

Your source for news and information
on the Southern Utah University
School of Business

SUU ACCESS

DECEMBER 2005

*Moving ahead:
Message from Dean Carl Templin*

A lot of exciting things are hap-
pening in the School of Business.

Wells Fargo has generously agreed
to sponsor a **Wells Fargo Executive
Speaker Series**. We will bring in busi-
ness executives to speak on a wide
range of topics. Students will also be
able to interact with them before or
after their presentations. Our first
speaker was Pat Richardson, Senior
Vice President and Regional Manager
for Wells Fargo. She spoke November
10 in the Sharwan Smith Theater on the
three rules of leadership.

We continue on our quest for **AACSB ac-
creditation**. We brought in a consultant who gave
us a close look and advised us to apply for accredi-
tation. Our peer review team has been established
and our accreditation advisor visited us and helped
us improve our Self Evaluation Report, which we
completed and submitted by August 1, 2005. Our



Carl Templin

visit is scheduled for the last week in
January 2006 and we will find out the
results in April 2006.

We are in the process of creating an
**Advanced Computing and Service
Learning Lab** on the first floor of the
Business Building. This lab will be
used by our Voluntary Income Tax
Assistance (VITA) volunteers to pre-
pare income tax forms for students
and community members. It will also
be used by students in our invest-
ments classes to research and manage
the \$250,000 investment portfolio.

The purpose of all of these initiatives is to
increase the value and content of our business edu-
cation here at SUU. Our faculty and student lead-
ers are committed to achieving the highest level
possible of student learning, involvement and
achievement to benefit the current and future lives
of our students.

*Wells Fargo Contributes
To SUU Student's Education*

SUU has tried to pro-
vide its students with the best
education possible and in
doing so they have advanced
student's education by host-
ing convocations. Convoca-
tions are lectures given by
today's role models every
other Tuesday. These convo-
cations give students insight
into all other aspects of the
world outside school,
whether it's confidence in
looks or setting goals and
achieving dreams.

Wells Fargo Bank has

been a big believer in com-
munity service and brighten-
ing the future of today's
youth. The company partici-
pates in many charitable
events, donating time and
money.

Wells Fargo has spon-
sored the SUU convocations,
covering expenses and bring-
ing in some of their own em-
ployees to lecture. The two
employees that will be speak-
ing are Wells Fargo execu-
tives. The first lecture took
place on November 8th and



the speaker was Pat Richard-
son, Senior Vice President.
Pat spoke about the three
rules of leadership. After the
convocation, there was a de-
lightful luncheon where inter-
ested faculty and staff were
able to sit and chat one on
one with Pat in the Lighten-
ing Lounge. The next lecture
does not have a set date but
will be held soon.

SUU would like to give
a big thanks to Wells Fargo
for their generous and educa-
tional donation.

Business

Department

bids "Farewell!"

This past year the
business department fac-
ulty said "Farewell" to
four of its own:

Professor Katherine
Black was an instructor of
Accounting. Professor
Black was hired and filled
an available position at
Utah Valley State College.

James Jensen was in
charge of placement and
recruiting for the business
department and had to
venture from SUU to set
out on his LDS mission.

Terry Keyes worked
as the Regional Director
of the Small Business De-
velopment Center here at
SUU. He departed from
SUU to start working for
the city.

Professor Derek
Snow left SUU and joined
the Leavitt Group here in
Cedar City. Professor
Snow worked as a man-
agement & marketing
instructor for the School
of Business.

These faculty mem-
bers will be missed and
we wish them good luck.

Mountain Plains Conference Hosted By One of SUU'S Own!

October 12th-14th, 2005, SUU professor Alan Hamlin, chair of management and marketing, aided in hosting the Mountain Plains Conference on the SUU campus. Professors from all over the nation traveled to SUU to be apart of this esteemed conference. Tom Fullerton from the University of Texas El Paso says, "It was one of the best organized and managed research conferences that I have ever had the good fortune to attend."

The conference has a

history dating back several decades and holds many traditions. This prestigious conference is held by a different institution each year, while SUU has the honor of housing the Journal of Business and Economics. The conference is held annually for scholars and other interested parties to get together and share research, while discussing relevant and contemporary issues in all areas of business.

In hosting the conference, Professor Hamlin

wanted to make the Conference one of the best, so he attached some fun to the conference. Many attendees went to the Beach Boys concert while others went to Zion and explored Utah's beauty after the conference. "I loved the banquet speaker and the Beach Boys!" expressed Jerry Geisler from Metropolitan State University in Denver.

Next year, the conference is set to be held at Utah Valley State College in Orem, Utah, on October 12th-14th, 2006.



Study Abroad Brings A Highlight to SUU's Summer

During the 2005 Summer Semester, SUU's School of Business was honored to have Professor Mario Alanís come from Monterrey Mexico University to teach SUU students International Management.

Professor Alanís is the Dean of the School of Business at Monterrey Mexico University. He was sent to Southern Utah University for a Professor Exchange Program, where he and his family moved to Cedar City for the summer. Professor Alanís and his family adapted very well with Cedar City's culture and had a wonderful time getting to know the beautiful state of Utah.

The Professor Exchange Program is a wonderful program that SUU has adopted along with the Student Exchange Program. For one summer semester, a Professor visits and teaches at a partner university. The following year a Professor from the partner university returns the favor and teaches for one summer semester at the other university. Yes, this means that this upcoming summer one of our own professors from SUU will be traveling to Monterrey Mexico University to teach for the whole summer semester. The professor that will be participating in the Professor Exchange has not yet been determined.

Look Who's Making SUU Proud!

In this edition's Alumni Spotlight, we would like to recognize Garrett Gunderson for his amazing accomplishments after graduating from SUU. Garret Gunderson graduated from SUU majoring in Finance and making a name for himself with major companies through internships. Pursuing what made him most happy, Garret created his own company called Engenuity. Engenuity is a company developed around Innovative Estate Engineering, with Garret as the owner and one of the Financial Strategists. Engenuity is currently located in Salt Lake City, UT, where Garrett lives happily, living his dream. Thanks for making us proud Garret and the best of luck in all future endeavors.

Updates in the Business Departments

Management and Marketing

The Department of Management and Marketing continues to grow in terms of both students and program offerings. Management and Marketing is now the largest department in the School of Business, in terms of both the number of students and the number of faculty. As of 2004, there were 196 Management majors and 69 Marketing majors, totaling 265. The recently created program in Hotel, Resort and Hospitality Management continues to grow impressively, and the addition of a fulltime MBA program in St. George become popular as well.

The quality of the department's offerings continues to improve, as well. The Department (together with the

School of Business) hosted the Mountain Plains Management Conference from October 12th-14th, wherein nearly 60 faculty from prestigious universities around the country participated in presenting papers, workshops and panels on the latest issues affecting business and industry. Many students were able to attend, and hear experts in their respective disciplines speak about their latest research findings. In addition, there have been curriculum changes to allow more flexibility for students, a greater focus on international business (certain foreign language courses now count towards a management or marketing degree), and changes to how program assessments are made.

The faculty continue to lead out in terms of research and publications. Two instructors, Dr. Gerald Calvasina and Dr. Alan Hamlin, have presented papers at the prestigious Oxford Roundtable in Oxford, England, in the past year. Dr. Emmett Steed, Dr. Wayne Roberts, and Dr. Roy Johnson have all had multiple journal articles published during that same period. The Department continues to move forward in its responsibility to successfully achieve AACSB accreditation by early 2006.

-Dr. Alan Hamlin
Department Chair



Accounting

Congratulations to Mary Pearson, Certified Public Accountant. Mary passed all portions of the CPA exam this fall, and is the department's newest CPA. Mary is also one of the School's most effective teachers. She joined our faculty in August 2005.

"Improving the Moral Judgment of Accounting Students - An Experiment" won the "Best Accounting Paper" award at the Mountain Plains Management Conference this fall. The paper has also been accepted for publication in the Mountain Plains Management Journal of Business and Economics. Co-authored by David Christensen, David Rees, and Jeff Barnes, this paper is the second of two papers exploring the influence of ethics education on the moral judgment. Discussing context-specific ethics vignettes in the classroom was an effective way to improve moral judgment. Recognizing the moral judgment is a necessary but insufficient condition of moral behavior, the researchers are now exploring ways to improve moral courage.

"The Effect of Church and Service on the Moral Judgment of Accounting Students" was presented at the College Teaching and Learning Conference this fall in Las Vegas by David Christensen, David Rees, and Jeff Barnes. Results of a one-semester experiment showed that moral judgment is favorably influenced by period church and service activities.

Jeff Barnes will be presenting three tax topics before CPAs,

lawyers, and enrolled agents, both in Salt Lake City and St. George Utah in November and December at the Income Tax School for Practitioners:

A.) "Education Issues" Income Tax Schools for Practitioners, Income Tax Schools for Practitioners, Utah State University Extension in Cooperation with the IRS, Salt Lake City, Utah, November 17, 2005. (Presentation before 225 professional peers-CPAs, attorneys, and enrolled agents.)

B.) "Casualty Gains and Losses," Income Tax Schools for Practitioners, Utah State University Extension in Cooperation with the IRS, Salt Lake City, Utah, November 17, 2005. (Presentation before 225 professional peers-CPAs, attorneys, and enrolled agents.)

C.) "Business Issues," Income Tax Schools for Practitioners, Utah State University Extension in Cooperation with the IRS, Salt Lake City, Utah, November 17, 2005. (Presentation before 225 professional peers-CPAs, attorneys, and enrolled agents.)

"Everything you ever wanted to know about the Journal of Cost Analysis and Management (JCAM) But Were Afraid To Ask" was published in The National Estimator (November 2005). David is the Editor of the JCAM.

-David Christensen
Department Chair



David Christensen
Department Chair

Updates in the Business Departments

Economics

The Economics and Finance Department has been very active. Professor Rhead Bowman has been invited to attend the prestigious Oxford Roundtable in Oxford, England next summer. Professor Bowman, who was honored as the Department's "Outstanding Scholar," will be discussing classical Marshallian economics. Professor Steve Evans received a remarkable three "best paper" awards during the last year for his research on credit card interest rates and social secu-

ity. Professor Kim Craft has published a chapter on the market for avocados in a book on commodity market economics. Southern Utah University recently hosted the Mountain Plains Management Conference and several faculty presented peer-reviewed research papers. Professor John Groesbeck presented a paper on oil and gas prices; Professor David Tufte presented papers on educational cost functions and how emotions affect demand.

Professor Steve Harrup was honored as the Department's "Outstanding Educator" for the 2004-05 year. Professor Denise Woodbury has had a paper accepted for publication in a finance journal. Professor Joe Baker was a member of the National Institutes of Health Advisory Committee for the Evaluation of the Biomedical Research Infrastructure Network in Washington, DC.



SUU Day For Prospective Business Students

Recruiting for college can start in the junior year of high school. For five Thursdays, Professor Pearson and Rees helped to sponsor a day for high school juniors and seniors from various high schools in Southern Utah, to come and see what SUU is all about and has to offer.

The high school recruitment day was intended for prospective business students and was initiated with the contacting of various high schools in Southern Utah. Business teachers were given the opportunity to take their junior and senior classes to a fun filled day at SUU. 153 students from four high schools attended this recruitment day and enjoyed themselves immensely.

The day started off at 9:30 a.m. in the Welcome Center, where SUU student ambassadors waited to greet the anxious high school students.

At 10:00 a.m., soon after meeting, the students were taken to visit business classes instructed by Greg Powell, Steve Evans, and Steve Harrop, for a duration of twenty minutes each. Students were

brought into the classrooms, so that they may get the feel of a University classroom setting. At 11:15, the students were given a campus tour by the student ambassadors. After a great tour, they reconvened at the Welcome Center for pizza, pictures, and discussions about SUU, with SUU business students. The discussions were critical and topics discussed were related to why SUU students

had chosen SUU, why they chose business as a major, and why they liked being here in Cedar City at SUU.

The day was a great success and advisors are looking forward to doing another recruitment day similar to this, next year.



Dixie Leavitt Business Building

Student Spotlight

In this edition's Student Spotlight, we will be recognizing an amazing student, Emily Rosvall. Emily is the President of the Professional Accountancy Club and works for Provost's Office.

Emily Rosvall was born in Salt Lake City, Utah. Shortly thereafter, she and her family moved to Richmond, Virginia where she was raised. After graduating high school, Emily moved to Cedar City, Utah, to attend Southern Utah University. "I knew SUU was where I wanted to receive my education when my family stopped here while traveling through Utah on our

summer vacation before my junior year of high school. My older brother and I were interested in attending a school in Utah; we just weren't sure which one. I was immediately impressed by how nice the people were and how beautiful Southern Utah was. Also, receiving a full-tuition leadership scholarship didn't hurt the situation." Currently she is working on her master's degree in accounting and loves her experience here at SUU and more specifically, in the School of Business. Upon graduation, she plans on moving to Boise, Idaho to work for Deloitte and Touche.

Professors enjoy having Emily in class and say that she is an excellent student and leader. Emily is a great role model for her peers and students everywhere.



This exciting new year was kicked off with the acceptance of two new professors. Professor Mary Pearson and Professor Robin Boneck. Both of these amazing new professors are instructors of accounting.



Professor Boneck

Professor Pearson grew up across the street from SUU and has been able to watch the University grow from S USC to SUU, "I Love SUU," she exclaims. Mary Pearson graduated from SUU

in 1993 with her bachelors and masters in accounting and started teaching at Community College of Southern Nevada in 1995, as an adjunct professor. Professor Pearson was able to move back to Cedar City in 1999 to continue teaching on an adjunct level at

SUU. "I have always said that teaching is my favorite part of being an accountant. I love the University atmosphere and



Professor Pearson

knowing that I can make a positive impact on perspective accounting and business majors by teaching them valuable accounting tools used personally and by businesses." Mary is married with four children and plans on having a great career here at SUU.

Professor Boneck teaches higher level accounting classes and is a very busy man.

We would like to welcome both of these wonderful additions to the School of Business.

What's Going on in the SBDC?

This past year the Small Business Development Center (SBDC) had to say "goodbye" to its director, but don't fret, Professor Craig Isom has filled the position of Director for the SBDC. Graduating from BYU, Craig was a partner at Arthur Andersen for over 26 years where he served smaller and entrepreneurial businesses with audit and consulting services. Professor Craig has been teaching undergraduate accounting courses at SUU and San Jose State University since December 2001. I know you must be thinking "How is this man going to juggle instructing accounting classes and being director of the SBDC?" We asked Professor Isom the same question, "Doing both jobs is a full load! I'm teaching three classes, which is 3/4 load and the time demanded by the SBDC is a 3/4 job. By my math that's at least 100% of a job! But being busy keeps me out of trouble!"

Who is the assistant director? Joni Anderson has been promoted to the Assistant Regional Director position for the SBDC. Joni has been with the SUU SBDC since 1997, as the office

manager. Anderson graduated from SUU with her undergraduate degree in Business Administration and is on her way to graduate this May with her Masters degree in Business Administration from SUU as well.

The purpose of the SUU SBDC is to aide small business owners in achieving the maximum potential of their business by providing one-on-one counseling and business skills training. Director Craig Isom shared his personal goal with SUUaccess, "My most important goal is to increase the outreach to all businesses, not just those starting businesses." SBDC also assists in some basic valuation methods for people looking at buying or selling a business. The goal of the SBDC is to help students to understand the steps of setting up a business. "I really enjoy helping businesses succeed," says Isom. Helping businesses succeed is one of the many joys our new director and assistant director both share. With these two new amazing professionals on our side, the SUU SBDC will be the greatest in the nation.

"My most important goal is to increase the outreach to all businesses not just starting businesses."

CLUB AND ORGANIZATION HAPPENINGS

Society for Human Resource Management

On November 16, 2005, five students for the SUU student chapter of the Society for Human Resource Management (SHRM) attended the meeting of the Southern Nevada Human Resource Association meeting at the Stardust Hotel in Las Vegas. The meeting included a workshop/presentation by David Hart from Target, entitled "Land on Target with Great Employees-Smart Hiring Through Effective Applicant Screening." After the early morning seminar, the five students spent the rest of the business day job shadowing human resource professionals from a variety of organizations in Las Vegas. Some of the firms that participated in the job shadow experience included Levi Strauss & Co., Bullivant Houser and Bailey, a Las Vegas law firm, and Or-gill and Singer, an insurance and investment firm. Students had a wonderful and educational experience in Las Vegas and now have another perspective on the career world of Human Resource.



Army ROTC

On November 17-19, 2005, the SUU Army ROTC participated in the Ranger Challenge. Some of the ROTC Cadets who seek the ultimate in physical and mental challenge, worked hard to form this year's Ranger Challenge Team. The Ranger Challenge Team consists of ten members who focus on six military team events including; physical fitness, orienteering, one-rope bridge, rifle marksmanship, confidence courses, and a 10-kilometer road march. Our Ranger team was the former Brigade Champions, and last year placed 5th overall, from 23 western schools. The ROTC program has had some great training during their tactics and repelling lab training. During the week of November 7th, the ROTC practiced water survival and were heavily involved with Veteran's Day Celebrations.



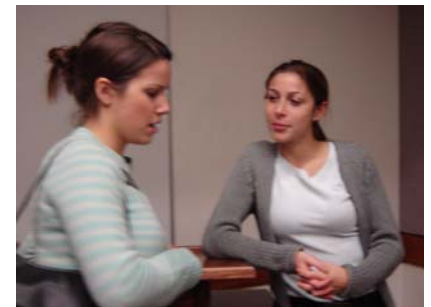
Professional Accountancy Club (PAC)

The Professional Accounting Club (PAC) has been very active this fall, with several formal meetings and activities with employers of our accounting graduates. Most of our graduate accounting students, and some of our accounting seniors, have already received several job offers. With starting salaries in the mid-50s, and signing bonuses, the students are now struggling with the problem of which offer to accept. Thanks to Jeff Barnes, the dedicated and enthusiastic PAC advisor.



Deloitte and Touche Dinner

-David Christensen
Accounting Department Chair



Deloitte and Touche Dinner

Giving A Gift to Students, That No One Can Take

As B.B.King declared, “The beautiful thing about learning is that no one can take it away from you.” One of the goals of Southern Utah University is to give a gift of education that will improve the life of each and every student which can never be taken away but can be grown each and everyday. Please help us give the gift of education to our students, that can only grow to better each student and the world around them. Your contributions of time, efforts, comments, or resources will be very beneficial to the lifelong gift of education and success of our students, which will be greatly appreciated. Donations can be given via the internet or mail. To access our contribution website follow the succeeding instructions:

1. **Go to www.suu.edu**
2. **Click on the link “Give to SUU”**
3. **Click on the “Give Now Online” link**
4. **Complete the short information sheet**
5. **Identify the donation designation section and designate other**

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 - A. **Gary Giles Scholarship Fund**
 - B. **Jerry Horgesheimer Memorial Scholarship Fund**
 - C. **School of Business General Scholarship Fund**
 - D. **School of Business Technology Fund**

To make a contribution via mail, make checks payable to:

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At: School of Business, SUU

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