COB Reaches Final Stages of AACSB Accreditation Process

This spring AACSB contacted the College of Business at West Texas A&M University to schedule a Peer Review Team site visit for AACSB accreditation. The site visit is set for March 25-28, 2012. The site visit is step 16 out of the 17 steps identified on the COB accreditation webpage located at http://www.wtamu.edu/academics/college-business-accreditation.aspx. Dr. Neil Terry, dean of the College of Business, said, “We still have to complete a couple of critical steps before we can earn AACSB accreditation but I am very proud of the progress our programs have made within the last five years. The faculty, students, and other stakeholders have helped us make significant progress toward meeting the quality requirements associated with AACSB accreditation and have demonstrated a commitment to the principles of continuous improvement to address our weaknesses.” AACSB accreditation is the highest level of accreditation a business school can earn, an achievement accomplished by less than 30% of the business programs in the United States and only 5% of the business programs in the world.
March 11, 2011 WTAMU’s Students in Free Enterprise (SIFE) team won at regional competition and advanced to the national level of competition for the 16th consecutive year. The team will compete at nationals in Minneapolis, Minnesota May 10-12, 2011.

The 2011-2012 SIFE Officers are as follows:

**CEO:** Marco Jimenez, MBA Student  
**COO:** Alexandra Long, Accounting Major  
**Administrative/Financial Officer:** Angelica Pallares, Accounting Major  
**Marketing Officer:** Braegar Sprague, International Business Major  
**CORE/Campus Service Officer:** Juan Ramirez, Engineering Major  
**Tech Officers:** Jimmy Tseng, MBA-CIS major & Nathan Woodard, CIS Major

### COB Student Government Representation

Student Government evaluates issues that affect the student body and works closely with faculty and staff to ensure an academically challenging University, while providing many opportunities for fun. The 2010-2011 COB Student Government representatives are:

Ciro Baldiviezo  
Gus Trujillo  
Sarah Kauhl  

Jose Lopez  
Jacob Sherwood  
Jon Solis
Summer Study Abroad Course in Quebec and Ontario

In May of 2011 students and faculty from the Colleges of Business at West Texas A&M University and Tarleton State University will participate in a collaborative study abroad program in the provinces of Quebec and Ontario. The group will study the Canadian political system, the Canadian business system and the French cultural influence on the provinces of Quebec and Ontario.

The fourteen students and three faculty members will start their Canadian travels in Ottawa, Ontario. Highlights of their trip include a tour of the College of Business at the University of Ottawa and participation in a lecture/discussion on the Parliament of Canada, a visit to the historic Byward Market and a tour of the Royal Canadian Mint where they will also learn about their management practices.

On their next stop in Montreal, Quebec the group will tour the Bombardier Museum to learn about the evolution of the snowmobile industry. A plant tour will provide more information about BRP Canada which includes brands such as Sea-Doo, Evinrude, Can-Am ATV, Rotax and Ski-Doo and Lynx and their use of agile leadership. They will also tour the College of Business at HEC Montreal where they will be guests at a lecture/discussion on international trade. While in Montreal the group will celebrate Victoria Day by visiting the Olympic Park, home of the 1976 Olympic Games, the
Biodome, and the Botanical Gardens which are ranked as one of the largest of its kind in the world.

In Quebec City, Quebec the group will tour the College of Business at Laval University where they will also be guests at a lecture/discussion about NAFTA. Quebec City is recognized by UNESCO as a World Heritage Site. Before leaving for the return trip home the group will tour the historic area and participate in whale watching.”

Dr. LaVelle Mills is the WT faculty member leading the trip in 2011. The College of Business plans to return to British Columbia in 2012 and back to Quebec in 2013 as part of a British Columbia and French Canada rotation. Students interested in future study abroad trip to Quebec or British Columbia are encouraged to contact Dr. Mills (lmills@wtamu.edu) for more information.

Summer Trip to London Focuses on 2012 Summer Olympics

The College of Business is partnering with the College of Fine Arts in providing a Study Abroad opportunity this May to London. Dr. Nick Gerlich, along with Dr Leigh Browning and Lori Westermann, are leading 21 undergraduate and graduate students across the pond to study sports marketing and preparations being made for the 2012 London Summer Olympics.

“We’re going to visit the Olympic village and the various venues, and get a first-hand look at how an international sporting event of this size is crafted,” Gerlich said. Students will study how new and traditional media are being used to market the event. “World Cup soccer is the closest we have as a benchmark, and even it pales in comparison to the Olympics,” he added. ”Diverse cultures and technological adoption mean that what works in one locale may very well not work in another. We cannot simply take Facebook for granted and assume social media alone will work.”

The team will leave Amarillo on May 15th and return on the 25th. In addition to a crash course on international sports marketing, the troupe will visit the theater and Stonehenge.
Business Student Works with Terry Fator Show in Las Vegas

Dr. Nick Gerlich and Piero Taliente, senior International Business student from Kingswood TX, continue their working relationship with the Terry Fator Show in Las Vegas. Fator performs five nights weekly in his theater at The Mirage.

Piero is developing mobile market research applications using the Qualtrics online survey software. The goal is to solicit fan feedback via mobile devices, their Facebook page, their website, and with in-theater kiosks using iPads. Qualtrics is capable of reformatting itself for any platform or device, but care must still be taken to ensure that questions display in a logical fashion regardless of screen size.

“Piero is getting the experience of a lifetime,” Gerlich said. “He is applying his classroom knowledge with a very real business, and learning how to use the premier survey software in the process.”

Terry Fator Show management hopes to continue the relationship into the future, meaning there will be opportunities for other aspiring marketing research students to gain valuable experience.
Tech Club Announces Officers and Plans Trips

The Tech Club is pleased to announce the following officers for 2010-2011:

**President:** Nick Hopkins  
**VP:** Kody Koenning  
**Treasurer:** Dustin Hume  
**Secretary:** Becca Boyer  
**Communications:** Josh Howley  
**Innovation Lab Officer:** CJ Beckley

On April 8, 2011 a small group of students from the Tech Club had an opportunity to tour Bell Helicopter. The group had an opportunity to tour the VS22 Osprey as well as more traditional helicopters.
Several students from the Tech Club will tour the Dallas/Richardson regional headquarters of Cisco in the last week of April. The Cisco regional facility is a large campus (e.g., larger than WT) that serves multiple functions. The tour includes a large server farm, a research and development lab, as well as an opportunity to play with the latest and greatest CISCO toys, including a very impressive video conferencing room. This year the students attending the trip are:

Kody Koenning
Steven Tran
Kenzi Nickell
James Schmidt
Javier Palomares
Fabian Mena
Yu Hsiang Tseng

New Degree Option Focusing on Human Resource Management

The MMGB department is proud to offer a new concentration in Human Resources Management (HRM). Human resource managers play critical roles in organizations by recruiting the talent needed for competitive advantage, improving labor-management relationships, and reducing the organization’s legal exposures. The HRM program at the WTAMU will prepare graduates for a wide range of positions, such as Human Resources Manager, Employee Relationship Coordinator, and Compensation Specialist. The program’s content provides comprehensive coverage of the major human resource responsibilities, including recruitment, selection, training and development, compensation, benefits, performance appraisal, employee relations, health and safety, and strategic HR planning. The program’s first core course, Employment Law (BUSI-4330-70), will be offered in the Fall of 2011. Please contact Dr. Megan Brock (806-651-2503, mbrock@wtamu.edu) for more information about the program.
The Accounting & Finance Association is pleased to present the following officers for 2010-2011:

**President:** Brandi Ellison  
**Vice President:** Mason Edwards  
**Secretary:** Lindsey Stanford  
**Treasurer:** Vanessa Voelkel  
**Marketing Director:** Even Brantley  
**Faculty Advisors:** Laura Jean Kreissl, Karen Cooley, and Alice Upshaw

The purpose of this association is to advance the study of accounting and finance by providing opportunities for careers in public, private, and governmental accounting, and in finance firms. To provide more continuity and community, meetings were increased from once monthly to twice monthly (2nd & 4th Wednesday s). Officers meet on the first Wednesday of each month.

**2010-2011 Accounting & Finance Association Activities and Speakers:**

**Karl Kimsey,** WTAMU Employee Relations Coordinator, spoke and introduced representatives from the Internal Revenue Service.

**Steve Sellars,** WTAMU Experiential Education Coordinator.
Laura Hastings, CPA, spoke about membership in the Panhandle Chapter of the Texas Society of CPAs.

Heather Reid, WTAMU graduate and representative of Johnson & Sheldon, PC, public accounting firm.

The group toured the Amarillo office of Brown, Graham & Company, PC, a public accounting firm.

Several members attended a Casino Night in January sponsored by the Panhandle Chapter of the Texas Society of CPAs.

Scott Rosenbach, CPA, from Trinity Fellowship Church, discussed the challenges associated with working for a non-profit organization.

Melissa Corvin and Matthew Webb from Wells Fargo spoke to the Accounting and Finance Association on February 23. They discussed the job search process including do’s and don’ts of interview. Webb presented how Wells Fargo evaluates employees and then determines compensation.

Dan Shuman and Kent Bowen of Edward Jones spoke on March 23. They discussed the growth in financial planner employment and how to enter the business. They provided valuable insight into the compensation model of financial planning and new employee characteristics desired by financial planning firms.

Mike Callahan, CEO of Harrington Regional Medical Center, and Mike Hooten, Texas Tech University Regional Dean of Allied Health, spoke on April 13. Callahan and Hooten stated the different employment opportunities for finance and accounting students in the Amarillo health care businesses. Callahan remarked that most health care businesses hire from within so students should focus on gaining an entry position and then plan to move into a new position within a year.

Members are also invited to a luncheon meeting of the Panhandle Chapter of the Texas Society of CPAs on April 29th. Also on April 29th, the group will tour the Amarillo location of Bruckner Truck Sales, Inc.
The Texas A&M University Board of Regents recently named Dr. Darlene Pulliam as a Regents Professor. The Regents Professor designation is one of the highest honors given by the A&M System Board of Regents. “The award is a nice pat on the back for doing what I am supposed to be doing – teaching, conducting research, and professional service,” said Pulliam. Dr. Pulliam’s research has appeared in numerous journal outlets, which include *Journal of Accountancy*, *Practical Tax Strategies*, *Oil, Gas & Energy Quarterly*, *Tax Adviser*, and *Today’s CPA*.

The College of Business announced the following winners of the 2011 faculty and staff awards: Teaching Excellence Award to Ms. Alice Upshaw, instructor of accounting; Research Excellence Award to Dr. Pradeep Racherla, assistant professor of marketing; Service Excellence Award to Dr. Amjad Abdullat, associate professor of computer information systems and department head; and Staff Service Excellence Award to Lynsee Womble, academic documentation coordinator. Dr. Jeffry Babb was recognized with the Horizon Award for his contribution to service and program development as a junior faculty member.
Study Abroad Planned for Copenhagen, Denmark in 2012

The College of Business and the Computer Information and Decision Management department look forward to offering a faculty-lead study abroad opportunity in Copenhagen, Denmark, in 2012. The study abroad opportunity will focus on social democracy, citizen participation, and technology in Denmark and Scandinavia. Scandinavia is unique region in the world, with an economic and cultural history, which has shaped a modern and technology-focused country such as Denmark. As a city, Copenhagen consistently ranks highly on dimensions of quality-of-life, personal happiness, and cost-of-living; which should make for a fascinating setting for study abroad. On this trip, students will learn more about why Copenhagen ranks so highly on these dimensions and how this affects attitudes towards IT management and productivity.

Dr. Jeffry Babb is conducting an exploratory site visit to Copenhagen in May 2011 in order to secure learning experiences for WT students. Dr. Babb will focus on arranging learning opportunities which include citizen participation in the technology process, consumer and business co-creation in areas of technology, and the perspectives of Scandinavian IT professionals. Some of the anticipated interactions that Dr. Babb is seeking to facilitate are: A visit to the Microsoft Development Center, Denmark; visits and lectures at KMD, which is a company responsible for all municipal IT in Denmark; a focus on the emergence of transnational business regions in Europe, such as the Öresund Region between southern Sweden and Denmark; and, a visit to MINC Malmö,
an incubator/entrepreneur center across the Öresund in Malmö, Sweden. Further details regarding this study abroad opportunity will be available at the beginning of the Fall 2011 semester.

Students interested in the 2012 trip to Copenhagen are encouraged to contact Dr. Jeffry Babb at jbabb@wtamu.edu.

Enterprize Challenge and Torch Award Winners Selected

The Amarillo Enterprize Challenge is a program of the WTAMU Enterprise Center, funded by the Amarillo Economic Development Corporation, designed to help entrepreneurs expand an existing business or launch a new business. The Enterprise Center operates under the umbrella of the College of Business and judges for the Enterprize Challenge includes a College of Business faculty member and select members from SIFE. The 2011 Enterprize Challenge winners are Jax Transport-$100,000, American Site Builders-$100,000, NanoFrio-$100,000, English Field Aviation-$100,000, Posh Pinc-$50,000, and Dichonics-$50,000.

The Better Business Bureau, in partnership with the College of Business at West Texas A&M University and SIFE, awarded the Torch Award for Marketplace Ethics to three companies for 2011. This year’s winners are: Dale Buckner, Inc. (Small Business), Glass Doctor (Medium Business), and Education Credit Union (Large Business). The President’s Award for long-standing commitment to ethics was awarded to A to Z Tire & Battery. The Excellence in Community Service Award recipient is Debra McCartt.
Dr. Jerry Miller, retired Dean of the College of Business, spoke to the Investment Series on February 15. Miller discussed how investors should manage their money in the global economy. He focused particular attention on interest rates and sovereign debt.

Dr. Matt Medeiros, CEO of the Institute for Wealth Management, spoke to the Investment Series on March 29. Sixteen finance and MSFE students attended his presentation. Medeiros discussed the importance of managing risk. “The negative correlation between the S&P 500 index and the VIX was startling. He presented how to use the VIX to profit from short-term volatility in the stock market,” said graduate student Patrick Pollard.

The summer Investment Series presentation will feature the WT Finance Student Portfolio Managers. Laura Beth Hallman, Kolten Wilder, Karina Linardy, Brandon Davis, Clinton Jacob Ortega, and James Richards are the current Student Portfolio Managers and will present buy and sell decisions for the 2011 portfolio. The current value of the WT Student Portfolio is approximately $650,000.
Omicron Delta Epsilon

Omicron Delta Epsilon, the economics honors society, invites interested students to join the organization. The benefits of joining ODE include recognition at the College of Business Awards reception, ODE membership included on your transcript, and wearing an honor chord at graduation.

Undergraduate student requirements include completion of 12 hours of economics with at least a 3.0 average in the courses, an overall GPA of 3.0 or higher, and a class standing in the upper one-third. Graduate student requirements include six hours of economics with at least a 3.0 average.

The 2011 inductees into Omicron Delta Epsilon are:

Justin Bray
Brittney Ervin
Seth Hoelscher
Sarah Kauhl
James Kemper
Robert King
Karina Linardy
Jacey Reid
Trenton Trahern
Adrian Walker
Yang Xiao

For more information, please contact Betsey Tonne at 806-651-2525 or btonne@wtamu.edu.
Great Plains Ag Credit Student Board of Directors

Senior finance majors Laura Beth Hallman and Cydney Friemel participated in the Great Plains Ag Credit Student Board of Directors for the 2010-11 academic year. The students learned about the loan process from the lender’s perspective and about presenting information to the board of directors for the bank.

“We went through the entire loan process from application to decision in the loan committee. We also interviewed potential customers to learn how Great Plains could help their businesses. I like that we applied classroom theories to bank management. It was learning the same things but in a different context,” said Hallman.

“It was interesting to see what the lender focuses on. Which risks the lender thinks are most important in determining whether or not to give a loan. It is important for borrowers to communicate with the bank,” said Friemel.