

The Note

Fall 2006

Acton on The Move



Acton teaches the importance of location when opening a business and the same applies for opening a business school. The school has been searching for a permanent campus to enrich scholars' learning experience; last January Acton closed on the purchase of over 2.5 acres.

The new campus, located on the northeast corner of Interstate 35 and Riverside Drive, provides an ideal setting to inspire and motivate scholars, with views of Town Lake and the Austin skyline. Acton is

aiming for an intellectually dynamic and aesthetically pleasing building and public square. In a word, the new facility will be "awesome."

The state of the art building will allow the business school to experiment with new teaching techniques, including cutting-edge technology that will film all students and faculty during entire classes. This method will offer scholars and teachers the chance to review entire lessons, as well as evaluate and create strategies for growth and improvement in the classroom. Acton will be one of the first schools in the country to utilize such a system.

The two-story building will also feature a 60-seat amphitheatre, and the second floor offers a larger space with a view of Town Lake. This space, suitable for special events, also can be broken down to accommodate smaller study groups. Acton has plans for a second building, but Acton

"The new campus will be a place for both students and alumni to call home."

- Georgia Spaeth
Executive Director for The Acton MBA

ACTON MBA
in Entrepreneurship

MARK YOUR CALENDARS!

The Fall Alumni Case Discussion will be led by Steven Tomlinson on Tuesday, November 14th.

NOW ACCEPTING APPLICATIONS

The Acton MBA is now accepting applications for the 2007-2008 year. If you know someone who has the integrity, intelligence, and drive to be successful at Acton, encourage them to visit www.actonmba.org today.

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Information Sessions



Responding to an overwhelming demand for a second Information Session this Fall, The Acton MBA will host one in Austin in October, as well as an additional one in Houston in November. During these sessions, Acton's entrepreneur-teachers will push prospective students to ask themselves, "What am I trying to get out of an MBA?" and "What does an MBA have to do with finding my calling?" Furthermore, these sessions allow potential students to meet current Acton students, alumni, and teachers.

This year's Information Sessions will include an alumni panel that will field questions from prospective students. Alumni testimonials about Acton are incredibly valuable to prospective students and a great way to keep alumni involved in the recruiting process. If you are interested in sitting on one of our spring panels, please contact our Director of Recruiting and Public Relations, Jessica Blanchard, at jblanchard@actonmba.org.

"Pursuing an MBA is a life changing decision. Prospective students leave these sessions with questions that help them decide what is right for their lives, and how an MBA fits in."

- Brandon Willard, Acton Scholar 2006
Marketing Manager, TippingPoint Technologies

With over 80% of our students applying to the program due to alumni recommendations, The Acton MBA needs help from its alumni now more than ever. The goal is to have 35 outstanding students enrolled in the 2007-2008 school year – a goal which can be attained only with the aid of alumni support and referrals.

If you know someone who has the intelligence, integrity and drive to be an Acton Scholar, please direct them to one of the information sessions this fall. RSVP today for any of the sessions at www.actonmba.org.

THE ACTON MBA INFORMATION SESSIONS

Acton will be hosting
two Information Sessions
this Fall

Austin

Thursday,
October 19, 2006
6:00 to 7:30pm

Acton MBA Classroom
811 Barton Springs Road

Houston

Wednesday,
November 1, 2006
6:00 to 7:30pm

Four Seasons Hotel
1300 Lamar Street

The Alumni Beat



ACTON MISSION:

Our mission is to prepare talented and dedicated students for extraordinary lives as principled entrepreneurs.

THE ACTON MBA PROMISES TO TEACH STUDENTS TO:

Learn How to Learn

Learn How to Make Money

Learn How to Live a
Life of Meaning

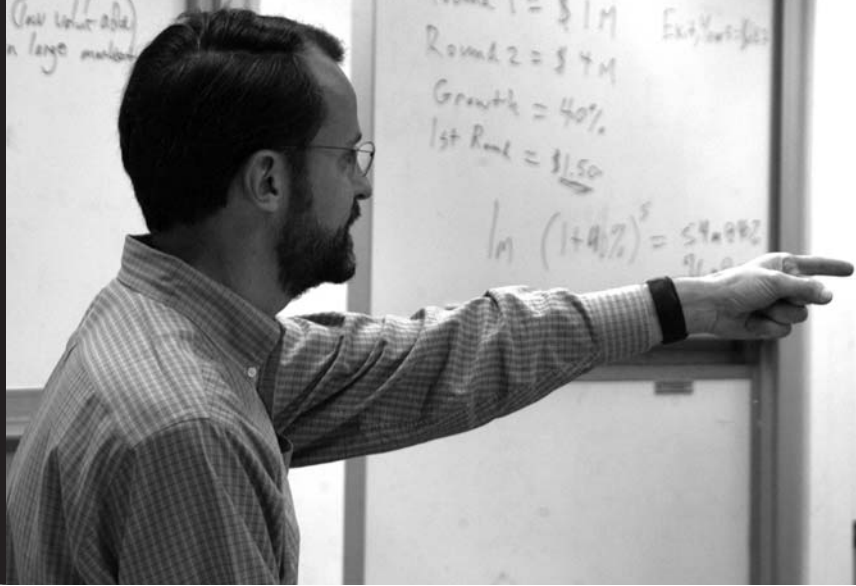
Alumni Profile: Beau Burkett '05

Beau grew up in an entrepreneurial family, and although he attended Texas State University on a golf scholarship, he gave up competitive golf to follow his entrepreneurial roots. While an undergraduate, Beau started Burkett Media, a billboard leasing company, as well as Burkett Transit, which won the contract to act as sole provider of street furniture (bus stop benches, etc.) for San Marcos, Texas.

Beau chose Acton after realizing it offered a style of learning different from the traditional MBA classroom. "You're putting yourself in the business owner's shoes and getting yourself out of binds—much more beneficial than a traditional business degree." He was particularly motivated by Master Teacher Jeff Serra, whose Harvest class taught Beau the intricacies of building a business, then selling it to another company for a profit.

In January 2006, Beau sold Burkett Media's 30 billboards to a large media conglomerate out of Utah after he'd increased his revenue over 500%. Now Beau is rebuilding Burkett Media with plans to expand his existing Texas billboard coverage into regions of Oklahoma, Louisiana, and New Mexico. His goal is to more than double the size of his company, then sell once more, repeating the process and making Burkett Media a power player in the billboard business.





FEE MISSION:

The Foundation for Entrepreneurial Excellence (FEE) is dedicated to creating a revolutionary case curriculum, teacher training program for entrepreneurs and free market governance model for business schools.

FEE Alumni Return to the Classroom

In July of this year, FEE and Acton alumni participated in this summer's Alumni Case Discussion and Happy Hour. Led by Acton Master Teacher Jack Long, alumni discussed Dr. John's Products, a case that describes an entrepreneur's attempts to invent, manufacture, and distribute an inexpensive electric toothbrush.

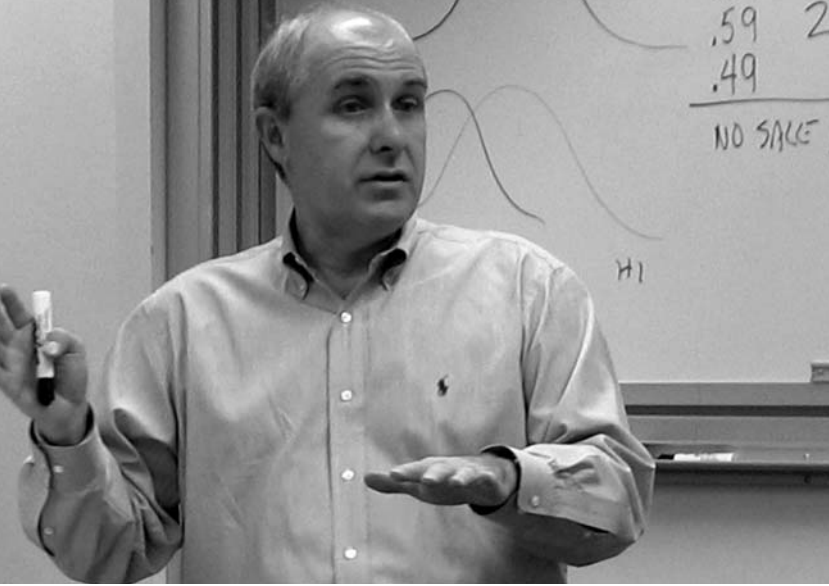
Prepped and ready to defend their arguments, alumni debated with one another for over 90 minutes, producing a great case discussion and our highest rated alumni event ever.

The next Alumni Case Discussion and Happy Hour will be November 14th, 2006, and will be led by Acton Master Teacher Steven Tomlinson. Look for an email soon with more details!

Acton Scholar Joins The FEE Staff

Helen Mitchell, Acton Scholar 2006, joined the FEE team in August. As Director of Outreach, Helen is responsible for maintaining relationships with schools that currently teach the FEE curriculum, such as the University of Oklahoma, as well as finding dedicated entrepreneur-teachers to teach the curriculum at other universities.

“As a recent graduate of Acton who has been exposed to both lecture and Socratic methods of teaching, I recognize first-hand the value of case-based teaching and experiential learning,” says Helen. “That’s why I am thrilled to be involved in spreading the Foundation’s courses and teaching method across the country.”



**“It’s selling one customer
at a time that builds a
great company.”**

- Jeff Connally, Teacher for The Acton MBA

Professor Profile: **Jeff Connally**

Jeff Connally is an entrepreneur who understands that every great business revolves around the needs of its customers. Trained by IBM in sales and marketing and an executive there for twenty years, Jeff has worked to develop and take to market everything from advanced software-design tools to personal computers to advanced GPS-based golf-course-management systems, the specialty of UpLink Corporation, which he founded in 1998.

A graduate of St. Michael’s College in Vermont and UT’s McCombs School of Business, Jeff drew on his expertise in sales and marketing to co-found Gener8Biz, a consulting practice built around those two areas. Recently, Jeff started a non-profit, MyLifeTeam.org, a web-based support system designed to provide practical day-to-day help, as well as emotional support, to anyone suffering a life crisis, their immediate caregiver and network of family, friends, and co-workers.

Jeff’s customer-driven approach to building a business guides his teaching: “Yes, you have to understand product development, channels, how to manage a sales force and all the skills that a traditional business school has to offer, but those tools are worthless unless you first listen to your customers and find out what they need. It’s selling one customer at a time that builds a great company.” The Acton approach allows him to emphasize this. “The case method teaches you how to listen first and talk second; how to ask questions before you offer solutions; how to put yourself in another person’s shoes and understand his perspectives.”

Acton on The Move

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Master Teacher Jeff Sandefer says the school will grow only if it can maintain its rigorous quality standards.

One of the school’s goals is to bring together a community of business leaders around the idea of entrepreneurship, looking to the business community for support as it educates future leaders. Part of the funding for this new facility will come from \$10 million Acton recently raised from some of the country’s most prominent business leaders—people who believe in the idea of a business school creating a thriving public forum where students, teachers, supporters, and entrepreneurs gather to exchange ideas, learn from each other, and galvanize charitable action.

The new Acton campus is scheduled to open during the 2007-2008 school year.

ACTON MBA
in Entrepreneurship



The Acton MBA in Entrepreneurship
515 Congress Avenue, Suite 1875
Austin, Texas 78701

RETURN SERVICE REQUESTED

**THE ACTON MBA
INFORMATION SESSIONS:**

Austin

Thursday, October 19, 2006

Houston

Wednesday, November 1, 2006

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