

business

@ WKU



DEAN'S REPORT
2007 - 2009



GORDON FORD COLLEGE of BUSINESS ADMINISTRATION

ADMINISTRATION

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ON THE COVER - "Building for the Future": A rendering of the future Gordon Ford College of Business building was provided by Ross Tarrant Architects. Additional details and photos can be seen at wku.edu/business.

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Mission Statement

To be a leader in providing high quality and applied business academic programs to enhance the economic well-being of the Commonwealth of Kentucky and beyond. We do so through dedicated student-focused teaching, relevant and high impact research, and value-adding outreach activity.

message from the Dean



If there is one term that best exemplifies the natural condition of the Gordon Ford College of Business, it is change. Change is often dreaded, but it is vital for individuals and organizations to thrive and move forward. Moving into unknown territory has risks, but risks must be taken to realize our full potential. Individuals and institutions cannot achieve new levels of excellence without changing – it is both a blessing and a curse. The manner in which we manage and react to change says much about us, both as individuals and as a college of business.

It is my distinct pleasure to share with you our inaugural issue of the Dean's Report which tells many stories of change in the Gordon Ford College of Business. Our re-accreditation with AACSB-International (Association to Advance Collegiate Schools of Business), including our initial accounting accreditation, puts us in the top 1% of all business schools worldwide. To complement our existing high quality undergraduate programs, we have launched our new Professional MBA program, a weekend program for middle and upper level executives that has addressed an unmet educational need in our region and has raised our visibility and recognition in the business community.

Our Center for Entrepreneurship and Innovation is flourishing under the new leadership of Dr. Wil Clouse and our new Center for Professional Selling, under the direction of Dr. Lukas Forbes, has recently been approved by our Board of Regents and is only the 13th such center in the nation. We have a growing Business Honors Program and a thriving Living and Learning Community, supported by a generous gift by alumnus James Marshall,

where new business freshmen both live and attend class together while connecting to our college long before their first business course. Our college continues to be a leading player in international education through new programs that enable business students to earn degrees at WKU and a foreign university simultaneously. We welcome our new development director, Jennifer Taylor, who brings boundless energy and a strong sense of commitment as she helps me meet with alumni and friends across the nation to allow me to share the wonderful news of the Gordon Ford College of Business.

I truly hope that you will enjoy this first issue of the Dean's Report and that you get a better sense for how our college is changing. We have learned to embrace change and to leverage it to move our college to increasingly higher levels of excellence. I take pride in our accomplishments and in all of our efforts to ensure that our student experience is one that goes beyond the degree.

I wish you the very best in your future endeavors and I thank you for your continued support of the Gordon Ford College of Business.

Best wishes,

A handwritten signature in black ink that reads "Bill".

William J. Tallon
Dean

AACSB Accreditation

A Symbol of Quality

The Association to Advance Collegiate Schools of Business International (AACSB) reaffirmed accreditation for the Gordon Ford College of Business (GFCB) at WKU and awarded the Accounting Program within the GFCB initial accreditation for its bachelor's degree program.

"The simultaneous attainment of both business and accounting accreditations," Dr. Tallon said "puts the Gordon Ford College in the upper tier of high quality institutions and makes WKU only the third institution in the Commonwealth having achieved both business and accounting accreditations."

Dr. Steve Wells, Chair of Accounting congratulated the accounting faculty and staff for their support and work put into the accreditation process. "Dr. Richard Aldridge, former department chair, with support from Dean Tallon and Associate Dean Reber, provided the leadership to guide the department through the various stages of the program's review," Wells said.

"This has long-lasting implications for our accounting students – past, present and future because the attainment of AACSB separate accounting accreditation is an affirmation of our commitment to quality," said Wells.

Dr. William Tallon, Dean, Gordon Ford College of Business said "Achieving AACSB accreditation, respected as the "Gold Standard" of business school accreditation, ensures that our programs, faculty, processes, and systems are of the highest quality as determined by leading academics and thought leaders."

To maintain accreditation a business program must undergo a rigorous internal review every five years. To realize accounting accreditation, an institution must first earn or maintain AACSB International business accreditation. In addition to developing and implementing a mission-driven plan to satisfy the 21 business quality standards, accounting accreditation requires the satisfaction of an additional set of 15 standards that are specific to the discipline and profession of accounting.

Only 567 schools of business in 33 countries, or less than 5% worldwide, have earned this distinguished hallmark of excellence in business education, and only 171 accounting programs in four (4) countries have achieved both business and accounting accreditation, less than 1%.

AACSB International, the Association to Advance Collegiate Schools of Business, founded in 1916, is considered one of higher education's most rigorous accrediting bodies, stressing quality, academic excellence and commitment to continuous improvement.



EARNED EXCELLENCE



THE BEST BUSINESS SCHOOLS IN THE WORLD
THE BEST ACCOUNTING PROGRAMS IN THE WORLD

UNDERGRADUATE PROGRAM

The values we hold at the Gordon Ford College of Business reflect college wide initiatives designed to shape the fundamental orientation of business education. The undergraduate program continues to meet the needs of students and the business community with the addition of two new majors in International Business and Entrepreneurship.

This is part of a continuing process of assessing, forming, redesigning, implementing and reassessing our activities. While specific actions may change with time the commitment to a quality education remains constant. The Gordon Ford College of Business has a clear sense of direction and a commitment to excellence in all phases of its endeavors.



GRADUATE PROGRAMS

The Gordon Ford College of Business offers a Master in Business Administration (MBA) and Master in Applied Economics. Meeting the needs of the changing economy and diverse workforce, the college has several options for those wanting to attain an advanced degree.

MASTER OF ARTS IN APPLIED ECONOMICS

The master in applied economics prepares students for careers that require strong analytical skills, technical tools, and communication abilities that can be applied to a broad range of subjects. The program utilizes practicum, an applied project, and workshops to build specific technical skills and to enhance employability of graduates.

MASTER OF BUSINESS ADMINISTRATION (MBA)

We believe that it is important to differentiate yourself from others in the job market, especially in these tough economic times. An MBA from a fully accredited school of business is a very good investment.

WKU HR Management Certified by SHRM

At WKU our faculty are dedicated to preparing students to practice Human Resources (HR) in a variety of sectors such as for-profit, nonprofit, government, or private organizations. This dedication has been recognized by the Society of Human Resource Management (SHRM).

The Gordon Ford College of Business at WKU Bachelor of Science in Management with a concentration in Human Resource Management degree fully aligns with the SHRM HR curriculum established guidelines.

The designation of meeting the SHRM guidelines puts WKU in the top 35 AACSB accredited schools nationally having received this certification.

The goal of SHRM is to provide colleges and universities a resource for tracking HR curricula against a common, minimum skill set needed by employers who seek to fill HR professional positions.

The Human Resource field has moved from a traditionally administrative function to a strategic one that recognizes the link between talented and engaged people and organizational success. The faculty in the Gordon Ford College of Business at WKU have worked diligently to meet the changing needs of the workforce. Their devotion has been recognized not only by SHRM but by the college and the University.

Beta Gamma Sigma Named a Premier Chapter

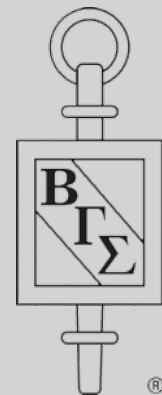
The Beta Gamma Sigma "Premier Chapter" designation awarded to WKU is the highest recognition a business program accredited by AACSB International can receive.

The International Honor Society, Beta Gamma Sigma, encourages and honors academic achievement in the study of business, fosters personal and professional excellence, advances the values of the Society, and serves its lifelong members.

This level of achievement qualifies the WKU chapter to be eligible to participate in the Beta Gamma Sigma Matching Funds Scholarship Program, pre-qualifies WKU to participate in the 2009 Outstanding Collegiate Chapter competition and the 2009 Outstanding Collegiate Chapter Advisor Competition.



SOCIETY FOR HUMAN
RESOURCE MANAGEMENT





Living, Learning and Becoming a College of Business Student

Once an individual has decided to attend college, they will want their living arrangement to match their goals and ambitions—who they are, and who they hope to become. The J.L. Marshall Living-Learning Community (LLC) has been a good choice for many students.

A Living-Learning Community is a unique environment in which a select group of students share common residential and academic experiences. Although LLCs have been in existence for years and are commonplace for many universities and colleges, it is relatively new for WKU.

As a member of a Living-Learning Community, students have the chance to really get to know their instructors and develop strong friendships with their fellow students. They create purposeful links among academic, residential and social components of the undergraduate experience. The possibilities are endless.

College of Business Honors Program

The Gordon Ford Honors Program is a unique community of scholars made up of over 100 high achieving students and countless opportunities to stretch the mind. We provide excellent opportunities for social and intellectual growth that enhance the “Honors Experience”.

Gordon Ford Honors students have access to additional advising, social networking, and supplementary financial assistance for study abroad. We provide opportunities for honors to extend beyond the general education requirements and traditional honors classes.

Gordon Ford Honors students also have the opportunity to meet their professors in an informal social setting by having dinner at the Dean’s home. The dinner gives students and opportunity to develop relationships with their professors as well as other students early in the term.

Student Ambassadors New for GFCB

Business students serve as effective liaisons for the college

The Ambassadors for the Gordon Ford College of Business are volunteers who showcase strong leadership as a public relations arm of the college. They are a distinct group of students who foster good relations between the college student body and the alumni, faculty, staff, and the community.

The primary responsibility of the Ambassadors is to honorably represent the College demonstrating the excellence of our students. They promote the college and assist with special events hosted by the Dean and provide an extra measure of hospitality to our prospective and current students, donors, and alumni.

Ambassadors are chosen through a competitive selection process. They build strong leadership skills through the many events and activities they assist with throughout the year. It is a privilege to be selected and to serve as an Ambassador to the Gordon Ford College of Business.

The GFCB would like to thank our outstanding Business Student Ambassadors for the commitment they show to the college. Seven individuals have been chosen to represent the Gordon Ford College of Business as its first Ambassadors. **Crystal Attwood**, Senior, Gallatin, Tennessee; **Courtney Burford**, Junior, Shepherdsville; **George Callis**, Sophomore, Owensboro; **Andrew Cullen**, Freshman, Calvert City; **Amber Hanan**, Senior, Tell City, Indiana; **Arthur Clint McRay**, Junior, Springfield; **Clay Simpson**, Sophomore, Louisville; **Rebekka Welch**, Freshman, Paducah; **Jessica Williams**, Junior, Bowling Green; **Jeffrey Witzgall**, Senior, Villa Hills; and **Kirsten Wohadlo**, Junior, Newburgh, Indiana.



Back Row: Clay Simpson, Clint McRay, George Callis, Andy Cullen. Seated: Amber Hanan, Courtney Burford, Rebekka Welch, Kirsten Wohadlo.



international reach

A global education is one that provides knowledge and understanding of culture, language, geography, and global perspectives. Students wanting to have a well-rounded business education in today's world and understand international business enroll in a study abroad course.

Global partnerships with Belgium, Canada, France, Germany, and Mexico have been significant to the benefit of our students, along with additional faculty let programs to Australia and Spain. The partnerships, programs and progress we have secured are the foundation for our study abroad program.

While visiting as tourists, students are also learning and earning credit hours for the journey. Students must complete the required readings, assignments, writings, tests, business visits, and cultural based projects while abroad.

Global issues including sustainability, economic transition and immigration are key for GFCB students during the trips abroad. Dr. Dan Myers, who has guided numerous educational trips to Belgium, France, Germany, Mexico, and the Netherlands says understanding how culture affects business decisions and understanding that people are more similar than different from us are significant advantages for the students who participate in these types of programs.

Students who participate in an international learning experience set themselves apart from others and show prospective employers an entrepreneurial spirit and a more well rounded understanding of today's business environment.

"Broadening your horizons" is how Sam Palmer described his experience in Amsterdam.

"Studying abroad was a more profound experience than I had expected," said Palmer. "By not forcing the class to be structured like a typical class I think that all of the students were able to not only enjoy their time more but quite simply learn more."

A global education is one that enables students to understand the world through the eyes of others and teaches them how their actions can effect, and be affected by people throughout the world.

"Put the world on your resume."



Three recent initiatives from the GFCB include the Trilateral MBA, a double degree program with St. Etienne School of Management in France, and a program in entrepreneurship funded by the U.S. Department of Education Fund for the Improvement of Postsecondary Education. The Trilateral MBA is a cooperative effort between WKU, the University of Moncton (Canada) and Universidad Autonoma de Queretaro (Mexico).

Our first group of students began the Trilateral MBA program in 2008, and the cohorts from all three schools spent the fall in Canada, the Spring at WKU, and the summer in Mexico. Following completion of their studies, students receive an MBA from their home institution.

Students in the double degree program in International Business spend two years at WKU, one year at St. Etienne, and their final year at WKU. St. Etienne students do the opposite. The curricula at both schools has been reviewed and students complete their program with no additional time. When the students have completed the requirements of the program, they receive a degree from both schools.

The entrepreneurship program is a consortium of six institutions from Canada, Mexico and the US, and provides students and faculty financial support to study abroad and to have cooperative class projects.

Incorporating our exchange students into the classrooms provides students who do not take advantage of a study abroad experience an exposure to the culture of our visiting students, increasing their global understanding and awareness as well. This allows domestic students and faculty to have the opportunity to be involved in significant ways in global activities where everyone benefits from shared ideas and practices.



Entrepreneurial Activity in Kenya Explored



Traditionally when students travel abroad they are the ones gaining knowledge and experience. However, the Students in Free Enterprise (SIFE) have decided to use their experience abroad to better the lives of individuals living in various villages in Kenya.

As part of an interdisciplinary project, Entrepreneurship Professor Matt Marvel, SIFE student, Lauren Torger and other WKU faculty, visited Kenya to build economic and cultural bridges.



To aid in the economic growth of the area, Professor Marvel and Lauren Torger, worked with 6 Women's Basket Weaving Cooperatives. Hand woven baskets were purchased at wholesale cost, brought back to the States, and sold at retail prices at regional events such as the International Festival.

This initiative has a large economic impact on the women and families in the villages. One hundred percent of the profits made are returned to the Cooperatives and distributed to the villages. Funds are used to pay school fees for the children, to support widows and orphans within the communities, and to assist in day to day living needs.



The ties that the SIFE team is establishing will both preserve the basket craft and improve the living standards in the villages. "Each year customers provide invaluable feedback, which the SIFE team then communicates back to the Kenyans, to improve the appeal of their product to American consumers," said Marvel.

"I think village by village we are making small differences and improvements economically," Lauren Torger said, "which will hopefully empower people to make positive changes throughout their region and throughout Kenya."

lecture

series

Bringing experience to the classroom

Each year Gordon Ford College students enrich their classroom experience by hearing from business executives, authors and thought-leaders who visit the school.

The Hays Watkins Lecture Series is an important outreach activity for the college. Gordon Ford College of Business Dean, Bill Tallon, said having speakers in to talk to our business students enhances the education they receive in the classroom. Tallon went on to say “having former students in to share their experiences helps to inspire our current students.”

Guest lecturers with special expertise are invited throughout the academic year to enhance instructional programs. They provide new perspectives and valuable real-world experiences from small businesses, corporations, consulting firms, nonprofits, and scholars.

The Hays Watkins Lecture Series has brought notable speakers to our campus to share their experiences with students, faculty and staff about current issues and the impact they will have on their future.

“Business Culture” Topic of Atmos Energy Exec Presentation Bob Best

“Sustainability, Economy, and Life” Topic of Whirlpool Exec Bracken Darrell

An Apprentice Experience was told by Mark Lamkin, founder and CEO of Lamkin Wealth Management

Branding and Imaging highlighted by Janet Chambers, account executive with Carmichael Lynch

Russ Carroll walked through the Baby Steps to Financial Freedom

“Making Sense of Banking in the 21st Century” was presented by Richard Davis, CEO of U.S. Bancorp

Experiences Shared by Douglas McMeekin on Living in the Ecuadorian Amazon Rainforest

Biotechnology Visionary Dr. Pearse Lyons speaks of “Kentucky’s Bright Future”



Dr. Pearse Lyons

Dr. William Tallon



Bob Best



James L. Marshall

CENTERS OF



Ron Rizzo

Entrepreneurship Center Growing

The Center for Entrepreneurship & Innovation contributes both to the advancement of knowledge and the practice of entrepreneurship that will create the momentum to fuel small business development of WKU students, faculty, and alumni. The newly approved Entrepreneurship Major offers outstanding value and contributes significantly to the entrepreneurial movement across the WKU campus.

This movement has been made visible when Ron Rizzo, a staff engineer for the Engineering Department at WKU, won the 2008 Governor's Innovation Award in the state business plan competition for the most innovative and exciting proposal out of the entire field of competition entrants. In 2009 Austin Schroll, an engineering student also won The Governors Innovation Award for the most technologically significant entry.

The Students in Free Enterprise (SIFE) team has made great strides by winning the Regional Championship at the SIFE Competition in Cincinnati in March 2008 for the fourth straight year. The WKU SIFE team has made an impact on the WKU campus, in the community and globally. Projects taken on by WKU SIFE teach participants about market economics, personal success skills,

entrepreneurship, financial literacy, business ethic, and sustainability.

Because of these outstanding achievements and the growth of activity the Center for Entrepreneurship & Innovation has added additional faculty to handle the growth of the program.

Dr. Wil Clouse, Professor of Entrepreneurship and Management, has been recruited to WKU from Vanderbilt University as the Mattie Newman Ford Professor of Entrepreneurship and Executive Director of the Center for Entrepreneurship and Innovation.

He has been working on opportunities that the Center can be involved with and is working to infuse the spirit of entrepreneurship and creativity into the region. Dr. Clouse will also look for ways to intersect new technology with the development of new enterprises. He encourages students to 'make a job vs. taking a job.'

Dr. Dawn Bolton, Assistant Professor of Management, will also be working with the Center for Entrepreneurship and Innovation on special projects and research in entrepreneurship. Bolton brings with her years of teaching experience in business.



Austin Schroll

EXCELLENCE

Regional Entrepreneurial Activity Supported By Grant

The Center for Entrepreneurship & Innovation received a \$400,000 contract awarded by the Lincoln Trail Workforce Investment Board on July 1, 2008 to develop an Entrepreneurial Academy of Excellence (EAE) to infuse the spirit of entrepreneurship in a predominately farming and/or manufacturing culture.

Under the direction of Dr. Wil Clouse, executive director, a team of experts at WKU's Center for Entrepreneurship & Innovation, the Lincoln Trail Innovation Center (LTIC), the South Central Kentucky Innovation and Commercialization Center and the Elizabethtown Small Business Development Center (SBDC), the Lincoln Trail Workforce Investment Board, the Elizabethtown Community and Technical College and other organizations in the Lincoln Trail area leveraged a broad base of expertise and resources in developing and delivering the programs and services. The project was developed into the following five phases:

Phase I ---Entrepreneurship Spirit Development

Working jointly with the Elizabethtown Innovation Center a comprehensive marketing program was developed to begin a process to infuse a cultural change in this region of Kentucky. This phase of the project was to help develop a mindset from "taking a job" to "making a job".

Phase II--Entrepreneurial Academy of Excellence (AEA)

The AEA involved instruction in the

major topic areas of new business startups including: idea generation, legal entities, business plan outline, business impact, finance, accounting, and small business management.

Phase III--County Descriptive Studies

A study was conducted for each of the eight counties in terms of strengths and weaknesses and made available for the training sessions of the EAE.

Phase IV—Think Tank Institute

The Think Tank Institute was facilitated by a group of outside entrepreneurial facilitators that assisted in identifying possible new business startups and outlined a plan of growth and development for the region.

Phase V—Steering Committee

A steering committee, comprised of local leaders, helped identify new and different approaches for implementing an entrepreneurial culture in the eight county region.

This is the beginning of a process to change the mind set from a rural farming, manufacturing culture to a self-sustaining, self-development entrepreneurial culture. The EAE is based on the premise that the industry attraction model has limited potential for the future in this changing age of technology. The model created by the EAE is economic development through entrepreneurship as opposed to economic development through industry attraction.



Dr. Wil Clouse presents at the LTADD Think Tank Institute



Center for Professional Selling



Many college graduates, in business or other majors, will eventually have a job in the sales profession. Yet, only a handful of more than four thousand colleges and universities in the United States have established a formal sales program or teach multiple sales classes.

The WKU Gordon Ford College of Business Center for Professional Selling has been established for only two years and has already been taking giant steps towards becoming one of the top sales programs in the United States.

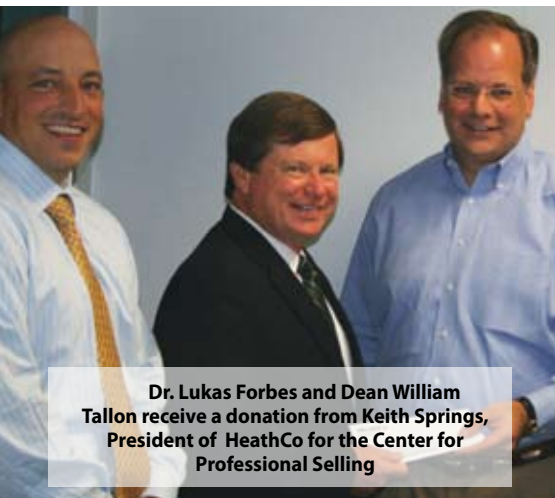
In the fall of 2007, the WKU Center for Professional Selling received associate member status in the University Sales Center Alliance, a distinction held by only 11 Universities nationwide and 4 Universities are associate members. Receiving this honor places the WKU

sales center in an elite group of 15 sales programs in the United States.

In 2008, Raymond Tuschl, WKU senior, took fourth place honors in the In-Basket Competition at the RBI National Sales Challenge at William Paterson University.

In 2009, in addition to education opportunities, the WKU Center for Professional Selling has made great strides in building relationships with local and national firms. Currently, the center has received financial support from six large corporations and works to add new partners.

As part of the development of the sales center, the Gordon Ford College of Business and the department of marketing now offer a minor in sales to go along with the already available concentration major in sales.



Through the partnerships the sales program is able to offer students numerous learning opportunities, employment options, in-class presentations, as well as providing support for “student-centered” activities to include participation in national competitions.



MBA PROGRAM HAS MANY OPTIONS

The prestige of an MBA degree has risen in popularity over the past several years. Applications in the United States have risen substantially and slots in the MBA program at WKU are becoming increasingly competitive. In order to meet the needs of this rising volume of students, the MBA office of the Gordon Ford College of Business has created four different tracks of study to earn an MBA degree. When applying for the MBA program, students will now choose between the full-time, professional, online, or trilateral programs. As a result, the students studying at WKU to earn an MBA are becoming diverse because the program now appeals to a larger variety of people.

The previous part-time program offered by the MBA office is slowly being phased out to make way for the full-time program. Students participating in the full-time program will take classes during the day and night for twelve months.

The full-time program typically draws younger students who have just earned their bachelor's degree, but with the weak economy the MBA department is seeing more students who have become unemployed

and graduate with the same group of classmates. Students meet on alternate Saturdays throughout the year, which averages to two courses at a time.

come back to make themselves more marketable. Even though the MBA office is phasing out the on-campus part-time program, it still offers an option to students who cannot commit to the full-time program—the online program. Students can take one to two classes per semester and will complete their degree in two to five years. The online option allows students to complete their MBA on their own time at home. This option especially appeals to students who cannot make it to campus for classes.

The third option being offered by the MBA department is the professional track of study. Only managers and high-level professionals who have five years or more of mid- to top level management experience will be admitted into the professional MBA program.

"We have a wide spectrum of students in the professional MBA," said April Schlegel, Admissions Director and Advisor for the MBA office.

"Many students are moving up into administrative positions and need a higher degree."

The professional program takes two years to complete. Students enter

and graduate with the same group of classmates. Students meet on alternate Saturdays throughout the year, which averages to two courses at a time.

The fourth degree option for MBA students is what some people will consider the most exciting—the trilateral program. Students participating in this study abroad program will take classes at three universities—the Universite de Moncton in Canada, WKU, and Universidad Autonoam de Queretaro in Mexico—over the course of one full year. Students will pay tuition to and earn their degree from their home university.

"Entering the WKU MBA program may be one of the most important career decisions you will ever make," said Dr. Bob Hatfield, MBA Executive Coordinator. "And now that WKU offers four tracks of study, it is possible for students from all walks of life to earn a degree."



Faculty Highlights

Around the School

Kirk Atkinson, Professor of Information Systems was appointed as the Broadband Internet coordinator by the Judge-Executive of Butler County to identify potential providers for rural constituents, plan site study and deploy a plan in conjunction with selected provider, Connect Kentucky, local business leaders, the county K-12 school leadership, and concerned citizens, to develop a communication strategy necessary to notify residents and provide education on productive uses of broadband access.

Catherine Carey serves as Editor of the Kentucky Economic Association, Journal of Applied Economics and Policy (JAEP).

Johnny Chan, Leon Page Professor of Banking and Financial Planning, has reached a major milestone on the acceptance of his coauthored article entitled "Ranking accounting journals using dissertation citation analysis: A research note" in Accounting, Organizations, and Society (AOS), making it his 100th career publication to date. AOS is regarded as one of the top four accounting journals and the top behavioral accounting journal.

Bob Hatfield, the Lessenberry Professor of Business Education, was awarded the Distinguished Teacher award by The Academy of Educational Leadership. Hatfield helped pioneer graduate online learning and has designed innovative professional and full-time MBA options.

Minwoo Lee, Associate Professor of Accounting, was invited to teach at the 2009 International Summer

Campus (6/29/09 - 8/7/09) at Korea University. The International Summer Campus is one of the most prestigious and biggest summer programs in the world. The program invites internationally renowned scholars as faculty. This is Dr. Lee's second invitation to represent WKU in that program.

Harold Little, CPA, CIA, CMA, of the Department of Accounting in the Gordon Ford College of Business is at work on a project to identify every African-American to have ever earned a doctorate in accountancy from an American university. Dr. Little says the idea to create a database arose from his work with the American Accounting Association and KPMG, LLP's Ph.D. Project.

Matt Marvel, Vitale Research Fellow and Management and Entrepreneurship Assistant Professor, has been appointed Vice President of Services for United States Association for Small Business and Entrepreneurship (USASBE). With over 800 members worldwide, USASBE works with educators to advance knowledge and foster business development through entrepreneurship education and research. Marvel's appointed position will give him the opportunity to work closely with USASBE staff to develop additional services for their members. Professor Marvel, Vitale Research Fellow, specializes in technology entrepreneurship including opportunity development and innovation.

Ronald E. Milliman, Professor of Marketing, Western Kentucky

University is President of the South Central Kentucky Council of the Blind, based in Bowling Green and is the 1st Vice President of the Kentucky Council of the Blind, based in Louisville. He is Chair of the Monthly Monetary Support Program Committee of the American Council of the Blind (ACB), based in Washington, D.C. and is a member of the ACB's Resource Development Committee, and a member of the ACB's Board of Publications. He was also appointed to the position of National Chair of the Marketing, Public Relations, and Publicity Committee for the American Council of the Blind. The American Council of the Blind has over 50,000 members and is the largest organization of its type of the blind representing the blind in the world.

Brian Strow has been appointed as the first BB&T Professor in Economics for the Study of Capitalism in Western Kentucky University's Gordon Ford College of Business. BB&T Corporation made a \$1 million commitment to WKU to create the professorship. Dr. Strow and the new Center for the Study of Capitalism will be regarded as a tremendous resource for those individuals and organizations desiring to learn more about the benefits of Capitalism and the Free Market System and how these important concepts can lead to a better society in general.

Bill Tallon, Dean of the Gordon Ford College, was elected Fellow of the Institute, its highest recognition, by the Midwest Region of the Decision Sciences Institute.

GORDON FORD COLLEGE OF BUSINESS FACULTY



Faculty in the Gordon Ford College of Business have been recognized for their dedication to teaching, student advising, research, and public service. The college faculty provide a thorough and relevant academic background that prepares students for a variety of industries and enterprises.

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C. Richard Aldridge, Professor of Accounting and former Accounting Chair; DBA, Accounting, University of Kentucky

Richard Callahan, CPA, Partner; M.S., Accounting; University of Kentucky

Yining Chen, Mary R. Nixon Professor of Accounting; Ph.D., Accounting, University of South Carolina

Jack O. Hall, Jr., CPA, Professor of Accounting, Ph. D., Accountancy, University of Missouri, Columbia

Sheri L. Henson, Instructor; M.P.A., Accounting, Western Kentucky University

Randall L. Kinnersley, CPA, CGFM, Assistant Professor; Ph. D., Business Administration-Concentration in Accounting, Texas Tech University

Minwoo Lee, Associate Professor; Ph.D., Business Administration-Concentration in Accounting, University of Pittsburgh

Harold Little, Jr., CPA, CMA, CIA, Assistant Professor; Ph.D., Accounting, Southern Illinois University in Carbondale

Nace R. Magner, CMA, J. C. Holland Professor of Accounting; D.B.A., Accounting, Southern Illinois University of Carbondale

Mark T. Ross, Assistant Professor, Ph. D., Accounting, Carl Eller Graduate School of Management, University of Arizona

Steve C. Wells, Professor and Chair of Accounting, Ph.D., Accounting, University of Mississippi

ECONOMICS

Melvin V. Borland, Professor; Ph.D., Economics, Washington University

J. Michael Brown, Professor; Ph.D., Economics, University of Kentucky

Catherine Carey, Associate Professor; Ph.D., Economics, University of Kentucky

William W. Davis, Chair, Department of Economics; Ph.D., Economics, University of Kentucky

Brian L. Goff, University Distinguished Professor; Ph.D., Economics, George Mason University

Roy M. Howsen, Professor; Ph.D., Economics, University of Arkansas

Youn Kim, Professor; Ph.D., Economics, University of Cincinnati

Alex G. Lebedinsky, Assistant Professor; Ph.D.,

Economics, Georgetown University
Stephen E. Life, Professor; Ph.D., Economics, University of Kentucky
Daniel Myers, Associate Professor; Ph. D., Economics, Vanderbilt University
Thomas C. Noser, Associate Professor; Ph.D., Economics, University of Alabama
Robert W. Pulsinelli, Professor; Ph.D., Economics, Rutgers University
Claudia W. Strow, Assistant Professor; Ph.D., Economics, Vanderbilt University
Brian Strow, Assistant Professor; Ph. D., Economics, Vanderbilt University
Michelle W. Trawick, Associate Professor; Ph.D., Economics, North Carolina State University
Dennis P. Wilson, Assistant Professor; Ph.D., Economics, University of Kentucky
David Zimmer, Assistant Professor; Ph.D. Economics, Indiana University

FINANCE

Christopher Brown, Associate Professor and Chair of Finance; Ph.D., Finance, Oklahoma State University
Kam C. (Johnny) Chan, Leon Page Professor of Finance; Ph.D., Finance, University of Alabama
Indudeep S. Chhachhi, Associate Professor; D.B.A., Finance, Southern Illinois University
Yung Ling Lo, Assistant Professor of Finance; Ph.D., Finance, Florida State University
Jean C. Snavelly, Executive-in-Residence in Finance; Ph.D., Finance, University of Cincinnati
Samanta B. Thapa, Associate Professor; Ph.D., Finance, Georgia State University
Edward R. Wolfe, Professor, Ph.D., Economics, University of Kentucky

INFORMATION SYSTEMS

Kirk Atkinson, Visiting Assistant Professor; Ed.D, Adult and Technology Education, Ball State University
Ray J. Blankenship, Associate Professor; Ph.D., Management Information Systems, University of Mississippi
Robert W. Bretz, Associate Professor; D.B.A. Quantitative Management, Mississippi State University
Jeff Butterfield, Associate Professor and Information Systems Chair; Ph.D.,

Management Science and Information Systems, The University of Texas, Graduate School of Business
Mark Ciampa, Assistant Professor; M.S., Computer Information Systems, Middle Tennessee State University
Phillip Coleman, Assistant Professor; Ed.D., Technology Management, Ball State University
Thad Crews, II, Associate Professor, Ph.D., Computer Science, Vanderbilt University
Melinda Hill, Executive in Residence; MBA, Western Kentucky University
Jim Lindsey, Instructor; M.S., Management Information Systems, Bowie State University
Mark Revels, Assistant Professor; Ph.D., Technology Management, Indiana State University
Evelyn Thrasher, Assistant Professor; Ph.D., Management Information System, Auburn University
Jeff Willis, Instructor; M.S., Network Security, Capitol College

MANAGEMENT

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Wil Clouse, Mattie Newman Ford Professor of Entrepreneurship; Ph.D., Vanderbilt University
LeAnne Coder, Assistant Professor; Ph.D., Management, University of Kansas
Todd Creasy, Executive in Residence; EDM., Management, Case Western Reserve University
Scott Droege, Assistant Professor, Strategic Management, Ph.D., University of Kentucky, Business Administration (Management)
Robert D. "Bob" Hatfield, Associate Professor, Executive MBA Coordinator; Ph.D., Management, Indiana University
Michelle D. Lane, Assistant Professor of Management; Ph.D., University of South Carolina
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Matt Marvel, Assistant Professor; Ph.D., Human Resource Development, University of Illinois @ Urbana-Champaign
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Michael Shane Spiller, Assistant Professor; Ph.D., Human Resource Management, University of Alabama in Tuscaloosa
Brian Sullivan, Assistant Professor; J.D., University of Kentucky, College of Law
William J. Tallon, Dean and Professor, Gordon Ford College of Business; Ph.D., Business Administration-Operations Management, University of Iowa

MARKETING

Gary L. Benton, Executive Professor in Residence; M.A., Marketing and Management, University of Nebraska
Lukas Forbes, Assistant Professor; Ph.D. University of Kentucky
Douglas L. Fugate, Professor; Ph.D., Marketing, University of Missouri-Columbia
Jerry b. Gotlieb, Associate Professor; Ph.D., Marketing, Arizona State University
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Craig A. Martin, Assistant Professor; Ph.D., Marketing, University of Memphis
Ronald E. Milliman, Professor; Ph.D., Marketing, Arizona State University
Joanna Phillips, Assistant Professor; Ph.D., Marketing, University of Mississippi
J. Richard Shannon, Associate Professor and Marketing Chair; Ph.D., Marketing, The University of Memphis
Patricia R. Todd, Assistant Professor; D.B.A., Cleveland State University



WKU Hosted KEN-TENN Business School Conference

The Gordon Ford College of Business at WKU hosted the annual conference of all Kentucky and Tennessee Business Schools on February 27, 2009.

The focus of the KEN-TENN Business School Conference was “Best Practices in Business Education.” Presenters from various universities across the two states highlighted best practices taking place within their institutions.

As we look back on how far we have come in higher education we continue to look toward the future to take business education to new heights. This conference gave faculty time to reflect on their accomplishments and share what they consider to be their best practices.

Faculty bring diverse perspectives in terms of experience and education that others can use as a springboard for future actions in their own colleges.



Business Careers Conference a Great Success

Over 700 students participated in the Business Careers Conference hosted by the Student Advisory Council for business students as well as undeclared majors. The event gave students an opportunity to hear about career options in their field of study and speak with business professionals that spoke during the event.

A casual lunch was provided for students that participated in the event. The lunch time gave student and business professionals a unique opportunity to talk outside of the conference setting.

The Business Careers Conference was the idea of the Student Advisory Council in response to a request from William Tallon, Dean, Gordon Ford College of Business.

Dean Tallon asked the leadership of the student organizations to come up

with something “significant” to help students and the College in general. “I wanted to empower them and give them support for something that will have impact on the student body,” said Dean Tallon.

“Letting them have a day of classes was a powerful symbol of my commitment to them,” Tallon said, “and they believe that they have been given an opportunity to do something remarkable.”

Leadership in the college believes that enabling our students to deliver the program and encounter a successful result enhanced their confidence and professionalism.

The Gordon Ford College of Business wanted students to know that we are an ‘engaging’ college and “having the Business Careers Conference showed students that we are, it’s not just talk,” said Tallon.



COLLEGE OF BUSINESS WELCOMES NEW DEVELOPMENT OFFICER



Jennifer Taylor joins the Development staff at Western Kentucky University as the Director of Development for the Gordon Ford College of Business. Jennifer first came to the Hill as an undergraduate student and Hilltopper golfer.

A graduate of WKU with a Bachelor of Science in Business Economics and a minor in Marketing, Jennifer has a true passion and love for the College of Business.

After graduation, Jennifer went to California where she pursued her Master in Economics at San Jose State University. While working on her graduate degree, she worked in the financial industry as a stockbroker for TD Waterhouse/Ameritrade.

“In effect, my life has come full circle and I am so honored to be back on the Hill. I am dedicated to the movement of our WKU Gordon Ford College of Business in the efforts to become a premiere, choice academic college.”

Jennifer attributes her success both in education and her professional career to her days on the Hill.

“The transformation on the Hill and success of our Business School programs, faculty, and students is astonishing,” Taylor said. “Having worked in the financial industry, I can honestly say the best investment I have made so far, is giving my time and resources back to WKU and to help continue the strong tradition of Western Kentucky.”

PRIVATE SUPPORT FURTHERS COLLEGE OF BUSINESS SUCCESS

The Gordon Ford College of Business has been fortunate to receive support from our alumni, friends and corporate partners. The support received through private donations facilitates the expansion of current programs and growth of new and emerging programs.

State funding for Western Kentucky University has steadily declined. Even

with an increase in tuition, the College of Business relies on private support to continue to build on the foundation laid by former administrators, professors, and staff. Thanks to the generosity of our donors who have helped carry on the work of the Gordon Ford College of Business.

By investing in our college our contributors have assisted us in

carrying out our mission in providing high quality and applied business academic programs through dedicated student-focused teaching and value added outreach activities.

On the following pages we are pleased to acknowledge the generous contributions made during the 2008 and 2009 fiscal years.



Burchett Legacy Committed to Business

Gift is Third Largest One-Time Commitment to WKU

*\$7.15 million estate commitment from Dorris (DB)
and Lula Burchett of Germantown, Tennessee*

Dorris E. "DB" and Lula Burchett both grew up in Russellville, Kentucky, and married in 1962. The decision to make WKU a major recipient of their estate was due to their fondness for the school. "We've followed the progress of the school over the years," DB said, "and we want to help it gain and achieve excellence in its academic pursuits."

"We hope the gift will allow the school to enhance its accreditation, attract quality professors, and provide opportunities for deserving students who might be unable to attend without financial assistance. Hopefully, those things will be repaid, as some of the recipients achieve levels of success and feel driven to return the favor."

Dorris E. "DB" Burchett, a CPA, is retired from Terminix, where he served as Vice President of Market Development. He earned his B.S. in Accounting from WKU in 1967 and after graduation worked for Arthur Andersen & Co., an international CPA firm, a move he

credits to his experience at WKU. "My experience at Western definitely opened some doors for me, and I was encouraged by professors and staff to excel to be attractive to a first-class organization," said Burchett. Lula is also an alumna of the Business University.

WKU President Gary Ransdell said the Burchetts have generously embraced the transformation that is underway at WKU. "Their support for our business curriculum will play a large role in the achievement of a bold vision to become a leading American university with international reach," he said. "Our Gordon Ford College of Business faculty and students, with DB and Lula's help, can lead the way."

Bill Tallon, Dean of WKU's Gordon Ford College of Business, said this gift will be transformational for the program. "As our college attempts to compete on the national stage for the finest business students and faculty, such an investment in our future will set us apart from our peer institutions," he said.

Lifetime Leadership Gifts

In recognition of individuals and organizations whose cumulative giving exceeds \$25,000 to allocations within the Gordon Ford College of Business.

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2007-09 Giving to the Gordon Ford College of Business

In recognition of individuals and organizations who contributed from July 1, 2007-June 30, 2009.

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 Justin Jewell Pursley
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 Martha Peters Richmond
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 Norma Ruth Roberts
 Dana E. Ryan
 Deborah Ann Sales
 Mr. and Mrs. Cyril Weldon Sanders
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 Schering Plough Foundation
 Anna Katherine Schmitt
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 Science Applications International Corporation
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 Mr. and Mrs. Cordell E. Williams
 Brenda Martin Willoughby
 Candace L. Witherspoon
 Stephen Bradshaw Wood
 Allison Jamison Woosley
 Barry and Elizabeth Woosley
 Sarah B. Yann
 Douglas Gene Yoeckel
 Eric Todd Young

ENVISIONING THE NEW COLLEGE OF BUSINESS



We continue to push forward on realizing a new building for the Gordon Ford College of Business (GFCB). Our strategic intent is to make the Gordon Ford College of Business the school of choice for highly capable and motivated students. We also intend to make it the workplace of choice for faculty and staff.

The new GFCB building will be a dedicated business facility that will foster a sense of community and ownership by all college students, faculty, and staff. It will provide a professional physical work environment that will be a technologically state of the art facility with all the resources necessary to deliver a superior professional business education in the twenty-first century.

BUILDING DETAILS

Located on the corner of Kentucky Street and 14th Street

Designed by Ross Tarrant Architects of Lexington, Kentucky
LEED registered with certification goal of silver

29 classrooms
300 seat auditorium
2-100 seat auditorium
2 MBA Executive classrooms

Four stories
148,620 square feet
Atrium
Café

Undergraduate Studies Suite
Graduate Studies Suite
Centers of Excellence
Business Honors Program Center

GO BEYOND THE DEGREE - EARN AN EDUCATION



Amber Hanan, senior, United States

"If I could use only one word to describe my education from the Gordon Ford College of Business it would be Experience. I have had many opportunities through study abroad, student organizations like Students In Free Enterprise (SIFE), and even in the class room to apply my education in the real world. I participated in a class that competed against 25 other schools investing \$200,000 in the stock market. The class is sponsored by Tennessee Valley Authority and continues each semester with new students. We researched and analyzed new and previous stocks in a portfolio that has grown to approximately \$270,000 from its inception. My class posted returns of 45.62% compared to the Standard & Poor's returns of 26.46% and placed second in the competition for the year. In this uncertain economy I know the experiences I have had with the Gordon Ford College of Business will give me that extra edge I need to find a job."

Tzu-I Wu, senior, Taiwan

"The University experience at WKU has shown me that it is not only about studying. I have enjoyed the opportunity to study in the United States as well as travel to other countries. The chance to explore different cultures has enlarged my vision, making me realize the amazing power of globalization and to think about the bigger picture. At WKU, you have the advantage to experience many different cultures without going to another country! It is your choice to make it happen or not! Although studying is very important, the values and experiences you get in the college will unexpectedly amaze you."



Andy Cullen, sophomore

"To me college is so much more than reading books, taking notes, and passing a test. College is about gaining the knowledge and know how to become successful when you enter the real world. You can't get all that you need from textbooks and tests. Being a student in the College of Business has given me the extra tools that I need to gain that edge that I need. Whether it be CEOs and Company Presidents coming to speak, or former business executives teaching classes; there have been numerous tools afforded to me that have not been afforded to students at other colleges. It has been my job to take full advantage of these opportunities. You can get your degree from reading textbooks and taking tests, but to get true education you must go beyond the books. The College of Business is giving me the opportunity."



GORDON FORD
COLLEGE OF BUSINESS

Gordon Ford College of Business
Western Kentucky University
1906 College Heights Boulevard
Bowling Green, KY 42101-1061

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