

Bank on Your Future – Be a Smart Saver

Beta Alpha Psi sponsors interacting savings program



Students from Natcher Elementary after they received their clear plastic piggy bank.

Members of Beta Alpha Psi and accounting students within the Gordon Ford College of Business at WKU, visited select elementary schools in Bowling Green and Warren County to assist and present the penny collection program. Schools participating in the program are chosen based on referrals, demographic diversity, and their willingness to participate.

Activities are used to explain why, how, and where people save. Lesson plans are interactive and designed to be interesting and fun for young

students. Each student receives a clear plastic piggy bank, the Berenstain Bears' Trouble with Money book, and an easy-to-remember poem about saving. The objective of the program is to teach children about spending money and how saving money adds up over time.

The curriculum created by the American Bankers Association Education Foundation and adapted for this project, helps educators meet national standards in mathematics, English and consumer science.

The Bank on Your Future program is sponsored by the Department of Accounting at Western Kentucky University, which is partnering with the Kentucky Society of CPAs (KSCPA) and the Kentucky Bankers Association (KBA) to bring this unique program to elementary students in 2nd grade. This program also received support from the Provost's Initiatives for Excellence at WKU.

Beta Gamma Sigma Received Premier Chapter at International Conference

The WKU Chapter of Beta Gamma Sigma (BGS), the national honorary society of AACSB International - The Association to Advance Collegiate Schools of Business, was recognized as a Premier Chapter at the International Conference and Annual Meeting of AACSB on April 22, 2007, in Tampa, Florida.



This distinction places the WKU Chapter among the upper echelon of BGS Chapters sponsored by AACSB-accredited business schools. The faculty advisors of the WKU Chapter are Dr. Catherine Carey and Ms. Sheri Henson.

Income Tax Assistance Program Successful Once Again

A total of 25 student volunteers participated in the Income Tax Assistance Program sponsored by the Accounting Department. Accounting students, under the supervision of Dr. Stacy Wade, spent approximately 180 hours assisting 143 individuals in completing their 2006 tax returns. One big change for the program this year was the electronic filing of tax returns. Most taxpayers utilizing this program chose to file electronically in order to receive their refunds quicker.

Dr. Rick Aldridge believes the Income Tax Assistance Program is a very worthwhile program and a benefit to the students and the entire campus community.

Note from Sheri Henson on "Bank on Your Future" Project

Students in Beta Alpha Psi attended the Regional Meeting in Atlanta, Georgia and made a presentation on the piggy bank service project. They were not able to actually compete in Best Practices as this year's service category was for an ongoing project of more than one year. However, the sponsoring chapter asked our students to present anyway as they believed the topic would be of interest.

The aftermath of the presentation pleasantly surprised, perhaps even stunned, our students. Students from three different schools requested e-mail addresses from our students so they can get more information about the project. At lunch, faculty advisors and professionals in attendance spoke to the students about the project. The judges even spoke to two of our students and told them that if they had been in the competition they would have won first place. Other students came up for additional information and e-mail addresses wherever our students went for the rest of the day.

One presenter asked in a session what had been the best part of the conference thus far and our students were thrilled to hear the WKU presentation mentioned. The WKU Beta Alpha Psi students were recognized at the closing ceremonies for having a good presentation and creating such a buzz with "that piggy bank project."

The following students made the presentation at the BAP Regional Meeting in Atlanta. Ryan Stokes, Jennie Blair, Josh Heflinger, Heather Andrews, Daniel Head

Success on the CPA Exam by WKU Grads

The performance of WKU accounting graduates on the CPA Exam consistently compares very favorably with the performance of graduates from other universities. The pass rates for 2005, which is the most recent data available, show that graduates of WKU's undergraduate program exceeded the national averages on all four sections of the CPA Exam. WKU's 2005 pass rates and the national averages (in parenthesis) were: Financial Accounting and Reporting- *61.1% *vs. (43.2%), Auditing- *60.8%* vs. (43.7%), Regulation- *50%* vs. (40.7%), and Business Environment and Concepts- *56%* vs. (44.2%). It should be noted that the national pass rates are based on the performance of all candidates, including candidates with advanced degrees. WKU's 2005 pass rates also exceeded the pass rates for most of our peer and aspirational institutions.

SIFE Copy Center

Students in Free Enterprise (SIFE) at WKU have partnered with IKON, a workflow services company, to provide copy services to students, faculty, and the community at large. The new copy center opened August 28, 2006 in Downing University Center first floor, adjacent to the post office and is run by SIFE students. The joint venture provides management experience for SIFE members while providing WKU students with cost effective and convenient copying services.

WKU SHRM Receives Superior Merit Award

The WKU Society for Human Resource Management (SHRM) Student Chapter was recognized as one of the 2006-2007 Top Ten Student Chapters at the SHRM Annual Student Conference on June 23 in Las Vegas, Nevada. A total of 118 entries were submitted from more than 400 student chapters. In a letter received from Chuck Salvetti, Manager of Student Programs with the national SHRM organization wrote "Winning this award demonstrates that your chapter has done an outstanding job of providing opportunities for growth and development to your members."

SHRM Sponsored Mock Interviews

Human Resource (HR) managers from various businesses throughout the region took time from their work schedules to come to campus, conduct interviews and provide feedback to the student participants. This type of experience aids greatly with the "real job" search that comes with graduation. The HR managers that participated in the event are members of the Southern Kentucky Society for Human Resource Management, the sponsoring chapter for the college organization.

Entrepreneurship Expo 2007

The 2007 Entrepreneurship Expo was held on Friday April 6th at the Carroll Knicely Center at WKU South Campus from 9:30am-2:00pm. At this event students in entrepreneurship link the entrepreneurial business community with aspiring student entrepreneurs and educate students on the importance of business plans, as well, as providing insight on seed capital for student business startup.

Scholarships

CED renewed two \$6,000 Excellence in Opportunity scholarships for the 2007-08 school year for a management or marketing major. Both departments take pride in this success as it is a great example of how relationships with local businesses grow to benefit everyone. CED also has opportunities for interns.

WKU GFCB Receives Showcase Award

Members of WKU Gordon Ford College of Business attended the United States Association Small Business Entrepreneurship meeting in Orlando, Florida in January in which WKU received the Showcase Award. This award recognizes one university program each year out of its 80+ member universities to serve as a benchmark representing program excellence. The Small Business Institute program is a program in the Gordon Ford College of Business in which graduating seniors serve as consultants to local businesses in a team. This year an analysis of Southern Foods placed fourth nationally in the Small Business Case of the Year Competition.

Faculty Presentations

Dr. Johnny Chan, Professor of Finance was a visiting scholar from December 12-20, 2006 at National Chengchi University in Taiwan. During his visit, he gave two presentations to their faculty and graduate students. The visiting scholars program is only limited to internationally known scholars.

Dr. William Davis, Chair of the Economics Department delivered an address on "*Some Observations on Globalization, Entrepreneurship, and Economic Development*" at the International Conference on Development and Society in the context of Globalization held at the Universidad Veracruzana in Xalapa, Mexico.

Dr. William Davis, Chair of the Department of Economics, presented his paper "*Some Observations on Rentier States and Entrepreneurial Activity: Implications for Robust Economic Policies*" at the 32nd Annual conference of The Association of Private Enterprise Education in Cancun, Mexico.

Dr. Lukas Forbes, Professor of Marketing, paper "*Career Stage Influence on Technology Adoption within the Sales Force: Implications on Performance*", was accepted at the 2007 Academy of Marketing Science conference in May.

Dr. Craig Martin, Professor of Marketing, had his paper "*A Conceptual Model of the Effects of Leadership and Empowerment on Salesperson Ethics*" accepted for presentation and publication at the 2006 International Business and Economics Research Conference.

Dr. Ron Milliman, Professor of Marketing Department had is paper "*Podcasting: An Alternative Educational Delivery Method*" accepted for presentation and publication in the refereed conference proceedings at the 2007 International Applied Business Research Conference to be held in Mazatlan, Mexico.

Dr. Matt Marvel, Professor of Marketing and Entrepreneurship, paper "*Prior Tacit Knowledge and First-Year Sales: A Study of Technology Entrepreneurship*" was presented at the Academy of Management on August 4-8, 2007 in Philadelphia.

Options for Students Expand within the GFCB

Bachelor's Degree Option in Entrepreneurship Approved

On April 19, 2007, the WKU Undergraduate Curriculum Committee approved a request by the Gordon Ford College of Business for an entrepreneurship option in the bachelor's of science management program. Prior to this degree's approval, students could only receive a minor in entrepreneurship.

The degree is part of the strategic framework of the college's continued transition to an all-encompassing professional school of business. As part of the strategic framework, the entrepreneurship major is designed to allow students to develop the skills and spirit necessary to own or manage a business, to develop or grow an existing company, or to create an

entrepreneurial environment within an organization. The entrepreneurship major provides a solid understanding of entrepreneurial concepts while allowing substantial flexibility.

The entrepreneurship option includes a strong education in marketing and finance with eight additional courses in entrepreneurship providing the specialized knowledge that each student will need. "The depth of coverage in entrepreneurship far exceeds available programs at other top-rated universities in the country. The entire Gordon Ford College of Business is dedicated to providing the entrepreneurship area with the education needed to be successful in creative and innovative environments," said Simpson.

Economics Creates New Course – Sports Economics

The amateur and professional sports industry is one of the best known by the general public and receives unparalleled media coverage. The economic implications of decisions made within the sports industry have a great impact on individuals, businesses and communities. Using a well known industry for analysis will strengthen the academic aptitude of students. The course will cover issues involved in the market structure, legal and regulatory issues of sports, public finance of sports, and labor economics in sports.

International Business Option Added to Management Major

On May 10, 2007 the University Senate approved to add International Business as an option to the existing Management Major. Prior to this approval management offered options in Business Administration, Human Resource Management and Entrepreneurship. The Management Department Advisory Board believes WKU is taking a great step in providing this option stating "There is no doubt that we are participating in a global economy, a major in international business makes a lot of sense."

Minor in Sales Marketing Creates Chatter

The Gordon Ford College of Business added a Minor in Sales Marketing which according to Rick Shannon, Chair of the Marketing Department, meets a growing need and provides a competitive advantage for students. "This will bring in students who are interested in sales," he said. "It fits naturally with majors that already exist and it gives students the opportunity to get a sales background."

Faculty Presentations

Dr. Afzalur Rahim, Professor of Management, presented his article (with co-author) "*A Model of Emotional Intelligence, Transformational Leadership, Creativity, and Learning*" at the Academy of Management on August 4-8, 2007, in Philadelphia.

Dr. Afzalur Rahim, Professor of Management, and **Dr. Matt Marvel**, Professor of Management and Entrepreneurship, presented their article "*Emotional Intelligence and Corporate Entrepreneurship: A Cross-Cultural Study Using Dyads*" at the Academy of Management on August 4-8, 2007 in Philadelphia.

Dr. Leo Simpson, Professor of Marketing and Entrepreneurship presented to the Allied Academies Conference his paper "*The Use of Micro-Student Consulting Projects As An Alternative To Traditional Field-Based Student Consulting Projects: An Exploratory Study*," in Jacksonville, Florida; April, 2007.

Dr. Leo Simpson, Professor of Management and Entrepreneurship, presented his article "*Establishing a Campus-Wide Entrepreneurial Program In Five Years: A Case Study*," at the Allied Academics Conference in Reno, Nevada; October, 2006.

Dr. Leo Simpson, Professor of Management and Entrepreneurship, co-delivered a presentation on "*Field Based Student Consulting Projects – Procedures and Effectiveness*" at a Pre-Conference Workshop for the Small Business Institute at the joint USASBE/SBI Conference in Orlando, Florida. He also participated in a panel discussion on the topic "*Excellence in Case Preparation*."

Dr. Patricia Todd, Professor of Marketing, her paper "*Entrepreneurship in Emerging Markets: An Organizational Ecology Approach*" has been accepted for presentation to the 2007 Association of International Business Conference in Indianapolis in June.

Faculty Awards

Mr. Allan Hall, Professor of Marketing, was one of six faculty to receive the Professor of the Year Award. This award is sponsored by Western Kentucky University's Student Government Association and chosen through student nominations.

Dr. Ron Milliman, Professor of Marketing won both the Most Outstanding Paper and the Most Innovative Paper Awards at the Applied Business Research Conference in January, 2007 for his paper "*Teaching Marketing Courses Using Podcasts.*"

Dr. Leo Simpson and **Mr. J. Krist Schell** were selected by the United States Students In Free Enterprise (SIFE) for the Sam M. Walton Free Enterprise Co-Fellowship Award.

Dr. Leo Simpson, Professor of Management and Entrepreneurship, received the Distinguished Research Award for his paper "*Establishing a Campus-Wide Entrepreneurial Program in Five Years: Case Study.*" Dr. Simpson received the award on October 20, 2006 in Reno, Nevada.

University Faculty Awards 2006-07 Academic Year

The University annually recognizes outstanding contributions by faculty members in the areas of Teaching, Research/Creativity, Public Service, and Student Advisement. The following faculty members have been selected by each of the colleges for awards this year. They are also the finalists for the university-wide awards.



Allan Hall (Marketing) - *Student Advisement Award*

Michelle Trawick (Economics)
Research/Creativity Award

Johnny Chan (Finance)
Public Service Award

Lukas Forbes (Marketing)
Teaching Award

A Degree Name Change within the GFCB

Computer Information Systems major (CIS) has been updated and is now called Bachelor of Science in Systems Management (SM). This has evolved into an interdisciplinary program where students may opt to complete professional concentrations with one of ten different departments across campus. SM will be available on-line during the 2007-2008 academic year.

Faculty Publications

Drs. Brian Goff and **Tom Wisley**, Professors of Economics, paper "*Is There a Managerial Life Cycle? Evidence from the NFL*", was published in the Managerial and Decision Economics Journal, December, 2006.

Dr. Michelle Trawick, Professor of Economics, has received notification that her article (with co-authors) entitled "*An Examination of the Role of Attitudinal Characteristics and Motivation on the Cheating Behavior of Business Students*," has been accepted for publication in Ethics & Behavior.

Dr. Lukas Forbes, Professor of Marketing, who has received news that his solo-authored manuscript, "*When something goes wrong and no one's around: Non-Internet self service technology failure and recovery*", has been accepted for publication in the Journal of Services Marketing.

Dr. Leo Simpson, Professor of Management and Entrepreneurship, paper "*Establishing a Campus-Wide Entrepreneurial Program in Five Years: Case Study*" will be published in the Journal of Entrepreneurial Education.

Dr. Leo Simpson, Professor of Management and Entrepreneurship, will have his article "*The Use of Micro-Student Consulting Projects As An Alternative To Traditional Field-Based Student Consulting Projects: An Exploratory Study*," published in the Journal of Entrepreneurial Education, Spring, 2008.

Dr. Leo Simpson, Professor of Management and Entrepreneurship, will have his article "*Establishing a Campus-Wide Entrepreneurial Program In Five Years: A Case Study*," published in the Journal of Entrepreneurial Education, September, 2007.

Recognitions

Professor Allan Hall was one of six professors recognized and profiled in Kentucky Monthly Magazine's February 2007 issue in an article titled "*Cool 101 - These professors earn extra credit from their students.*"

Dr. Matt Marvel, Professor of Management and Entrepreneurship, was selected by the Kauffman Foundation to lead a doctoral consortium at the United States Association for Small Business and Entrepreneurship meeting in January of 2007. This was an invited role by the Kauffman Foundation in which few are selected for this honor.

Student Success

2007 James Ramsey-Robert Pulsinelli Senior Paper Awards and honorable mention

The following senior papers were chosen by the Economics faculty as best papers out of 31 papers presented for the 2006-07 academic year. The papers are part of the senior assessment process in the Economics Department. The 1st, 2nd, and 3rd place winners receive a cash award.

The James Ramsey-Robert Pulsinelli 2007 Senior Paper Awards

1st Place - **Amber L Christian**, "*Encouraging Advancement: Diversifying Kentucky's Economy through Business Creation and Innovation.*" Ms Amber Christian has accepted a position as an analyst for the Koch Foundation in Washington D. C.

2nd Place - **Jennifer N. Jones**, "*Economics of Education...What Really Matters!*" Ms. Jennifer Jones has accepted a position with the U. S. Bureau of the Census in Jeffersonville, Indiana.

3rd Place - **Bojan Savic**, "*Organ Markets.*" Mr. Bojan Savic will begin study in the Masters of Applied Economics at Western Kentucky University in the Fall of 2007.

Papers Selected for Honorable Mention

Zachary D. Lockhart, "*Can Entrepreneurs Fix the Public School System in Kentucky?*"

Barry B. Nash, "*Is the Climate for Business Startup Important? What Affects the Climate for Business Startups?*"

Senad Zlatovic, "*An Inquiry into the Causes of Happiness.*"

Top Scholar Athletes GFCB Students

This is the time of year that every college brags about their students. With classes coming to an end and finals week around the corner, all programs across campus are taking time to recognize students for their accomplishments, sports is no different.

Golfer **Troy Hawkins** and tennis player **Christina Hall** have been named the 2006-2007 Western Kentucky University Male and Female Scholar-Athlete of the Year. The two were recognized in a ceremony on Monday, April 30 at WKU. **Troy Hawkins** is graduating with a degree in finance and a minor in marketing. **Christina Hall** is graduating with a degree in management. Christina was also recognized on Friday, April 27 at the GFCB Awards Banquet for being named outstanding senior in the management department and she received the CED Inc. Excellence in Opportunity Scholarship for the 2006-07 academic year.

WKU SIFE Regional Champs for Third Straight Year

The Western Kentucky University Students In Free Enterprise (SIFE) team won the Regional Championship at the SIFE Competition in Cincinnati on March 20, 2007 for the third straight year. Sixteen teams competed for cash prizes. The WKU SIFE team created projects that taught participants about market economics, personal success skills, entrepreneurship, financial literacy, business ethic, and sustainability.

The team also won three of the six special topic competitions in the categories of personal success skills, financial literacy, and business ethics. WKU SIFE has been Regional Champion all three years they have competed.



WKU Sales Team Shows Well in National Competition

The Western Kentucky University Sales Team competed in the 2007 National Collegiate Sales Competition held at Kennesaw State University in Atlanta, Georgia. Two students from 44 Universities participated (88 competitor's total). Seniors Walker Hale (Hendersonville, Tennessee) and Dara Hardin (Bardstown, Kentucky) represented WKU and the Marketing Department's Sales program. Both Hale and Hardin are top students (3.8 GPAs) and have performed extremely well in the Advanced Personal Selling course.



The competition is run tournament style and WKU was one of only 16 competing Universities that had both students make it to the quarterfinal round. In addition to the team competition, the conference has an individual competition where students are given 90 seconds to sell themselves on video camera in a format styled after American Idol (with 3 judges). Walker Hale finished 2nd in this contest overall! Students were given the opportunity to interact with executives from a number of leading U.S. corporations. Approximately 50 Corporate Sponsors attended the event for a 2-day job fair focused on these 88 competing students.

Capital Financial Group, a Nashville, Tennessee financial services company with branches and satellite offices throughout Tennessee is owned and managed by WKU Alum Tim Sinks, sponsored the 2007 WKU sales team. "Capital Financial Group continually seeks students the caliber of Walker Hale and Dara Hardin who finished strong in this tough competition," Sinks said. "Western Kentucky University is an innovative leader in preparing students for a successful career in financial services. Unlike many universities, WKU provides an added focus on effective selling, a critical aspect of their curriculum and our industry."

Students in Free Enterprise Events

SIFE Helps Build Birdhouses - Members of SIFE had a great time at an after school program for autistic children at the newly built Clinical Education Center at WKU. Members got a chance to hang out and help build birdhouses with the kids, which will be painted and sold in a fundraising auction.

Best In The US – Members of SIFE taught and assisted students at Franklin-Simpson Middle School simulate an ice cream business. Blue Bunny Ice Cream donates the ice cream for this project and WKU SIFE loans the middle school students money to form a company to purchase ice cream treats and toppings. Sales, marketing, supply and demand, and business ethics are all topics taught to the students so their ice cream business will become a success. The money loaned to the middle school is paid back to WKU SIFE with profits going to the school.

Chuckie Chocolate – The Chuckie Chocolate project is held at various elementary schools in the region to teach students the aspects of the supply chain beginning with the

farmer, through transportation, customs, manufacturing, warehousing, and the finally to grocer who sells the product. Members of SIFE guide students through six stations which illustrate the global market place and the principle of value-added to the cocoa product at each stage.

Senior Finance Presentation – The Senior Finance Presentation was developed to help senior citizens identify and avoid scams that specifically target the elderly. Today one of the biggest problems seniors face is management of money and protection of their finances.

SIFE Etiquette Banquet – The Etiquette Banquet is held each year for members of SIFE where they are shown professional business protocol, develop their interviewing skills, practice multiple-course dining procedures, and listen to a interactive lecture on professional courtesy.

Christmas Card Sales – The SIFE team partnered with the Kelly Autism Program (KAP) Christmas Card Program. Students of the Kelly

Autism Program (KAP) designed Christmas Cards to sell for the Holiday season to make their program "self-supportive." This program allows the students to express their feelings through art while providing monetary benefits for their education. The SIFE team has been responsible for folding, packaging, distributing, and selling the cards to the public for the past three years. Currently sales total \$15,000+ including corporate sponsorships. All of the proceeds directly benefit that Kelly Autism

Professional Protocol Presentation – You only have one chance to make a good first impression and the SIFE team wanted to make sure students knew how to make the most of it. WKU SIFE hosted Dr. Gary Ransdell and his wife Julie as part of its on-going efforts to improve personal professional skills. Dr. and Mrs. Ransdell spent an afternoon with SIFE team members and students to critique attire, discuss manners, demonstrate courtesies, and provide information regarding effective interpersonal interactions in professional group settings.