

2015

# WALTON

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1918 – 1992



UNIVERSITY OF  
ARKANSAS



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**WALTON**

The alumni magazine of the Sam M. Walton College of Business at the University of Arkansas

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At the Walton College, we go out of our way to measure ourselves against the impact, innovation and inspiration that we bring to everything we do.

### Impact

Walton's impact is easy to see. Nearly 30 Walton College graduates occupy executive-level offices at Fortune 500 companies, including four who are Fortune 500 CEOs – Doug McMillon of Walmart, John Roberts III of J.B. Hunt Transport Services Inc., William Dillard II of Dillard's and Gary Norcross of Fidelity National Information Systems.

We also make an impact on business through our innovative programs in executive education and our Walton Executive MBA program. We now are the development partner for companies wanting to inspire senior-level leaders.

### Innovation

We encourage innovation in our strategic interests – including retail, business analytics and entrepreneurship. Walton entrepreneurs have founded 13 businesses in the past six years, employing more than 100 Arkansans in high-wage careers. Those entrepreneurs have raised \$25 million in private investments, grants and tax incentives.

### Inspiration

We provide the inspiration students need to build meaningful careers. We are inspired by the vision and energy of the partners we work with in the corporate world, our alumni and the potential of our students.

Through impact, innovation and inspiration, we continue to deliver on the promise when we say: We are Walton.

Dr. Matthew A. Waller  
Interim Dean  
Garrison Endowed Chair in Supply Chain Management

## Walton Mission Statement

The mission of the Sam M. Walton College of Business is to create, apply, and disseminate business knowledge using a diverse, inclusive, and global perspective and to encourage innovation in our primary strategic endeavors: Retail, Business Analytics, and Entrepreneurship.

## Strategic Initiatives

Walton College has identified the following as potential areas for growth.

- 1. Student Outcomes** - To create a student outcomes framework that is longitudinal and more comprehensive than what currently exists.
- 2. Research** - To be among the top 20 public business schools in research by 2020 and be recognized as such.
- 3. Diversity and Inclusion** - To be the Subject Matter Expert (SME) for talent management, research and best practices in diversity and inclusion in business and to be known for successful development and ongoing operation of programs to provide encouragement and support nationally and globally.
- 4. Global** - To integrate a global perspective throughout all of the activities in the college, creating a truly global culture.
- 5. Institute of Advanced Data Analytics & Innovation (Interdisciplinary)** - To be the premier institute in data and retail analytics.
- 6. School of Global Retail Operations & Innovation (Transformational and Interdisciplinary)** - To be the premier institution for education and research in retailing.
- 7. School of Entrepreneurship & Innovation (Transformational and Interdisciplinary)** - To develop a transformational undergraduate experience/degree in entrepreneurship.



# NEWS & NOTES



Business Leadership Academy

Walton College welcomed 27 incoming University of Arkansas freshmen to the 2015 Business Leadership Academy on June 7-11.

Students from Arkansas, Texas, Tennessee, Missouri, Oklahoma and Illinois participated in the summer residential program that highlights retail career choices and opportunities that exist within all majors in Walton College. The program is sponsored by the [Center for Retailing Excellence](#) and the Walton College [Office of Diversity and Inclusion](#).

The freshmen attended a kickoff cookout where they met with corporate mentors, Walton staff members and other guests.

Students toured corporate offices of Coca-Cola, Walmart and Sam's Club as they prepared for team case-study competition presentations. The students also completed business etiquette training with the Arkansas Alumni Association and StrengthsQuest training with the Office of Strength Based Initiatives.

The weeklong event concluded with students attending freshman orientation at Walton College, presenting their business case studies and attending the Center for Retailing Excellence's Emerging Trends in Retailing conference, where Doug McMillon, Walmart's chief executive officer, served as keynote speaker.



Economics of Sports

Economics Arkansas and Walton's [Bessie B. Moore Center for Economic Education](#) hosted a one-day professional development workshop – The Economics of Sports – for secondary teachers at the University of Arkansas on June 25.

At the session were 36 gifted and talented, business education and economics teachers representing 14 school districts and 26 schools throughout the state. Attendees reviewed lesson plans to teach young people about personal finance and economics for sports or other careers.



Anand named executive director of strategic planning and innovation

Interim Dean Matthew A. Waller has named Vikas Anand to take on a short-term role working with the dean's office as executive director of strategic planning and innovation.

Anand, a professor in the management department and faculty director of the Sam M. Walton College of Business's master of business administration programs, will report directly to Waller and serve on the Walton College executive committee.

Waller said Anand will work to fine tune Walton's strategic plan and to make aspects of the plan actionable.

Anand will step down as executive director of the George W. Edwards, Jr. [Career Center](#) at the end of summer, Waller said. The role of executive director of the career center will be eliminated, and Renee Clay will head the center in her role as managing director. Anand will continue in his role as faculty director of the M.B.A. programs.



Three Walton College students reached out to high school students and their advisors at the [DECA International](#) Career Conference in Orlando, Fla., April 25-27. The students shared information about business programs available at the University of Arkansas.

The students – Sharnell Coleman, Students of Retailing Excellence; Boston Woodworth, Enactus; and Brianna Maldonado, Women Impacting Supply Excellence – were selected to represent Walton College and their registered student organizations. More than 17,000 high school students and advisors attended the conference.

DECA, formerly known as Distributive Education Clubs of America, prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.



Walton MBA program partners with Henkel

The [Walton MBA](#) program has joined with Henkel, the company behind well-known brands such as Dial soap, Purex laundry detergent and Loctite adhesive, to offer experiential learning opportunities for students.

The latest partnership revolved around Professor Vikas Anand's spring-semester course Partnering Project. The course, which enrolls both M.B.A. and honors upper-level undergraduate students, provides the opportunity for academic application of sustainability to a manufacturing company's real marketing goals.



# WALLER NAMED INTERIM DEAN

Matt Waller has a lot of goals in his new role as interim dean of the Walton College.

“We want a smooth transition for the next dean, and we want a college that is attractive to potential dean candidates,” Waller said. “That is one of my main goals. We will also be working hard on the capital campaign, AACSB reaccreditation and our current initiatives such as the retail school, analytics, entrepreneurship, executive education and many others.”

Waller took over this summer as interim dean for Eli Jones, who became dean of the Texas A&M Mays Business School, his alma mater. “I am excited about serving the Walton College,” Waller said. “I think Dean Jones has done a fabulous job. I like the strategic direction of the college, and I intend to continue in this direction. We are going to keep going forward.”

He had been serving as Walton’s first associate dean for executive education and as the chair of the college’s Department of Supply Chain Management. He also holds the Garrison Endowed Chair in Supply Chain Management.

The interim appointment is for one year, beginning July 1, but that could be extended as the college searches for a new dean. Provost Ashok Saxena, in conjunction with interim Chancellor Dan Ferritor, will decide on a timeline for the selection of a permanent dean, but a nationwide search could begin as early as this year.

The current team of associate deans will stay intact, Waller said. His associate deans, Anne O’Leary-Kelly and Javier Reyes, will continue in their current roles. “We are going to be leading as a team,” Waller said. “We have really good chemistry. I would not be taking this interim position if not for them.”

Waller received a B.S.B.A. summa cum laude from the University of Missouri, and a M.S. and Ph.D. from Pennsylvania State University. He first began teaching at Walton College as a visiting assistant professor in 1994.

He is co-editor-in-chief of *Journal of Business Logistics*, the leading academic journal in the discipline. His opinion pieces have appeared in *Wall Street Journal Asia* and *Financial Times* and he has been an SEC Academic Leadership Fellow. His research and teaching focus on retail supply chain management. A paper he co-authored on total quality management is one of the most cited in 40 years in the journal *Decision Sciences*. His paper regarding vendor-managed inventory systems is third place for the most citations in the *Journal of Business Logistics*.

Waller is coauthor of “The Definitive Guide to Inventory Management: Principles and Strategies for the Efficient Flow of Inventory across the Supply Chain” published by Pearson Education.





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Pictured above: (l-r) Richard Smucker, Claudia Mobley and Doug McMillon

## CENTER FOR RETAILING EXCELLENCE HOSTS CONFERENCE ON LATEST TRENDS IN RETAIL

More than 300 business leaders turned out to hear the chief executive officer of the world's largest retailer at the 15th annual Emerging Trends in Retailing Conference.

On June 11, 2015, senior leaders from Walmart, Sam's Club, The J.M. Smucker Company, Kantar Retail, NPD Group, ChannelAdvisor and Control Group gathered to discuss e-commerce, millennial shoppers, low prices and the art and science of retailing at the Holiday Inn & Northwest Arkansas Convention Center in Springdale. The conference was the 15th such gathering sponsored by the Walton College's Center for Retailing Excellence.

The daylong conference kicked off with a question and answer session with Doug McMillon, chief executive officer of Walmart, facilitated by Richard Smucker, chief executive officer of The J. M. Smucker Company and grandson of founder J. M. Smucker.

Before asking McMillon about his plans, Smucker discussed several long-standing companies, which nurtured their founders' passion for products, customers and employees.

Smucker then asked McMillon about changes on the horizon for Walmart. McMillon, a 1989 graduate of the Walton College, cited the wage increase for Walmart's hourly associates, a focus on quality shopping experiences, a growing e-commerce business and the art and science of retail.

McMillon encouraged suppliers to take an active part in the retail process with Walmart. "We appreciate what you do," said McMillon. "You're an important part of the team. Invest in the business. We want you to be there for the long haul."





Pictured above: (l-r) Alejandro Zeballos, Sue Sedberry (managing director, Innovations Lab, Center for Retailing Excellence) and Maria Luchsinger.



## Glutaid Wins

At the conference, Walton College students Alejandro Zeballos and Maria Luchsinger presented their winning business plan for Glutaid, a vitamin supplement for those on a gluten-free diet. The business plan competition was part of their marketing Category Management Topics class and their presentation was selected as the top submission.

The class focuses on the consumer packaged goods industry and provides students with an inside view of consumer demand and category management. This year's project theme focused on the vitamin industry and students were challenged to create an innovative product and business plan.

The Glutaid team was comprised of Walton junior and seniors Taylor Baranowski, Sara Frazier, Maria Luchsinger, Anna Vasquez and Alejandro Zeballos.

The students each received a \$1,000 educational scholarship at the conclusion of their presentation.





## GSB HOSTS SECOND M.B.A. ALUMNI RECONNECT EVENT

Christiane Brocky, an executive with Con-Agra Foods in Omaha, was honored with the first Walton M.B.A. Distinguished Alumni Award at this year's M.B.A. Alumni Reconnect. Brocky was honored in Washington, D.C., this year as one of 11 top Latina executives by *Latina Style* magazine, which aims to reach Latina professionals and business owners.

Also at the reconnect weekend in April, Christian Hofer, an associate professor in the Department of Supply Chain Management, was named M.B.A. Teacher of the Year.

[M.B.A. Alumni Reconnect](#) provides alumni with the opportunity to network with fellow students and a chance to learn from campus and corporate leaders. This year's theme was Thinking Like a Start-Up. The program incorporated entrepreneurship and innovative ways of thinking about business for startups and non-startups alike.

The keynote speech was delivered by M.B.A. alumni board member Laura Phillips, senior vice president for Omni-Channel Assortments, Walmart Stores Inc. Her talk focused on staying relevant and determining areas of need to win in today's business market.

There also was a "think like a startup" panel with founders and CEOs of Northwest Arkansas companies.

M.B.A. Alumni Advisory Board chairman Bill Akins, senior vice president for Business Innovation for Rockfish, presented this year's corporate spotlight session, Breaking the Fourth Wall in the Age of Context. Board member Angelo Welihindha, head of hardware sales at Google Inc., moderated a panel on career management. Board members were recognized during the event for their service to the college and for strategic planning on the alumni reconnect event.

Speakers and panelists also included vice presidents from Unilever and Sam's Club and Claudia Mobley, director of the Center for Retailing Excellence at Walton College.

Walton College faculty also donated their time. "The Walton MBA faculty is committed to providing lifelong learning opportunities for our alumni," said Vikas Anand, Walton M.B.A. director. Faculty sessions allowed participants to stay up to date with current topics in the field, and included Big Data Trends with professor David Douglas, and Sustainability as an Entrepreneurial (and Intrapreneurial) Driver with professor Jon Johnson.

The event kicked off with a reception at University House on April 17. The next M.B.A. Alumni Reconnect event will be in the fall of 2016.





## RACHEL MOORELAND MARKETING GRADUATE

One summer while in high school, [Rachel Mooreland](#) traveled from her Bartlesville, Oklahoma, home to attend a summer program at the University of Arkansas.

The program introduced her to information systems as a profession and to the Sam M. Walton College of Business.

Rachel was participant in the Technology Awareness Program, sponsored by Walton College's Information Technology Research Institute, Office of Diversity and Inclusion and Information Systems Department. The program – and Walton – left an impression on her.

**“I just remember how friendly and welcoming the staff was,” she says. “I felt like, ‘Wow, this is a really nice community.’”**

As high school graduation neared, Rachel wanted to do something a little different, like attend college out of state. Remembering her experiences with the TAP program, she narrowed her college search down to the University of Arkansas, where she enrolled as an information systems major in Walton.

Her transition to campus life began the summer after high school graduation when she participated in the Business Leadership Academy, a residential program for under-represented, newly admitted freshmen that emphasizes retail career choices and opportunities for business majors. The experience also helped her build a support system with the other students -- many of whom were in her freshman classes and remain close friends.

Now a senior, Rachel has returned to BLA as a mentor and, in turn, looks for mentoring from Barbara Lofton, director of Walton's Office of Diversity and Inclusion, who also helped her secure many of her 15 scholarships.

Rachel is the recipient of the Silas Hunt Scholarship, Wal-Mart ISD Leadership in Technology Scholarship, Technology Awareness Program Scholarship, Minority Business Scholarship, Tyson Foods Mentoring Scholarship, University of Arkansas Academic Scholarship and others.

Rachel has served many roles on campus, including Leadership Walton, a program that combines leadership, academics and professional development. She also was a member of the Dean's Student Advisory Board. “We got to serve as a voice for so many other students,” she says of herself and fellow board members.

Rachel is a member of the Kappa Iota Chapter of Alpha Kappa Alpha Sorority Inc., where she uses several techniques learned from the Walton College to conduct business. She served as president of the National Association of Black Accountants' university chapter, which she says is evolving into a business leadership program. “It gave me a bigger perspective of the different majors at Walton College,” she says.

For the past two years, she has been a marketing intern for Tyson Foods Inc. and is working full time as a marketing assistant on the company's Bacon Team now that she has graduated.



# 2015 ARKANSAS BUSINESS HALL OF FAME



One woman and three men – all distinguished leaders in business and community service in Arkansas – make up the class of 2015 inductees to the Arkansas Business Hall of Fame.

The Sam M. Walton College of Business at the University of Arkansas and the Arkansas Business Hall of Fame Board inducted four new outstanding leaders who joined the 66 other members of the Hall of Fame on Friday, Feb. 13, 2015:

**Al Bell**, who as an executive and owner of Stax records made the Memphis Sound a major part of pop music in the 1960s and 1970s.

**Stephen L. LaFrance Sr. (1941 - 2013)**, who built USA Drug from one store into the largest privately owned chain of drugstores in the United States.

**Millie Ward**, who is co-founder and president of Stone Ward, a full-service advertising agency with offices in Little Rock and Chicago.

**Donald E. “Buddy” Wray**, who served in several executive positions over decades with Tyson Foods, including chief operating officer and executive vice president and special assistant to the president and chief executive officer.

Tickets to the 2016 Arkansas Business Hall of Fame induction ceremony, a black-tie optional event, are \$150 per person and will be held on Friday, February 12, 2016. For more information about tickets and event sponsorships, please contact the office of external relations at the Sam M. Walton College of Business, Donald W. Reynolds Center for Enterprise Development 217, University of Arkansas, Fayetteville, AR 72701-1201, 479-575-6146, by email at [abhf@walton.uark.edu](mailto:abhf@walton.uark.edu) or [walton.uark.edu/abhf](http://walton.uark.edu/abhf).



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# #WALTONGRAD



Donnie Smith, president and chief executive officer of Tyson Foods, Inc., was the 2015 commencement speaker for the Sam M. Walton College of Business.

Smith was appointed Tyson's president and CEO in 2009, after having worked for the company since 1980. He worked in poultry operations for Tyson for seven years in Tennessee before moving to the company's headquarters in Springdale, where he started as a commodity buyer.

Smith formerly served on the board of the Walton College's Information Technology Research Institute and in 2014 was moderator of the Center for Business and Economic Research's Business Forecast Luncheon.









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