

WALTON PERSPECTIVE

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

Summer 2013



UNIVERSITY OF
ARKANSAS
SAM M. WALTON
COLLEGE OF BUSINESS

As we continue revising our strategic plan, I have asked various constituencies to provide input. I recently had the Dean's Student Advisory Board, led by Barbara Lofton, director of diversity and inclusion, and Autumn Parker, associate director of undergraduate recruitment, develop a set of value statements about the characteristics of Walton College students.

Looking over the statements the student advisory board developed, one thing is clear. The members of the student body in the Walton College have given themselves some aspirational goals.

So, how do Walton College students describe themselves?

Walton students are innovative.

- We are creative problem solvers who desire to change the world through entrepreneurial spirit.

Walton students are driven.

- We are highly motivated, extremely focused and dedicated to achieving our maximum potential.

Walton students are authentic.

- We are passionate, adaptable leaders grounded in proven principles and committed to expanding our legacy.

Walton students are professional.

- We are confident in our business skills and exhibit integrity while implementing strategic actions that lead to success.

Walton students are a team.

- We are a diverse family of students connected by the desire to achieve optimal outcomes.

As you peruse this issue of *Walton Perspective* magazine, you will find evidence that our students are innovative, driven, authentic, professional and a team.

Our business plan competition teams such as Picasolar - which won the MIT and other prestigious competitions this year - are indeed innovative. Their developments in the realm of solar cell technology may someday change the way we produce energy for homes and businesses. Walton Ambassadors like those pictured on our cover and the Walton Honors students who shared their research at this year's Festival of Undergraduate Research are driven in their studies and authentic in their service to the Walton College.

Also in these pages are our alumni - such as Ben Rector, Theresa Fette and all those who attended the first Black Alumni Society reception this year - who continue to exhibit authenticity, professionalism and teamwork.

I hope you enjoy reading the magazine.

Thanks,



Dr. Eli Jones
Dean



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the Sam M. Walton
College of Business at the
University of Arkansas

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ALSO IN PERSPECTIVE

20th Annual
Awards Banquet p.7

Walton College Black
Alumni Reception p.8

Global Focus
p.14-15

Theresa Fette
p.16-17

Ben Rector
p.18-19

Tami Hutchison p.22-23

Where's Walton? p.26-27

Boards p. 28-30

On the cover: Walton College students pose with the bust of Sam Walton in the legacy display in the central atrium of the Business Building.



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- Sustainable Communities Leadership Summit
Oct. 15-17
- Omni-Channel Enablement: Retail Technologies
to Optimize Item Readiness Conference
Oct. 23
- 13th Annual Emerging Trends in Retailing Conference
Oct. 30
- 2014 Business Forecast Luncheon
Jan. 16
- 2014 Arkansas Business Hall of Fame
Feb. 7

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Annibal Sodero

Hartmut Hoehle

Terry Esper

New Faculty

Annibal Sodero joins the Walton College as an assistant professor in the Department of Supply Chain Management. Sodero earned his Ph.D. in supply chain management from Arizona State in 2012, got his master of science degree in supply logistics in 2003 from the University of Warwick in the United Kingdom and received a bachelor's degree in computer sciences in 1996 from the Federal University of Minas Gerais in Brazil. He was a teaching assistant at Arizona State and is the co-founder and CEO of Ad Hoc Informatica in Brazil. His research interests include information technology in supply chain management.

Hartmut Hoehle joins the Walton College as assistant professor in the Department of Information Systems. He received a Ph.D. in information systems from Victoria University of Wellington, New Zealand, after earning a bachelor of commerce and administration at Victoria University. He has been a lecturer at the Australian National University School of Accounting and Business Information Systems; a lecturer, tutor and research assistant at Victoria University and an assistant to senior account managers for multinationals at Deutsche Bank AG in Frankfurt. He has taught accounting information systems, electronic commerce, management of information technology and emerging business technologies.

Terry Esper returns to the Walton College as an associate professor in the Department of Supply Chain Management. Esper earned his Ph.D. in business administration from the Walton College in 2003, after receiving his MBA from the Walton College in 1998. He earned his bachelor's degree in mathematics in 1996 from Philander Smith College in Little Rock, where he graduated cum laude. Before coming back to Arkansas, Esper was the William J. Taylor Endowed Associate Professor of Supply Chain Management at the University of Tennessee, where he had taught since August 2003.



Arya Gaduh joins the Walton College as assistant professor in the Department of Economics. Gaduh received his Ph.D. in economics from the University of Southern California in 2013. He earned a master of philosophy and a graduate diploma in economics from Cambridge University after receiving his bachelor's degree in computer science from the University of California at Berkeley in 1996. He was a teaching assistant while at USC and has been a lecturer at Prasetiya Mulya Graduate School of Management in Jakarta, Indonesia. His research interests include development microeconomics and experimental economics.



Awards Honor Dr. Joe Ziegler

Two endowed awards totaling \$50,000 have been established to pay tribute to Joseph A. Ziegler, a beloved professor in the Walton College who passed away earlier this year. The awards are being funded by donations from friends and family members and have been established by Ziegler's wife, Ann Marie.

"Dr. Ziegler was greatly admired across campus and respected by many of our alumni," Dean Eli Jones said. "He contributed significantly to the success of the economics department and international education, so it is fitting that these awards will bear his name. We are humbled and appreciative that his family has chosen to memorialize him in this way."

The Joseph A. Ziegler Study Abroad Award is being created with a \$25,000 gift and will honor Ziegler's legacy of creating opportunities for global business education. The award will provide resources to support international experiences for deserving students who are enrolled in a degree program in the Walton College and do not have access to the study abroad resources of the University of Arkansas Honors College. Similarly, the Joseph A. Ziegler International Business Student Endowed Award was also established with a \$25,000 gift to commemorate Ziegler's efforts to globalize the education of students and his leadership in creating the Bachelor of Science in International Business degree. Undergraduate students enrolled in the B.S.I.B. degree program in the Walton College will be eligible.

"Joe loved to travel and wanted as many students as possible to study overseas," Ann Marie Ziegler said. "Experiencing another

culture, he felt, would open their eyes to a world of possibilities. He spent over 20 years setting up different opportunities to appeal to a wide range of students. This award will allow students with limited resources to take advantage of these programs."

Ziegler was a professor of economics in the Walton College for 40 years before he passed away at the age of 67. He received a bachelor's degree from St. Mary's University in Minnesota and his doctorate from Notre Dame. After serving four years on the faculty of Clemson University, he joined the University of Arkansas faculty in 1973. He served as chair of the Department of Economics for 22 years from 1987 to 2009, a time marked by a dramatic increase in the department's national and international reputation. During that time, he also served as director of international business studies in the Walton College and pioneered major expansions of the college's study abroad programs and international partnerships. In 2010, he led the consolidation of international business programs as co-director of the Walton College Global Engagement Office.

Bill Curington, interim chair of the economics department, served as co-director of the office. "It was always stimulating to work with Joe," Curington said. "He was a big idea guy who always wanted to push the envelope in building the Walton College into an international business school. His career is marked by great strides we have made toward that goal. The global education that Walton College students will receive for years to come is Joe Ziegler's professional legacy."



20TH ANNUAL AWARDS BANQUET

Walton College students, alumni recognized for outstanding achievements

The Walton College held its 20th annual awards banquet April 18. In addition to recognizing the achievements of its outstanding students, the Walton College honored three alumni for their business and community achievements.

- **Outstanding Service Award** – Ann Bordelon, Bachelor of Science in Business Administration in accounting and computer information systems, 1989.
- **Entrepreneur of the Year Award** – Craig Hughes, Bachelor of Science in Business Administration in marketing and transportation, 1976.
- **Lifetime Achievement Award** – Charlie McMurtry, Bachelor of Science in Business Administration in marketing, 1970.

These students received outstanding undergraduate awards:

- **Accounting** – Xi Ai, Lindsey Bolen, Kayla Kimmons
- **Economics, Business** – Matthew Seubert
- **Economics, Arts & Sciences** – Nicholas Candido
- **Finance** – Sean Duncan, Rohit Mittal, Tanner Moore, Garrett Phelps, Jessamyn Ratcliff

- **Information Systems** – Spencer Stokes, Bradley Wilson
- **International Business** – Lauren Thompson
- **Management** – Keri Stubbs, Samantha Walker
- **Marketing** – Dylan Breeding, Shelby Mohs, Marlee Rogers, Victoria Vela, Kristen Zachary
- **Retail** – Elijah Garcia
- **Supply Chain Management** – Joseph Gilmore
- **Ralph Treat Outstanding Cooperative Student Award** – Ryann Hartley

The Presidential Scholar Award for the Walton College went to Addison Scott. The Sam M. Walton College of Business Student Leadership Award was given to William Fugitt. The Doyle Z. Williams Student Leadership Award was given to Matthew Seubert. The Beta Gamma Sigma Award went to Natalie Van Pelt. The Outstanding Graduating Senior was Matthew Seubert. Recognized as Senior Scholars were Michael Hyatt, Jingcheng Tesa Kuay and Colton Mason. The college's First-ranked Senior Scholars were Ananya Banerjee, Joseph Gilmore, Grant Nunn, Marlee Rogers, Anna Ward and Kristen Zachary.

Students received these graduate awards:

- **Master of Business Administration** – Andrew Caldwell
- **Managerial Master of Business Administration** – Sydney Norwood
- **Master of Accountancy** – Audrey Davidson
- **Master of Arts in Economics** – Cameron Fincher
- **Full-time Master of Information Systems** – Brinda Arounnothay
- **Professional Master of Information Systems** – Tyler Warren



Walton College Black Alumni Reception

By Rebecca Renee Adams

Over 100 Walton College alumni and friends gathered on April 19 for the first Walton College Black Alumni Reception. The event, held at University House, was a chance for alumni to reconnect with old friends and reminisce about their days on campus. Hosted by the Office of Diversity and Inclusion in conjunction with the Black Alumni Society Reunion, guests at the event included students, alumni, faculty and staff.

For Barbara Lofton, director of diversity and inclusion, the evening was a dream 10 years in the making. “My goal is to stay connected, which was the theme of the event, to connect the past, present and future,” Lofton said. “We need to celebrate even the smallest accomplishments, to give our students something to reach for. If the future doesn’t remember the past, then we’re doomed to lose it.”

Event speakers included G. David Gearhart, chancellor of the University of Arkansas, and Eli Jones, dean of the Walton College. During the event, Jones was recognized as being the college’s first African-American dean.

“I was honored to be asked to speak at the reception and excited to see all the passionate Walton College alumni who attended,” Jones said. “Our alumni are the Walton College’s best ambassadors to the rest of Arkansas and the business community at large. This gathering of such a great group of alumni helps us build on our strengths and accomplish even greater things in the future.”

The program also recognized the families of Wyndell and LaKeysha Greene for their \$100,000 gift to establish the Wyndell Kyle and LaKeysha Michelle Greene Family Memorial Endowed Scholarship. Each family member was given a framed memorial in honor of Wyndell and LaKeysha as a token of the college’s appreciation.

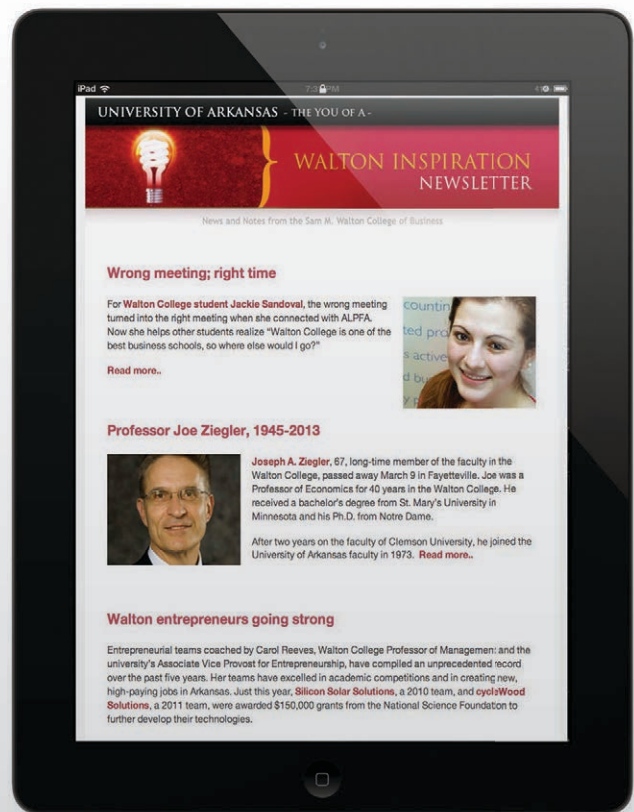
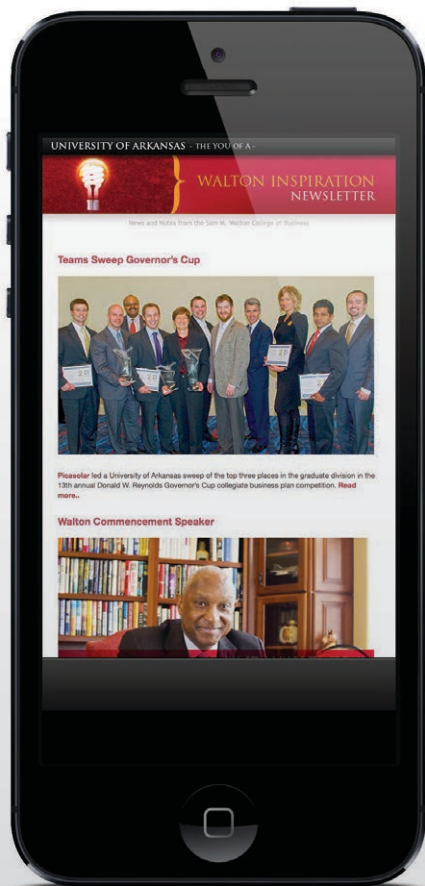
Their generosity has inspired other alumni, such as Whitnee Boyd (BSBA ’09), to give back to the college. “Having the opportunity to give back in support of scholarships and programs to help impact current students is a great chance for alumni to simply say thanks and invest in the future of the Walton College,” Boyd said. “I hope we all continue to make this commitment and investment in the future.”

The event raised over \$23,000 in gifts and pledges. Those donations, along with future gifts, will be used for Walton College student scholarships. Lofton hopes the reception will mark the beginning of a bi-annual tradition. “In my heart of hearts, I know that we have an obligation to keep our alumni connected,” she said. “There’s a void they can fill for our students, our college and our university. To me, that connection is not an option. It’s a commitment.”

To give to the Diversity Enhancement Scholarship Fund, please visit <http://waltoncollege.uark.edu/diversity/gift.asp> or contact Rachel Burton, associate director of development, at 479-575-5425 or email rburton@walton.uark.edu.

WHERE IS WALTON?

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Discover all the latest news about Walton College graduates, faculty, research and more in WIN, the **Walton Inspiration Newsletter!**

From the Picasolar graduate team improving the efficiency of solar cells to how two centers are integrating visual identification technologies for retail applications, you will find stories that make you proud to say you are among the alumni of the Sam M. Walton College of Business.

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University of Arkansas teams swept the top three spots at the 15th Donald W. Reynolds Governor's Cup graduate division competition in Little Rock. Picasolar took the \$25,000 first place prize, and HomeDx finished second and won \$15,000. EverClean Coating Solutions LLC was third and took home \$10,000, in addition to winning \$5,000 for taking first in the graduate division for the most innovative business plan.

ENTREPRENEURSHIP



The Walton MBA team took second place overall in the inaugural Southeastern Conference MBA Case Competition. Team members Saif Mir, Bin Liu, Chris Reed and Carmen Williamson are pictured with competition officials.



Picasolar wins MIT Clean Energy Prize.

Did you know that entrepreneurial teams coached by Carol Reeves have compiled an unprecedented record over the past five years?

Teams coached by Reeves, Walton College professor of management and the university's associate vice provost for entrepreneurship, have compiled an unprecedented record over the past five years. Her teams have excelled not only in academic competitions, but also in creating new jobs in Arkansas.

Did you know?

- Teams have founded 10 high-growth businesses in the past five years.
- They employ almost 100 Arkansans in high-wage jobs.
- They've raised \$16 million in private investments, grants and tax incentives.
- They've won 17 national business plan competitions, two times more than the next closest competitor.
- They've taken 27 awards in other competitions.
- They've won over \$1.4 million in cash prizes.

Other things you might not know:

- In 2012, the University of Arkansas became the only school in the 25-year history of Venture Labs Investment Competition to have three separate teams win a qualifying competition.
- The University of Arkansas holds the record for most competition wins by a school in a calendar year.
- Arkansas ranks second in the number of finalist teams at the Rice business plan competition, with five.

Want to know more? Visit entrepreneurship.uark.edu.



Stephen Kayode (left) of ParadigMed picks up the team's award at the LES Foundation 2013 international competition.



Picasolar picks up prize at Donald W. Reynolds Governor's Cup competition.



Carol Reeves and Picasolar's Seth Shumate featured on the March/April 2013 cover of *Talk Business Arkansas* magazine.



CONGRATULATIONS TO THE WALTON COLLEGE CLASS OF 2013

Eli Jones presided over his first commencement as dean of the Walton College at ceremonies May 11 at Barnhill Arena. Venture capitalist and former IBM executive Jim Stallings was the featured speaker for the assembled graduates, faculty, friends and family. For the first time, the event was live-streamed on the internet, and it can be viewed at <http://bit.ly/112689j>.





INDIA STUDY ABROAD PROGRAM



The Walton College's India Study Abroad Program works with a non-governmental organization in Bangalore called Sumangli Ashram. The ashram provides a safe home and education for orphaned and destitute girls and young women, ensuring that they have skills and education to succeed in life.

The girls are supported through the end of high school (and through college if they choose to go) and are placed in professions and jobs that help them lead middle class lives.

On every India trip, Walton College students meet with the girls who reside in the ashram and bring them gifts. On their return to the United States, the students raise funds. For every \$1,000 raised, they can sponsor a day of meals.

The interest from the money pays for a full day's meals for all girls in perpetuity. The Walton College has raised in excess of half a million rupees and sponsored 10 days of meals for the girls.

“This has been a monumental effort that has allowed the Walton College to make a big difference in the lives of poor, abandoned girls across the world,” said Vikas Anand, associate professor in the management department and the Walton College’s interim MBA director.

“This has been achieved primarily through the efforts of the previous study abroad students and the Walton College faculty and staff who have always contributed generously to this cause.”

Anand said the Walton College has become the largest single donor to the ashram's Annapoorna (providing of meals) project.

This year, Walton College students took a large number of craft kits and other learning materials for the ashram. The young women of the ashram welcomed the Walton College visitors and presented a cultural show to the visiting students.

“The India Study Abroad program is designed to be a rigorous, immersive experience in India,” said Alan Ellstrand, chair of the management department and the Charles C. Fichtner Chair in Management. “Students visit a variety of locations throughout India to gain a better understanding of the history and the people of India.”

“The main objective of the program is for students to understand what life is like for ordinary citizens in India,” Ellstrand said. “Students completing the program have a completely different impression of India and also see the role of the United States in the world differently as a result of their experiences.”

“Visits to the Sumangli Ashram are designed to introduce India study abroad students to the complexities of India,” Anand said. “While it is easy to get lost in the hype of the developments India has made in fields such as information technology and education, it is important for students to realize that that is merely one facet of India. Despite growth in recent years, India still remains a country with over 400 million people living in poverty and where there are many social problems – indeed these represent a very different India. Visits to the Sumangli Ashram and to poor villages and so on are designed to introduce students to the seemingly contradictory countries that exist within one nation.”

Walton Signs Agreement with Top Business School in Brazil

The Walton College signed a memorandum of understanding with the Fucape Business School to work toward the exchange of students and faculty and develop collaborative programs to benefit both institutions.

Dean Eli Jones of the Walton College and Dean Arilton Teixeira of the Fucape school signed the agreement of cooperation and exchange after it was drawn up between the University of Arkansas and Fundação Instituto Capixaba de Pesquisa em Contabilidade, Economia e Finanças in Vitoria, Brazil. The schools will work to exchange information, students and faculty, in addition to developing collaborative programs, seminars and research activities.

Fucape Business School started 12 years ago and now has 1,700 students and offers four business majors: law, accounting, management and economics. Teixeira said that the management major at Fucape is an umbrella that also includes finance, marketing, human resources and supply chain management. It is a top 10 college in Brazil and one of the top three business schools.



Indonesian Ambassador Visits

Indonesia's ambassador to the United States sat down April 15 with Walton College students and faculty for a round-table discussion of his nation's importance as an economic force. Dino Patti Djalal's visit was sponsored by Walton College and was organized by the World Trade Center Arkansas.

Djalal started his diplomatic career at the Department of Foreign Affairs of Indonesia in 1987 and has gained extensive international experience in government affairs, mediation, trade diplomacy, inter-faith tolerance and policymaking. In 2010, he received his nation's MURI award for being Indonesia's longest-serving presidential spokesperson.



Theresa Fette
BSBA '99
MAcc '00
J.D. '03

By Sandra Cox

It was the first time the student organization was in the black. Theresa Fette was its leader.

The University of Arkansas chapter of Students Acquiring Knowledge through Enterprise (SAKE) was in its infancy. The students, as they continue to do today, received hands-on experience operating the organization as a nonprofit business. Fette was co-lead coordinator, similar to a chief executive officer, when the organization turned its first profit. SAKE members celebrated by using the surplus to go to Hawaii.

A lot has happened since the late 1990s, when Fette successfully led SAKE at the Walton College. Fette is CEO of Provident Trust Group in Las Vegas and was one of 10 to be named as *Fortune's* Most Powerful Women Entrepreneurs for 2012.

Fette, who grew up in Fort Smith, shares the distinction with actress and entrepreneur Jessica Alba and women leading the world in software applications, nanotechnology, home furnishings and more. She also shares the distinction with Carol Reeves, associate vice provost for entrepreneurship at the University of Arkansas and a Walton College professor. Reeves was recognized in 2011.

Reeves, who accompanied the SAKE students on the Hawaii trip, calls Fette a typical Arkansas success story. "I think she was always very driven and very detail-oriented," Reeves recalls.

Fette graduated from the Walton College with both bachelor's and master's degrees in accounting. She followed those with a law degree from the University of Arkansas. It was in Las Vegas, however, where she bought a failing trust group. It was in such disrepair that the state of Nevada was considering receivership.

For many, the task of resurrecting the Las Vegas company would be too daunting, but not for Fette, who was only 28 years old and a practicing lawyer. She and a business partner pooled their resources to meet the company's seven figure price tag – a whopping sum for two people early in their careers.

“I think entrepreneurs have to be opportunists,” Fette says. “We have to be able to see the pot of gold at the end of the rainbow.”

That was 2008, and Provident Trust Group had only four employees with about \$300 million in assets under custody. Fette, who was single and childless at the time, worked long days as she and her partner tried to get Provident back on track. It wasn’t easy, she says. “There was a lot of self-doubt in the first six to eight months,” Fette admits now.

But not anymore. As Provident Trust Group’s chief executive officer, she has seen the company soar to 30 employees with \$3 billion in assets under custody. This caught *Fortune*’s attention. And *Fortune* caught Fette by surprise.



“I have to admit, I don’t know how I made the list,” she says. “I feel honored to be listed amongst some of the most incredible female entrepreneurs of our time.”

She and her companions were recognized during the *Fortune* Most Powerful Women Summit in Laguna Niguel, Calif.

Part of the process involved writing an essay about how she was a game-changer. She says she focused on the technology that facilitates Provident’s unique self-directed services, which has allowed the company to quickly grow a large client base. While the oldest self-directed IRA company took 30 years to obtain 60,000 clients, it took Provident just four years to reach 30,000, Fette says. The growth comes, in part, through offering some good ol’ “Arkansas values” when providing services for its self-directed IRA and trust clients.

Those “Arkansas values” were found at the Walton College, which she says was a defining time in her life. “It was the spark that started the wheels turning of what was I going to do with my life,” she says.

It was a combination of things that made her SAKE experiences valuable, she says. She credits the generous grant from Walton College alumnus Frank Fletcher that helped create the student chapter, she says. Then there was the “ridiculously dedicated” work of SAKE faculty supervisors Reeves and Jon Johnson, a Walton College professor and executive director of the university’s Applied Sustainability Center.

Fette says the most practical knowledge came from the accounting department, such as when Karen Pincus, Walton College accounting professor, provided lessons on how to identify fraud. As a result, Fette says graduates were able to impress their bosses quickly.

But the hard work and dedication didn’t stop at SAKE or Pincus, she says. The Walton College faculty acted as an extended family.

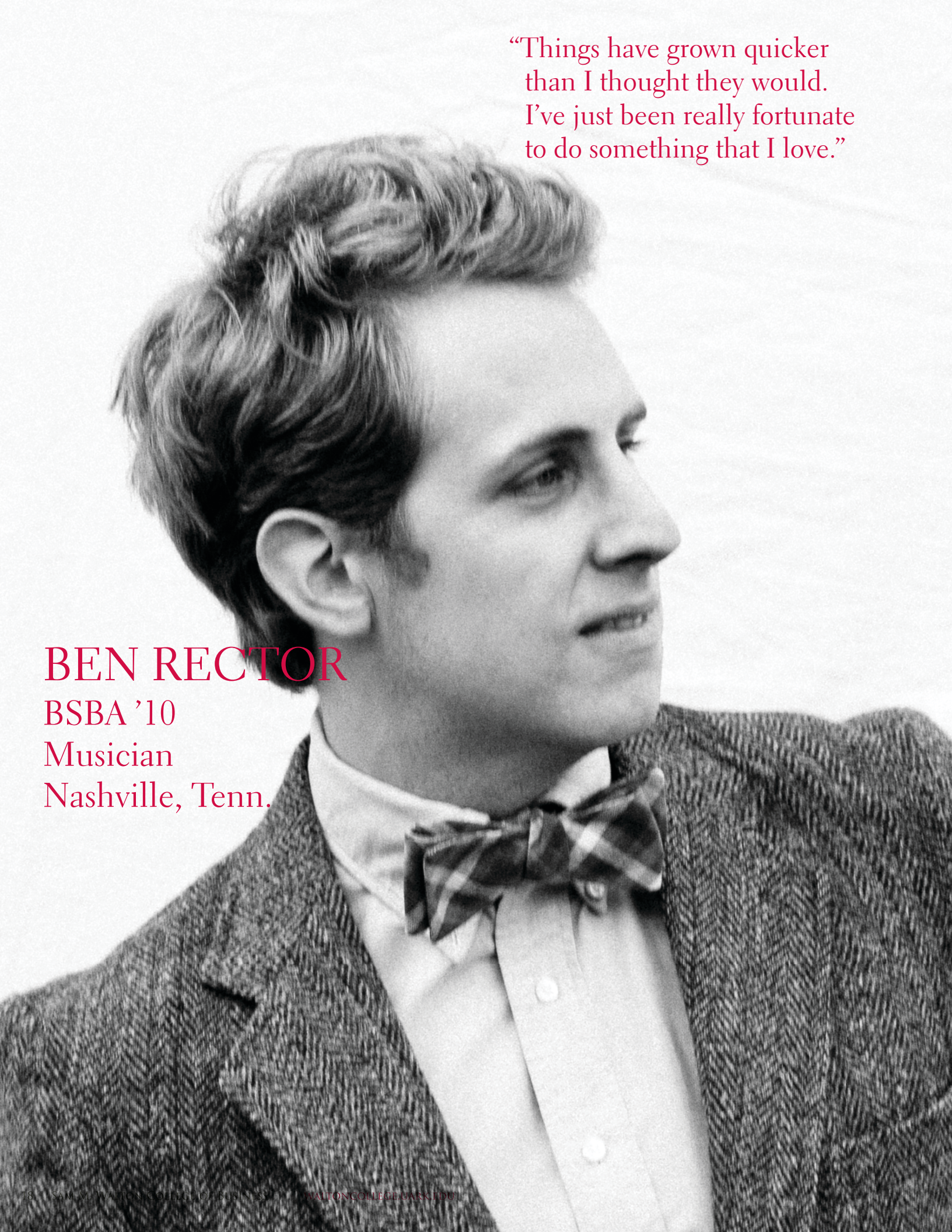
“They felt like they were a second set of parents when you were away from home,” Fette says. “If you wanted to be nurtured and mentored, you could.”

Since then, Walton College runs in Fette’s family. Her three younger sisters also graduated from the Walton College and were SAKE members. “We’re all kind of a legacy group there,” she says.

After earning a graduate degree, Fette enrolled in the University of Arkansas law school because she felt it would give her a good foundation no matter what direction she decided to take. She worked as a tax lawyer in Kansas City, where she brought in clients from the West. Fette created a niche in her field, which led to an opportunity to buy Provident. Now married to her husband, Dan Farrow, and a mother of two, she says she tries to spend as much time as she can with her family. She thinks of Arkansas often, too, and the opportunities afforded her while at the Walton College.

“The University of Arkansas, in general, gives you applicable skills for the real world,” she says.

Fette was able to use those skills to her success. “You can always count on her, and I think that’s a family trait,” Reeves says.

A black and white profile photograph of a young man with wavy hair, looking off to the right. He is wearing a dark, textured blazer over a light-colored shirt and a dark bow tie. The background is a plain, light color.

“Things have grown quicker
than I thought they would.
I’ve just been really fortunate
to do something that I love.”

BEN RECTOR

BSBA '10

Musician

Nashville, Tenn.

On any given Thursday, Ben Rector was like other marketing students as he dutifully sat in class, taking notes. Few of his professors knew about his music career, or that as soon as the period was over, he would be out the door and on the road to play another gig.

"I tried to stack all my classes on Tuesday and Thursday, and leave Thursday night or Friday morning," he says. "That was an interesting double life."

Rector has come a long way since he performed concerts downstairs from the cafeteria of the Pomfret Hall dormitory on the University of Arkansas campus. He produced a full-length album as a college freshman and, in 2006, won the grand prize in the pop category of the John Lennon Songwriting Contest for his song "Conversation."

By his senior year, the singer-songwriter, whose diverse music talents range from folk to pop, had released two more albums and performed about 200 gigs. Only a year after he graduated with a bachelor's degree in marketing at the Sam M. Walton College of Business, his 2011 album, *Something Like This*, peaked at No. 15 on *Billboard* magazine's Top Rock Albums and fared even better at No. 11 in each category for the magazine's Top Digital Albums and Independent Albums. He will release another album this summer.

Those who don't know Ben Rector's name, however, have likely heard his music on soundtracks of popular television shows such as ABC's "Modern Family," MTV's "Teen Mom," ABC Family's "Pretty Little Liars" and "ESPN SportsCenter."

"Things have grown quicker than I thought they would," he says. "I've just been really fortunate to do something that I love."

Rector recently toured across the United States, even stopping off in Fayetteville to perform a couple of gigs as well as returning to Walton College to speak about the business challenges of being a musician to Molly Rapert's Marketing Management class. Long before she met him, Rapert says she was aware of Rector through mutual friends and from Rector's older sister, whom she already knew. They told her about his mentoring school-age children through K-Life youth ministry. "I actually knew nothing about his musical talent," she says.

When Rector enrolled in her Marketing Management class, she assigned the students a project where they were to come up with their own personal brand. Rector's project included a music CD. "I took it home, the family played it and fell in love with it," she says.

Mark Risk, a real estate instructor with Walton College's finance department, got wind of Rector's dual life when someone told him that the student sitting in his class was also a musician. Risk, who has a strong interest in music, went to hear Rector perform in a club on Dickson Street. "He's good," Risk says. "He's very good."

Rector told Risk he was taking his classes because he had a strong interest in real estate and was hoping to invest in property someday. Rector, in fact, did a commercial real estate internship in Dallas as a student. "I spent a lot of time at the W-C-O-B," Rector says, pausing slightly after each letter.

"I saw him in the hallway when he graduated," Risk recalls. "He told me he was going to Nashville."

As in, Nashville, Tenn., where Rector and his wife, University of Arkansas alumna Hillary Swanton Rector, relocated in 2010. Since then, the two have watched his career flourish.

It's no surprise to many who know Rector that he would choose music as a career. He filled his high school days playing guitar, writing songs and singing. "It felt really natural for me, and it was something I really enjoyed," he says.

But there was the matter of college. His older sister had attended the University of Arkansas, which wasn't far from his Tulsa, Okla., home. He says he already liked Fayetteville from visiting her. When Arkansas offered him a good scholarship, it was hard to refuse, he says.

As for a major, he decided marketing would provide a good foundation to just about any career he pursued. When it was apparent that having a music career was essentially launching a business, he began applying things he learned from his classes. Now, Rector says he plays an active role in finding new and creative ways to market his songs and concerts. "Obviously, the huge part of making music is, hopefully, that people will know you are making music and want to buy it or want to come to shows," he says.

And when asked, he returns to Walton College, as he did when he spoke to Rapert's Marketing Management class – the same one he once attended – during the Spring 2013 semester. Even in the music world, he tells them, there are management issues, and shares some examples before taking questions. This, the same student who once sat quietly in Rapert's class unless he had something meaningful to say. "That's Ben," Rapert says. "He doesn't waste his words."

On this day, however, he had the floor, and students gave him their full attention. When the class ended, it was as if Rector were a student again. He was out the door and back on the road to play another gig.

Centers Team Up to Harness Visual Technologies

The Walton College's RFID Research Center and the Center for Advanced Spatial Technologies in the J. William Fulbright College of Arts and Sciences have partnered to conduct research that will integrate emerging visual identification technologies to use for retail applications.

The centers will also work together to develop standards for widespread adoption of the technologies.

"There are millions of devices in the hands of retailers and consumers across the United States today that can take a picture of an item – an apple or a detergent bottle, for example – send that picture to a server and then let software automatically identify the item," said Justin Patton, managing director of the RFID Center.

"The process is as simple as scanning a barcode, but it works from all angles and can capture many items at once. An image is enough, and the hardware is cheap."

Visual identification technologies use inexpensive 2-D and 3-D imaging technologies, commonly found in cell phones and video game devices, to identify objects by color, shape and size without the need for traditional barcodes or product numbers. Products on store shelves or in warehouses can be recognized quickly and linked to product information databases. When linked to associated product information, the product can be added to inventory, verified for correct location and removed from inventory at checkout.

The university centers will collaborate on research to make visual identification technologies reliable for business applications, including identifying items missing from store shelves, speeding up self-checkout and locating items in distribution centers. The researchers will then work with global standards organizations to develop open standards that will allow for broad adoption.

The RFID Research Center serves a large network of retailers and suppliers and has broad knowledge of store processes. The center has been successful at integrating new technology at large retailers such as Walmart, Dillard's, J.C. Penney and Bloomingdale's.





SAVE THE DATE

Omni-Channel Enablement: Retail
Technologies to Optimize Item
Readiness - RFID Research Center

Oct. 23, 2013



Tami Hutchison
MBA '09
Chief Executive Officer and Founder,
eLuminate Health
Kansas City, Mo.

By Sandra Cox

The inconsistencies within the health care system troubled Tami Hutchison. Having worked many years in the industry, she says she saw how the cost and quality for a simple procedure could vary vastly even within the same provider on the same day.

She also observed that information isn't available to consumers. "It's obvious that the system is completely dysfunctional for everyone, including providers," she says.

So Hutchison decided to do something about it. After more than 20 years of serving successfully in various health care industry roles, she enrolled in graduate school.

Then in her mid-40s, her stated goal in orientation was that she wanted to help make the health care ecosystem in the United States more functional. How she would help make that happen was unclear. "I just wanted to figure out what I wanted to do in the back half of my career," she says.

By the time she graduated, however, she had a carefully detailed plan that is winning her accolades. And she's just getting started. Hutchison is chief executive officer and founder of eLuminate Health in Kansas City. eLuminate recently was named the most innovative health care startup in a global competition sponsored by several companies including Google, Microsoft and H&R Block.

The event itself wasn't without its challenges – some uncontrollable, such as a record snowfall that hit Kansas City on the day of the event. The competition needed to be postponed for a few days, but many of the competitors were already there. Hutchison says the event sponsors, including H&R Block, spent time with the competitors to make sure their working environment was as comfortable as possible despite the wintry weather. It also enabled her to meet Paul Richardson, strategic partnerships manager with H&R Block who would also serve as an emcee for the competition. The two, who didn't know each other, were seated together at a pre-event dinner. They soon learned they were both graduates of Walton College, with Richardson holding a bachelor's degree in marketing. "I was glad that Paul wasn't a judge the next day because it was probably obvious to many people that we were enjoying sharing Walton College stories with each other," Hutchison says.

That next day, competitors, within a 10-minute timeframe, were required to showcase mobile, online or social applications to

help consumers address core health care needs and understand how the new Affordable Care Act affects their lives. Once all the votes were in, Richardson declared eLuminate the competition's winner.

"When he announced us as the first place winner, and when he handed our award to us, I think it was particularly joyful to us both, not just because of our shared Walton College background, but because the judges had come from all over the U.S. and selected a Kansas City company as the most innovative in this global competition," Hutchison says.

Richardson says it was no surprise to him that Hutchison's company would win. "Tami is a world-class executive," he says. "She has the unique ability to blend professionalism and expertise with affability. She is very impressive."

The mission of eLuminate is to help U.S. firms compete on the global market by improving the value of their health care investments. eLuminate is a marketplace inside the insurance plan that allows providers to set their prices for procedures and change their prices anytime in order to be more competitive. It provides clinical quality information and makes all of this available to health plan members. Consumers can find out what their out-of-pocket costs are for each of their options and select, schedule and pay for their care through eLuminate Health. eLuminate's solution is designed to solve problems for everyone, including providers, payers and consumers.

As a result of the competition that eLuminate creates, Hutchison says she expects health plan costs to decrease by at least 5 percent while the quality of services improves. Today, the private sector spends \$265 billion a year on the services that eLuminate is focused on. eLuminate launched with health care providers in April and employer plans in July, Hutchison says. The first two markets will be in Kansas City and Northwest Arkansas, she says.

Hutchison's many years in the health care industry began when she was still in high school as an associate at a hospital near her hometown of Franklin, Penn. Working her way through college, she saw health care as a natural direction for a career, she says. That career eventually led to her moving to Northwest Arkansas where her resumé includes serving as senior vice president for Northwest Health System and, later, Washington Regional Medical System.

Hutchison says she came up with the basis of eLuminate while at Walton College. "I used every class I had to develop my business plan and raise money for eLuminate," she says. "In particular, I used Dr. (Christian) Hofer's class to think about how health care providers can be organized as a supply chain to the workforce. I used Dr. (Raja) Kali's class to identify the segment within health care that has extreme pricing failures, and I used Dr. (Vikas) Anand's class to formulate my strategic hypothesis."

Hutchison was on a roll.

"I developed the idea and I just couldn't stop thinking about it," she says. "I knew I wouldn't be happy unless I did it."

She says she remembers vividly the day she shared her idea with Vikas Anand, management associate professor. His words to her: "This could work."

Anand says Hutchison's leadership skills were evident when she accompanied a group of students in the India study abroad program he co-led. In fact, it was almost like having another faculty member on hand, he says. "I'd call her a leader because not only does she want things to happen, she influences people to make things happen," Anand says.

Even back at Walton College, Anand says Hutchison was a student who could work for "16 or 17" hours yet remain positive. "Her level of energy is amazing," he says.

Anand's encouragement, and that of many others including Kali and Carol Reeves, management professor and associate vice provost for entrepreneurship, kept her forging ahead. But Reeves says Hutchison was already a "dynamo" in graduate school who also had a wonderful personality. "I love strong, competent women, and Tami fits that description to a 'T'," she says.

In 2009, Hutchison was named Walton College's Managerial MBA Outstanding Student and also served on the MMBA Student Advisory Board. As an alumna, Hutchison has been a big supporter of the college, Anand says.

Reeves concurs. "She gives graciously of her time and talents, which helps all of us," she says.

Yet Anand says he can't take credit for Hutchison's, or any other student's, success.

"Our role is to just guide them along," he says of the Walton College's faculty. "Tami was a person who didn't need much guiding. I think she made more of a difference to me than I did to her."

Hutchison, however, sees it a little differently. "I can't say enough good things about the Walton College and how instrumental my experience there has been," she says. "To this day, I rely on the knowledge and relationships I created at the Walton College to help me realize the full extent of my potential to make a difference and achieve what I set out to achieve."

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October 4-5, 2013

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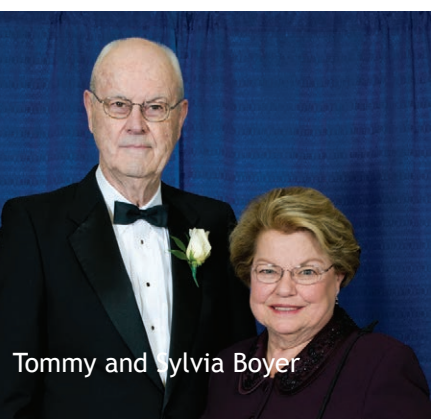


Great Expectations

2013 Arkansas Business Hall of Fame



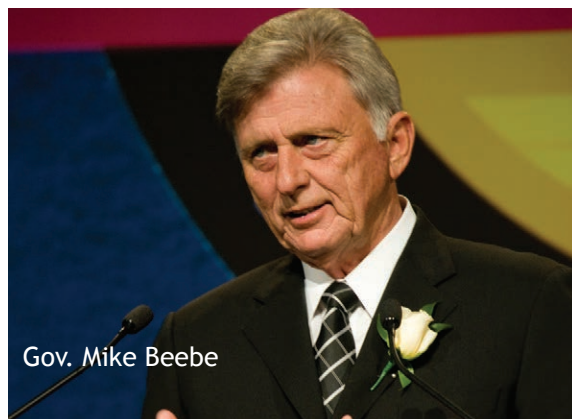
Pictured left to right: inductee Frank Fletcher, inductee William "Bill" Cravens, inductee Tommy Boyer, Bob Coleman accepting award for inductee Buddy Coleman, and Dean Eli Jones.



Tommy and Sylvia Boyer



Jane Gearhart, Susan Bobbitt and Fern Jones



Gov. Mike Beebe



Carol Reeves and Frank Fletcher



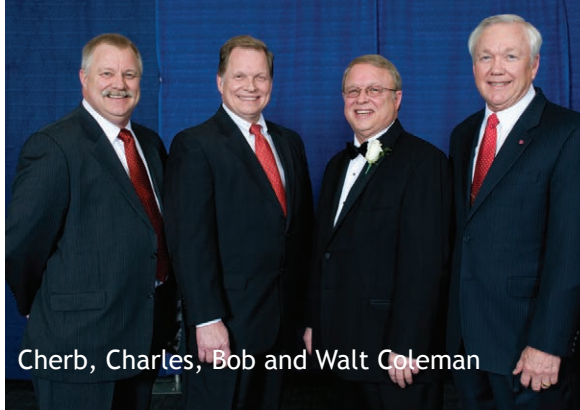
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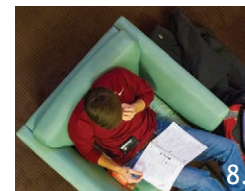
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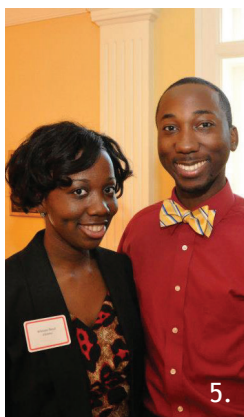
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WHERE'S WALTON?

1. Competing for the Razorback track and field team
2. Teaching at the Walton College's Entrepreneurship Certificate class in Panama
3. Working with Walton Honors students on a Habitat for Humanity project
4. With the 2013 Belize community development business team
5. Studying abroad in Mozambique
6. Enjoying a day on Shollmier Plaza
7. Honoring the employee of the quarter
8. Studying in the Business Building during finals
9. At the Dean's Executive Advisory Board reception
10. Discussing Walton College's future at Staff Development Day
11. Getting together with the Walton College staff
12. Studying abroad in India
13. On stage with panelists at Business Forecast luncheon
14. With J.B. Hunt Transport Services Inc. officials at Business Forecast luncheon





WHERE'S WALTON?

1. Sitting on Santa's knee

2. In Bentonville for the ALPFA kickoff dinner

3. Meeting with the ambassador to the United States from Indonesia

4. At the Walton College holiday gathering

5. At the Walton College black alumni reception

6. At the Festival of Undergraduate Research

7. With Chancellor Gearhart at the Walton College black alumni reception

8. At a recruiting session in the trading center in Willard J. Walker Hall

9. At the Walton College awards banquet

10. With friends at the Walton College black alumni reception

11. At the Scull Creek cleanup with Leadership Walton

12. Presenting at the poster session for Walton Honors' Festival of Undergraduate Research

13. With the External Relations staff at the Arkansas Business Hall of Fame

14. On the plaza with the Walton Honors board

Walton College Alumni Society Board of Directors 2012/2013

Mission: To promote partnership and networking opportunities among alumni, faculty and friends of the Walton College by enhancing avenues for effective information exchange through organized events, communications and other activities, in collaboration with the Arkansas Alumni Association.

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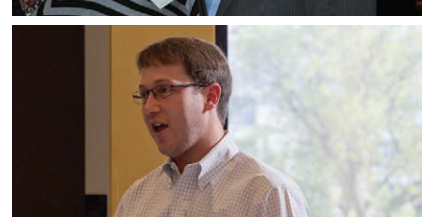
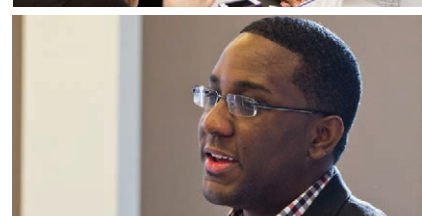
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