



Message from Dean Carl Templin

Dear Alumni,

Last year our AACSB-International Accreditation peer review team noted how productive our faculty members were in terms of their scholarly activity, in spite of heavy teaching and service workloads. As you review our department updates, you will see that our faculty continue to be very active in their fields. You will also read about our partnership with DA Davidson and Co., which increased the amount of our student-managed portfolio in our investment lab by \$50,000.

Our Fall 2011 student portfolio had the fourth best results out of the eighteen partner schools. We have also developed additional international opportunities for our students, including new summer study abroad opportunities in Europe and an international business certificate, which will complement our double degree programs. Students will now have a wide range of options to showcase their international experience. We also hired one of our graduates, Amanda Wilford (class of 2003), as a new Assistant Professor of Accounting. She is completing her Ph.D. at the University of Maryland and will join us in August, 2012. We are excited to have her join the School of Business team.

On Sept 16, 2011, as part of homecoming, we held a reception for School of Business alumni and current and former faculty members. Doctors Joe Baker, Kim Craft and Carl Templin (also known as the Dead Economists) performed the "School of Business Blues" for those in attendance. We are going to make this an annual tradition. So, plan to come back for next homecoming and connect with business alumni and faculty.

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DEPARTMENT UPDATES

Accounting

Professors in the Accounting Department have been busy on publications and presentations. Here is a synopsis of their latest activity:

Robin Boneck advised and **Jeff Barnes** co-advised the Volunteer Income Tax Assistance (VITA) service-learning activity. Students offered tax assistance free to those earning less than \$50,000. The VITA program has been in operation at SUU for 5 years now.

David Christensen published two different articles in the Mountain Plains Journal of Business and Economics: "Videos to Promote Ethical Decision Making: A Pedagogical Tool," and "Instructor Notes to Videos to Promote Ethical Decision Making: A Pedagogical Tool" during 2011.

He also received the Innovation in Accounting Education Award for his extensive collection of stories of whistleblowers and other moral exemplars. This innovation has also been nominated for the American Accounting Association's Innovation in Accounting Education Award for 2011.

David Rees has co-authored an article in The CPA Journal entitled, "Continuing Evolution of Accounting for Goodwill." It is featured in the January 2012 journal.

Economics & Finance

Two new faculty members have joined the Department of Economics & Finance this fall semester. **Bruce Haslem**, Associate Professor of Finance, earned his PhD at Indiana University-Bloomington, and comes to us most recently from Florida State University. **Griffin Edwards**, Assistant Professor of Economics, earned his PhD from Emory University in Atlanta, GA. Both professors are infusing new energy into the Department of Economics and Finance!

Economics faculty members have served integral roles in analyzing data at the university level. Issues such as faculty salaries, merit pay, and elasticity of demand for tuition are a few of the issues **Joe Baker**, **Kim Craft**, and **David Berri** have been modeling.

David Berri has published several articles in 2011. He co-authored two different articles in the Journal of Productivity Analysis, as follows:

- "From College to the Pros: Predicting the NBA Amateur Player Draft," and
- "Catching a Draft: On the Process of Selecting Quarterbacks in the National Football League Amateur Draft"

In the Journal of Productivity Analysis, **Berri** co-authored an article entitled "From College to the Pros: Predicting the NBA Amateur Player Draft" (2011), and in the International Journal of Sports Finance, he co-authored "Defense Wins Championships? The Answer from the Gridiron" (2011).



Mary Pearson, Assistant Professor of Accounting



Dr. Stephen Evans, Professor of Finance



Management, Marketing & Hospitality

Tyler Stillman is officially a new addition to the Department of Management, Marketing & Hospitality. He was named Assistant Professor of Management and Marketing this fall semester.

Congratulations goes to **Azmi Ahmad** (pictured above) for achieving tenure this year!

Lisa Assante co-authored an article titled, "Pioneering A Rural Hospitality Research Center: Examining Best Practices and Stakeholder Perceptions" in the Journal of Management and Marketing Research, 6(1) She and **Sophi Sukalakamala** also presented a paper at the ICHRIE Annual Summer Conference & Marketplace titled "Identifying Optimal Communication Mix for Strategic Destination Image Formation: A Case Study of Austria," July 2011.

Gerry Calvasina co-authored five different articles in 2011, as follows:

- "The Dodd-Frank Act: Whistleblower Protection Piled Hire

and Deeper," Business Studies Journal

- "Impact of Information Technology Innovations on Financial Transaction Processing," Issues in Information Systems
- "Determining Employment Relationships under Federal and State Law: Why should Employers Worry?" Journal of Management and Marketing Research
- "Are Men Entitled to Title VII Protection from a Sexually Hostile Work Environment? Policy and Practice Suggestions for Employers," Business Studies Journal
- "Changes in Enforcement Focus Coming To The U.S. Department of Labor: Policy and Practice Issues For Employers," Journal of Legal, Ethical and Regulatory Issues.

Roy Johnson published an article in the Mountain Plains Journal of Business and Economics titled, "Prostitution in Salt Lake City,

Targeting Cigarettes, and Breaking the Speed Limit: Three Case Study Vignettes on Ethics in the Capitalist Marketplace."

Alan Hamlin is serving as President of the SUU Faculty Senate for 2011-2012 and is also serving on the Board of the Mountain Plains Management Association.

Amy Moore has published an article entitled "Non-Passive Buyers in Posted-Order Markets," in the Applied Economics Research Bulletin, 2011. She has an article accepted by the Journal of Consumer Policy entitled "Time To Cut Up Those Debit Cards? Effect of Payment Mode on Willingness to Spend."

Amy Moore and M. Taylor have co-authored an article entitled "Regulating Purchasing Alliances: An Experimental Investigation," in the Applied Economics Research Bulletin, Fall 2011. Additionally, **Moore** served as the Editor of Applied Economics Research Bulletin during the summer of 2011.

SUU Partners with DA Davidson & Co.



The logo for Davidson Companies. It consists of a teal square with the words "DAVIDSON" and "COMPANIES" in white, all-caps, sans-serif font, stacked vertically. A small registered trademark symbol (®) is at the bottom right of "COMPANIES".

The logo for D.A. Davidson & Co. It features the text "D.A. Davidson & Co." in a black serif font, with "D.A." on the first line, "Davidson" on the second, and "& Co." on the third. To the right of "& Co." is the text "member SIPC" in a smaller, black, sans-serif font.

D. A. Davidson & Co. recently announced that Southern Utah University will become the 20th school to participate in its Student Investment Program. Michael Morrison, Senior Vice President of Corporate Marketing made the announcement. This innovative program began 26 years ago at Montana State University and has grown to include nineteen colleges and universities across the West. Southern Utah University will become our twentieth school with the commencement of the program on September 1, 2011.

D. A. Davidson established an investment account bearing Southern Utah University's name and funded it with \$50,000. Southern Utah University Finance and MBA students will select the securities for the account, buying and selling and paying appropriate transaction costs as part of a real-world experience in the financial markets. D. A. Davidson professionals will provide expert support and will report the results and standings of all program schools throughout the year.

Professor Steven D. Harrop will oversee the students' investment activities. He brings 25 years of portfolio management experience to the classroom. During that time he won 24 Lipper Awards for having the top mutual fund in its class. In the Investments I class, Professor Harrop teaches the students how to conduct financial analyses to determine where the economy is heading and to pick the best stock and bond investments. In the Investments II class, student teams are formed and are given \$25,000 to invest. The students learn to be real portfolio managers, investing real dollars and experiencing the high pressures of making investment decisions. They determine the type of portfolio they are going to establish and then select performance benchmarks. They pick the stocks and bonds, applying the financial tools learned in class and execute the trades. The students do their analysis and make their trades in the SUU Investment Lab, located on the first floor of the Dixie Leavitt Business Building. MBA students manage the portfolio during the Fall Semester and Finance seniors manage it during the Spring Semester. Professor Harrop manages it during the Summer.

Regarding the partnership, Dean Templin stated, "We are excited to partner with D. A. Davidson. This is a perfect example of the experiential education we provide here at SUU. Students learn the financial tools in the classroom and then apply them in real-life, in this case management of a real portfolio in a trading lab. The students gain valuable life experience that makes them better professionals and more valuable employees into the future."

Partner Schools with D.A. Davidson

Boise State University
Creighton University
Eastern Washington University
Idaho State University
Montana State University
Montana State University Billings
Oregon State University
Portland State University
Southern Utah University

University of Idaho
University of Montana
University of Oregon
University of Utah
University of Washington
University of Wyoming
Utah State University
Washington State University
Westminster College



Students Gain Education through Experience



**Brandon Wignall manages his stock portfolio
for his Finance class**



**Students volunteer their time to pre-
pare taxes for low-income
Iron County residents**



**Aaron Wilcox, Accounting Senior,
presents a case study in his capstone course**

International Certificate in Business

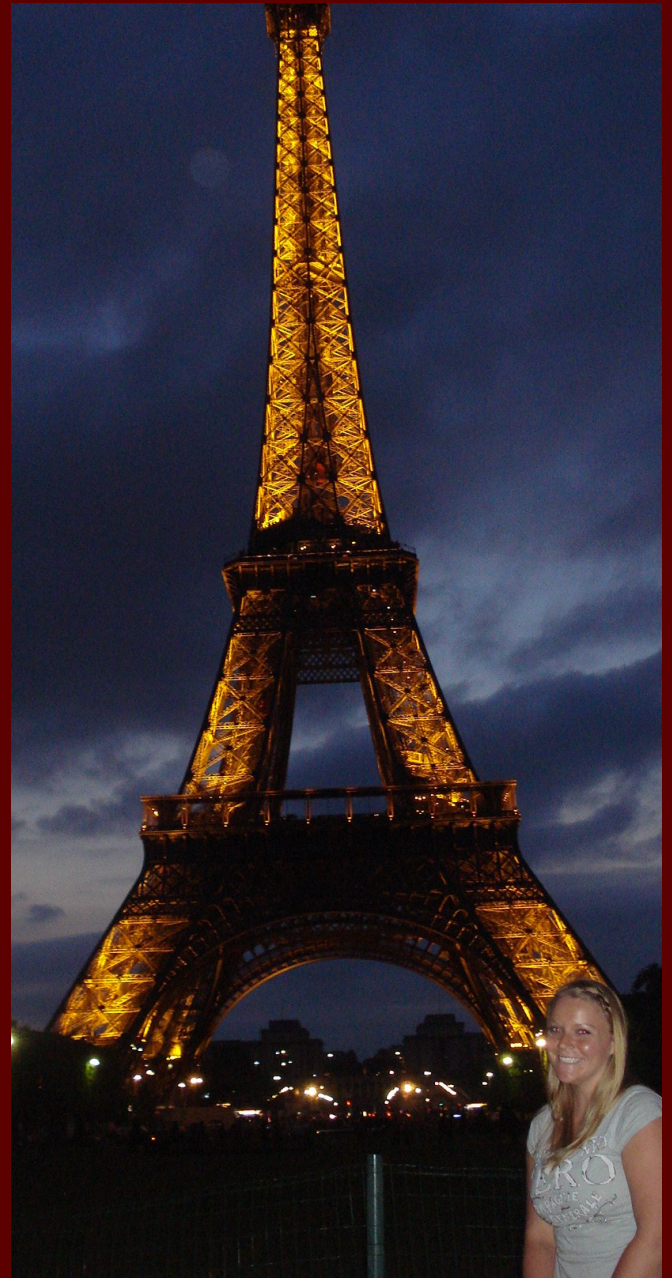
The AACSB maintenance of accreditation peer review team and the School of Business National Advisory Board have recommended capitalizing on the strengths the school has developed in the international business arena. Many of our students and faculty already speak at least one other language and have had experiences outside our country. Additionally, the school has developed international partners in Europe, Mexico, and Asia to allow our students valuable study abroad experiences.

Business students may now choose to add an international credential to their diplomas. Officially approved by the Board of Trustees in January, the International Certificate in Business is now available to business bachelors and masters degree students.

For undergraduates, the Certificate requires at least one class in a foreign language, a class in international thematic studies, two classes in international business, and a study abroad experience of at least two weeks.

Graduate students must fulfill a foreign language prerequisite to begin their certificate program and are then required to complete three courses in international business plus a study abroad experience of at least two weeks.

The certificate is designed to prepare students for future management roles in global business practices by gaining understanding in international environmental dimensions, developing management skills in foreign culture, and participating in experiential education through study abroad opportunities.



SUU Student Studies Abroad in Vienna, Austria



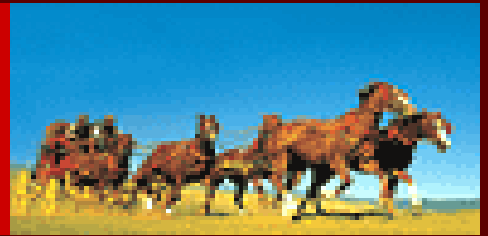
To learn more about the SUU School of Business and Study Abroad visit:

<http://suu.edu/business/international>

Our very own Bailey Hampton completed a semester abroad at sister school FH-Wien, while at the same time taking classes in Entrepreneurship, Marketing and Communications. Bailey had the chance to live in Vienna, Austria and was able to travel to numerous European countries during her stay. When asked about her favorite country she stated, "My favorite place is hard to determine because everywhere was so beautiful, but going to Ireland was my favorite. Galway was absolutely incredible."

Wells Fargo Executive Business Speaker Series

**WELLS
FARGO**



Kevin Schmidt

Kevin Schmidt has over 30 years experience in Human Resources. As a consultant, Kevin has worked with companies and organizations of all sizes. He has provided coaching and counseling to managers and executives to assist them in addressing challenging human resources topics as well as personal and professional development issues. Kevin's background includes working in the public and private sectors, most recently as Vice President, Human Resources Development with Saint-Gobain Corporation in Valley Forge, Pennsylvania. He holds a Master degree in Human Resources Management and a B.A. in Psychology and Political Science from the University of Utah.

Schmidt spoke with students and community members on October 20, 2011, in the Great Hall, Hunter Conference Center.

Allen Fazio's Convocation guided us on a fun examination of how we grow as leaders. His Leadership Tool Box looked at traits like the Coach, Pirate, Fan and more. A 16-year veteran of the Walt Disney Company, Allen has been the VP and CIO at Disneyland Resorts, the Director of IT for Disney Cruise Lines, currently oversees bi-coastal teams responsible for the development and integration of Information Systems supporting Global Theme Park and Resort Sales, Marketing, CMR, and Revenue Management. He has also served as a board member for the Children's Hospital of Orange County Foundation.

Fazio spoke with the students on November 1, 2011.



Allen Fazio, Walt Disney Company