



The Ford Report  
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 Bowling Green, Kentucky 42101-1056

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The magazine of  
 the Gordon Ford  
 College of Business

# THE FORD REPORT

**Business from the Hill**





Dean Jeff Katz and Glenda Ford celebrate 15 transformative years for The Gordon Ford College of Business.

# MESSAGE FROM THE DEAN

**The Millennial Generation** is the most connected generation in our nation's history. They rely on technology in nearly every aspect of their daily lives, which makes them socially connected, globally aware, and motivated to lead lives of balance.

This issue of *The Ford Report: Business from the Hill* recognizes the various academic programs of our College that directly impact our students -- from online learning to learning on different continents. You will be inspired by the experiences our students are having in and outside of the classroom.

Many of their experiences are made possible through the guidance of our faculty, four of whom have been honored this semester for their dedication to students, their discipline, and to the Gordon Ford College of Business.

Please consider how you can use technology to engage with our College. Even alumni who live far from Bowling Green can impact our students through e-mentoring, interact with new alumni through professional networks, and keep apprised of our activities and accomplishments via the Internet. Your involvement is critically important to our ongoing success in applied business education.

It is an honor serving as your Dean and always a pleasure hearing from you. Please contact me via email ([jeffrey.katz@wku.edu](mailto:jeffrey.katz@wku.edu)), by phone (270.745.6311), or simply stop by 445 Grise Hall to say hello. We appreciate your continued involvement with the Gordon Ford College of Business.

Warm Topper regards from The Hill,

  
Jeffrey P. Katz  
Dean



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

Spring 2014 | Vol. 2 | No. 1

1906 College Heights Blvd. #11056  
Bowling Green, KY 42101-1056  
[www.wku.edu/business](http://www.wku.edu/business)

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# ZUHEIR SOFIA

## WKU's First Honorary Doctorate of Business Leadership

By Stacey Gish

When Zuheir Sofia came to WKU in 1965, he had little money and knew little English. But he worked hard to overcome those obstacles, earning degrees in economics and business administration in 1969. The native of Syria credits much of his educational success to the concerned, caring faculty and staff at WKU.

Mr. Sofia continued his education at Washington University and the Stonier Graduate School of Banking at Rutgers University before beginning his banking career at The Huntington in Columbus, Ohio, in 1971. By 1986, he worked his way to president, chief operating officer, treasurer, and director of Huntington Bancshares, Inc. Today, he is recognized as one of the premier leaders in the banking industry, as owner of Sofia & Company and as Chairman, President, and CEO of Business Bank of Florida Corporation.

However, he never forgot where he started his amazing path to success. Mr. Sofia wished to give back to the university which helped him get his start in the United States and has done so in numerous ways.

He began in the mid-1990s by donating \$500,000 to the Office of International Programs. When the university wanted to name the International Center in recognition of Mr. Sofia's gift, he asked to add the name of WKU's fourth president to the placard as well. WKU complied and the Sofia-Downing International Center now resides in Dr. Downing's former residence, complete with flags representing the home countries of every international student flying in front of the building.

Mr. Sofia said he wanted to recognize the friendship and support he received from the president, both when he was a student as well as after graduation. According to Dr. Downing's wife, Harriet, when the building was dedicated, it was an emotional event for both the Sofia and Downing families.

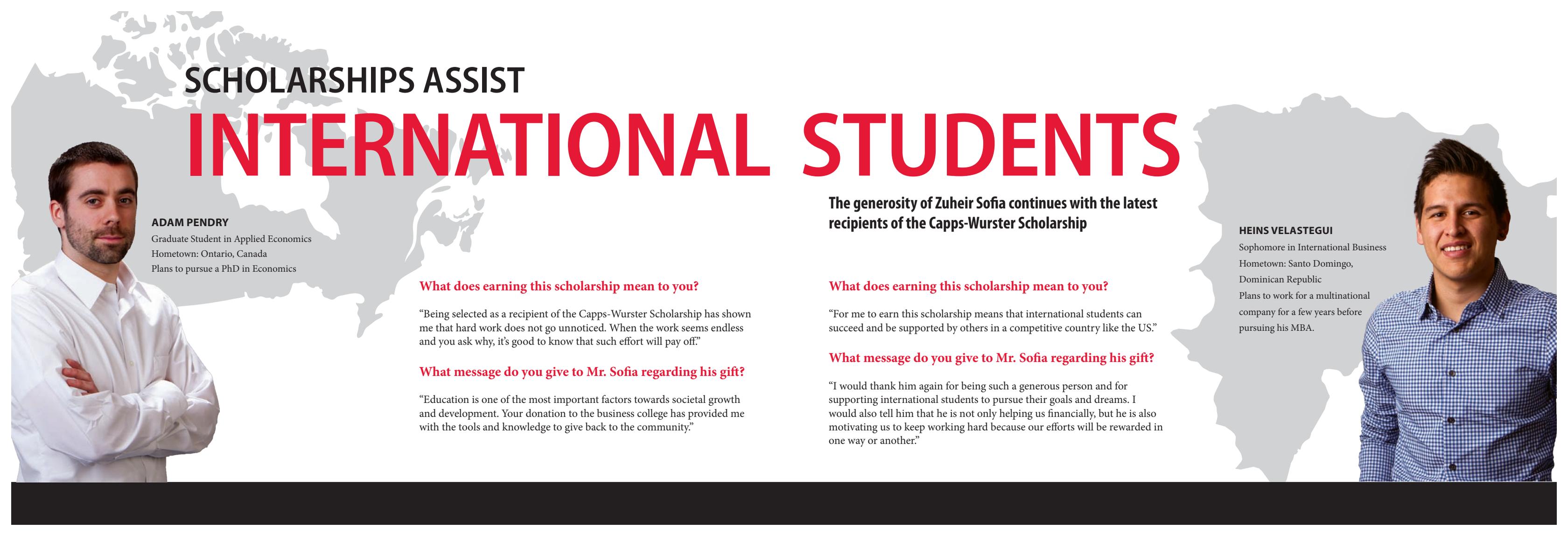
Additional university support has come in the form of student scholarships, one called The Capps-Wurster Scholarship, which honors professor Dr. Randy Capps and the former advisor of the International Students Club, Mr. Robert Wurster. This scholarship is awarded to international students studying

business, intended to assist them in staying in the United States to complete their degrees.

One of Mr. Sofia's recent donations has created the Zuheir Sofia Endowed International Faculty Seminar. This endowment is a key component of the university's "International Year of..." program and providing a unique international development opportunity for faculty members. This year, WKU is celebrating the International Year of Ecuador with approximately 10 faculty members taking advantage of the opportunity to research this country.

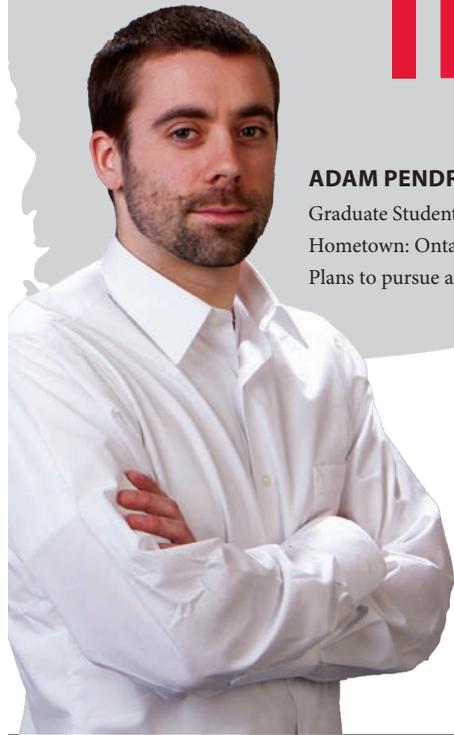
It is because of this long-time support of WKU and his achievements in the banking industry that Mr. Sofia was awarded the university's first Honorary Doctorate of Business Leadership during the December 2013 Commencement ceremonies.

"Zuheir Sofia is an incredible example of the power of education in a person's life. He is a tremendous role model for our students," said Dean Jeffrey Katz. "The Gordon Ford College of Business is proud that he is the first recipient of the Honorary Doctorate of Business Leadership."



**SCHOLARSHIPS ASSIST**

# **INTERNATIONAL STUDENTS**



**ADAM PENDRY**

Graduate Student in Applied Economics  
Hometown: Ontario, Canada  
Plans to pursue a PhD in Economics

**What does earning this scholarship mean to you?**

“Being selected as a recipient of the Capps-Wurster Scholarship has shown me that hard work does not go unnoticed. When the work seems endless and you ask why, it’s good to know that such effort will pay off.”

**What message do you give to Mr. Sofia regarding his gift?**

“Education is one of the most important factors towards societal growth and development. Your donation to the business college has provided me with the tools and knowledge to give back to the community.”

**The generosity of Zuheir Sofia continues with the latest recipients of the Capps-Wurster Scholarship**

**What does earning this scholarship mean to you?**

“For me to earn this scholarship means that international students can succeed and be supported by others in a competitive country like the US.”

**What message do you give to Mr. Sofia regarding his gift?**

“I would thank him again for being such a generous person and for supporting international students to pursue their goals and dreams. I would also tell him that he is not only helping us financially, but he is also motivating us to keep working hard because our efforts will be rewarded in one way or another.”



**HEINS VELASTEGUI**

Sophomore in International Business  
Hometown: Santo Domingo,  
Dominican Republic  
Plans to work for a multinational  
company for a few years before  
pursuing his MBA.



ADAPTING TO NEW WAYS OF LEARNING:

# PLUS 2 PROGRAM

By Stacey Gish

While the concept of beaming a lecture from Grise Hall to all parts of the Commonwealth to students sitting in their pajamas on the couch seems a little far-fetched to some, in reality, it's the way many business administration students are earning their degrees these days.

The Plus 2 in Business Administration program was specifically designed for Kentucky Community and Technical College (KCTCS) students who wish to build upon their Associate Degree by earning a Bachelor Degree from WKU. It is a completely online program and all of the classes are taught by the same professors who are teaching on-campus courses.

"We wanted to create a business administration program geared toward KCTCS students who want to build upon their existing associate degree," said Dr. Zubair Mohamed, Department of Management chair who helped develop the online program. "The Plus 2 program is exciting because it provides a convenient way for students to meet their academic goals."

According to Coordinator of Undergraduate Student Services Dr. Pat Jordan, there are numerous advantages for students bound to a

specific location or cannot take the classes in a traditional 8 a.m. until 3 p.m. time frame.

"This program not only offers a high-quality business program, but it also helps them fit coursework into their busy schedules," Jordan said.

"This provided me a great opportunity to earn a Bachelor's degree without leaving my current job and starting over," said Sabrina Stoinoff, a student in the program. "I had a very good experience transferring from the KCTCS system to WKU."

The online classroom also provides advantages to professors who teach online courses.

"One might argue that professors can get to know their students better in an online class because every student must participate," said Dr. Dawn Bolton of the Management Department. "For example, unlike discussions in a face-to-face class, online discussions include everyone. There are no 'shy' students in an online discussion."

Advances in technology are just one way the Gordon Ford College of Business is attempting to meet the needs of students all across the Commonwealth and beyond.

# GFCB INCREASING HONORS OFFERINGS

Senior International Business major Cody Hutchins enjoyed a semester at sea. The Honors student also served as a GFCB Ambassador.

By Stacey Gish

With the increasing number of honors students pursuing business majors, the Gordon Ford College of Business is increasing the opportunity for students to complete more upper-level honors classes.

“Students aren’t yet able to take an honors-specific class for every class in their major, but we are attempting to help them progress through their degree programs by offering more 300- and 400-level courses,” said GFCB Honors Program Coordinator Dennis Wilson.

“Over the last year, we have been able to offer more stand-alone honors courses, which benefits students more than having the class augmented,” he added.

Augmenting a class happens when a student wishes to make a standard class an honors class. The student and the professor work together to determine what assignments or projects will be required to earn honors designation for the specific class. Many times,

the student is merely saddled with extra assignments, which is not the intention of taking an honors course, according to Dr. Wilson.

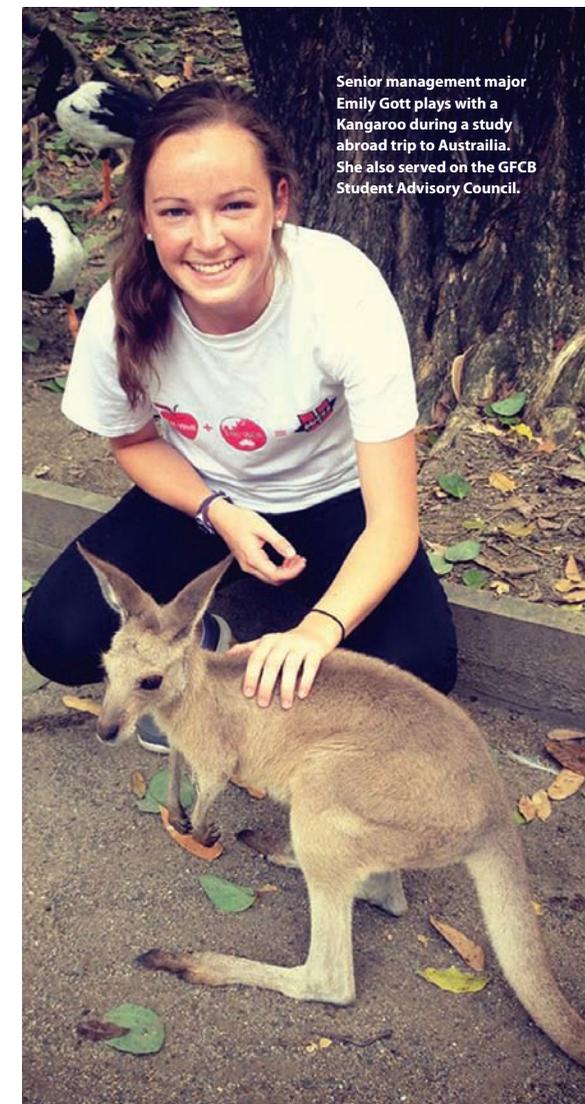
He said that honors students may spend a little more time preparing for a single class session, but once inside the classroom, it’s the discussions that are fun for both students and professors.

“Being a part of the honors program is a great way to differentiate yourself from other students,” Dr. Wilson said. “Differentiating yourself in the job market is key. When you show that you graduated from the Honors College, you provide a signal to potential employers that you have an intellectual curiosity that may benefit their company.”

There are approximately 115 Honors College students who are pursuing their degree from the Gordon Ford College of Business.

**“Over the last year, we have been able to offer more stand-alone honors courses, which benefits students more than having the class augmented.”**

Senior management major Emily Gott plays with a Kangaroo during a study abroad trip to Australia. She also served on the GFCB Student Advisory Council.



# Not Always A Glamorous Life



## Internship Spotlight

# Austin Mullis

By Stacey Gish

Bowling events, wine tastings, silent auctions, and concerts with nationally-known artists are just a few of the exciting methods non-profit organizations use to raise money to implement the activities supporting their missions. All of these events take a great deal of time, energy, and staff to plan and conduct. These high profile events hide a great deal of work that is designed to aid important causes.

Marketing major Austin Mullis knows first-hand all that is needed to ensure guests enjoy themselves enough to write checks to support Big Brothers/Big Sisters of South Central Kentucky. She is serving the spring 2014 semester as an intern at the organization. And not all of her “behind-the-scenes” time is glamorous.

“I make many phone calls,” she said. “I also do office jobs such as printing off packets and putting them together for events, shredding papers, as well as helping pick out the T-shirt designs and colors for the different events.”

While not always glamorous, Austin said she has enjoyed learning about the operation of a non-profit organization as well as being able to practice her classroom knowledge in a real-life setting.

“I never knew what all it took and how they were able to raise the money to provide a sort of support for these children who are not as fortunate,” she said. “I am able to practice what I learned in class by knowing how to help market and design for the planning of the various events.”

The internship experience has helped Austin add significant work experience to her resume as well as realize a more specific path to pursue for her career.

“After graduation I hope to find a job in a non-profit organization,” she said. If that doesn’t pan out, Austin knows that she will be able to utilize the skills she’s learned in this internship in whatever marketing job she pursues.

**“I never knew what all it took... to raise the money to provide a sort of support for these children who are not as fortunate.” –Austin Mullis**

## A SPRING BREAK IN TRINIDAD AND TOBAGO

By Jasmine Morgan

This year, I was able to take my talents, interests, and academic knowledge abroad! During spring break 2014, I was privileged to study abroad with 23 other students in Trinidad and Tobago on a program led by Dr. Andrew Rosa, Dr. Saundra Ardrey, and Dr. Lloren Foster. Prior to arriving in country, we studied the history and culture of the Caribbean, and our in-country lectures at the University of the West Indies provided even more background on topics, such as the Indian diaspora in Trinidad and the British abolitionism. Our preparatory coursework definitely proved insightful and educationally rewarding.

In addition to learning about Trinbago history and customs from readings and lectures, we visited various area attractions,

all of which were centered around Trinidad's natural resources and culture. From walking on Trinidad's Pitch Lake, the world's largest commercial deposit of natural asphalt in the world, to cooling off in the Argyle Waterfalls of Tobago, we were able to experience a large portion of what this beautiful country has to offer. However, my most memorable experience was mentoring pre-teens at Tunapuna Government Secondary School about goal setting as part of our service learning.

Studying abroad was definitely a life changing experience for me, and I challenge every student to explore his or her possibilities. With the support of Dean Katz and the Gordon Ford College of Business, I was able to truly experience what it means to be part of a "leading university with international reach."

*Jasmine Morgan is a senior marketing major from Nashville, TN.*

**Left: Senior marketing major Robert Pugh engages in a cultural exchange during the Trinidad and Tobago trip.**





# PEAK Offers First-Ever Career Trek

By Stacey Gish

Exploring current business topics and identifying skills for success in the professional realm was the purpose of the first-ever Career Trek, sponsored by the Professional Education and Knowledge (PEAK) program. The purpose of the Trek is to engage students with professionals in new settings, exposing them to the real professional world, according to Dr. Dana Cosby, PEAK Program Coordinator.

Fifteen students and three faculty members traveled to the Cincinnati/Northern Kentucky area March 20-21 to get an idea of what professionals are thinking about and focused on in their daily work lives.

The companies visited include: Clear Measures, Tier One, Valvoline/Ashland Oil, Toyota North American Headquarters, and Procter and Gamble.

At each location, the professionals provided a brief overview of the organization and gave advice to students on how to place themselves competitively in the job market.

**Career Trek participants from left to right: Jasmine Sanchez, Lindsey Tyler, Nicole Aviles, Kayla Hendrick, Dr. Brian Sullivan, Austin Wright, Brett Sledge, Leslie Steele, Eric Hughes, Kayla White, Cody Crowe, Dr. Michelle Trawick, Haley Sauter, Brooke Grayson, Shane Milburn, Meredith Kilgore, Jordan Clark, Ellie Thomas, and Dr. Dana Cosby.**

For example, Toyota provided WKU alumni to speak to the students, discussing topics such as logistics, purchasing, and sustainability.

“I was proud to see Hilltoppers in so many different positions and organizations,” said marketing major Shane Milburn.

John Bostick, the CEO and Founder of Clear Measures, provided great advice to the students.

“Numbers are key. Make sure you understand data and how it paints a picture. That being said, success in business is 85% people skills and 15% technical skills. You must be able to work with others, communicate, and network,” he said, encouraging the students to begin building their professional networks now.

The group spent an entire day touring and meeting various professionals from Procter and Gamble’s world headquarters in Cincinnati. Students devoted a great deal of time with the cross-functional team responsible for Braun razors, learning how global business operates – from research and development to market analysis to human resources, finance, and distribution.

The highlight of the trip was spending time with P&G’s Vice President of Global Sustainability, Dr. Len Sauers. He

discussed the organization’s philosophy on sustainability from both product and process approaches. Dr. Sauers shared some of their major corporate responsibility programs.

“Our experience at P&G was absolutely awesome,” said Dr. Cosby. “The professionals shared experiences that underscored some of the key competencies students are developing in the GFCB – understanding core content of the disciplines, teamwork, communication, global awareness, and networking skills. Students heard about things in these presentations that they are learning in their classes and many said, ‘Wow, we talked about that in (insert department, they said them all) last week!’ These real world connections reinforced the relevance and importance of the work they are doing in the classroom.”

Milburn agreed with Dr. Cosby’s assessment of the trip.

“This trip opened my eyes to how many options I have coming out of college. The possibilities are endless and it is so exciting,” he said. “I wish I would have done this earlier so I could broaden my job search. This really got my creativity going.”



# 2014 GFCB FACULTY AWARDS

## Dr. Lukas Forbes

**Faculty Award for Public Service**  
**Department of Marketing**

With the belief that it is important to devote his time and his knowledge to the community, Dr. Lukas Forbes stays busy outside the walls of Grise Hall participating in various activities, including tutoring, mentoring, coaching, fundraising, and speaking.

One of Dr. Forbes' proudest achievements is mentoring at-risk high school students at The Academy at 11th Street in Bowling Green. Students attend this school for a variety of disciplinary reasons, including truancy, criminal acts, and substance abuse. He relates the story of one student who had a dream of attending WKU. Dr. Forbes helped him

gather the necessary documentation, assisted him with his application, and guided him during the federal student grant application process. He drove this student to campus, made appointments with the proper officials, and was able to see the student successfully enroll at WKU in the spring of 2013.

His work with The Academy came naturally through his volunteer work at McNeill Elementary in Bowling Green. Dr. Forbes has spent the last seven years actively supporting school initiatives and assisting the school in finding funding for various programs. As an Army veteran, he served as the school's Veterans Day keynote speaker.

Dr. Forbes has been at WKU since 2003 and serves as the Director for Professional Selling in the Department of Marketing. He earned his PhD from the University of Kentucky.



## Dr. Craig Martin

**Faculty Award for**  
**Research/Creativity**  
**Department of Marketing**

Walking into Dr. Craig Martin's office on the fourth floor of Grise Hall, you immediately see what he enjoys outside of the classroom. From the artwork depicting his beloved Cincinnati Reds on the red-painted wall to the Nerf basketball goal attached to the bookshelf, you know this is a professor who enjoys all types of sports.

His most recent research involves minor league baseball and what drives fans to attend games, buy branded apparel, and stay loyal to a group of athletes who are playing for a limited amount of time in that city.

"It's not necessarily the promotions or cheap tickets" Dr. Martin said about attendance at Triple A minor league baseball games. "People want to see which players are one step away from the big leagues."

But sports is not the only research topic Dr. Martin pursues. He has written 14 original publications, which have been featured in 12 different journals, including

**"From the artwork depicting his beloved Cincinnati Reds on the red-painted wall to the Nerf basketball goal attached to the bookshelf, you know this is a professor who enjoys all types of sports."**



the *Journal of Advertising Research*, the *Journal of Consumer Marketing*, the *Journal of Business and Industrial Marketing* and many others. He has studied the buying behaviors of various generations, the implications of leadership and empowerment on ethical behaviors, and even employers' commitment to their organizations, among a variety of other topics relevant to marketing. He also has presented this research at multiple national and regional conferences.

Dr. Martin arrived at WKU in 2001 after completing his Ph.D. at the University of Memphis.

**Mr. Andrew Head**  
**Faculty Award for Student Advisement**  
**Department of Finance**

Andrew Head sees his role as Finance Executive-in-Residence very simply: to provide students expertise from his background as a Certified Financial Planner, no matter if that occurs in the classroom, in the hallway, or in his Grise Hall office. He takes the time nearly every day to ensure students understand the concepts learned in the classroom as well as the skills it takes to land a job after graduation.

“I never thought of advising as above and beyond the teaching role,” Mr. Head said. “I see students who are making an effort to be successful and I feel it is my responsibility to help them in whatever way I can.”

It’s because of this philosophy that he was awarded the 2014 GFCB Faculty Award for Student Advisement.

“He has the ability to make students feel comfortable enough to approach him and speak frankly about their ambitions, as well as what is going on in their lives,” said Erika



**“I see students who are making an effort to be successful and I feel it is my responsibility to help them in whatever way I can.” -Andrew Head**

Klosterman, senior finance and business administration major.

Alumni note Mr. Head’s willingness to advise even after they have left WKU. “Mr. Head always makes sure to respond with the most informative, though highly unbiased, guidance on tackling complex issues in practice and directing my way to success,” said Linh Dao, 2012 WKU graduate.

Ultimately, Mr. Head wishes to create an atmosphere where each student realizes they have an opportunity to learn just as much outside of the classroom as they do inside.

“It is my personal goal that for each graduate of our program, any struggles that they are having with finding successful, meaningful work is never because of a failure on our part as a department to offer guidance.”

Mr. Head is a graduate of WKU and has been Finance Executive-in-Residence since 2010.

**Dr. Alex Lebedinsky**  
**Faculty Award for Teaching**  
**Department of Economics**

Dr. Alex Lebedinsky recalls his first semester as a teacher at WKU was a kind of wake-up call for him.

“During my first semester, I thought I was doing a great job. I was prepared; I had lots of PowerPoint slides. I realized that my self-evaluation was very biased when the best student comment I got was, ‘...could be a better teacher with more experience.’”

While he admits that comment was a bit of a blow to his ego, Dr. Lebedinsky took the comment and revised his teaching strategy and style to accommodate the needs of his students. He ditched the PowerPoints, picked up the white board marker, and got his students actively involved in the process of learning about statistics, forecasting, and economic models during class time. And they noticed.

“Dr. Lebedinsky is by far the best communicator of difficult financial principles of any professors I’ve had at WKU,” wrote one student.

“Professor Lebedinsky clearly loves what he is teaching and it makes class more enjoyable. He is an exceptional professor,” commented another student.

His colleagues also have observed that his teaching extends beyond the classroom and into his office. A steady stream of students come to him for assistance with classwork and advice on their future studies.

“It’s one thing for large numbers of students to want to work with a professor,” said Dr. Brian Strow. “It’s yet another to find the professor who is willing to give so generously of their time to help so many students in such a meaningful way.”

Dr. Lebedinsky was born in the Ukraine and attended WKU as a Master’s degree student. He earned his Ph.D. from Georgetown University and has been at WKU since 2003.

**“Dr. Lebedinsky is by far the best communicator of difficult financial principles of any professors I’ve had at WKU.”**



# BRIEF CASE

## Updates from the GFCB



Susanna Byler, Alisha Weber, Mrs. Glenda Ford, Jacob King, and Jeff Creech pose with the PEAK trophy after the 2013 competition.



Dr. Dennis Wilson and WKU students visit the Sydney Swans Football Club during their study abroad trip.

### Accounting

The 2014 PEAK team earned second place among 13 teams statewide. The PEAK competition is sponsored by the Kentucky Society of Certified Public Accountants. The 2014 team included: Amanda Beyke, Jeff Creech, Jacob King, Lance Turpin, and Caitln Rowe. Ms. Sheri Henson is the team advisor.

### Economics

Dr. Alex Lebedinsky was honored by WBKO television as a Hometown Hero in March for his work with the Bowling Green City Schools. Dr. Lebedinsky joins three other professors from across campus who are using specific expertise from their disciplines to help elementary-age children excel in math and science.

Dr. Brian Strow and Dr. Dennis Wilson, along with 17 students, led a study abroad trip to Australia over the January Winter Term. Dr. Strow taught “Economics in Australia” while Dr. Wilson taught “International Sports Economics.” They were able to meet with the CEO of the Australian Football League, tour the facilities of the Australian Open (where they watched Serena Williams warm up on Center Court), visit vineyards, and snorkel at the Great Barrier Reef, among many other activities.

Dr. David Beckworth presented “Blogging, Social Media, and Popular Writing as an Academic” to faculty and graduate students of the GFCB.

Dr. Brian Goff, along with Applied Economics graduate students Kevin Allen, Clifton Bonner, Khoa Nguyen, and Adam Pendry, examine factors affecting WKU’s home football game attendance in a study for the WKU Center for Applied Economics.

Graduate students and faculty also had the opportunity to hear Dr. Aaron Yelowitz of the University of Kentucky present “A Tale of Two Cities: The Heterogeneous Impact of Medicaid Managed Care” during class last semester.

Dr. Dan Myers and Mr. Dean Jordan were recently appointed to the Bowling Green Citizens Review Council for Community Block Grants.

### Finance

Five students participated in the CFA Institute Research Challenge in February. Seth Ashby, Jacob Billhartz, Devin Brieske, Zac Ritchey, and Uyen Tran formed the team that researched the Churchill Downs organization and provided detailed financial analysis of the company. During a 10-minute presentation, the group defended their recommendation to buy, sell, or hold the stock of the company.

As a part of the Practicum in Portfolio Management class, Dr. Indu Chhachhi leads students to manage an investment portfolio as part of the TVA Investment Challenge Program. This semester, the students have a portfolio worth more than \$500,000, boasting a more than 35% return on investment.

### Marketing

Dr. Greg McAmis co-authored a paper that will be published in the proceedings of the National Conference of Sales Management. Its title is: “Directive Modification Behavior: A New Perspective on Managing Boundary Spanners.”

Dr. Joanna Melancon co-authored two papers that will soon be published. The first, “The Influence of Social Media Investment on Relational Outcomes: A Relationship Marketing Perspective,” was accepted for publication in the International Journal of Marketing Studies. The second, “Brand Rivalry and Consumers’ Schadenfreude: The Case of Apple,” will be published in Services Marketing Quarterly.

### Management

Dr. Ismail Civelek had his paper, “Commodity Production with Marketing Flexibility and Financial Hedging” accepted for publication in Current Topics in Management.

Dr. LeAnne Coder and Dr. Shane Spiller published an article, “Leadership Education and Gender Roles: Think Manager, Think ‘?’” in the Academy of Educational Leadership Journal.

Dr. Joshua Hensberger had his article, “Institutional Investors and the Appointment of Prestigious CEOs” accepted for presentation at the Academy of Management Annual Conference, which will take place this August in Philadelphia.

Dr. Helen Feng Liang had an article, “Does Foreign Investment Harm the Host Country’s Environment? Evidence from China,” accepted for publication in *Current Topics in Management*.

Dr. Afzal Rahim published an article, “A Structural Equations Model of Leader’s Social Intelligence and Creative Performance,” in the journal *Creativity and Innovation Management*.

Mr. Krist Schell will be presenting “Avoiding the Valley of Death: A Cross-Case Analysis of SBIR Innovation Process” at the Academy of Management Meeting in Philadelphia this coming August.

Dr. Brian Sullivan, Dr. Bob Hatfield, and alumna Mariah Yates hosted a panel on Business Sustainability at the Midwest Business Administration Association Conference in Chicago.

### Center for Entrepreneurship and Innovation

Roy Ratliff, senior Management major from Red Boiling Springs, TN, represented WKU at the Idea State U Business Plan Competition in April. His business plan focused on providing e-learning solutions for small businesses.



Victoria Lange, Dr. Zubair Mohamed, Matt McGuire, and Daniel Jent represent WKU during the Alltech Innovation Competition.

FarmDirect Distributions, LLC was a business plan advanced by WKU students in the statewide Alltech Innovation Competition in April. Senior marketing major Victoria Lange accompanied MBA students Daniel Jent and Matt McGuire in providing a solution for getting farm-fresh produce into Warren County school cafeterias.



Director Andrew Head and finance major Erika Klosterman discuss upcoming projects for the Center of Financial Success.

### Center for the Study of Capitalism

Dr. Robert Higgs, Senior Fellow in Political Economy at the Independent Institute, spoke at WKU in February on “Growth of Government in the United States: Will it Continue?”

Students participating in the book club this semester are reading “Crisis and Leviathon,” by Dr. Robert Higgs.

Students were able to talk with 16 companies during the GFCB Job Fair held in Grise Hall in February. This was the first time in many years in which a College-specific job fair was held in-house and many students took advantage of the opportunity to dress



Speedway was one of 16 organizations represented at the GFCB Job Fair.

professionally, practice their communication skills, and distribute their resumes to potential employers.

### Student Organizations

**Beta Alpha Psi Accounting Honorary** sponsored several guest speakers this semester:

- Joe Natcher, former CEO/Owner of Southern Foods discussed analysis, decision making, and accounting required in the sale of his successful business.
- Stacey Gish, Communication Coordinator for the GFCB, presented a workshop entitled, “Improving Your Facilitation Skills: Speak Up!”

- Kevin Dawson, Lead Recruiter for Deloitte’s Louisville and Cincinnati offices provided tips and advice regarding social media and soft skills.

- Shawn Morris, Executive Vice President of HealthSprings spoke on “Changes in Healthcare and How They Affect the Accounting Profession and You Personally.”

- Alan Poenitski, Senior Vice President of MedSolutions gave career advice.

- Susan Slaton participated in a service project at the Beta Alpha Psi Annual meeting in Anaheim. Her team brainstormed ways to improve “A Place Called Home,” a nonprofit organization dedicated to serving children in California.

### Beta Gamma Sigma

Torrie Lange attended the Winter Student Leadership Forum in January. “This forum was life changing,” she said. “I feel very confident going into the workforce. My eyes have been opened to things and ideas that I wouldn’t have realized until many years down the road.”

**Delta Sigma Pi Business Fraternity** attended the LEAD Provincial Conference



Susan Slaton (at far right) poses with her Beta Alpha Psi teammates in Anaheim.



Torrie Lange tries to get toothpaste back in the tube as part of the BGS Leadership Forum.

in Orlando in March, where they received the 2013 Legacy Chapter award.

Erika Klosterman was named Zeta Theta Chapter Collegian of the Year.



Delta Sigma Pi members at the LEAD Conference.

Officers for Spring 2014: Alec Newton, President; Brett Hart, Senior Vice President; Natasha Flores, Vice President of Pledge Education; Morgan Gunn, Vice President of Finance; Erika Klosterman, Vice President of Chapter Operations; and Cecil Perry, Chancellor.

DSP initiated its 900th chapter member in the fall of 2013 and will be celebrating its 50th anniversary on campus on May 23.

Delta Sigma Pi's annual banquet will be held May 10.

Members of the **Economics Club** traveled to Chicago to visit financial institutions.

The **Financial Management Association** attended the FMA International Conference and Quiz Bowl in Chicago with approximately 30 other colleges. They were able to tour the Chicago Board of Options Exchange, Federal Reserve Bank, and Morningstar Investment Research Firm.



Marketing major Fia Brusendorff discussed her research on the corporate social responsibility policies of the Carlsberg Group, a brewery based in Copenhagen, Denmark, during the REACH Week Student Research Conference.

Members of the **Financial Planning Association** attended a Symposium in November and the quarterly FPA of

Kentuckiana meeting in February. Both events provide great opportunities for students to network.



Ainsley Wagoner was just one of the 58 students invited to join Beta Gamma Sigma this spring. Pictured with Ainsley is Dr. Michelle Trawick, Associate Dean for Faculty and Administration.

Officers for Spring 2014: Erika Klosterman, President; Jessica Peters, Vice President; Alissa Bossingham, Secretary; and Zac Ritchey, Treasurer.

They sponsored several guest speakers to speak at their meetings.

The **Institute of Management Accountants (IMA)** is the College's newest student



Khoa Nguyen, Applied Economics graduate student, is a poster session winner in WKU's annual REACH Week Student Research Conference. His research focused on the factors affecting wait time in emergency rooms.

organization, receiving its charter earlier this year. Dr. Allen Hunt will serve as the faculty advisor for the group, which is affiliated with the Nashville Professional Chapter of IMA. The organization serves all accounting majors and offers leadership and service opportunities for students. The IMA is also responsible for the Certified Management Accounting (CMA) designation, a highly recognized professional certification. Cody Inabnitt is president, Jeff Creech is vice president of programs, Zac Richey is vice president of recruiting, vice president of social

media is Nick Hoffman, vice president of service and director of recruiting is Tori Wade, Nick Wilmes is treasurer, Daniel Reetzke is secretary, and Jenna Lehkamp will serve as the director of secretary. They toured the Gibson Guitar factory in Nashville in March.

A new student group has formed for women studying economics called Women in Economics Circle for Networking (WECON). The group chose the following goals: one, develop a strong network of women in economics; two, create a culture of leadership; and three, encourage peer mentoring. The first meeting featured Bowling Green City Commissioner Melinda Hill discussing women in leadership.

#### GFCB

Dr. Kay Meggers, Executive Vice President and Global President for Rolled Products for Alcoa, spoke to students about Alcoa's strategy execution, including how it is helping transform the auto industry by providing lightweight aluminum to the Ford F-150 and new products it is providing the beverage can industry.

Twelve students received their Bachelor of International Business degree in the graduation ceremony at Ecole Supérieure de Commerce (ESC) Saint Etienne, in Saint Etienne, France, in February. The GFCB offers the only international dual-degree program at WKU. Since its inception in 2009, 35 students have graduated from the program.



St. Etienne Graduates

**David Bolton**

(Economics 2006) has recently earned John Hancock Financial Network's Achieving Client Excellence Best in Class recognition, an honor bestowed to a select set of John Hancock's top producers, specifically those who exemplify the highest standards of personal integrity, professionalism, and customer service across the company. David is Founder and President of Bolton Financial in Bowling Green.



**Chad Davis, CPA**

(Accounting 1999), founder and president of Red Rock Government Services based in Leesburg, Virginia, recently accepted an award from SmartCEO Magazine as a Future 50 Emerging Growth Award winner, based on a combined three-year average of revenue and employee growth. Red Rock Government Services provides information technology, business, and strategic consulting services to multiple departments in the federal market.



**Alejandro "Alex" Franco**

(International Business 2012) is now the South Texas Market Human Resources Manager for PepsiCo. He supports 600+ employees in 10 locations with sales, distribution, and manufacturing business units. He currently lives in San Ygnacio, Texas.



**Jared Holland**

(Management 2007; MBA 2009) is Site Manager-ACSC at Bluegrass Supply Chain Services in Birmingham, AL. Jared is responsible for managing a 160,000 square foot warehouse for Sumitomo, a tier 1 supplier for Honda Manufacturing of Alabama.



**Morgan Johnson**

(MAcc 2013) is an accountant for McGladrey LLP in Indianapolis. She was one of the first graduates of the Masters in Accountancy program.



**Katelyn Robbins**

(Accounting 2011; MAcc 2013) is Audit Associate at Ernst & Young in Louisville. She works with external auditing teams that perform audits of both private and public companies across the United States.



**Luis Soares** (MBA 2011)

is Pre-Series Logistics-Assistant Manager at Volkswagen Group of America. Luis is responsible for implementation of all part level changes with the group. He works with suppliers to guarantee part availability for Pre-Series cars and manages teams to provide support with the schedule and budget.



**Chelsea Stephens**

(Marketing 2011) is Marketing Specialist with B2B Technologies in Atlanta. She specializes in creating and implementing company events, developing informative materials to promote the brand to current and potential customers through social media.



**Ivan Valero**

(International Business 2013) is Buyer/Analyst with JPW Industries in Nashville. He facilitates the purchasing of parts and finished goods from suppliers around the world as well as supports the global procurement team in their other duties.



**Laura Leigh Zimmerman**

(Accounting 2012) is currently a student at the University of Kentucky College of Law. She has completed several internships at the Department of Justice and with the Internal Revenue Service.

**We want to update your fellow alumni on significant accomplishments and events in your lives! Please send us information and photos for Alumni News to [stacey.gish@wku.edu](mailto:stacey.gish@wku.edu).**

**Remember to join the WKU Gordon Ford School of Business Network group on LinkedIn to get in touch with alumni from all across the country.**

# ALUMNI NEWS



## Alumni Gather in NASHVILLE

WKU alumni and friends from the Nashville area were invited to take part in a reception held March 26 at the Omni Downtown Nashville. Shawn Morris and Carl Whitmer sponsored the event in conjunction with the Gordon Ford College of Business. Alumni heard from WKU President Gary Ransdell, GFCB Dean Jeff Katz, and Development Director Amy Miller about the future of the college while catching up with friends over hors d'oeuvres and drinks.

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