Welcome to Business Week 2004!

Now in its fourth year, Business Week is an opportunity for students to meet with community leaders, learn valuable career information and get to know more about the field of business. Events are open to all students, regardless of major, for more information contact the Barton School of Business at 978-3200.

Monday, March 1

9:30 – 10:45 a.m.  Ethics in Business: Loaders Speak Out
Rhatigan Student Center, Regents Room 203
Facilitator: Dr. John Beehler, Dean, W.Frank Barton School of Business
Panelists: Charlie Chandler, CEO, Intrust Bank; Paul Allen, Managing Partner; Allen, Gibbs, & Houlik; Steve Felnters, CFO, Koch Industries; and Dan Barry, Financial Consultant, A.G. Edwards.

Issues relating to character, integrity and ethics in business are at the forefront due to the scandals of recent years as well as the passage of the Sarbanes-Oxley Act. Come hear top executives in Wichita discuss what they look for when it comes to hiring personnel with ethical values, developing an ethics program in organizations, and creating a climate of trust among all constituents. The implications of the new requirements of the Sarbanes-Oxley Act on business will be shared. Understanding these ethical issues is important to your business career. You don’t want to miss this very important session!

11:00 – 12:15 p.m.  Meet the Recruiters
Rhatigan Student Center, Regents Room 203
Facilitator: Jill Fletche, Director, Career Services
Panelists: Jenna McCormack, The Boeing Company; Teena Roberts, Grant Thornton; Kathy McClure, The Hayes Company; and Sean Hudspeth, Davis-Moore Auto Group

The WSU Career Fair will be next week, March 9 & 10, in the Rhatigan Student Center. More than 30 companies will be on campus to visit with students about career opportunities in specific fields. If you want to be one of the ten students recruiters remember that day, you need to know how to stand out. Panelists will offer tips on what to do before the fair; in your common meeting, and let you know ways to make a good first impression.

Café Resume
Monday–Friday
11:00 a.m. – 2:00 p.m., 203 Grace Wilkie Hall

Sponsor: Career Services

Enjoy a cup of java while getting your resume critiqued. Specially designed for those planning to attend the Career Fair on March 9 and 10.

12:30 – 1:45 p.m.  What Can I Do with a Finance Career?
Rhatigan Student Center, Regents Room 203
Moderator: Peggie Ward, Lecturer, Barton School of Business
Panelists: Tyler Cott, Base Oil Scheduler, Koch Industries; Joe Cox, First Vice President/Investments, Stifel Nicolaus & Company; Linda Jones, Chief Financial Officer, USD 259; and Collin Steben, Commercial Lender, Commerce Bank

Are you interested in working in finance but worried about finding a job in the field? Are you not sure what options are out there for you? Come hear from students who have graduated from WSU and currently hold positions in finance. Panel members will discuss their job responsibilities, give advice about how to stand out in the job market and answer questions from audience members. A free lunch will be provided to the first 75 individuals in attendance.

Tuesday, March 2

8:00 – 9:15 a.m.  Networking — Using Your Circle of Influence
Rhatigan Student Center, Regents Room 203
Presenter: Susan Pompeo, Former Senior-vice President, Empire Bank

Your circle of influence may be bigger than you imagine. This seminar will address maximizing everyday business opportunities and your own existing circle of influence. Learn how to create new networking potential and enjoy doing it! Strategies, a sense of humor and your willingness to make new friends may make networking more than just work for you.

9:30 – 10:45 a.m.  Preparing for a Professional Interview
Rhatigan Student Center, Regents Room 203
Presenter: Chris Wallace, President, Wallace Associates, Inc.

Who gets the job? Does it go to the most qualified or best educated? No – it goes to the candidate who interviews the best. This session will cover preparation strategies, how the interview process works, types of questions to expect (don’t be caught off-guard by behavior-based and other unusual questions), and appropriate professional presentation, including dress.

11:00 – 12:15 p.m.  The Internship Connection
Rhatigan Student Center, Regents Room 203
Presenter: Angela Gaughn, Business Coordinator, Cooperative Education and Work-Based Learning

Summer is just around the corner and now is the time to consider an internship out-of-state. What are the steps in applying for internship opportunities outside Wichita? What resources are available to business majors? What is the timeline to apply for internships? During this session find out what you need to know to get started in locating the right internship opportunity for you. Let us help you to get connected, while earning academic credit and experience.

12:30 – 1:45 p.m.  Unwritten Rules of the Workplace
Rhatigan Student Center, Regents Room 203
Presenters: Panel of recent Barton School graduates

Moderator: Brad Beets, Executive Director, WSU Alumni Association

Office politics, Gossip, Organizational culture. Not knowing how to deal with these items and many others can get you into trouble in the workplace. Get inside information from young business alumni who are willing to share their secrets of successful adaptation to the real-world. Career advice as well as how to avoid common mistakes on the job will be shared with participants. Presenters include employees from local and national companies and organizations. A free lunch will be provided to the first 30 individuals in attendance.

5:40 – 6:50 p.m.  The 9 Secrets of Successful Salesmanship
Rhatigan Student Center, Regents Room 203
Presenter: David Dahl, Attorney/Partner, Johnson, Kennedy, Dahl & Willis

This session will reveal “tried and true” sales techniques that can be applied in all aspects of your life. Come find out the 9 secrets that will help your career, your parenting, and your interpersonal relationships.

7:15 – 8:30 p.m.  The 9 Secrets of Successful Salesmanship
Rhatigan Student Center, Regents Room 203
Presenter: Krista Rapp, Owner, Curves for Women

Think operating a franchised business is out of your league? Meet Krista Rapp who, at age 25, armed with a degree in Communication from WSU, stepped into the franchise world and purchased her first Curve. The largest fitness franchise in the world. Now, only three years later; she has opened her second location and was named one of the Wichita Business Journal’s “40 Under 40” in 2003. In this session, she’ll share her experiences and insights on operating within a franchised system. Come find out how she did it and why she thinks you can, too.
Keynote

James L. Mann
Chairman, SunGard Data Systems

“Good to Great”
7:15 - 8:30 p.m.
Hubbard Hall, Room 208

Jim Mann is a Wichita State success story. He graduated from WSU with a degree in Business Administration in 1956 and took his first job as a salesman with IBM. In 1963, he started a computer and software business in association with a Wichita-based accounting firm, Fox & Company. This business was subsequently merged with United Data Centers, Inc. and then with Tymshare, Inc. Today, Mr. Mann is the Chairman of SunGard Data Systems (NYSE:SDS), a computer-services and software company with $2.5 billion in revenue.

Come hear what this entrepreneur, investor and Wichita native has to say about his business career. Learn the secrets to being successful in today’s business world and what advice he gives to students who would like to walk in his same path. A rare opportunity for you – don’t miss out!

Friday, March 3
1:30 – 2:30 p.m.
Understanding American Workplace Culture
Devlin Hall, Room 107

Presenters: Sanja Bontrager, International Education, WSU

As an international student, there is a lot to understand about American culture. And the experience of “fitting in” only gets tougher in the workplace. During this session you will hear about how to best adapt to things such as handshaking, appropriate dress, personal hygiene and territoriality/privacy issues. The discussion will also cover sexual harassment, dating issues, proper eye contact, and time management expectations.

2:30 – 4:00 p.m.
U.S. Employment Laws for International Students
Devlin Hall, Room 107

Presenters: Howard Eisberg, Kansas City Immigration Attorney

Attend this session for a guided tour through the complexities of U.S. Immigration law as it applies to international students. Important information will be shared with students who wish to pursue employment and, possibly, permanent residency in the United States upon graduation.

Go on-line for more information: www.wichita.edu/businesses