Dear Alumni,
What a year this has been. We just graduated our largest class with 188 undergraduate degrees and 112 graduate degrees. Robyn Lalumia, a Hotel, Resort and Hospitality Management major, served as the University Valedictorian. An Economics major, Graham Cheever, served as the School Valedictorian. Our business seniors scored in the top 10% nationally on the ETS Major Field Exam in Business four times out of the last five testing cycles. Seven seniors scored individually in the top 5% in the nation. Our MBA students scored in the top 25% nationally with three scoring individually in the top 5%.

Our outstanding graduate students are: Zachary Murray (MBA/MAcc), Jordan Coons (MBA), and Steven Reese (MAcc).

Our outstanding undergraduate students are:

- Christopher Jeffery (Acctg)
- Kyle Bowen (Economics)
- Joy Seegmiller (Finance)
- ShaLaE Steadman (Management)
- Casey Bywater (Marketing)
- Raquel Roldan (Hotel, Resort & Hosp. Mgt)

This year’s outstanding faculty are:

- Dr. Robin Boneck (Accounting)
- Dr. Denise Woodbury (Econ and Fin)
- Dr. Lisa Assante (Mgt, Mktg & Hosp)
- Maj. Chris Caldwell (Military Science)

An addition to our business building is the University’s number one academic building priority. We are doing some master planning now and will shortly begin a fundraising campaign to raise $3-5 million dollars toward its construction.

You will see in this newsletter, we dedicated a PBTK classroom with updated technology at the beginning of the year. We will dedicate another named classroom at the beginning of next year.

This year marks the 25th Anniversary of SUU’s oldest graduate program, the Masters of Accountancy. We will be having a big celebration during homecoming next fall.

We are sorry to note the passing of Finance Professor Dr. Denise Woodbury. She passed away on Sunday, May 2, the day following our convocation. This was totally unexpected. Denise had made significant progress in her health and was able to walk for short distances without the aid of a walker. She demonstrated that for friends and students following our convocation. Her loss is greatly felt by colleagues and students alike. We extend our deepest sympathy to her family. A business scholarship endowment has been established in her name. If you would like to donate in Denise’s memory, please contact Lori Blackner (435-865-8436) or by email at blackner@suu.edu.

Barnes made four other presentations last year:

“‘New Tax Legislation’” Income Tax Schools for Practitioners, Utah State University Extension in Cooperation with the IRS, Salt Lake City, Utah, November 19-20, 2009. (Presented before 225 professional peers—CPAs, attorneys, and enrolled agents.)

“‘Ethics’” Income Tax Schools for Practitioners, Utah State University Extension in Cooperation with the IRS, Salt Lake City, Utah, November 19-20, 2009. (Presented before 225 professional peers—CPAs, attorneys, and enrolled agents.)

“‘New Tax Legislation’” Income Tax Schools for Practitioners, Utah State University Extension in Cooperation with the IRS, St. George, Utah, December 3-4, 2009. (Presented before 100 professional peers—CPAs, attorneys, and enrolled agents.)

Dr. David Christensen, along with Dr. David Tufte, Professor Jeff Barnes received the Best Session Paper award for their article, “‘Spreadsheet Design: An Optimal Checklist for Accountants.’” International Business & Economics Research Conference (Las Vegas, NV, October 5-7). Christensen also co-authored “‘Teaching and Assessing Ethics as a Learning Objective: One School’s Journey,’” with Dr. Carl Templin, which was published in the American Journal of Business Education, November 2009. He co-authored, along with Professor Jeff Barnes and Dr. David Tufte, “‘Spreadsheet Design: An Optimal Checklist for Accountants,’” American Journal of Business Education, December 2009. His most recent article, “‘Four Questions for Analyzing the Right- Versus-Right Dilemmas of Managers,’” co-authored by Professor Robin Boneck, will be published soon in the Journal of Business Case Studies.

Professor Tim Lewis produced two workbooks for the 2009-2010 school year. “‘Business Law I - Workbook’” (approximately 350 pages) and “‘Business Law II - Workbook’” (approximately 400 pages).

Dr. Joe Merrill will be retiring this spring, completing over 40 years of teaching at various universities, including Utah State University, the University of Alaska Anchorage, and Southern Utah University.

Professor Mary Pearson taught 35 students from Austria, Germany France, Netherlands, China and Slovakia during summer semester 2009 in FH Wien, Vienna, Austria. The title of her class was “‘Cost Management and Budgeting.’”

Dr. David Rees attended an Academic Impressions Conference on Evaluating Faculty Classroom Performance at Denver, Colorado, 2009.

Other

The 25th MAcc anniversary will be celebrated this fall. See http://suu.edu/business/macc25/ for details.

The School’s Integrity Pledge is available online for students, faculty, staff, and graduates to sign. It is located at http://suu.edu/business/integrityPledge/formData/IntegrityPledge.aspx

David S. Christensen, Ph.D.
Department Chair
Dr. Lisa Assante had 3 journal articles published in 2008, and 2 in 2009. She also had three papers presented at academic venues that year (one of which won the Best Paper award), and was the recipient of four grants in 2008. She also was the recipient of the Thunderbird Award for outstanding professor in 2008 and was recognized as the SUU Outstanding Educator in 2009.

Dr. Gerry Calvasina had 4 journal articles in 2008 and another in 2009, together with five academic paper presentations. He also published 6 cases and exercises, in addition to advising the SUU Society for Human Resource Management club. He was the SUU Outstanding Scholar for 2009.


Management and Marketing

Dr. Amy Moore had 4 articles published in prestigious journals in 2008, and she continues to be the Associate Editor of the Applied Economics Research Bulletin.

Professor Greg Powell published 3”“Academic Dishonesty at Southern Utah University: Policies, Procedures and Experiences in the School of Business,”” in the Journal of the Academy of Business Administration, Spring/Summer 2008. He also won the award of SUU Outstanding Educator for 2008.

Dr. Wayne Roberts published 5 journal articles and had 2 papers presented at academic venues in 2008-2009. He was recognized as the Outstanding Scholar for his department in 2009. He also continues to advise the DEX Marketing Club.

Dr. Emmett Steed published a journal article in the International Journal of Contemporary Hospitality Management in 2009, together with two peer-reviewed proceedings since 2008.

Dr. Sophie Sukalakamala published ““Food practices, changes, preferences, and acculturation of Arabs and Thais in the United States: A cross cultural comparison”” in The 21st World Congress of International Federation for Home Economic, 148. (2008)


Dr. Kim Craft submitted two funded-research reports to the Sloan Foundation: (1) ““Job Satisfaction of Doctoral Scientists and Engineers: Tenure, Institution and Academic Pedigree.”” March 2010. (2) ““Advantages and disadvantages: job satisfaction of science and engineering baccalaureates completing doctoral verses professional degrees.”” January 2010.

Economics/Finance


Dr. Joe Baker and Dr. Kim Craft submitted two funded-research reports to the Sloan Foundation: (1) ““Job Satisfaction of Doctoral Scientists and Engineers: Tenure, Institution and Academic Pedigree.”” March 2010. (2) ““Advantages and disadvantages: job satisfaction of science and engineering baccalaureates completing doctoral verses professional degrees.”” January 2010.
MACC 25th Anniversary

This summer, it will be twenty-five years since the Utah State Legislature gave authority for SUU to offer a Masters of Accountancy (MAcc) degree, which was the first stand-alone graduate degree offered on campus. In the years prior to the Legislature’s granting of authority, CPA societies throughout the nation had been advocating for all individuals to have 150 hours of education prior to their being eligible to become a CPA.

Utah was the fourth state to adopt that provision, and is the reason why SUU received authority to offer a MAcc degree. Under the direction of Professor Gary Giles, a curriculum was created and in the summer of 1985, the SUU Accounting Department hired three professors to teach the curriculum. Those three professors were: Tim Lewis JD, David Rees Ph.D., and Scott Clark MAcc. Professors Lewis and Rees are still at SUU, teaching accounting and business law courses. Professor Giles, after a lengthy term of service to SUU and the Accounting Program, retired and was honored by having his picture in the Hunter Conference Center.

This Fall in conjunction with Home Coming, a 25th Anniversary Celebration is being planned and all MAcc alumni are being invited to return to campus and participate in the Celebration. A Committee of over 40 MAcc alumni has been formed to stay in contact with alumni and plan the celebration. Updates of the planned program can be found by going to the SUU Accounting Department webpage at http://www.suu.edu/business/acct/.

In the twenty-five years since its inception, SUU’s MAcc program has evolved into a premier accounting program in the West, with its graduates widely sought by CPA firms. Recently, Piercy, Bowler, Taylor and Kern, a regional CPA firm, gave a gift of money to be used for scholarships and to bring state-of-the-art audio/visual facilities to a classroom named in their honor. Other CPA firms are considering doing the same. This is a tribute to the dedication of all accounting professors over the years and—–even more so—–to the hard work and contribution to their company’s success that the MAcc alumni brought.

Finally, this Celebration of the 25th Anniversary of the MAcc Program is intended to be as much a tribute to the future of the program as it is a celebration of the accomplishments
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.

Business Students Take Top Honors

Southern Utah University’s Delta Epsilon Chi Club (DEX) collected nine awards at the State Delta Epsilon Chi Career Development Event where students competed in a variety of events to test their knowledge in sales, marketing, retail management, advertising and finance.

The events included taking written tests and preparing individual presentations in 30 minutes to solve industry specific problems. These competitions are designed to help students apply the information they have been learning in class in more realistic settings where deadlines and quick thinking factor into the decision-making process.

“IT really puts our overall business knowledge to the test while we work to solve real world problems,” said first-place winner Beth Bosshardt, a senior business management major at who was recognized with an individual first place finish in the Restaurant and Food Service competition as well as with the top team finish in the International Marketing group along with her partner Nate Holt, a senior management major at SUU.

Other SUU DEX students who earned first place recognition include senior marketing management major Megan Campbell for her performance in Fashion Merchandising; junior finance major Kim Smedley for her performance in Travel and Tourism Merchandising; and Jennifer Hunter for Human Resources.

Other award winners from SUU included: Lisa Iler, a marketing major who earned her SUU degree in December of 2009; senior marketing major Desiree Holdaway; and junior biology major Jade Askeroth.

Students will continue to refine their presentation skills as they prepare to travel to the national DEX competition April 17-20 in Louisville, Kentucky.

The DEX program engages students from a variety of educational disciplines, while maintaining a strong focus on business-related areas such as marketing, management and entrepreneurship.
Bill Brennan currently serves as the Director of MBA Program Initiatives in the Mendoza College of Business. In this position Bill serves as a manager of strategic and innovative initiatives such as the development of MBA Interterm Intensive courses. He also assists the Dean and Associate Dean with endeavors that are of strategic importance to the MBA program and College. Prior to this role, Bill served as the Director of MBA Career Development where his work contributed to the five-place improvement in the Business Week rankings. Before joining the Notre Dame staff Bill worked in industry where his work contributed to the development of brands such as Brooklyn Lager, Pete’s Wicked Ale, Poland Spring, and Deer Park.

Bill graduated from the Notre Dame MBA program, with honors, in the Class of 2001 while serving as a class representative in the MBA Association as well as the Chairman of the Honor Code Committee. He was also selected to be the recipient of the Frederick B. Snite Leadership Award as well as the Frederick B. Snite Spirit of Notre Dame Award by his classmates. In 2005 he was selected to be the recipient of the Recent Alumnus Service Award by the Mendoza Graduate Alumni Committee.

Starting in late 2002, Bill Whittle burst on the political scene with a series of essays called SILENT AMERICA, and quickly became known as a champion of Pro-American, Pro-Business and Pro-Military values. A private pilot and amateur historian, Bill combines logic, insight, history and passion to present the issues of our day in entirely new ways.

Bill's writings first appeared at his weblog, Eject! Eject! Eject!, and since mid-2008 he has been the leading on-camera talent at PJTV, an internet-based, conservative television station. His AFTERBURNER segments continue to provide in-depth yet light-hearted looks at the central issues of our time.

Bill Whittle

With 30 years financial services experience, Laura Houston serves as Regional Manager and Wealth Management Director for the Private Bank in Utah. Prior to joining Wells Fargo, she was a senior vice president with US Bank for the Private Client Group. She also served as Managing Director for Institutional Services for a 12-state territory with Key Bank/Victory Capital Management.

A graduate from Boise State University and a Certified Employee Benefits Specialist, Ms. Houston also serves on the Board of Trustees for IHC, as well as the Board for Utah Food Bank Services. She is a Founding Member of the Women’s Philanthropic Network, and a member of the Salt Lake Estate Planning Council.

Laura Houston

Wells Fargo Speaker Series
Peter von Allmen is a professor of economics at Moravian College. His sports related research has focused on wages as incentives in individual sport compensation, labor markets in professional team sports, and the influence of international players on competitive balance in the NHL.


He has also published research on family labor supply models and post-secondary pedagogy in economics. In 2006-07, he was a Fellow of the American Council on Education (ACE).

Dr. Joe Merrill has taught accounting for over 40 years. He has been at Southern Utah University for sixteen years. During his academic career he took time off to serve two Alaska governors as a director of the Department of Transportation and as a member of a five member team to evaluate the efficiency of the executive branch of the state. He helped manage a public utility consulting firm, a commuter airline and was the only professional manager of a Marine Pilots Association in the United States. All of these experiences served to bring real life experience to the classroom.

Before coming to SUU, Joe taught at the University of Alaska at Anchorage and at Utah State University. He earned his Ph.D. in Accountancy from the University of Wisconsin at Madison. He has been a versatile accounting faculty member in the Department of Accounting, with teaching duties at both the undergraduate and graduate teaching levels. He is a Certified Public Accountant in Nevada.

In recent years Joe and his wife have enjoyed traveling to Europe. He has also taken numerous trips back to Alaska to enjoy long river tips in the wilderness with his friends. His office walls are covered with maps and pictures of Alaska scenery and experiences.

As an old accountant, Joe plans to try to keep things in balance during his retirement years.
Beta Gamma Sigma is an international honor society in business. The scholars inducted into the society hold academic standing in the top 10 percent of juniors and seniors majoring in business and the top 20 percent of graduate students. Dr. Azmi Ahmad, Associate Professor of Management, is the faculty advisor for Beta Gamma Sigma.

The SUU chapter of Beta Gamma Sigma reached a climax in its activities of the past year on April 16, when it welcomed a total of 42 new members, and 1 professor (Timothy Lewis), into the ranks and privileges of the esteemed business honor society. The event took place during the School of Business Awards Banquet in the Great Hall of the Hunter Conference Center.

Qualifying inductees were previously invited to join Beta Gamma Sigma through a “Tapping-out Ceremony” executed by the society’s Advisor, Professor Azmi Ahmad, along with a few other faculty members of Beta Gamma Sigma. On the evening of April 16, those invitees who had accepted the invitation to join the honor society stood together in a uniform line the Great Hall, as society officers presented the ideals and symbols underlying each Greek symbol that gives the society its name.

Dean Templin, the president for BGS SUU chapter, then proceeded to formalize their membership through an oath to uphold the ideals and principles of the society. Newly inducted members received certificates, cords, and keys to certify their official belonging to Beta Gamma Sigma and closed the symbolic night with pictures in the good company of associates, friends, and family.

The new inductee’s were Jason Aiken, Todd Allen, Scott Barney, Burke Bess, Jeremiah Carroll, Brian Cheney, Kristina Combs, Jordan Coons, Zane Coope, Jacob Demille, Jeffrey Felsted, Blake Greenhalgh, Jennifer Haight, Landon Hallows, Jeremy Harris, Brent Heaton, Adrienne Hill, Lindsay Holyoak, Devin Homer, Tyler Homer, Chris Jeffery, Tawn Jewkes, Kenneth Jones, Jason Kreitzer, Julie Larmore, Tamron Lee, Sydney Lewis, Cassidy McCullough, Carly Merrill, Zach Murray, Zachary Olsen, Aubrey Peacock, Steven Reese, Joy Seegmiller, Jana Sweat, Kamdon Twitchell, David Urry, Clinton Webster, and Aaron Wilcox.
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.

**2010 Volunteer Income Tax Assistance Program (VITA)**

The Volunteer Income Tax Assistance (VITA) program is a community outreach program established by the IRS. The purpose of the program is to assist low-income families in the local community by preparing federal and state income tax returns for said community members without charge. The program is administered by IRS authorized sites through volunteers who are certified by the IRS for tax return preparation. The School of Business Accounting Department is an IRS authorized site which has been administering the VITA program since January of 2000. Currently, Asst. Prof. Robin Boneck serves as advisor and Assoc. Prof. Jeff Barnes serves as co-advisor to the program.

The Accounting program provides this service to our local community as a service-learning component in Accounting 3200 (Individual Income Tax) and Accounting 4200 (Tax Research). The students in each of these tax classes are required to become VITA certified and prepare tax returns for low-income families in our local community. Their service gives them hands on tax preparation experience, enhancing their tax education, and provides them an opportunity to serve the community. Each year a Masters of Accounting student serves as the manager of the VITA site and enlists the assistance of several other students to provide daily supervision of accounting students (undergraduate and graduate) who provide the daily volunteer service to our local community.

The VITA program was incredibly successful this year. Derek Anderson, along with assistance from several other accounting students serving as supervisors (Christen Meyer, Jake Pickett, Erik McCarthy, Jeremy Seymour, Josh Gertsch, Tynette Spafford, and Amy Hancock) managed the program. 730 tax returns were filed and accepted by the IRS this year. 51 accounting students volunteered to prepare tax returns for qualifying taxpayers residing in the Cedar City area. Over 800 hours of volunteer service were provided by students from late January until April 8th. All tax returns were prepared and filed at no cost to the taxpayer. We estimate that providing this service saved the citizens in our community approximately $146,000 in tax preparation fees. Most impressive is the fact that the community received approximately $1,270,000 in income tax refunds through our service which exceeds last year refunds by $137,000.
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
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

“Engaging the Student” Fundraising Campaign 2009-2010
Nearing our Goal of $100,000 in New Scholarships