Dean’s Update

We are excited about this year’s Business Week which will be held March 2—7, 2009. We are excited about this year’s Business Week, which is being held March 2—7, 2009. With an excellent group of presenters this year who represent many areas of business knowledge from our community, we expect a terrific week of events. Our students will have an opportunity to learn where our Co-op graduates are now, tour several local companies, listen to excellent young alumni about how they became accomplished professionals. We also have a terrific opportunity to hear from an executive who everyday is dealing with very significant challenges relating to the sharply down economy. Jim Walters, Senior Vice President for Human Resources of Cessna Aircraft Company, has agreed to deliver the Keynote Address this year. The address will be Tuesday, March 3rd, from 7:15 to 8:30 in 208 Hubbard Hall.

The Barton School of Business is also hosting a group of German EMBA students the week of March 23. Their visit here brings to the conclusion of the semester long project they have been working with the Barton School’s Management 885 class.

Faculty and Staff news

Dean Headley was honored by the WSU Alumni Association by receiving the University Recognition Award on February 12th. He was also a finalist for the WSU Excellence in Community Research Award. Congratulations!

Eva Yao’s article in the Academy of Management Journal, “Passionate Delivery Not Required to Win Over Investors” was quoted in USNews recently. Eva and her co-authors found that a passionate delivery is not very important for investors’ perceptions compared to the overall preparedness of one’s business plan. The research finds that "facial expressions, body movement, tone of voice, and other nonverbal cues" make little, if any, difference, even as they convey the presenter's passion for the enterprise in question. "We found preparedness to be positively related to [investors'] funding decisions, whereas the effects of the perceived passion were statistically insignificant."

Center for Entrepreneurship

Spring 2009 Forum Series
The next Entrepreneurship Forum Series for Business Ownership is set for March 5th. Entitled “Women Entrepreneurs Today,” the panel includes:
- Susayn Brandes, President, Chairman and CEO, Great Plains Ventures, Inc.
- Cindy Carnahan, President, The Carnahan Group, Inc. at JP Weigand & Son’s Realtors
- Beth Tully, Founder, Cocoa Dolce Artisan Chocolates

The last Forum Series will be held April 2 featuring Jeff Turner, Spirit AeroSystems, Inc..

2009 Shocker Business Plan Competition
Faculty are asked to remind students of the 2009 Shocker Business Plan Competition. All students intending to compete will receive free the Palo Alto software package. Deadline for the “Intent to Compete” form is March 2nd and must be signed by a faculty for Entrepreneurship at 978-3000.

FastTrac
The next set of FastTrac workshops will begin February 25th. The two 10-week programs on “New Venture” and “Growth Venture” will be held on Wednesday evenings from 4:00 – 7:00 p.m. Further program information and registration forms can be found online at www.wichita.edu/FastTrac, or contact Wendy Veatch at 978-5219.
Business Week March 2—7, 2009

Join us next month for Business Week, an annual event organized by the Barton School. There are nearly 30 sessions this year and topics range from understanding business in China to exploring a career in marketing. Each morning and evening a business employer will be featured in Clinton Hall. They include Grant Thornton, Koch Industries, Target Corporation, Intrust Bank, Spirit AeroSystems, Inc., and Kennedy & Coe. Business Week is open to all students, but is designed to help business majors meet alumni, network with professionals and explore career paths.

Our keynote speaker this year will be Jim Walters, Senior Vice President of Cessna Aircraft Company. His speech, "Diversity from 50,000 Feet," will be on Tuesday, March 3rd, from 7:15 to 8:30 p.m. in 208 Hubbard Hall.

Please see the Business Week flyer for all the details or visit our website at www.wichita.edu/business. Remember to contact Angela Jones if you plan to bring your classes to any of the sessions.

International Business

“2009 Global Economic Outlook” - WTC meeting on Thursday, February 26th at the Olive Tree Banquet Hall by Grant Thornton LLP.

Mr. Dan Meyer, Grant Thornton LLP Audit Partner, will discuss economic prospects including the impact of the credit crunch on doing business globally. His presentation includes insights from Stephen Chipman, CEO of the Grant Thornton Greater China Management Co., Stephan McGee, Director of Grant Thornton’s Global Finance Services as well as other Grant Thornton partners.

Reservations by calling 978-3698 or through email wtc.ciba@wichita.edu.

Barton School of Business Basics Teaching Seminar

Do you know what is required to earn a minor in the Business School? Are you sure the student can enroll in a business class? Do you know the prerequisite structure?

We encourage advisors, records managers, and other interested faculty and staff to come learn more about the Barton School of Business and how the 2009-2010 curriculum changes will affect non-business majors who take business classes as part of their general education or required in their major or a business minor.

Topics covered:
- Business minor requirements including prerequisite structures and GPAs
- What Advanced Standing means
- New procedures for enrolling a student in an upper-division business class
- New documentation requirements
- New course offerings such as BADM 101, 102, and 301

February 20, 2009
9:00 am - 12:00 pm
Clinton Hall, Room 126

For more information, please contact Julie McManamey at ext. 6554 or email julie.mcmanamey@wichita.edu

Dates to Remember

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