

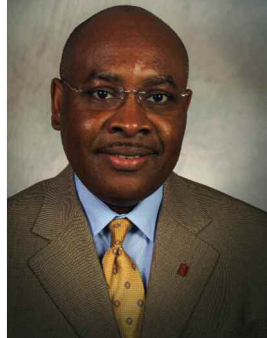
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Message from the Dean



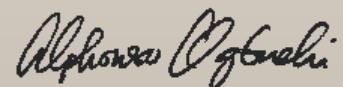
Dr. Ogbuehi

I am pleased to present this inaugural issue of the *School of Business News* electronic newsletter. The purpose of this publication is to inform and update our alumni and friends on events, programs and activities about the Park University School of Business. In this issue, we have profiled an illustrious alumnus, Robert Fowler, '82. He has an inspirational story that you will enjoy. We also present a highlight of the inaugural School of Business Dean's Distinguished

Lecture Series, featuring Peter deSilva, president and chief operating officer of UMB Financial Corp and chairman of UMB Fund Services, as well as a member of Park's Board of Trustees.

As the nation navigates its way out of this recession, business schools around the country, and indeed around the world, have been forced to re-examine their assumptions for educating tomorrow's leaders of American enterprise. We will use these pages to share with you our thoughts, hopes and aspirations for a better School of Business at Park University. With this in mind, we will seek advice and input from alumni, friends and other stakeholders.

This inaugural issue would not have been possible without the assistance of key members of the staff. I would like to thank Rita Weighill, '90, vice president for communication, and her staff for their dedication. I would also like to thank Rose Hochstatter, administrative assistant to the dean, for her diligence with this initiative.



Alphonso Ogbuehi
Dean

Robert Fowler: Versatility Personified



Robert Fowler

Robert Ainslee Fowler, '82, had an early career that took more twists and turns than a country creek bed, but he always knew where he was headed: toward success. Whether working in a restaurant, selling property, running a radio station or interacting with customers, Fowler amassed an impressive array of skills over the years thanks to his family, his education and the

contacts he made. What he knew instinctively from the beginning is today called networking.

In high school his interests adapted, too, as he joined Future Farmers of America and the marching band. He performed in stage productions and excelled as an orator. He graduated 1951 with a one-year partial scholarship to Park University.

Born in 1934 on a farm near Tiffin, Mo., Fowler attended several one-room schoolhouses, forced to change schools as districts consolidated. Adapting to change was apparently never a problem.

But Fowler's path would take another turn in the summer of 1952 when he and a friend drove to California to find work. One job led to another and it would be nearly 30 years before Fowler returned to Park. He worked at a drive-in restaurant. He joined the Marines Corps and learned motorized transportation maintenance and operations. He worked for an aunt and uncle who owned a motel and a masonry business. He became a licensed realtor and sold real estate. Moving back to El Dorado Springs, Mo., he found a job at a

radio station where he became a licensed disc jockey. Eventually, he became station manager and even sold air time. When the radio station was sold in 1971, Fowler moved his family to Kansas City. There he dipped into his wellspring of friends, reconnecting with a man he had met in the Marines. Don Earp owned a successful wholesale meat company in Kansas City, Kan., that eventually became Earp Distribution, a distributor of food and paper supplies to McDonald's restaurants throughout a five-state area. Fowler went to work for his former Marine buddy, realizing something else would also come in handy — his first job at a drive-in restaurant.

Fowler stayed at Earp Distribution for 35 years, filling and developing several different positions as the company grew. Eventually, he became a field services manager, a position he held for 20 years. In 1980 a close friend and neighbor who worked at Park University

urged Fowler to finish his bachelor's degree. Fowler had picked up college credits here and there and had an associate degree, but he

had never finished college. He returned to Park and earned a bachelor of science degree in business administration in 1982.

Fowler retired in 2007 and to this day continues to add to his portfolio of expertise and interests. He is creating a family history, improving his computer skills and learning network marketing. And as for what comes next in the life of this versatile Park graduate, stay tuned.

UMB President Deconstructs Mortgage Crisis in Inaugural Dean's Distinguished Lecture Series

A man with a unique perspective on the worsening financial crisis in the United States was the first speaker to appear at Park as part of a new lecture series sponsored by the School of Business. **Peter deSilva**, president and chief operating officer of UMB Financial Corp., chairman of UMB Fund Services, and a member of the Park University Board of Trustees, discussed the growing mortgage crisis and the \$700 billion financial bailout package for struggling banks. Speaking to a capacity crowd in the Graham Tyler Memorial Chapel on

Sept. 29, 2008, deSilva's lecture came at a time when the country's economic woes were mounting and just days before the federal bailout package became law. Two Kansas City-area television stations, KMBC (Ch. 9) and KSHB (Ch. 41), interviewed deSilva and Anthony Hardwick, a senior communications arts/public relations major.



Peter deSilva

The School of Business Dean's Distinguished Lecture Series will bring leading business executives, policy experts and respected scholars to the Parkville Campus to address major issues concerning industry, economic environment, entrepreneurship and globalization.

Entrepreneurial Trio Featured in New Lecture Series

Three Kansas City-area entrepreneurs whose successful business ventures led to record profits for their companies and generous support for philanthropic causes came to Park University last fall to launch a new entrepreneurship lecture series in the School of Business.



Joe Roetheli



Mark Comfort



Charles Garney

**PARK UNIVERSITY'S
SCHOOL OF BUSINESS
PRESENTS ITS FIRST**

Entrepreneurship Lecture Series

Have you ever dreamed of starting your own company? Do you own one now? Park University's School of Business presents three distinguished Kansas City area entrepreneurs who will share their experiences on starting and managing a business. Funding for these lectures is provided by the School of Business and Students in Free Enterprise. This event is part of Global Entrepreneurship Week sponsored by the Ewing Marion Kauffman Foundation.

There is no charge to attend and the entire lecture series is open to the public. For questions, contact Michael Fitzmorris, assistant professor of international business, at (816) 584-6759 or michael.fitzmorris@park.edu.

Joe Roetheli, owner of S & M Nutec, LLC, **Mark Comfort**, co-owner of Cruise Holidays Kansas City, and **Charles Garney**, founder and chairman of the board for Garney Companies, Inc., came to the Parkville Campus in November 2008 as part of Global Entrepreneurship Week.

The series began Nov. 14 with Roetheli, who described how he was inspired to create a new dog treat to improve canine tooth health and prevent halitosis by his own dog's smelly breath. Starting with virtually no capital, his company created "Greenies," a teeth-cleaning, gum disease-preventing dog munchie. The company went on to earn \$380 million in 2005 and was purchased by Mars, Inc., in 2007. Roetheli and his wife then founded the Li'l Red Foundation, a charitable organization that assists the poor in Guyana and several other charitable causes. In fact, Li'l Red has provided more than \$1.25 million to support entrepreneurship, pet therapy for the elderly, eye care in the Third World and help for the homeless in Jamaica.

Comfort, who spoke Nov. 19, co-owns Cruise Holidays Kansas City, Comfort Tours and Travel, and Comfort Investment with his wife, Mimi. In 2008, Cruises Holidays of Kansas City celebrated 20 years in business and was named Franchise of

the Year for 15 of those 20 years. The Comforts have provided generous support for an orphanage in Nairobi, Kenya, which cares for HIV-positive children. Mark Comfort is a member of the Park University Board of Trustees.

The series concluded on Nov. 21 with Garney, owner of several successful Kansas City businesses. In 1961, Garney founded and became chairman of the board for Garney

Companies, Inc., a heavy utility construction company. He also founded a cattle company, a plumbing and heating company, and maintained business interests in aircraft charters, banking, insurance and commercial real estate development. Garney is currently chairman and CEO of Briarcliff Development Company. He and his wife, Patricia, support many Kansas City non-profit organizations, including the Civic Council of Greater Kansas City and the City of Fountains Foundation. Garney is also a member of the Park University Board of Trustees.

The Entrepreneurship Lecture Series is sponsored by Park's School of Business, Park Students in Free Enterprise and the Ewing Marion Kauffman Foundation.

School of Business Pilots Mini-Conference for KC Faculty



Kansas City-area faculty of Park’s School of Business convened Jan. 10 on the Parkville Campus to learn about strategic objectives for the school and hear formal presentations on new teaching strategies and methods.

Organized by School of Business Dean **Alphonso Ogbuehi, D.B.A.**, the meeting was designed to pilot a mini-conference format for Park University business faculty. Highlights included:

- **Michael Droge, Ph.D.**, provost and senior vice president, who reported on efforts to advance the School of Business.
- Ogbuehi, who discussed the strategic objectives of the School of Business and the program proposals and initiatives of the School of Business for 2008-10. He also led a breakout session

to discuss a Harvard Business School case, *Professors Sven Larson and Kenneth Carpenter*.

- **Emily Donnelly-Sallee, Ph.D.**, assistant director of the Center for Excellence in Teaching and Learning and assistant professor of English, who presented “Strategies for Teaching the Millennial Learner.”
- **Bart Finney, Ph.D.**, professor and chair of the Department of Management, Marketing and International Business, who discussed “Achieving Consistency in Content, Delivery, and Grading.”

Similar sessions may be held in the future for Park School of Business faculty in other regions.



School of Business Highlights

School of Business Creates Advisory Board

For the first time in its history, the School of Business at Park University has formed an advisory board to provide input on curriculum, student retention and other issues. Meeting for the first time on March 25, the group is composed of leaders in business and industry and includes Park alumni.

The board will provide advice, opinions and ideas on programs, recruitment, placement and the general competitive environment affecting business education. The board will also enhance the visibility and reputation of the School of Business and Park University as a whole. Members will become acquainted with the School of Business faculty and their research in areas that are important to corporate and not-for-profit communities. They will also address classes and student organizations. The School of Business Advisory Board will convene quarterly.

Phil Bartolotta Chief Executive Officer Fogel-Anderson Construction Company	Kathy Koehler Partner Reece & Nichols, Koehler Bortnick Team	Chad Earwood President eSHIPPING	Robert Mayer President M R Capital Advisors, LLC
Anteco Cross, '96 District Manager ADP Businesses	Antoinette Madeira, '82 Chief Financial Officer Candice Bennett & Associates, Inc.	John Ferrell Market Director – Public Sector Sprint Nextel	Graham Moyer President & COO Essential Knowledge, LLC
Michael Fasone Chief Executive Officer Fasone & Partners, Inc.	Marilyn Montague, '62 Vice President, retired North American Savings Bank	Mark Foster Managing Partner Stinson Morrison Hecker LLP	Ron Petering President Shafer Kline Warren, Inc.
Kris Flint, '97 Chief Financial Officer Two West, Inc.	Laura Ozenberger Senior Vice President-General Counsel Inergy LP	Rob Givens President and CEO Mazuma Credit Union	Adam Sachs Partner Husch Blackwell Sanders LLP
Robert Fowler, '82 retired Earp Distribution	Steve Porter President Thoroughbred Ford	Debra Hopkins Senior Vice President Platte Valley Bank	Brenda Tinnen General Manager Sprint Center
Victor Hammonds Vice President UMB, n.a.	Dennis Thompson President – Kansas City Division Walton Construction Company, LLC	Mike Keenan Chief Executive Officer Heatron, Inc.	Brenda Wisniewski, '68 Chief Learning Officer CoreNet Global
Allen Johnson Chief Financial Officer Truman Medical Centers	Siobhann Williams, '96 Platte County Auditor Platte County Government	Jim Kissick President Kissick Construction Company	
Jack Kilroy, Jr. Vice Chairman Polsinelli Shughart PC	Ed Bradley Executive Vice President Patriots Bank	Dominic Lopez Vice President-Financial Consultant Charles Schwab & Co.	

Park Student-Athlete Gives Back to Uganda



Kicking back with family and friends may be an ideal winter break for some students, but Park University men's soccer player **Simon Senfuka** wanted to do more. Before leaving on break for his home in

Uganda and with the help of Efreem Shimlis, Park's men's head soccer coach, Senfuka collected enough Pirate game jerseys, cleats and T-shirts to outfit two Ugandan youth soccer teams.

Senfuka grew up playing soccer in Kampala, Uganda, under the same sparse conditions that soccer teams still face there, and wanted to

give the next generation of players something he never had. While in Uganda, Senfuka reunited with his longtime friend and mentor, Ivan Kakembo, director of the Uganda Youth Soccer program. In addition to helping dozens of youth players hone their skills and play around the world, Kakembo made it possible for Senfuka come to the United States and enroll at Park University.



Simon Senfuka

Senfuka is a sophomore majoring in business administration/finance. Learn more about him at www.parkathletics.com/news/cat_index_47.shtml.

Faculty and Staff Highlights

Awards



Dr. Vinlove

Kathleen Vinlove, Ph.D., associate professor and program coordinator of economics, has been named the 2009 Park University Outstanding Faculty award-winner for the School of Business. Vinlove has been on the faculty at Park University for six years and is a member of the Phi Kappa Phi Honor Society. She earned her Ph.D. in 1991 from Kansas State University.

Presentations and Scholarship



Dr. Chadwell

Sharon Chadwell Ed.D., adjunct professor of business at the Lackland Air Force Base Campus Center, San Antonio, Texas, and Online, presented research findings from her dissertation entitled "Teachers' and Parents' Perceptions Concerning the Underrepresentation of Gifted African-American Students: A Phenomenological Study" at the Delta Kappa Gamma Society International's convention, July 22-26, 2008, in Chicago. Chadwell also presented at the Texas Association for the Gifted and Talented annual professional development conference in Dallas in November 2008.

Presentations and Scholarship (continued)



Dr. Hassan

Munir Hassan, Ph.D., associate professor and program coordinator of finance, presented papers at two conferences and chaired three sessions at another conference, all in October 2008. He presented "Stock Market Volatility Across Countries" at the 31st Global Studies Conference held Oct. 2-4 in Omaha, Neb., and "The Dynamic Relationship Among MSCI, S&P 500 and Case Shiller Housing Price Index in the U.S.A." at the International Association of Business and Economics Conference held Oct. 19-22 in Las Vegas, Nev. He chaired three sessions at the Financial Management Association International Annual Meeting held Oct. 8-11 in Grapevine, Texas: "Equity Volatility," "Financial Constraints" and "Mortgage Financing."



Dr. Koudou

Nicolas Koudou, Ph.D., professor of business administration and director of the Master of Business Administration program, attended the Academy of World Business, Marketing and Management Development Conference, July 14-17, 2008, in Rio de Janeiro, Brazil. Koudou presented the paper "Understanding of Vendor's Marketing Strategies in Sub-Saharan Africa: A Construct of Hermetic Marketing" co-authored by Niyamul Haq, M.B.A. '08. The peer-reviewed paper was among 99 articles selected from a pool of 500 and will be published in the *Journal of International Business and Exports*.



Dr. Lampton



Dr. O'Rourke

Jolene A. Lampton, Ph.D., assistant professor of accounting and management and academic director at the Austin (Texas) Campus Center, and **Vincent O'Rourke, Ph.D.**, assistant professor of management, Hill Air Force Base Campus Center, Ogden, Utah, and College for Distance Learning regional director, presented at the Midwest Academy of Management's 51st annual conference, Oct. 2-4, 2008, in St. Louis. Mo. Lampton presented "Succession Strategies for Management Educators." O'Rourke's paper was "Systems Revisited: Learning from the Past to Help the Future."



Dr. Taylor

Teresa Mason, Ph.D., assistant professor of psychology, **Cathy Taylor, J.D.**, assistant professor of management and Online instructor evaluator, and **Heather Zeng, Ph.D.**, assistant professor of psychology and Online instructor evaluator, along with **Connie Tyler**, a junior majoring in social psychology, presented a paper virtually at a November 2008 conference in Spain. The paper, "Convergence in the Virtual Classroom: Issues, Challenges and Strategies for Online Teaching and Support of Diverse and Multi-Generational Distance Learners," was presented at the International Conference of Education, Research and Innovation, held November 17-19 in Madrid. The paper was published in the *ICERI 2008 Proceedings*.

Alphonso O. Ogbuehi, D.B.A., dean of the School of Business, presented "Challenges and Opportunities of Managing Full-Time and Non-Full-Time Business Faculty at a Multi-Campus Institution" at the 2008 Midwest Business Deans Association annual meeting of the Association to Advance Collegiate Schools of Business, Oct. 8-10, 2008, in Kansas City, Mo.

Presentations and Scholarship (continued)

Kathleen Vinlove, Ph.D., associate professor and program coordinator of economics, was interviewed for a story that appeared on WDAF-TV (FOX-4) in Kansas City on Nov. 12, 2008. Vinlove commented on the possibility of the U.S. government providing a financial bailout to the auto industry and the impact to the Kansas City area economy if General Motors or Ford were to stop production at area plants.



Dr. Soule

Pete Soule, Ph.D., professor of economics and department chair, was interviewed for a story that appeared on WDAF-TV (FOX-4) in Kansas City on March 23. Soule provided economic insight regarding the announcement by engineering firm Black & Veatch that it would be expanding its world headquarters in Overland Park, Kan.

Student Achievements

Amiran Gelashvili, a junior majoring in business administration/international business, was selected by the International Trade

Council of Greater Kansas City to receive its 2008 Seven Pillars Consulting Scholarship. Gelashvili was recognized at the council's annual meeting on Sept. 17, 2008.

The \$1,200 scholarship is open to students involved in the general field of international studies or international business, who are junior, senior or graduate students of a college or university within a 150-mile radius of Kansas City.

The ITCGKC is a professional organization dedicated to furthering international trade.

Maria Gabriela Rossi, a graduate assistant in Park's Office of International Programs, and a student in the Master of Business Administration program, was awarded the inaugural Stanley H. Durwood Entrepreneurial Achievement Award from the Eighth Rung Foundation, Inc., in November 2008. Rossi, originally from Sao Paulo, Brazil, received a bachelor's degree in business from Park in 2004, and her M.B.A. with a concentration in entrepreneurship in December 2008.

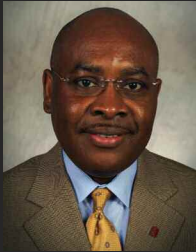
The Eighth Rung Foundation provides program support and working capital to identify and develop new and emerging entrepreneurial firms within the urban core of the Greater Kansas City Region. **William Venable**, assistant professor of marketing and management, chairs the board. For more information visit www.eighthrung.org.



Park on the Diamond



William Venable, assistant professor of marketing and management and program coordinator for marketing, won a chance to participate in a mini fantasy camp sponsored by the Kansas City Royals held in July 2008 at Kauffman Stadium. Participants were chosen in a drawing conducted by the Office of Communication for Kansas City-area faculty and staff. Participants received a Royals uniform and a chance to chatter with Royals greats Dennis Leonard, Frank White and John Mayberry.



Dr. Alphonso Ogbuehi
Dean



Rose Hochstatter
Administrative Assistant
to the Dean



Anita Leone
Administrative Assistant

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