

SUUccess

Your source for news and information on the Southern Utah University *School of Business*
Fall 2010

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Message from Dean Carl Templin

Dear students, alumni and friends,

I think you will find this issue of SUUccess well worth reading. Exciting things are happening. The big news is that a new business building is the top capital project for the University. The plan is to build a new 42,000 square foot building north of the Sharwan Smith Center, just northwest of the current business building. The new building will have U-shaped, tiered classrooms which will allow students to have a good view of each other and the professor. They will be perfect for conducted seminars, case analyses and exercises. We will also have rooms for breakout sections and for student team meetings. No longer will students have to gather in the lobby areas or stairwells to do team planning and assignments. We will have state-of-the-art computer labs and classrooms as well as an expanded investment and service learning center. Keep an eye open for a new web site that will keep you up to date on our progress and fundraising efforts.

We had a great event celebrating the 25th anniversary of the Masters of Accountancy program. We had alumni spanning the entire 25 years in attendance, and you can read more about that in this issue.

Our students continue to excel. We sent two clubs (DEX and PBL) to state and national competitions and they did very well. Becky Zitting took first place as Future Business Teacher and Kamber Walthall took 2nd and 3rd place in two finance competitions at the national PBL National competition. Additionally, our graduating seniors scored in the top 10% of graduating seniors who took the ETS Major Field Exam in Business. - **Dean Carl R. Templin**

INTERESTING FACTS:

- ◆ We are becoming more global with 15 international partners
- ◆ We had 111 international students in the School of Business (nearly 80% of the international student population of the University)
- ◆ Seven MBA students studied in Paris this past summer and earned a double MBA degree
- ◆ Dr. Sophi Sukalakamala took a group of students to Thailand this past summer
- ◆ Nearly 40% of our undergraduate students and over 50% of our graduate students speak a second language
- ◆ Half of the business faculty have taught internationally

DEPARTMENT UPDATES

Accounting

Several of the Accounting professors have been working on publications.

Tim Lewis and **David Rees** finished an article titled "The Fund of Funds Case Study: the Ethical Duty of Confidentiality vs. the Legal Duty to Disclose," for the *Journal of Accounting, Ethics & Public Policy*.

David Christensen and **Robin Boneck** completed two articles for the *Journal of Business Case Studies* in 2010. Both articles centered around, "...Questions for Analyzing the Right-Versus-Right Dilemmas of Managers."

Congratulations goes to **Jeff Barnes**, who has completed his course work towards a DBA degree with the University of Phoenix. His dissertation is all that remains, which he expects to complete in 2011.

The **25th MAcc Anniversary** was celebrated on October 15, 2010. Over 30 alumni attended. An article is featured on page 4 regarding the event.

The School's Integrity Pledge is available online for students, faculty, staff, and alumni to sign. It is located on the web, at:

<http://suu.edu/business/IntegrityPledge/formData/IntegrityPledge.aspx>

You may enjoy learning about SUU's first honor system and the on-going commitment that students, faculty, and staff at the School of Business have to academic integrity. To view a short video presentation on the School's honor system, you can visit:

<http://breezep.suu.edu/p22077291/>

- **Dr. David Christensen, Department Chair**

Economics & Finance

Dr. David Berri released his second book, which was co-authored with Martin B. Schmidt. Its title is *Stumbling on Wins: Two Economists Explore the Pitfalls on the Road to Victory in Professional Sports*.

He has authored four articles published in the *Journal of Sports Economics* during 2010:

- "Skin Tone and Wages: Evidence from NBA Free Agents"
- "Tournament Incentives, League Policy, and NBA Team Performance Revisited"
- "On the Evaluation of the 'Most Important' Position in Professional Sports"
- "Working in the Land of Metricians"

Dr. Berri also completed "From College to the Pros: Predicting the NBA Amateur Player Draft," for the *Journal of Productivity Analysis*.

Dr. Berri's research is regularly featured on Bloomberg Radio, the Wall Street Journal, and the New York Times.

Dr. Kim Craft, **Dr. Joe Baker**, and **Dr. David Tuft** presented a paper at the Western Economics Association Meetings entitled, "Academic Pedigree and Career Outcomes for Ph.D. Economists" in June 2010.

Drs. Craft and Baker have also submitted two reports to the Alfred P. Sloan Foundation during 2010:

- "Job Satisfaction of Doctorial Scientists and Engineers: Tenure, Institution, and Academic Pedigree"
- "Advantages and disadvantages: job satisfaction of science and engineering baccalaureates completing doctoral verses professional degrees"

- **Dr. Kim Craft, Department Chair**



Rendering of New Business Building

Business Building News

Considerable progress will be occurring in the near future as the new Dixie Leavitt Building starts to move forward through the programming and construction phases. A website is being created to share up-to-date progress of this exciting project so alumni and friends throughout the country and world can participate. Not only will the website provide building status and updates, it will be a place to enjoy stories of both current and former faculty and alumni, upcoming School of Business events, messages from the Dean and a special highlight feature of future School of Business "Wall of Honor" inductees. Look for the website launching toward the end of April by visiting:

www.suu.edu/newbusinessbuilding



Casey Bywater receives the Outstanding Student in Marketing award at the Spring 2010 awards banquet. Pictured with him: Carl R. Templin, Dean, Jay Irvin, Target (award sponsor), and Alan Hamlin, Dept. Chair of Management, Marketing, & Hospitality.

Management, Marketing & Hospitality

Dr. Azmi Ahmad had an article published in the October 2010 Review of Business Research Journal titled "Dimensions of Quality in Teaching and Higher Education: Student and Faculty Perceptions." He also had one peer reviewed proceedings for the year.

Dr. Lisa Assante had three journal articles published in 2010, and had one paper published in the proceedings of an academic conference. She also had one paper presented at an academic venue in 2010, and was the recipient of two grants in 2010. Lisa was the recipient of the MMH Professor of the Year award in 2010.

Dr. Gerry Calvasina had one journal article and two proceedings in 2010, and four journal articles in 2009, together with six academic paper presentations. He was the SUU Outstanding Scholar

Dr. Roy Johnson had one journal article published and two abstracts published in a proceedings at an academic conference in 2010.

Dr. Alan Hamlin published "Myths and Realities of College Retirement" in the Journal of Business and Economics in the Summer, 2009 edition. He also had one published proceedings in 2010 and another in 2009. He was elected President-elect of

the SUU Faculty Senate, and is serving on the Board of the Mountain Plains Management Association.

Dr. Amy Moore had two articles published in prestigious journals in 2010, and she continues to be the Associate Editor of the Applied Economics Research Bulletin.

Dr. Wayne Roberts has had two articles accepted for publication in academic journals in 2010

Dr. Emmett Steed published a journal article in 2010 in the Journal of Management and Marketing Research. He also published an article in the International Journal of Contemporary Hospitality Management in 2009. He also had one peer-reviewed proceedings.

Dr. Sophi Sukalakamala has had one paper and one poster presentation published in proceedings in 2010, including her most recent effort titled, "Generation Y Perspectives towards Stadium Food" presented at the International Council on Hotel, Restaurant and Institutional Education annual conference.

Dr. Carl Templin published "Teaching and Assessing Ethics as a Learning Objective: One School's Journey" in the American Journal of Business Education in 2009, and presented a paper which was published in a proceedings in 2010. He continues to serve as Dean of the School of Business.

- Dr. Alan Hamlin, Department Chair

MBA Program Experiences Growth

Our Master of Business Administration degree has seen unprecedented growth over the last two years. With nearly 100 current MBA students, demand for core MBA classes has been heavy. Acceptance criteria for the MBA and MAcc are currently being modified to ensure all enrolled students will be able to access the courses necessary to meet graduation requirements.

MACC 25TH ANNIVERSARY CELEBRATION

The Masters of Accountancy Program celebrated its 25th Anniversary on October 15 with a dinner in the Great Hall, gentle roasting of accounting professors, and lots of visiting. The event was attended by over 100 individuals, traveling from several states to be in attendance. To advertise the event, a Facebook account was established under Southern Utah University Masters of Accountancy 25th Anniversary Celebration. Also, emails were sent periodically during the six months preceding the celebration that invited all to attend. Pictures of the event can be found at that Facebook account.

Alumni and faculty alike seemed to enjoy themselves at the celebration, and many asked to have a similar celebration again!



International Study of Hospitality in Thailand

Purpose of the program

The primary goal of the International Study of Hospitality in Thailand is to enhance the Hotel, Resort, and Hospitality Management (HRHM) academic program by incorporating comparative, cross-cultural, and international perspectives into the curriculum. The program will also help students broaden their views of the hospitality industry beyond the United States perspective. By participating in the program, students will have the opportunity to incorporate lessons learned in the hospitality field with the purpose of having experiential learning on-site experience. While the hospitality workforce in the US is full of diversity, understanding the values and perspectives of different cultures will help students increase the awareness of multicultural workplace. These experiences will benefit students for successful professions in the future.

Trip Information

During May 5 to 17, 2010, six students and faculty from Hotel, Resort, and Hospitality Management (HRHM) traveled to Thailand for International Study of Hospitality. This trip was designed to enhance students' learning experiences by visiting several top hospitality companies in Thailand such as Tourism Authority of Thailand, Thai Airways International, Pathumwan Princess Hotel (Dusit International), Burasari Patong Boutique Hotel, and Siam Winery. In addition, students also had opportunities to learn about Thai culture by visiting several historical and local attractions such as Grand Palace, floating market, wood carving center & handicraft center, night market, elephant school, and pearl farm.

Student Experiences

Students' experience in Thailand cannot be duplicated in the classroom nor in any city in the contiguous United States. While in Thailand, students learned to appreciate the cultural diversity of the people with whom they interacted; they gained awareness for all aspects of tourism; and they applied their critical thinking skills to challenges faced by the private and public sectors of the hospitality and tourism industries.



Here is a sampling of comments from students:

"Thailand was such an amazing, beautiful place and the culture and everything was completely different."

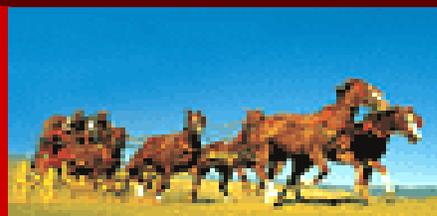
"I feel the real living experiences trump academic learning experiences. This probably is because I am a visual learner but I learn so much more being put out in the actual situations than I ever would in a classroom."

"My experiences in Thailand will definitely affect the rest of my life. I feel like in just a few short weeks I was able to grow as a person through learning of and living in a different culture."

"Where to begin? This trip was so amazing that I still cannot put it into words! I suppose one thing that I have learned is that a trip like this one leaves you speechless!"

Wells Fargo Executive Business Speaker Series

**WELLS
FARGO**



Vince Rosdahl

Vince Rosdahl is currently a tax partner at Deloitte & Touche in San Francisco, California. He is the Financial Services/Real Estate Tax Lead Partner in the San Francisco Office. His practice is focused on alternative investment funds—hedge, venture, and private equity funds. He has been a partner with Deloitte since May 2002. Prior to Deloitte, he was a partner with Andersen. He was admitted to the Andersen partnership in 1999. He is a member of the California Society of CPA's and American Institute of Public Accountants (AICPA).

Vince graduated from Southern Utah University with a Master of Accountancy degree in June 1988 and earned a Bachelor of Science in Accounting in 1987.

Vince spoke to the students and community members on September 16, 2010 in the Starlight Room of the Sharwan Smith Center.

John P. Deckys is an entrepreneur, executive, author, speaker, radio talk show host, an educator, mentor and motivator with more than 20 years of experience in the finance industry in companies of all sizes. His background includes being a graduate of Loyola University of Chicago with a BA in economics and additional concentrations in finance and accounting. He has held roles as a CEO and President. He has extensive experience in start-ups and small to medium size businesses. He has also had a long and successful previous career in Chicago in commodities futures and options as trading floor manager in the S&P trading pit and as an independent futures and options trader. John is currently the CEO and co-founder of the consulting firm of VIP Mafia, which specializes in strategic cash flow management, aggressive debt elimination, and credit enhancement and maximization.

John spoke to the students and community members on October 19, 2010 in the SUU Auditorium.



John Deckys

Small Business Development Center

The results of the 5th Annual Best Business Idea Competition are in, and the winners have been determined! The event was sponsored by the SUU Small Business Development Center and School of Business, the Cedar City Chamber of Commerce and Iron County/Cedar City Economic Development (all partners of the SUU Business Resource Center). Prize money was donated and sponsorship provided by ADB Bank. 25 imaginative and promising business ideas were submitted for judging. Ten finalists were chosen to present their business idea orally to the panel of judges. Based upon those presentations the five winners were chosen.

And the winners were....

	Prize	Recipient	Description
1st Place	\$3,000	Dan Hermansen Hyrum Mertlich	Wireless headphones
2nd Place	\$1,000	Melanie Johnson	Online graphic program for realtors
3rd Place	\$500	Mark Miller (SUU student)	Music box movements
Honorable Mention	\$250	Benjamin Howe	Timeline application
Honorable Mention	\$250	Ellen Treanor (SUU professor)	Youth Enjoy Success—an extracurricular academic enrichment program for high school students to prepare them for college or career

As can be seen, the winners' ideas covered a wide range of business possibilities. All represent very practical and innovative business ideas, with very bright prospects for the future. Two of the five winning ideas were submitted by SUU students.

The mutual purpose of each of the sponsors of this competition is to support the development of small businesses in the Tri-County area (Iron, Beaver and Garfield Counties), and to promote healthy economic development with more jobs and an increased tax revenue base. With the integration of community resources and the talent of our own successful entrepreneurs, we can help more and more small companies get started and successfully grow. The SUU Business Resource Center opened its doors in April of 2009 as a "one-stop-shop" business resource center and incubator to provide necessary support and counseling services for smaller businesses.



From left to right: Front row - Melanie Johnson, Ellen Treanor, Benjamin Howe, Dan Hermansen, Hyrum Mertlich, Mark Miller. Back row – Dean Carl Templin, Craig Isom, BRC Executive Director

The BRC provides support services, as well as help with financing alternatives (including a micro loan or connections to "angel"/venture capital funds), business partnering facilitation, marketing, legal and human resource services.

Craig Isom, Director of the SUU Business Resource Center said, "It is very rewarding to see the response to the competition challenge. There's lots of talent in our community and many untapped ideas and opportunities. We're happy to see so many great ideas and to have the level of interest we have in this kind of event. What's most rewarding is seeing so many different resources come together (university, public and private) for a very important and common cause. We extend our thanks to all who participated. Now we just have to keep the ball rolling and support the launch of some new, successful businesses, and build upon this start to increased community partnership."



The Professional Business Leadership Club (Phi Beta Lambda) was very active this year, and Dean Carl Templin served as the advisor. PBL sponsored several workshops and company tours throughout the year. Club leaders attended the State Fall Leadership Conference in Park City, Utah, and the National Leadership Conference in Denver, Colorado. Club members had two service projects. One with the high school PBLA clubs making toys at the Happy Factory in Cedar City. The other was a community baby shower for the March of Dimes. The highlights of the year were the state and national competitions. Ten students attended the state competition in Ogden, Utah, and competed in 25 events, earning 25 awards. Eight students qualified to compete at nationals in Nashville, Tennessee, with five students placing nationally in seven events. Results are shown below.

Professional Business Leadership



Student	Event	State	National
Becky Zitting	Future Business Teacher	1	1 (\$500)
	Financial Analysis & Decision Making	3	9
	Economic Analysis	4	
Kamber Walthall	Financial Concepts	1	2 (\$400)
	Financial Analysis & Decision Making	1	3
Nathan Holt	Management Concepts	1	4
	Business Ethics	3	
	Business Law	9	
Drew Coy	Contemporary Sports Issues	2	8
	Sports Mgt and Mktg	4	
Shelly Callison	Job Interview	2	10
	Business Ethics	3	
	International Business	4	
Jason Aiken	Accounting Principles	2	
	Microeconomics	2	
Weston Babbitt	Macroeconomics	4	
	Economic Analysis & Decision Making	5	
	Microeconomics	4	
Brett LeMmon	Macroeconomics	6	
	Statistical Analysis	4	
Daniel Shepherd	Impromptu Speaking	7	
	Statistical Analysis	5	
Xiao (Lulu) Meng	Free Enterprise Project	1	
PBL Chapter	Community Service Project	3	
	Chapter Newsletter Award	4	
	Annual Business Report	5	

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