November has arrived quickly following our late summer and warm fall. Winter is around the corner and as fast as things seem to be going it seems like 2011 arrives in a week. In spite of continuing challenges we face, our faculty and staff continue to do the work that sets the Barton School above all other business schools in the state. We have four faculty searches underway and we should be able to complete one of them soon. With a very successful Wichita Area Economic Outlook Conference and a terrific Real Estate Conference, we are expecting a wonderful presentation from Barton School alumnus Tony Bartel, President of GameStop, who is the featured speaker for this years’ Schwartz Lecture Series.

As we enter the month of November, it is surely a time of thanksgiving. In the Barton School we have a great deal for which to be thankful with our dedicated faculty and staff. Please take a moment this month to consider how fortunate we are and how much you bring to the enterprise, along with how much your interaction with our team members adds to our value. Our strength and success lies in the talents and skills of each individual in the Barton School and in our collaboration with each other and across campus. Thanks to all of you who make this place so special.

Doug Hensler
Dean

Faculty and Staff news

Congratulation to Dr. Stan Longhofer on being awarded the David C. Lincoln Fellowship. This award supports his work on "Less than Nothing: Land Value Taxation when Land Values Are Negative." This award reflects the Committee’s judgment that the proposal shows excellent potential for improving understanding of land value taxation.

Khawaja Saeed had his article "Inter-Organizational System Characteristics and Supply Chain Integration: An Empirical Assessment" accepted at the Decision Sciences Journal. Also, he had Organizational Interventions and the Successful Implementation of Customer Relationship Management (CRM) System Projects forthcoming at The Database for Advances in Information Systems.

The Wichita State University student chapter of SHRM (Society for Human Resource Management) is collecting donations for the annual clothing and supply drive for the Wichita Children's Home beginning November 1st. The WSU members of SHRM are very passionate about being involved in the community and benefiting those in Wichita in any way they can. Please drop off gently used or new articles of clothing, baby supplies, etc. at the Dean's Office (Room 100 CH) anytime during office hours. Contributions will be accepted until the first week of December. Any donation is greatly appreciated! Questions? Please contact Bobbie Knoblauch – bobbie.knoblauch@wichita.edu (SHRM faculty advisor), Laura Gerber – lbgerber@wichita.edu (SHRM President), or Megan Ryan – mjryan1@wichita.edu (SHRM Vice President).

The Department of Management is pleased to announce that the BBA in Human Resource Management has been officially recognized by the Society for Human Resource Management as being in full compliance with the Curriculum Standards developed by the Society for Human Resource Management. AACSB’s Chief Knowledge Officer, Daniel LeClair, has indicated that “...AACSB encourages its member schools to utilize the templates as a guide to developing and reformulating HR degree programs.” No changes were necessary to the HR curriculum to achieve this recognition.

Build-A-Bear founder offers tips at WSU
Maxine Clark recites her entrepreneurial philosophy with conviction. “The main thing if you're an entrepreneur looking for a great business idea is to look straight ahead,” Clark, the founder of St. Louis-based Build-A-Bear Workshop, said Thursday afternoon at Wichita State University's Center for Entrepreneurship. "And to your right. And to your left. That great business idea is staring right at you." Clark's idea to turn the teddy bear into an interactive parent-child experience mushroomed in 13 years into more than 400 workshops worldwide and a virtual workshop, buildabearville.com. Clark doesn't want to dwell on business models, though: She'd rather plow through the WSU crowd before her speech to talk to the one little blond-haired girl in attendance with her father. It's those two who are the true foundation of the Build-A-Bear business plan. "When you make something, when you put your heart and soul into it, it means more to you," Clark said.

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The WSU Foundation Annual Fund for Excellence raises unrestricted support for the Barton School, as well as various other areas of the University. As a faculty or staff member, 100% of your gift goes to the area you designate! You can make a onetime gift or do payroll deduction. For more information, contact Krista Voth at ext. 3819 or by e-mail at krista.voth@wichita.edu.

Both my husband and I are Shocker alumni, and WSU has made a real difference in our lives. My undergraduate education at WSU was essentially free because of scholarships that I received. Because of the mentoring provided to me by Dr. John Belt during my Master’s program, I decided to obtain my Ph.D. and was eventually recruited to return to WSU. Giving back to WSU is very important to me because I have received so much. With the cost of a college degree increasing, I can make a real difference in the life of a student by supporting the Annual Fund. I encourage other faculty and staff to do the same.

Nancy Bereman  
chairperson and associate professor Department of Management

Women’s Basketball game

Shocker Women’s Basketball game vs George Mason  
Saturday, November 20th  
Charles Koch Arena  
Reception at 1:00 pm and game at 2:00 pm

Athletic Director Eric Sexton and Provost Gary Miller are inviting the Barton School faculty and staff to the Shocker basketball game on Saturday, November 20th. You and each member of your family or others (up to five tickets per family) can receive a free ticket to the game and reception. If you would like to attend, please let Joan know how many tickets you will need by Friday, November 12th.

Center for Entrepreneurship

Entrepreneurship Forum Series for Business Ownership – 3:00 p.m.  
November 18  Emerging Entrepreneurs

Global Entrepreneurship Week / Professor for a Day – November 15-20

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, 2011 Semi-Final & Final Rounds  
April 29, 2011 Center for Entrepreneurship Banquet, 6-9 pm, Hyatt Regency Hotel

Schwartz Memorial Lecture Series

November 3, 2010  
Featuring Tony Bartel, President of Gamestop  
Student Lecture 9:30 am in the CAC Theater  
Business Community Luncheon 11:45 am at the Hyatt Regency
Doing Business With Mexico
Reception, Dinner and Speakers Program
Venue: Wichita Marriott, 9100 E Corporate Hills Dr.
Date: Thursday, Nov 18, 2010
Time: 6:00 pm Hosted Reception
6:50 pm Banquet & Wine
7:40 pm Program Introduction

Presented by CIBA-WTC, USED/BIE Project in sponsorship with Consulate of Mexico and PROMEXICO
Keynote Theme “Mexico – US Relations and Doing Business with Mexico & Prospects”
Mr. Jacob Prado Gonzalez, Consul of Mexico in Kansas City
Mr. Julio Carlos Marrón, Senior Investment and Trade Commissioner of Mexico, ProMéxico
Featured Remarks
Ms. Diana Lidia Castañeda Zúñiga, Deputy Trade Commissioner, Trade Commission of Mexico, Dallas.
8:45 p.m. Q & A and Adjourn for Individual Consultations

Dates to Remember

November 3, 2010 Schwartz Lecture Series
November 4, 2010 First Thursday Lunch 11:00-1:00
November 12, 2010 AGH Scholarship Competition
November 15-20, 2010 Entrepreneurship Week – Professor for a day
November 16, 2010 Faculty Meeting
November 18, 2010 Entrepreneurship Forum Series 3:00-4:00
November 18, 2010 World Trade Council meeting
November 20, 2010 Women’s Basketball game/reception
December 3, 2010 Barton School Holiday Social
December 12, 2010 Fall Commencement 2:30 Koch Arena
December 16, 2010 World Trade Council meeting
December 17, 2010 Jabara Scholar Press Conference 10:00
January 18, 2011 First day of Spring classes
January 20, 2011 World Trade Council meeting
January 26, 2011 Jabara Scholar Press Conference 10:00
February 3, 2011 First Thursday Lunch 11:00-1:00
February 17, 2011 World Trade Council meeting
February 27, 2011 Women’s Basketball game/reception
March 3, 2011 First Thursday Luncheon 11:00-1:00
March 7-12, 2011 Business Week
March 17, 2011 World Trade Council meeting
April 7, 2011 First Thursday Lunch 11:00-1:00
April 8, 2011 Kansas Community College Business Plan Challenge
April 15, 2011 Business Plan Trade Show (Koch Arena)
April 17, 2011 Beta Gamma Sigma reception 2:30-4:00
April 21, 2011 World Trade Council meeting
April 29, 2011 Business Plan - Semi-finals, Finals & Banquet
May 5, 2011 First Thursday Luncheon 11:00-1:00
May 10, 2011 Faculty/Staff awards luncheon
May 14, 2011 Spring Commencement
(Reception Clinton Hall following commencement ceremonies)

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