The Advice of giants

STUDENTS ASK ENTREPRENEURS
THE SECRET OF SUCCESS

Pictured from top: Tommy Boyer, chief executive officer, Micro Images, Amarillo, Texas; Charles D. Morgan, company leader, Acxiom® Corporation, Little Rock; Patricia P. Upton, president and chief executive officer, Aromatique, Inc., Heber Springs.

THE FOURTH ANNUAL “Business Giants Forum” was a highly productive investment of time for at least one student. He approached Axioom Company Leader Charles Morgan, BSME ’66, after the forum about a job, and Morgan, liking what he heard, hired him on the spot.

Each year the Walton College invites three top executives to campus to visit with its students as well as students across the state. In addition to Morgan, Tommy Boyer, BSBA ’64, Acxiom Corporation, Little Rock; and Patricia P. Upton, president and chief executive officer, Aromatique Inc., Heber Springs, talked with almost 300 students in the one-hour forum in February. The forum was also webcast to locations across the state. Students submitted questions through the web from Arkansas Tech University, Calico Rock High School, Fayetteville High School (East Campus), Fountain Lake High School, Gorden High School, Hot Springs High School, Ouarks College, Piggott School District, Southern Arkansas University and Westside High School in Jonesboro.

Dean Doyle Z. Williams moderated the event in which the format stipulated that only students ask questions. Their questions covered such timely topics as business ethics, the global economy, what executives are looking for when hiring people, and how they reached where they are today.

On ethics, Morgan said, “In a business environment, you have to have trust and that comes from the leadership. Ethical business practices will lead to business success.”

Boyer said, “You need to do what’s right for the customer.” He commented on his role as the company leader, saying, “It is unafortunate to go from player (Boyer was an All-American basketball player for the University of Arkansas) to coach, but it is impossible to do it all alone. Now I find it amazing how much enjoyment I get from other people’s success.”

Upton advised the students that graduating from college was just the beginning. She said, “You’re going to get your education when you get out of college. You should find a job you like with a company you like.”

Morgan said, “When it comes to hiring, I like to see passion or the ‘want to’ in a candidate. Attitude is key. I want to see applicants who are honest and willing to do whatever job the company needs. The paycheck is second to enjoyment of the job.”

All three “Giants” agreed that the best employees do not always have the highest grades, but they work hard, are energetic and trustworthy, and love what they do.

Boyer added, “Business is really all about people and building relationships. That’s what matters.”

WALTON STUDENTS
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Harry S. Truman Fellowship
STEPHANIE GOSNELL, a senior financial management major, has been awarded a Truman Fellowship by the Harry S. Truman Foundation. The foundation gives $30,000 ($3,000 for the senior year and $27,000 for graduate study) to approximately 64 undergraduates across the nation who plan to pursue careers in government or elsewhere in public service.

Gosnell, a native of Conway, was elected president of the Associated Student Government (ASG) for the 2002-2003 academic year. She previously served as secretary and as a senator for ASG. She is a member of the Walton College Honors Program. She served as a Chancellor’s Honors Intern, the campus director of Impact Arkansas and co-chair of the University Leadership Retreat.

Coca-Cola Scholarship
KRISTAL JOHNSON, a sophomore transportation and logistics major from Camden, has been awarded a $10,000 Coca-Cola Scholarship. The scholarship is renewable for two years based on her performance in her internship assignment. She is participating in The College Fund and Coca-Cola Corporate Intern Program, an eight- to 10-week internship in the marketing department of corporate headquarters, for which she will receive approximately $5,000. Johnson is a member of the Walton College Honors Program.

National Security Education Program
DAVID L. BOREN SCHOLARSHIP
DANIEL HAZMAN has been awarded the National Security Education Program (NSEP) David L. Boren Scholarship for undergraduate study abroad. The NSEP objective is to educate U.S. citizens about foreign cultures and enhance international cooperation and security. Hazman, a native of Ft. Smith, is an economics major with minors in Spanish and math. He received the outstanding economics student award this spring. He received over $37,000 from the NSEP and has chosen to spend a year studying in Brazil. In addition, Hazman has been selected as a national recipient of the International Mass Retail Association (IMRA) Scholarship in its inaugural year. He was previously featured in Time magazine as a National Tandy Scholar and in

Extra!