

The magazine of  
the Gordon Ford  
College of Business

# THE FORD REPORT

**Business from the Hill**

**WKU**<sup>®</sup>



## MESSAGE FROM THE DEAN

### **Welcome to the inaugural issue of The Ford Report!**

The objectives of our Business from The Hill magazine are to share the accomplishments of the Gordon Ford College of Business and identify business trends that will be of interest to you. As an applied college of business, we are proud to be among the elite 178 collegiate schools of business in the world holding accreditation in business and accounting by AACSB International. We focus our efforts on providing cutting-edge programs that will lead to the long-term success of our graduates.

Beginning with the Bowling Green Business University in the late 1800's, excellence in applied business and accounting education is our long-standing tradition at the Gordon Ford College of Business and certainly guides our current vision to be the Best Applied College of Business in the Commonwealth. This is accomplished by recruiting and retaining faculty members with expertise in the business fields they teach, being an integral part of the regional business community, and recruiting high quality students that come to The Hill for outstanding business education and career opportunities.

In this issue of The Ford Report, you will read how our Centers of Excellence make the “applied” mission of our college come alive for our students. The Centers are excellent methods to engage faculty, students, and the business community in applied learning through hands-on activities. In addition, we are very proud of our graduate students who rank among the best in the country in terms of student learning and success.

After reading about the exciting activities of our college, I hope you will find ways to become more directly engaged in the programs we offer. Whether you wish to serve as a guest speaker in our classrooms, mentor our students for career success or invest in our scholarship programs, I encourage you to join us in providing the best applied business and accounting education in the Commonwealth.

Please feel free to contact me at [jeffrey.katz@wku.edu](mailto:katz@wku.edu) or call me at 270-745-6311. It is an honor serving as your dean and always a pleasure hearing from you!

Warm Topper regards from The Hill,

*Jeffrey P. Katz*  
Jeffrey P. Katz  
Dean



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

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# CONTINUING A LEGACY OF DISTINCTION

By Stacey Gish

From its founding in 1884 until today, the Gordon Ford College of Business has provided a distinctive educational experience for its students. While some business schools focus on preparing students for doctoral programs, the GFCB focuses its efforts on helping students apply classroom concepts to real-world business problems and scenarios. The unique combination of classroom teaching and hands-on application ensures a one-of-a-kind educational experience that cannot easily be duplicated.

From the first day of class until donning the cap and gown, the faculty challenges students to remain engaged, empowered, and equipped in order to take advantage of all that the College has to offer inside and outside the walls of Grise Hall.



J.R. Meany

The College is internationally recognized by the Association to Advance Collegiate Schools of Business (AACSB)

for its excellence in programming, operations, faculty qualifications, and student engagement. In fact, the Gordon Ford College of Business is among only 178 collegiate schools of business in the world that hold accreditation in both business and accounting. Being accredited assures students that they attend an elite school with high-quality faculty, innovative curriculum, and cutting-edge programs that will prepare them for long-term career success. Taking part in AACSB accreditation demonstrates a willingness by the College to continually review policies, procedures, and curriculum in order to remain relevant and responsive to the ever-changing climate in the business world.

Additionally, the GFCB is one of nine colleges in the United States that has achieved



J.C. Holland

a Superior rating with the Beta Alpha Psi Accounting Honorary Fraternity, a Premier Award from the Beta Gamma Sigma Business Honor Society, and accreditation from the AACSB in business and accounting. These honors only clarify the College's distinctiveness.

Historically, the College has always offered the benefit of being an applied program. During the early years of the College, many faculty members came from the Bowling Green business community. Those business leaders would take time away from their work schedules, walk up the hill to teach a class, and then return to their daily routines. Students learned from those who practiced their craft on a daily basis, and many students were hired immediately upon graduation because of the relationships developed with those business leaders. That tradition remains today, as the College works with the local business community to ensure students come away from class with the ability to apply theoretical concepts to real-world situations. Student groups have worked with organizations such as Hitcents, Rainhill Equine Facility, and South Central Bank, just to name a few.

Currently, four different classroom teams are putting their knowledge to the test as they consult with local clients to complete projects.



“Working off-site was a great experience,” said Ryan Pleasants, a Business Administration major from Lexington. “I believe students put forth a better effort knowing the projects they’re participating in are for a real organization and their ideas are actually being used.”

This application of academic concepts to enhance regional outreach efforts has resulted in the creation of five Centers of Excellence. The Centers in Applied Economics, Entrepreneurship and Innovation, Financial Success, Professional Selling, and the Study of Capitalism add tremendous value to the

applied mission of the College, as faculty and students work together to research and solve problems, provide expertise to the community, and promote advanced learning opportunities. The Centers provide some areas in which the College can boast.

The graduate programs of the GFCB also have established themselves as distinctive. Three program options allow students to select the best method for them: full-time, professional/weekend, or online. The full-time program recently has created a focus on sustainability, one of the first programs in the Commonwealth to do so. The Professional MBA program has achieved a top 5 percent ranking based on student learning. The Online MBA program is consistently named a “Best Buy” by GetEducated.com.

The Gordon Ford College of Business has established deep roots that have allowed it to grow and thrive throughout its 128-year history. The accomplishments it enjoys today result from the dedication and hard work of many faculty, staff, students, and alumni who believe in its mission: to be a leader in providing high quality, applied undergraduate business education and select graduate programs that meet the needs of the business community.



Business University accounting students in 1931.



Grise Hall, located on the Centennial Mall, is home to the Gordon Ford College of Business

- **The Center for Applied Economics** has been locally recognized as the authority on gasoline prices and economic growth in the South Central Kentucky region as many media outlets seek their expertise.
- **The Center for Entrepreneurship and Innovation** supports the award-winning Students in Free Enterprise Program, which recently opened a retail storefront in downtown Bowling Green to sell hand-crafted baskets, scarves, and even furniture.
- **The Financial Success Initiative** has been able to assist more than 40 students during the last semester with personal financial issues and currently is developing programs to assist community members develop their own financial plans.
- **The Center for Professional Selling** is one of only 13 certified centers in the country, and is ranked among the top 25 Sales Centers in the world.
- **The BB&T Center for the Study of Capitalism** brought two renowned experts to campus during the fall semester to discuss the hot-button issues of health care and income inequality.



**A DREAM IS A WISH YOUR**



By Stacey Gish

Dancing with Mickey Mouse, sharing a laugh with Goofy, and taking the arm of Prince Charming doesn't sound like the typical college internship experience for a College of Business student. But for graduate student Katelyn Robbins, these experiences were just the tip of the iceberg for her during a seven-month stint working with the Walt Disney Company as part of its Disney College Program.

Robbins, a December 2011 undergraduate accounting graduate, was aware of the Disney College Program even as a student at Model Lab High School in Richmond. She saw the flyers hanging on the campus of Eastern Kentucky University and thought that one day, she might enjoy the opportunity of living and working at what many people consider “the most magical place on earth.”

Not every day was magical, though, she admits. Her daily job as a lifeguard kept her on her toes, as she ensured the safety of thousands of guests as they swam in the resort's pool areas. Inevitably, Robbins would have to jump into the pool — wearing Disney-

issued polo shirt and shorts on top of her bathing suit — to help a struggling swimmer.

She spent seven months — January to August 2012 — at Disney World, working 40 hours (or more) a week, taking finance classes, touring the theme parks, and meeting new friends.

The memories shared with those new friends are what Robbins keeps close to her heart.

“I met so many wonderful people,” she said. “My best friend during my time there is from the Netherlands. And I met people from Australia, New Zealand, everywhere! I hardly spent any time with people from America.”

Robbins decided to take advantage of the program when she knew it wouldn't negatively affect her ability to earn both her bachelor's and master's degrees in a timely manner. She has a job waiting for her in Louisville when she completes her master's degree in accounting at the Gordon Ford College of Business, so this opportunity fulfilled an important need for her.

“This was my one last chance to be a kid!” Robbins said.



The Disney College Program began in 1981 as a unique opportunity to allow college students to work at Disney World with the option of receiving college credit. Approximately 8,000 students from around the world participate in the program at both Disney World in Florida and Disneyland in California. Robbins did not earn college credit during her time there, but did take a Disney finance course, which allowed her to explore the Disney Corporation from the inside out.

“We talked about how they choose their ventures and played with actual numbers and figures,” she said. “It was eye-opening.”

# HEART MAKES

# Her Cup Runneth Over WITH KNOWLEDGE

By Stacey Gish

Looking to enhance her resume with real-world corporate experience, Marketing senior Emily Borgmeier needed to look no further than the tailgating tent. The Solo Cup Corporation, the creator of the iconic red Solo cup, provided her with a once-in-a-lifetime opportunity to hone her skills in consumer and social media marketing. The promise of practicing her craft every day led the Richmond, Ky., native to pack her bags for the suburbs of Chicago for the entire summer.

“They told me that I would be doing actual work,” Borgmeier said of her search for a summer internship. “That’s what sold me. I knew before I arrived that I would be working on specific projects and not just watching others do the fun stuff.”

Borgmeier served as the Consumer Marketing Intern for the single-use foodservice product company based in

Lake Forest, Ill. She was responsible for both analytical and creative marketing strategies. From the mundane — recording competitor product specifications into a database, to the exciting — selecting products to discount and promote in stores during the July 4th holiday, she ended up learning a great deal about the company, its products, and how marketing is the lifeblood of a company’s success.

“I really liked the creative side of my job,” Borgmeier said. “I enjoyed learning how it’s all integrated — from the lab tests of specific products to marketing, sales, and advertising.”

She also learned something more about the real world that she wasn’t expecting when she started her internship. The Solo Cup Corporation was acquired by Dart Container in May and some of the changes at Solo headquarters began taking shape during the summer.

“It was a stressful time for many I worked with,” she said about the merger. “But they [her supervisors] were supportive teachers the whole time. They challenged me every day and I developed greatly over the summer.”

Borgmeier said she presented some of her ideas to the Vice President of Marketing, made site visits to several stores in the area to evaluate the product displays, and watched lab demonstrations that tested the durability of the products.

“Every day was different!” Borgmeier said. Living 45 minutes from Chicago also was nice, she said. Her supervisors often would take her site seeing or to after-work events where she could network with colleagues and other interns living and working in the city.

When it was time to come back to the Hill, the Solo Cup Corporation found it difficult to let Borgmeier go completely.

“They asked me stay on this semester and continue to work on some projects I began this summer. It’s an awesome situation!”

During the fall semester, while Borgmeier finished her final semester at WKU, she was responsible for creating a sales brochure, a holiday shelf sign, a

holiday coupon for SmartSource mailings, and updating the product database.

Borgmeier considers herself “blessed” to have gotten the opportunity to intern at large, multi-national organization like Solo. She looks forward to impacting the marketing field after graduating in December.

“I feel more confident searching for jobs,” she said. “I have an idea on what I enjoy and do not enjoy doing. I feel more confident because I have that real-world experience. Even if it was just for six months, it gave me experience to apply my classroom knowledge to the real world, which I believe employers are looking for.”

**“It gave me experience to apply my classroom knowledge to the real world.” –Emily Borgmeier**



# INTERNATIONAL STUDENT FINDS HOME IN GFCB

By Stacey Gish

Armed with a desire to experience new cultures and to improve his English speaking skills, Ivan Valero made the decision to leave his home in Mexico and attend WKU as an exchange student for the fall 2011 semester. He was the only student from the Universidad Autonoma de Nuevo Leon as an exchange student that semester but he said he never felt alone.

“I met many people, improved my English, and enjoyed the town,” Valero said. “The people here are really nice.”

He said he was benefitting from his time in the United States so much that he arranged to extend his stay at WKU for the spring 2012 semester. During the spring, Valero wondered if it would be possible to transfer completely to WKU and finish his degree here.



“It’s good to earn an American degree,” he said. “It is looked at as more impressive to employers. Plus, I had such a good experience here, learning about different cultures, I wanted to see if it would be possible to stay here.”

Working with advisors in the Gordon Ford College of Business, Valero learned that many of his credits would indeed transfer, giving him an opportunity to earn his degree in International Business with only having to remain in school an extra semester. That was only the first hurdle he had to cross in order to finish his degree at WKU. The second hurdle was the tuition.

Tuition costs are considerably more at WKU than if he returned to his university in Mexico, so the only way he would be able to finish his degree in the United States would be to earn a scholarship to offset those expenses.

Fortunately, there were scholarships for which Valero qualified. First, he earned the Zuheir and Susan Sofia Scholarship, provided to students who wish to continue their education at WKU. Second, he earned the Capps-Wurster International

Student Scholarship. The Capps-Wurster Scholarship is made possible through a gift from Mr. Sofia, who wished to honor longtime WKU educators Dr. Randy Capps and Dr. Robert Wurster. Mr. Sofia himself was a WKU international student who completed degrees in economics and business administration. He also is the namesake for the Sofia-Downing International Center on WKU’s campus.

Valero was awarded the scholarship for the 2012-13 school year and said he is grateful to Mr. and Mrs. Sofia for providing the funds.

“It literally gave me an opportunity to stay here,” Valero said. “If I did not get the scholarship, I could not stay. I am so happy.”

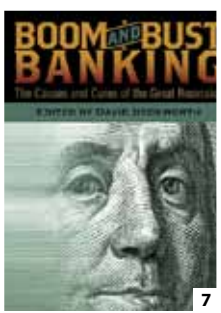
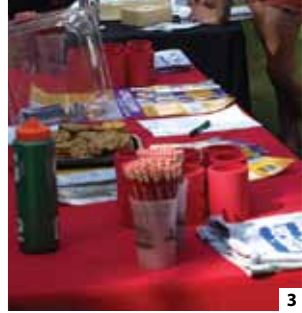
After Valero finishes his degree in May 2013, he said he would like to spend the next year working in the United States, gaining experience, meeting new people, and continuing to live in the culture to which he has learned to love.

“Eventually, I would love to travel the world,” he said. “Studying at this university has given me the chance to do that.”



Invest in the future by supporting a student’s dream. Learn how you can help eliminate a student’s financial barrier to a world-class college education by investing in a scholarship.

The Gordon Ford College of Business offers several scholarships to students with great potential and financial need. Contact **The Dean’s Office @ 270.745.6311** for more information on how you can help students fulfill their dreams of earning a degree.



# BRIEFCASE

Updates from the GFCB

## Accounting

Students learned how to put their best foot forward in the professional world during a seminar presented by Mr. Blane Ruschak, Executive Director of University Relations and Recruiting for the New Jersey-based KPMG accounting advisory firm. He led students to take inventory of their personal skills and interests and reminded them to get as much experience as possible in their discipline before graduation. Ruschak's visit was sponsored by Beta Gamma Sigma and the Accounting Department. **2**

The Accounting and Finance departments co-sponsored Governor's Scholars Day on November 1 at the Carroll Knicely Center. The event brought 30 high school seniors and their parents to WKU to spend the morning learning about degree options, admissions requirements, and scholarship opportunities. The Governor's Scholars played a stock market game with current WKU students and asked questions about life as a WKU student. After lunch, WKU President Gary Ransdell spent a few minutes encouraging the students to consider WKU as they make their college decisions.

## Economics

Dr. David Beckworth, Assistant Professor of Economics, serves as editor of "Boom and Bust Banking: The Causes and Cures of the Great Recession." This work is aimed at economists and others interested in economic policy and the role of the Federal Reserve upon the monetary policy of the United States. Beckworth and others write essays covering both the Great Boom and the Great Recession of the twenty-first century, offering innovative proposals to avoid these cycles of boom and bust in the future. The book is published by The Independent Institute and can be purchased directly from that website: [www.independent.org](http://www.independent.org). **7**

## Information Systems

Dr. Mark Ciampa, Assistant Professor of Information Systems, recently published several textbooks in the field. "CWNA Guide to Wireless LANs, (3rd Ed. )" provides students with the concepts and hands-on skills needed to maintain wireless networking systems in the workplace. The text all helps students be able to pass the Certified Wireless Network Administrator (CWNA) examination. Ciampa also updated another text: "Security Awareness: Applying Practical Security in Your World (4th ed.). This text helps students

understand complicated security techniques and be able to apply standards to hands-on projects and case studies. Both texts are published by Cengage Learning of Boston, Mass. **5**

Dr. Mark Revels, Assistant Professor of Information Systems, recently published a book with Dr. Mark Ciampa entitled, "Introduction to Healthcare Information Technology." This text serves as a valuable resource for healthcare professionals who want to learn more about hardware, software, networking, and security issues that affect the health care industry. The text is published by Cengage Learning of Boston, Mass.

## Management

Dr. Afzal Rahim, University Distinguished Professor of Management, released a textbook entitled, "Management: Theory, Research, and Practice."

## Marketing

Dr. Jerry Gotlieb, Professor of Marketing, authored an article that was accepted in the Journal of Learning in Higher Education. The article, "Variables That Can Affect Student Ratings of their Professors," examines the effects of three different variables on students' ratings of professors.

## MBA

Students in the Full-time MBA program participated in the WKU Challenge Course to enhance their leadership and teamwork skills.

The MBA Student Association collected more than 1,000 household items for the Bowling Green Housing Authority. **4**

## Center for Applied Economics

Dr. Brian Goff, University Distinguished Professor of Economics, and his students completed a study of retail gasoline sales in Warren County, Kentucky. The details of their findings can be found at the Center for Applied Economics website: [www.wkuappliedeconomics.org](http://www.wkuappliedeconomics.org)

## Center for Professional Selling

Dr. Lukas Forbes, Associate Professor for Marketing, and students involved in the Center for Professional Selling have partnered with South Central Bank as part of the bank's pilot program for identifying future leaders within their organization. Bank employees were a part of the Marketing 425 Advanced Personal Selling course during the fall 2012 semester in which employees assisted in grading sales presentations and even conducted presentations in front of the entire class. **1**

## Center for Entrepreneurship and Innovation

The Students in Free Enterprise Organization has established a presence in downtown Bowling Green, selling baskets and hand-woven items. The students have taken a donation of retail space and created a one-of-a-kind store for the area. The baskets are made by basket weavers in Kenya and they will receive 70 percent of the profits, helping weavers in that country make a living wage. The store estimates they have 200 baskets in stock. Scarves, shawls, and handbags comprise the hand-woven items available in the store. Those items were made by women in Burma, who receive 90 percent of the profits. All other money will stay with the store, making future projects viable.

## Center for the Study of Capitalism

The Center sponsored two guest speakers this semester.

Mr. John C. Goodman, president and CEO of the National Center for Policy Analysis and author of "Priceless: Curing the Healthcare Crisis" spoke at WKU on September 17.

Students also heard from Dr. Anne Bradley, Vice President of Economic Initiatives for the Institute for Faith, Work, and Economics, who discussed the question, "Is There A Natural Rate of Income Inequality" on October 15.

## Student Organizations

The Student Advisory Council organized a Back-to-School Backyard BBQ to welcome students back to school and encourage them to join the multiple student organizations GFCB offers. **3**

Mrs. Sheri Henson, Executive-in-Residence for Accounting, was named 2012 Outstanding Chapter Advisor for Beta Gamma Sigma at its national conference this summer. Beta Gamma Sigma is the international business honor society reserved for the top students in AACSB accredited institutions. Additionally, Beta Gamma Sigma was named a "Premier" Chapter for the 2011-2012 school year. Faculty advisors for the organization are Henson, Dr. Shane Spiller, and Dr. Dawn Bolton. Chapter president was Adam Duvall. **8**

Ms. Amy Winkler attended the annual Beta Gamma Sigma Leadership forum held in St. Louis. Amy joined more than 80 student leaders from across the country, participating in team-building exercises, networking with fellow collegians, and hearing guest speakers discuss the role and responsibilities of leaders.

Beta Alpha Psi earned "Superior" Chapter status for 2011-2012. Chapter president was Ms. Katelyn Robbins. Mrs. Sheri Henson and Dr. Rick Aldridge serve as the organization's advisors.



The Financial Management Association was named a “Superior” Chapter for 2011-2012. Rick Stiltner served as chapter president. Jean Snaveley is the faculty advisor.

Eighteen members of the Delta Sigma Pi organization attended the LEAD Conference in November in Dallas. Delta Sigma Pi is a professional fraternity organized to encourage and support the study of business in universities. Hanna Demirjian is the chapter president.

#### GFCB

The Business Executive Advisory Council met October 19 at the Holiday Inn in Bowling Green to receive updates on the activities and accomplishments of the College and to discuss future endeavors. The Council is comprised of 30 business leaders who help plan, develop, promote, and maintain programs benefitting the College. The next meeting is scheduled for April 5 in Bowling Green. **6**

Homecoming weekend saw alumni from across the country come back to the Hill for food, fellowship, and football. **9** Accounting major Amy Winkler was named 2012 WKU Homecoming Queen.



# Alumni News



**Jonathan Brand** (Business Administration 2010) and **Amy Helm Brand** (Business Administration 2009) were married September 24, 2012, and honeymooned in Hawaii.

Jonathan is the DCS Account Manager for Southern States Feed Mill in Park City, Ky. Amy serves as the Human Resources Manager for the Warren County Public Library in Bowling Green.



**Drew Hill**  
(Marketing 2012)

Drew is the MRO (Maintenance, Repair, Operations) Sales specialist for Victaulic in Raleigh, N.C.

Victaulic is the world leader in mechanical pipe joining systems. Hill travels the state selling a new product called the Vic-Press.



**Justin Henderson**  
(Entrepreneurship 2012)

Justin is president of Key Inventions, LLC, a business idea born from a class project prepared with mechanical engineering major Jeffrey DeJarnette. Jeff and Justin designed an alternative key ring that does not allow the keys to jingle. Instead, the keys stay steady and completely organized with the Key Organizer, which is available in three colors: blue, red, and black. The pair was awarded \$12,000 in seed money from the Student Accelerator Program to move forward with their business idea. The Key Organizer can be found at several Bowling Green-area retailers, including Minit Mart.



**Adam Sheridan**  
(Marketing 2011)

Adam married Morgan Gover (Elementary Education, 2012) September 29, 2012 in Science Hill, Ky. Adam and Morgan will reside in Bowling Green where Adam is Social Media Manager for South Central Bancshares of Kentucky, Inc.

**Nathan Eaton**  
(Marketing 2009)

Nathan is the Senior Sales Support Coordinator at ServiceSource in Nashville. ServiceSource is the global leader in recurring revenue management.

**Bowling Green**  
**Business University**

The 50th anniversary of the last graduating class from BU will host a reunion in April 2013. Please contact Kristina Harvey at 270.745.2279 for more details.



# 3 Easy Ways to Give

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1-888-WKU-ALUM (958-2586)

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