

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

# SUU SUCCESS

## Table of Contents

**Chair Updates 2-3**

**Chuck Blahous 3**

**PBTK Dedicates  
Classroom 4**

**Student Club Reports 4-5**

**Wells Fargo Speaker  
Series 6**

**HRHM Site Visits and  
Navigating the Current  
Economic Crisis 7**

**Fundraising 8**

## Moving ahead:

### Message from Dean Carl Templin

Dear Alumni,

A lot of exciting things are happening in the School of Business,. Here are a few highlights :

The **Business Resource Center**, along with Small Business Development Center, moved to a Main Street location on April 15, 2009

**MBA capstone** course partnered with the Small Business Development Center to provide strategic planning consultation services to six Iron County small businesses,

**Alumnus Shon Wilson**

sponsored a service learning competition wherein SUU Architectural Design students developed a conceptual design and artistic rendering of an addition to the Business Building.

**Dr. Chuck Blahous**, an expert on Social Security and former Deputy Director of the National Economic Council, spoke to SUU students and taught a course on the establishment of White House Economic Policy during Fall 2009.

Our **Business seniors** scored at the 90<sup>th</sup> percentile on the ETS Major Field Exam in Business for the three testing cycles in 2008/2009

Our **MBA graduates** scored in the top half of the nation on the ETS MBA Exam

The School of Business was named for the third consecutive year as one of the top 292 Business Schools in the national by the *Princeton Review*.

**Dr. Lisa Assante**, Assistant Professor of Hotel, Resort and Hospitality Management, received SUU's Outstanding Educator Award for 2008-2009

**Dr. Gerald Calvasina**, Professor of Management, was named SUU's Outstanding Scholar for 2008-2009.

Professors **David Christensen** and **Robin Boneck** were recognized by the Institute of Management Accounting (IMA) for "outstanding character and excellence in contributing to the literature for the advancement of management accounting and financial management." (IMA, Certificate of Merit, Jul 2009).

**MBA Student Dorothy Knudson** received a Marshal Plan Scholarship to conduct her thesis research in Salzburg, Austria from February to July 2010 (partnership between SUU, the Salzburg University of Applied Science and the Austrian government.

**MBA students** can now study in Paris, France during the Summer and earn an additional masters degree in international business from the INSEEC Business School.

Thanks for staying connecting with the School of Business. I hope you enjoy the achievements of our students and faculty.



**Carl Templin**

# Updates from the Business Departments

## Accounting

### Creating a Culture of Academic Integrity.

We are very pleased to report that there have been no reports of academic dishonesty this semester. The School's honor system appears to be working. It's the first honor system at Southern Utah University. It consists of values, honor pledges, and procedures for encouraging academic integrity at the School. Academic integrity is defined as a commitment, even in the face of adversity, to five fundamental values: honesty, trust, fairness, respect, and moral courage (Center for Academic Integrity). Consistent with these values, faculty and students have agreed to sign the following integrity pledge:

*As a member of the School of Business community, I will pledge, on my honor, that I will not lie, steal, cheat, or tolerate those who do.*

Student senators presented the honor system in a special convocation for the School of Business on 2 April.

You may review a presentation about our honor system, their presentation, "An Orientation to the Honor System at the School of Business," at the School's webpage at <http://www.suu.edu/business>. Some of your favorite professors appear in the presentation. We are establishing a website that allows faculty, students, and alumni to sign the pledge.

### Award-winning Scholarly Publications and Presentations.

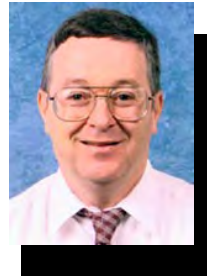
Professors Robin Boneck and David Christensen were recognized by the Institute of Management Accounting this summer for "outstanding character and excellence for contributing to the literature in the advanced management accounting and finance." Their article, "Where Tax Shelters and Core Values Collide: the Case of XYZ Company," was published in Strategic Finance (May in 2009).

Professors Jeff Barnes, David Tufte, and David Christensen, research paper "Spreadsheet Design: An Optimal

Checklist for Accountants," earned best session paper presentation at the International Business & Economics Research Conference, held in Las Vegas, on October 5-7, 2009.

### Other Publications.

A case study in ethics and taxation, "My CPA Saved Me Millions, or Did He?", by Robin Boneck and David Christensen, has been accepted for publication in IMA Educational Case Journal. The expected publication date is December 2009. You can read this article online at [www.imanet.org](http://www.imanet.org). Based on an actual incident, you will be shocked at the unfortunate circumstance that a greedy CPA firm created for its client.



Dr. David Christensen  
Department Chair

## Economics/Finance

The department welcomes back Professor Joe Baker who was on Sabbatical leave during Spring Semester 2009. While on Sabbatical, he worked with former colleagues at the Oak Ridge Institute for Science and Education examining the effect of foreign national scientists and engineers on the US labor market. We're glad to have him back.

Over the last six months, the Department of Economics and Finance as a whole published, or had accepted for publication, 12 articles in academic journals, with each faculty member making at least one contribution. In addition, faculty members made a number of presentations at academic conferences, conducted business and

economic consulting projects, made presentations to business groups and were involved in press interviews.

Professor David Berri recently finished his second book *Stumbling on Wins: Two Economists Expose the Pitfalls on the Road to Victory in Professional Sports*, which is due to be published in March of 2010 by Wharton School Publishing/Financial Times Press.

David Tufte's paper, "Spreadsheet Design: An Optimal Checklist For Accountants," coauthored with SOB professors Jeff Barnes and David Christensen, won the Best Paper Award at the 2009 IBER (Business) and ITLC (Teaching) Conference in Las Vegas, October, 2009. This paper

was recently accepted for publication in the American Journal of Business Education.

The Academy of Entrepreneurship Education gave Denise Woodbury's paper, "Entrepreneurship in Action: Integrating the Business Core Courses," its Distinguished Research Award. The paper was also accepted for publication in the Journal of the Academy of Entrepreneurship Education.



R. Kim Craft,  
Ph.D. Department Chair

# *Updates from 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 2009, there were 301 Management majors and 71 Marketing majors, totaling 265. The recently-created program in Hotel, Resort and Hospitality Management also continues to grow impressively, with 72 majors. The MBA program currently has 84 students, growing 40% since 2008.

The quality of the department's offerings continues to improve, as well.

Many management and marketing students are taking advantage of our Study Abroad programs available at 13 universities across the globe. We have also created a double-degree program with an institution in France. This program will allow our students to complete a Bachelor's or Master's degree at both SUU and our sister-school, which will enhance their ability to find excellent jobs upon graduation.

The faculty continues to lead out in terms of research and publications. Dr. Gerry Calvasina had one journal publication and two peer-reviewed papers, and received the SUU Outstanding Scholar award for 2009. Dr.

Alan Hamlin had one journal publication and one paper in 2009. Dr. Wayne Roberts published 4 journal articles in 2009, and Dr. Sophie Sukalakamala published an abstract in an academic journal. Lastly, Dr. Lisa Assante published two articles and one paper in 2009 and was recognized as SUU's Outstanding Educator for 2009.

Dr. Alan Hamlin  
Department  
Chair



## **Chuck Blahous Teacher and Speaker at SUU**

Chuck Blahous, former Deputy Director of President Bush's National Economic Council and Special Assistant to the President for Economic Policy, spoke Thursday, September 24<sup>th</sup> as an Eccles Visiting Scholar and Leavitt Fellow. Blahous shared his experience and thoughts to a variety of SUU students, faculty and staff in a presentation titled "Demographics, Recession Economics and the Growth of Government". He was also able to share stories of his time in the White House and answered many questions regarding his thoughts on our current economic status.

### **Chuck Blahous**



Mr. Blahous graciously agreed to teach a class fall 2009 semester via video teleconference to a group of School of Business students. Throughout the semester, he made three trips to Cedar City to address his class live. The course (ECON 4900/BA 6103 – Federal Economic Policy), covered White House economic policy process. Students learned and experienced the processes by which economic policies are developed within the federal Executive Branch. They investigated case studies of specific economic development issues and participated in exercises simulating the economic policy process. Students also participated in a facsimile of the White House economic policy process including staff-level meetings, deputies; meeting, Principals; meeting and a Policy Time with the President. A research/service learning component rounded this course out to three credit hours.



# PBTK Names Classroom at SUU

**History was made on August 24, 2009.** Piercy, Bowler, Taylor & Kern Certified Public Accountants and Business Advisors (PBTK) became the first firm to name a classroom in SUU's Business Building.



Shannon Swaner, Jim Wilcox, Ashley Westphal (SUU alum), David Porter (SUU alum), President Michael T. Benson, Bill Nelson, Mike Dickinson, Dean Carl Templin, and Provost Brad Cook

An unveiling ceremony was held on the first day of class and was attended by students, faculty, and administrators alike. Various upgrades went into the room – an HD projector, electronic HD screen, motorized blinds, new laminate on student desktops, new chairs, customized color scheme and signage, upgraded electrical work, and added artwork have customized the classroom and continue to bring a feeling of elegance to the space. As part of their partnership with the School of Business, PBTK will provide scholarships for five accounting students each year.

## *SUU Phi Beta Lambda*

Southern Utah University has recently had the pleasure of having Robby Potter, a local 5 Bucks Pizza Owner, come talk to our members. Mr. Potter was able to come talk to our members about Entrepreneurship and Franchise ownership. Mr. Potter was very knowledgeable and provided information very relevant to the topic. Mr. Potter discussed topics including finding the right opportunity and determining whether you are in the business for the long term or the short term.

Mr. Potter was also able to talk about struggles that may arise when owning or running a business. Robby talked to the members about the tragic incident where his store burnt down during the holidays. Even after this incident, Mr. Potter was able to find the right opportunity, bought a bankrupt pizza store, and replaced his store for a low cost.

He showed that if you stick to your goals and never give up you could make the right things happen. He ended his presentation with an inspiring quote by John Wooden, "Success comes from knowing the you did your best to become the best you are capable of being." Mr. Potter's presentation was a good way to show our members that anything is possible if you try.



Thirteen SUU students competed at the State Career Development Conference in St. George in early February. Kim Smedley took first place in Travel and Tourism, while Beth Bosshardt took 3<sup>rd</sup> and Colleen Olsen took 9<sup>th</sup>. Lisa Iler took second in Hospitality, and Jake Mellor took second in Internet Marketing.



In International Marketing Rhett Gillins and Sharlene Witt took second place, followed by Beth Bosshardt and Colleen Olsen in third place, and Kim Smedley and Ashley Stevenson in fourth place. Michael Garrard and Charles



Busch placed 8<sup>th</sup> in that event. In Financial Services Jake Mellor took fifth place, and Greg Curley came in ninth. In the competition for Retail Management, Michael Garrard came in eighth and Charles Busch twelfth.

In the prepared events Lisa Iler placed fifth and Greg Curley sixth in Design, while the team of Tanya Lamb and Katy Smith placed sixth in Entrepreneurship. On Tuesday, April 21, DEX will be traveling to Anaheim, California, to compete at the International Career Development Conference. Travel money was obtained through fund-raising events, a grant from the Child's Fund, and from student money obtained through student government.

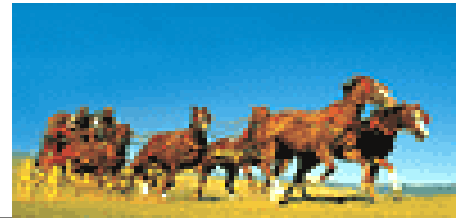
# Public Accountancy Club

We had a very active year for the PAC. Starting in the Fall, several CPA firms sponsored PAC socials on or around campus, including Deloitte Touche, McGladrey Pullen, Tanner LC, Hinton Burdick, and Jensen Keddington. The PAC took students up to Salt Lake City to visit the offices of Tanner LC, Jensen Keddington, and H & J Associates. We had three events where speakers came to talk to the PAC about writing effective résumés and cover letters, interviewing skills, and various things the students should know about the expectations of their future employers. We also had Tanner visit and give tips on taking the CPA exam. All who attended were richly rewarded. We made office visits to four firms in Las Vegas: Deloitte Touche, McGladrey Pullen, PBTK, and Bradshaw Smith. The VITA (Voluntary Income Tax Assistance) program processed over 900 tax returns as a great public service to the community.



# *Wells Fargo Speaker Series*

**WELLS  
FARGO**



*Dane Leavitt*

On Thursday, November 12, 2009 Dane O. Leavitt. Spoke to the students as a Wells Fargo speaker. Dane, 53, is Chairman and CEO of Leavitt Group Enterprises. He has served in that position since 1992. Dane is a 1983 Honors graduate of J. Reuben Clark Law School at Brigham Young University, and a member of the Utah State Bar (inactive).

He received his B.A. from Brigham Young University in 1980 (political science, accounting, and English) after having studied at Southern Utah University. Dane served as staff and then Counsel to the Utah Insurance Law Division Commission (1981-1985) and as Special Counsel to the Utah Office of Legislative Counsel (1985-1986). In these capacities, he was instrumental in completing a comprehensive revision of Utah's Insurance Code in 1985 and 1986.

He served as the Leavitt Group's General Counsel and Chief Operating Officer between 1984 and 1992.



A great addition to the Wells Fargo Business Executive Speaker Series was Dr. Thomas Ratka. As specialist in International Company Law, Capital Market Law, and EU International Law, Dr. Ratka offered an international view of the business world. He is from Vienna and has studied and worked in areas such as Germany, the UK and Italy. He graduated in Law, History and Philosophy and has a doctorate in Commercial Law and Contemporary History from the University of Vienna.

He spoke at the business convocation on Thursday, October 29, 2009 on "Cross-Border Companies and the ECJ's 'Centros' case—The European Delaware?" He also lectured in several classes presenting to the students in Business Law I and II, Strategic Management, International Business, and Original Issues (St. George).

*Dr. Thomas  
Ratka*



# HRHM Site Visits & Career Opportunities

During the Fall 2009 Semester, the Hotel, Resort, and Hospitality Management (HRHM) professors and students continued their experiential learning visits to industry leaders. With a focus on hotel design, hotel operations, and career development, they went to Las Vegas to take tours and hear presentations at the Encore, Mandalay Bay, and Venetian. Karina Ashworth, VP of Design, and some of her staff, conducted the tour at Encore. Renee West, President and COO of Mandalay Bay, along with two vice presidents, Rick Fields and Brian Robison, spoke to students about hospitality careers, and about the importance of having a hospitality degree. They then took students on a fascinating tour of operations. SUU students subsequently toured and heard presentations at the Venetian and Palazzo. Paul Dungo arranged for and conducted the tour. He previously had worked with Professor Assante at the Venetian.

On October 28th SUU Hospitality Management students took a trip to Salt Lake City and visited the Grand America Hotel, the only Five Diamond hotel in Salt Lake City. The trip emphasis was on facilities management and lodging design, so the students saw HVAC, laundry, and water systems, along with guest rooms, public space, and meeting rooms. Clayton Roop, Director of Engineering, and Anthony Bartholomew, Director of Operations, conducted the tours, and subsequently invited students to lunch at the Garden Café buffet. The students then proceeded to Control 4, where Paul Williams, VP Support Services, treated students to a fascinating hotel guest room technology presentation. Draperies, TVs, door locks, wake-up calls, lights, and more, can be managed by remote control.

On November 11, SUU students visited Red Mountain Resort and Spa, one of 30 destination spas in the United States. With an emphasis on resort management, Stephen Lambert, Director of Team Member Relations, guided students throughout the property with valuable management insights. General Manager Tracey Welsh invited students to enjoy the Red Mountain healthy cuisine, while she fielded student questions.

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## Navigating the Current Economic Crisis

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A panel discussion on the current economic crisis was sponsored by the School of Business on October 23, 2008. The event was open to the public and drew an overflow crowd. The panel, which was moderated by SUU economics professor Joe Baker, included SUU finance professors Steve Harrop and Steve Evans, SUU economics professor David Tufte, and Robb Kerry who is Chief Credit Officer for ADB Bank.

Each discussant provided his perspective on the crisis. Steven Evans attributed the primary cause of the crisis to the government's encouragement of relaxed lending standards. David Tufte addressed the macro-economic implications of the crisis, indicating that while the U.S. economy is performing badly, it is not time to panic. Mr. Kerry discussed effects of the crisis on banking and lending. Steven Harrop discussed the implications of the crisis to the stock market, indicating that while excessive bad debt has weakened our financial systems, government efforts to correct the problems will be successful. You may view their comments at the School's webpage at <http://www.suu.edu/business>.



# **"Engaging the Student"**

## **Fundraising Campaign 2009-2010**

### **Nearing our Goal of \$100,000 in New Scholarships**

Southern Utah University's School of Business has moved into a new era. After having achieved the highest national academic programmatic accreditation, AACSB, we are setting out to raise resources to continue and to grow the School of Business "Engaging the Student" initiatives. We sorely need scholarship monies and other resources. We can only do this with your support.

The 2009-2010 Engaging the Student Fundraising Campaign has a goal of \$100,000 for new scholarship money. We have nearly raised our stated goal! Much of this new scholarship money has come from individuals and corporate matches that have committed to be ongoing in their giving efforts. We are asking you to please donate to the "Engaging the Student Campaign." Thank you again for helping us continue graduating highly competent and appreciative students!

To access our contribution website follow the succeeding instructions:

1. Go to [www.suu.edu/givenow](http://www.suu.edu/givenow)
2. Click on Scholarship or Other
3. You must specify "School of Business" (see cut away donation card below for specifics choices)
4. Click on "Gift"
5. Fill out the necessary information about your Credit Card
6. Fill out the necessary demographic information.

To contribute via mail, make check payable to:

**Payee, School of Business Scholarship Fund.**

Address: **School of Business, SUU  
351 West University Blvd.  
Cedar City, Utah 84720**

## **YES! I WILL SUPPORT SOUTHERN UTAH UNIVERSITY'S SCHOOL OF BUSINESS**

### **GIVING OPTIONS**

#### **SUU School of Business Scholarships**

- ☐ Accounting
- ☐ Economics/Finance
- ☐ Management/Marketing
- ☐ Named Scholarship \_\_\_\_\_
- ☐ Dean's Priorities
- ☐ Other \_\_\_\_\_

### **SELECT GIFT AMOUNT**

- ☐ \$50      ☐ \$1,000
- ☐ \$100    ☐ \$2,500
- ☐ \$250    ☐ \$5,000
- ☐ \$500    ☐ Other \_\_\_\_\_

*Five percent of this donation will be directed to the Institutional Enhancement Fund.*

### **CONVENIENT WAYS TO GIVE**

**ONLINE:** [www.suu.edu/givenow](http://www.suu.edu/givenow)

**PHONE:** 1-877-233-8356 or 1-435-586-5401

**MAIL:** Check, payable to Southern Utah University

**Credit Card** ☐ Visa ☐ Mastercard ☐ Discover

Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Today's Date \_\_\_\_\_

Send to: SUU School of Business, 351 W. University Blvd. Cedar City UT 84720

**IN PERSON:** Please visit us on campus.

Will your employer match your gift? ☐ YES ☐ NO

Your e-mail address: \_\_\_\_\_

**SUU**  
SOUTHERN  
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EARNED EXCELLENCE:  
THE BEST BUSINESS  
SCHOOLS IN THE WORLD