Economic Development and Education: Partnership for the Future

58th Annual Meeting of Arkansas College of Economics and Business (ACTEB)

Friday, October 10, 2008
Ouachita Baptist University
Arkadelphia, Arkansas
Economic Development and Education: Partnership for the Future

ARKANSAS COLLEGE TEACHERS OF ECONOMICS AND BUSINESS
58th ANNUAL MEETING
October 10, 2008

Ouachita Baptist University – Hickingbotham Hall
Arkadelphia, Arkansas

9:00-9:30 ........................................................................................................Registration (Lobby)
                             Dean’s Reception (Hampton Conference Room)

9:30-9:45 ........................................................................................................Welcome
                             (Hickingbotham Hall, George and Fay Young
                             Auditorium-HH100)
                             Susan Gaither, ACTEB President
                             Dr. Bryan McKinney, Dean, OBU School of Business
                             Dr. Rex Horne, OBU President

9:45-10:30 .....................................................................................................Forum on Education and Economic Development
                             (Hickingbotham Hall, Young Auditorium)
                             Presenters: (1) Rex Nelson, Alternate Federal Co-Chair of the Delta Regional Authority, (2) Jay
                             Robbins, Professor and Advisor of OBU SIFE and Kendra Pruitt, Co-President, OBU SIFE, and (3) Scott
                             Shirley, Director of the KIPP School

10:30-10:45 .....................................................................................................Break

                             (Hickingbotham Hall, Young Auditorium)
                             Moderator: Dr. Phil Rice, Professor of Business Administration, OBU
                             Panel: (1) Dr. Mike Casey, Chair of Economics, Finance, Insurance & Risk Management at UCA,
                             (2) Dr. Nona French, Research Economist for the Institute for Economic Advancement at UALR,
                             (3) Bob Anthony, Executive Vice President of Summit Bank-Arkadelphia, and (4) Trent Cox,
                             Financial Consultant, US Bankcorp Investments and Insurance

BUFFET LUNCHEON (Walker Conference Center A)

12:00-12:45 .......................Luncheon Speaker: Phil Baldwin, President and CEO of Southern Bancorp, “Economic
                             Development and Education in the Delta”

1:00-2:00 ..................................................Concurrent Presentations (Hickingbotham Hall) and
                             Dean’s Forum (Hampton Conference Room)

2:00-2:30 ..................................................ACTEB Business Meeting (Young Auditorium)

2:30 ..........................................................Adjournment of ACTEB Meeting

2:30-3:00 ..................................................ACTEB Officers Meeting (Hampton Conference Room)
1:00-1:20  Concurrent Presentations A, B

**PRESENTATION A (Room HH 200)**

*Information and Communication Technology Assessment Benchmark: A Preliminary Report*
Kim Troboy, Associate Professor of MIS, ATU; Alice Batch, Instructor of Business, ATU; Linda Bean, Associate Professor of Business, ATU

**PRESENTATION B (Room HH 204)**

*Using the Classroom as a Laboratory for Pilot Studies with Educational Value: An Illustration of a Cross-Cultural Study on the Trust-Honesty Relationship*
Y. Paul Huo, Professor of Management, HSU; Marshall Horton, Regions Bank Chair of Economics and Finance and Chair, Department of Business Administration, OBU; Kent Faught, Associate Professor of Management, OBU

1:20-1:40  Concurrent Presentations C, D

**PRESENTATION C (Room HH 200)**

*China’s Role in the Global Economy of the Twenty First Century: an Optimistic Appraisal*
Joe Horton, Professor of Economics, UCA; Lauren Maxwell, Professor of Global Business, UCA

**PRESENTATION D (Room HH 204)**

*The Development and Assessment of Ethical Reasoning in Accounting Students*
Nina Goza, Professor of Accounting, ATU; Tracy Cole, Assistant Professor of Legal Studies, ATU

1:40-2:00  Concurrent Presentations E, F, G

**PRESENTATION E (Room HH 200)**

*Why Jackie Robinson Would Break the Color Barrier in the National Football League Rather than Major League Baseball if Segregation Existed Today: How Consistent Leadership Transformed America’s National Sports Pastimes*
Kent Faught, Associate Professor or Management, OBU; Bryan T. McKinney, Associate Professor of Business Law

**PRESENTATION F (Room HH 204)**

*An Analysis of Managerial Accounting Used by Restaurants (student project developed by Leslie Cameron Moore, ATU; Nina Goza, ATU; Sherman Alexander, ATU)*
Leslie Cameron Moore, Senior Economics Major, ATU

**PRESENTATION G (Room HH 205)**

*Kmart: A Capstone Case*
Glenna Sumner, Associate Professor of Finance, HSU; Anita Williams Professor of Marketing, HSU
ARKANSAS COLLEGE TEACHERS OF ECONOMICS AND BUSINESS OFFICERS
2007-2008

President, Susan Gaither, NPCC

Chair, Executive Committee & Program Chair, Marsha Carson, UCA

Vice-President, Kim Troboy, ATU

Secretary/Treasurer, Jim Rothwell, OBU

Executive Committee, Jay Robbins, OBU

Printing Compliments of National Park Community College
ACTEB was organized at the Marion Hotel, October 30, 1950, in the interest of providing the best possible college level education in economics and business for the people of the State of Arkansas.

Dr. R.E. Westmeyer was the temporary chairman.

Roy B. Weed in was elected first president.

The twenty-five charter members were the following:

Atkinson, J.H. University of Arkansas at Little Rock
Balch, James V. Arkansas College
Bevens, B.B. Southern State College
Carmichael, Maude University of Central Arkansas
Carrothers, C.C. Arkansas State University
Cole, Walter University of Arkansas, Fayetteville
Dales, J.B. Henderson State University
Everhart, M.R. Hendrix College
Garrett, Donald A. Arkansas Tech University
George, Robert L. College of the Ozarks
Gooden, O.T. Hendrix College
Hasegawa, Sammie Arkansas State University
Hunsgerger, George University of Arkansas, Fayetteville
Hunter, Jack D. Arkansas College
Moseley, Robert W. University of Central Arkansas
Murphy, Narnee University of Arkansas, Fayetteville
Olmsted, Harry Hendrix College
Stahlkopf, E.C. University of Arkansas at Little Rock
Sotne, J. L. University of Arkansas, Monticello
Taylor, David C. Arkansas State University
Wachtendorf, Ona Marie University of Central Arkansas
Weedin, Roy B. Arkansas Tech University
Westmeyer, R.E. University of Arkansas, Fayetteville
Whaley, Otis Henderson State University
Wood, Odie A. Southern State University
## Past Officers

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<tr>
<th>Year</th>
<th>Past Presidents</th>
<th>Past Chairman of Executive Committee</th>
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<td>1951</td>
<td>Roy Weddin (ATU)</td>
<td>Otis Whaley (HSU)</td>
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<td>1952</td>
<td>J.L. Stone (UAM)</td>
<td>Lewis Amis (ASU)</td>
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<td>1953</td>
<td>H. Shapiro</td>
<td>D.W. Blackburn</td>
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<td>B.A. Hardy (UALR)</td>
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<td>W.L. Roy Wellborne (Harding)</td>
<td>James Edmondson (OBU)</td>
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<td>1956</td>
<td>Frank Holmes (Harding)</td>
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<td>1957</td>
<td>D.W. Blackburn (UCA)</td>
<td>Phillip Taylor (UAF)</td>
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<td>1958</td>
<td>Fred Basco (UCA)</td>
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<td>James A. Hedrick (Harding)</td>
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THE COMMON LAW OF ACTEB

Initially adopted December 7, 1968; Last Revised October 7, 2005

1. Arkansas College Teachers of Economics and Business (ACTEB) is an association of staff members in economics, business education at institutions of higher education in Arkansas.

2. The annual meeting of ACTEB shall be held in a location selected by the officers of the association. The accessibility of the location by faculty throughout the state shall be considered in selecting the location. The meeting shall consist of a morning session, a luncheon, and an afternoon session. The afternoon session concludes with a business meeting and the election of officers.

3. Officers consist of a president, a vice president, a secretary-treasurer, a chairperson, and two members of an executive committee.

4. The president presides at the annual meeting. The vice president serves in the absence of the president. The secretary-treasurer carries on the usual functions of such an officer. The executive committee is responsible for planning the program and making physical arrangements for the annual meeting.

5. All officers are elected. The president appoints a nominating committee, which presents a slate of nominees at the annual business meeting. Nominations may be made from the floor. No officer except the secretary-treasurer is nominated to succeed himself.

6. It is customary to nominate the current chairperson of the executive committee as president for the coming year. As far as possible, the various officers represent a reasonable balance between public and private schools. Although there are not enough officers to enable each school to be represented each year, there should be a fair representation of all schools over a period of years.

7. There are no dues, but the secretary-treasurer may add a nominal sum to the price of the luncheon tickets to take care of postage and other incidentals.

NOTE: It is understood that any or all of the above procedures may be changed by majority vote of members in meeting assembled.

Last Revised 10-05
DIRECTORY OF CONTACT INFORMATION (AS OF SUMMER 2008)
Collected from Websites of the Respective Colleges and Universities

ARKANSAS NORTHEASTERN COLLEGE
Blytheville, AR  72316
(870) 762-1020 • Fax (870) 733-6799
Dean: James Shemwell
http://www.anc.edu/faculty/FACSTAFFbusiness_and_technical.htm

ARKANSAS STATE UNIVERSITY--JONESBORO
Business Building • 103 Cooley Drive • P.O. Box 970 • State University, AR  72467
(870) 972-3035 • Fax (870) 972-3744
Dean: Len Frey
Associate Dean:  C. William Roe
http://business.astate.edu/

ARKANSAS STATE UNIVERSITY--BEEBE
Applied Arts Division • P.O. Box 1000 • Beebe, AR  72012
(501) 882-8213 • Fax (501) 882-8281
Division Chair:  Robert L. Mitchum
http://www.asub.edu/academic_programs/business_agriculture.asp

ARKANSAS STATE UNIVERSITY—NEWPORT
7648 Victory Blvd. • WRH114 • Newport, AR  72467
(870) 512-7809
Dean: Margaret Berry
http://www.asun.edu/

ARKANSAS STATE UNIVERSITY—MOUNTAIN HOME
1600 South College St. • Mountain Home, AR 72653
(870) 508-6100 • Fax (501) 508-6287
Division Chair of Business & Technology:  Cynthia Kirksey
http://www.asumh.edu/students/academics/programs/aas/business_tech.htm

ARKANSAS TECH UNIVERSITY
Corley Bldg. • Russellville, 72801
(479) 968-0354 • Fax: (479) 968-0677
Dean: Tom Tyler
http://business.atu.edu/

BLACK RIVER TECHNICAL COLLEGE
Highway 304E, Box 468 • Pocahontas 72455
(870) 248-4000 Ext 4179 • Fax: (870) 248-4100
Contact or Dean:  Debbie Prichard
http://faculty.blackrivertech.org/business/

CENTRAL BAPTIST COLLEGE
1501 College Ave. • Conway 72034
(501) 329-6872 • Fax: (501) 329-2941
Contact:  Beth Cantrell
http://cbc.edu/PACE/PaceProgram.htm
EAST ARKANSAS COMMUNITY COLLEGE
1700 Newcastle Road • Forrest City 72335
(870) 633-4480 • Fax: (870) 633-7222
Chairperson: Dana Whittington
http://www.eacc.cc.ar.us/departments/busdept.htm

HARDING UNIVERSITY
900 E. Center • Searcy 72149
(501) 279-4000 • Fax: (501) 279-4600
Dean: Bryan Burks
http://www.harding.edu/business/

HENDERSON STATE UNIVERSITY
1100 Henderson St. • Arkadelphia 7199-0001
(870) 230-5377 • Fax: (870) 230-5144
Dean: Y. Paul Huo
http://www.hsu.edu/SchoolofBusiness/

HENDRIX COLLEGE
1600 Washington Ave. • Conway 72032
(501) 329-6811 • Fax: (501) 450-1200
Business & Social Sciences Chair: Lyle Rupert
http://www.hendrix.edu/academics/academics.aspx?id=785

JOHN BROWN UNIVERSITY
2000 West University Street • Siloam Springs 72761
(479) 524-9500 • Fax: (479) 524-9548
Chairperson: Joe Walenciak
http://www.jbu.edu/academics/business/

LYON COLLEGE
P.O. Box 2317 • Batesville 75203
(870) 793-9813 • Fax: (870) 698-4622
Chairperson: Cassie Creighton
http://www.lyon.edu/webdata/groups/business/frameforec.html

MID-SOUTH COMMUNITY COLLEGE
2000 W. Broadway • West Memphis 72301
(870) 733-6722 • Fax: (870) 733-6799
Contact: Pauline Pieper Vernon
http://www.midsouthcc.edu/

NATIONAL PARK COMMUNITY COLLEGE
101 College Drive • Hot Springs 71913
(501) 760-4222 • Fax: (501)760-4100
Division Chair: Deborah Burks
http://www.npcc.edu/Academics/Business/bus.htm
NORTH ARKANSAS COLLEGE
1515 Pioneer Drive • Harrison, 72601
(870)743-3000
Division Chair: Ed Proctor
http://www.northark.edu/_Bus_Tech/index.htm

NORTHWEST ARKANSAS COMMUNITY COLLEGE
One College Drive • Bentonville, 72312
(479) 636-9222 • Fax: (479) 619-4117
Dean: Tim Cornelius
http://www.nwacc.edu/academics/index.php

OUACHITA BAPTIST UNIVERSITY
410 Ouachita Street • Arkadelphia, 71998-0001
(870) 245-6789 • Fax: (870) 245-5061
Dean: Bryan McKinney
http://www.obu.edu/business/

OUACHITA TECHNICAL COLLEGE
One College Circle • Malvern, AR 72104
(501) 337-5000 or 1-800-337-0266
Business Technology Chair: Jessica Beard
http://www.otc.tec.ar.us/business.html

OZARKA COLLEGE
218 College Drive • Melbourne, AR 72556
(870) 368-7371 • Fax: (870) 3682091
Division Chair: Kathryn Langston
http://www.ozarka.edu/departments/divisions_details.cfm?uuid=C6DE9565-01B4-4A7C-9680-14F1F3193B66

PHILANDER SMITH COLLEGE
One Trudie Kibbe Reed Drive • Little Rock, AR 72202
(501) 375-9845 • Fax: (501) 370-5278
Chairperson: James Fluker

PHILLIPS COMMUNITY COLLEGE OF THE UNIVERSITY OF ARKANSAS
P.O. Box 785 • Helena, AR 72342
(870) 338-6474 • Fax: (870) 338-7542
Dean: Linda Killion
http://www.pccua.edu/businessdivisi/Default.htm

PULASKI TECHNICAL COLLEGE
3000 West Scenic Drive • North Little Rock, AR 72118
(501) 771-1000 • Fax: (501) 771-2844
Dean: Augusta Farver
http://www.pulaskitech.edu/programs_of_study/business_faculty.asp
RICH MOUNTAIN COMMUNITY COLLEGE
1100 College Drive • Mena 71953
(479) 394-7622, Ext. 1354
Division Chair: Krystal Thrailkill
http://www.rmcc.cc.ar.us/busdept.htm

SOUTH ARKANSAS COMMUNITY COLLEGE
3800 E. Main • El Dorado 71730 • (870) 862-8131 • Fax: (870) 864-7122
Division Chair: Phillip Ballard
http://www.southark.edu/academic-departments/dynpage.asp?pageID=208

SOUTHEAST ARKANSAS COLLEGE
1900 Hazel Street • Pine Bluff, AR 71603
(870) 543-5966 • FAX: (870)543-5981
Chair, Technical Studies: George Mitchell
http://www.seark.edu/general/contact-seark.htm#Technical_Studies

SOUTHERN ARKANSAS UNIVERSITY MAGNOLIA
P. O. Box 9410 • Magnolia, AR 71754-9410
(870) 235-4300 • Fax: (870) 235-4800
Contact: David Ashbey
http://www.saumag.edu/academics/college_of_business/core.asp

SOUTHERN ARKANSAS UNIVERSITY - TECH
100 Carr Rd. • Camden
(870) 574-4500 • Fax: (870) 574-4520
Chair: Robert Gunnels or Contact: Jodi Eppinette
http://www.sautech.edu/dir_by_department.html#business_administration

UNIVERSITY OF ARKANSAS - FAYETTEVILLE
Fayetteville, AR 72701
(501) 575-2000 • Fax: (501) 575-7575
Dean: Dan Worrell
http://waltoncollege.uark.edu/

UNIVERSITY OF ARKANSAS - FORT SMITH
5210 Grand Ave. • Ft. Smith, AR 72913
(479) 788-7800 • Fax: (479) 788-7818
Dean: Steve Williams
http://www.uafortsmith.edu/Business/Index

UNIVERSITY OF ARKANSAS - LITTLE ROCK
2801 South University Avenue • Little Rock, AR 72204-1099
(501) 569-3383 • Fax: (501) 569-8898
Dean: Jayne Wayland
http://www.cob.ualr.edu/main/acaddepts.htm

UNIVERSITY OF ARKANSAS - MONTICELLO
Monticello, AR 71656
(870) 460-1141 • Fax: (870) 460-1784
Dean: Louis James
http://www.uamont.edu/Business/
UNIVERSITY OF ARKANSAS--PINE BLUFF
1200 North University • Pine Bluff 71601
Dean: Andrew E. Honeycutt
http://www.uapb.edu/busmg/page8.html

UNIVERSITY OF ARKANSAS COMMUNITY COLLEGE--BATESVILLE
2005 White Drive • Batesville 72503 • (870) 612-2022
Division Chair: Tamara Griffin
http://www.uaccb.edu/faculty_tgriffin.htm

UNIVERSITY OF ARKANSAS COMMUNITY COLLEGE--HOPE
2500 South Main St. • Hope 71801 • (870) 777-5722 • Fax: (870) 777-5957
Chair: Willie Buck, Jr.
http://www.uacch.edu/hicontent.cfm?page=academics/business/btf&res=hi

UNIVERSITY OF ARKANSAS COMMUNITY COLLEGE--MORRILTON
One Bruce Street • Morrilton, 72110 • (501) 354-2465 • Fax: (501) 354-9948
Contact: Linda Jaramillo
http://www.uaccm.edu/Faculty_Staff/Faculty_Departments.htm

UNIVERSITY OF CENTRAL ARKANSAS
201 Donaghey Avenue • Conway 72035 • (501) 450-5000 • Fax: (501) 450-5003
Dean: Pat Cantrell
http://www.business.uca.edu/

UNIVERSITY OF THE OZARKS
103 Boreham Business Building, 415 N.College Ave. • Clarksville 72830-2880 • (479) 979-1203
Fax: (479) 979-1470
Chair, Division of Business, Communications, and Government: Robert Hilton
http://www.ozarks.edu/staff/dir/default.asp?show=dept&id=8

WILLIAMS BAPTIST COLLEGE
P.O. Box 3336 • Walnut Ridge 72476 • (870) 886-6741 • Fax: (870) 886-3924
Department Chairperson: Summer-Lee Deprow
http://www.wbcoll.edu/departments/bus_admin.php
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<th>School Name</th>
<th>Dean or Other Contact</th>
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