W. Frank Barton Inducted to the Kansas Business Hall of Fame

On June 25, 2009, W. Frank Barton, benefactor to the Barton School of Business was inducted to the Kansas Business Hall of Fame. The ceremony was marked by the presence of Mr. Barton’s son Craig and his daughter Linda Wiens. Craig spoke eloquently about his father’s dedication to business and the business school. Governor Parkinson was present and spoke about the prestige of the induction. Dean and Janie Hensler were present, along with Provost Gary Miller and his wife Georgia and Foundation President Elizabeth King and her husband Don.

In addition to the Hall of Fame induction, we had a great and busy summer. Along with offering our regular summer classes, we also sent two groups overseas. The Barton International Group went to Malaysia for two weeks working on their project with Spirit AeroSystems. The Executive MBA took a group to China for company visits. The summer went very quickly and fall classes have started.

As we enter this new school year, we face challenges, we have many opportunities, and we have a number of initiatives started or continuing. We continue the work on our facilities with full engagement with a conceptual architect, the EMBA program continues to implement the changes defined last year, the Undergraduate Programs Committee will be analyzing general education for business students, the Barton International Group (B.I.G.) will be recruiting new associates, we are in contact with four other companies regarding sponsoring projects for B.I.G., the World Trade Council has an exciting agenda, the Center for Entrepreneurship has a full array of activities, under the new leadership of Jeremy Hill the Center for Economic Development and Business Research is expanding its reach, the Center for Management Development continues to provide training for numerous companies, we will be addressing our strategic plan, and seeking new sources of financial support. The list goes on and on because of the dedication of our faculty and staff.

The strength of the Barton School lies in its very engaged faculty and staff who everyday work on improving the school, updating curriculum, advancing our research agenda and profile, serving the university and broader community, and participating in the learning organization that is the Barton School of Business. For all of this our unbounded appreciation and wishes for a terrific school year.

Doug Hensler
Dean

Faculty and Staff News

Esther Headley has been named Wichita's "Marketer of the Year" for 2009 by the local chapter of the American Marketing Association. Chosen from a field of close to 30 competitors, the award honors outstanding marketing professionals in the Wichita/metro area. Esther was recognized for her 30 years of work in the Marketing Field, both at Wichita State University and as one of the Partners in the Research Partnership. Congratulations Esther!

Chris Broberg had the following article accepted; Short, J.S., Broberg, J.C., Cogliser, C.C., & Brigham, K.H. (Forthcoming). Construct validation using computer-aided text analysis (CATA): An illustration using entrepreneurial orientation. Organizational Research Methods.

Masud Chand had a paper titled "Leveraging diaspora human capital: Brain circulation of the Indian diaspora” published in the proceedings of the annual conference of the Administrative Sciences Association of Canada (ASAC) in June 2009.

Dharma deSilva had an article accepted for publication by the Economic Review. “SUSTAINABLE ECONOMIC GROWTH DRIVERS: FDI, INTERNATIONAL TRADE & EXPORTING” He also did a presentation, “BRIC*[now BRICKS*JOIN TRIAD’S JUG IN RESHAPING THE NEW GLOBAL ECONOMY’S TRADING SYSTEM”, Proceedings Paper PanPacific XXVI, Shenshen China - June 2009 [BRIC *= Brazil, Russia, India, China, BRICKS* [KS=Korea, SouthAfrica]; TRIAD’s JUG = Japan, United States, Germany.
The fall Entrepreneurship Forum will focus on the start-up firm. Our first session will feature a panel of three talented entrepreneurs who will share their experiences in starting their businesses. Our second program features Michael Chasen, co-founder and CEO of the billion-dollar software company, Blackboard. We finish the fall series featuring Joel Barker, internationally known author and speaker, who will share his ideas on how to use innovation to re-invent or start a business.

**Thursday, September 17, 2009, 3:00 – 4:00**
Make Your Passion Your Business
Devlin Hall, Room 107

You have always wanted to start your own business. Advisors have encouraged you to do it. But what does the voice of experience say? Look to our panel for their “rear view mirror” reflections regarding their start up.

**Panel:**
- Todd Gentry - CEO and Founder, Inno-Labs, LP
- James Wiebe - Founder, Newer Technology and WiebeTech, LLC
- Kay Wiggins - Founder and Owner, Kay Wiggins Jewelry, Beads and Gifts

**Thursday, October 1, 2009, 3:00 – 4:00**
The Collosal Success of Blackboard Software Company
Hubbard Hall, Room 208

How does a start up become a billion dollar company in a decade? Michael Chasen, co-founder of Blackboard will tell his fascinating story of starting and growing this “world-class” software company.

**Thursday, November 12, 2009, 3:00 – 4:00**
Innovation at the Verge: How to Find the New Territory for New Ideas
Hubbard Hall, Room 208

Joel Barker, internationally known author and speaker, has been on the cutting edge of future thinking in a manner that is applicable to all businesses. Joel Barker introduced the importance of vision to corporate America in 1985 and has remained the name most strongly identified with this powerful way of seeing opportunity in future trends.
Thirteen students of the Barton International Group spent a couple of weeks this summer in Malaysia as part of a project they're doing for Spirit AeroSystems. This will be an ongoing partnership with Spirit but also three other companies have expressed interest in the project. The group was formed last year to help prepare students to participate in a global society.

For Spirit AeroSystems, students are studying how it can best develop a global culture that's inclusive of its employees in other parts of the world.

According to Spirit, converging cultures is one of the things companies tend to do last.

The students are basing their research on a management model called the 7-S Framework of McKinsey. It describes seven factors to use to organize a company — structure, systems, style, staff, skills, strategy and shared values.

In Malaysia, students experienced the culture and toured the Spirit factory, interviewed workers from the top leadership to the cafeteria staff, held focus groups, shadowed employees and socialized with employees after work hours.

They saw connections between classroom learning and real business situations.

On August 4, the group presented the findings and recommendations to Spirit AeroSystems CEO, Jeff Turner and his senior leadership team. President Beggs, Provost Miller, Vice-President Robins, and Dean Hensler attended the project presentation.

This summer for one week 16 area high school students and one from Oklahoma attended the first Accounting Career Awareness Program (ACAP).

Dr. Craig Sisneros along with the National Association of Black Accountants were able to give these students an insight to the accounting profession. Students had the opportunity to visit local companies such as Cargill, Grant Thornton and Koch Industries. They also participated in workshops on how to dress professionally, write resumes, and attend sessions that included Intro to Business, Accounting and Finance. The week concluded with a Case Study presentation where the winners received scholarships totaling $7,000.

Sponsors: Cargill, Koch Industries, Coleman, Intrust Bank, Cox, and Grant Thornton.

The EMBA program took its first international study trip to China this past July. On the 10-day trip, they toured Beijing and Shanghai. They had the opportunity to visit ten companies from various industries and discuss differences in business, politics, and culture between the U.S. and China. Many local connections determined site visits: Boeing (Beijing); Cargill (Shanghai); Cessna (Shanghai); and the Kansas Department of Commerce (Shanghai). They also had time to climb the Great Wall, experience Karate and Chinese acrobat shows, find local bargains, and taste some regional specialties. It was truly a remarkable trip enjoyed by Clyde Stoltenberg, Tanza Bauer, and the twelve participants.
Closed Class Policy

Students wishing to get in a closed class must contact the Advising Center. Academic advisors will evaluate the student’s specific circumstance, prerequisite requirements, and classroom capacity. The instructor, program chair, and/or Dr. Clark will be contacted concerning requests.

Send your news to joan.adkisson@wichita.edu for publication in the monthly newsletter.