ALPFA Institute Created at Walton College

On Monday, September 19, the Association of Latino Professionals in Finance and Accounting (ALPFA) announced that it would be partnering with the Sam M. Walton College of Business to form the ALPFA Institute, which will “combine ALPFA’s understanding of the Latino community with the global capacity and academic depth of Walton College,” according to the University of Arkansas Newswire press release.

Leaders from ALPFA, the largest professional association for Latinos in business, and Walton College were joined by U.S. Rep. Loretta Sanchez, D-Calif., for the announcement. “This institute will help our nation’s workforce maintain its competitiveness in the 21st century and beyond by advancing the capacity and the leadership opportunities for the largest minority group in our nation,” Sanchez said.

Dr. Adam Arroyos is the president of the ALPFA Institute. Bringing experience from his time at JC Penney, Walmart Stores, Inc., and NorthWest Arkansas Community College, Dr. Arroyos plans to use the Institute as a means of inspiring Latinos across the nation to improve their own leadership abilities and help others to reach their potential while addressing all facets of Latino relations, including:

• Global talent and leadership development;
• Employee resource groups and other diversity and inclusion initiatives;
• Talent sourcing;
• Insights and innovations;
• Program management;
• Research and development; and
• Latino outreach and engagement.

The Sam M. Walton College of Business was chosen as the site of the ALPFA Institute to take ALPFA’s 40 years of corporate experience and partner it with a premier source of academics. Also, Northwest Arkansas is a growing business center, and the ALPFA Institute hopes to attract more business to the area.

The ALPFA Institute collaborates with both professional and student chapters of ALPFA, acting as a “training ground” to test programs before sending them to the 40 professional and 88 student chapters across the nation. For more information, please visit waltoncollege.uark.edu/alpfa.asp.
Business Leadership Academy Turns Two!

In June, 24 incoming freshmen participated in the second annual Business Leadership Academy (BLA) at the University of Arkansas. BLA, which is sponsored by the Center for Retailing Excellence (CRE) and the Office of Diversity Programs in the Sam M. Walton College of Business, was developed to help respond to the need for diverse, highly trained and broad-minded young professionals in the business world. Through participation in the Business Leadership Academy, students had access to:

- Basic information on the significance of the marketing industry with a focus on retail;
- Awareness of career opportunities in the public and private business and retail sectors;
- Exposure to the different areas of marketing and how marketing interfaces with other business disciplines;
- Exposure to the various disciplines of business;
- Essential knowledge of the benefits and functions of team building and cohesiveness; and
- Dynamic mentors to help students in their transition from high school to college.

Over the course of the two-week program, participants closely interacted with companies headquartered in Northwest Arkansas, including, Unilever, Walmart, Sam’s Club, and Lowe’s. In addition to these networking opportunities, students attended professional development workshops and were acquainted with campus resources within the Walton College of Business and on the University of Arkansas campus.

The Business Leadership Academy also has a mentoring component, sponsored by Tyson Foods, Inc. The Tyson Mentoring and Scholars Program (TMSP) engages students with business professionals to discuss corporate culture, expectations and preparation, as well as provides Tyson Foods, Inc., with an opportunity to identify talented students who could potentially fit into Tyson’s corporate environment. TMSP also assists students in developing a holistic understanding of career tracks in business; introduces students to professional, business-oriented role models who can provide direction, support and information; and rewards students’ academic excellence with scholarships.

### BLA: Past and Present

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<tbody>
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<td># of Participants</td>
<td>17</td>
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<td>Participants: Male/Female</td>
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<tr>
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<td>Average ACT</td>
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<td>Participants Who Received University Scholarships</td>
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### BLA 2010: Where Are They Now?

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<tr>
<td>Second Semester Honors Enrollment</td>
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</table>

*Three students no longer participate in BLA/TMSP. They are still enrolled in higher education in fields unrelated to business.
Five Students Attend NABA Regional Conference

Members of the University of Arkansas chapter of the National Association of Black Accountants (NABA) attended the 32nd Annual Southwest/Western Region Student Conference on October 13-15, 2011, in Austin, Tex. McSeano Antoine, Terrance Boyd, Talesha Christian, Jasmine Christopher, and Anitra Wilson, attended workshops on topics from being the ideal intern to running an effective organization. They were also given the opportunity to network with other college students as well as representatives from companies like Ernst & Young.

Boyd, a junior accounting major, said that he gained the most from conversations with his roommates, students at Texas Christian University. “Talking about their campus activities helped give me insight as to what I can do with [registered student organizations] I’m currently involved in,” said Boyd. He also discovered ideas he could implement with NABA by giving advice to a brand new chapter who attended the conference. “Talking to them, giving them pointers [...] made me realize that I could be doing those same things with the chapter here at the University of Arkansas.”

Walton College Students Awarded ALPFA Scholarships

Two students in the Sam M. Walton College of Business have received national scholarships through the Association of Latino Professionals in Finance and Accounting (ALPFA). Dania Herrera and Carolina Valdizon were among 45 scholarship recipients announced at ALPFA’s national convention in Anaheim, Calif. Herrera received a $1,500 scholarship sponsored by Cardinal Health; Valdizon received a $1,250 scholarship sponsored by KPMG.

“At the Walton College, we develop our students to be successful outside the walls of the classroom and beyond the borders of the state and the nation,” said Javier Reyes, associate dean for undergraduate studies. “Dania and Carolina are excellent examples of this and are representative of all of our students.”

Herrera is a sophomore business management major from Gentry, Ark. She participated in the inaugural Business Leadership Academy and is a member of the Honors College. “ALPFA has provided me with the opportunity to work closely with the Northwest Arkansas Professional Chapter, and with their mentorship and guidance I know my possibilities are endless,” Herrera said. She is also a Retail Diversity Scholar, a Razorback Bridge Scholar, and a League of United Latin American Citizens (LULAC) Scholar.

Valdizon is a sophomore international business major from Rogers, Ark. She is a member of Leadership Walton and the Honors College. “After receiving the scholarhip from the national chapter, I appreciate all the opportunities ALPFA has for me even more,” Valdizon said. “With the scholarship I plan to further myself by setting most, if not all, of the money aside specifically for studying abroad and expanding my cultural knowledge.” Valdizon is also a LULAC Scholar and Silas Hunt Distinguished Scholar.

Both Herrera and Valdizon plan to help others advance their educations and careers as a direct result of winning an ALPFA scholarship. “With the knowledge I have gained through ALPFA and my education, I hope to mentor students so I can share all the insights I have gained,” Herrera said. Valdizon said, “I’m very eager to see how much we, as a student chapter, can further expand ALPFA on campus this year so that we can provide the scholarship opportunity to other members.”
Associate Dean Recognized by Local Business Journal

Dr. Javier Reyes, Associate Dean of Undergraduate Studies and Associate Professor of Economics in the Sam M. Walton of Business, has been selected to Northwest Arkansas Business Journal’s “40 Under 40” list, which “recognize[s] intriguing business and political leaders under 40 years old who bear watching,” according to the journal’s website. Reyes, 36, is an adviser for the student chapter of ALPFA, and just published a book on economic development, in addition to his formal job duties. Of his busy schedule, he told Northwest Arkansas Business Journal, “I’ve been trying to learn how to balance teaching, research and service, the three pillars of higher education in the U.S., and representing Walton College to the region, the nation and the world.”

Business Leadership Academy Team Wins Award

Patricia Edwards, Barbara Lofton, Claudia Mobley, Pamela Styles, and Kym Walls accepted the Team Diversity Award for the Business Leadership Academy (BLA) at the 2011 University of Arkansas Employee Awards Banquet on October 11. BLA was a collaborative effort between the Office of Diversity Programs and the Center for Retailing Excellence. For more on BLA, see page 2.

Doctoral Student in Marketing Published in Business Journal

Yoon-Na Cho, doctoral student in marketing, is lead author on “To Be or Not to Be Green: Exploring Individualism and Collectivism as Antecedents of Environmental Behavior,” which was recently accepted for publication in the Journal of Business Research. Cho is also one of the first researchers in the nation to study how sustainability labeling on food might affect consumers, presenting her findings so far in a lecture this October entitled “Communicating Product Sustainability to Consumers.”

Walton College Represented at PhD Project Conference

Cassandra Davis, first-year doctoral student in marketing, and Jeff Murray, professor and department chair of marketing, participated in the PhD Project’s Marketing Doctoral Students Association (MDSA) Conference in San Francisco, Calif., this August. The PhD Project is a non-profit organization whose mission is to increase the diversity of corporate America by increasing the diversity of business school faculty by attracting African-Americans, Hispanic-Americans and Native Americans to business Ph.D. programs and providing a network of peer support on their journey to becoming professors. MDSA, a sub-group within (and funded by) the PhD Project, is specifically for marketing Ph.D. students and hosts a conference or consortium each year, in accordance with the summer American Marketing Association conference. The MDSA consortium speaks to navigating the PhD process as well as the challenges and opportunities that exist for minority PhD students.
Walton Students Go Global

Alice McMillan, a senior marketing major with a Spanish minor from Chicago, IL, spent the spring 2011 semester studying at the Universidad Internacional Menendez Pelayo in Sevilla, Spain, as a participant in the International Studies Abroad’s (ISA) Business and Spanish language program. While there, McMillan took classes like Intercultural Management, Business Spanish, and Contemporary History of Spain. For the duration of the program, she and another program participant lived with a host family in Seville’s Triana neighborhood. On her host mom not knowing English, McMillan said, “I had to communicate with her in Spanish. I liked it because I finally got to apply everything I was learning in my Spanish classes to real life situations.” While in Sevilla, McMillan bonded with her host family through conversation and watching soccer games, immersing herself into Spanish culture and learning about the traditions, history, and the day-to-day lifestyle in Spain. Noting the friendliness and beauty of Sevilla, McMillan said that the city will always be with her. “Going to Spain was my opportunity to get out and actually see and experience in person the concepts that I was learning about in lectures and books, [which] stemmed from curiosity. A curious mind will lead you to many memories, stories, and adventures.”

Terrance Boyd, a junior retail accounting major with a Spanish minor from Humphrey, AR, was a participant in an inaugural study abroad program through the J. William Fulbright College of Arts and Sciences and the University of Arkansas’ Office of Study Abroad this summer in Madrid, Spain. During the month he was there, Boyd earned six hours towards his Spanish minor with one class on Spanish culture and another class on Spanish conversation, composition and grammar. He and a student from the University of Florida stayed with a mother and son host family. On the potential language barrier, Boyd said, “[The son] Angel spoke some English, but the mom had a visual dictionary that was extremely helpful.” One thing Boyd found was that he didn’t feel “culture shock” through his interactions with Spaniards; rather, he was shocked at the nonchalant behavior of some of the American students on the trip, who - unlike himself - did not seem to be in Spain for the educational and cultural experience. However, the experience did help Boyd with his Spanish-speaking skills, as he often had to serve as the translator between his roommate and host family. Upon his final conversation with his host mom, she assured him that “You will always have a family and home here in Spain.”
Office of Diversity Programs, Razorback Bridge Scholarship Program Team Up

RazorbacK Bridge Scholars can now apply for a supplemental scholarship through the Office of Diversity Programs, which will provide additional funding those who are enrolled in the Sam M. Walton College of Business. “The Office of Diversity Programs’ support to students receiving the RazorbacK Bridge Scholarship enhances our institution’s efforts to grow the diversity of the student body,” said Dr. Charles Robinson, Vice Provost for Diversity Affairs. The scholarship - worth $2500 per year for three years - is awarded to two students on the basis of GPA, civic engagement, campus involvement, and ACT score. Dr. Robinson said, “The scholarship will also help the university better retain these

Attention Alumni!

If you are a graduate of the Sam M. Walton College of Business and would like to be featured in the next edition of the Office of Diversity Programs’ newsletter, please send a paragraph or two about yourself along with a head shot and contact information in an email to Lauren Wilson at lwilson@walton.uark.edu. We would love to hear from you!

JOIN US ON FACEBOOK: The Office of Diversity Programs is now networking socially on Facebook. Please visit us at http://facebook.com/WCOBDiversityPrograms.