

Voices

A biennial publication from the Sam M. Walton College of Business

Office of Minority Affairs



QUOTES

"Continuous effort--not strength or intelligence--is key to unlocking your potential." Liane Cardes

"Knowledge is not what the pupil remembers, but what he cannot forget"--- Anonymous

Minorities in Corporate America with Paula Sneed, Executive Vice President of Kraft Foods, Inc.

Paula Sneed, Executive Vice President of Kraft Foods, Inc., visited the University of Arkansas and the Sam M. Walton College of Business in February 2006 to discuss with listeners possibilities and pitfalls of being a minority in Corporate America. Ms. Sneed shared five principles with her audience.

Principle 1: Be a dreamer

Principle 2: Have a plan

Principle 3: Resolve to be a reality shaper

Principle 4: Surround yourself with the right people

Principle 5: Be a poster child for exemplary behavior

Aside from sharing her principles Ms. Sneed shared a list of expectations she lives up to in her daily life. This stemmed from a question about how to assure oneself in getting positive write-ups:

⇒ Be self confident

⇒ Be humble

⇒ Be optimistic

⇒ Have energy

⇒ Be decisive

⇒ Be a risk taker, resilient and resourceful

⇒ Have courage

⇒ Abide by the highest ethical and moral standards

The outlook for future business

professionals is global. Attendees were encouraged to learn more languages and take an international assignment when given the opportunity. The expectations for future professionals is a mobile one. When faced with a challenge, it is optimal to face the frustration and transition on the day that you are most happy. Continue to invest in self and ask yourself questions about where you want to be in 25-30 years, what are you learning or what have you learned (from the experience) and how has your knowledge of business been expanded.

Ms. Sneed offered sound advice as she shared from her experiences as a minority professional in the corporate sector.

2006-2007 Financial Aid Preparation Tips

It's that time again! Every year parents, students and all citizens begin the process of preparing tax returns for the previous calendar year. While preparing your 2005 taxes, it is important to remember to complete another annual task as it relates to students pursuing educational endeavors—completion of the Free Application for Federal Student Aid (FAFSA). The FAFSA is the beginning of the process that leads students and parents toward financial relief in the pursuit of higher education. Failure to complete this task early may prohibit students from being eligible for need-based federal, state and/or private aid (i.e. scholarships). The FAFSA requires the use of both the parent and student 2005 tax information to be completed. The form can be completed online at www.fafsa.ed.gov; however, it is necessary for both the student and a parent to sign the document either electronically or by printing and mailing in a signature page. The fastest and most efficient way to complete the process is for both the student and a parent to obtain pin

numbers prior to completion of the online FAFSA. Pin numbers are individual identifiers that act as a signature for the individual to whom the number is assigned. Pin numbers can be obtained from www.pin.ed.gov.

Be sure to monitor state aid deadlines that can be found on the FAFSA. For the state of Arkansas, the state deadline is April 1. If you complete the FAFSA after that date it does not mean that you are too late; however, it may prevent your student from being eligible to receive need-based aid. Thus it is important that your taxes and the FAFSA be done early.

If there are **special circumstances** or changes in your income that are unforeseen, then it is imperative that you contact the institution's financial-aid office to find out the process for completing a special circumstances application. This may or may not be of assistance to you; but every little bit helps.

If after you have completed the FAFSA and an award notice is received from the school and there does not appear to be enough financial assistance, then parents can apply for a parent-plus loan. (FYI: Loans that are awarded to a student or parent based on the FAFSA are a form of financial aid). Typically parents can obtain a parent-plus loan application form from the institution financial aid office or the financial institution where the loan request is being made. If the parent is denied a parent-plus loan, then it may be possible for the student to request in writing additional funds in the form of an unsubsidized loan.

If all else fails and funds are still needed then students and parents can turn to an alternative loan. Alternative loans are private loans used for educational purposes. These loans can be used to cover past due accounts (in some cases) or current balances. A list of alternative loan lenders can be obtained through the institution's financial aid office.

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Martin Luther King: Legacy and Corporate America

On January 25, 2006, Minority Affairs sponsored a panel discussion of current professionals in executive roles as it related to the legacy of Dr. Martin Luther King, Jr. and Corporate America. The panelists for the discussion included Gerald Jordan, Associate Professor of Journalism for the University of Arkansas; Donald Bland, Associate Director for the Center for Retailing Excellence; Shawn Coker, Vice President, Diversity Business Practices for Tyson Foods, Inc.; Esther Silver Parker, Vice President for Diversity Relations, WalMart; and Michael Steel, President/Chief Executive Officer Advantage Communications, Inc. The forum was moderated by Isiah Reese, Director of Sales for MasterFoods, Inc.

Several questions were posed to each candidate regarding the topics surrounding success in Corporate America, diverse communication and interaction and proactivity. One such question asked by the moderator was "what does it take for diverse candidates to be successful in Corporate America today?" Two of the panelists responded stating that to be successful individuals must be smart, work hard, stand up for issues, have personal integrity, build relationships, and understand corporate culture and how the company works and add value to an organization. Adding value in this instance meant not just meeting expectations but exceeding them on all levels. One way to exceed those expectations is to seek help when needed by using and leveraging the relationships that have been created since arriving at the organization and with those outside of the organization. Following suit with this question, reference was made to the glass ceiling effect and whether or not it still exists in corporations today. The response from the panelists was in general—"YES," but they further offered suggestions and shared their views on how this might change in years to come.

The forum continued with various other pertinent topics that could assist new professionals with beginning a career equipped and prepared for the challenges that they might face. Students were encouraged to make the right choices early and examine where they desire to be. Remember that every human being has value and brings value to the table and that the rules are neither what they seem nor what they need to be. For more information regarding this event or to see the discussion yourself please visit: <http://ice.waltoncollege.uark.edu/mediasite/viewer/> Click on Minority Affairs to get to the link.

Summer Tutoring Available

The Summer 2006 tutoring schedule will be available online for all students enrolled in business courses at the University. For more information please visit <http://www.waltoncollege.uark.edu> click on **Students**, then click on **current students**, and **tutoring schedule** in the left column. For more information about tutors or the schedule, please contact Patsy Mckinney at pmckinney@walton.uark.edu or call 479-575-4557.

If you are having trouble in a class, there are tutors available for ECON 2023, ECON 2013, WCOB 1023, WCOB 1033, WCOB 1012, ISYS 3603, FINN 3003, WCOB 2023, & WCOB 2043.

Tutoring is also available for non-business classes at the **Enhanced Learning Center** (elc.uark.edu) located in the Gibson Hall Annex. If you can not find a tutor for a subject area where you are having difficulty, then come by our office, and we will seek one out for you.

We want you to be successful!!!



Alumni Corner

Ebony Oliver, BSBA ('03) was named General Mills Sales Diversity Champion for the 3rd Quarter for the Southeast Region. Ebony was nominated by a colleague for her efforts to reach out to new hires, promoting awareness, providing education, and increasing understanding, which has led to increased understanding and acceptance of differences in her office.



National Association of Black Accountants and (NABA) Beta Alpha Psi (BAP) Receive H.A.N.D.S. Award

The Helping and Nurturing Diverse Scholars (H.A.N.D.S.) Award was created and established by the Dean Student Advisory Board in the Spring 2006 term. There were two sets of criteria presented: one for individual students and the other for organizations. The first recipients for the individual awards were Justin Grimes and Carl Mathis. The first recipient of the organization award goes to the student chapter of the National Association of Black Accountants and Beta Alpha Psi for their joint efforts to increase collaboration and diversity among their organizations. They have worked hard during the 2005-2006 academic year to present projects that reflect their commitment to diversity on all levels at the University of Arkansas. Congratulations to the individuals and members of each organization for their success!



National Association of Black Accountants (NABA) Spring 2006 Activities

NABA continues their efforts to remain an active and vibrant organization, NABA hosted several events and activities during the Spring 2006 term. These events included the Walton College Black History

Month Trivia, Spring Men's Summit (to be held April 29th), the 33rd Annual Accounting Recognition banquet, community service activities, honors award, recognition banquet and more. NABA has also elected its 2006-2007 officers and began planning for another year of successful endeavors. For more information regarding the NABA student chapter, please contact Dominique Hunter, chapter President at dhunter@uark.edu.

CONGRATULATIONS 2006-07 NABA OFFICERS!

President: Juanita Evurunobi; First Vice President: Stanley Spates; Second Vice President: Cassandra Ellington; Secretary: Jessica Lewis; Assistant Secretary: Aeisha Smith; Treasurer: Chanta Givens; SCREP Reporter: Demeica Birmingham; Public Relations: Joy Ibanga

2006 Summer Programs Ready to Commence—Applications now available

This summer, the Sam M. Walton College of Business Office of Minority Affairs will host the 12th annual Accounting Career Awareness Program (ACAP) and the 5th annual Technology Awareness Program (TAP). ACAP and TAP are each intensive, one-week residency programs designed to bridge the gap for minority students in the areas of accounting and technology. Each program is designed to fulfill a need that exists in business to diversify the employee pool with talented individuals who have undergone education similar to that offered in the summer programs and in the Walton College. Students will benefit from exposure to University life, networking opportunities, and skills that will assist them in making career decisions for their future.

Applications for the 2006 programs are available online at [http://www.waltoncollege.uark.edu/minority affairs](http://www.waltoncollege.uark.edu/minority%20affairs) or you can call our office at (479) 575-4557 for additional information.

Program Dates for 2006:

ACAP—June 17-24, 2006

TAP—July 15 - 22, 2006

Minority Affairs also introduced the Girls and Money Management Enrichment Program (GAME) for the 2005 Summer term.

Last year, the Women's Giving Circle provided a grant of \$20,000 to a start-up program in the Sam M. Walton College of Business. The Girls and Money Management Enrichment (GAME) program launched its inaugural program this past summer as host to 25 high school women from across the state. These young women, of African American and Hispanic descent, gained first-hand experience about financial topics ranging from personal financial responsibility in purchases, identity theft, credit and debt to potential careers in the world of finance. The week-long experience concluded with a trip to the Federal Reserve Office of Kansas City.

The funding from the Giving Circle provided served as seed money for future programs. Beginning with the summer 2006 term, the program underwent a name change and will now accept males (or guys) as part of its population. The program will now be referred to as **Girls and Guys and Money Management Enrichment (G²AME)**.

Program Dates for 2006:

G²AME—June 24, 2006—July 1, 2006

Minority Students on the Dean's and Chancellor's Lists

Students who make the Chancellor's List have 4.0 grade point averages for the term in which they receive the honor. The fall 2005 chancellor's list included several minority students: Marc Anthony Lipscomb, Krystina Kay Walker, Jason Robert Wilkins, Yerim Kim, Blake Alexander Strode, Thomas Vo, Yu Zhou, Jamie Ann Curtis, and Imraan Haroon Ismail.

The Dean's list students are within the top 10 percent of their class in the Walton College. For the fall 2005 term, the freshmen must have a 3.75 grade point average or higher, the sophomores a 3.6 or higher, and a 3.8 or higher for junior and senior level students. This list also included several minority students: Inieke-Joy Ibanga, Aisha Smith, Adam Walton Sparkman, Marina Calico, Chanta Lutece Givens, Amanda Carole Jones, Long Lor, Stephen Patoc Smith, Jennifer Marie Alvarez, Duyen Bich Vu, Anthony Rey Martinez, Vicky Melissa Pruitt, Joseph Thanhhung Tran.

The Office of Minority Affairs congratulates these students on a successful academic year and for making the Dean's and Chancellor's Lists for the Fall 2005 term.



Congratulations Summer and Fall 2005 Minority Student Graduates

Cadesha Endreece Benson	David Dinh Nguyen
Pierre D. Brown	Suhrob S. Radjabov
Randy Dorian Brown Jr	Soutcharit Souvannakhot
Carla L. Craig	Sanjiva K. Srivastava
Brandin Demond Davis	Naresh Kumar Vongole
Joemo Kenyarty Graham	Fernando Martinez
Dorian Jermonte Johnson	Crystal Nicole Anderson
Jerimy D. Loyd	Sudsahara M. Callaway
Maribina Ancheta Reynolds	Brittney Lashay Johnson
Loretta J. Smith	Earl DeWayne Williams
Davina Carrin Spencer	Charlene Ann Charles
Johnjalyn Franchesca Street	Jia Wei Hu
Squire Houston White	Jana Kim
Gregory M. Williams	Jin Ma
Nathan Allen Fox	Kenny Vuong Nguyen
Jennifer Arlene Harp	Vu Phuong Tran
Matthew Blair Panzer	Guangyu Christina Weaver
Christopher M. Sharp	Nichole C. Munoz
Richard Carpio Keech	V. Melissa Pruitt
Jason Kwan	

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IMPORTANT DATES TO REMEMBER:

April 10-August 25, 2006: Open Registration

May 4, 2006: Last day of Spring Classes

May 13, 2006: Commencement

INTERESTED IN STUDY ABROAD? Opportunities to study in Japan, China, Italy, as well as other countries exist through the Walton College. Study abroad offers valuable information and experience! For more information contact the International Business Studies Office, WCOB 402, at 575-6836.

Alumni News: We'd like to hear from you. Let us know your accomplishments, job changes, advancements, and community service achievements. Email us at pmckinney@walton.uark.edu.