As we celebrate the upcoming Holiday Season and look forward with great anticipation to 2011, I want to thank you for all the hard work and dedication to the school each of you have given this semester. We have completed some great opportunities this year and continue to make progress in very important areas to the Barton School. We can look forward to the upcoming year with optimism as we continue to look for new opportunities to increase the visibility of the Barton School of Business throughout our various constituencies, from students and parents, to the business community, to donors. In the Barton School we have a terrific group of faculty and staff who everyday make our community better. Thank you all for that and Happy Holidays!

Doug

Faculty and Staff news

Dharma deSilva is the lead author on an article (“The Past Decade of Regulatory Change in the US and EU Capital Market Regimes: An Evolution from National Interests toward International Harmonization with Emerging G-20 Leadership”) which has been accepted for publication in the Spring 2011 issue of the Berkeley Journal of International Law.

Kurt Reding “Blended Engagements” with Michael J. Head and Cris Riddle. Internal Auditor, October 2010.


Terry Decker was quoted in the Wichita Eagle, print and online, November 4, with regard to the effects of the dollar on the Wichita economy and the aircraft industry: http://www.kansas.com/2010/11/04/1572297/federal-reserve-action-may-drive.html


Pett, T.L. & Wolff, J.A. SME internationalization: Examining competitive approaches and managerial perceptions to internationalize. Accepted and presented to the 2010 iSME International Conference, Groupe ESC Pau, Pau, France.


Clyde Stoltenberg is the lead author on an article (“The Past Decade of Regulatory Change in the US and EU Capital Market Regimes: An Evolution from National Interests toward International Harmonization with Emerging G-20 Leadership”) that has been accepted for publication in the Spring 2011 issue of the Berkeley Journal of International Law.

Chand, M. and Tung, R.L. “Diasporas as the Boundary-Spanners: The role of Trust in Business Facilitation” accepted for publication at the Journal of Trust Research.
Barton School News

New Liaison Librarian to the W. Frank Barton School of Business

I wanted to take the opportunity to introduce myself as the new liaison librarian to the departments of FREDS, Management, Marketing and the School of Accountancy. Nick Wyant, the WSU Libraries’ other new librarian, will be acting as liaison to the Economics department. I joined the Libraries staff in October 2010. After graduating with a BA in English from Wichita State and a Master of Library & Information Science from Louisiana State University, I worked as Library Instruction Coordinator at the University of Pittsburgh at Johnstown. During my time at Pitt-Johnstown, I worked closely with Business faculty and taught a number of library research classes on secondary sources in marketing, company & industry research, and more.

As your new librarian, I encourage you to let me know if there’s anything I can do to assist you in your teaching and research. I am available to teach library instruction sessions for your courses, to work with you on integrating information literacy into class assignments, and to provide general research assistance for you and your students. I’d also welcome any suggestions you have for additions or improvements to the library’s collection (both print and electronic sources). You can contact me by email at melissa.mallon@wichita.edu, by phone at (316) 978-5077, by snail mail at Box 68 or, of course, in person.

Be sure to watch for my highlights and updates on library resources and services in upcoming Barton School Newsletters. I hope to meet you all soon, but in the meantime, if you see me around campus or if you’re in the library, please stop by and say hello.

-Melissa Mallon, Research & Information Services Librarian

Center for Entrepreneurship

BUSINESS WEEK

Business Week will be March 7-12, 2011
Featuring Keynote Speaker: Jody Horner, President of Cargill on Tuesday, March 8th

Shocker Business Plan Competition:

TBD—Intent to Compete Forms Due
April 1, 2011 Business Plans Due
April 8, 2011 Kansas Community College Business Plan Challenge
April 15, 2011 Trade Show, Koch Arena
April 29, 2011Semi-Final & Final Rounds
April 29, 2011Center for Entrepreneurship Banquet, 6-9 pm, Hyatt Regency Hotel

Advising Center

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.

Commencement

December 12, 2010
Fall Commencement, 2:30 pm, Charles Koch Area
Faculty Check-in at 1:30 pm, Media Room (lower level of Koch)
Student Check-in at 1:30 pm, Preferred Health Systems
Multipurpose Gym (north end of Koch)

BUSINESS WEEK

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Please join us at our 35th annual Holiday Get-Together & Wine Tasting around the World on Dec 16th at Pioneer Balloon World Headquarters.

Location: 5000 E 29th St N, Wichita, Kansas [In front of WSU Metro Complex]

Wines from Argentina, Australia, Chile, France, Germany, Spain, Italy and California will be presented by the wine specialists courtesy of Standard Beverage Corporation. Dean & Deluca Cheeses, Salmon & Hors d'oeuvres and Bagatelle Dessert and Christmas logs served.

Our December 16th gathering will provide a festive opportunity to interact and network with international business leaders who have benefited in meeting diplomats and trade dignitaries during the past years. Since this annual event is also designed to attract new members, please circulate the attached announcement among your business associates, friends, and potential new members.

Thank you for your valued support and participation to promote CIBA-WTC work & ideals and to advance International Business. Looking forward to seeing you on December 16th.

## Dates to Remember

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>December 12, 2010</td>
<td>Fall Commencement 2:30 Koch Arena</td>
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<tr>
<td>December 16, 2010</td>
<td>World Trade Council meeting</td>
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<tr>
<td>December 17, 2010</td>
<td>Clay Barton Scholar Press Conference 10:00</td>
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<tr>
<td>January 18, 2011</td>
<td>First day of Spring classes</td>
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<tr>
<td>January 20, 2011</td>
<td>World Trade Council meeting</td>
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<tr>
<td>January 26, 2011</td>
<td>Jabara Scholar Press Conference 10:00</td>
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<tr>
<td>February 3, 2011</td>
<td>First Thursday Lunch 11:00-1:00</td>
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<tr>
<td>February 17, 2011</td>
<td>World Trade Council meeting</td>
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<tr>
<td>February 27, 2011</td>
<td>Women’s Basketball game/reception</td>
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<tr>
<td>March 3, 2011</td>
<td>First Thursday Luncheon 11:00-1:00</td>
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<tr>
<td>March 7-12, 2011</td>
<td>Business Week</td>
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<tr>
<td>March 17, 2011</td>
<td>World Trade Council meeting</td>
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<tr>
<td>April 7, 2011</td>
<td>First Thursday Lunch 11:00-1:00</td>
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<tr>
<td>April 8, 2011</td>
<td>Kansas Community College Business Plan Challenge</td>
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<tr>
<td>April 15, 2011</td>
<td>Business Plan Trade Show (Koch Arena)</td>
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<tr>
<td>April 17, 2011</td>
<td>Beta Gamma Sigma reception 2:30-4:00</td>
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<tr>
<td>April 21, 2011</td>
<td>World Trade Council meeting</td>
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<tr>
<td>April 29, 2011</td>
<td>Business Plan - Semi-finals, Finals &amp; Banquet</td>
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<tr>
<td>May 5, 2011</td>
<td>First Thursday Luncheon 11:00-1:00</td>
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<tr>
<td>May 10, 2011</td>
<td>Faculty/Staff awards luncheon</td>
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<tr>
<td>May 14, 2011</td>
<td>Spring Commencement</td>
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<tr>
<td>May 14, 2011</td>
<td>Spring Faculty/Staff Social</td>
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Send your news to joan.adkisson@wichita.edu for publication in the monthly newsletter.
A “SHOCKER” AT THE FRONT

Assisting students with resumes, letters of recommendation, etc. is a regular occurrence for instructors here at the Business School. From time to time however, there are students that let you know just how they have progressed in their life’s quest.

Recently, Dr. Stephen Porter, Chair of the Department of Marketing received an e-mail from just such a student. The subject of the e-mail…”Greetings From Iraq”.

Good afternoon Sir and 'hello' from Iraq!

I hope that all is well. I wanted to take this quick opportunity to send you an email to once again thank you for the letter of recommendation.

Becoming an Officer has been one heck of an experience so far and I appreciate the support you offered, not only with the letter, but in class as well; marketing everything from training recommendations for the Iraqi Security Forces to million dollar reconstruction projects in a remote town.

My job as a Rifle Platoon Leader is not limited to just long hours in the field executing battle drills. I have actually made surprising use of my degree showing local vendors how to evaluate market their services to increase their success (SWOT Analysis), assisting the Provincial Mayor sell the idea of a water restoration project to the Government of Iraq (GoI) and even discussing branding with a few key leaders in regards to the mission change in Iraq.

As painful as your tests and 'blue book' assignments were, I am glad I hung in there and paid attention. It is paying off in dividends. Heck, it is not just management and marketing, I get dragged into proofreading contracts and memorandums for errors when I don't look busy enough.

Again, thank you and God Bless.

Robert A. Welch III
1LT, IN
US Army

If you ever doubt what impact you may have on a student, the time consumption of putting together a letter of recommendation or just need a boost for your day, it’s a letter like this that could possibly be your best medicine…and to think that this “Shocker” took the time from the frontlines of a war zone, there is no doubt how much it meant to him. We ALL can make a difference!

Happy Holidays from the Department of Marketing!!!