The second day we toured campus, met some of the students, and attempted conversations. Being in another country and not being able to speak their language can be a bit of a challenge.

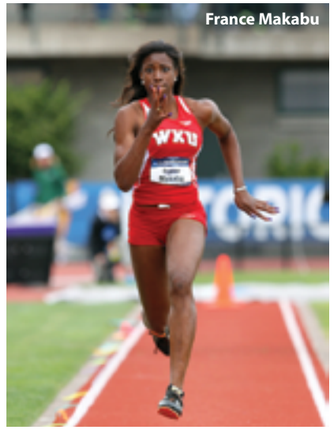
We were able to sit in on a few lectures while we were at the university. It was a new experience sitting in a Chinese classroom. The air conditioning did not work in the classroom that we were assigned to for three days, there was also someone using a jack hammer below our classroom window. These were new conditions for learning.

The first plant that we visited was Alltech in Tian Jin, which is almost three hours from Beijing. We traveled through rural areas to get to the facility. We saw how people farmed in the area. I did not see tractors or any other heavy farm equipment, people were generally using hand tools to work the fields, similar to the way we would have a home garden, it was like taking a step back in time. I was impressed with Alltech's production facility. It was very clean and looked to be well-maintained. We also learned from Alltech that having friends and good connections in China is very important to get your foot in the door and make business happen. You can make anything happen in China; you just have to really work hard with finding connections, and dealing with the government changing policies quite often.

I enjoyed this experience greatly! I learned so much about the culture, the way that U.S. companies do business in foreign lands, and I learned a whole lot about myself in the two weeks that we were abroad. I feel like this experience has helped me to grow as a person and will help me be more open to different opportunities that come my way whether it be in Owensboro or halfway around the world. I am so blessed to have been able to do this and would recommend this class to anyone.

Note: Luke Brigance was a student in the May 2014 term course in Chinese Business Management taught by George Rasmussen and Terrill Martin. Luke is a Management major studying at WKU Owensboro.

Caden Dickerson


France Makabu

Louis Bunch

Student Athletes Excel in Graduate Programs

By Stacey Gish

Making the most of opportunities is what athletes do best. Five WKU student-athletes made the most of their college eligibility by completing graduate degrees this past May.

Basketball player Caden Dickerson, swimmer Louis Bunch, track and field athlete France Makabu, and softball player Mallorie Sulaski all spent the past year studying in the full-time MBA program. Swimmer Hilary Mishler earned a Master in Accountancy (MAcc) degree.

"The graduate degrees in the GFCB allow most students to complete the master degree in just one additional year," said Dr. Bob Hatfield, Associate Dean of Graduate Programs and Research. "For instance, the accelerated MBA is a cohort program which enables students to complete the entire degree in just under one year. Athletes who have a remaining year of eligibility after completing their undergraduate degrees might choose the MBA, MAcc, or the Master of Applied Economics in their final year."

"I pursued the MBA degree because I wanted to increase my business knowledge and skills," said Dickerson, who was able to complete his degree while still playing on the men's basketball team. He also worked as a graduate assistant. He said he enjoyed being able to continue his education at WKU.

"The benefits of pursuing an advanced degree are numerous. It shows that you are serious about your career outside of sports as well. It helps you develop into a leader and professional individual that will benefit someone for their future endeavors," Dickerson added.

Dickerson received the Outstanding Graduate Student Award for the Gordon Ford College of Business during WKU commencement ceremonies in May.

Sulaski, who played four years on the women's softball team and then served a year as the team's graduate assistant, agreed with Dickerson.

"I also believe it is a benefit when applying for jobs. As an athlete, there isn't much time to have a job or internship. By receiving an advanced degree, you are able to stand out, even if you don't have much work experience," she said.

Both student-athletes had to balance their schoolwork with their responsibilities to the team. The demands on their time are challenging, the athletes said, but being organized and staying in communication with professors is key.

"As an athlete, you learn to manage your time wisely. Student-athletes become experts after a few years of managing school work, a sport, and a social life," Sulaski said.

"The teachers are willing to work with athletes when they have to miss class and are there to help you when you need it," added Dickerson.

Graduate Program Information

MAcc: Master in Accountancy
30 credit hours
For students with undergraduate degree in accounting or other fields

Contact: Ms. Sheri Henson, MPA
270.745.5382
sheri.henson@wku.edu
www.wku.edu/accounting/master-of-accountancy

MAE: Master in Applied Economics
30 credit hours
Opportunity to work on applied research

Contact: Dr. Alex Lebedinsky
270.745.3150
alex.lebedinsky@wku.edu
www.wku.edu/mae

MBA
33 credit hours
Three convenient options
Full time • Professional • Online

Contact: Ms. April Schleig, MBA
270.745.5458
april.schleig@wku.edu
www.wku.edu/mba

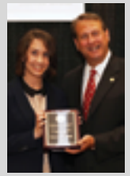
2014 GORDON FORD COLLEGE of BUSINESS AWARD WINNERS

Robert W. Jefferson Outstanding Graduating Senior: Jordan Vorst

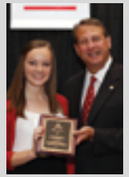
Eaton Student Leadership Award: Erika Klosterman

Dean's Student Achievement Award: Katie Honadle

Outstanding Senior Awards

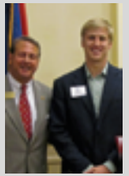


Accounting:
Susanna Byler

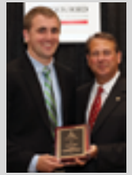


Business Administration:
Emily Gott

Business Economics:
Jordan Vorst

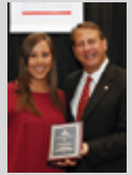


Economics:
Raymond Shears



Entrepreneurship:
Justin Raque

Finance:
Uyen Tran



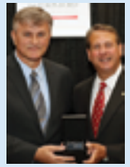
Human Resource Management:
Elizabeth Ramsay

International Business:
Erin Asher

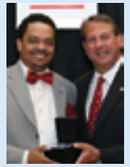
Information Systems:
Amanda Florence

Marketing:
Victoria Lange

Alumni Awards

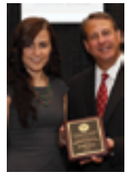


Recent Alumni Award:
Mr. Senad Valetanlic, Bowling Green, 2014 MBA graduate



Alumni Award: Mr. Sedrik Newbern, Libertyville,FL 1993 Marketing graduate

Outstanding Graduate Student Awards

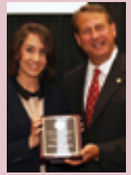


Master of Accountancy:
Melina Piric

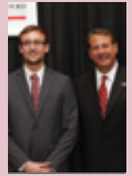
Master of Applied Economics: Adam Pendry

MBA:
Gary Bohannon

Delta Sigma Pi Golden Key Award



Susanna Byler



Chad Koons

The Golden Key is given to the graduating seniors with the highest grade point average in the College.

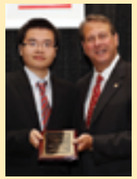
Lindsay Thomas - not pictured

Outstanding Junior Awards

Management:
Hayley Wilkins

Marketing:
Natalie Koppel

Information Services:
Zackary Boarman

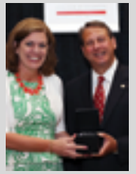


Finance:
Anh Nguyen

Accounting:
Jenna Lehkamp

Economics:
Joseph Starks

Faculty & Staff Awards

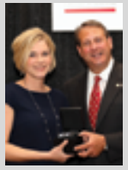


Lou Prida Student Service Award: Dr. Dana Cosby

The Prida Award recognizes and honors faculty, staff, and administrators who demonstrate commitment and outstanding support to the education of business students.

Gordon & Glenda Ford Award of Faculty Excellence:
Dr. Indu Chhacchi

The Ford Award recognizes a faculty member who exemplifies the spirit of Mr. Gordon Ford. This person is one valued by the College and colleagues as an indispensable asset to all areas of the academic profession.



Anne & Dan Greenwell Staff Award: Ms. Kristina Harvey

The Greenwell Award recognizes full-time support staff with contributions to support effective student service; support for faculty teaching, research, or service; implementation of college programs; or taking actions to solve problems or provide leadership.

Vitale Award for Initiative, Innovation, & Leadership:
Mr. Andrew Head

The Vitale Award recognizes faculty or administrators who demonstrate initiative, innovation and leadership through teaching, research, service, and support efforts.

MBA Teaching Award:
Dr. Mel Borland

The MBA Teaching Award is voted on by the students in the MBA program.

BRIEFCASE

Updates from the GFCB

Glenda and Bob Dangremond visited WKU in September, meeting students, faculty, and staff during the Backyard BBQ.

Accounting

The department hosted more than 200 high school students on campus for its High School Accounting Day, which was held in October at the Augenstein Alumni Center on campus. Students participated in activities such as a mini-audit, a payroll tax exercise, and a finance game. Beta Alpha Psi students, alumni, as well as business professionals led these activities, as well as a professionals panel and a professional development seminar for accounting teachers.

Economics

Dr. David Beckworth had articles published in *The Washington Post* and *National Review*. His perspectives and research on monetary policy and the Central Bank are widely followed.

Dr. Susane Leguizamon presented at the Southern Regional Science Association in March and has two articles selected for publication. One article appears in the *Journal of Policy Analysis and Management* and the other article is in *Regional Science and Urban Economics*.

Finance

Dr. Johnny Chan presented at two conferences this year: The Financial Management Association and the American Accounting Association. He also has research articles to be published in the *Management International Review* and the *Journal of Corporate Finance*. Dr. Chan has also been asked to serve as an external program reviewer for the Department of Finance at the University of Missouri at St. Louis.

Graduate Programs

The Graduate Certificate in Business Sustainability allows students to study the international standards of sustainability affecting the corporate world. Issues in compliance, metrics, supply chain, and marketing will help students focus on governing responsible business in a global world, according to Dr. Brian Sullivan. The WKU MBA program has led the Commonwealth in integrating sustainability classes into the graduate business program.

Information Systems

Dr. Phillip Coleman was appointed program coordinator for the Business Informatics major. Dr. Coleman will coordinate with the Computer Information Systems department head, Dean Katz, and the three regional campuses to develop strategies to recruit and retain students. Additionally, he recently completed the Teacher Online Learning Certification program, a one-year program that required four courses and compiling a teaching portfolio.

Dr. Kirk Atkinson, Dr. Ray Blankenship, Dr. Phillip Coleman, and Dr. Sean Marston have articles that will appear in several issues of the *Academy of Business Research Journal*.

Dr. Mark Ciampa released the 5th edition of his textbook, *"CompTIA Security+ Guide to Network Security Fundamentals."* He also conducted multiple sessions at the Southcentral Kentucky Community and Technical College regarding computer security in connection with National Cybersecurity Month.

Dr. Phillip Coleman and Dr. Kirk Atkinson published an article for the *Journal of Management and Marketing Research*.

Dr. Kirk Atkinson and Dr. Evelyn Thrasher have arranged for a variety of guest speakers for their Principles of Management Information Systems courses. Corie Martin, Manager of Creative Web Services for WKU and Sydney Lutsch, technical recruiter for Brooksource in Louisville are two WKU alumnae who have served as guest speakers this semester. They presented on social media marketing, professionalism, and provided advice on the job search.

Dr. Evelyn Thrasher spent nine days this summer in Ireland working with the Innovation Value Institute, a collaborative project between the National University of Ireland Maynooth and Auburn University. She is assisting with a joint project to develop the framework of information technology for use in the U.S. healthcare industry. In addition, Dr. Thrasher will serve as the Program Coordinator for Systems Management.

Dr. Leyla Zhuhadar published an article this year in the *Computers in Human Behavior Journal* and presented at The 20th America's Conference on Information Systems in Savannah, Ga., in August. She also serves the university as the committee chair of the Boyd-Lubker Visiting Scholars Program and as the Student Research Representative for University Senate.

Marketing

Spring 2014 graduate Torrie Lange was named to the Sun Belt Conference Leadership Team during its annual honors banquet in May. The team is comprised of a letter-winning student-athlete from each conference institution based on leadership, sportsmanship, community service, citizenship, academic excellence, and other key qualities valued by the member institution. Torrie, a Florence, Ky., native, lettered in soccer during her time at WKU and served as an officer of student organizations such as Beta Gamma Sigma.

Dr. Tim Hawkins' co-authored paper won first place in the 2014 National Contract Management Association's W. Gregor Macfarlan Excellence in Contract Management Research and Writing Program. The paper, "Outcome-Focused Market Intelligence: Extracting Better Value and Effectiveness from Strategic Sourcing," won $5,000 and a plaque that was presented to Hawkins' team at the annual Government Contract Symposium in Washington, D.C. in early November. Additionally, Dr. Hawkins has published several articles in the *Journal of Public Procurement,* the *International Journal of Procurement Management,* and *Supply Chain Management, An International Journal.*

Dr. Patricia Todd and Dr. Joanna Melancon presented at the Atlantic Marketing Association Conference in September. Their paper, "50 Shades of Green," a look at Gen Y's perceptions of sustainability and green marketing efforts won best paper in the eco-friendly/sustainability track.

Management

Dr. Whitney Peake joins the Management Department as the Vitale Professor of Entrepreneurship. Her research focuses on family, rural, and small businesses, as well as business social performance, and gender issues in business. She earned her Ph.D. in Agricultural Economics from Purdue University and serves on the editorial board for the *Small Business Institute Journal.*

Dr. LeAnne Coder had an article selected for publication in the *Leadership & Organizational Management Journal.*

Dr. Joshua Hernsberger, Dr. Whitney Peake and Mr. Krist Schell presented at the Academy of Management annual meeting in August. The meeting was held in Philadelphia and drew more than 6,000 scholars from around the world.

Dr. Paula Potter presented a paper at the Academic Business World International Conference in Nashville in May. She will also present her research paper "Wangari Maathai: Practitioner of Voice and Sustainability When it Wasn't Cool" at the Academy of Business Research International Conference in San Antonio.

Dr. Afzal Rahim led the 22nd annual International Conference on Advances in Management in Los Angeles in July. Dr. Helen Liang and Dr. Ismail Civelek also presented at this conference.

Dr. Ismail Civelek has been published in the *International Journal of Supply Chain Management.* He and honors student Jinglin Li were awarded a FUSE grant and presented their research as a part of that grant at the 5th Mustang International Academic Conference in Nashville.

Dr. Zubair Mohamed retired after serving WKU for 25 years.

The HR Management degree track has renewed its alignment with the Society for Human Resource Management (SHRM)'s HR Curriculum Guidebook and Templates. This alignment ensures employers that WKU graduates have the skills necessary to perform well for the organization.

Center for Entrepreneurship and Innovation

Dr. Dawn Bolton was named the interim director of this center. Dr. Bolton has served as WKU in a variety of teaching and administrative capacities since 1991.

The Center will sponsor several events this academic year. The Topper Tank Elevator Pitch Competition is scheduled for this month, where students will present 90-second pitches regarding their business idea to a group of business leaders. The Business Plan Competition will be held in the spring semester, giving students the opportunity to turn their entrepreneurial dreams into reality.

The inaugural Entrepreneur Speaker Series saw MBA alum and Only Footprints founder Kyle O'Donnell speak of his entrepreneurial experiences with students, faculty, and staff.

Center for the Study of Capitalism

The Center recently received a $15,000 grant from The Koch Foundation for the 2014-15 academic year to support its book club and speaker series.

Teresa Hayes from Logan Aluminum (at left) interviews management senior Deadrick Dunlap during the PEAK Perfect Your Interview Program.

Professional Education and Knowledge (PEAK)

The Certificate in Advanced Professionalism was approved by the Board of Regents during their summer meeting. The certificate will allow students to demonstrate their job readiness in professionalism, leadership, and communication skills.

The Perfect Your Interview Program allowed 20 students to participate in a 30-minute mock interview session with a human resources professional. The professional provided immediate feedback to students, giving them a truer sense of how to succeed in the interview situation.

Freshman and sophomore students participated in the second annual Career Climb in October, where they were able to learn about developing a LinkedIn profile, the importance of taking advantage of job shadowing, internship, and mentoring opportunities, and how to communicate professionally. More than 30 business leaders from the Bowling Green area came to campus to discuss their career paths to students.

Senior students will once again have the opportunity to network with professionals and learn about life after college during the Senior Summit. This year's Senior Summit features an etiquette dinner, where students will practice the art of fine dining.

Student Organizations

Alpha Kappa Psi

This fraternity held a professional clothing drive during the month of October to assist students develop a more professional wardrobe for job interviews.

Beta Alpha Psi

Five BAP members attended the Annual Meeting held in Atlanta in August. President Jenna Lehkamp participated in Project Run With It while members Jacob King and Jeff Creech presented about the group's involvement with the department's High School Accounting Day. Jessica Hunt and Caitlin Wilson attended workshops during the meeting.

Blane Ruschak and Chris Ryan of KPMG New York visited campus in September, giving multiple classroom presentations on topics such as accounting ethics, recruiting, and putting your best foot forward on the job. The pair also conducted a team building session for BAP members.

The group hosts numerous guest speakers from various accounting organizations such as Ernst & Young, Crowe Horwatch, Mountjoy, BKD, Chilton & Medley, CRI, and Louisville PriceWaterhouseCoopers.

Blane Ruschak from KPMG leads Beta Alpha Psi members (from left) Dipen Patel, Jarius Zellers, and Jessica Hunt in a team building exercise.

Beta Gamma Sigma

The International Honor Society induced 56 students, faculty, and business professionals during its annual ceremony on April 16. Chapter Honoree was Valerie C. Brown, retired President and CEO of ServiceOne Credit Union in Bowling Green. Ms. Brown provided the keynote speech to students. The student chapter was recognized by Executive Director James Viehland with the Honorable Mention Chapter of the Year award.

Delta Sigma Pi

The business fraternity continues to grow by inviting 28 students to pledge this semester. Dr. Paula Potter accepted an invitation to be this year's faculty initiate. Dr. Kirk Atkinson is the group's advisor and Stacey Gish is the group's co-advisor.

Enactus

The WKU Enactus Team looks to build upon its strong showing at the National Competition this past April by taking on a total of nine projects this year. Those projects include: creating a recycling solution that can be used by restaurants and bars, assisting Burmese refugees obtain a driver's permit and license, consulting a small business owner regarding marketing and other needs, establishing an after-school program that encourages young women to explore STEM career interests, and solving the current organ donor shortage by working closely with WKU alumna Judy Trew and her organization TREW Friends to promote and raise awareness of the issue.

Officers this year are CEO Wheeler Painter, COO Kathy Nguyen, CFO Brendon Dodge, CMO Jacob Earhart, CIO Muamer Razic, and CHRO Allan Moreno.

Financial Management Association

The FMA group sponsors the WKU Investment Challenge that runs through the month of November. Students begin the game with a hypothetical $25,000 to buy and sell as many stocks as they wish for six weeks. Prizes are awarded weekly as well as at the end of the game for the best performing stock portfolio.

Officers include President Hunter Willis and Vice President Matthew O'Dell.

Financial Planning Association

The FPA group traveled to Seattle in September to participate in the FPA BE National Conference. They will attend the Annual Symposium for the FPA of Kentuckiana chapter in November.

Officers are Nicole Borum, Brooke Grayson, Timothy Cato, and Zac Ritchey.

Professor Andrew Head, David Buselmeier, Alexander Spiller, Brooke Grayson, Timothy Cato, Nicole Borum, and Amanda Ulrich stand in front of the Washington Convention Center in Seattle for the FPA BE National Conference.

U.S. Representative Brett Guthrie speaks to the inductees of Omicron Delta Epsilon.

Institute of Management Accountants

Guest speakers for the semester include Dee Daniels, Assistant Controller at Houchens Industries, Inc., Brian Bodenhamer, Vice President and Corporate Controller at Fruit of the Loom, Scott Nehm, CFO at SpanTech LLC, and Amy Scully, Director of Global Financial Services and Compliance at Cummins Inc. Officers include President Jacob King, VP of Programs Jeff Creech, VP of Recruiting Zac Ritchey, VP of Social Media Nikolas Hoffman, Treasurer Jenna Lehkamp, and Secretary Daniel Reetzke.

Omicron Delta Epsilon

Omicron Delta Epsilon International Honor Society for Economics inducted 38 students during its annual initiation banquet in April. Congressman Brett Guthrie served as keynote speaker for the event.

GFCB

We welcomed Bob and Glenda Ford Dangremond to our Backyard BBQ in September. They spent the day with Dr. and Mrs. Katz, GFCB students, and faculty, learning the recent developments of our College.

ALUMNI NEWS

Jake Nabors (Management '08) is a replenishment manager for Walmart Stores in Bentonville, AR, managing all inventory across 3,500+ U.S. Walmart stores, specifically working in the Sporting Goods, and marine, water sports, fishing, and accessories areas.

Kirsten Belt (International Business & Management '11) works as an account executive in Kansas City for OwnerIQ, a digital advertising company based in Boston. The company provides digital ads for major corporations such as AT&T, Home Depot, and Chevrolet.

Heather Nett (Economics '11, MAE '12) is the Financial Economist for the Office of the Comptroller of the Currency in Washington, D.C.

Mark Woodall (MBA 2010) is Procurement Manager, U.S. and Canadian Operations for Dyno Nobel. He currently guides 81 separate sales sites.

Maggie (Jones) Eason (Business Administration & Economics '11) is the Sales Administration Supervisor at Symmetry Surgical Inc., a surgical instruments company, in Nashville. She explores current and future opportunities for business expansion, and analyzes data to determine areas for improvement in contracts, reports, and daily operations.

Michael Spoors (MBA '10) is Vice President, Chief Design Officer at Hanes Brands, Inc. He is responsible for women's and girls' product lines consisting of Hanes, Bali, Maidenform, Champion, and C9 brands.

Heiter Rodrigues (Economics & International Business '14) is a graduate student at the University of South Carolina. He will study International Business, spending a year to study at Bocconi University in Milan, Italy.

Emily Gott (Management '14) works for Meiko USA in LaVergne, TN, as a parts specialist handling order processing and invoicing for the commercial dishwasher division that serves numerous schools, hotels, restaurants, hospitals, casinos, and cruise lines.

Send your alumni information and photos for Alumni News to stacey.gish@wku.edu

ALUMNI SPOTLIGHT:

Wade Gaynor

By Stacey Gish

After being selected by the Detroit Tigers in the third round of the 2009 Major League Baseball First-Year Players Draft, Wade Gaynor easily and understandably could have dropped the pursuit of his management degree. After all, at the time, Gaynor was the highest draft pick in Hilltopper baseball history and well on his way to achieving his dream of breaking into the major leagues.

While pursuing his major league dreams in places like Oneonta, New York; Comstock Park, Michigan; Lakeland, Florida; and Erie, Pennsylvania, Gaynor quickly discovered that getting to the "big show" is a difficult road and decided to finish his degree at WKU.

"It was important for me to come back to WKU and finish my degree for a few reasons," he said. "I was raised by a teacher who stressed the importance of a college education at an early age. Also, in athletics, no one is ever guaranteed the next game. A lot of different things could happen that could potentially end my career."

So, in fall of 2012 after the baseball season ended, Gaynor returned to Grise Hall to begin his quest to earn a degree in business. The first few weeks of that semester found Gaynor playing in the minor league playoffs while communicating with his professors via email in an attempt to keep tabs on the schoolwork he was missing. While this lifestyle had some challenges, he said the professors and advisors in the GFCB are the reason he was able to graduate with his degree in May 2014.

"My professors and advisors have been amazing since the start," Gaynor said. "I've known them all on a personal level. From Dr. (Zubair) Mohamed to Dr. Dan Myers to Dr. (Shane) Spiller to Ms. (Sandy) Patterson and the whole advising staff, I've always felt like they wanted me to succeed in baseball and in school. I couldn't have asked for more support along the way!"

That drive to succeed comes from home as well, as he and his wife, Neena, welcomed a son into their home nearly a year ago.

"I wanted to make sure I could join the workforce immediately if something were to happen and baseball was over," he said.

This past season, Gaynor moved up to AAA Toledo, where he hit seven home runs and ended the season with a .221 batting average.

While the right-handed utility player remains dedicated to improving his skills on the field, he knows that his business degree will sustain him long after his playing days are over.

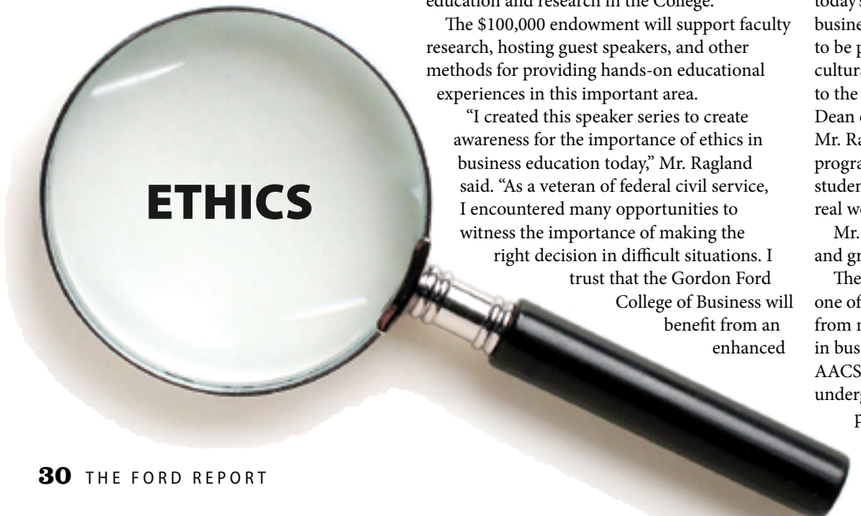
"Business is a lot like athletics. Competition is a huge motivator for me. I believe it brings out the best in a person. I love the competition and options a degree in business gives me," he said.

Gaynor reflects a positive attitude about the fleeting nature of playing sports as a career.

"I'm the most blessed man in the world. Anywhere God leads me and my family is okay with us," he said. "But right now, we're enjoying baseball."

Ragland Establishes Ethics Endowment

By Stacey Gish



The Gordon Ford College of Business at Western Kentucky University has received a $100,000 gift from Mr. William C. Ragland to establish the William C. Ragland Endowment for Business Ethics that will support ethics education and research in the College.

The $100,000 endowment will support faculty research, hosting guest speakers, and other methods for providing hands-on educational experiences in this important area.

"I created this speaker series to create awareness for the importance of ethics in business education today," Mr. Ragland said. "As a veteran of federal civil service, I encountered many opportunities to witness the importance of making the right decision in difficult situations. I trust that the Gordon Ford College of Business will benefit from an enhanced focus on ethical practices within the profession."

"As an applied college of business, it is critically important that we expose our students to the full range of ethical issues facing today's business decision-makers. Conducting business on a global scale requires our students to be prepared for ethical issues that have cultural implications and range from very basic to the extremely complex," said Dr. Jeff Katz, Dean of the College. "We are honored to have Mr. Ragland's generous gift to support faculty programs and speakers that will expose our students to key business decision-makers and real world situations."

Mr. Ragland grew up in Bowling Green, Ky., and graduated from College High in 1946.

The Gordon Ford College of Business is one of 180 collegiate schools of business, from more than 13,000 worldwide, accredited in business and accounting programs by AACSB International. The College offers 10 undergraduate majors and three graduate programs.

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