



Office of Communications

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FOR IMMEDIATE RELEASE

TEXAS WESLEYAN UNIVERSITY HOSTS INTERNATIONAL CONFERENCE

University students from Northern Ireland got a taste of Texas this weekend at the Business Education Initiative (BEI) Review Seminar held at Texas Wesleyan University.

BEI is a program run by the British government for Northern Irish undergraduate business students. Students are given a scholarship to study business-related courses for one year at an American university. Currently, there are 165 BEI students at more than 100 universities in the United States, including Texas Wesleyan University.

The Review Seminar, held November 11 and 12, was the first of five seminars per year that all participating students, their American advisors and their Northern Irish advisors may attend.

“It is an honor to have been invited to host this regional conference since BEI is such a respected and extensive program,” said Betsy Johnson, coordinator of international programs at Texas Wesleyan. “Because globalization is increasingly important in the world, hosting the Northern Irish allows us to learn from another culture.”

The School of Business hosted a reception Friday evening to open the conference. President Harold Jeffcoat, Provost and Senior Vice President Allen Henderson, and School of Business faculty and staff welcomed the visiting BEI students and their advisors, who traveled from campuses around the country and from Ireland.

Patricia Colhoun has been director of BEI for five years. “It’s a lovely start to our conferences,” she said on Friday. “It’s wonderful to have it in the fall yet to have such a wonderful climate, to come over into the sun.” Colhoun and the BEI program are based in Belfast, Northern Ireland.

On Saturday, the students delivered business presentations to gain experience in making such presentations in the workplace.

“The Irish people truly experienced Texan hospitality and saw a true slice of Texan life on Saturday night when we went to Billy Bob’s,” said Ciara Daly, a participating BEI student currently studying at Texas Wesleyan. “I enjoyed so much having all my friends here and

although the presentations were stressful it was still such an enjoyable weekend. We did indeed paint the town red!”

“Many departments, students, faculty and staff have contributed to welcoming our Northern Irish visitors,” said Johnson. The advisory committee for the conference included representatives from the Provost’s Office, the School of Business, Student Life, Office of Communications, and faculty and student representatives.