UA99/7 Good Ol' BU Vol. 1, No. 1

BGBU Alumni Association
BU grad makes WKU history

Bowling Green Business University graduate Gordon Ford made a commitment of more than $10.6 million in gifts to support Western Kentucky University’s business college. To reflect the impact this donation will have on Western, the Board of Regents has renamed the business college the Gordon Ford College of Business.

“This gift, the largest ever received by the University from a single donor, will be transformational, not only for Western, but for the community and region as well. It will provide a solid foundation for growth into the next century,” WKU President Gary Ransdell said.

Investments from the fund will support student and faculty scholarships, research projects, technological enhancements and social and leadership development for graduates, business Dean Robert Jefferson said.

The college also wants to change from a lecture environment to a hands-on learning center, Jefferson said.

Ford said he chose to make this gift because he has “been interested in education for many years, believing that education is the hope of the world.”

Ford’s family has had a connection with Western for more than 90 years. His mother attended Western in 1907-09, just after it moved to its present location on the “Hill” in 1906, and received a teaching certificate. Ford came to Bowling Green in 1931, graduating from Bowling Green Business University in 1934. BU merged with Western in 1963 to become the Bowling Green College of Business Administration.

He has numerous ties with education, including giving 10 or more scholarships a year for worthy students at Western since 1992. He was one of the founders of Kentucky Southern College, served as a trustee at Bellarmine College and the Southern Baptist Theological Seminary in Louisville.

A native of Greenville, Ky., Ford was a founding partner in the accounting firm of Yeager, Ford and Warren in Louisville. That firm merged with the firm of Coppers & Lybrand, which recently merged with Price Waterhouse.

After retiring as a partner, Ford serves as a member of the WKU Board of Advisors and as a director of the WKU Foundation.

He is married to Glenda and has three children: Dr. Gordon B. Ford Jr. and Gayle Ford Whittenberg, both of Louisville, and Gregory N. Ford of Melbourne, Fla.

Ford said the education he got from dedicated professors inspired him to give back to Western and he challenged others to do the same.

“They need it,” he said. “I had it.”

Gordon Ford College of Business Dedication

Friday, May 7, 1999
11:00 a.m.
Grise Hall

Luncheon
12:00 p.m.
Preston Center Lawn
Colbert received the Meany-Holland Professorship

In 1993, Dr. Janet L. Colbert was awarded the Meany-Holland Professorship which served as the starting point for her career in the Gordon Ford College of Business. Her primary focus is conducting research; however, she does find the time to teach a few classes.

"The Meany-Holland Professorship has allowed me the opportunity to pursue research in auditing," Colbert said.

Colbert specializes in auditing and assurance services. Her research focus is on internal control issues and risk models. She conducts continuing education seminars for CPAs, internal auditors and management accountants. Colbert is a CPA and a CIA (certified internal auditor) and has authored over 50 articles.

The Meany-Holland Memorial Fund was created in 1984 and thanks to the commitment of BU alumni it has reached $865,560 as of Dec. 31, 1998. The principal is maintained in a perpetual trust, with the interest being used to fund an endowed chair in the Department of Accounting. These contributions are greatly appreciated and any further contributions to help meet the goal of the founders are welcome.

It’s Reunion Time

Pack up your memories, call a BU friend and head towards Bowling Green, because it is time for a reunion for all the graduates of the Bowling Green Business University.

The reunion begins on Friday with the Gordon Ford College of Business Dedication at 11 a.m. followed by the Dedication luncheon at noon.

Registration will take place from 2-6 p.m. at the University Plaza Hotel. Dinner will be at 6 p.m. at the Bowling Green/Warren County Convention Center. This will be a fun, casual evening.

You are encouraged to bring your BU memorabilia to dinner for a trip down memory lane. You will also have the opportunity to purchase BU merchandise such as hats and golf shirts at the reunion.

On Saturday, the brunch begins at 9 a.m. at the Institute for Economic Development. A golf outing is planned for 1 p.m. then concludes with a dinner that evening.

The BU alumni who are planning this event could be someone you know, so look at the following list.

- Claude Blankenship '63 (615) 373-3771
- Leon Page '43 (502) 586-4860
- Ron Shrewsbury '58 (502) 782-8530
- Eugenia Smith '43 (502) 781-3036
- Helen Smith '39 (502) 843-9604

If you have any suggestions, don't hesitate to contact a member of the planning committee or the WKU Alumni Association at 1-888-WKU-ALUM.

Answers to Test Your Memory

1. Commercial Teacher Training, Accounting, Business Administration, Secretarial Work
2. Betty K. Austin Cup; Yeager, Ford & Warren Accounting Award
3. Towers

If you have a trivia question for your fellow alumni, send it (with the answer) to Editor, Good Ol’ BU, WKU Alumni Association, 1 Big Red Way, Bowling Green, KY 42101 or send us an e-mail alumni.association@wku.edu
Campus Spotlight

Jefferson steps it up for students

Less than three months after Dr. Robert Jefferson began his career as Dean of the Gordon Ford College of Business, Western began its Master of Business (MBA) program. This is just one example of the great things that have happened since his arrival at Western.

Approximately 40 students are currently enrolled in the MBA program coming from such employers as the Dollar General Corporate Office, Fruit of the Loom, TransFinancial Bank, United Parcel Service and the U.S. Department of Agriculture.

With the support of BU and WKU alumni, the Gordon Ford College of Business has been able to bring quality professors to the university.

In addition to the Meany-Holland Professorship of Accounting, the Leon and Ruby Mai Page Professor of Banking and Financial Planning along with the Leon and Ruby Mai Page Scholarship Fund were established by 1943 BU graduate Leon Page.

The most recent gift received was from Mary R. Nixon, a 1977 graduate of Western, in whose honor the Mary R. Nixon Professor of Accounting will be established.

One success of the college has been a partnership with the business community where over 100 executives have come to the classrooms in addition to offering These partnerships have allowed Jefferson to fulfill his goal of finding good students, turning them lose and supporting them to the best of the college's ability.

Jefferson's areas of expertise include business to business marketing, not-for-profit marketing, survey research and marketing education. He has experience in energy and utility industry, banking and financial institution marketing, health care marketing and educational programs marketing.

He has been published in the several prominent publications, performed scholarly presentations at various academies as well as serve on serve national committees. His previous global program development activities involved the countries of England, Ireland, Germany, Frances, the former Yugoslavia, the Czech Republic, Thailand, Hong Kong, Norway and Austria.

Prior to joining Western, Jefferson served as the Dean of the College of Business at both Illinois State University-Normal and Western Illinois University. Jefferson received his bachelors, masters and doctorate at the University of Iowa.

Do you want to pass on the memories of your college experience so that others may enjoy them?

If so, please consider donating or sending to The Kentucky Museum any memorabilia from your days at Bowling Green Business University.

Good Ol' BU is a quarterly publication of the WKU Alumni Association.

Sarah Ramsey, Editor

Questions about BU Activities should be directed to Jill Blythe
WKU Alumni Association
1 Big Red Way
Bowling Green, Ky 42101
1-888-WKU-ALUM
or email jill.blythe@wku.edu
Test Your Memory

1. What were the four departments at the Bowling Green Business University?

2. What two awards were presented annually at the Class Day Exercises?

3. What was the name of the yearbook for the Bowling Green Business University?

Answers appear on page two.