It has been an exciting year at the Barton School of Business. We have celebrated our past, faced our present, and looked forward to our future.

The Barton School MBA celebrated its first 50 years and continues to be the quality graduate degree of choice for business professionals in the Wichita metropolitan area. Quality enhancements in admissions, curriculum, and instruction have facilitated continued excellence. Professionals with significant professional experience also have the option of enrolling in our Executive MBA program. This premier program continues to challenge veterans of the business community. The credentials of the current class are impressive. As we move forward, the future looks bright for both programs.

In the present, we continue to make great strides in technology and student services. All of our classrooms in Clinton and Devlin Halls are now “smart classrooms” equipped with the latest technology and wireless capabilities. We have added ITV equipment in our Executive MBA classroom to enable distance learning throughout the school and to enhance student services.

Business Week 2005 was successful, setting a record for student participation. Now in its fifth year, this annual event continues to evolve with new programs and opportunities for students to interact with business professionals, and prepare for their future careers.

On the faculty side, we continue our tradition of excellence in teaching, research, and service. As state funding continues to fall short of the market prices necessary to replace faculty, we continue to search for creative ways to fund the faculty of the future. Our existing faculty has stepped in to take on more responsibilities. In addition, we are seeking external support from donors in the form of endowed chairs/professorships/fellowships to enable us to meet market salaries and retain faculty through the “We are Wichita State” campaign. Despite the shortage, we have not compromised our standards in hiring. We have recently hired new professors for next year from some of the best universities in the U.S. including Penn State, Purdue, Washington-Seattle, Tennessee, and Nebraska.

We continue to attract excellent students to the Barton School through our scholarship competitions. Our thanks to all the donors who have funded scholarships. They give us the ability to attract many of the quality students we identify in our scholarship competitions. Our graduates are making the news. It is great to have Miss Kansas, Meghan Bushell, as one of our alumni. She waves the Barton School Shocker flag everywhere she goes and is a great role model for the young people of our state.

A major initiative for the Barton School was to participate in the legislative effort to establish the new Kansas Center for Entrepreneurship (KCE) to aid entrepreneurs throughout the state. This is an exciting endeavor, and the Barton School is pleased to partner with the new KCE in this worthy effort.

This year, the Barton School has spent a great amount of time and effort looking to our future. Our major strategic planning initiative has involved our faculty, staff, administration, students, alumni, and our advisory board. We have collectively specified our vision, mission, core values, key area of emphasis, and long run goals. We now have a focus that will guide our future. We have chosen entrepreneurship as our key area of emphasis. This will permeate the Barton School and set it apart from our competitors. As we strive to continually improve in everything we do, we now have a roadmap that will lead to future success.

As we move into our future, we must continue to take advantage of the opportunities available to us. Quality must be our focus as we strive for national recognition and continuous improvement. The Barton School Connection remains the key to our success. It is only in strong connections with our constituents that we can truly be successful, and face the challenges and opportunities ahead.

Thanks for all of your support and help!
Beehler appointed to accreditation committee

Effective July 1, 2005, John Beehler, Barton School dean, has been appointed to a three-year term with the accounting accreditation committee of AACSB International, the world’s premier accreditation agency for business schools.

The committee interprets standards, oversees all accounting accreditation reviews, and makes final decisions on all AACSB International accounting accreditation and re-accreditation cases. All Barton School business and accounting programs hold AACSB accreditation.

New fee needed to keep Barton technology at the leading edge

Many regard the Barton School of Business as the best of its kind in Kansas, and, as such, a commitment has been made to support business students and faculty with leading-edge technology. After consulting with student leaders across campus, the Barton School gained approval to institute a technology and operations fee, which will allow the business school to continue providing competitive and relevant technology for business education. This practice is prevalent among business schools around the country. The Barton School felt that it was necessary to stay current in an environment where technology is constantly evolving. The new fee structure has been published in the Schedule of Courses.

Looking back, looking forward: 50 years of MBAs

The Barton School’s MBA program celebrated its 50th anniversary last August with an alumni reunion in the Champions Club at Charles Koch Arena. Over 70 alumni and friends enjoyed a WSU trivia contest, a buffet dinner, an appearance by WU Shock, and music by The Kind, whose drummer is MBA alumnus Cliff Johnson. After dinner, attendees placed their bids at a silent auction.

In addition to honoring the MBA program’s past, the celebration took steps to assure the program’s future. Each guest was asked for a $35 donation toward new MBA fellowships (only one fellowship currently exists). Proceeds from the event and an ongoing direct mail campaign have so far generated over $8,000 for the fellowship fund.

Since its inception in 1954, the MBA program has graduated more than 2,000 business professionals, averaging 250 to 300 students per class in recent years. Alumni include David Eads of the Los Angeles Chamber of Commerce; Bank of Montecito President, Rodney Brown of Santa Barbara, California; Garvey International CEO, Bob White of St. Charles, Illinois; University of Kansas School of Medicine’s Director of Rural Health Education and Services, Lorene Valentine of Wichita; and Tim Scanlan, who runs an addiction counseling center in Wichita.

Guests of note included dean John Beehler, associate dean Jim Wolff, Dotty and George Harpool, Terence Decker, Scott and Jena Lysen, Cindy and Charlie Claycomb, Naomi and Steve Anderson, Arlene Thomas, Susan Kovar, Bryan Hatcher, William Barnhard, Morgan Little, Steve and Ria Farmer, Roger and Irene Lowe, Ted and Marcia Ayers, and Rod Taylor (’70), who received the event’s “Earliest Alum” award.

CPA exam beta test site

On April 5, 2004, the Uniform CPA exam leaped into the 21st Century, making the transition to a computerized format. The changeover required restructuring of the test, so the American Institute of Certified Public Accountants (AICPA) performed beta testing of the new format at WSU, as well as other universities and CPA firms around the USA. Participants were polled afterward to provide the AICPA with feedback on the system.

The testing was free and the 80 participants had a choice of sitting for any of the exam’s four sections of the exam which included auditing, financial accounting and reporting, accounting and reporting, and law and professional responsibilities.

“We encouraged students and recent accounting graduates to participate in the pretesting,” said event coordinator Michael Flores. “Test takers were generally relieved to have the opportunity to take the exam on a practice basis. It allowed them to learn how to do specialized on line research and site navigation without having the pressure of doing it in a real test setting.”

Security was a high priority. Participants signed confidentiality statements before taking the exam. WSU faculty were not allowed on site during the testing and only participants saw their test scores.

Information technology coordinator for the project was Roger Jones, accountancy instructor and director of instructional technology. Gayle Veltman, coordinator of testing at the Counseling and Testing Center, administered the exam.
Global learning grant makes the world smaller

It’s no secret that globalization is a fact of corporate life, but how can students gain true international perspective from a classroom in Wichita, Kansas? Barton School professor Sam Beldona has come up with an answer. Beldona utilized funding from a global learning grant to install technology that puts IB #333 students in contact with their peers at universities around the globe. The International Business 333 class teaches students how to deal with overseas customers, suppliers, governments, and distributors. Students learn how nations differ in cultural, political, and economic dimensions, and how to convert this knowledge to success for corporations.

“We wanted to introduce innovative ways to teach the IB course at WSU,” said Beldona. His proposal to the Global Learning Grant Office sought to implement technological innovations in the classroom to facilitate IB 333, and other courses that can benefit from global learning. “Until the office of global learning started funding such projects, there was no alternative to overseas study,” said Beldona. Since the grant was awarded last summer, two IB 333 courses have been taught using the new equipment; one by Beldona and the other by Diane Scott. “With the grant, students can gain valuable experience from entrepreneurship opportunities on either side of the ocean. It develops cultural empathy and allows students to develop global competencies that corporations are desperately looking for in new hires.”

The Barton School is coordinating efforts with the University of Canberra in Australia and the University of Applied Science in Berlin, Germany. All three universities can now exchange learning modules to bring international perspectives to their courses.

Wichita East High senior wins $44,000 Barton scholarship

Congratulations to Wichita East High School senior, Jeff Orr, who was awarded the $44,000 Clay Barton Scholarship—WSU’s largest business scholarship. Jeff is a National Merit semifinalist and a student in East High’s rigorous International Baccalaureate program. He plans to major in economics and possibly Spanish at WSU. He won first place in the state’s National Spanish Exam and has held memberships in the Spanish National Honor Society and the Scholar’s Bowl program. He is the principal cellist of the East High Orchestra, a member of the Wichita Symphony Youth Orchestras, a volunteer musician at Manor Care (a Wichita Nursing home), and has earned top ratings at regional solo ensemble festivals.

Thirty-nine students competed for the Barton scholarship during the Allen, Gibbs & Houlik, LC Scholarship Competition on November 5, 2004. Students with a grade point average of at least 3.5, an ACT score of at least 24, and an interest in pursuing a business degree were eligible. Other finalists were Whitney Fowler of Olathe East, Samantha Pate of Derby, Lindsey Woodworth of Wichita Heights, and Kristin Wright of Wichita Northwest.

The late Rent-A-Center Chairman Emeritus, W. Frank Barton, established the scholarship as a memorial to his son, Clay, who died in 1988.

Wichita, Alma students win $20,000 Jabara Scholarships

A senior from Wichita and another from Alma, Kansas are this year’s recipients of Wichita State’s Fran Jabara Scholarship in Entrepreneurship. Trinity Academy student, Forrest Hett, son of Edward and Jeanette Hett of Wichita, and Wabaunsee High School senior, Cachet Hancock, daughter of Jamie and Dr. Rick Hancock of Alma, will each receive a $20,000 scholarship over four years.

Hett, who has been taking concurrent classes at his high school for college credit for the past two years, has been a member of the National Honor Society. He played soccer for Trinity Academy for the past four years and served as team captain this year. He is an active member at First Baptist Church, having helped renovate the church a few years ago and now helping with sound set-up for the church’s 1,500-seat auditorium. He has also volunteered at the Wichita Children’s Home, and has served on the Dwane Wallace Youth Venture Grant Committee.

Hancock, who is also a member of the National Honor Society, has been active in her school’s volleyball, cheerleading, and dance squads since her freshman year. A participant in USA Gymnastics, she is also a U.S. certified gymnastics’ judge. Hancock was also named Miss Kansas Teen International last year.

This is the second year in a row a student from Wabaunsee High School has won this scholarship.

The Fran Jabara Scholarship in Entrepreneurship was established in 1998 as part of the WSU Center for Entrepreneurship’s 20th anniversary celebration to honor Jabara, who founded the center. Jabara, who now heads Jabara Ventures Group Inc., was a member of the WSU business faculty for 40 years. As namesake of this scholarship, Jabara is a mentor to the recipients.

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to the Kansas Small Business Development Center network. It will be located in the Eugene M. Hughes Metropolitan Complex at WSU in conjunction with the WSU SBDC.

The second component is the educational outreach effort to aid entrepreneurs throughout the state. This has been awarded to our Barton School of Business’ Center for Entrepreneurship.

A new director for educational outreach will be hired to coordinate this entrepreneurial education program that reaches across the state.
Business Week 2005, held March 7-11, provided more than 20 workshops, seminars, and panel discussions bringing students into contact with campus experts and local business leaders. In its fifth year, the week-long event featured sessions on such topics as leadership skills, mergers and acquisitions, business writing, teamwork strategies, balancing work and personal time, franchises, globalization—even dining etiquette. All events were open to students regardless of major.

A record attendance was met this year with more than 1,800 students participating.

This year’s keynote speaker was Robert Blackwell of Blackwell Consulting. A 1966 WSU graduate, Blackwell shared his experiences in entrepreneurship, which ranged from serving as director of Global Services for IBM to building the largest minority-owned management and information technology company in the Midwest.