

# SWOSU Business Faculty and Students Win Awards at Regional Conference

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Faculty and students of the Everett Dobson School of Business and Technology at Southwestern Oklahoma State University in Weatherford recently won honors at a regional conference of the Accreditation Council for Business Schools and Programs (ACBSP).

The conference was held in Searcy (AR) and two SWOSU faculty—Lisa Friesen and Jonna Myers—were named “Best of Region” for their presentation and are invited to the national conference in Kansas City in 2018. SWOSU students Braedon Martinez and Brenna Villines placed third in the conference’s Business Plan competition.

The ACBSP accredits business programs worldwide. The regional conference welcomed faculty and students from Oklahoma, Arkansas, Louisiana, Texas and New Mexico.

Friesen, Myers and many other conference attendees earlier submitted presentations to be considered as part of the conference program. Friesen and Myers were one of only three presentations chosen for the conference. Their presentation, titled “Innovative Retention: Developing Faculty for Student Success,” was well received and sparked a lively discussion and much interest among the group of university faculty.

Through an evaluation conducted at all the ACBSP regional conferences, Friesen and Myers were named “Best of Region” at this conference, which will allow their registration fees to be waived at the national conference.

Also at the regional conference, the school’s associate dean, Dr. Patsy Parker, and two other business school deans led a panel discussion for the group of faculty and administrators.

The student conference consisted of presentations from the students, an elevator speech competition and mock interviews with area business owners/managers. Students from institutions in Arkansas, Oklahoma and Louisiana were present for the conference. A tour of a “think tank,” a newly renovated building used as a business incubator in downtown Searcy, provided an interesting field trip for the group of university students.