

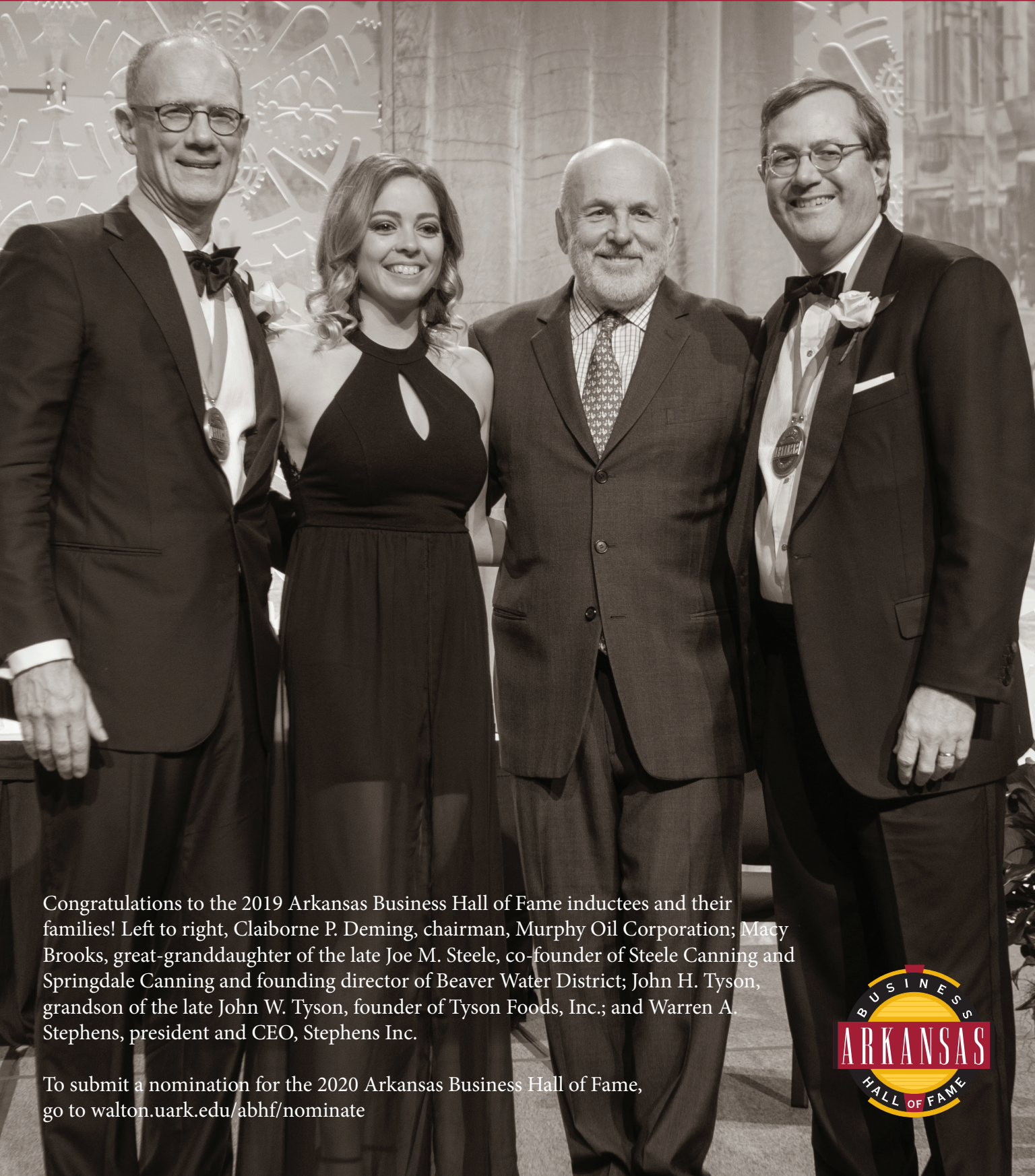
WALTON Magazine



Be epic.

innovation.

2019 Arkansas Business Hall of Fame



Congratulations to the 2019 Arkansas Business Hall of Fame inductees and their families! Left to right, Claiborne P. Deming, chairman, Murphy Oil Corporation; Macy Brooks, great-granddaughter of the late Joe M. Steele, co-founder of Steele Canning and Springdale Canning and founding director of Beaver Water District; John H. Tyson, grandson of the late John W. Tyson, founder of Tyson Foods, Inc.; and Warren A. Stephens, president and CEO, Stephens Inc.

To submit a nomination for the 2020 Arkansas Business Hall of Fame, go to walton.uark.edu/abhf/nominate



CONTENTS

2 AT THE INTERSECTION OF BUSINESS AND HEALTH CARE Kelly Barnes

6 BLOCKCHAIN Center of Excellence Established

16 MEET THEA WINSTON Think. Plan. Do.

12	The Legacy of Martha Evaline Campbell	34	Where's Walton?
20	The Self-Driving Business	36	Development Spotlight
22	New Textbook Features Innovative Uses of Big Data for Accounting	42	Thomas McKinnon
24	Faculty Spotlight Remko van Hoek	44	Dean's Executive Advisory Board
26	Startup Spotlight Jerra Nalley	46	Dean's Alumni Advisory Council
28	News & Notes	48	Dean's Roundtable of Entrepreneurs and Market Makers
32	Diversity Spotlight		

On the cover: Kelly Barnes, U.S. and Global Health Industries leader for PwC

DEAN
Matthew A. Waller

SR. DIR. OF DEVELOPMENT &
EXTERNAL RELATIONS
John Erck

DIRECTOR OF
CONSTITUENT RELATIONS
Nancy Hart

SR. DIRECTOR OF
COMMUNICATIONS
David L. Speer

ASSISTANT DIRECTOR
OF CREATIVE SERVICES
Paula Lawrence

MARKETING AND
COMMUNICATIONS OFFICER
Lori McLemore

ASSOCIATE DIRECTOR
OF DEVELOPMENT
Erin Rongers

ASSOCIATE DIRECTOR
OF DEVELOPMENT
Becca Bradley

ASSISTANT DIRECTOR
OF DEVELOPMENT
Wren Wallace

CONTRIBUTORS
Sandra Cox Birchfield
Carolyn Eiler
Nancy Hart
Paula Lawrence
Lori McLemore
Erin Rongers

EDITORS
Carolyn Eiler
Nancy Hart
Leslie Manthei
Lori McLemore

CONCEPT & DESIGN
Susan Aldridge
Paula Lawrence

PHOTOGRAPHY
Sandra Cox Birchfield
Beth Hall
David Speer
Ryan Versey

WALTON
Sam M. Walton College of Business
University of Arkansas
217 Donald W. Reynolds Center
for Enterprise Development
Fayetteville, AR 72701-1201

EMAIL
alumni@walton.uark.edu

PHONE
479.575.6146

FAX
479.575.7238

walton.uark.edu



At the Intersection of Business and Health Care

Kelly Barnes bubbles over with passion.

Passion for accounting. Passion for a healthier world. And passion for her alma mater.

Those passions have carried her to the top of her field. From her office in Dallas, she serves today as the US and Global Health Industries leader for PwC, the global accounting powerhouse that serves nearly every segment of business.

She is the first to tell you that hers is a tale of how sometimes you come to your passion by accident.

"I think the story about how I came into healthcare is pretty interesting because it was a mistake," Kelly said.

When she started at PwC—where she has spent her entire career—there were 32 people in her audit group, including another young woman named Kellie. "The other Kellie wanted to do healthcare. I wanted to do another industry financial services—but they crossed us on the schedule," she said.

"We were young. We certainly didn't want to push against leadership and say that they had

messed up, so I took the healthcare schedule and I became excited and intrigued about what we could do in that industry. I've been with it ever since. Over 30 years. It's a great passion of mine."

That comes through in a document published each year, PwC Health Research Institutes' annual report. The report on the top health industry issues of 2018 is peppered with phrases such as "a year for resilience amid uncertainty" and words like "volatile" and "disruption."

In the present regulatory and legislative atmosphere in Washington, D.C., and the states, you can see why those words would be there.

But after encountering Kelly and hearing her passion for paying her success forward into the future, you can imagine her having a lot of influence over the hopeful, resilient tone of this telling sentence from that report: "In the face of an unsettled environment, the health industry could come out the other side of 2018 stronger and more creative, helping solve some of the nation's most pressing health issues and becoming more engaged with their patients and consumers than before."

Engaged

Like passion, engaged is a word that swirls around Kelly. That's something she gets from her family. She grew up one of five daughters, a self-described Navy brat who constantly moved from place to place.

"We moved," Kelly said. "We moved every two to three years, which meant I had to learn how to make friends quickly and create new networks."

"I think that's been a huge benefit to me in PwC and my career," she said. "I try to create great networks of colleagues and friends and bring those networks together for impact. I think it also teaches us that change is exciting and change is a good thing, and I've seen that permeate my whole career."

"I love change," Kelly said. "I love to take on new things to innovate. And, candidly, I'm always ready for the next challenge that presents itself."

When she was 13, her father retired to Arkansas. In high school, Kelly began considering colleges—places such as Georgetown or the University of Virginia. Her ever-practical father gave her a choice. "His response was, 'Any state school you want, sweetheart.'"

Kelly chose Fayetteville.

"I'm a card-carrying Razorback," she said. "I'm a big fan of the University of Arkansas. I received a fantastic education in a university that was large in scale, but personal and pays attention to its students."

Kelly was a student in the College of Business, which would later become the Sam M. Walton College of Business. But her education at the U of A extended far beyond the walls of the business building.

"I didn't just have an affinity for folks in the business college, but in law school and in the history department," she said.

"You really begin to fully appreciate that you have to know different people, understand different perspectives and engage with people around your points of view."

"Because when you sit with a client, if you listen to them, and you understand they're coming from a different background or a different place than you are, then you create a space where you can have a really powerful dialogue. You understand the issue from their point of view, which allows me to bring a much stronger solution to them."



"It's the power of different points of view, which I gained through my interactions with people within the college of business and outside the college of business," she said.

Innovative

Innovation permeates health and well-being today, but the intersection of the clinical changes that are coming and the impact on companies and consumers is what intrigues Kelly. "I think innovation around things like wearable devices are beginning to engage the consumer not as a patient in their sick care, but as a patient in their well care," she said.

"I am an accountant," she said. "I still have my CPA. That was my first passion. What joining a firm like PwC brought to me, though, was how to apply that background in accounting to a new passion that I discovered—healthcare."

She said that engagement around health has made her look at the university in a different light. "I see that the University of Arkansas has a tremendous medical school, they have a nursing program, and I see so much more the convergence of how business affects health industries today.

"So that's where I really began to connect this passion around education and what it can do to an industry that I have found a great passion for."

Aligned



She met her husband Steve in their college algebra class on the Fayetteville campus their freshman year. They both had graduated from high school in Hot Springs, but from different schools. It was up to Kelly's best friend from high school to introduce them. In a stuffy, non-air-conditioned classroom in Carnall Hall.

Steve also graduated from the U of A with a business degree but found that he also had a passion for healthcare. He went back to school and earned a bachelor's degree in nursing from Texas Woman's University and worked as a registered nurse for Parkland Hospital in Dallas for more than 20 years.

"I will tell you, Steve is my favorite person in the world," Kelly said. "And our interests align, because we share a set of values that are focused on giving back."

"He's my moral compass," she said. "Every time I come up with a great idea about what we can do for healthcare, he brings me back to the reality of what it means to deliver every day."

Their interests also align around giving back to the University of Arkansas. In 2018, the couple set up the Kelly and Steve Barnes Health and Wellbeing Innovation Fund to promote collaboration between healthcare and business through the Walton College. (See story on next page.)

"For Steve and I, as we have been spending more time at the university, and especially with Matt Waller and the group at the business college, what really struck us was the intersection of the entrepreneurship and innovation that the college supports with the mission of the University of Arkansas to the citizens of it state," she said.

When she looked at Arkansas, what she saw was really poor health outcomes for its citizens. "We began to wonder, if we helped create an innovation fund that brought together the health assets of the university with the business thinking that's sitting in the Walton College, could we come up with ways to create better healthcare in the state of Arkansas?"

It wasn't the first time the couple had helped the college. They also endowed a scholarship for Ph.D. accounting students that has helped promising students become great teachers and researchers.

"I think once you enable someone through a scholarship, you're immediately creating an impact."

"You think of that image of a stone dropping in a pond and the ripple effect."

"They're pushing it, advancing their thoughts on accounting, creating research and background information that will affect our clients and the future," she said.

Kelly's career is filled with awards and accolades. She was named one of the Most Powerful Women in Healthcare IT for 2017 by *Health Data Management*. She has been named one of the top 500 business leaders in Dallas. She is the leader of US and Global Health Industries practices for PwC where she oversees services across all health-related industries, including assurance, tax and advisory lines of services in the payer, provider, pharmaceutical and life sciences practices. The PwC website says: Kelly also leads initiatives and points of view regarding public and private collaboration to create greater value in the health system and help shape the dialogue around health reform.

She is a nationally recognized speaker and has served on the Principles and Practice Board of the Healthcare Financial Management Association. She is a member of the International Women's Forum (IWF) and is involved with Leadership Dallas and the American Diabetes Association.

"All of these are tremendous honors," she said. "I hope people see they are a byproduct of when you really do something that you have an immense passion for, it leads you down great paths you never anticipate."

One of those paths is serving on the Walton College Dean's Executive Advisory Board.

"I never thought when I was a student here, that I might have the opportunity to shape the direction of the very institution that helped shape me," Kelly said.

"I think the entire board is energized around the idea of how do we shape innovation in thinking that connects the various elements of the Walton College. It's not just accounting. It's finance. It's economics. It's marketing.

"How do we begin to create the connections and those programs that create students that are able to go out in the world and take on new careers. It's a new digital economy. The fourth industrial revolution. How do you pattern education to create individuals who are ready to thrive in that environment?"

Keep Giving Back

In August 2018, Kelly and Steve made a \$500,000 gift to the Walton College and the University of Arkansas, creating the Kelly and Steve Barnes Health and Wellbeing Innovation Fund. Their fund promotes collaboration between health care and business.

"This generous gift from Kelly and Steve Barnes means Walton College students will work on innovative solutions to improve health and well-being for the people of Arkansas and the nation," said Dean Matt Waller. "It is the generosity of benefactors such as Kelly and Steve that will produce fresh ideas for health and well-being and create new avenues of collaboration among a range of disciplines."

"I've been successful because of my education at the University of Arkansas, and I want to pay that forward," Kelly said. "I come from a family of educators, and I see the challenges of health care in the state of Arkansas."

The fund engages students by activating multidisciplinary design teams. These teams focus on developing new models of delivery, services, products and policies in the health and wellness industry, with key priorities guided by an advisory council of experts, startups and industry. The program will equip teams with workshops and experiential learning opportunities to enable students to create the next generation of health and well-being consumer experiences.

"Access to health care is so important," said Steve Barnes. "If you have the education, tools and access to care, you can be healthy."

Kelly agrees. "Great health care can do great things," she said. "As health care evolves, there's a missing element of engaging patients as consumers. It will take a melding of business knowledge and clinical knowledge to affect changes in health and well-being and to spark innovation."

She notes that her husband is her compass, because he sees the clinical side of health care, and she sees the business side.

"There's a great opportunity to connect the Walton College and College of Engineering at the University of Arkansas with the state's medical school," she said. "These student collaborations can help us find ways to provide better health care to rural communities and the state as a whole.

"To solve complex problems, you need time and a stable source of funding. This should be an ongoing effort. We want our gift to be a sustained approach to the problem we hope to help solve."

The couple created an endowed doctoral fellowship in the Walton College in 2005. They are Life A+ members of the Arkansas Alumni Association, members of the Chancellor's Society and are counted as Thoroughreds for their years of consecutive giving. They are also members of the Towers of Old Main, a giving society for the university's most generous benefactors.



WALTON COLLEGE

Establishes Blockchain Center of Excellence

New center to study and advocate for blockchain, a technology that holds the promise of a more collaborative and secure digital future.

The Walton College Department of Information Systems has formed a Blockchain Center of Excellence to study and disseminate innovative uses of the emerging technology and to teach students its importance to the future of business and digital security.

Blockchain applications use technology to replace the functions traditionally performed by institutions, such as verifying identities, making sure accounts are funded before transferring value and attesting to the authenticity of an asset, giving blockchain the potential to make business processes more trustworthy, efficient and secure.

"Our vision is to make the Walton College a premier academic leader in advocating for and educating on blockchains," said Mary C. Lacity, holder of the Walton College Professorship in Information Systems and the new director of the Blockchain Center of Excellence. Lacity joined the Walton College faculty in the summer of 2018 from the University of Missouri-St. Louis, where she was Curators' Distinguished Professor and International Business Fellow.

"The mission of the center is three-fold," said Dean Matt Waller, who holds the Sam M. Walton Leadership Chair in Business. "We will develop and establish research partnerships by conducting collaborative industry-university research, we will promote and enable dissemination of knowledge about blockchains, and we will accelerate industry adoption of blockchain technology."

The University of Arkansas Board of Trustees and the Arkansas Department of Higher Education officially approved the center in May 2018.

U of A Chancellor Joe Steinmetz welcomed formation of the new center.

"The creation of a Blockchain Center of Excellence is a natural extension of the Walton College's and the U of A's established expertise in information systems research and data analytics," Steinmetz said. "This demonstrates our continued commitment to putting our students and Arkansas business and industry at the forefront of technological innovation."

The center is becoming a place that the university, government and industry work together to reap the benefits of this emerging technology to benefit all of Arkansas with business development and the creation of new jobs.

"The Blockchain Center of Excellence works in close collaboration with major Arkansas-based companies that will help us set the agenda for blockchain research and integration into businesses and the creation of new businesses," said Rajiv Sabherwal, chair of the Department of Information Systems and the Edwin & Karlee Bradberry Chair in Information Systems.

The center will benefit information systems students, as well as others across the Walton College and the University of Arkansas, as they work with the latest developments in the technology and learn and create new applications for startups and established businesses.

"We could not have created these opportunities for our students without the hard work of key information system faculty and the collaboration with university partners, support from the Walton College and

the contributions of those in industry and state government,” said Paul Cronan, information systems professor, M.D. Matthews Endowed Chair and founding director of the Blockchain Center of Excellence.

The most value in blockchain lies in its yet-to-be-developed potential, which opens doors to a wide range of research and business applications.

“For enterprises, blockchain applications potentially offer a number of advantages relative to today’s systems,” Lacity said. “Specifically, blockchain applications promise a significant amount of business value, including transacting directly with trading partners; eliminating the need for reconciliations; instantly tracking and tracing assets; providing data provenance; settling transactions quickly and cheaply; controlling identity better; and enabling a security model that is fault tolerant, resilient and available.”

However, blockchain, as it stands, is not a cure-all for contract, ledger, supply chain, security and other challenges facing business in an increasingly digital and connected world. More research is needed on blockchain’s impact and implementation before it becomes a mainstream tool for business. “The technology is immature,” Lacity said. “Enterprises need to overcome significant obstacles to transition more blockchains out of innovation labs into live production.”

Lacity, who also is the author of *A Manager’s Guide to Blockchain for Business*, foresees that the Center of Excellence will serve as a platform-agnostic, open and inclusive resource for the state of Arkansas and beyond.



Dean Matt Waller and Governor Asa Hutchinson



Walton College Blockchain Center of Excellence Board Members

The five companies and key individuals involved with founding the center are:

ArcBest Technologies

- Dave Cogswell, vice president and CTO
- Leo Sharum, vice president and CIO

IBM

- Misty Decker, program manager, zSystems Academic Initiative
- Mariels Winhoffer, vice president and global managing director, and IBM Senior State Executive for AR

J.B. Hunt Transport Services Inc.

- Gary Dowdy, head of innovation and disruptive technologies
- Daniel Trimble, senior expert software engineer
- Jay Davidson, recently retired vice president of technology

Tyson Foods

- Lee Slezak, vice president of IT architecture
- Chad Wahlquist, director of emerging technology

Walmart

- Archana Mehta Sristy, director, engineering, Global Business Services
- Karl Bedwell, senior director II, global business services and technology



“This was a moment of celebration and gratitude,” said Mary Lacity, center director and Walton Professor of Information Systems.



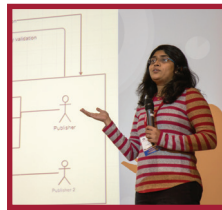
The Blockchain Center of Excellence has officially welcomed the first five companies to join its executive advisory board. The companies – ArcBest Technologies, IBM, J.B. Hunt Transport Systems Inc., Tyson Foods and Walmart – were given their official welcome Sept. 28 after working with officials at the Walton College over several months to chart the founding and future of the center.

“This was a moment of celebration and gratitude,” said Mary Lacity, center director and Walton Professor of Information Systems. “The individuals from these five companies have been working with the Department of Information Systems for more than a year to help guide the center’s mission and values.”

The five founding companies also helped identify the next five organizations to invite to join the board. “They chose members that would complement, diversify and deepen the business and blockchain expertise,” Lacity said. “We’ll announce the next five new board members next quarter.”

Blockchain applications use a crowd of independent computers to secure a permanent record of transactions. This method allows participants to verify and audit transactions inexpensively, eliminating the need for an intermediary. This new way to design applications is still immature yet evolving quickly. The center will encourage research on blockchain’s impact and implementation to help it become a mainstream tool for business.





"The center will encourage research



on blockchain's
impact and
implementation
to help it become
a mainstream tool
for business."



Studying the delivery of technology has taken Mary Lacity to the most unlikely places.



She's studied outsourced call centers in India. There were also trips to an American Indian reservation and a prison where inmates digitized historical patents. This qualitative approach to her research helps her better understand how companies, employees and their customers can utilize technology that benefits everyone.

This hands-on approach also enables Lacity to explain in understandable terms the principles and potentials of blockchain technology, robotic process automation and other cutting-edge developments in information systems. "One of her biggest strengths is that she can take a complex subject and make it accessible to the lay person," says Rajiv Sabherwal, chair of the Walton College Department of Information Systems and Edwin & Karlee Bradberry Chair in Information Systems.

Her talent for explanation is one of many Lacity uses as the director of the new Blockchain Center of Excellence, a position she began in July 2018. When her appointment was announced at the beginning of the 2018-19 academic year, Walton College Dean Matt Waller called Lacity a "huge asset to our students, faculty, college and state."

As director, Lacity is gaining an audience eager to learn about blockchain technology, an emerging and innovative process that uses a crowd of independent computers to secure a permanent record of transactions. This method allows participants to verify and audit transactions inexpensively, eliminating the need for an intermediary. This form of information technology, still in its infancy, is already impacting financial models and supply chains. "She's well known in the field for disruptive technologies, and blockchain is a potential disruptive technology," says Paul Cronan, Walton information systems professor. Cronan helped establish the center as the college looked for its director.

"Since then, she has picked up where we left off," he says. "She hit the ground running."

Before being selected as center director, Lacity, met with corporations while visiting Walton on a speaking engagement. "They really liked her," Cronan says.

Lacity has found great support in her new role at Walton, including from Cronan, whom she calls a "mentor." "He's helping me adjust on a daily basis," she says.

And he isn't the only one.

"I knew Dean Waller and the faculty would be great, but the tremendous support from companies and our Governor, Asa Hutchinson, was a welcome surprise," she says, referring to Hutchinson's visit to the center last summer.

With the five founding corporations and the assistance of Startup Junkie, a Fayetteville-based consulting service, the center is developing a blockchain network for new businesses, Lacity says. Though cryptocurrencies, such as bitcoin, use this technology, Lacity is exploring how companies and startups can benefit from it as well.

Walton's Blockchain Center of Excellence is placing Arkansas centerstage in its curriculum, Lacity says, adding that the mission is to be "platform agnostic" by exposing students to various forms of blockchains. For instance, Walton's finance department is also delivering curriculum on cryptocurrencies, she says.

As a professor with Department of Information Systems, Lacity is working with faculty to develop a curriculum for undergraduates, including an interdisciplinary minor, as well as a graduate certification program. Since arriving at Walton, she says she receives steady inquiries from students wanting to learn more about blockchain



technology. She encourages them to participate in Walton's annual Blockchain Hackathon, which is held each fall at the University of Arkansas. There, students form problem-solving teams to learn about the technology and take on business-posed challenges.

Lacity is one of the first to write a book about blockchain technology. The author of 28 books, Lacity's work has also appeared in many journals. She is senior editor for *MIS Quarterly Executive*, serving alongside Varun Grover, distinguished professor and David D. Glass Endowed Chair at Walton. She and Sabherwal will co-edit a special blockchain issue to appear in the journal December 2019.

Lacity comes to Walton from the University of Missouri-St. Louis, where she was Curators' Distinguished Professor and International Business Fellow. She grew up, however, in Margate City, New Jersey, adjacent to Atlantic City, a popular tourist spot that provided her summer job opportunities. "I grew up with the wrong impression that everyone had a beach nearby," Lacity says.

As a student at Pennsylvania State University, Lacity wanted to mathematically model the universe. She felt that if she could figure out every motion of the atom, so many of life's questions could be answered.

By the time she was a senior, however, she abandoned the mission. "I began to understand that the world is emergent rather than deterministic," she says. She earned a degree in quantitative business analytics from Penn State and her Ph.D. in information systems from the University of Houston. In 1992, she joined faculty at the University of Missouri-St. Louis, where she focused on the outsourcing of technology services, from the creation of contracts to their economic impact and managerial aspects.

Lacity later shifted her research to robotic process automation, which utilizes software that performs tasks often deemed tedious, such as invoice processing, for example, which can free up workers to focus on more interesting work. Automation takes the robot out of the human – something she and her co-author, Leslie Willcocks, London School of Economics professor, point out through their research.

Lacity and Sabherwal worked together when they both were faculty with the University of Missouri-St. Louis, and she aspired to work with him again and Walton's distinguished faculty.

Sabherwal says Lacity handles disagreements by understanding what's best for the institution. "She's a good, positive influence on her colleagues and the entire organization," he says.

Her perspective is in demand. Lacity was a visiting scholar at M.I.T., where she addressed how enterprises



■ **Mary Lacity**
■ Director, Blockchain Center of Excellence
■ Professor, Department of Information Systems

are preparing for blockchain technology, and has held similar positions with the London School of Economics, Washington University and Oxford University. She had been visiting Walton for about four years in various capacities and was very familiar with the college before joining faculty.

She's also easy to like. "She's the kind of person you'd want as a colleague," Cronan says.

Lacity has come a long way from trying to model the universe. With the emergence of blockchain technology, Lacity continues to educate herself while educating others. It's a continuing process as it is still in the "proof of concepts" stage and most software has not advanced from its first version, she says.

Walton's Blockchain Center of Excellence will provide her and others opportunities to watch blockchain technology's evolution as they find ways to contribute to it. "We are fortunate to have her, as a college and a university," Sabherwal says.

Despite her hard work, Lacity says she purposely takes time to enjoy and explore her new home. "I love Northwest Arkansas," she says. "Fayetteville. What an awesome city!"

When Lacity needs to reboot, she has found a retreat up the road in Bentonville with Crystal Bridges Museum of American Art. "It just uplifts my spirit," she says.



The Legacy of Martha Evaline Campbell [1893 – 1969]

From 1914 to 1918, Martha Evaline Campbell, a student from Van Buren, Ark., attended the University of Arkansas earning a Bachelor of Arts in English. She was a member of the Question Club, YWCA Cabinet and the Treasurer of the Girls' Dormitory. Campbell's name is one of 44 handwritten in worn concrete recognizing the 1918 graduates on the walkway in front of Old Main, the university's iconic brick building on the east side of campus.

Campbell graduated from college in a year when fewer than 40,000 Americans – and only 12,316 women – graduated with a bachelor's degree¹. Her mother was educated and probably influenced her daughter to pursue a college degree.

While at the university, Campbell joined the Chi Omega sorority. During her college years, she traveled with a sorority sister to Augusta, a small town in eastern Arkansas, and met William Emerson Conner. Eventually they married and settled down on her husband's family farm in Augusta. The Conners had two sons: William Emerson Conner Jr. and John L. Conner.

In 1935, the family moved 30 miles north to Newport, Arkansas, to farm the land of Emerson's family. They grew cotton for many years.

During summers, the Conner family would travel west to Bella Vista in northwest Arkansas to visit a great aunt. The trip took them through Fayetteville and introduced Emerson and John to the university. It was

only natural for both boys to follow their mother's lead and attend the University of Arkansas.

Thus, the Razorback legacy began.

"I loved that Fayetteville/Bentonville area – still do," said alumnus John L. Conner Sr., retired president of Holden-Conner agribusiness.

John enrolled in the university in 1942, but left to serve in the United States Air Force in 1943 as a navigator and radar instructor during World War II.

He returned to the university in 1946 and finished classes in the summer of 1947, earning a Bachelor of Arts in Business Administration with a focus in accounting. He especially enjoyed his classes with professors Robert R. Logan (accounting) and Harold A. Dulan (corporate finance). His brother Emerson attended the University until December 8, 1941, the day after Pearl Harbor.

"I learned to be a good bookkeeper," John Sr. said. "I used my degree in the family business. Our family is in the farming business."

Conner and his wife, Mary Alice Holden, had three children: John L. Jr., Mary Alice and Robert Holden. Like their father and grandmother, they too attended the University of Arkansas. Mary Alice's son, Win Humphrey, is also a graduate of Walton College.

John L. Conner Jr. graduated in 1970 with a bachelor's degree in general business. His younger brother, now deceased, earned a finance degree with a focus in real estate in 1975, while his sister attained bachelor's degree in education in 1972.

1 – 120 Years of American Education: A Statistical Portrait. National Center for Education Statistics, Office of Educational Research and Improvement, U.S. Department of Education, January 1993.

Emerson's children – Martha Conner McNair, William Emerson Conner III and Ann Conner Dillard – all attended the U of A in the 1970s. Martha earned degrees in English (as her grandmother had), Emerson III studied business and Ann graduated with a B.S.E. in 1976. In the next generation Emerson Conner McNair graduated from the university as well as the University of Arkansas School of Law. Martha and Ann also were members of Chi Omega.

"Walton gave me the opportunity to be better prepared to enter the family business," said John Jr., chief executive officer for Holden-Conner Company and Greenway Equipment in Newport. "The relationships developed at Walton were the best part. Most importantly Walton taught me how to think."

Conner's relationship with the business college and the university has continued over the years. John Jr. has served on the Dean's Executive Advisory Board since 2014 and has been a member of the Arkansas Alumni Association since 1991.

More importantly, he encouraged his children to follow what has become a family tradition. All three of his children – John III, Mary Alice and Michele – attended the U of A, as did their mother Jeanne McNamara (Conner) Courtemanche.

"The U of A and Walton continue to attract members of my family because of the excellent programs they offer which in turns makes us more prepared for the real world work environment," John Jr. said. "They continue to return to U of A and Walton because of the quality education and opportunities to make lifelong friendships."

When it came time for John L. Conner III, senior vice president at Stephens Inc. and the great-grandson of Martha Campbell, to choose a school, Walton College was a natural fit.

"My earliest memory of Walton College is when I got to go to Fayetteville for the first time as a kid with a friend from home for a football game," said John III, a 1994 Walton College alumnus. "We drove around campus and when they told me where the business school was, I remember thinking I would go there one day."

"When I was growing up my dad and my grandfather pretty much only talked about business at family events. They were both business school graduates so I wanted to be like them."



1918

Martha Campbell

1947

JOHN L. CONNER

1970

JOHN L. CONNER, JR.

1972

MARY ALICE CONNER

1975

ROBERT H CONNER

1976

ANN CONNER

1994

JOHN LOUIS CONNER III

"My great grandmother was Martha Campbell. My grandfather told me that she graduated from the U of A, but she had been gone so long by the time I was born, it never really registered much. When I was older my family made a donation to the remodel of Old Main and we found her name on the walk during the dedication ceremony. My dad pointed out that it was pretty significant that she attended school back then as a female because that wasn't as common," John III said.

"Her name is on the walk not too far from the front doors of Old Main and the sidewalk from the Sigma Chi house to Walton College intersects the sidewalk from the front of Old Main. When I was in school walking to or from class, I would go look at her name every now and then. It's written by hand instead of the engraving they do now and I always thought that was pretty neat."

His daughter Grace, also thinks it is neat.

"I think my family's U of A legacy is a very cool and unique thing," said Grace Conner, a freshman studying criminal justice. "I do not know anyone else who has as many generations as us to come through college here. I hope that one day my sister and I have kids that follow in our footsteps and the legacy can continue."

Her younger sister Caroline, a freshman at the Walton College who plans to major in international business with a minor in Spanish, agrees. In August of 2018, Caroline became a Chi Omega pledge, more than one hundred years after her great-great-grandmother.

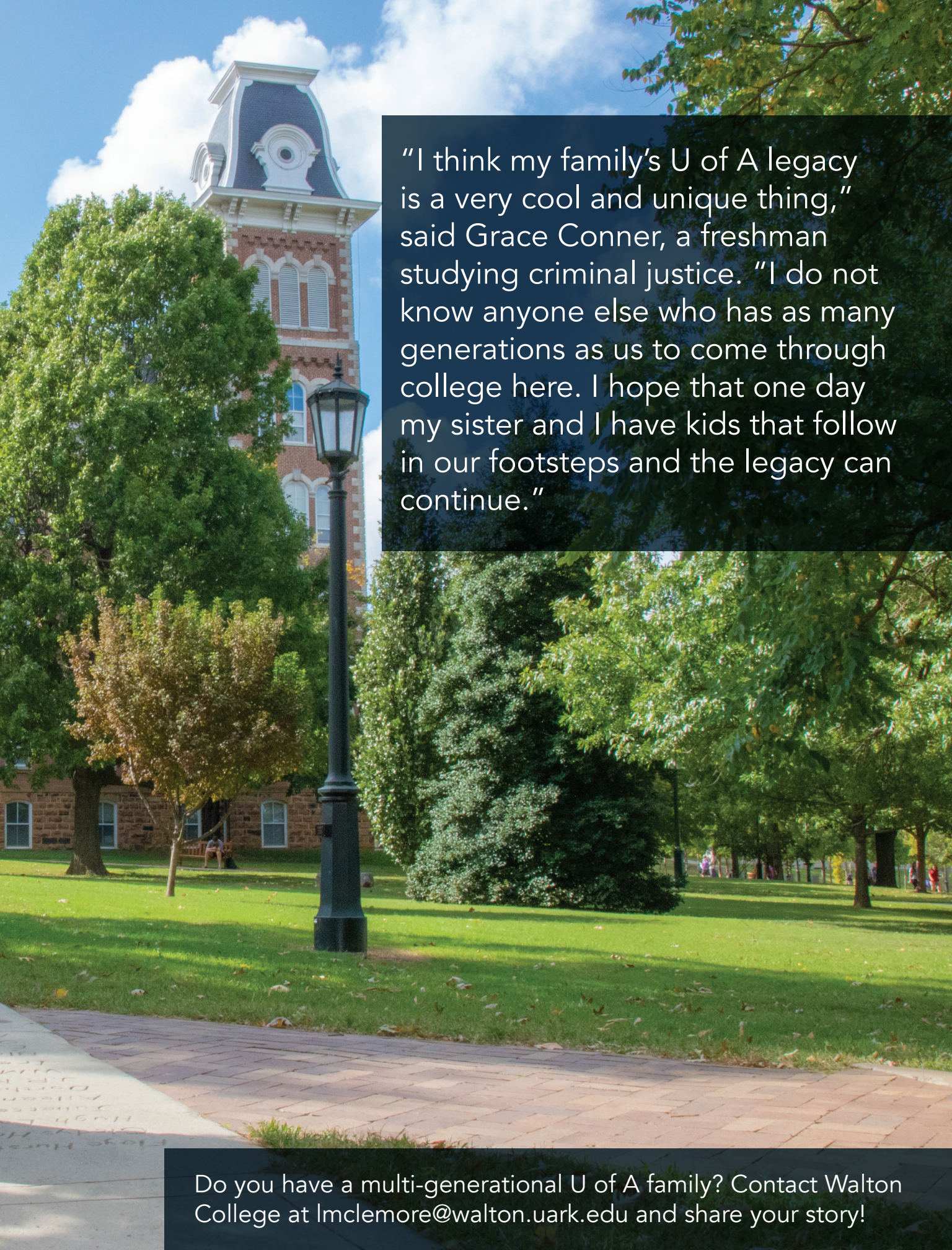
"I think that having my family's legacy go all the way back before 1918 makes me feel a different way about the university than a normal student would who had no connections here," Caroline said. "I have a special place in my heart for this university and I am more than excited to be here for the next four years. I have not been able to go look at my family's names on the sidewalk, but I plan on dedicating a day soon to go find all of them."

Caroline will have to look for twelve names from four generations. Then she and Grace will be able to add theirs as part of the fifth generation of Martha Campbell Conner's descendants.

"I'm just tickled to death they're going up there," John Sr. said regarding his great-granddaughters' start at Walton College. "I'm proud of our association with the university."



John L. Conner Jr. stands with his granddaughters Caroline (left) and Grace (right) in front of Old Main by the class of 1918's senior sidewalk entry.



"I think my family's U of A legacy is a very cool and unique thing," said Grace Conner, a freshman studying criminal justice. "I do not know anyone else who has as many generations as us to come through college here. I hope that one day my sister and I have kids that follow in our footsteps and the legacy can continue."

Do you have a multi-generational U of A family? Contact Walton College at lmcmore@walton.uark.edu and share your story!



- 
Favorite t.v. series
 How to Get Away with Murder.
- 
Last fun book
 The Last Black Unicorn.
- 
Favorite pastime
 Spending time with friends.
- 
Advice for freshmen
 Be open-minded. Don't hold back.
 Don't be afraid to take risks.
- 
Best resources
 Peer mentors, professors and staff.
- 
Dream trip
 A place with a pretty beach.

MEET THEA WINSTON

Think. Plan. Do.

Thea Winston, a 2018 accounting graduate from Forrest City, Arkansas, is a thinker and a planner. She gathers pertinent information, dwells on it, creates a plan and then executes it. Information gathering is what led her to the Walton College and has kept her on track ever since.

When Winston was in high school, she began to critique her likes and dislikes to plan for her future. She hated blood and gore, so medicine was a definite no. She liked numbers and logic, which led her to work after school at certified public accountant Sharon Wilson's office in Forrest City.

While there, Winston performed administrative duties – answered the phone, made copies, filed materials – and was able to tackle the occasional accounting task and observe her boss at work. She learned what an

accountant does and saw first hand that the work suited her. She realized she could become a CPA.

Her task became: Find a college that fit.

Over two summers, Winston attended two week-long residential programs at Walton College – Technology Awareness Program and Business Leadership Academy – where she met faculty and staff, lived on campus, befriended other campers and applied for scholarships.

After that, her mind was made up. Walton College was her choice and accounting was her major.

Helping Out

Winston's summer camp programs eased her transition into college. She had made friends at both programs and reconnected with them

in her freshman year. She also met Barbara Lofton, the director of Walton's Office of Diversity and Inclusion.

“She realized she could become a CPA.”

“Dr. Lofton is always willing to help,” Winston said. “She always checked up on me. She gives you tough love and is always there.”

Winston's Honors adviser for her four years was Jason Adams, the associate director of Walton's Honors Program, who was always there for Winston as well. She cites Susan Anders, the assistant director of Global Engagement, as another Walton staff member who was equally friendly and supportive.

“She always made time to answer my questions,” Winston said.

With the support of these Walton College staff, it is no surprise that Winston was an active participant in the Honors Program and study abroad opportunities.

During her high school summer camp programs, Winston applied for and became a Boyer Fellow. The fellowship is earmarked for business students from Arkansas who have earned a 32 ACT or 1450 SAT score, along with a 3.75 grade point average.

Winston also received the Arkansas Academic Challenge and Arkansas Governor's Distinguished Scholarships, as well as scholarships from Tyson and Conoco Phillips. Talking to Walton faculty and staff helped her find scholarships.

“They helped out so much,” Winston said. “I see a lot of students struggle and I know that worrying impacts their studies. It [scholarships] allowed me to focus on what I was doing academically.”

The scholarships also had an impact on her parents who have two kids in college. Winston's brother, Avery, is an engineering student at the University of Arkansas.

Walton World View

In addition to studying accounting and general business, Winston expanded her working business knowledge through an internship for two summers at Ernst & Young in Atlanta. She also participated in Walton's study abroad program to learn about Vietnamese culture and business practices.





In 2015, the summer before her sophomore year, Winston traveled to Vietnam for a month with five other Walton students. For two weeks, she worked on a community development project building individual greenhouse systems to power and heat resident housing. Working with other business and agriculture students from the University of Arkansas, she learned from Vietnamese students who served as mentors and translators.

The travelers stayed on a Vietnamese university campus for two weeks. They slept on mats lying directly on a twin-size bed frame – Winston bought a second mat to create a softer bed. The food also was a change for the Arkansas native. Breakfast was often meat with rice, along with coffee with sweetened condensed milk ladled on top. One of her favorite meals was a beef dish with a sauce. She avoided the fish dishes if the eyes and head were intact.



"The first year we went, none of us had much of an idea of what we would be doing or how successful the program would ultimately be," said Stephen Kopp, associate professor for the Department of Marketing. "Whether she realizes it, Thea was instrumental in the initial and continuing impact of this program. This was a brand-new program, and I was still working on the details. Her consistent question was, 'My mom wants to know how is this relevant to my major?' This compelled me, and still does, to make sure that the students understand the relevance of our work in Vietnam. I think she did not and does not realize the impact of her mom's question has had on every aspect of the Vietnam program."



In spring 2017, Winston attended the University of Sussex in South England in the University of Arkansas' exchange program. She took four classes there – international business, ethics, race and ethnicity, and leadership – with students from Russia, Switzerland, the Middle East and England.

The experience taught her about multi-national enterprises, racial issues in other countries and group dynamics with diverse members.

During her time in England, she learned many people there knew American politics, but most Americans were not in tune with world politics. She now sees the importance of being aware of global issues including political ones. She keeps up with her fellow students from her travels via social media.

Stateside

At the University of Arkansas, several classes and professors were especially thought provoking for Thea. Katie Terrell, an instructor for the Department of Accounting, taught Accounting Technology, where Winston learned about data analysis and the coding needed for accounting systems. It gave her insight into a different aspect of her major.

"She [Terrell] enjoyed her job; it made me enjoy her class," Winston said.

The Honors Economics Colloquium class taught by Amy Farmer, a professor in the Department of Economics, tackled life decisions, which involved economic thinking and decision making.

"Thea took my Honors colloquium course, which is a discussion-based economics class requiring a lot of critical thinking about any number of issues, some of which are controversial," Farmer said. "Thea was an active participant in that class, adding a lot of insight and perspectives that added to the class. She showed a great deal of maturity and ability to think critically, which impressed me quite a bit. I look forward to seeing what happens in Thea's future."

Next Steps

Thea graduated in May 2018 with a bachelor's degree in accounting and is pursuing a master's degree in accounting at Vanderbilt University. Once she graduates from Vanderbilt, she hopes to work at a public accounting firm in consulting, auditing or tax accounting for several years and then reevaluate her professional goals and direction.



“The experience taught her about multi-national enterprises, racial issues in other countries and group dynamics with diverse members.”

Going into Overdrive to head off Disruption



by Craig C. Hughes

Craig C. Hughes, a 1976 graduate of the Walton College, is CEO and founder of Total Transit Inc. in Arizona. Hughes was named Entrepreneur of the Year by the Walton College in 2013. This article is excerpted from his book *The Self-Driving Company*, copies of which are available from online booksellers. Used by permission of the author.

You built a successful business, and you have a comfortable lifestyle – why not quit right there? What’s wrong with building up a nice business that affords you a great lifestyle? In the past, that might have worked; but in this age of disruption, it often won’t.

Even before Amazon arrived and disrupted the retail business, I’d see a new category of merchandise at Costco for a price a local retailer couldn’t even buy it for as a dealer. And I’d say to myself, I’m sure glad we don’t sell that because no one would pay our price if they could get it at Costco for less.

Many years ago, we bought a car stereo from Costco to put in one of our kids’ car. We took it to a car stereo shop to have the installer put it in.

The owner came out and said, “We sell that same unit. Where did you buy it, and can I ask you how much you paid?”

Then he looked up the stereo and speakers in his book and said, “You paid less than what I can get it for as a dealer!” I could see the look of gloom in his eyes. He knew his business was in trouble.

This is why it's so important that once your primary business is at a certain scale and profitability, you must diversify, innovate, and expand. When your business reaches the point where it throws off enough money to keep you comfortable and is on firm footing, it's important to find a way to invest the excess to achieve those goals. Our story is a warning.

One of our first goals was to create one of the top cab companies in the nation. We did exactly that, and we were the envy of our industry. The cab company made millions of dollars a year, far more than we needed personally.

We'd always plowed money back into the business, but we could see a future where the cab business was no longer our main business and, in fact, was a smaller piece of the overall organization. So we took our excess revenues and instead of investing the money in our core operation, we looked for other complementary areas where we could invest.

We invested in things that no one who wanted to just operate a local cab company would invest in. We moved everything we could to the cloud, so we could operate seamlessly across our platforms in any jurisdiction. We devised ways to disrupt businesses where we already operated or wanted to operate, such as public transit and medical transportation management.

I wish we could say that we saw the disruption to the taxi business years before it happened, but we didn't. You never know what a "black swan event" will look like in your industry, or when it will come. A black swan is an event or occurrence that deviates from what is normally expected and is extremely difficult to predict. You just have to do everything in your power as an owner and a leader to protect your business.

We got a chance to disrupt the Dial-a-Ride business in public transportation with our virtual platform, and we saw that we were pretty good at taking care of large medical accounts. So we morphed that business into a transportation management division that would allow us to grow nationally. We didn't have a true disruptive, or differentiated, model at first, but we always gave our best effort to exceed the customer's expectations.

Then, along came Uber, and a total disruption hit the cab business. Suddenly, owning the largest or best cab company in the country was like owning the best buggy whip company after the Model T. It became almost irrelevant, except for the way we responded.

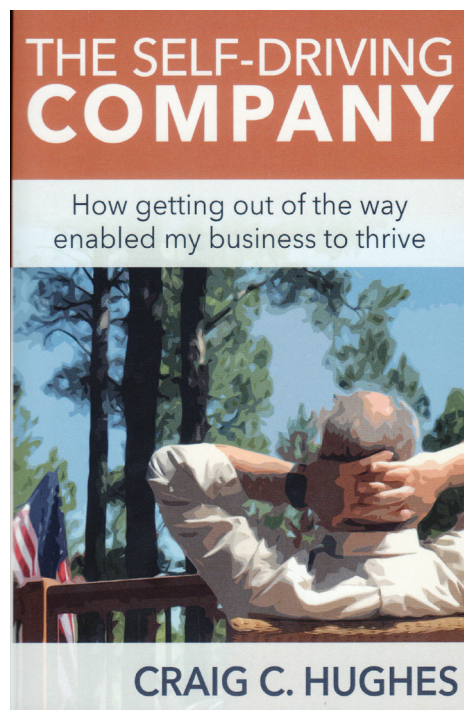
We felt that the personal cash cab business was at great risk, so we needed to make our service even better. That's one of the reasons we bought a

technology company. We also put more focus on our account business and kept it growing. We were tasked to grow by 40 percent or more a year, and we couldn't do that without a complete overhaul of our business model. Failure wasn't an option. We had a 10x growth strategy, and we had to stay the course. This is what allowed us to not only survive the disruption to our industry, but also to thrive and disrupt another industry as well.

If we had continued to operate the business as usual, we would have had more money in the short term, but we might have gone out of business in the long run.

This is why I stress that you must always keep some part, or maybe even your whole organization, in the innovation and expansion stage. You must expand your existing businesses into new markets and look for ideas and industries that complement your businesses to diversify your offerings and protect your organization from the inevitable disruptions that no one can foresee.

- Disruption will touch almost every business segment into the foreseeable future.
- You never know when a black swan event will hit your business or what it will look like.
- Once your main line is established, start expanding and innovating.



New Textbook features Innovative Uses of Big Data to teach Accounting

For a long time, accounting has been known as the language of business.

But accountants themselves are now having to learn a new language. One that involves masses of data that could not have been imagined 30 years ago. That never could have been dealt with using pen, paper and ledger books.

Two members of the Walton College accounting faculty are trying to help students become fluent in this new language of big data and to take the lead in translating it to today's business.

"Businesses increasingly find that they have lots of data around them, but haven't until recently had the right people, right skills and right software to address it," said Vern Richardson, distinguished professor in the Walton College accounting department and G. William Glezen Endowed Chair in Accounting. "That is changing now. Data analytics is big in all areas, and it is fundamentally changing accounting as well. Just about every accounting program is interested in data analytics but haven't had a textbook to help them address it."

Now they do.

Richardson and Katie Terrell, an instructor in the Walton accounting department, have written, along with Ryan A. Teeter of the Katz Graduate School of Business at the University of Pittsburgh, a textbook called *Data Analytics for Accounting*. The textbook has only been available since May, but its unique approach has provoked responses from accountants, their firms and other accounting educators.

"The accounting curriculum hasn't changed much in the last 30 years," Terrell said, "but now the big accounting firms, in particular, are demanding that their accounting grads have this expertise."



"The fear is, if we don't develop this expertise in our accounting grads, that data scientists or computer scientists will replace the traditional accounting grad," she said. "We have had inquiries from more than 350 universities about our textbook."

The 368-page book, published by McGraw-Hill Education, had been in the works for more than two years. Among its unique features are lab exercises that use actual business datasets from companies such as Dillard's. It is able to do that because of the massive business data sets housed at the Walton College. These large data sets are made available to data scientists and business educators all over the world.

The book features labs that lead students step-by-step through accounting problems using the datasets from Dillard's and other companies. When students have worked through the exercise, they are then challenged to use that knowledge to tackle a problem on their own.

"Almost no companies are willing to share their own data due to competitive concerns," Richardson said. "Because of the outstanding Walton College Enterprise Systems team – primarily Paul Cronan, Michael Gibbs and Ron Freeze – and the close relationships we have with many businesses, they have given us huge troves of data for student learning."

"We have 40 labs overall and we use Dillard's data for 15 of those labs," Terrell said.

The pair said the reality is that such huge datasets are now available to companies, researchers and students. That has fundamentally changed accounting and the work that accountants do. And how new accountants are taught.

In *Data Analytics in Accounting*, Richardson, Terrell and Teeter build a framework to help students think through what they need to provide data-driven insights.

"We met a couple of years ago and thought about developing a textbook that would address data analytics," Richardson said. "We each have complementary areas of expertise, which really helps with a book like this. Katie has great experience with working with and interpreting big datasets from her work at Tyson. Ryan developed much of this expertise in working with PwC."

"Much of the book is based on hands-on labs where students can get their hands dirty and that is where Katie and Ryan excel," he said.

“There are skills that we think accounting students should have, the majority of accounting grads do not have any of these skills.”

"Vern brings more general accounting and business expertise and is able to help know specifically what the accounting questions are or could be and how data analytics can help address them," Terrell said.

Until the publication of the textbook, there hadn't been much of a way for accounting students to get real experience with real-world data sets – the kind of experience and knowledge they will need to thrive in a world driven by big data.

"There are skills that we think accounting students should have," Richardson said. "The majority of accounting grads do not have any of these skills."

The existence of big data sets has made the accountant's job easier in some ways but at the same time more challenging.

"Auditors used to test small samples of the data for errors and irregularities," Terrell said. "With big data, they can now test the whole population."

"They can now also find the errors and irregularities as they happen instead of at the end of the year," Richardson said.

Among the skills the authors promote in the book are:



Developing an Analytics Mindset – recognize when and how data analytics can address business questions



Data Scrubbing and Data Preparation – comprehend the process needed to clean and prepare the data before analysis



Data Quality – recognize what is meant by data quality, be it completeness, reliability or validity



Descriptive Data Analysis – perform basic analysis to understand the quality of the underlying data and its ability to address the business question



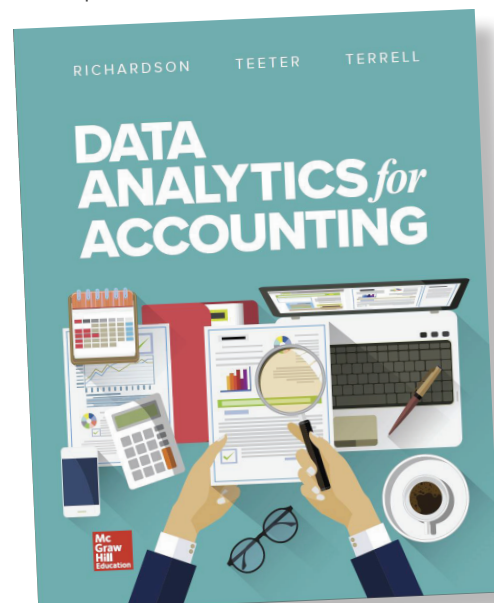
Data Analysis through Data Manipulation – demonstrate ability to sort, rearrange, merge and reconfigure data in a manner that allows enhanced analysis



Defining and Addressing Problems through Statistical Data Analysis – identify and implement an approach that will use statistical data analysis to draw conclusions and make recommendations on a timely basis



Data Visualization and Data Reporting – report results of analysis in an accessible way to each varied decision maker and their specific needs



Servicing by Developing

Today and Tomorrow's Leaders



Remko van Hoek
Clinical Full Professor
Department of Supply Chain Management

Remko van Hoek was global before global was cool. The supply chain management and procurement fields – disciplines that connect the world in many ways – were fledgling in the 1990s. Yet van Hoek's passion for them was going strong.

Then a Ph.D. student at Utrecht University in his home country of the Netherlands, he was diligently carving out his future. He joined the Council of Supply Chain Management Professionals (CSCMP), the world's leading supply chain management professional organization. Two years later, the organization presented him with the Doctoral Dissertation Award.

Rick Blasgen, the organization's president and CEO, quickly recognized something special in van Hoek. "I was very impressed by his knowledge of academia back then and

also the fact that he can talk like a business person," Blasgen says.

That winning combination also got the attention of Matt Waller, now Walton College dean. "In talking with him, it became clear to me that he was very good at linking rigorous academic scholarship and practice," Waller says.

Van Hoek's passion resulted in his teaching at three European universities early in his career. He procured movie sets and cruise ships for the Walt Disney Co. when he was its senior vice president of sourcing and procurement. He also chaired the CSCMP's Board of Directors and co-authored the textbook, *Logistics Management and Strategy*, with Pearson Education, which is in its fifth edition and has been translated into seven different languages.

He was global procurement director for PwC, interim director of supply chain improvement for Nike's European headquarters and is a visiting professor with the Cranfield School of Management in Cranfield, England. Van Hoek performs advisory work for several companies around the world.

“The business relationships here at the college are very deep and very real...”

With a solid professional career, there was something he wasn't doing: returning to academia. His wife, Maryl, had heard him talk about it countless times.

Van Hoek had continued to teach and research in the United Kingdom as a visiting professor while he was in industry. He realized, however, that he wanted to make teaching, researching and advising companies the No. 1 priority again.

The idea of working with students studying supply chain management and procurement, a field still young to the business world, was more than alluring. He loved the idea of helping develop the leaders of the future and assisting companies to make meaningful progress in advancing and innovating practice in their organizations.

"When are you going to do that?" Maryl finally asked him.

With her encouragement, he reached out to academic friends at the top five university choices in the field, the University of Arkansas being one of them. His familiarity with the University of Arkansas began when he met Waller through the Council of Supply Chain Management Professionals, where Waller served as editor for its publication, the *Journal of Business Logistics*. Van Hoek says he wanted to teach most at the Walton College.

And it happened.

Van Hoek can now add clinical full professor at the University of Arkansas' Department of Supply Chain Management to his résumé – a distinction that makes him proud. Van Hoek joined the Department of Supply Chain Management as clinical full professor in January 2018. He teaches Supply Chain Management in Global Business for Walton's Executive Education program and is developing an online course for undergraduates.

"The business relationships here at the college are very deep and very real, and with my procurement experience, I have been told I can immediately help deepen the coverage of the supply chain in our research and teaching," van Hoek says.

His job at Walton is the result of a longtime fascination with supply chains. What's the story behind a product on a store's shelf? What journey did it take before it got there? The answer, of course, can be complex – and something many consumers don't think about.

"It's almost like it's behind the curtain," he says. "You don't realize it."

Guiding Walton students into careers in supply chain management and procurement is a designation van Hoek doesn't take lightly. "It's a real privilege to be able to teach them," he says. When van Hoek joined the CSCMP's Board of

Directors, he met fellow member Mark Baxa. "He and I started up conversation, and in no time at all," says Baxa, who recently retired as vice president of Monsanto Company's Global Procurement Center of Excellence. "He was there to help support my go-forward plans to lead through Monsanto's supplier relationship strategy. He took an ongoing, active interest in my progress as an individual and from a business progress perspective."

Baxa adds that van Hoek was eager to contribute greatly to the supply chain profession and society at large.

Van Hoek's research is one example, and it includes procurement strategy with a focus on supplier-centered innovation, relationships between buyers and their suppliers and, of course, the development of procurement and supply chain leaders of today and tomorrow. His work has been published in the *Journal of Business Logistics*, *International Journal of Logistics Management* and *Harvard Business Review*.

"There are few people out there who have a noble passion of advancing the discipline," Blasgen says of van Hoek. "He does that. He cares about that, and he also cares about how it makes an appreciable difference in global modern business today."

Which makes van Hoek a good fit for Walton. "The tagline of our college is 'Connecting people with organizations and scholarship with practice,' and I think this sums up Remko's unique skills," Waller says.

Van Hoek is falling in love with Northwest Arkansas. "I feel like the area is one of the best kept secrets," he says. "We're so thrilled to be here."

He says he and his family are so pleased with the incredible schools and impressed with the area's culture, including arts and entertainment.

Always looking beyond the horizon, van Hoek is anxious to see how faculty and students at the University of Arkansas can help shape the direction of supply chain management.

"It's connecting the dots," he says. "It's connecting the world."



Startup Spotlight:

Jerra Nalley loves Northwest Arkansas. From the funky, artistic community in Eureka Springs to the vibrant night life on Fayetteville's Dickson Street, she wants the world to know all about it. It's her living.

Director of Leisurlist, Jerra Nalley oversees the Bentonville-based company that offers a customized website and mobile app that informs users on the latest concerts, where to dine, art exhibits and a multitude of area activities that's tailored to their interests. In short, a "leisure list."

"The platform focus is to make sure I never hear the phrase, 'There's nothing to do here,'" Nalley said.

Leisurlist users can log in and select from a list of interest categories that include music, shopping, yoga, volunteer opportunities, dining, theater, outdoor activities and many more. Once selected, users receive a curated list of events, venues and insider recommendations tailored to their interests.

Leisurlist's primary audience is Northwest Arkansas young professionals between 25 and 44 years old, though Nalley said the website is also receiving traffic from neighboring states such as Texas, Oklahoma and Tennessee. Crystal Bridges Museum of American Art in Bentonville and the Walton Arts Center in Fayetteville are among local attractions that have partnered with Leisurlist.

Nalley grew up about 25 miles southwest of Little Rock in Benton and is the daughter of two University of Arkansas alumni. Her father, John Doyle Nalley, earned a marketing degree at what would later become the Sam M. Walton College of Business and is now a lawyer. Jerra Nalley, too, earned a marketing degree at Walton as well as a master's. Her brother, Chance Nalley, is also a Walton graduate and practices law with their father.

Attending the University of Arkansas was a given in Nalley's household. "We actually have a Razorback-shaped sink that my parents had custom-made in our basement," she said.

Nalley began her education at Walton thinking she would be a web page designer. That goal took a detour when she attended her first marketing class with marketing Associate Professor Dub Ashton. He burst into the classroom as music played, wearing a chef's jacket that read "Kiss the cook" and talked about the marketing world. He made it seem fun and exciting.

"I'm in the right place," she recalled saying to herself. "This is really cool."

Jerra Nalley

Fayetteville

MBA '17 | BSBA '10

Director, Leisurlist

My family consists of: entrepreneurs and an adorable, spoiled cocker spaniel named Harley.

The most famous person I have ever met: Chef Art Smith.

My favorite music group in high school was: I'm always a fan of NSYNC, Backstreet Boys and the Spice Girls.

A recent book I enjoyed was: *The Last Mrs. Parrish*.

I would like to be known for: connections. I love connecting people with those who can assist them in any endeavor.

Nalley declared a marketing major. Economics Clinical Professor Robert Stapp inspired her to minor in economics – mainly so she could keep enrolling in his classes. She said his excitement for the subject was contagious. “I loved his classes so much,” she said. The same could be said for her honors colloquium class, where students had the opportunity to work on a smartphone app for Walmart and present the project to Tony Rogers, who eventually became chief marketing officer for Walmart’s U.S. operations.

Nalley’s interest in social media continued to grow and be nurtured by Walton. The co-founder of Collective Bias, a shopper social media company based in Rogers, came to one of her classes to talk about social media. Inspired, Nalley introduced herself to him and asked about a job opening. They met for coffee, discussed social media and Nalley accepted a paid internship that led to a full-time job after graduation. She stayed there for five years, working her way up to senior account manager with clients that included ConAgra Foods, Coca-Cola and Hershey’s.

Walmart, the world’s largest retailer based in Bentonville, then offered her a senior project manager position – just as she was enrolling in graduate school at the Walton College. She juggled both school – even studying abroad in China – and her new job, where she managed social media strategy and recruitment marketing for Walmart’s campus recruiting, health and wellness and technology teams.

When her passion for Northwest Arkansas became evident, her supervisors and she channeled it into recruiting. Nalley created a series of videos of associates sharing their stories about working for Walmart and living in the area. Nalley also created a weekly email of Northwest Arkansas events and recommendations that were sent out to associates, recruiting teams and new hires. The concept of Leisurlist was set in motion.

In 2017, Nalley earned her MBA and left Walmart to work for the Runway Group, a Bentonville-based operation founded by Sam Walton’s grandsons, Tom and Steuart Walton, to attract and retain professionals in Northwest Arkansas. In doing research, she conducted a focus group of about 60 young professionals. Many told her they didn’t feel connected to Northwest Arkansas. Perhaps they simply weren’t aware of all the area has to offer, Nalley thought. “It’s great for families, but it’s also great for young professionals,” she said.

With that thought, Leisurlist was born on Dec. 8, 2017, with a customizable website, mobile app, social media channels and a weekly email update. Thousands of users have visited the platform and the number keeps growing weekly, Nalley said.

As Leisurlist grows, Nalley is focusing on marketing campaigns, sponsorships and possibly expanding to areas beyond Northwest Arkansas. She’s also active in the community by serving on the Board of Directors for the Rogers-Lowell Area Chamber of Commerce and Main Street Eureka Springs, the leadership team for the NWA YP Summit and Advisory Board for Live479. She’s also joined the Walton College Dean’s Alumni Advisory Council and the Dean’s Roundtable of Entrepreneurs and Market-makers (DREAM).

After all, there’s so much to do in Northwest Arkansas. Nalley is seizing the opportunities and sharing them.

“I’m a start-up person at heart,” she said.

NEWS & NOTES



Bill Cunningham

*Appointed Corcoran President of Sales
Walton College Alumnus, 1981*

Walton alumnus Bill Cunningham was named president of sales for The Corcoran Group, a leading residential real estate brokerage firm in New York, N.Y., in May 2018.

"It is my extreme pleasure to announce that Bill Cunningham has been named president of sales at Corcoran," Pamela Liebman, president and chief executive officer, said. "This promotion recognizes Bill's tremendous management abilities and his enormous capacity to lead. His experience and extraordinary dedication along with his winning attitude and personality are assets that serve Corcoran customers and agents every day. He is one of the most trusted and respected real estate executives in the industry." As president of sales, a new position in the firm, Cunningham will have responsibility for overseeing management of all Corcoran sales in the Manhattan,

Brooklyn, Hamptons and South Florida regions. In addition, he will be continue to be responsible for all sales-related functions, including oversight of Corcoran Agent Studio, the collaborative and dynamic agent education center.



Debbie Davis

*Walton College Alumna Joins Executive
Education Team in Little Rock*

Debbie Nuttall Davis, a Walton College alumna, has joined the college as associate director of executive education. Davis will be responsible for creating positive client relationships, application and proposal development, program management, and marketing and communications for the center and programs. She is working out of the Walton College Executive Education at 2nd & Main facility that opened in 2018 in Little Rock.

"Continuing to spread the university's outreach across Arkansas, and offering leadership development opportunities to individuals as they advance in their

careers, will truly create a powerful change in Little Rock," Davis said. "I look forward to building on the Walton executive education foundation that has developed over the past several years."

Before joining the Walton College, Davis spent her career in marketing at Baxter International and Euronet Worldwide. She most recently served in positions at Little Rock Christian Academy, including associate director of development, associate director of admissions and director of communications.

She graduated from the University of Arkansas in 1992 with a Bachelor of Science in Marketing Management. She also holds a Master of Arts in Management from Webster University.



Casey Spatz

2018 Employee of the First Quarter

Casey Spatz, administrative support supervisor for the Department of Supply Chain Management,

NEWS & NOTES

was named employee of the first quarter for going the extra mile to assist faculty, students and student-focused organizations. Per her nomination:

"Having worked at four universities, directly with six departmental administrative assistants, Casey is quite simply one of the best with whom I've had the honor of interacting."



David Graham Hyatt

*Walton College Research Professor
Honored by North American Case
Research Association*

David Graham Hyatt, research associate professor of supply chain management, was honored by the North American Case Research Association for his collaboration with an Arkansas Company — Delta Plastics — to produce a written case study on the introduction of a new product.

Hyatt created the teaching case, "Delta Plastics of the South: Conserving Water in the Delta" and the accompanying instructor's manual after conducting interviews with company leadership and after an honors colloquium project during Fall 2015.

The case was previously recognized by the association as among the best cases presented at its annual conference.

At the conference, held in Orlando in October 2018, Hyatt was recognized as runner-up for the Curtis E. Tate Award, given to the author of the best case published in the Case Research Journal during 2017. That is the leading academic journal for cases in business and related disciplines in North America. Since its publication in 2017, the case has been adopted for classroom use 158 times.

The case concerns the introduction of Pipe Planner, a product that helps farmers by efficiently calculating the hole sizes in plastic irrigation pipe widely used in the delta regions of Arkansas, Missouri, Mississippi and Louisiana. Use of the product would lower farmers' irrigation costs and lessen the water draw on the shrinking Mississippi Alluvial Aquifer, which provides most of the water for irrigation in the delta.

The project, which is ongoing, was made possible by support from the

Walton College Worthen Case Fund and a grant from the Wally Cordes Teaching and Faculty Support Center.



Sheree Smith

2018 Employee of the Second Quarter

Sheree Smith, administrative support supervisor for the Department of Information Systems, was named employee of the second quarter for going the extra mile to organize the Blockchain Hackathon student competition.

Per her nomination:

"Sheree has done an amazing job in the short amount of time she has been in this department. "

"For example, she did such an amazing job helping to organize the Blockchain Hackathon. She worked tirelessly before, during, and after the event to help make it a success and really went above and beyond."

NEWS & NOTES



Jan R. Williams

Jan Williams with Gary Peters at the American Accounting Association's 2018 annual meeting.

Alumnus Jan R. Williams, dean and professor emeritus of the Haslam College of Business at the University of Tennessee earned a Ph.D. in 1970 from Walton College. Williams was one of two recipients of the 2018 Outstanding Accounting Educator Award from the American Accounting Association, presented Aug. 7, 2018, at the association's annual meeting in Washington, D.C.

"Jan is a great example of the importance and impact of Walton doctoral programs," said Gary Peters, chair of the Department of Accounting at the Walton College and the S. Robson Walton Endowed Chair in Accounting.

"On a personal note, Jan has also directly impacted our accounting programs by providing faculty mentorship and helping us establish our Accounting Advisory Board." Williams earned degrees from Peabody College and Baylor University before receiving his Ph.D. from the Walton College.



Kim Miller

2018 Employee of the Third Quarter and 2018 Employee of the Year

Kim Miller, facilities coordinator for the Walton Conference Hub, was named employee of the third quarter for providing additional support for Walton facilities during a restructure of the department.

Per her nomination:

"She has stepped up in a big way and provided additional support for Walton facilities during a time of transition all while fulfilling her primary role within the Walton Conference Hub."

"I think her biggest impact has been on improving communication and organizing procedures for Walton facilities."

"She jumped head first into the Walton Facilities Help Desk to follow up on old tickets and prioritize requests so they get completed in a timely fashion."

"When requests take longer than originally anticipated, she goes out of her way to make sure the customer is informed so there aren't unmet expectations."

The winner receives a certificate of appreciation and a cash prize. Winners are chosen by Dean Matt Waller, the associate deans, the assistant deans and the Walton College Staff Council.



Vern Richardson

Distinguished professor and G. William Glezen Endowed Chair in Accounting in the accounting department at the Walton College

Vern Richardson delivered an Emanuel Saxe Distinguished Lecture in Accounting at Baruch College on Oct. 22, 2018.

The Emanuel Saxe Distinguished Lectures in Accounting are given several times a year as a public service by Baruch College of the City University of New York under the auspices of the Baruch College Fund and the Stan Ross Department of Accountancy.

NEWS & NOTES

"It is an honor to be asked to deliver one of the Emanuel Saxe lectures," Richardson said. "It is both an honor for me and for the Walton College. It recognizes the quality and distinguished reputation of the accounting research being conducted here at the U of A and the Walton College."



Pamela Heinzl

2018 Employee of the Fourth Quarter

Pamela Heinzl, administrative support supervisor for the Department of Marketing, was named employee of the fourth quarter for her embrace of the many requests placed upon her for problem resolution and supportive clerical activities.

Per her nomination:

"Pam readily volunteers for college-level events such as the Block Party during the first week of fall semester and the Walton College faculty and staff Christmas event, among others.

"Pam Heinzl has made our department a better and more complete program through her continuing high-performance contributions."



Gary K. Adams

1975 graduate of Walton College has been awarded the Petrochemical Heritage Award from the Science History Institute

Gary K. Adams is the chief adviser for chemicals for IHS Markit, a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide, delivering information, analytics and solutions to customers in business, finance and government.

In presenting the honor, the Science History Institute said, "Gary K. Adams is receiving this award in recognition of his unique and thought-provoking analyses of chemicals and plastics markets, as well as his respected wisdom and trusted leadership in the petrochemical industry."



Tomas Jandik

Professor in the Department of Finance and the Dillard's Chair in Corporate Finance

Tomas Jandik was recognized with the Outstanding All-Around Faculty Award for 2017-18 by Walton College.

Dean Matt Waller also announced other faculty awards for the 2017-18 school year. "To be recognized as outstanding among our amazing Walton College faculty is truly an accomplishment," Waller said. "I am pleased to recognize the teachers and researchers who represent the high standards set by all of our Walton College faculty."

ROAD TO



CELEBRATING 25 YEARS IN 2019



UNIVERSITY OF
ARKANSAS

Sam M. Walton College of Business
Office of Diversity & Inclusion

We are excited to share that we will be celebrating the 25th Anniversary of the Office of Diversity & Inclusion in 2019. We will host a year-long celebration during 2018 that will include a number of events held across the country and allow us the opportunity to network with and recognize our amazing Alumni.

We're Kicking Off "The Road to Twenty-Five" Giving Campaign!

By giving to the "Road to Twenty-Five" campaign you are providing financial assistance to our students to afford the opportunity to attend summer programs on the U of A campus, and to increase recruitment and retention of our minority students in and around the state of Arkansas. There will be a reception to recognize the first 25 Inaugural Donors during the Anniversary Celebration at the 2019 Black Alumni Reunion on April 5th.

You can help by giving your resources today!

As the newly appointed Associate Director of the Office of Diversity & Inclusion, Dr. Synetra Hughes has made the first pledge of \$1,000 on the Road to 25. Dr. Hughes is challenging all minority business graduates to make the same pledge. Can't commit to a large one-time payment? We've got you covered. We've added the option of setting up a monthly draft from a credit card or bank account. Please check your company for donation matches.

Visit walton.uark.edu/Diversity/25-year-celebration to make your donation!

SUMMER PROGRAMS

YOUR OPPORTUNITIES. OUR PRIORITY.

BUSINESS LEADERSHIP ACADEMY

Business Leadership Academy is a summer residential program for underrepresented incoming freshmen. BLA creates awareness of career opportunities within all business majors, while developing & enhancing leadership skills through collaboration & teamwork.

TECHNOLOGY AWARENESS PROGRAM

Technology Awareness Program is a one-week summer residency for students with interest in information systems, accounting, or related business fields. TAP is designed to demonstrate how technology is used to assist businesses in their decision making process to operate more effectively.

FLEISCHER SCHOLARS PROGRAM I

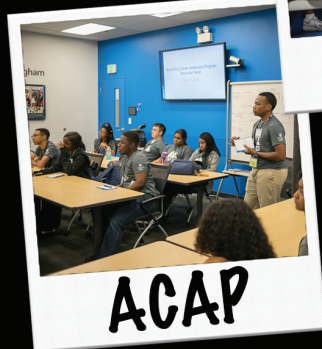
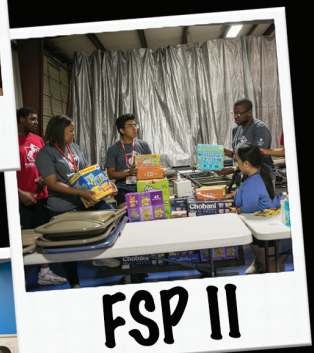
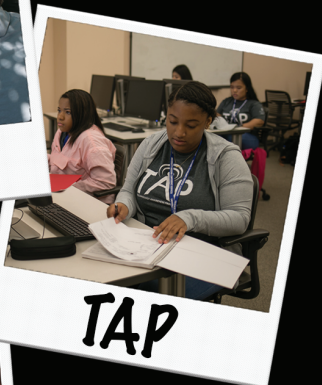
Fleischer Scholars Program is a summer residential program serving first-generation, low-income students interested in business. Rising high school juniors & seniors chosen to participate in the program will work in teams to develop business plans & work with business professionals.

FLEISCHER SCHOLARS PROGRAM II

Fleischer Scholars Program II is an extension of FSP I for returning participants. In addition to developing a business plan, they will work hands-on with a locally owned small business, non-profit organization or charity. These students will put their plans into action and present their progress.

ACCOUNTING CAREER AWARENESS PROGRAM

Accounting Career Awareness Program is a residential program designed to introduce underrepresented rising high school juniors & seniors to accounting & business careers. ACAP students will attend undergraduate-level classes & network with accounting professionals from area companies.



Each program is a one-week residency program in which students will reside in campus dorms, attend classes led by university faculty and staff, and be mentored by current business students and our corporate partners. At the end of each program, parents are invited back to see the group presentations and closing luncheon. Meals and snacks will be provided to students throughout the week. For more information including details, videos from previous programs, and applications visit walton.uark.edu/diversity

WHERE'S WALTON?



1



2



3



4



5



6



7



8



9



10



11



12



13

1. At the Enactus competition
2. At the SAP Academic Conference
3. Visting with UA Little Rock
4. Visting Sam's Club
5. At the Walton Career Fair in Little Rock
6. At the 2018 SEC Student Pitch Competition
7. At the Executive Education healthcare conference
8. Executive Education - Strawberries
9. At the Startup Crawl
10. At Diversity is EPIC Week
11. At the Little Rock Career Fair
12. At Five Elms Capital in Kansas City
13. At the Beta Alpha Psi Regional



Be epic.

When Chancellor Joe Steinmetz came to the University of Arkansas three years ago, he set out to create a strategic plan for the university by visiting with every academic department on campus and listening. As a result of that plan, the university landed on eight guiding priorities:

- Advancing Student Success
- Building a Collaborative and Innovative Campus
- Enhancing our Research and Discovery Mission
- Enriching Campus Diversity and Inclusion
- Investing in Faculty Excellence
- Promoting Innovation in Teaching and Learning
- Re-affirming our Land-Grant and Flagship Responsibilities
- Strengthening Graduate Education

Many of these are intertwined, but the Walton College is focusing on four, and we're already making great strides.

One university-wide program that supports three of those – diversity and inclusion, student success and our land-grant mission – is the Advance Arkansas Scholarship program. Walton College leads the university, having secured several of these scholarships since the inception of the Advance Arkansas program. Currently, we have 18 scholarships available to students enrolled at Walton. The program is designed to cultivate diverse student talent from within the state, address growing inequality in access to higher education and provide resources for student success at the University of Arkansas.

During the Campaign for the 21st Century, the university enjoyed great success through a program

that matched any endowment gifts that were made, thus doubling the impact of those gifts. Advance Arkansas is a similar – and the only – matching opportunity during Campaign Arkansas. With an endowment commitment of \$50,000 or more (payable by up to five years), the distribution – university guidelines allow for 4 percent – will be matched from a fund set aside for this purpose by the university. That way, a \$50,000 endowment will generate a \$4,000 scholarship annually doubling your gift's impact and helping an Arkansas student go to school or stay in school.

In addition to Advance Arkansas, the Walton College is supporting the land-grant mission by reaching into central Arkansas to provide programming. Thanks to the generosity of many, the college opened an executive education center in Little Rock this October. The facility at the corner of 2nd St. and Main St., in the heart of downtown Little Rock, has already begun to host programs in the healthcare and innovation spaces for working professionals.

Those are just two examples of how the Walton College is supporting university priorities, and they are great examples of how alumni and friends of Walton are in turn supporting the college, university, and most importantly, the students. Without the generosity of the benefactors listed, none of this would be possible. Thank you. Your support is truly EPIC.



John Erck
Senior Director of Development



It is a tremendous honor to join the Sam M. Walton College of Business as the associate director of development

Erin Rongers Joins Walton College Development Team

Erin Rongers has joined the Walton College Office of External Relations as associate director of development.

"It is a tremendous honor to join the Sam M. Walton College of Business as the associate director of development," Rongers said. "I am looking forward to working with our alumni, faculty and staff and securing philanthropic support for Walton programs and initiatives."

Prior to joining the Walton team, Rongers served as the executive director for The Cancer Challenge chapter in Bentonville, where she oversaw development, board and volunteer management and general business operations. In this role, she was responsible for corporate partnerships, special events and individual giving. She also managed an annual, large-scale fundraising event, which required the coordination of 140 corporate sponsors, more than 2,000 participants and 350 volunteers.

Previously, Rongers worked as the executive director for Big Brothers Big Sisters of Northwest Arkansas, where she managed business planning, board development, fund development, programs and community relations. Rongers holds a bachelor's degree in communications studies from the University of Texas and a master's degree in recreation with a concentration in sport management from the University of Arkansas. She is a member of the Association of Fundraising Professionals.



I am thrilled to return to Walton College and continue the important work of supporting students and faculty

Becca Bradley Rejoins Development Team

Becca Bradley has rejoined the Walton College as associate director of development.

"We are delighted to have Becca back at Walton College," said John Erck, senior director of development and external relations. "Becca comes to us fully equipped with the knowledge and background that will allow her to make an immediate positive impact on the future of the Walton College."

Bradley returns to Walton College from the University of Washington School of Medicine where she was a fundraiser for student scholarships and faculty support. Prior to her career in development, Bradley served on the staff of Arkansas Sen. Mark Pryor for five years in Washington D.C. Also in D.C., she worked as a development assistant at the national headquarters of National Public Radio. She also worked at Spanx, Inc., in Atlanta, Georgia, as executive assistant to the company's chief executive officer.

In 2008, Bradley received a bachelor of arts in political science from the University of Arkansas, where she minored in marketing at the Walton College. She served as vice president of Associated Student Government while a student at Arkansas.

Q&A

The Walton College and RB, a global corporation that manufactures, markets and sells health, hygiene and home products, have developed a close, student-centered partnership that has grown and expanded over time. Here, Buster Arnwine, VP Walmart for the health portfolio of RB products, answers our questions about the benefits and future of the partnership and other local initiatives.



Q: RB has been a great partner with the Walton College for many years. What about Walton inspires your team to get involved?

A: RB as a company, and especially our local teams based in Arkansas, feels a great sense of fulfillment when we are able to volunteer our time and to contribute to Walton. We all remember our own collegiate journeys and excitement as we started along our career paths, and we are happy to give back and help students navigate early career paths of their own. We also think RB is special in terms of our corporate culture, and we would be delighted if we inspired students to look at joining our company.

Q: What is Project Sunshine? How does the vision of this initiative align with the Walton College?

A: Project Sunshine is our internal nickname for an RB initiative to help create a healthier Arkansas. We created opportunities for our employees to volunteer, to help educate and contribute to our community to help people live better, healthier lives. We want to reach 25,000 citizens in the next 12 months and anticipate hundreds of hours of community service will be devoted to this effort.

Walton is one of our key partners and RB employees are dedicating their time, expertise and passion to help enrich the education of Walton students and prepare them for careers. RB has initiatives focused on developing student skills, providing networking and mentoring opportunities, creating new leadership opportunities and inspiring students to be catalysts of innovation.

Q: You are sponsoring a student-led design team at McMillon Innovation Studio. This team is focused on improving health and wellness outcomes for our community. What outcomes do you hope to see from this partnership? Why is it important for students to be innovative?

A: We are excited for this initiative at Walton, as it will involve students in real-world business challenges while connecting them to leaders for hands-on learning. The goal is to develop a tangible prototype to improve the health and well-being of Arkansas citizens using innovation and leadership principles.

That is what I love most about the work we are doing with Walton – we are turning classroom discussions into action. These students live in communities that struggle with healthcare costs every day and are inspired to make positive changes that will benefit their futures and futures of their communities. That spirit is contagious, and RB employees who are a part of these efforts are bringing inspiration back to their jobs.

I see two key reasons why it is important for students to be innovative.

First, Arkansas is one of the worst states in the U.S. in terms of obesity, and a multitude of other health issues accompany obesity. It will take innovation to change habits and mindsets, and we need this young generation to lead that charge.

The second piece is rapidly accelerating change. In previous decades change happened fast, but at a manageable pace for training new talent. Capabilities in technology, artificial intelligence and science are at a point where we are seeing change cycles that are a fraction of what they used to be across every industry. Dynamic thinking, situational agility, creativity, speed and focus on purpose will be the sought-after traits by tomorrow's winning organizations, and we're excited to be teaching that to Walton students.

Q: You recently held the RB Professional Outperformance Challenge. Tell us about the event and why it was important to you as a company as well as to our students.

A: On the surface, the Professional Outperformance Challenge was a two-day case competition. But what RB did was to create an opportunity not only for students to showcase their skills but also to help them develop tools to perform and succeed in today's workforce.

Through the competition, we helped students find their "why" and show how they are prepared to make an impact. This was done through one-on-one discussions that included an abundance of direct feedback on and after that day.

This kind of event aligns with RB's entrepreneurial spirit and our open, direct, challenging, collaborative and forward-leaning culture. The feedback from students and the RB professionals who participated was overwhelmingly positive, and it is clear that this event made an impact not only on the students but also on our employees.

Q: RB is also supporting a course in our supply chain department. What is the focus of the course and how will it help students enrolled to better prepare for the business world when they graduate?

A: RB supports a capstone course focused on students addressing a real-world, real-time RB supply chain situation. This is the second time we have run the course. The case this semester is about merging multi-billion-dollar supply chains of RB and recent acquisition Mead Johnson Nutrition. Our supply teams work directly with the student teams, and for the final project, the students present their proposed solutions to RB local and HQ teams.

This collaboration between Walton students and RB is a great way to immerse students in business prior to graduation and to help them understand the challenges they will be asked to address once they start careers. We are helping to prepare students to manage meta-data dumps, teamwork, problem solving and presenting in a boardroom setting.

Q: How do you see the Walton College-RB partnership growing and developing?

A: Our current work with Walton is just beginning. I see RB and Walton evolving to align student education needs with emerging business trends. We are providing more RB involvement through investment and through the experience RB professionals will bring. I look forward to continuing our conversations around how to expand discussion forums, marketing classes and new internships for undergrad and MBA students.

Pledges & Gifts

- SAP America's gift to Enterprise Systems was valued at \$20,734,000
- An anonymous donor gave \$1,235,200 to the Accounting Transformational Fund
- Steve and Kelly Barnes pledged \$500,000 to the Kelly and Steve Barnes Health and Wellness Innovation Fund
- Jack and Betty Jacobs pledged \$500,000 to the Jack and Betty Jacobs Charitable Gift Annuity
- The Estate of Billy E. Lazenby provided an additional \$340,826 for the Billy E. and Bettye L. Lazenby Endowed Scholarship Fund
- Dillard's Inc. donated \$300,000 to the Accounting Transformational Fund and \$200,000 to the Dillard's Chair in Corporate Finance
- Kevin Campbell pledged \$200,000 to the John O. Campbell and Elizabeth Ann Campbell Endowed Scholarships
- An anonymous donor gave \$150,000 to the Brewer Family Entrepreneur Hub
- Frank and Judy Fletcher pledged \$150,000 to the Frank and Judy Fletcher Distinguished Lecture Series in Entrepreneurship
- The Estate of Garland G Hunnicutt provided \$142,338 for the Walton College of Business
- Generations Bank pledged \$100,000 to the Fleischer Spirit Scholars Program
- John and Tamara Roberts gave \$50,540 to the Roberts Family Endowed Study Abroad Scholarships
- Larry T. and Wendy Wilson gave \$50,281 to the Arkansas Business Hall of Fame
- Gary and Melissa Clark gave \$50,000 to the Gary L. & Melissa Clark Advance Arkansas Endowed Scholarship
- Merritt and Anne Dyke gave \$50,000 to the Merritt P. & Anne Dyke Advance Arkansas Endowed Scholarship
- Mary Harmon pledged \$50,000 to the Harmon Excellence in Accounting Research and Tax Education
- Hank and Stephanie Kelley gave \$50,000 to the Henry C. Kelley Jr. and Stephanie Dailey Kelley Advance Arkansas Endowed Scholarship
- Jason and Cassandra LaFrance pledged \$50,000 to the Walton College Little Rock Center Excellence Fund
- Greg and Hannah Lee pledged \$50,000 to the Greg W. and Hannah Lee Advance Arkansas Endowed Scholarship
- Ed and Leslie Wilson pledged \$50,000 to the Ed and Leslie Wilson Advance Arkansas Endowed Scholarship
- Ed Westmeyer gave \$45,000 to the Russell E. Westmeyer Fellowship in Graduate Studies
- The Estate of Verner E. Barnes provided \$41,300 for the Walton College of Business
- Larry and Janett Crain provided an additional \$41,250 for the Larry and Janett Crain Advance Arkansas Endowed Scholarship
- Starship Technologies gave \$40,782 to the McMillon Innovation Studio
- Larry Middleton gave \$15,267 to Portfolio Management Class Support and \$10,178 to the Little Rock Excellence Fund
- Sunny Gosain gave \$25,000 to the Sunny Gosain Technology Accelerator Internship
- Drs. Harvey and DiAnn Lewis pledged \$25,000 to the Drs. Harvey S. and Di Anne B. Lewis Award
- Lisenne Rockefeller gave \$25,000 to the Arkansas Business Hall of Fame
- Wattglass, Inc. gave \$23,400 to the McMillon Innovation Studio
- Arvest Bank Operations gave \$21,960 to the Arvest Bank Fixed Income Management Account
- Baptist Health gave \$20,000 for the Healthy Arkansas Distinguished Speaker Series
- DATANINJA, INC. provided \$20,000 for the McMillon Innovation Studio
- Bob and Cynthia East pledged \$20,000 to the Walton College Little Rock Center Excellence Fund
- The Partnership for a Healthy Arkansas gave \$20,000 for the Healthy Arkansas Distinguished Speaker Series



ADVANCE ARKANSAS SCHOLARSHIPS

In 2017, Chancellor Steinmetz introduced a new scholarship initiative, Advance Arkansas. Advance Arkansas creates campus-wide undergraduate scholarship endowments to benefit academically promising students from Arkansas. These scholarships will support new, returning and transfer students from Arkansas who exhibit:

- Strong academic ability
- Impressive leadership skills
- Some financial need
- Extraordinary determination
- A deep sense of connection to the state and its regions

Preference will be given to students who are the first in their families to pursue a four-year baccalaureate degree. The amount of the scholarships awarded will range from \$4,000 to full tuition awards.

The minimum endowment required for Advance Arkansas scholarships is \$50,000. The university is setting aside \$2.5 million to **match the earnings** in the spending accounts generated by the scholarship endowments to **double the impact**.

Traditional endowment earnings = \$2,000 annually
Advance Arkansas Earnings = \$4,000 (includes match)

If you have any questions, please reach out to our External Relations office via phone at 479-575-6146.

CAMPAIGN ARKANSAS BY THE NUMBERS

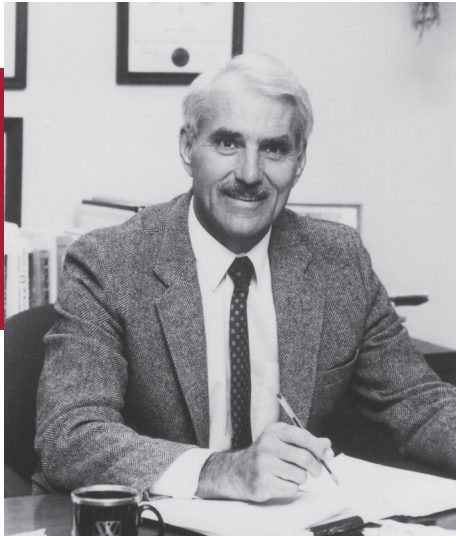
Campaign Goal: \$234,750,000
Progress: \$192,024,467.59

Time Elapsed: 75%
Progress to Goal: 81.8%

Actual Production Goal: \$27,381,500
Actual Annual Production: \$28,506,449.30

(Totals through June 30, 2018)





Thomas Roy McKinnon

In Memoriam: Thomas Roy McKinnon

April 4, 1935 – August 10, 2018

Friend. Teacher. Mentor. Leader. A few of the words friends and colleagues used to describe Thomas "Tom" Roy McKinnon, emeritus university professor of economics, who died August 10.

Former colleagues at the Walton College describe McKinnon – known to many as TMac – in glowing terms as they reminisced about their friendship with him and his impact on the college.

"He was just Tom," said Bill Curington, emeritus university professor of economics and former chair of the Department of Economics. "He always cooperated. If there was a controversy in the department, he looked for solutions. Everybody valued his input."

"He was the Pied Piper of economics," said David Gay, retired university professor of economics who worked with McKinnon. "He had a way of getting people to feel comfortable and relax and have a better understanding of economics, to expand their boundaries as teachers or as students."

McKinnon earned a bachelor's degree in history and political science from Southern State College (now known as Southern Arkansas University) in 1956. He met his wife Frances there. After a stint in the U.S. Army, McKinnon began his professional career teaching history and social studies in 1959 to high school students in El Dorado. He completed his master's degree in secondary education from the University of Arkansas in 1960. Within a few years, he became an assistant principal at the high school in El Dorado.

In 1968, McKinnon completed his master's degree in economics at the University of Illinois. He then moved his family to Oxford, Miss., to earn his Ph.D. in economics from the University of Mississippi in 1972. After earning his doctorate, McKinnon moved back to Fayetteville and began work as an assistant professor of economics at the University of Arkansas. In the process, he made lifelong friends at the school now known as the Walton College.

A Lasting Legacy

In the late 1960s and early '70s, McKinnon worked with Bessie B. Moore, an influential educator and the first executive director of the Arkansas Council on Economic Education, the predecessor to Economics Arkansas. Moore asked McKinnon to assist with economic workshops for teachers and encouraged him to acquire his doctorate.

With his background in secondary education, both as a teacher and an administrator, and his new position as an assistant professor in economics, Moore felt McKinnon would be a strong director for a new economic education center at the university. With that position in mind, Moore recruited McKinnon, who helped to found the Center for Economic Education in 1978. He served as center director from 1979-2004.

Since 1979, the Bessie B. Moore Center for Economic Education has trained Arkansas teachers to teach economics through innovative, hands-on workshops, creative curriculums and interactive projects. Countless Arkansans have learned basic economics through the center's programs. Now "every kid has to have economics in high school," Curington said.

"He created a large contingency of informed decision makers," said Rita Littrell, current center director. "Every student was important."

In addition to his duties as an economics professor and center director, McKinnon served as interim dean of

the college from 1992-1993, prior to Doyle Z. Williams being hired. McKinnon also served as co-director of the Center for Teaching Effectiveness, chair of the re-accreditation team and participated and led numerous college and departmental committees.

McKinnon's influence reached beyond the college to the university. He served as chair of the Campus Council, co-director of the Center for Teaching and Faculty Support, president of the Teaching Academy and helped to establish the Faculty Senate for the university.

Nationally, McKinnon had an impact on economics through various journals and associations. He served on editorial boards for the *Journal of Economics and Finance*, *Journal of Business Leadership* and *Journal of the International Associations of Children's Social and Economic Education*. He also served as a reviewer for the *Journal of Economic Education*, *Southwest Economic Review* and the *Forum of the Association of Arid Lands Studies*.

People and Places

McKinnon's life outside the university was just as full with travel, athletics, family, friends and fun. He enjoyed traveling to countries to learn new cultures and meet new people.

McKinnon, often accompanied by his wife Frances, traveled with study abroad and exchange programs to Lithuania, Croatia, Italy, Kazakhstan, Turkey and more. Twice he taught a semester at sea, traveling around the globe.

For several years in the early 1990s, he would join fellow Walton professors for a rim-to-rim hiking excursion in the Grand Canyon the day after commencement. "He was the strongest hiker among us," Curington said.

Outside the United States, McKinnon – at age 76 – hiked Machu Pichu, a 27-mile hike in Peru with a maximum height of 13,776 feet. At age 78, he also hiked sections of the Camino De Santiago pilgrimage, a 500-mile trek in Spain. In addition to hiking, McKinnon ran three marathons, played baseball and basketball and led Walton College Dead Day float trips with colleagues on the Buffalo River.

In 1988, McKinnon was chosen to appear on the game show "The Price Is Right," alongside celebrity Bob Barker, and won a 2-door Subaru coupe. His experience was highlighted in the local paper.



Former professors and friends, (l-r) Jim Millar, Tom McKinnon, Don White, Bill Curington and Joe Ziegler hike the Grand Canyon.

In Tom's later years, he wrote a book, *Footprints in the Sand*, for his children and grandchildren about his life as a child. He took art classes so that he could illustrate the book.

"Tom embraced everything," Littrell said. "Whatever the experience, Tom was going to be part of it. He lived life to the fullest."

Paying It Forward

Littrell met McKinnon through workshops he held for Arkansas teachers. Working in nearby Springdale, Littrell often assisted him with workshops and seminars, training teachers how to integrate economics into their curriculums.

"I'd been a school administrator four years – I was ready for a change," Littrell said.

During Doyle Williams' tenure as dean, McKinnon created a part-time center position for Littrell. He encouraged her to attain her doctorate, just as Bessie Moore had encouraged him to do the same. In 1997, Littrell became the assistant director for the economic education center.

In June 2004, McKinnon retired and Littrell was named his successor as center director in August.

"If you measured your pedigree by your mentors, I would have the highest pedigree," Littrell said.

McKinnon is survived by his wife of 60 years, Frances, daughters Laura Harrison and Lisa Wilson, son Alex McKinnon and their spouses and children.

"People like Tom are difficult to find," Gay said. "Find someone like Tom McKinnon. Find them. Get to know them. Treasure them."

DEAB

DEAN'S EXECUTIVE ADVISORY BOARD

Gerald Alley

President/CEO
Con-Real Inc.
Arlington, TX

Karen Armstrong

Talent Management Leader
Arvest Bank
Lowell, AR

Kelly Barnes

Partner US Health Industry and Global
Health Industry Consulting Leader, PwC
Dallas, Texas 75209

James Barnett

President
DaySpring Cards
Siloam Springs, AR

Rochelle Bartholomew

President
CalArk Trucking
Mabelvale, AR

Ann Bordelon (Chair)

CFO
Mitchell Communications Group
Fayetteville, AR

Louis Bowen

Chairman and CEO
Asia Capital Management Limited
HONG KONG, SAR

Randy Boxx

Dean Emeritus
Shenandoah University
Siloam Springs, AR

John Bracken

President
Blistex Bracken
Seattle, WA

Clete Brewer

Managing Partner
NewRoad Ventures
Rogers, AR

Stephen Chaffin

President
Smith Capital Management
Little Rock, AR

Gary Clark

Spring, TX

William Clark

CEO
Clark Corporations, LLC
Little Rock, AR

Jeff Cole

Partner
Winston & Strawn LLP
Dallas, TX

John Conner, Jr.

President
Holden-Conner Company
Newport, AR

Carl Cross

President and Attorney
Trendview Real Estate
Dallas, TX

Ray Dillon

President and CEO
Deltic Timber Corporation (retired)
Little Rock, AR

Ed Drilling

Senior Vice President
Regulatory and External Affairs
AT&T
Dallas, TX

Allan Duncan

Managing Director
Rockwood Companies
Dallas, TX

Bob East

Chairman of the Board
East Harding Construction
Little Rock, AR

Rosemary Fairhead

Senior Vice President
U.S. Bank
St. Louis, MO

Cathy Gates

Senior Audit Partner (retired)
Ernst & Young LLP
Tulsa, OK

Hemant "Sunny" Gosain

Chairman/CEO
Omniquo, Inc.
San Francisco, CA

Bill Greene

Founder and President
W.K. Greene & Associates
Ferndale, MI

Mary Ann Greenwood

Founder and Investment Adviser
Greenwood Gearhart, Inc.
Fayetteville, AR

Mary Harmon

Managing Director and Tax Counsel
Goldman Sachs
New York, NY

Dan Hendrix

President and CEO
AR World Trade Center
Rogers, AR

Jessica Hendrix

President
Saatchi & Saatchi X
Springdale, AR

Clay Hill

Principal Founder and CEO
Provision Data Services
Dallas, TX

Jean Hobby

Partner Global Strategy
PwC (retired)
Dallas, TX

Jerry Jones

Chief Ethics and Legal Officer
Acxiom Corporation
Little Rock, AR

Bill Kennedy

Senior VP and General Counsel
Cooper Communities, Inc.
Rogers, AR

Jason LaFrance

President
Dale Capital Partners
Little Rock, AR

J. Stephen Lauck

President
Ashfield Capital Partners, LLC
San Francisco, CA

Greg Lee

CAO & International President
Tyson Foods, Inc. (Retired)
Fayetteville, AR

Tommy May

Chairman
Simmons First Foundation
Pine Bluff, AR

Jamie MacLean

Partner, Advisory Services
Ernst & Young LLP
Atlanta, GA

Jim McClain

Palmer & Manuel, LLP
Bentonville, AR
Dallas, TX

Doug McMillon

CEO
Walmart
Bentonville, AR

Judy McReynolds

President and CEO
ArcBest Corporation
Fort Smith, AR

Elise Mitchell

CEO, Mitchell
CEO, Denstu Public Relations Network
Fayetteville, AR

Steve Nelson

Lecturer
University of Central Arkansas
Department of Accounting
Little Rock, AR

Gary Norcross

President and CEO
Fidelity Information Services
Jacksonville, FL

Nelson Peacock

President and CEO
Northwest Arkansas Council
Springdale, AR

Sam Pittman

Senior Vice President
FTN Financial Capital Markets
Dallas, TX

Mike Preston

Executive Director
Arkansas Economic Development
Commission
Little Rock, AR

Mario Ramirez

President
MRamirez Group, LLC
Highland Village, TX

John Reap

President and CEO
Town North Bank, N.A. (Retired)
Dallas, TX

John Roberts

President and CEO
J.B. Hunt
Lowell, AR

Reynie Rutledge

Chairman
First Security Bancorp
Searcy, AR

Janet Ryan

Managing Director
US Trust, Bank of America Private Wealth
Management
Dallas, TX

Kevin Scanlon

Executive Vice President
Director, Private Client Group
Stephens, Inc.
Little Rock, AR

Larry Shackelford

President and CEO
Washington Regional Medical System
Fayetteville, AR

Bob Shoptaw

Chairman
AR Blue Cross and Blue Shield (Retired)
Little Rock, AR

Shelley Simpson

Chief Marketing Officer
J.B. Hunt Transport, Inc.
Lowell, AR

David Snowden

Vice Chairman
Tarco, Inc.
Little Rock, AR

J.K. Symancyk

President and CEO
PetSmart
Phoenix, AZ

Philip Tappan

Managing Partner
Tappan Land & Water, LLC
Little Rock, AR

Sherman Tate

President and CEO
HT & Associates
Little Rock, AR

Carter Tolleson

President
Tolleson Wealth Management
Dallas, TX

Terry Turpin

Founder & CEO
Bearded Goat
Fayetteville, AR

Larry Walther

Director and CFO
AR Department of Finance and
Administration
Little Rock, AR

Jim Walton

Chairman and CEO
Arvest Bank Group, Inc.
Bentonville, AR

Ed Wilson

CEO and Founder
Dreamcatcher Media, LLC
Santa Monica, CA

Larry Wilson

President and CEO
First Arkansas Bank & Trust
Jacksonville, AR

Victor Wilson

President and CEO
CSI Holsters
Arlington, TX

David Wurm

Vice President, Zone Sales
North American Retail Sales
Walmart Zone
General Mills
Rogers, AR



DAAC

DEAN'S ALUMNI ADVISORY COUNCIL

Richard Appleton

Senior Sales Director
Freeosk, Inc.
Fayetteville, AR

Steven Bauer

Vice President of Sales
HARIBO of America, Inc.
Rogers, AR

Kenneth Biesterveld

Senior Director – Merchandise Finance
& Strategy
Walmart
Bentonville, AR

Andrew Bogner

Business Analyst
Overdrive Brands
Fayetteville, AR

Ethan Bonar

CEO
Aquifer Resources, LLC
Allen, TX

Marlena Bond

VP - Private Brands, Food
Walmart
Bentonville, AR

Ryan Boyd

Founding Advisor
AnchorPoint Financial, LLC
Cabot, AR

Luke Briggs

CEO/Founder
New Nexus Group
Rogers, AR

Michael Brown

Senior Director/Principal U.S. Economist
Visa
San Francisco, CA

Emi Cardarelli

Director of Club Sales & Sustainability
Unilever
Rogers, AR

Uberto Carles

Project Director
Hacienda Santa Monica
Panama

J. J. Coleman

Senior Director of Sales
Triad Retail Media
Rogers, AR

Stormey Collins

Partner/CMO
OmniIX
Bentonville, AR

Brandon Corley

Vice President of Sales & Marketing
PCA Technologies
Memphis, TN

Dewayne Cotten

Associate Director & Business
Development Leader - Southeast
Ernst & Young
Atlanta, GA

Rashad Delph

Head of Talent Acquisition
Dana Incorporated
Detroit, MI

Lindsay Duckworth

Senior Manager
Ernst & Young
Denver, CO

Andrew Endicott

Co-founder/President/CFO
Petal
New York, NY

William Franklin

Vice President, Private Client Services
First Tennessee Bank
Memphis, TN

Tyler Garman

President
The RoArk Group, Inc.
Rogers, AR

Tyler Gill

VP Sales, Walmart Team,
Specialty/Conventional Channel
C.A. Fortune
Bentonville, AR

Chad Hendrix

Sales Manager
Everett Buick GMC
Bryant, AR

Burt Hicks

President & CEO
Simmons First Investment Group
Little Rock, AR

Tim Higginbotham

Director of Procurement
Southcross Energy
Dallas, TX

John Knight

Director of Operations for US and Mexico
Kansas City Southern Railway
Dallas, TX

Sarah Langham

Assurance Senior Manager
HoganTaylor LLP
Fayetteville, AR

Rodolfo Leitón

CEO
Coamesa
San Jose, Costa Rica

Matt Machen

President & CEO
Bear State Financial
Little Rock, AR

Alice McMillan

Director of Strategic Initiatives
Greater Austin Hispanic Chamber of
Commerce
Austin, TX

RJ Murphy

Senior Buyer, Candy
Walmart
Bentonville, AR

Greg Nabholz

CEO
Nabholz Properties, Inc.
Conway, AR

Jerra Nalley

Director, leisurlist
Runway Group
Bentonville, AR

Jordan Owens

Director, Financial Planning & Analysis
Simmons Foods, Inc.
Siloam Springs, AR

Tammy Patton

Buyer - Adult Beverages
Walmart
Bentonville, AR

Spencer Piland

Vice President of Financial Planning
& Analysis
Namely
New York, NY

Scott Powell

SVP/Market Executive
Bank of Texas
Plano, TX

Creighton Ralls

Director of Development
Gibraltar Properties
Little Rock, AR

Chris Rittelmeyer

Assistant Vice President,
Commercial Banking
Simmons Bank
Fayetteville, AR

Adam Rutledge

NWA Market President & CEO
First Security Bank
Fayetteville, AR

Bill Ryan

Director of Category Development
Wrigley (Retired)
Bentonville, AR

Emery Scism

Vice President/Private Banking Officer
Arvest Bank
Fayetteville, AR

Oliver Sims

Senior Director
CA Technologies
Dallas, TX

Jarred Sneed

Manager - Financial Reporting & Analysis
Walmart
Fayetteville, AR

Phil Stevenson

Executive Vice President
Pinnacle Financial Partners
Memphis, TN

Stewart Stidham

Assistant Vice President
Peoples National Bank
Checotah, OK

Peter Tannenbaum

Managing Director/Head of Electronic
Trading
Suntrust
New York, NY

Drew Tappan

Structured Investments Group
Invesco Real Estate
Dallas, TX

Blair Trotter

Director of Finance
CaseStack
Fayetteville, AR

Kelly Truitt

Senior Vice President
CBRE Inc.
Memphis, TN

Thomas Vo

Vice President
Wind Point Partners
Chicago, IL

Bryan Wilhelm

Director of Customer Operations
Henkel
Bentonville, AR

Kayln Williams

Senior Sourcing Manager, Private Brands
Walmart
Bentonville, AR

Laura Lea Witt

Vice President & Project Manager
Simmons First Investment Group
Dallas, TX

Denny Woods

Partner
Reece Moore Pendergraft, LLP
Fayetteville, AR

Ebony Wyatt

Director of Field Sales - Walmart Team
General Mills
Rogers, AR

Brad Yaney

Senior Vice President, Portfolio Assessment
& Credit Training
Simmons First National Bank
Little Rock, AR

Sustaining Members:**Russell Butts**

Vice President - Underwriting & Portfolio
Management
GE Capital - Industrial Finance
Danbury, CT

Jack Dewald

President/Owner
Agency Services, Inc.
Memphis, TN

Jennifer Guthrie

Senior Global Marketing Manager,
LEGION Total Knee System
Smith & Nephew, Inc.
Memphis, TN

Steven Hinds

Vice President of Philanthropy
and Development
Ozark Guidance
Springdale, AR

Ashley Jones

Director, Corporate Strategy
Phillips 66
Houston, TX

Johnny Kincaid

Executive Broker
Commercial Realty, LLC
Little Rock, AR

Weston Lewey

Owner/Publisher
Times-Herald Publishing Co., Inc.
Forrest City, AR

Trisha McRoberts

Director, Procurement
McCormick & Company, Inc.
Sparks Glencoe, MD

Paul Morris

Managing Partner
Wright, Lindsey & Jennings, LLP
Rogers, AR

Joseph Mowery

Managing Director
Stephens Inc.
Little Rock, AR

Paul Parette

Partner – Audit and Enterprise Risk
Services
Deloitte
Dallas, TX

Bryan Quinn

Farmers Insurance Group
Quinn Insurance Agency
Conway, AR

Robbin Rodgers

Director of Sales
Clearwater Paper Corporation
Deer Park, IL

Joel Sanders

Managing Director
Realstone Capital, LLC
Little Rock, AR

Riley Shearin

Managing Partner
Workday
Rogers, AR

Traci Smith

Director
Acxiom Corporation
Conway, AR

Keith Williams

President/Lawyer
Fidelity National Financial
Dallas, TX





DREAM

DEAN'S ROUND TABLE OF ENTREPRENEURS AND MARKET MAKERS

Jen Adair

CEO and Co-Founder
Rasmic
Fayetteville, AR

Thomas Addington

Head of Company
Givington's
Fayetteville, AR

Jeff Amerine

Founding Principal
Startup Junkie Consulting
Fayetteville, AR

John Ballentine

CCO and Co-Founder
Tango Press
Springdale, AR

Shannon Bedore

CEO
Sightline Retail
Bentonville, AR

Angela Belford

Co-Founder
The Belford Group
Fayetteville, AR

Clay Bell

President
Arena Sales
Rogers, AR

Lauren Blanco

CEO and Co-Founder
Markham and Fitz
Bentonville, AR

Rick Boosey

Founder
KYA Chocolate
Elm Springs, AR

Denise Brooks

CEO and Founder
Alexis Information Systems LLC
Fayetteville, AR

Matt Brown

Co-Founder
Good Eats
Fayetteville, AR

Ellen Brune

CEO and Founder
Boston Mountain Biotech
Fayetteville, AR

Jordan Carlisle

CEO and Co-Founder
Strengthen
Bentonville, AR

Ben Clark

CEO and Owner
B-Unlimited
Fayetteville, AR

Kevin Clark

CEO
Now Diagnostics
Springdale, AR

John Collins

CEO
OmniiX
Rogers, AR

Cade Collister

CMO
One Country
Bentonville, AR

Ross Cully

CEO
Harvest Group
Rogers, AR

Myra Dallas

President
Acorn: The Influence Company
Bentonville, AR

Chris David

President
You-niverse Entrepreneurship Club
Fayetteville, AR

Mo Elliot

President and Founder
Fayettechill
Fayetteville, AR

Angela Grayson

Principal Member and Founder
Precipice IP
Bentonville, AR

Jared Greer

CEO
Lapovations
Fayetteville, AR

Kevin Higgins

CEO and Partner
Orion Global Partners
Fayetteville, AR

Henry Ho

CSO and Co-Founder
Field Agent
Fayetteville, AR

Eric Howerton

CEO
WhyteSpyder
Fayetteville, AR

Doug Hutchings

CEO
PicaSolar Inc.
Fayetteville, AR

Francis Hwang

President and Co-Founder
Bucket Technologies
Bentonville, AR

John James

CEO and Founder
Hayseed Ventures
Fayetteville, AR

Spencer Jones

Founder
Lineus Medical
Fayetteville, AR

Eric Jones

Founder and CEO
LFLS Shoes
Fayetteville, AR

Omar Kasim

Owner
Juice Palm
Fayetteville, AR

Jonathan Kerr

Founder and Owner
Scoot Tribe
Fayetteville, AR

Meagan Kinmonth Bowman
CIO and Co-Founder
OneStone
Bentonville, AR

Alex Lostetter
Vice President
Wolfspeed
Fayetteville, AR

Aaron Marshall
CEO
BCS Inc.
Springdale, AR

Andrew Miles
CEO
GroX Industries
Fayetteville, AR

Jerra Nalley
Founder
Leisurlist
Bentonville, AR

Bryce Paden
Co-Founder
i2i Labs
Rogers, AR

Michael Paladino
CTO and Co-Founder
RevUnit
Bentonville, AR

Allan Peretz
President and CEO
Bold Retail
Bentonville, AR

Shan Pesaru
Founder and CEO
Sharp Hue
Fayetteville, AR

Dusty Pruitt
President
Everything Mary
Fayetteville, AR

Blake Puryear
Co-Founder and Product Manager
Gemini Development Agency
Fayetteville, AR

Steve Renfro
Founder
Blackhive Corp
Fayetteville, AR

Brent Robinson
CEO and Chief Thought Officer
Modthink Digital
Fayetteville, AR

Dan Sanker
CEO
CaseStack
Fayetteville, AR

James Smith
Owner and Founder
James + James Furniture
Springdale, AR

Bob Stegall
President
WorkRecords
Dallas, TX

Daniel Stein
Founder
Better Medicine
Bentonville, AR

Terry Turpin
Co-Founder and CEO
Bearded Goat
Fayetteville, AR

Justin Urso
CEO and Founder
Skosay
Fayetteville, AR

Rick Webb
Director
Grit Studios
Bentonville, AR

Sean Womack
CEO and Founder
SMACK
Lowell, AR

Mark Zweig
Founder
Zweig Group
Fayetteville, AR

Stan Zylowski
President
Movista
Bentonville, AR





UNIVERSITY OF ARKANSAS

NON-PROFIT ORGANIZATION
U.S. POSTAGE

PAID
PERMIT NO. 278
Fayetteville, Arkansas

Sam M. Walton College of Business
217 Donald W. Reynolds Center for Enterprise Development
Fayetteville, AR 72701-1201

Walton College at 2nd & Main

Walton College at 2nd & Main is serving the Central Arkansas business community with executive education and professional development programs as well as offering the functional rental space for business and community events. The college will offer new open enrollment, short courses that will begin in Spring 2019. A complete list of course offerings and dates may be found on <https://execed.uark.edu>



UNIVERSITY OF ARKANSAS

Sam M. Walton College of Business
Executive Education