Russia Exchange Program
... connecting with the Kremlin

Banking on the Panhandle
... a strong and diverse economy

More Turning to Online Learning
... it’s about time convenience
Mission Statement
The mission of the College of Business is to provide high-quality undergraduate and graduate education in business and technology disciplines that produce readily employable professionals who are ethical leaders with a global perspective. We accomplish this through emphasis on excellence in teaching, which is strengthened by faculty scholarship and supported by professional service.

Vision
The College of Business at West Texas A&M University will achieve recognition as an integral part of the Texas Panhandle’s social and economic foundation by providing excellent education for its students and actively contributing to the development of a dynamic business environment in the region and beyond.

Core Values
• We believe students are our primary constituents and we are committed to a student-centered organization.
• We recognize our responsibility to serve a broad constituency, primarily in the Texas Panhandle and contiguous areas.
• We embrace lifelong learning and professional development of faculty, staff, administrators and students.
• We are committed to outcomes assessment and continuous improvement in order to provide a high-quality education and change in response to emerging issues.
• We are honest, fair and accountable at all times.
• We involve and encourage our stakeholders to actively participate in the planning and participation of our programs and activities.
• We respect diverse perspectives and people in a collegial environment.
• We commit ourselves to prepare our students for the future, exemplify our values by serving as role models and remain current in our professional fields.

Revised and approved by the College of Business faculty Dec. 13, 2006.
In this issue of BUSINESS, our cover story focuses on the Student-Managed Investment Fund. Our finance students get real-world experience by working as a team to manage our student portfolio. The student managers have grown the fund to more than $500,000 by consistently outperforming the S&P 500. The success of the portfolio has provided more than $50,000 in scholarships to business students during the last seven years.

From our SIFE team winning its 13th-straight regional championship to our exchange program with Nizhny Novgorod Commercial Institute in Russia, we hope these stories will inspire you to continue, restart or begin your engagement with the college.

Thank you again for your commitment to West Texas A&M University and the College of Business. Our success means your success.

Dr. Neil Terry
Dean of the College of Business
Macy has been selected by the College of Business as the Edwards Professor of Finance. Macy is an associate professor of finance and has been at WTAMU since 1998. She earned a B.A. degree from the University of South Dakota in 1988, and M.A. and Ph.D. degrees from Texas Tech University in 1996 and 1998. Macy has published more than 50 articles in academic journals and conference proceedings including *Journal of Finance*, *Case Research Journal of International Business Research*, *Journal of Entrepreneurship Education*, *Southwestern Economic Review*, and *International Advances in Economic Research*. Macy teaches corporate finance, financial planning, investments, and portfolio management. She enjoys traveling, watching movies, and walking her dog.

The Edwards Professorships were established in 1984 by friends of Gene Edwards to provide an endowment for funding the Edwards Professorships of Banking and Finance. The professorship is in honor of Gene Edwards, a distinguished Texas banker who enhanced both business and community development through his leadership at First National Bank of Amarillo.

**Pickens Professor of Business**

Dr. Karyn Friske has been selected by the College of Business as the Pickens Professor of Business. Friske is an associate professor of accounting who came to West Texas A&M University in 1995. She received her Ph.D. from Texas A&M University in 1994. Outside of academics, she has worked with KPMG, PricewaterhouseCoopers, and First Gibraltar as a CPA.

Friske has published in numerous journals including *Practical Tax Strategies*, *Journal of Forensic Accounting*, *Journal of Education for Business*, *Journal of Accountancy*, *The CPA Journal*, and *Oil and Energy Quarterly*. She is returning to WTAMU after a three-year leave of absence.

The Pickens Professorship was established in 2007 by T. Boone Pickens, a distinguished oil and gas industry leader. The professorship is created for the purpose of stimulating academic excellence, enhancing creative thought and challenging business students at WTAMU.

**College cites award winners**

The College of Business recognized the following faculty and staff with annual awards on March 28, 2007:

- Dr. Frank Landram, associate professor of quantitative business analysis—College of Business Research Excellence Award;
- Jean Walker, instructor of finance—College of Business Faculty Professional Service Award; and
- Betsy Tonne, administrative assistant for the Department of Accounting, Economics, and Finance—College of Business Staff Service Award.
Hiner announces plans to retire after 23 years at WTAMU

Dr. Ron R. Hiner, Professor of Accounting, announced his retirement effective Aug. 1, 2007. Hiner began teaching at West Texas A&M University in 1984 as associate professor of accounting. He was promoted to professor of accounting in 1992. Hiner served as the director of graduate business programs from 1993–1998 and was involved in WTAMU offering M.B.A. courses in Taiwan.

“My experience at WTAMU has been enjoyable and professionally rewarding,” Hiner said. “However, I am looking forward to having more time with my family.”

“It is hard to put into words the tremendous impact Professor Hiner has had on students and faculty over the past 23 years,” said Dr. Neil Terry, dean of the College of Business. “He leaves the accounting program in great condition, with enrollment approaching an all-time high and the pass rate on the CPA exam for WT students above the state average. His quality instruction, leadership, and friendship will be missed by everyone in the College of Business.”

Hiner earned his doctorate degree from Oklahoma State University in 1973. Before his arrival at WTAMU, Hiner worked as a certified professional accountant in private practice, consultant for U.S. Office of Personnel Management, acting comptroller for Panhandle-Plains Higher Education Authority, as well as faculty positions at Oklahoma Panhandle State University and Eastern New Mexico University.

Additional noteworthy events of 1984

• Apple Computer launches its Apple Macintosh.
• The first MTV music awards are held.
• The Winter Olympics are held in Sarajevo, and the Summer Olympics are held in Los Angeles.

McCray Professor of Business named

Dr. Darlene Pulliam has been selected by the College of Business as the McCray Professor of Business. Pulliam is a professor of accounting who came to West Texas A&M University in 1997. She received her Ph.D. from the University of North Texas in 1987. Outside of academics, she has worked with Peat, Marwick, Mitchell and Co., now KPMG, as a CPA.


Pulliam enjoys teaching at both the undergraduate and graduate (M.P.A.) level, and serves as faculty adviser for the master of professional accounting program and of Mortar Board, the University’s senior honor society. She enjoys spending time with her family and is attempting to become a golfer.

The McCray Professorship was established in 2007 by James B. and Mogie R. McCray to provide an endowment for funding the McCray Professorship in Business. The professorship recognizes the McCray family’s generous promotion of high-quality instruction and scholarship in the Texas Panhandle.
It was an exciting opportunity for me to experience the Russian culture and realize that while our governments might have differences about some issues, as a people we have the same kind of hopes and dreams and have much in common. I met people who cared deeply for their families, who worked hard to provide for them. I met people who were very professional and quite knowledgeable in their academic areas, who had a thirst for the ability to continue to increase their knowledge and skills. I met people who were proud of their country and who wanted to see capitalism grow and flourish and who were very interested in entrepreneurship. I met mothers who were concerned about their sons entering the military and mothers who cared about their daughters being able to pursue higher-level educations. I met students who wanted to know if I rode horses and have an oil well, and a faculty member who teased me about bragging because we are close to the second-largest canyon in the United States.

In all classes the students were respectful and interested in ways that students in Russia and the United States were alike. Many students told me how much they would appreciate the opportunity to visit WTAMU. A number of students had iPods with the ever-present ear buds in the hallways but not in the classrooms. All seemed to have cell phones. The latest movie releases from the United States were playing at the local movie theatres. When I played a short clip from The Lion King, the students' faces told me they didn't need a translator to know about that movie.

As a guest for a performance of the Nizhny Novgorod State Philharmonic Orchestra, located in the Kremlin Concert Hall, I thought it was interesting that their guest artists for the evening were from the United States and Israel. The Kremlin Concert Hall is located in a beautiful building built from funds donated to Nizhny Novgorod from Catherine the Great. As we left the building that evening, my friend Alexander Vatrasov, directed my attention to a similar building just across the lawn and asked if I noticed anything unusual. The second building was almost identical to the first except that one end stopped as if construction had been halted before the building was finished. Actually that is exactly what happened. It seems that corruption and graft among the builders left insufficient funds to complete the building. When Catherine the Great was petitioned for additional funds to complete the two mirror-image buildings, she was furious about what had happened and decreed that the second building would never be completed as originally designed. She wanted it left as a reminder to the people of the result of such corruption and graft.

I had always thought there was one kremlin in Russia where all government business took place. This is not the case at all. Every town of any size has a kremlin, and at one time government offices would have been housed within their walls. But kremilns are actually very similar to our early pioneer forts. This kremlin is constructed of brick with walls and towers built to protect the people in time of attack from their enemies. The kremlin is built on the edge of a very high hill. In the winter, the people would pour water down the hallises. With the cold Russian weather, the water would quickly turn to ice, making
access to the kremlin virtually impassable for enemies.

As we were touring the kremlin area with the sponsor for a group of German exchange students, Alexander Vatrasov commented that the steps leading from the river to the kremlin were built by German prisoners of war.

The gentleman from Germany quickly responded, “Yes, and I believe your museum inside the kremlin still houses a number of fine paintings your people “copped” from our country during that time.”

Vatrasov agreed that was so, and we genially continued with our visit. How interesting that schools and people from these two countries, who were at one time on different sides of a war and still bear reminders of those differences, can now participate in educational exchange opportunities that benefit students, faculty and business in both countries.

Capitalism and western influences are growing within Nizhny Novgorod. Many new buildings look remarkably similar to those we have in the United States. The shopping center located just a couple of blocks from the Nizhny Novgorod Commercial Institute, “Ant,” is one such building. Inside the shopping center, instead of separate rooms, separate booths are divided by walls and closed with a wire gate. Each booth is individually owned. The owners open and close when they choose and sell whatever they want. Touring the stores inside, I would have believed I was in any large American city—if the signs had been printed in English instead of Russian.

In April 2007, the Rector of NNCI, Natalia Sumtsova, and two faculty members, Igor Siziomov and Alexander Vatrasov, visited West Texas A&M University. In May 2007, Dr. Barry Duman and Dr. Anne Macy from the College of Business at WTAMU continued the exchange by visiting Nizhny Novgorod Commercial Institute and delivering lectures related to economics and finance. We are pleased to have the opportunity to develop these faculty exchanges and look forward to expanding such opportunities to students in the near future.

It was truly a wonderful professional-development opportunity to experience just a small part of Russian culture firsthand, and I am excited about the growth of future exchange opportunities between our faculty and the faculty of this city with its 787 years of rich history and heritage.

LaVelle Mills is professor of management at West Texas A&M University.
The Amarillo-Canyon area is serviced by a variety of banks from branches of national banks to local banks to credit unions. The success of so many banks speaks to the diversity and strength of the Texas Panhandle economy. Each bank finds a niche market to spotlight, but all believe that strong customer service is the backbone to successful banking in the Panhandle. The College of Business is proud to be an active participant in the banking community by providing quality graduates and working with the banks to increase financial knowledge in the region.

Amarillo National Bank

For more than a century, Amarillo National Bank (ANB) has been part of the landscape in Amarillo. The focus of this locally owned bank has remained unchanged—to be the low-cost provider of quality financial services delivered in a convenient and friendly manner. A pioneer in bringing financial products to the Panhandle, Amarillo National Bank feels a commitment to its community’s residents and organizations. For each of the last four years, Amarillo National Bank has made annual contributions of more than $1 million to Amarillo-area charities and organizations. A consumer and community-centered approach helped ANB achieve deposits of more than $2 billion in 2006. “As one of many West Texas A&M University graduates employed by Amarillo National Bank, I appreciate everything the bank does for the Panhandle. It is refreshing to work for such a customer- and community-oriented firm,” Matt Ramsey (B.B.A., 1998) said.

Bank of America

Bank of America is one of the world’s largest financial institutions, providing unmatched convenience to families and businesses. It serves more than 55 million consumer and business relationships, with more than 5,700 banking centers, 17,000 ATMs and award-winning online banking accessed by more than 21 million active users. Bank of America is the No. 1 Small Business Administration (SBA) lender in the United States, as well as the No. 1 overall SBA lender to minority-owned businesses. “I have been a banker for more than 20 years, and I am so proud to be able to bring my clients the vast resources of Bank of America. Bank of America is on the cutting edge of providing the most innovative banking and financial solutions to our customers and is committed to the growth and prosperity of our region,” Carolyn Balzar (B.B.A., 1981; M.B.A., 1985) said.

Wells Fargo Bank

Wells Fargo Bank completed the acquisition of the five PlainsCapital branches in Amarillo-Canyon. The new branches complement Wells Fargo’s active lending business in small business, agriculture and real estate. Wells Fargo has been expanding its investment business throughout the Panhandle. As a major supporter of WTAMU, Wells Fargo recently underwrote the annual meeting of the WTAMU Foundation. Ladonna Troutman (B.B.A., 1991) said, “I went to five different schools, and WT offers a great opportunity whether part-time or full-time. I was working in the bank and had a family, but I knew the importance of a degree for moving into management. The professors were so involved with the students’ success. It would have been difficult if the professors wouldn’t have helped and been flexible.”

Amarillo Banks by Market Share

Source: FDIC, latest data as of June 2006. Market share is defined as percent of deposits within the Amarillo market. It does not include non-FDIC insured products that the banks have available such as loans and investment vehicles or deposits held outside of Amarillo.
Happy State Bank

Happy State Bank reached a milestone in its history on Dec. 8, 2006, when it reached the $500-million-in-total-assets mark. The bank is blessed to serve wonderful customers in eight communities throughout the Panhandle. HSB also is proud to support WTAMU through a College of Business scholarship each spring. In addition, HSB recently donated $250,000 to WTAMU's Fine Arts Complex, their largest donation ever.

“My education from WT provided me with a solid base of the skills necessary to become a good banker. Happy State Bank is a very family oriented bank, and our customers also are our friends. It has been a whole lot of fun to be a part of the growth we have had and are continuing to have,” Anna Hicks (B.B.A., 1999; M.B.A., 2002) said.

FirstBank Southwest

FirstBank Southwest’s three recent major accomplishments are completing the acquisition of Western National Bank in Amarillo, crossing the $635-million mark in assets and having record earnings. A key to their success is excellent customer service at their eight Panhandle branches. Real estate and agriculture continue to be FirstBank Southwest’s main areas of focus.

“I believe WT provides a great education, and the bank has many WT employees . . .”

JP Morgan Chase

The last year was very busy and successful for JP Morgan Chase. Not only did the bank have record earnings, but it completed the merger with Bank One. In the Panhandle, JP Morgan Chase specializes in agricultural business, which is known for its fluctuations. High corn prices have been beneficial for corn producers but put a strain on cattle feeders.

“As a former chairman of the Amarillo Chamber of Commerce, things look great for Amarillo. WTAMU is part of the growth engine. We could not function in this economy without WTAMU, especially the College of Business,” Bill Davies said.

Citibank Texas

Citibank’s major accomplishment during the year was continuing the momentum after completing the merger between First American Bank and Citibank. Citibank has enjoyed good loan growth during the year in a very competitive market. The Bank is continuing its efforts to finalize the plans for a new location in downtown Amarillo.

“Every day we are discovering the many products and assets that Citibank will deliver to the Amarillo and Texas markets,” Steven Seabourn (B.B.A., 1977) said.

Herring Bank

Herring Bank moved to Amarillo 12 years ago after having been in Vernon since 1899. Herring now has four branches in Amarillo and a branch in Clarendon, along with the original branch in Vernon. While commercial lending is Herring’s chief division, it also is a major player in agricultural lending and real estate.

“Herring Bank is proud to have WTAMU in the area and happy to have hired a significant number of graduates for the bank. The students have a strong work ethic and have played a big part in our success,” Jim Van Pelt (B.B.A., 1974) said.

First United Bank

First United Bank has seen tremendous growth, especially in the last three years. With the purchase of First National Bank in Lamesa, Texas, the bank now has assets in excess of $630 million and 14 full-service locations. In 2006, First United Bank was able to start construction on a 26,000-square-foot regional bank facility in Amarillo.

“I’m proud to be a WTAMU graduate, and also I’m proud to be part of a company that has made the financial commitments that First United Bank has made to the University. First United Bank gave $1 million dollars to name the First United Bank Center at WTAMU. Also, on many other occasions, the bank has continued to help the University after this large donation,” Jim Rush (B.B.A., 1976) said.

World Savings Bank

World Savings is a premiere consumer financial services company with nearly nine decades of experience and more than $130 billion in assets. It is dedicated to providing excellent consumer service and high-quality investment and home-loan products.

“Our corporate commitment to the community is strong. World Savings has long been recognized for innovative, industry-leading community involvement and for an exemplary dedication to diversity,” Cindy Price (B.B.A., 1989) said.

Not only did the bank have record earnings, but it completed the merger with Bank One. In the Panhandle, JP Morgan Chase specializes in agricultural business, which is known for its fluctuations. High corn prices have been beneficial for corn
The four founders of MicroFour are former students of WTAMU, graduating in the 1970s and 1980s with computer information systems degrees. There are also several children of the founders who have graduated from WTAMU and have gone on to invest their careers as MicroFour software developers. In fact, a large percentage of the employees of MicroFour are WTAMU alumni. These include personnel in software development, support activities, and sales and marketing. It could be said that employees of MicroFour are a good representation of the WTAMU College of Business.

The founders and their company have been actively involved with WTAMU throughout the last several years, awarding scholarships in the College of Business. Steve Taylor, chief software architect for MicroFour, is also a member of the Advisory Board for the WTAMU Department of Computer Information Systems. The knowledge and training they received at WTAMU have served them well in their software development careers.

MicroFour also has developed a Software Application Development Framework, named StrataFrame, that is used by developers around the world. Clients of StrataFrame include the Department of Defense, International Insurance Companies and major Brazilian film producers. Since StrataFrame targets developers worldwide, it currently is

MicroFour Inc. is helping shape future of electronic health-care industry

MicroFour Inc. has more than 15 years of success in development and deployment of practice management and electronic medical records software. The company’s vision is to empower health-care professionals to increase office productivity, produce accurate and timely records, to effectively manage information requirements and improve patient service.
released with versions in English, Spanish, Portuguese, French, Italian, Russian and German. It enjoys distribution in more than 18 countries at this time.

MicroFour continually strives to stay on the forefront of technology capabilities, releasing and improving software products that incorporate advances in computers, software, and ideas. StrataFrame is the culmination of some of those efforts. It offers the best products and service with one of the best returns on investment for developers and for professionals in the health-care industry.

The culmination of their investment of capital, experience and hard work in health-care software is a complete and fully integrated practice-management software suite supported by a staff of experienced and caring professionals.

Technical support and training are important factors in a successful electronic health-record system. MicroFour provides thorough training nationwide, with prompt and efficient telephone support to customers. Their service department is the best in the business, tracking every incoming call down to the minute, ensuring fast and reliable answers and solutions. They also offer on-line training courses so that clients and their staff can take full advantage of the latest features and functionality of the software. This is done without sacrificing the vital personal relationships that are an important part of their customer service.

Ongoing development has always been an important part of MicroFour. As an early adopter of the Electronic Medical Record, they have worked with thousands of customers across the country to continually provide premium software products. Their software interface and operability is second to none. They use touch screens and tablet PCs to make the requirements of recording notes intuitive, accurate and efficient for their customers. Their Electronic Health Record includes point-of-care touch-screen EMR, integrated patient and resource scheduling, electronic claims and practice management, and one of the best prescription writers in the field.

MicroFour research and development staffs use the latest in development tools and techniques to keep their software running on the best Microsoft platforms. Much time and consideration is given to ongoing product improvements. These improvements are driven by innovative ideas from their customers and their own staff. They also look to the industry and government requirements to keep current with the latest developments. The Quality Assurance Department exceeds industry standards in product reliability and total run-time performance.

One of the MicroFour nationwide clients, Dr. Murray Rosenberg, a family practice physician from Las Vegas, said, “In addition to improving our efficiency, the system has also enhanced the care we provide to our patients. Improved documentation provides better follow-up treatment. Overall, we are more organized. With faster electronic access to charts, patients calling in now wait just a few minutes to get their answers.”

Rosenberg adds, “Financial improvements PracticeStudio has brought us cannot be overlooked. Our coding and charges are documented in real time as we provide care. Therefore, missed charges are virtually eliminated, and no after-the-fact dictation is required. Our billing goes out the very next day, and there are no stacks of charts waiting to be entered into the billing system. Our claims go in clean so we get our money back much faster.”

Rosenberg is just one of many physicians who not only let MicroFour know they are on the right track but help them make even further improvements for the future. The health-care field is in constant flux, and MicroFour is committed to not only stay current but to be a leader in positive advancement.

MicroFour scholarship winners in the College of Business include Ashleigh Taggart, Carlos Soto, Krista Lerma, Alisha Jackson, Mamie Hines, Adrian Goebal, Carole Bishop, with Steve Taylor.
Internships allow WTAMU students to test drive careers

Would you buy a new car without taking it for a test drive? What about pulling out the credit card for an expensive outfit without even trying it on?
Probably not. But many students do this with their career. They choose their major, take the required courses, and graduate—all without getting any experience in their field to see if they like it. They don’t take their career for a test drive.
The WTAMU Experiential Education Program wants to change this. Our mission is to prepare students for success after college through work-related learning experiences. In other words, we want them to test their career—gain some experience before they graduate. This deepens their understanding of the field, provides career confirmation (or in some cases, motivation to change) and helps them develop professional contacts.
Internships are the perfect tool to try out a career. The work isn’t always glamorous, and students don’t get rich, but internships open doors and provide an understanding of the career that can’t be duplicated in the classroom.

Intern Profile—Evan Pietsch

Consider Evan Pietsch, a computer information systems (CIS) graduate from Amarillo. He interned with Pantex during his time as a student. Pietsch earned a decent wage ($14 per hour) for manning the help desk along with some networking and programming responsibilities. Classes provided an excellent framework and understanding of CIS concepts, but the internship brought an entirely new dimension to his education.

For one thing, Pietsch truly realized information technology (IT) was the career for him. The internship was interesting, and he enjoyed learning to work in a corporate, high-security environment—something you can’t experience in a classroom.
The internship also gave him the opportunity to develop real-life teamwork skills. Co-workers depended on him, and he depended on them. He learned no one had all the answers, and the work wouldn’t get done without working well with his team.
The internship also taught him excellent customer-service skills. He complemented his technical abilities with the people skills IT professionals need to be successful.
The internship set Pietsch apart. In fact, it distinguished him enough to be seriously considered for a position with Microsoft. He saw a posting in the WTAMU Office of Career and Counseling Services, applied and got an interview.

The internship was one of the main reasons Microsoft was interested in Pietsch. It demonstrated his exposure to a large corporate environment, his familiarity with high security, and his teamwork and customer-service skills. These, along with a strong academic record, tipped the scales in his favor. Today, Pietsch is a consultant in Microsoft’s San Francisco office, and he considers his internship “priceless.” It launched his career with his dream company.

Intern Profile—Jinger Pajestka

Jinger Pajestka, an accounting graduate from Pampa, also reaped the benefits of an internship. Along with polishing her analytical and problem-solving skills, Pajestka confirmed her career choice and eventually found a full-time position with her internship employer.

In spring 2006, Pajestka interned with Anderson Merchandisers, the foremost book, music and video distributor for Wal-Mart. She worked in the Category Advisory Department (CAD). The department’s main role is to gather information on anything and everything executives want to see and put it in summary form.
Pajestka compiled reports such as the top 100 titles, product sales by store location, promotion effectiveness and key performance indicators, just to name a few. This information is critical for management to make informed decisions about titles to buy, promotion dollars to spend and where to place certain products to maximize sales.
Pajestka honed her computer skills, especially Microsoft Excel, and expanded her analytical skills on a daily basis. Much of the information requested was complex, so she had to be creative and use effective problem-solving skills.

“On some occasions you will be asked to work on something that may take you days or weeks to get together, but that is the fun of the job,” according to Pajestka. “Being able to be creative and rock your brain to the core was the key to success.”
She participated in weekly sales meetings to learn about up-and-coming artists and authors, as well as current promotions.

“The music/book industry is so interesting; there is always something new,” Pajestka said. “Also, to hear that we could change an artist/author’s life by giving it everything we have to promote the new album/book is very rewarding.”

The internship also gave Pajestka the chance to network with key upper-level managers, including the CFO. These connections were critical to her career and eventually opened the door for a full-time position. She is now a full-time analyst for Wal-Mart.
in the Category Advisory Department for Anderson.

The experience helped Pajestka realize she wanted to work in corporate accounting or finance.

“Having this opportunity has led me to a career I really enjoy,” she added.

Students interested in test driving their career choice should contact the Experiential Education Program (EEP), located in the Virgil Henson Activities Center, Room 210, at (806)651-2345. Internship orientations are scheduled for 12:30 p.m. every Thursday. The EEP works in conjunction with the Office of Career and Counseling Services, which offers a variety of services to both employers and students. Call (806)651-2345 for more information or go to http://wtcareer.wtamu.edu.

BWXT Pantex partners with WTAMU for interns

BWXT Pantex and West Texas A&M University are working together to provide nine internship opportunities for students. These positions include management interns, programming/database interns, project management interns, and systems configuration interns. These are excellent opportunities for CIS, management, marketing, and general business students. The internships pay $18 per hour for undergraduates and $19 per hour for graduate students.

McCoy Myers provides intern experience, scholarship

McCoy Myers, a financial services software-development company, is seeking programming, networking, and technical writing interns. Selected interns may be eligible for a $1,000–$1,250 per semester internship in addition to $12–$18 per hour in direct compensation.

Anderson Merchandisers to find employees through internships

Anderson Merchandisers, a book, music, and video distributor for Wal-Mart, wants to partner with WTAMU to develop an internship program that recruits the best and brightest students in hopes of bringing them on full-time at graduation.

“We view an internship partnership with WTAMU as a critical tool to recruiting quality, full-time employees. We’re working hard to develop a competitive program to attract students from WT,” said Bart VanderDoes, HR manager for Anderson. Anderson has opportunities for all business majors, especially in CIS, accounting, and finance.

WTAMU student wins at Student Research Conference

David Schrock, a 2007 B.B.A. graduate in marketing, was awarded first place in the undergraduate business category at The Texas A&M University System Student Research Conference in November 2006. Schrock is a graduate of the WTAMU Honors Program and is continuing his education by pursuing an M.B.A. degree and working as an intern at BWXT Pantex.
SIFE: service learning in action
13 regional championships . . . and counting

The Students in Free Enterprise (SIFE) Team, a student organization of the College of Business, won a regional championship in each of the 13 years since its formation in 1994–95. SIFE shares photos of recent projects and competitions. Projects teach others entrepreneurship, financial literacy, market economics, business ethics and the skills necessary to compete in a global economy.

SIFE gives entrepreneurial assistance to businesses
Members assisting Zips Car Wash gather around the Zips sign in Amarillo. The case competition team toured the Southern Aluminum factory in Magnolia, Ark., and planned marketing strategy for the firm.

Officers at regional competition
SIFE officers Leroy Clifford, Melanie Walls and Dhaval Bhavsar display the regional championship trophy.

SIFE Team wins 2007 Regional Championship
The 2006–2007 SIFE team captured its 13th regional championship in 13 years.

Meeting the Mayor
SIFE members Dana Estrada, Sarah Hamiel and Emily Bell pose with Amarillo Mayor Debra McCart after she spoke on “Women in Leadership” at Amarillo Women’s Network.

Fun ‘n’ Games
SIFE teaches financial literacy to Brownies in the Penny Project, playing games, reading stories and doing activities about money.

2007 SIFE National Competition
WTAMU’s SIFE team experiences the excitement of national competition in May 2007 in Dallas. Networking with recruiters at the SIFE Career Fair gives team members a head start in the job market.

SIFE with Delta Zetas
SIFE presents a budgeting workshop for Delta Zeta sorority.

Puppet economics
SIFE uses “Puppet Economics” to teach elementary students basic economic terms.

SIFE at Bolivian orphanage
SIFE bought books and delivered them to an orphanage in Bolivia. While there, they taught basic lessons in market economics.

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Puppet economics
SIFE uses “Puppet Economics” to teach elementary students basic economic terms.
The Student-Managed Investment Fund (SMIF) embodies the power of practice. Students manage a portfolio of University funds that is used for scholarships. The students decide which stocks to purchase and sell and the weights in each industry as they follow a goal of long-term growth.

“The Student Managed Investment Fund is a very rewarding program for both the student portfolio manager and the recipient of a scholarship,” according to Joe Dan Wilson (B.B.A., 2007). “A student manager can learn effective hands-on strategies that can be used in today’s complicated financial world. Coupled with intensive, thought-provoking processes and exclusive instruction, this project has been a most valuable undergraduate class.”

The SMIF is a unique student-managed fund in that all finance majors are required to participate. The finance degree program contains 10 classes or 30 hours. Two of the classes, “Investments” and “Portfolio Management,” include the SMIF as part of the learning process. The master of science degree in finance and economics students also are required to participate in part of the SMIF via the “Portfolio Management” course.

In the “Investments” class, students learn the basics of investing, such as the risk-return relationship, stock markets, buy-sell orders, mutual funds, bonds, macroeconomic analysis, industry analysis and stocks. In the “Portfolio Management” class, students study the portfolio process, fiduciary responsibility, market efficiency, mathematics of diversification, evaluation of a portfolio, asset allocation, style investing, intrinsic valuation, relative valuation, technical analysis and international investing.

In the “Investments” class, each student chooses one stock from the SMIF to study. In “Portfolio Management,” each student examines a stock with the intention of adding the stock to the portfolio. Each student writes one paper for each class on his or her chosen stocks.

At other schools, the SMIF is a separate class taken as a third class after “Investments” and “Portfolio Management.” In these programs, the top students are selected for the class and spend all class time for the semester just examining the stocks in the portfolio and stocks to be added to the portfolio. There is no new material to be learned or exams taken. The students are able to spend much more time on the fund, and the portfolio is the entire focus of the class.

A common question is which system is better. The answer depends upon the focus of the degree program, the job market for the students and the resources that the university has available to spend on the portfolio management. If one compares the success of the WTAMU SMIF with other...
The strong performance of the portfolio can be attributed to a variety of holdings

**Health Care**
- Abbott Laboratories, Medtronic, BioScience and Zimmer Holdings

**Consumer Staples**
- Colgate-Palmolive and Kimberly-Clark

**Information Technology**
- Fiserv, IBM and Paychex

**Consumer Discretionary**
- Black & Decker, Home Depot, McDonalds and Staples

**Financials**
- AIG and Allstate

**Energy and Energy-Related**
- Exxon Mobil and Tidewater

**Industrials**
- L-3 Communications, Health Care Services Group and Thermo Fisher Scientific

**International Equities**
- China Mobile, HutchisonTelecom, Infosys Technology and Telefonos de Mexico

SMIFs, the results show that our students are able to do a fantastic job especially given the substantially fewer hours spent on the fund.

“It has been an honor to be a part of the Student Managed Investment Fund in several ways,” Gary Will Stafford (B.B.A., 2007) said. “My initial encounter with the SMIF was in the classroom, where students reviewed a stock owned by the fund. In a later class, we proposed stocks that would aid in the growth and diversification of the fund. “These activities make the WTAMU business school unique from many other schools. Furthermore, I am grateful for the encouragement and financial assistance provided by the SMIF scholarships. They have benefited many students, including me.”

The fund currently has more than $500,000. While the fund could hold bonds, currently the asset allocation is divided between stocks and cash. Within equity, the majority of the holdings are in large-cap growth stocks at over 40 percent of the total. Large-cap value is about 20 percent and international stock is about 18 percent of the holdings. Small and mid-cap value and growth constitutes about 20 percent of the portfolio.

The bulk of the equity holdings are in five sectors—health care, information technology, industrials, consumer staples and consumer discretionary. The top 10 holdings are Oracle, Exxon Mobil, Wells Fargo, Johnson & Johnson, Pepsi, Black & Decker, Caremark, Southwest Airlines and IBM.

While the portfolio’s style is growth, it does hold several high dividend paying stocks. Overall, the dividend yield of the portfolio is 1.84 percent. The top-five high-income producing stocks include Altria, Bank of America, DuPont, Pfister and Wells Fargo. These stocks average yields between three percent and five percent.

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**Fast Facts**

- $53,000 in scholarships have been awarded to 57 students in the last seven years.
- 27 students have been chosen as portfolio managers in the last seven years.
- More than 325 students have participated in the SMIF in the last seven years.
- The SMIF has a three-year annualized return of 11.1 percent, while the comparable S&P 500 index return is 10.3 percent as of June 1, 2007.
- The SMIF has a five-year annualized return of 9.7 percent, while the comparable S&P 500 index return is 7.8 percent as of June 1, 2007.
J. Pat Richmond’s career path has allowed him to progress to the position of branch manager at Glazer’s, part of the Glazer’s Family of Companies that markets fine wines, spirits and malts. However, Richmond always desired to complete an undergraduate degree throughout his 30-year career. He did exactly that this past May, overcoming his own self doubts about why he did not finish college in the first place. It was a lengthy journey, but through perseverance and hard work, he finally realized his dream.

Richmond is a third-generation WTAMU student. His grandmother became a teacher in Stratford after graduating from WTAMU. His father came to WTAMU on a football scholarship and later served in the U.S. Marine Corps before going into the oil business. Richmond was born and raised in Strinnett, until the eighth grade, when he moved to Amarillo and completed high school at Tascosa High School in 1967.

Upon graduating from high school, he enrolled in junior college for a couple of semesters. While attending college, he was employed in a retail alcohol establishment which assisted him in determining that he wanted to work in this industry as a career. He dropped out of college for many reasons and was hired by Glazer’s as a sales representative. Richmond was in sales for nine years, and during this time he took a brief time-out to try his entrepreneurial skills in the oil business but concluded that he wanted to return to Glazer’s. In 1981, he was promoted into management and eventually became a branch manager (Glazer’s has 37 branch managers out of 5,000 employees).

Although Richmond attained success in his career, he did not believe that the position he held was justifiable without a college degree. He had employees who reported to him with college degrees and individuals in the organization pursuing college degrees. Richmond was always pushing them to complete their degrees, but he believed he was a hypocrite and he finally decided that he must get a college degree.

Richmond was fearful to come back to college, anxious that people would ridicule him for trying to get a degree. However, he decided to return to college and visited the campus of West Texas A&M University, where he met a professor in the Department of Management, Marketing and General Business. They began an informal discussion, and Richmond said that he received a warm reception. He and the professor spent hours conversing, and it made Richmond feel that he could be successful at WTAMU. Richmond went on to say that, if he had not received the welcome, he would have walked out and never come back.

Obtaining a degree became a personal goal, and his family and friends supported him in his quest. Richmond admits that one of his hardest courses was philosophy, since he comes from a business background, and the time required in its pursuit was tremendous. However, the company allowed him flexibility to attend classes and perform the educational activities required outside of class.

Richmond shared a story concerning the time when he first started attending WTAMU. When he walked into class for the first time, he was scared to death and the instructor asked the class to pull out a Scantron. Richmond had no earthly idea what a Scantron was. The instructor took him aside and worked with him throughout the course to build his confidence. Richmond says that he implements many of the ideas he learned in his courses at work, and his public-speaking skills have developed with the assistance of his education. He now exhorts the value of an education with great emotion to the company, as well as at his branch.

Richmond admits that if he had started early in his mission to obtain a degree, he might now be working on his M.B.A., but that may be something looming in his future because his experience at West Texas A&M University has given him more confidence, and his interest in higher education has been awakened.

Robert S. Glazer Memorial Scholarship winners for 2006–2007 are, left to right, Stephanie Pena, Christy Pace, J. Pat Richmond, Brennan King, Lauren Caddel and Michael Prosser.
Today the naysayers are believers. While the brick-and-mortar classroom has not, and will not, go away, it has been augmented by a growing array of online courses and degree programs. In the fall 2006 semester, there were 569 undergraduate online course enrollments in the College of Business and 374 graduate online course enrollments.

What started humbly in the fall 1997 semester with about two dozen students enrolled in the MKT 6340—Seminar in Marketing course has mushroomed into a significant piece of the enrollment picture in the College of Business. And the composition of this group has defied all of our prior expectations.

We initially envisioned online courses appealing to students outside of the area, but the market reality is that time-convenience is just as important a consideration as is distance. Many of these students are employed full time and are likely to be older than traditional students. Some are returning to school to complete unfinished degrees, while others are pursuing graduate studies. There is a good mix of married and single students, with and without children in the home; what started out as distance learning is now lifestyle learning.

Summer Hogan is a 28-year-old undergraduate student living in the Dallas area, but she had lived on campus at WTAMU in the late 1990s. “I quit WT in 1997, and, after finding out they offered online degrees, I decided to go back and finish my degree in 2005,” she said.

Hogan was enrolled in MKT 3342—Consumer Behavior last semester. “I work 40 hours a week, so online courses were my only option,” she said. “Living in Dallas, I could not afford the drive time, parking hassles, etc. of actual in-classroom courses. I absolutely love online courses due to their constant availability and easy access.”

Dispelling the notion that online courses are easier than classroom courses. I don’t know if it is age, but I seem to learn more through my online courses. There is a lot of reading.”

Scott Bitter lives in Southern California and had dropped out of WTAMU in 2002. He cites a lack of discipline as the reason he did not adapt well to campus life, but time in the Marine Corps and two tours of duty in Iraq changed him. “After Iraq, I made a decision to go back to school,” he said. “I felt that the Marine Corps had instilled the needed discipline that I was lacking when I first attended WT. I reapplied to WT and was accepted in April 2005.”

Online courses are the only way that Bitter can attend WTAMU at present, but he has found new life through them. Bitter, 26, maintained a 4.0 grade point average last semester, completely online. “I love online courses,” he said.

Online courses also can be a family affair. Chasity and Nicholas Demel, of Littlefield, mix both campus and online courses into their academic routine. They travel to campus twice each week, more than 250 miles round trip. The rest of their time is spent taking online courses. Nick, who received his B.B.A. degree in marketing in 2006, is now working on his M.B.A. degree, and Chasity is working toward her B.B.A. degree.

“I think the quality of the online classes is the same as it is for campus courses, as far as the content and what the student actually learns from the class are concerned.”

“Ten years ago, the thought that hundreds of West Texas A&M University College of Business students would one day be studying online was often dismissed with a chuckle. While the University was gearing up to start offering online courses then, many thought it was a passing fad and that the traditional classroom would reign supreme.”

Dr. Nick Gerlich

“I think the quality of the online classes is the same as it is for campus courses, as far as the content and what the student actually learns from the class are concerned.”

by Dr. Nick Gerlich, Gene Edwards professor of banking
Phil and Katie Gensler were married on one day and literally moved from Illinois to Amarillo on the next.

The honeymoon is in its 46th year.

It was 1961, and Phil had accepted a job as a math teacher at Bowie Middle School; he and Katie wasted little time in transit. In 1965, he joined the faculty at what was then West Texas State University. Five years later, Ph.D. in hand, he helped establish the Department of Computer Information Systems (CIS) and became its first department head.

He retired from the University in 1990, but before doing so, Phil touched countless lives and helped launch innumerable successful careers. Graduates of his program were in demand—by oil companies, banks, IBM, Microsoft, FedEx—you name it, and many launched successful businesses of their own.

“We did have a lot of success with our graduates. They were getting four, five, six opportunities, a great number of choices,” he said. “When we started the program we wanted it to be business-oriented and applications-oriented, and that’s what it was, what it still is today, and its graduates are still in demand.”

Today, at 68, Phil is really only semi-retired in that he still contracts to do some data-base and consulting work for several firms in Amarillo and even one in Minnesota, but he does the work at his own pace.

“I’m very flexible,” he said. “I take on projects with deadlines and do them at my leisure. When the weather is good, I play golf.”

Or he plays tennis or goes skiing or works in his flower garden, “though I’m getting a bit old for some of those things,” he said. But the Genslers are not likely to get too old for Phil’s other favorite pastime: three grandchildren, who they try to see often, even though they live in states other than Texas.

“We make it a point of seeing them as often as once a month, if possible,” Phil said. “You have to do that if you’re going to establish the sort of relationships we want to have with them.”

The Genslers are all about relationships. When their longtime friend and neighbor Bernice Leary began to suffer from poor health, the Genslers—especially Katie—provided care in the absence of relatives until Leary passed away in 2006.

When Phil retired from WTAMU, his working days were far from over; he took his skills to Pantex, where he became head of the Information Systems Division and oversaw the communication systems, quality control and even the media-relations branch. He stayed with it for eight years, long enough to enter the CIS Hall of Fame (if there were such a thing) as a member of the Pantex team.

But Phil would enter such a hall only as a Buffalo, maroon and white all the way.

“The University was my career,” he said. “I’ve done a lot of other jobs, interesting jobs, but the CIS department was my true life’s work and my heart is still with WT. I still love visiting the campus. I feel very fortunate that I was fairly perceptive in seeing developing trends. I was able to recognize opportunities for young people in a fast-growing field and help them prepare for those opportunities. My contribution has always been teaching and motivating, and I am more proud of that than anything.”

Phil was swift to agree to serve as a member of the University’s CIS Advisory Board and still does. And, he continues to keep track of and in touch with many of his former students, both near and far.

Respect for Phil Gensler abounds. In 2004 he was bestowed with the title professor emeritus. In 2005, with $10,000 in seed money, the Golden Spread Chapter of the Association of Information Technology Professionals established the Phillip J. Gensler Scholarship Fund for Students Majoring in CIS at West Texas A&M.

When she passed away in 2006, Leary honored her neighbors through a bequest of many thousands of dollars that considerably bolstered the Gensler scholarship fund.

“Mrs. Leary wanted to honor the Genslers, and that tells you just what type of people they are,” Dr. Amjad Abdullat, present head of the Department of Computer Information Systems, said. “Phil influenced so many of our CIS graduates over the years. Mrs. Leary’s bequest will help a lot of students. It also will help us keep Phil’s legacy alive in the department.”

Abdullat said $50,000 of Leary’s donation has been set aside as matching funds for a new professorship in Gensler’s name.

“I’m just glad that her contribution can help some students to succeed,” Phil said. “A lot of students who come to the University are first-generation students, and scholarships can make a tremendous difference.”

Dr. Amjad Abdullat, head of the Department of Computer Information Systems, at right, shows Dr. Phil and Katie Gensler around the new digs of the department that Gensler helped launch in 1970.
FOR THE SECOND YEAR IN A ROW, A COLLEGE OF Business graduate will serve as president of the West Texas A&M University Alumni Association. April Altom, a 2001 graduate (M.B.A. degree with marketing concentration) will serve as the association president for 2007. Altom replaces Silas Girgis, a 2000 (B.B.A. general business) and 2003 (M.B.A.) College of Business graduate.

Altom currently works as director of marketing for Education Credit Union. Her responsibilities include advertising, public relations, community involvement, event coordination and managing the marketing budget.

According to Altom, “Being a part of the WT Alumni Association has been very rewarding, not only with keeping in touch with WT events and ongoing updates, but also in networking and having that common bond with other alumni.”

The WTAMU Alumni Association is located on campus at Buffalo Courts Alumni Center. Call (806)651-2311 or visit the association website at www.BUFFalum.com for more information or to join the Alumni Association.

Cargill actively recruits WTAMU graduates

SELECTING A CAREER AND JOB LOCATION IS ONE of the most important life decisions an individual makes. Josh McDonald, a 2003 College of Business graduate (B.B.A. degree in accounting and M.P.A.) is in his fourth year as a senior accountant with Cargill Meat Solutions in Friona.

“I chose Cargill because you are given the opportunity to immediately make an impact on the performance of the business,” he said. “As an accountant, I have the opportunity to work on financial statements, taxes, auditing, payroll, cost accounting, financial analysis, developing people, or even pursue a sales career if I so wish. The ability to choose from so many different aspects makes my job challenging, rewarding and fun.”

The Friona Cargill facility was established in 1968 and employs approximately 1,775 hourly and 165 management and clerical employees. Cargill actively recruits WTAMU graduates for full-time and internship employment opportunities. Cargill is listed in the Fortune Magazine top-100 companies where M.B.A. candidates say they would most like to work.

The WTAMU Office of Career and Counseling Services is located in the Virgil Henson Activities Center, 2402 Russell Long Blvd. Call (806)651-2345 or visit their website at http://wtcareer.wtamu.edu/ for more information about employment and internship opportunities with Cargill and other employers. For career opportunities with Cargill, contact Rachel Tyner at rachel_tyner@cargill.com.

Two-time West Texas A&M University graduate Josh McDonald is in his fourth year as a senior accountant with Cargill Meat Solutions in Friona.
University undergoes massive physical makeover

Pedestrian Mall features 36,000-pound marble sculpture; academic restructuring adds to changes around campus

by Joe Wyatt

Even casual observers can testify that West Texas A&M University is undergoing an extreme physical makeover, most notably in the heart of campus, but on its periphery, too.

Add in a complete academic restructuring that occurred in 2006, and WTAMU is making a swift and dynamic approach to its centennial celebration in 2010.

Physical Changes

A new Pedestrian Mall spans the center of campus and has eliminated vehicular traffic north of WTAMU’s most prominent building—Old Main. Cul-de-sacs have replaced through-streets, and the mall’s centerpiece is a 36,000-pound sculpture of a buffalo and calf carved in brown marble by Taos, N.M., artist Doug Scott. When the finishing touches to the Pedestrian Mall are complete, the result will be a spacious, tree-lined utopia in the center of campus through which the University community can meander and meet without regard for oncoming traffic, with wireless Internet accessibility and tracts of inviting shade.

The $33-million Sybil B. Harrington Fine Arts Complex made its debut in fall 2006, and it is easily one of the top educational and performance facilities in the state. The main building on the north edge of campus contains 142,568 square feet and accommodates the new 313-seat Branding Iron Theatre, an enormous scene shop, state-of-the-art radio and television studios, a recital hall, music rooms and practice studios, “smart” classrooms and a great deal more.

Construction began in January 2007 on the University’s first new residence hall in more than 30 years. It will be located on the site where Terrill Hall had stood since 1957. The three-story suites-style hall is a $12.8-million project, and juniors, seniors and graduate students will have priority in reserving those rooms. The co-educational facility is expected to be ready for occupancy in fall 2008.

Recent major renovations also have been undertaken at the Virgil Henson Activities Center (VHAC) and the Agriculture and Natural Sciences Building (ANS). The VHAC’s all-purpose room has been completely renovated and now includes an elevated walking track, so the aerobically inclined no longer need to be wary of stray basketballs or other athletic equipment.

All the laboratories at the Agriculture and Natural Sciences Building are being renovated as the University continues to incorporate “smart” classrooms into the academic environment.
With Buffalo Courts Alumni Center in the foreground, construction continues on a new suite-style residence hall on the site where Terrill Hall once stood. The new facility for upperclassmen is expected to be ready for occupancy in time for the 2008 fall semester.

Additionally, the new Agriculture Education Learning Laboratory was dedicated in May 2007 and is located northeast of campus alongside the old dairy.

Next up is a $16 million renovation of the four-story Classroom Center, which is scheduled to begin in January 2008.

Academic Restructuring

The University recently underwent a far-reaching makeover of its academic structure, too. WTAMU in 2006 received approval from the Texas Higher Education Coordinating Board to streamline its academic structure, including adding the new College of Nursing and Health Sciences.

Brian R. Chapman, provost/vice president for academic affairs, said the time had come for West Texas A&M to realign programs and colleges into groups with common missions, because enrollment is rising, and new degree programs have been added or revised to meet regional needs.

The new College of Nursing and Health Sciences includes the Department of Nursing, a newly formed Department of Communication Disorders and the Department of Sports and Exercise Sciences, which previously was housed in the College of Education and Social Sciences.

The College of Agriculture, Science and Engineering now includes the Department of Agricultural Sciences; Department of Life, Earth and Environmental Sciences; Department of Mathematics, Chemistry and Physics; and a new Department of Engineering and Computer Science.

The College of Business, previously home to computer science, has otherwise remained intact with the Department of Accounting, Economics and Finance; Department of Computer Information Systems; and Department of Management, Marketing and General Business.

The College of Education and Social Sciences in fall 2007 will consist of the Department of Education; Department of Political Science and Criminal Justice; and Department of Psychology, Sociology and Social Work.

A newly created Office of General and Applied Studies will be added to the Sybil B. Harrington College of Fine Arts and Humanities by fall 2007. Other departments within the college are the Department of Art, Theatre and Dance; Department of Music; Department of Communication; Department of English, Philosophy and Modern Languages; and Department of History and Geography.

With Buffalo Courts Alumni Center in the foreground, construction continues on a new suite-style residence hall on the site where Terrill Hall once stood. The new facility for upperclassmen is expected to be ready for occupancy in time for the 2008 fall semester.

Landscaping between the Sybil B. Harrington Fine Arts Complex (top) and the Classroom Center adds to the beauty of campus and gives University elves one more tree to decorate during the holidays of winter. The $34 million Fine Arts Complex opened in October 2006.
College of Business awards scholarships

2006–2007 T. Boone Pickens Scholarships were awarded to Sammie Parsley, Taryn Beasley, Graham Conner, Margaret Trujillo, Sook Huh, Vladimir Kandratski and Sarah Whipple.

Alexander Hanson received the Wayne and Patsy Fox Scholarship for 2007–2008.

Kenneth H. Olsen Scholarship
Levi and Margaret Cole Scholarships
Malouf and Iris Abraham Scholarships
Mary Frances Saunders Scholarship
Matador Resources/William E. Semmelbeck Scholarship
MicroFour Scholarships
Mildred Bassett Finance Scholarships
Neil and Anne Terry Scholarships
Ocie G. Chism Scholarship
Panhandle Chapter TSCPA Scholarship
Panhandle Human Resources Association Scholarship
Parman Reynolds Scholarships
President’s Honor Scholarship
T. Boone Pickens Scholarships
TechSpray Scholarship
Terry W. Harris Scholarship
Texas Panhandle Builders Association Scholarship
W. Byron Lawrence Scholarship
Wayne and Patsy Fox Scholarships

Donald R. Fraser Scholarship
Gene Edwards Scholarships
Graduate Fees Scholarships
Haggard Scholarship
Happy State Bank Scholarship
H. Eugene Wompham/Brown, Graham & Co. Scholarship
Hudgins Crosier Stumper Scholarship
Ida Clay Hager Memorial Scholarships
Institute of Management Accounts Scholarship
Institute of Marketing Scholarship
Investment Series Scholarships
Jerry Miller Scholarship
John Ward Public Administration/Business Honors Scholarship
Kermit C. Kerschenfels Scholarships
Kenneth H. Olsen Scholarship
Levi and Margaret Cole Scholarships
Malouf and Iris Abraham Scholarships
Mary Frances Saunders Scholarship
Matador Resources/William E. Semmelbeck Scholarship
MicroFour Scholarships
Mildred Bassett Finance Scholarships
Neil and Anne Terry Scholarships
Ocie G. Chism Scholarship
Panhandle Chapter TSCPA Scholarship
Panhandle Human Resources Association Scholarship
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T. Boone Pickens Scholarships
TechSpray Scholarship
Terry W. Harris Scholarship
Texas Panhandle Builders Association Scholarship
W. Byron Lawrence Scholarship
Wayne and Patsy Fox Scholarships

2006–2007 T Boone Pickens Scholarships were awarded to Sammie Parsley, Taryn Beasley, Graham Conner, Margaret Trujillo, Sook Huh, Vladimir Kandratski and Sarah Whipple.

Flanked by David Wilder, left, and Myrt Wilder, right, are the 2006–2007 recipients of the David and Myrt Wilder scholarships. They are, Reagan Williams, Meagan Langham, Andrea Gutierrez-Cuellar, Jennifer Beck and Brandon Bales.
College announces Dean's, President's Lists

Spring 2007
Dean's List

Accounting
Andrea Anderson
Jill Baber
Casey Bovand
Jared Brock
Kevin Cox
Richard Croswell
Lindsay Davis
Megan Davis
Frances Datton
Nhu Nguyen
Xuan Thi
Kyle Glasscock
Della Grantham
Vinh Lam
Dewarn Higgs
Jamie Johnson
Andrea Gutierrez-Cuellar
Whitney Hightower
Xiao Li
Jordan Thompson
Cristina Vadaza

Computer Information Systems
Jonathon Hedlake
Brandon Maness
Aleksandar Stefanov
Rogor Wang

Management
Cassandra Ashford
Marc Ceja
Leroy Clifford
Ari Deusic
Zutan Dastic
Gary Ealo
Palina Grybaudova
Ryan Hall
Dominique Hernandez
Kallie Higgs
Jordan Johnson
Hana Kim
Ji-Hoon Lee
Charles Martin
Bradlee Massie
John McKee
Alicia Omelas
Christy Pace
Maria Puentes
Jonathan Shelley
Ashley Stevenson
Leslie Vinyard

Economics
Matthew Chamberlain
Dustin Thompson
Kirk Waxwood

Finance
Ynglid Abudinen
James Anderson
Andrew Bennett

Spring 2007
President's List

Accounting
Andrea Gutierrez-Cuellar
Whitney Hightower
Xiao Li
Jordan Thompson
Cristina Vadaza

Computer Information Systems
Jonathon Hedlake
Brandon Maness
Aleksandar Stefanov
Rogor Wang

Management
Cassandra Ashford
Marc Ceja
Leroy Clifford
Ari Deusic
Zutan Dastic
Gary Ealo
Palina Grybaudova
Ryan Hall
Dominique Hernandez
Kallie Higgs
Jordan Johnson
Hana Kim
Ji-Hoon Lee
Charles Martin
Bradlee Massie
John McKee
Alicia Omelas
Christy Pace
Maria Puentes
Jonathan Shelley
Ashley Stevenson
Leslie Vinyard

Economics
Matthew Chamberlain
Dustin Thompson
Kirk Waxwood

Finance
Ynglid Abudinen
James Anderson
Andrew Bennett

General Business
Alexandra Balazero
Ashley Dickson
William England
Miguel Ginos
Jacqueline Hudson
Paula Ianez
Krista Lema
Ellen Mason
Steven Monk
Nina Newsome
Timothy Saunders
Reardon Stewart
Melissa Walls
Lauren Waters
James West
David Whipple

Marketing
Ida Bemgen
Alex Mlknson
Jung Hoon Lee
Lucy Mosler
Phyllis Rice

Management major and Dean's List student Marc Ceja (center) received the WTAMU Man-of-the-Year Award with his parents (right) and Dr. J. Patrick O'Brien, University president, and Karen O'Brien (left), Ceja also was the 2006-2007 WTAMU student body president.
College of Business

THE ELIGIBILITY APPLICATION OF THE
College of Business at West Texas A&M University has been accepted by the AACSB (Association to Advance Collegiate Schools of Business) International Pre-Accreditation Committee.

The college still has a long process ahead to achieve AACSB accreditation but earning pre-accreditation status is a significant step in the right direction. AACSB accreditation is generally considered to be the highest level of accreditation for a college of business.

At the present time, the College of Business is accredited by ACBSP (Association of Collegiate Business Schools and Programs). The strategic plan of the University and vision of WTAMU President J. Patrick O’Brien includes the goal of seeking the highest level of accreditation for all academic programs.

ON APRIL 27, 2007, THE UNIVERSITY
Honors Banquet recognized Jean Walker as Outstanding Student Organization Adviser and the Students in Free Enterprise (SIFE) as Outstanding Student Organization.

THE COLLEGE OF BUSINESS IS PLEASED to announce the hiring of the following new faculty for fall 2007: Karyn Friske, associate professor of accounting with a Ph.D. from Texas A&M University; Ceyhan Kilic, associate professor of marketing with a Ph.D. from Old Dominion University; Laura Kreisel, assistant professor of accounting with a Ph.D. from the University of Missouri; Bin Shao, assistant professor of management with a Ph.D. from the University of Illinois; Rex Pjesky, assistant professor of economics with a Ph.D. from the University of Oklahoma; Alice Upshaw, instructor of accounting with a M.P.A. and C.P.A. from West Texas A&M University; and Barbara Wang, assistant professor of finance with a Ph.D. from the University of Alabama.

Stock Market Game winners
At Patton Springs High School in Afton, Jean Walker, director of the West Texas Center for Economic Education, presented awards to winners of the fall 2006 West Texas/Central Texas Stock Market Game sponsored by the center. Ashley Arnold and Tracie Bateman, students at PSHS, accepted the award from Walker, along with their economics teacher Fredda Weekes.

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Honors Banquet recognized Jean Walker as Outstanding Student Organization Adviser and the Students in Free Enterprise (SIFE) as Outstanding Student Organization.

Elementary Stock Market Game winners
Ginger Smith, fourth-grade math teacher at St. Andrew’s Elementary School in Amarillo, poses with Victoria Miles, Camila Conde and Tony Astuto of the team that won the elementary division of the Stock Market Game.
More than 1,200 students call the College of Business home. As one of five colleges at West Texas A&M University, the College of Business is an integral part of the growth of the University. Undergraduate and graduate students from around the globe make the decision to enroll in one of 10 degree programs.

The powerhouse of the College of Business is the graduate program with 376 students or 31 percent of the entire enrollment of the College of Business. Graduate students have three degree programs from which to choose. All three programs have grown dramatically in recent years. The master in business administration (M.B.A.) degree program has the clear majority of enrollments at 277 students. The M.B.A. program has more than doubled in the last 10 years and represents 23 percent of total enrollment in the College of Business.

The other two master’s degree programs are more specialized in nature. The master in professional accounting (M.P.A.) degree program has had a 20-percent annual rate of growth over the last five years. It now totals 67 students. Upon completion of the M.P.A. program, students have earned the right to take the CPA exam.

The master of science in finance and economics (M.S.F.E.) degree program has 32 students, more than triple the number from a decade ago. Students earning this degree are prepared for management and analyst positions in business. Many of the graduates continue into Ph.D. programs. Four 2006 graduates entered doctorate programs at the University of Oklahoma, University of Nebraska, Washington State University and University of North Texas.

Undergraduate enrollment for spring 2007 was 841 students in seven majors. The emphasis on accounting also exists at the undergraduate level. More than one-fifth of undergraduate students choose accounting as their major. Another popular major is management at 171 students, an increase of 64 percent in the last five years.

The College of Business offers student enrollment diversity. More than 23 percent of College of Business graduate students are from foreign countries, compared to 10 percent at the University as a whole. Students from 25 countries are enrolled in the College of Business. Hispanic enrollment in the College of Business is 15.8 percent versus 15.1 percent for the University. Female students represent 44 percent of College of Business enrollment.

Contact us if you have any questions about our programs, suggestions on how we can improve or ideas on how you can assist us in the fulfillment of our mission of student-centered excellence in higher education. We look forward to your involvement in the College of Business at West Texas A&M University.

College of Business
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Canyon, Texas 79016-0001
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Staying Connected

“It’s hard to believe that 25 years...”

$2.5 billion yearly sales

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“...later, the WT professors I knew are still here and willing to help me be a success in my chosen field.”

I believe in the power of education.”

Spanky Assiter ’79, ’81

Tom “Spanky” Assiter is one of the most dynamic and sought after auctioneers in the business. After receiving his M.B.A. from the College of Business, Assiter pursued his childhood dream and rose to the top of his industry.

As founder of the international company Assiter and Associates, LLC, an auction firm, Assiter leads a team of auctioneers specializing in real estate, classic cars, heavy machinery and thoroughbred horses with yearly sales topping $2.5 billion.

Assiter serves as the lead auctioneer at the Barrett-Jackson Classic Car Auction, where in January he sold a 1966 Shelby Cobra 427 “Super Snake” for $5.5 million. He frequently sells cars to and for celebrities such as Alice Cooper, Pamela Anderson, Jerry Seinfeld, Jay Leno, Sammy Hagar and Reggie Jackson.