

2018

Leadership Walton, 2017-2018

Sam M. Walton College of Business

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LW
Leadership Walton

WILLARD J.
WALKER HALL

ANNUAL REPORT 2017-2018

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MISSION

The mission of Leadership Walton is to offer a unique program with a blend of academic, leadership and career development opportunities specifically designed to guide the student toward lifelong professional success. This program fills the gap between academic pursuits and workforce preparation.





Leadership Walton

2017-2018 Annual Report

Leadership Walton (LW) was founded in 2007 as a professional developmental program designed to help students strengthen their marketability before entering the workforce. The core components of the program allow students to showcase their leadership, enhance their academics, and monitor their career path management. However, in our 11th year we made two key additions to the program which we feel will further strengthen the quality of our students' experiences.

First, a Student Executive Committee was formed to provide a leadership opportunity for students seeking a way to become more active in the organization. After a highly competitive application process, eight student members were chosen to serve on the committee. These students provided valuable support to LW activities and offered advice on events throughout the year. Getting to know them has been a pleasure, and their participation has greatly improved the quality of our programming throughout the year.

Second, after receiving feedback from our employers, a Communications Track was added to Leadership Walton. In addition to core requirements, Leadership Walton students will now work with the Business Communication Lab to sharpen their presentation skills, writing ability, and professionalism. A blend of lectures, academic requirements, online tutorials, and special events ensure that when a student completes our program, they 1) value professional communication and 2) acquire the skills to do so effectively.

We hope you enjoy learning about not only these two key additions, but all of our accomplishments this year!

JR Hinkson - jhinkson@walton.uark.edu
Associate Director for Undergraduate Programs



JK Symancek, CEO of Academic Sports, speaking to Leadership Walton



Business Career Fair

Student Executive Committee

In 2017, Leadership Walton formed a Student Executive Committee to give members a role in the growth of the organization. They have a three-part mission:

- 1) To strengthen the visibility and quality of Leadership Walton
- 2) To provide support for Leadership Walton activities
- 3) To advise on program changes to Leadership Walton



Mariam Bartlett - President
Fayetteville, AR

Kelsie Stone - VP for Public Relations
Frisco, TX



Mia Norton - VP for Community Engagement
McKinney, TX

Andrew Bickford - Board Member
Plano, TX



Bailey Beykirch - Board Member
Pittsburg, KS

Connor Mackey - Board Member
Jonesboro, AR



Molly Tyler - Board Member
Lufkin, TX

Aaron Zhou - Board Member
Qingdao, China



COMMUNITY SERVICE

"Being of service to the community is a key component of true leadership, and students in Leadership Walton put that philosophy into practice through a variety of opportunities. Through their service, students not only get to network with companies, but they also get to give back to the community!" -- Mia Norton, VP for Community Engagement

Ronald McDonald House Charities

At Washington Regional Medical Center in Fayetteville, families with children who are long-term patients can stay at the Ronald McDonald House. In partnership with different companies in NWA, including Tyson, Nestlé, and Cintas, Leadership Walton members cooked a meal each month for the residents of the facility. Whether it was spaghetti or meatball soup, residents of the facility didn't have to worry about who was making dinner - Leadership Walton said, "It's on us!"



Scull Creek Trail

Since its founding in 2007, Leadership Walton has held yearly cleanups of the Scull Creek Trail right here in Fayetteville. We often partner with companies to give the students a chance to network while also making the trail look beautiful. This service has typically been the favorite of our students - it gives them the chance to get outside, get a little dirty, and enjoy the company of other students!

COMMUNITY SERVICE



Golftoberfest

Benefiting the Single Parent Scholarship Fund of Northwest Arkansas, this annual mini-golf competition gives Leadership Walton students the chance to showcase their putt-putt skills while raising money to help single parents continue in higher education.

Full Circle Food Pantry

Leadership Walton partnered with Aldi to help stock the Jane B. Gearhart Full Circle Food Pantry located on the UofA campus. Students unloaded the food, weighed the items, and neatly stacked the shelves of the pantry. This was a successful community service event, and we hope to continue to work with the Full Circle Food Pantry!



Business Career Fair

With nearly 150 companies attending the fall and spring Business Career Fairs, there is plenty for Leadership Walton students to do to make the fair happen. Students run bag check, assist employers with their recruitment materials, and clean the hospitality area. This year, over sixty students pitched in to help out!

COMMUNITY SERVICE

Lemonade Day

Lemonade Day is Leadership Walton's most prominent community service activity. As part of this nationwide program that allows college students to teach youth aged 8-13 the basics of entrepreneurship, Leadership Walton students get to strengthen their own skills by teaching youngsters how to run a lemonade stand!



Fifty Leadership Walton mentors are accepted each Spring into the program and paired with schools across Northwest Arkansas. These mentors apply their knowledge from the college classroom by teaching four basic business concepts: product development, budgeting, marketing/stand location, and pitching to an investor. Throughout the month of April, the mentors visit their assigned schools once a week, dedicating each week to one of the lessons.



Each year, on the first Saturday of May, students around the nation set up their lemonade stands hoping to execute their business plans and make a profit! Last year, classrooms in Northwest Arkansas participating schools made, on average, a profit of \$375 on their stands.

Molly Tyler, Board Member on the Student Executive Committee, has taught these lessons for three years. Molly said, "Lemonade Day allows youth to explore their young, creative ideas. This unique program shows them that you can never be too young to think with an entrepreneurial mindset."





#hireWalton

Companies who participated in Leadership Walton events this past year!



- | | | |
|--------------------------------|---------------------------|------------------------------------|
| ACCO Brands | East Harding Construction | |
| Acxiom | Edward Jones | |
| ALDI | Enterprise | |
| Amazon | Fisher Investments | |
| Anheuser-Busch, LLC | GEICO | Nestlé |
| ArcBest | General Mills | Northwestern Mutual |
| Arvest Bank | Goosehead Insurance | Phillips 66 |
| Bank of Fayetteville | Hershey | PriceKubecka, PLLC |
| Belk | Hilton | Raymond James |
| Blue Bunny | Hormel Foods | Reckitt Benckiser |
| Capspire | Inceed | Schneider |
| Cerner Corporation | Insight Global | ServiceMaster |
| CH Robinson | International Paper | Sherwin-Williams |
| Chambers Bank | ISN | Signature Bank of Arkansas |
| Chick-fil-A | J.B. Hunt | SRS Distribution |
| Cintas | Johnson & Johnson | State Street Corporation |
| Cognizant Technology Solutions | Kellogg's | Superior Automotive |
| Colgate-Palmolive | KeyBank | Schwan's Company |
| Conoco Phillips | Koch Industries | TMC Transportation |
| DGS Consulting | Kraft Heinz | Total Quality Logistics |
| DHL Supply Chain | MISO | Transplace |
| Dillard's | Murphy-Hoffman | Tyson |
| | | Uline |
| | | United Rentals |
| | | Uptown Eyes |
| | | Waco Title |
| | | Walmart |
| | | Washington Regional Medical Center |
| | | Werner Enterprises |
| | | Windstream Communications |
| | | Wyndham Worldwide |
| | | Zenwork |

"I feel so fortunate to have the chance to speak with so many great companies and learn about the work they do and what they want in an employee."

-- Erin Mertes, Junior

Leadership Walton Events



Startup Crawl

Organized by Startup Junkie Consulting, the Startup Crawl introduced the entrepreneurial ecosystem of Northwest Arkansas to the public. Sixty Leadership Walton students visited a variety of locations around downtown Fayetteville, each featuring a variety of different startup companies. Students gained insights about startup creation and business development from communicating with business creators and professionals.

J.B. Hunt Company Visit

In April, fifty Leadership Walton students visited the J.B. Hunt Corporate campus in Lowell. The visit included a presentation about the basics of J.B. Hunt's operation, a tour of their facilities, and a panel discussion with several members of their leadership team. Leadership Walton Junior Garrison Coker said, "We were able to gain valuable insights from leaders who were kind enough to carve room out of their hectic schedules."



Dining Etiquette Training

The Social Dining Etiquette event consists of a short training followed by a three-course dinner with local employers and fellow students. Students have the opportunity to learn about the do's and don'ts of professional networking while dining with a company. The event has been so successful that we are now having it twice a year.

Leadership Walton Events



DAAC Lunch and Learn

Matt Waller, Dean of the Walton College, invited students from Leadership Walton to participate in a Lunch and Learn with the Dean's Alumni Advisory Council. Twenty-five Leadership Walton students attended this event, including members of the Student Executive Committee. Here, they had the opportunity to learn from leading experts about the many opportunities within their majors.

Pitched Perfect

What happens when speed dating meets recruiting? Pitched Perfect is just that - an opportunity for a student to give one employer their very best "elevator pitch" and then move on to the next to do it again. With each successive pitch, the student takes the feedback and makes his/her pitch better and better! This year Leadership Walton partnered with Leadership Fayetteville through the Fayetteville Chamber of Commerce on Pitched Perfect.



Diversity in the Workplace

Sponsored by the Office of Diversity and Inclusion, Diversity in the Workplace offers Leadership Walton students an opportunity to hear from industry leaders on the value and strategic advantages of a diverse workforce. Here, Todd Jenkins from J.B. Hunt leads the panel discussion, challenging our students with thought provoking questions.

Communications Track

The Big Picture



1

PRESENTATION
SKILLS

2

PROFESSIONALISM

3

BUSINESS
STORYTELLING

4

TECHNICAL
COMPOSITION

Communications Track

Lectures and Tutorials in 2017-2018

Crafting an Elevator Pitch

Business Storytelling

Adapting to Professional Situations Through Non-Verbal Communication

Pitched Perfect

Presentation Skills

Using an Effective Tone

Writing Bad News E-mails

Writing Concisely

Writing Introductory Emails

Writing Persuasive Messages

Writing Routine E-mails

"Effective career path management demands an increased attentiveness to developing your communication skills. The Leadership Walton Communications Track provides students with opportunities to refine the varied writing and public speaking skills their professions will require." - Dr. Ryan Sheets, Director, Business Communication Lab

Congratulations!

Students completing Leadership Walton in 2018

NICHOLE ALLEN

EMMA FIELDS

MORGAN MYERS

KARINA AMEND

KEITH FOX

AYESHA PATEL

RACHEL AMOS

ALEC GOSWICK

BAILEY PRATT

MACARENA ARCE VEGA

DREW HAMMONS

MCKENZI PUZIN

ALEXANDER ARSENI

KALEB HARVEY

TAYLOR ROBERTSON

JEFFREY BAKALAR

MARCUS HATLEY II

CAROLINE SAGE

JENNA BARTOK

TAYLOR HILL

RACHEL SIMPSON

BRITTANY BUTLER

JOHN HOWARD

SCOTT SIMS

GARRISON COKER

TIFFANY HULKOWICH

PRATIKSHA SINGH

BRENT COLLINS

HANNAH HUNGATE

DANIEL SMITH

EMILY COOK

MEGAN KETCHER

EMILY SONTAG

MAGGIE FANCHER

RACHEL LANDOLL

BRITTANY STETTMEIER

ABBIE MCGITTIGAN

IAN STONE

JEFFREY MILLS

ADIA THREATT

COURTNEY WILSON



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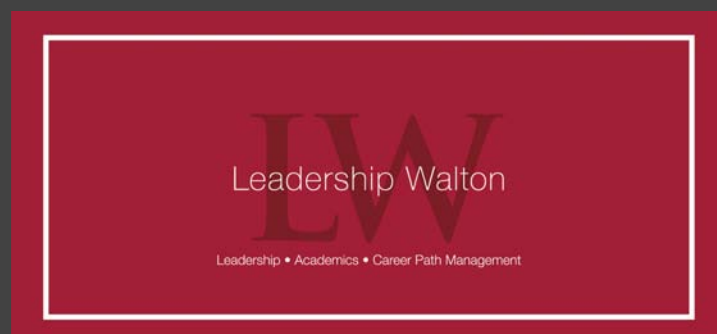


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