



The magazine of
the Gordon Ford
College of Business

THE FORD REPORT

Business from the Hill

WKU[®]

MESSAGE FROM THE DEAN



Welcome to the second issue of *The Ford Report: Business from The Hill!* It has been an exciting and successful year for our college. Sharing “our story” with alumni and friends of the Gordon Ford College of Business is what we love to do. In this issue, our story begins with the recent onsite peer review team visit and our success in maintaining the highest level of AACSB-International accreditation. Only 178 collegiate schools of business in the world (of the 13,000 known to exist) have achieved the same level of accreditation which is the mark of our commitment to the highest level of quality in business and accounting education.

Our story continues with the accomplishments of our diligent faculty and highly-capable students. Each day our outstanding faculty members make the “applied” mission of our College come alive for students and the business community. This is exemplified by the University Distinguished Professor designation recently bestowed by the WKU Board of Regents on Dr. Johnny Chan of our Department of Finance. Dr. Chan becomes the fifth University Distinguished Professor of our college!

The wonderful students of our college continue to excel in and out of the classroom. You will read about two exceptional students who had the opportunity to “sail away” from The Hill

and make us proud by their accomplishments. In addition, at the May 2013 graduation one of our students received the Ogden Foundation Scholar Award for the second semester in a row, recognizing THE top undergraduate student. His story is truly inspiring.

An excellent college of business focuses on innovation, impact, and engagement. After reading about the latest activities coming from our College, I encourage you to expand your role by engaging with our College – maybe you would like to serve as a guest speaker in a class, provide mentoring to a student seeking information about a career, or even invest in a deserving student who struggles with purchasing textbooks or tuition. There are so many opportunities to become an integral part of *the best applied college of business in the Commonwealth.*

It is truly an honor serving as your dean and always a pleasure hearing from you. Please contact me at any time via email (jeffrey.katz@wku.edu), by phone (270-745-6311), or simply stop by 445 Grise Hall to say hello. Your interest in our college and our students makes the Gordon Ford College of Business a very special place for business education!

Warm Topper regards from The Hill,


Jeffrey P. Katz
Dean



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Gordon Ford College of Business

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The Ford Report: The Magazine of the Gordon Ford College of Business

Fall 2013 | Vol. 1 | No.2

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GFCB Maintains Accreditation



By Dr. Shane Spiller

It is certainly common for organizations to claim they are excellent. It is entirely different when that organization is intensively reviewed by external reviewers and cited as one of an elite worldwide group.

The Gordon Ford College of Business learned in March that both the business and accounting programs had maintained international accreditation by AACSB (Association to Advance Collegiate Schools of Business) International. This accreditation is the highest possible for collegiate schools of business. Less than 5% of the world's 13,000 business programs achieve this standard. In addition, only 178 collegiate schools of business worldwide also have a separately accredited accounting program.

"As an applied college of business, ongoing maintenance of accreditation by AACSB International confirms that students in our college receive the most relevant education

From left to right: AACSB President and CEO John J. Fernandes, Associate Dean Michelle Trawick, Dean Jeffrey Katz, AACSB Coordinator Shane Spiller, and Chief Accreditation Officer Robert Reid

and training by highly qualified faculty members who are experts in their fields," said Dr. Jeffrey Katz, Dean of the GFCB. "Our programs provide the necessary education and skills to assure long-term student success as leaders of business, active global citizens and ethical participants in society."

The accreditation process involves an extensive review every five years to assess performance in 21 areas for the business program, and 45 areas for the accounting program. These standards assure that the educational programs of the institution have passed rigorous standards for quality. Programs are assessed on their strategic direction, the quality of the faculty, and the quality of the programs.

Adherence to these standards requires a commitment to quality on an ongoing basis by all of the faculty and staff and is something that must be worked on every day. Quality can be seen in the research of faculty, student engagement in the classroom, the work of the academic advisors, student groups, international opportunities, and the creation of future opportunities for students, this achievement would not be possible without the full commitment of everyone.

The College was cited specifically for

the strategic leadership by Dean Katz, and the Business Executive Advisory Council. The BEAC is comprised of 30 business professionals who assist in maintaining, developing, and promoting the programs of the College.

The college's applied centers were noted for their importance to the region.

The visiting dean evaluators were impressed by the faculty's commitment to quality in the classroom as measured and assessed by a formalized assurance of learning process. The process, led by Dr. Ray Blankenship, checks that the college programs achieve important learning outcomes and that the programs are delivering on their commitment to educate.

Additionally the PEAK program (Professional Education and Knowledge), a new program implemented to develop student's professionalism and career readiness, was cited as an innovative program with great potential to help students.

The Accounting department was specifically recognized for its strong alumni relationships, effective placement of students, and low faculty/student ratios in major classes, as well as the number of excellent

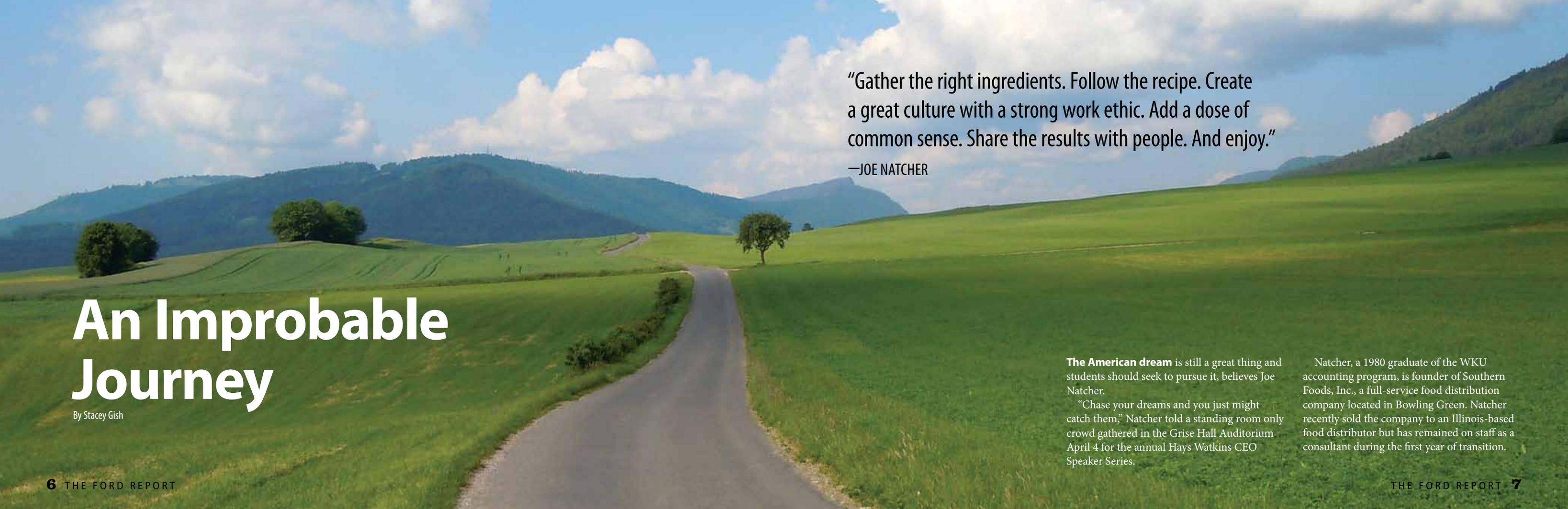
teachers in the department.

"The mission of the accounting programs at WKU is to provide excellent accounting education and prepare students for successful and rewarding careers in accounting and business," said Dr. Steve Wells, Chair of the Department of Accounting. "Everything we do from the day students are admitted to the program to their graduation day is measured against our mission. In my opinion, the true measure of the quality of any academic program lies in the quality of its students, its faculty, and its staff. Maintaining separate AACSB accounting accreditation speaks volumes about the quality of WKU's accounting programs," Wells added.

"I am honored to serve as the dean of an excellent college of business that is known for highly engaged faculty, staff, students and the business community," Dean Katz said. "At the Gordon Ford College of Business, world-class educational excellence is a shared goal."

All business programs in the Gordon Ford College of Business have maintained accreditation since 1982. The accounting program achieved accreditation in 2009.

Dr. Shane Spiller serves as Chair for the Maintenance of Accreditation Committee.



An Improbable Journey

By Stacey Gish

“Gather the right ingredients. Follow the recipe. Create a great culture with a strong work ethic. Add a dose of common sense. Share the results with people. And enjoy.”

—JOE NATCHER

The American dream is still a great thing and students should seek to pursue it, believes Joe Natcher.

“Chase your dreams and you just might catch them,” Natcher told a standing room only crowd gathered in the Grise Hall Auditorium April 4 for the annual Hays Watkins CEO Speaker Series.

Natcher, a 1980 graduate of the WKU accounting program, is founder of Southern Foods, Inc., a full-service food distribution company located in Bowling Green. Natcher recently sold the company to an Illinois-based food distributor but has remained on staff as a consultant during the first year of transition.



“Good people want to work with good people. Good people want to do business with good people.”
-Joe Natcher

Displaying a red wagon beside the podium, Natcher said one of the reasons he ultimately agreed to be the Hays Watkins speaker was to have the opportunity to thank the people who have inspired him, mentored him, and helped him throughout what he calls his “improbable journey.”

“My journey through life is indeed improbable,” he said. “Many of you have pulled my little red wagon and helped me along the way. Thank you for pulling my wagon.”

Another reason he agreed to speak is to share his unique story to students in the Gordon Ford College of Business – a story of hard work and persistence, but ultimate success.

His entrepreneurial spirit began at the tender age of eight, when he started his first business – a lawn mowing service. He had a slate of eight yards to tend, earning \$3.50 for each one. He admitted that he didn’t enjoy the work as much as he enjoyed his rewards at the end of the day – a cold Icee and a pack of baseball cards.

By the end of that summer, Natcher had truly gained the heart of an entrepreneur, constantly looking for more opportunities to be successful. He cleaned out gutters, washed cars, and gathered tree limbs – anything to keep him going.

“I worked hard. I knew that I was in control of my own destiny. That was the first lesson I learned in entrepreneurship.”

Controlling his own destiny was part of the reason he saw an opportunity to leave his first “real” job in production planning at Fruit of the Loom to purchase Bowling Green Frozen Foods in 1983. He didn’t make the decision lightly, as he consulted his bride, Cheri, and they proceeded to create a pro-con list.

“It was a naïve list of pros and cons,” Natcher admitted. “What I didn’t know was I was about to embark on an all-consuming adventure. One where we had to be ‘all in.’”

And “all in” was Joe and Cheri Natcher’s motto for the next 30 years. Whether it was driving to Nashville’s produce market at three in the morning, sweeping up after all other employees left for the day, or making a last-minute delivery to a frantic customer, Natcher never asked his co-worker to do anything that he wasn’t first willing to do himself. It was another example of doing what you have to do to succeed.

Natcher used the time on stage to give credit to those who helped his personal and professional success. He said that he felt it important that the people he spent time with had heart, a good attitude and a ‘do whatever it takes’ spirit.



“Good people want to work with good people. Good people want to do business with good people,” he said.

Being a “good person” in the community is important to Natcher. As a company, Southern Foods has donated more than seven figures to local non-profits. Natcher himself has served on numerous boards locally as well as regionally. He notes that establishing the Commonwealth Health Free Clinic was one of his proudest moments. The Free Clinic provides basic medical and dental needs for those who do not have insurance or do not qualify for public assistance.

Joe Natcher’s recipe for success is quite simple: “Gather the right ingredients. Follow the recipe. Create a great culture with a strong work ethic. Add a dose of common sense. Share the results with people. And enjoy.”

Even if the recipe doesn’t turn out exactly right, don’t worry, he said.

“Enjoy the journey. Because that may be better than any pot of gold at the end.”



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

An Unexpected Honor



Daniel Burton Ogdan Foundation Scholar

Daniel Burton's path to becoming the 2013 Ogdan Foundation Scholar, WKU's top graduate honor, wasn't always easy.

Before entering high school, he didn't consider himself a good student and admitted that he didn't have good role models, but during his freshman year at Louisville's Butler Traditional High School, he received all A's for the first time.

"That was when it clicked. I said, 'This was easy. What if I actually tried?'" he asked himself. "Then, it turned into an obsession."

Daniel completed his undergraduate studies in May with a degree in business administration and a 4.0 GPA. The Ogdan Foundation Scholar is presented to one graduating senior who has demonstrated

exceptional academic achievement and outstanding university and civic engagement.

Although he was Butler's high school valedictorian, he had trouble finding the right direction for his higher education experience. Burton spent a couple of years at other institutions. Then in 2010, a friend invited him to visit WKU.

"I immediately fell in love with it, and that's when I determined this was where I needed to be. WKU's such a great place, and the people are so inviting and friendly," Burton said.

Opportunities at WKU helped him discover his knack for leadership and interest in business. As a business major, Burton had the opportunity to gain professional experience, develop leadership skills, conduct research, and interact with people from diverse backgrounds.

As a business major, Burton had the opportunity to gain professional experience, develop leadership skills, conduct research, and interact with people from diverse backgrounds

As a staff member at the Preston Center, he developed into a trusted colleague, working his way up from one shift per week to becoming student facilities supervisor. He even earned the William N. Wasson Student Leadership and Scholarship Award from the National Intramural-Recreation Sports Association. Only 12 students nationwide are so recognized per year.

"My time here has been nothing short of amazing," Burton told his fellow graduates during his commencement speech.

"To the professors and advisors of the Gordon Ford College of Business and to all those who took a chance on me, I truly mean it when I say that words alone cannot express my gratitude for all that you have done."

Burton now works as a production control analyst for Unipress in Franklin, Ky. He eventually would like to earn his MBA and perhaps a doctoral degree.

"I want to go as far as I can with my education, but I need experience in industry first," he said.

With the determination and drive to succeed that he's already displayed, Daniel Burton will certainly achieve those goals.

2013 GFCB FACULTY AWARDS

By Stacey Gish

David Zimmer Faculty Award for Teaching Economics

Teaching one of the most “unpopular” courses in the College, Dr. David Zimmer was quite surprised to be named the 2013 winner for the Faculty Award for Teaching.

“We have a lot of talented teachers in the College,” he said. “I was surprised by this award.”



Surprise aside, it is evident by his consistently high teaching evaluations and in talking with his colleagues that Dr. Zimmer is respected for his knowledge in the field of economics. Not only does Zimmer have the academic qualifications for the job, but he also served as an economist for the U.S. Federal Trade Commission in Washington, D.C. for several years before coming to WKU as a full-time professor.

Dr. Zimmer was working in D.C. when he began moonlighting as an adjunct professor for the Georgetown University Department of Economics. This is when he realized that working for the government wasn't fulfilling him.

“As I taught the class at Georgetown, I slowly realized that this was the favorite part of my day. At that time, I really began considering a full-time teaching position.”

Today, he primarily teaches Economics 206, the statistics course, and Economics 502, Microeconomic Theory. He considers it a “challenge” to teach the statistics course, because it is “not lovable material.”

“I want to make them less fearful about the subject,” Dr. Zimmer said about the course. “If they can be less miserable than when they come into the class, I have succeeded.”

Dr. Yining Chen Faculty Award for Research/Creativity Department of Accounting

With more than 37 articles published in peer-reviewed journals, 11 book chapters, and thousands of dollars earned in research grants to her name, Dr. Yining Chen is one of the most respected researchers in the Gordon Ford College of Business.

Dr. Chen came to WKU in 2005 as the Mary R. Nixon Professor of Accounting. She teaches multiple intermediate and advanced accounting courses, focusing mainly on accounting information systems and accounting principles.

In the nomination packet for this award, Finance colleague Dr. Johnny Chan remarked about the depth and breadth of Dr. Chen's work.

Currently, she is examining the roles of technology and service learning in the accounting classroom. Her most recently published work focuses on board meeting frequency and how management discloses specific pieces of information.

Additionally, Dr. Chen serves on the Kentucky State Board of Accountancy and is a member of the American Accounting Association. She has served as an editor



and reviewer for numerous accounting and technology journals.

Dr. Chen is committed to her scholarly work, but is careful to place that work within the larger context of the classroom.

Dr. Chen earned her Ph.D. from the University of South Carolina in 1993.



Dr. Kirk Atkinson
Faculty Award for Student Advisement
Business Informatics

Kirk Atkinson fell into the advisor's role by accident but stayed because of the students.

After agreeing to be the faculty initiate of WKU's chapter of the Delta Sigma Pi

International Business Fraternity, Atkinson soon discovered that the chapter would need a new faculty advisor. After spending time with the eight active members of the fraternity, he was impressed by the diversity of the current membership and their sincere interest in growing the chapter.

"They don't all have perfect 4.0 GPAs," Atkinson said. "But they were serious about their education. I was also interested in what they were doing outside of the classroom. They held down jobs and internships. They displayed a great work ethic. The more I was around these students, the more I liked the idea of serving as their advisor."

Atkinson knew that his professional experience in leadership development and organizational growth would benefit the chapter. He was right. With Atkinson's encouragement and mentoring, the chapter grew from those eight members in the spring of 2010 to more than 30 members today. The group was named the Chapter of Excellence for the Mid-South Region for the 2012-2013 academic year. Additionally, the chapter won the Outstanding Financial Operations, Outstanding Professional Activities, and Most Improved Collegiate Chapter awards for the Mid-South Region.

"His constant encouragement combined with his inspiring advice guarantees his success as a student advisor," said Hanna Demirjian, former WKU student and past Delta Sigma Pi president. "I have never felt as confident of my leadership skills and personal accomplishments as I have before knowing him."

Sheri Henson
Faculty Award for Public Service
Accounting

Passionate. Professional. Persistent. Those are only a few words given to describe working with Sheri Henson on any project. And she tends to be involved in a lot of projects!

Scheduling guest speakers, organizing student clubs, corresponding with high school accounting teachers, designing learning activities, volunteering her time to review accounting records for non-profits, and even driving rescued animals from one location to another are just a few of Ms. Henson's weekly activities.

Her philosophy for serving others is clear. "We are each called upon to use what time, talents, and energies that we possess to better our small part of a vast universe," she said. "What we are likely to discover, though, is that we never 'went it alone,' even when we thought that we were doing so."

Her tireless efforts have also been noticed outside the walls of Grise Hall. She garnered national honors in 2012 when she was named the Outstanding Chapter Advisor for Beta Gamma Sigma International Honor Society.

Striving to advance the practice of accounting at WKU and the Commonwealth

of Kentucky, Ms. Henson keeps her heart closest to the activities she organizes with the Beta Alpha Psi Accounting Honor Society. Ms. Henson and her team of accounting students volunteer numerous hours brainstorming, planning, organizing, and conducting dozens of events that benefit fellow students, professors, and future WKU students.



Dr. Kam (Johnny) Chan
Leon Page Professor for Banking
and Financial Planning

2013 University Distinguished Professor

By Stacey Gish

After amassing a professional portfolio of more than 130 research publications and world-wide recognition as one of the top research writers in the field of finance, one may expect Dr. Johnny Chan to only want to discuss his research; to relay his significant achievements and accomplishments as a researcher. However, the conversation begins and ends with another aspect of his job that he feels is just as important: the students.

“In teaching, you get intangible rewards,” he said. “Teaching is very special.” Dr. Chan said he recently received an e-mail from a student he had in class about 15 years ago. The student had to Google him and find his name and contact information among the information for the “other” Johnny Chan, the poker player. “I think it’s special that this student wanted to contact me and discuss things that were going on in his life.”

Being a memorable teacher and a sought-after researcher are two of the most important reasons why Dr. Chan was named a 2013 University Distinguished Professor.

Only two professors university-wide are so named each year and he joins four other Gordon Ford College of Business professors to have received this honor in the 17 years it’s been given.

“I am honored to receive this award,” Dr. Chan said. “I have to give credit to the Dean, my Department Chair and the entire College for their support. We have so many well-deserved, qualified professors here. I am blessed to have been selected.”

Dr. Chan came to WKU in 2003 as the Leon Page Professor of Banking and Financial Planning and his research tends to focus on those two areas. He said good research should do two things: first, benefit students; and second, support practitioners in the real world.

One research project he recently conducted helped companies who were trying to set a stock price for their initial public offerings. He and his colleagues found that many companies undervalue their stock at first, preventing them from raising as

much capital as they could. By just increasing the stock price a minimal amount, a company could more quickly reap the benefits of the IPO. This not only helped real companies generate more capital, but he could help students understand a new concept that isn’t necessarily being taught in classes.

“Textbooks are about 10 years behind,” Dr. Chan said. “Research is usually a bit faster so I am able to share more relevant information with our students. They are able to leverage this knowledge to get jobs.”

Getting a job after leaving WKU is obviously first and foremost on the mind of a Finance major. Dr. Chan understands the pressure and the difficulty of doing so, encouraging them to earn a prestigious Chartered Financial Analyst (CFA) designation and has even provided scholarships to help students offset the costs of taking the exam.

Dr. Johnny Chan is indeed an excellent addition to the roster of University Distinguished Professors, as he exemplifies the roles of outstanding teacher and researcher.



Semester at Sea

Study Abroad Expands Horizons

By Haley Wilkins

I cannot believe that only a year ago the idea of Semester at Sea was something I hardly knew anything about. The countless hours I spent seeking out scholarship opportunities seem like decades ago when I look back on how much my life has changed over the past year.

Studying abroad has dramatically altered my perspective on the world around me, and I know that the experiences I had will affect my personal and professional life for years to come.

Although I saw a myriad of sights, it was the things I never expected that affected my experience the most: the hours on overcrowded buses, the spontaneous trips, learning life lessons from my new Indian family, and witnessing the disparity left from apartheid.

In my journal, I wrote about how these experiences molded my life, “It’s a slow process that may never quite be over, but once it starts there’s no going back (at least it’s my hope that it will never go back). A spark has been ignited in each of us. A spark that yearns to make our world a better place. We now live with a new

sense of confidence that tells us that we can do anything, go anywhere— at any moment, with anyone, for any length of time, under any circumstances, and that we can do so with excitement rather than fear of the unknown. We started to understand that meeting new people, having no plans, and throwing ourselves out there into unfamiliar territory is the most exciting way to live.”

Haley Wilkins is a junior International Business major from Franklin, TN.

Semester at Sea Offers Unique Business Interactions

By Cody Hutchins

During the Spring of 2013, my life was completely changed forever on the voyage of Semester at Sea. Not only was I able to travel to more than 15 different countries in only four months, but I was also able to participate in two very specific programs that I believe are absolutely once-in-a-lifetime opportunities.

The first of these programs focused on Sino-U.S. relations. Not only did I study the history of Sino-U.S. relations alongside many Chinese students, giving me ample opportunity to learn from them, but I was also able to meet with influential leaders in China and discuss their

views on the future of China and the United States. This was particularly beneficial to me because I am a member of the Chinese Flagship Program at WKU.

The other remarkable program was called Unreasonable at Sea. This business accelerator, led by the Unreasonable Institute, worked to create an interactive entrepreneurship program that hosted 13 different companies throughout the semester. Within the program, I was able to take a class on global sustainable entrepreneurship while sitting in on fireside chats with some of the world’s most renowned businessmen. Throughout the semester I interacted with people such as Jeff Hoffman, the founder of Priceline, George Kemble, Stanford University professor and entrepreneur, Tom Chi, Google X executive.

As a result of this program, I established a possible future internship with the company SAP at their Shanghai, China, branch. The Unreasonable Institute not only helped me make multiple meaningful connections for future endeavors, but it also inspired me and taught me a new way of design thinking that will be very useful throughout the entirety of my life when pursuing business goals.

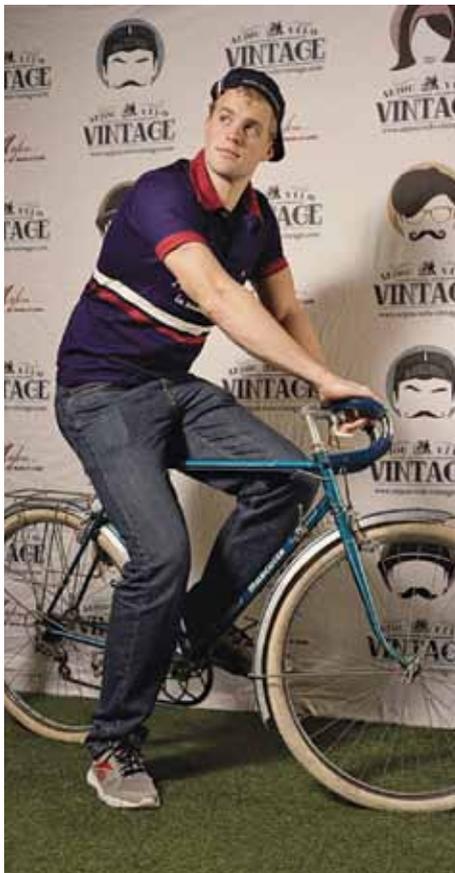
Cody Hutchins is a senior International Business major from Mt. Washington, KY.

Invest in the future by supporting a student’s dream. Learn how you can help reduce a student’s financial barrier to a world-class education by investing in a scholarship that can assist a student study abroad, gain experience in an internship, purchase textbooks, or pay for a year’s tuition. The Gordon Ford College of Business offers several scholarships to students with great potential and financial need. Contact The Dean’s Office at 270.745.6311 for more information on how you can help students fulfill their dreams of earning a degree.

Internship Spotlight: Jordan Vorst in France

By Jordan Vorst

“You do well the running?” Imagine my disorientation hearing these words after a 15 kilometer run exploring Angers, France, my new home for the next two and a half months. The run allowed me to explore Angers’ superfluous historic sites, from its immense Chateau with 17 spires covering 20,000 square meters to its kingly Jardin des plantes. I literally had to stop running to better appreciate the garden’s medieval sculptures and a wall of heirloom roses perfectly juxtaposed against a picturesque pond bounding with three curious swans. It was ridiculously cool.



The first day of my internship was simply overwhelming. There was no drama, no glamour, just a normal day at the office. There was only one problem, everyone spoke French! If I was lucky they knew an English phrase or two, but I was supposed to be the translator, the expert on French language. Yet steak tartar, croque mademoiselle, and entrecôte were never on my French tests. Neither was the French work mentality. Despite the 35-hour work week limit, the office was buzzing from 9 am to 6:30 pm Monday to Saturday.

My job this summer was to translate news articles surrounding the Anjou Vélo Vintage, a cultural event celebrating the 100th edition of the Tour de France organized by the Conseil Général de la Maine-et-Loire. Before the event, I traveled to Paris to organize an event promotion at Radio Nova. After an elegant presentation by the Président de la Maine-et-Loire, guests were buzzing with enthusiasm for our event. With this elegant and culturally elevated atmosphere, I attempted to conduct myself in a manner befitting humble servant. Yet I fell short on one key aspect: my French pronunciation.

Jordan Vorst is a Economics and French double major from Independence, KY.

PEAK Program Wins First Place Award

By Stacey Gish

The Gordon Ford College of Business’ Professional Education and Knowledge program (PEAK) has been selected for top honors in the MidAmerican Business Deans Association (MABDA) Innovation in Business Education Award program.

PEAK was formed in 2012 as a comprehensive resource to prepare GFCB students for the professional business world. Dr. Dana Cosby, Executive-in-Residence in the Management Department, is Program Coordinator. Students are actively involved in the career preparation process from their first semester: developing personal skills through workshops, finding a career mentor, and gaining professional experience through job shadowing and internships.

“The PEAK Program represents the time, talent, and energies of a broad base of

stakeholders of the College, including faculty, staff, students, and business constituents. The professional competencies that we strive to build in our students are investments with dividends for years to come,” said Dr. Dana Cosby, Program Coordinator. “I look forward to sharing our model with the MABDA group in October.”

Cosby will attend the MABDA Annual Meeting in October to present specifics about the PEAK program during a panel discussion.

Additionally, for its first place award, PEAK will receive \$1,000.

“PEAK represents what the Gordon Ford College of Business does best: engages students inside as well as outside the classroom, preparing them for long-term success as professionals in the business world,” said Dr. Jeffrey Katz, Dean of GFCB. “This award affirms that our faculty and staff always are thinking creatively to improve the student experience.





2013 GFCB AWARD WINNERS



Robert W. Jefferson Outstanding Graduating Senior and Eaton Student Leadership Award:

David Thomas

Outstanding Senior Awards

Accounting: Hilary Mishler
Business Administration: Daniel Burton
Business Economics: Gregory Foster
Economics: Christopher Yates
Entrepreneurship: Benjamin Aroh
Finance Management: David Thomas
Financial Planning: Christopher Cook
Human Resource Management:
Samantha Tichenor
International Business: Cody Hutchins
Information Systems: Michael Free
Marketing: Lucy George

Outstanding Junior Awards

Accounting: Amanda Beyke
Economics: Raymond Shears
Finance: Zachary Ritchey
Information Systems: Amanda Florence
Management: Pooja Patel
Marketing: Jasmine Morgan

Outstanding Graduate Student Awards

Master of Accountancy: Brandi Capps
Master of Applied Economics: Said Ghezal
MBA: April Cavanah

Delta Sigma Pi Collegian of the Year: Hanna
Demirjian
Delta Sigma Pi Golden Key Award: Gregory
Foster, Erika Klosterman

Faculty & Staff Awards 2013

MBA Teaching Award: Dr. Dawn Bolton

Hays Watkins Fellow in Teaching: Dr. Dana Cosby
Hays Watkins Fellow in Research: Dr. David Beckworth

Anne & Dan Greenwell Staff Award: Ms. Karen Gogel
The Greenwell Award recognizes full-time support staff with contributions to support effective student service; office efficiency; support for faculty teaching, research, or service; implementation of college programs; or taking actions to solve problems or provide leadership.

Lou Prida Student Service Award: Ms. Bethany Smith
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. Jerry Gotlieb
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.

Vitale Award for Initiative, Innovation, & Leadership: Dr. Lukas Forbes
The Vitale Award recognizes faculty or administrators who demonstrate initiative, innovation and leadership through teaching, research, service, and support efforts.

Alumni Awards 2013

Awards are presented to alumni with outstanding achievement in one or more of the following categories: professional and recognized business accomplishments; leadership; organizational or entrepreneurial venture; unique and substantial public service; contributions to philanthropic and humanitarian causes including the advancement of higher education.

Recent Alumni Award: Ms. Kortney Ryan
Alumni Award: Mr. Jerry Henderson



From left to right: David Thomas, Zachary Ritchey, Pooja Patel, Jasmine Morgan.

From left to right: Kortney Ryan, Benjamin Aroh, Jerry Henderson, Hilary Mishler, Amanda Florence, & Lucy George

BRIEFCASE

Updates from the GFCB

Accounting

The department graduated its first seven students in the Master of Accountancy program in May. Students earning the MAcc degree in May were: Brandi Capps, Adam Duvall, Morgan Johnson, Austin Perkins, Kaitlyn Robbins, Brooke Vincent, and Corey Vincent. Five of the seven students entered the MAcc program through the Accounting JUMP program – the first program at WKU that allows students to earn both a bachelor and a master degree in five years while preparing for the CPA exam.

For the second consecutive year, WKU accounting students took top honors in the Promote and Encourage Accounting in Kentucky (PEAK) Competition in April. PEAK utilizes a Jeopardy-style quiz show experience to challenge students to demonstrate knowledge of the accounting profession and the Uniform CPA Exam. WKU defeated eight other Kentucky universities. Additionally, the following students won \$1,000 scholarships:

Sue Byler, Jeff Creech, Jacob King, Courtney Morley, and Alisha Weber. Faculty adviser is Ms. Sheri Henson.

Dr. Allen Hunt comes to WKU after serving as a faculty member at Southern Illinois University Edwardsville. His research interests lie in the economic effects of numbers. Dr. Hunt also is a member of the American Accounting Association.



High School AP Accounting students visit campus.

Economics

The department created the Actuarial Science track as part of the Mathematical Economics major in response to a growing demand for employees in actuary positions.

Economics majors thinking about pursuing an advanced degree in Economics

have the opportunity to enroll in the Joint Undergraduate-Master Degree Program (JUMP). Students who take advantage of the JUMP Program can earn both undergraduate and graduate degrees in less time by taking graduate courses as part of their undergraduate program.

The department offered its first dual credit course this past summer. Economics 150 is now offered to local high school students online, who are able to complete the course, earning both high school and college credit.

Keaton Brownstead and Chris Yates were part of the Posters-at-the-Capitol event held in February in Frankfort. Dr. Cathy Carey and Dr. Brian Strow served as advisors for the students on their projects.

Joseph Kimeu, a student in the Master's of Applied Economics program, created the winning poster in Graduate Poster Session 1: Business, Humanities, and Interdisciplinary Studies at the 43rd Annual WKU Student Research Conference in March. His poster was entitled, "Region-Based Athletic Performance: An Insight Into Positional Segregation in Professional Team Sports." His faculty mentor is Dr. Dennis Wilson.

Dr. Brian Goff writes a weekly blog on the economics of sports for Forbes magazine- forbes.com/sites/briangoff.

Dr. David Beckworth regularly pens op-eds for popular media outlets, including the National Review, The New Republic, The Atlantic, and The Lane Report. His professional blog, "Macro and Other Market Musings" (<http://macromarketmusings.blogspot.com/>) has been cited by The New York Times, Wall Street Journal, Bloomberg, The Economist, Slate, and more. In addition, Dr. Beckworth regularly briefs politicians and their staffs on Nominal GDP targeting, a monetary policy approach.

Dr. Brian Strow has appeared in local media outlets as Director of WKU's BB&T Center for the Study of Capitalism, including Kentucky Tonight, Daily News, and the Lexington Herald Leader. He also leads a popular capitalism student book club and the BB&T Speaker Series.



PMBA students completed projects with international students in France.

Dr. Dan Myers led a Study Abroad course over the summer to Amsterdam entitled "Efficient Markets in the Low Countries."

Dr. Susane Leguizamon joined the Economics Department faculty in August. Dr. Leguizamon has a Ph.D. in Economics from West Virginia University and recently taught at Tulane University. Her research interests include: public economics, spatial econometrics, international economics, and urban economics.

Finance

Four students traveled to the CFA Global Investment Research Challenge in Louisville in February. They presented their research on Humana. Students who prepared the research paper and gave the presentation were: Katelyn Childress, Chris Cook, Susan Livers, and David Thomas.

Information Systems

The department introduced a new major this fall in Business Informatics. This program focuses on the growing role of information management, data analytics, business intelligence, and decision making.

All of the Information Systems classrooms were upgraded this summer with new computers and servers. For more than a decade, all business students take their CIS courses using state-of-the-art resources. This helps them be well-prepared for the technology demands of modern business managers.

Dr. Leyla Zhuhadar joins the department as an assistant professor. She received her Ph.D. from the University of Louisville. She brings a strong background in data analysis, information retrieval, and data mining.

Marketing

Six students participated in the National Collegiate Sales Competition in Kennesaw, Ga. The department resurrected its Marketing Department Advisory Council, with its first meeting held in April. The Council currently consists of 16 alumni and business professionals.

Management

Beginning in August, students in the Kentucky Community and Technical College System (KCTCS) were offered an online option to complete their degree in management, business administration track. The Plus 2 Business Administration Online Option is



Dr. Jeff Katz and Kyle O'Donnell pose with Kyle's \$35,000 award for winning the Idea State U business plan competition.

specially designed for students who have already completed an AAS or associate degree through KCTCS. Students will be able to complete coursework toward a bachelor's degree in as little as two years.

Dr. Joshua Hershberger comes to WKU from the Merage School of Business at the University of California, Irvine. His research focuses on understanding the role that status plays in decisions that can significantly impact a firm's strategic direction and financial performance. Dr. Hershberger will be teaching International Business and Strategic Management courses.

Dr. F. Helen Liang received her PhD in Business Administration from the University of California, Berkeley. Her research

interests include technology management and innovation; multinational firm strategy; and development. Dr. Liang will be teaching International Business and Strategic Management courses.

MBA

The Professional MBA program achieved a ranking in the top 5 percent among MBA programs for a second time in three years. Graduates from MBA programs across the country take the MBA Major Field Test, a nationally standardized examination, to determine how each program ranks in learning objectives. The students in the program were from Bowling Green and Owensboro.

Kyle O'Donnell, a full-time MBA student, won the "Idea State U" business competition's highest award of \$35,000 to create a sustainable sock manufacturing company in Kentucky. Kyle competed against 18 teams from schools all across the Commonwealth. Idea State U is sponsored by the Kentucky Economic Development Office.

The Professional MBA Program extended its presence to the Elizabethtown area this fall. Professionals, managers, and entrepreneurs utilize the telepresence video conferencing system to take classes with students in Bowling Green and earn a WKU MBA while staying

on their own campus. The Professional MBA program allows people with five or more years of work experience to earn an MBA in two years.

Center for Applied Economics

The Bowling Green Area Chamber of Commerce collaborated with the Center to purchase an economic data software program that will positively benefit economic development across the region.



Michael Caporale travels across the life-size game board in the "Game of Life" sponsored by the Center for Financial Success.

Mr. Dean Jordan, Executive-in-Residence in the Department of Economics, is the new Director for the Center. Mr. Jordan has served as adjunct professor for the College since 2008 and was named Executive-in-Residence in 2012. Professionally, he has worked in finance, banking, and has owned his own business. He earned his undergraduate degree and has an MBA from WKU.

Center for Entrepreneurship and Innovation

The Enactus team earned a Regional Championship in Atlanta and competed in the National Finals in Kansas City, Mo. in May. Enactus, which is a compilation of the words Entrepreneurial, Action, and Us, is a group of students committed to use the positive power of business concepts to develop community outreach projects. The WKU Enactus team currently works with Kenyan basket makers and Burmese cloth weavers, helping them market their products in the United States, as well as several other global projects.

Center for Financial Success

The Center was formally approved in July by the WKU Board of Regents after functioning as the Financial Success Initiative since 2011. Its purpose is to assist students, faculty, staff, and the community with personal financial

needs. Community support for the Center comes from Service One Credit Union and the Financial Planning Association of Kentuckiana. Mr. Andrew Head, Executive-in-Residence in Economics, serves as Director of the Center. Mr. Head earned his Master's in Finance from WKU. Erika Klosterman serves as a financial peer counselor. They sponsored Financial Planning Day in October, a community event offering free advice and seminars on pertinent financial topics. Students were able to participate in "Game of Life" in March on DUC Lawn. The game had students weave their way around a life-size game board facing numerous financial situations.

Center for Leadership Excellence

The Center joined the GFCB on July 1 with Dr. Cecile Garmon at the helm. Committed to providing a world-class center for leadership development practices and research information, the Center plans to work with faculty and students to provide innovative workshop experiences. Dr. Garmon has served as Director since 2001.

Center for the Study of Capitalism

The BB&T Center for the Study of Capitalism sponsored two lectures this semester. The first was "Economics of the Beer Industry," presented by Dr. Stephan Gohmann of the University of Louisville. The second was "Do We Really Need a Central Bank?" presented by Dr. Steve Horowitz of St. Lawrence University.

Student Organizations

The American Marketing Association sent Lucy George and Katie Honadle to the AMA Collegiate Conference, which was held in New Orleans during the spring semester. More than 150 universities attended. The group also sponsored a MKT 499 review session to prepare for the senior assessment.



WKU Enactus Team

Beta Alpha Psi, International Honor Society for accounting professionals, was recognized as a Superior Chapter for the 2012-13 year by the National Beta Alpha Psi organization. The chapter will receive a \$275 award from the KPMG Foundation for its efforts. This is the ninth consecutive year that the organization was recognized as Superior Chapter. President was David Thomas. Dr. Richard Aldridge and Ms. Sheri Henson are faculty advisers.

Beta Gamma Sigma International Honor Society in Business inducted 59 students, faculty, and professionals during its annual ceremony in April. Chapter Honorees were Don Vitale and Dr. Linda Johnson Vitale, both of Manchester Capital, LLC. Faculty Initiate was Dr. Phillip Coleman of the Department of Computer Information Systems. Officers were: Susan Livers, Zach Mattingly, and Hilary Mishler.

The **Delta Sigma Pi** business fraternity attended the Grand Chapter Congress this summer and took home significant awards. The group was awarded the Chapter of Excellence, which is given to only one chapter out of the 33 chapters in the Southern Province. Additionally, the chapter won the Mid-South and Southern Province

Outstanding Financial Operations, Mid-South Outstanding Professional Activities, and Mid-South Most Improved Collegiate Chapter.

WKU boasts the first **Financial Planning Association** student chapter in Kentucky and only the 21st chapter in the nation. Elected officers for the 2013-14 year include Erika Klosterman, President; Jessica Tyree, Vice President; Tanner Stepp, Treasurer; and Alissa Bossingham, Secretary. The group will attend the FPA Kentuckiana Symposium in November.

The WKU Chapter of the **Society for Human Resource Management (SHRM)** participated in job shadowing, MASTER Plan, and Junior Achievement. Guest speakers included Joe Veracco from Logan Aluminum, Joe Macrino from the GM Corvette Plant, and Dr. Matt Marvel from West Virginia University. President for the 2012-13 school year was Katie Honadle. Newly elected president for the 2013-14 school year is Madison LeRoy.

The WKU chapter of the **Omicron Delta Epsilon** International Economics Honor Society in Business inducted 26 students during its annual initiation banquet in April. Richard Holton, president of Holton, Blackstone, and Mayberry, a boutique law

firm in Nashville, served as keynote speaker for the banquet. Holton graduated from WKU in 1969 and created an assistantship in the department.



Katie Honadle and Samantha Tichenor pose with their Junior Achievement class.

GFCB

The **Business Executive Advisory Council (BEAC)** met in April at the Holiday Inn in Bowling Green to receive updates on the activities and accomplishments of the College. Football coach Bobby Petrino talked about the importance of instilling the concepts of professionalism, leadership, and commitment within student athletes. BEAC consists of 30 business professionals who volunteer their time assisting the College with its many endeavors.

Alumni NEWS



Marjorie Thomas Sagabiel '51 and her husband Jack await brunch.

Bowling Green Business University Alumni Celebrate

The celebration of the 50th anniversary of the last graduating class of the Bowling Green Business University occurred in Bowling Green this past April. Approximately 75 alumni and spouses attended the weekend event.

Friday evening saw the alumni gather with the GFCB Business Executive Advisory Council and GFCB faculty and staff at the Holiday Inn for a reception. Before the gathering, several alumni served as guest speakers in classes all over Grise Hall.

Dr. Gary Ransdell joined the group for Saturday morning brunch as he presented the "State of the University" report, followed by GFCB Dean Jeff Katz providing his address entitled "Honoring the Past, Preparing for the Future." Afterward, alumni toured the Kentucky Museum.

Bill Moore, a 1938 BU graduate, was recognized during the brunch for being the oldest alumnus in attendance. Mr. Moore retired from his accounting position just a year ago.

Dinner and dancing at the Baker Arboretum concluded the weekend's festivities. Alumnus Donnie Dortch's band



Bill Moore '38 stands in recognition of being the oldest alumni attending the BU Reunion.

played for his fellow classmates.

The planning committee were: John Grider, Pat Sharer, Bob Kirby, Jerry Baker, and Donnie Dortch.

The Bowling Green Business University was the precursor to the current Gordon Ford College of Business from 1906 until merging with WKU in 1963.



Introducing Director of Development
AMY S. MILLER

Amy Miller has been on the Hill since 1999. She joined WKU Alumni Relations and Annual Giving in January of 2003 as Assistant Director and later moved to Associate Director. As Director of Development for the Gordon Ford College of Business, Amy will oversee the development program for the College. Her proven experience in development and alumni relations will be of significant benefit.

Through her involvement with alumni across several generations, Amy has developed strategic relationships of benefit to WKU. She coordinated the 2013 Bowling Green Business University Reunion along with all College High Reunions, the Young Alumni Council, Legislative Advocacy initiatives, the Targeting our Prospective Students program, the Parents' Advisory Council, and all parent programming.

A native of Scottsville, Kentucky, Amy received her bachelor degree in Integrated Strategic Communications from the University of Kentucky, and master degree in Public Administration from Western Kentucky University. She is actively involved with the Council for Advancement and Support of Education (CASE) and has served as a board member on nonprofit organizations within the Bowling Green area.

CONTACT AMY:
amy.miller@wku.edu or call 270.745.5990

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