



Message from Dean Carl Templin

Dear students, alumni and friends,

This has been a busy year preparing for our AACSB-International Maintenance of Accreditation visit, which occurred January 23-25, 2011. The team found no deficiencies. It commended our faculty who are "very productive in scholarly output in spite of the heavy teaching loads." It also commended us for the "placement of graduates in the professional workforce" and the "collegiality and collaboration among the faculty." The team also noted that "student engagement permeates the business curriculum and is considered an effective practice." Anyone who

knows us will not be surprised by these commendations. Still, it is nice to hear it from an external source. The team also identified two additional effective practices: 1) the online Masters of Accountancy taught by 100% academically qualified faculty and 2) our National Advisory Board which supports the School in continuous improvement. The team gave us the following consultative feedback to further strengthen our programs: 1) Hold a business-specific job fair at least once per year (already scheduled); 2) Increase the number of scholarships available; 3) Formalize a strategic plan based on the new mission and vision statement (in process); 4) Develop a strategy to lighten the load of the Assurance of Learning Committee and 5) More fully exploit the use of international partners and the international experience of our faculty. We have already begun working on these suggestions. So, congratulations to all for a job well-done.

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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:

Jeff Barnes made two presentations, "New Tax Legislation" and "Ethics," respectively, at the Income Tax Schools for Practitioners Conference, held in Salt Lake City, Utah, in November 2010 and in St. George, Utah, December 2010. He has completed all his coursework and qualifying exams for his DBA degree and submitted his three-chapter dissertation in 2011.

Barnes was also inducted into the International Honor Society of Beta Gamma Sigma on April 1, 2011.

Robin Boneck advised and **Jeff Barnes** co-advised the Volunteer Income Tax Assistance (VITA) service-learning activity. Incredibly successful again this year, eight students worked to file close to 700 federal and state tax returns this tax season.

David Christensen and **Robin Boneck** published two different articles in the Journal of Business Case Studies: "Four Questions for Analyzing the Right-Versus-Right Dilemmas of Managers" and "Teaching Notes to Four Questions for Analyzing the Right-Versus-Right Dilemmas of Managers" in 2010.

David Christensen 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.

Economics & Finance

In 2010, **David Berri** and Martin B. Schmidt published the book *Stumbling on Wins: Two Economists Explore the Pitfalls on the Road to Victory in Professional Sport* (Financial Times Press, Princeton, NJ).

Berri's book has received wide acclaim from scholars, sports figures, sports journalists, and analysts alike.

David Berri has published several articles throughout the year, as well. During 2010 and 2011, he has published the following articles in the Journal of Sports Economics:

- "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"
- "Skin Tone and Wages: Evidence from NBA Free Agents"

In 2011, **David Berri** 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).

A prolific writer, **Berri** has two more articles forthcoming during this year alone.



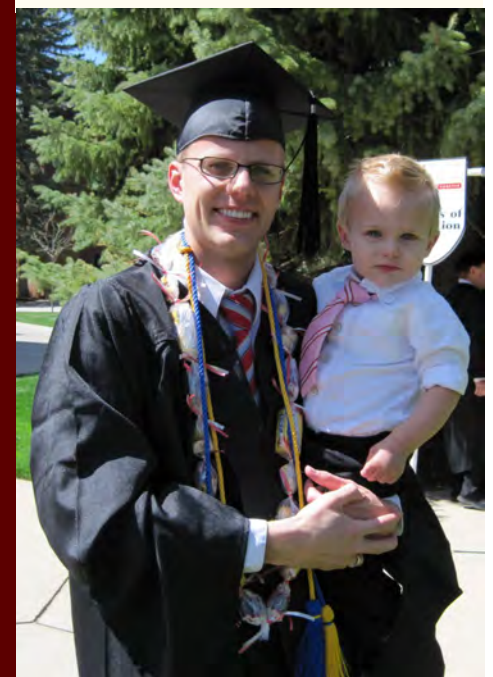
Dr. Joe Baker, Dr. Lisa Assante, Professor Greg Powell, and Dr. Emmett Steed

Congratulations to our 2010-2011 Outstanding Professors!

Professor **Tim Lewis**, Accounting

Dr. **Stephen Evans**, Economics & Finance

Dr. **Lisa Assante**, Management, Marketing & Hospitality



MBA Graduate Kirk Blake pictured here with his son.



Management, Marketing & Hospitality

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.

Gerry Calvasina published 6 refereed journals during 2010-2011. In 2010, he was the sole author on "Human Resource Management Policy and Practice Issues and Medical Marijuana", published in the Journal of Management and Marketing Research, Volume 6; he was the lead author on 3 other papers:

- "Use of Credit Checks in Employee Selection: Legal and Policy Issues for Employers", Business Studies Journal, Volume 2, Number 2, pp. 87-99,
- "Caregiver Responsibility Discrimination and the Equal Employment Opportunity Commission (EEOC) Guidelines: Policy and Practice Issues for Employers", Journal of Legal, Ethical and Regulatory Issues, Volume 13, Number 2, pp. 1-10, and
- "Complying with the Fair Labor Standards Act: A Continuing Legal Challenge for Employers", Journal of Legal, Ethical and Regulatory Issues, Volume 13, Number 1, pp. 39-52.

Calvasina has another paper that was accepted in 2010 that is currently in press: "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,.

In 2011 he was the second author on one paper, "The Myth that Activity Based Costing Methodology can be Used successfully to support Management Decision Making", E-Journal of Business and Economic Issues, Southern University and A&M College, Volume VI, Issue I, Spring.

Roy Johnson published two articles in the Mountain Plains Journal of Business and Economics:

- "Hindsight Bias and the Evaluation of Strategic Performance" (2010), and
- "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.

Hamlin participated in a panel entitled, "A Comparison of Academic Integrity Issues at Various Institutions of Higher Education" at the annual meeting of the Mountain Plains Management Association, in October 2010.

Amy Moore published the following papers:

- "Waste not, even if it's free: An Experimental Explanation for Apparently Unprofitable Promotions" in Applied Economics Letters (2010)
- "Non-Passive Buyers in Posted-Offer Markets" in Applied Economics Research Bulletin Peer-Reviewed Working Series (2010).
- "Why buy when you can rent? A brief investigation of differences in acquisition mode based on duration" republished in Applied Economics—Housing & Mortgages (2010).

Moore continues to serve as Associate Editor of Applied Economics Research Bulletin and also served as Editor for the journal during Summer 2010.

Emmett Steed and **Lisa Assante** published a paper entitled "Pioneering a rural hospitality research center: Examining best practices and stakeholder perceptions," for the Journal of Management and Marketing Research. **Steed** also published an article in the International Journal of Contemporary Hospitality Management in 2009. In addition he had one peer-reviewed proceeding.

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.

Hospitality Program Receives Grant

The Utah Office of Tourism approached Emmett Steed to conduct a Central/Southern Utah Visitor Profile. The HRHM program received a \$25,324 grant to conduct the research. Faculty members **Emmett Steed**, **Wayne Roberts**, and **Briget Eastep** are working on the study aimed at promoting tourism in the State of Utah. The survey instruments were translated into French, German, and Japanese. A new technology was utilized in obtaining survey responses by designing a website card with a QR code to allow smartphone users to go directly to the survey website.

Excellence in Scholarship Banquet:

An Evening to Honor Top Students

The top students in the School of Business were honored at the Excellence in Scholarship Banquet April 1, 2011. Students, family members, faculty, scholarship donors, and award sponsors joined in the Hunter Conference Center to celebrate the scholastic achievements of the students being honored.



| Awards | Students | Sponsors |
|--|------------------------|---|
| <i>Outstanding Juniors:</i> | | |
| Accounting | Cassity Clayton | McGladrey & Pullen |
| Economics | Ryan Farnsworth | Small Business Development Center |
| Finance | Bryce A. Hoffman | Allegiance Premium Finance Co. |
| Management | Miles S. Wells | Small Business Development Center |
| Marketing | Kiley N. Elsberry | Clark & Linford |
| Hotel, Resort, & Hospitality Management | Beth Gingery | Ruby's Inn |
| Military Science | Ryan Close | Kolob Regional Care & Rehabilitation Center |
| <i>Outstanding Seniors:</i> | | |
| Accounting | Burke Bess | HintonBurdick |
| Finance | Ryan Harward | Mountain America Credit Union |
| Economics | Kelsi J. Price | School of Business |
| Management | Lindsay Holyoak Dalton | Sphere One Aviation |
| Marketing | Adrienne A. Hill | School of Business |
| Hotel, Resort, & Hospitality Management | Maria Yages | Ruby's Inn |
| Military Science | Brittany Pierce | Kolob Regional Care & Rehabilitation Center |
| Outstanding Student in Business Education | Rebecca Zitting | School of Business |
| <i>Graduate Students:</i> | | |
| National Advisory Board Award (Outstanding Graduate Student) | Houston Olroyd | Vince Rosdahl of Deloitte & Touche |
| CPA Key Ward | Jonada Munk | UACPA |
| Outstanding MBA Graduate | Brittnie Sumko | Leavitt Group |
| <i>Special Awards:</i> | | |
| Valedictorian | Aubrey Peacock | SUU Provost's Office |



2011 Induction

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.

Qualifying inductees were invited to join Beta Gamma Sigma through a "Tapping – out Ceremony" held during the Excellence of Scholarship Banquet on the night of April 1.

Dean Templin, the president for BGS SUU chapter, formalized 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 inductees are pictured below and their names are listed to the right.



Bryan Allen—Masters
 Jeffrey Barnes—Faculty
 Janelle Batty—Junior
 Kirk Blake—Masters
 Graham Cheever —Masters
 Cassity Clayton—Junior
 Brady Coats—Junior
 Kiley Elsberry —Junior
 Garrett Flowers —Masters
 Kirk Friedel —Junior
 Alex Frost —Senior
 Rachel Hanson —Senior
 Ryan Harward —Senior
 Dolores Heaton—Masters
 Paul Hill—Masters
 Amy Lawley—Junior
 Ryan Neumann—Masters
 Breanne Noel —Junior
 Dolores Heaton—Masters
 Paul Hill—Masters
 Amy Lawley —Junior
 Ryan Neumann—Masters
 Breanne Noel—Junior
 Houston Oldroyd—Masters
 Nate Russell —Masters
 Kevin Sandall—Masters
 Emranda Sorensen—Junior
 Ryan Webb—Masters
 Miles Wells—Junior
 Bryce Caine—Masters
 Cody Sweat—Masters
 Brittne Sumko—Masters

School of Business Successfully Maintains AACSB Accreditation

(Cedar City, Utah) (April 6, 2011)

The School of Business at Southern Utah University has maintained its business accreditation by AACSB International—The Association to Advance Collegiate Schools of Business. Founded in 1916, AACSB International is the longest serving global accrediting body for business schools that offer undergraduate, master's, and doctoral degrees in business and accounting.

Only 620 schools of business, or less than 5% worldwide, have earned this distinguished hallmark of excellence in management education. To maintain accreditation a business program must undergo a rigorous internal review every five years, at which the program must demonstrate its continued commitment to the 21 quality standards relating to faculty qualification, strategic management of resources, interactions of faculty and students, as well as a commitment to continuous improvement and achievement of learning goals in degree programs.

"It takes a great deal of self-evaluation and determination to earn and maintain AACSB accreditation," said Jerry Trapnell, vice president and chief accreditation officer of AACSB International. "Schools not only must meet specific standards of excellence, but their deans, faculty, and staff must make a commitment to ongoing improvement to ensure continued delivery of high-quality education to students."

"We are certainly pleased with the results of our accreditation visit," said Carl Templin, Dean of the School of Business. "We are especially pleased with the commendations of the peer review team: the collegiality, collaboration and scholarly output of our faculty; the successful placement of our graduates; our focus on student engagement which permeates our curriculum; the on-line Masters of Accountancy program and the excellent support we get from our School of Business National Advisory Board. This is a reflection of the dedication and quality of our faculty, staff and students."



To learn more about the SUU School of Business visit <http://suu.edu/business>. Or to learn more about AACSB International accreditation, visit the accreditation section of the AACSB International Web site at: <http://www.aacsb.edu/accreditation/>.

Hospitality Research Center

Since the creation of the Hotel, Resort & Hospitality Management (HRHM) program at Southern Utah University, there has been a desire to develop a Hospitality Research Center (HRC) that would serve the tourism and hospitality industry in Southern Utah. This area of Utah is home to many of the world's most renowned natural resources, which include five National Parks, four National Monuments, one National Recreation Area, and 15 state parks. Though this area attracts a great deal of global visitors, little research has been done on the tourism and hospitality industry of southern Utah.

Based upon the demand for hospitality and tourism research, and with the support of a current grant from the Utah Office of Tourism, the faculty of the Hotel, Resort & Hospitality Management program at Southern Utah University requested authorization to establish a Hospitality Research Center (HRC) effective April 2011. The proposal was reviewed and approved by the SUU Trustees March 16, 2011.



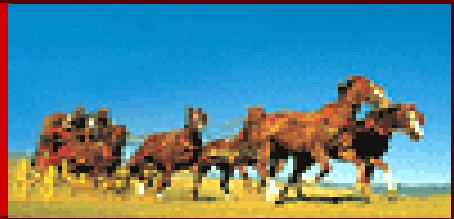
establish a Hospitality Research Center (HRC) effective April 2011. The proposal was reviewed and approved by the SUU Trustees March 16, 2011.

The establishment of the Hospitality Research Center will have an impact

on recruiting the best and brightest undergraduate and graduate students in hospitality, who have a desire to engage in research and a unique industry focused learning environment. The development of a rural Hospitality Research Center offers added benefits to the university, students, alumni, faculty, and the hospitality industry.

Wells Fargo Executive Business Speaker Series

**WELLS
FARGO**



Dwayne Nielson

Dwayne is a seasoned executive in the communications, internet services, and nuclear remediation industries. He owns a private investment company, serves as the Chair of the Board of Trustees for Southern Utah University, is the founder and President of a public charity to assist victims of human trafficking, and is the founder and President of a Private Foundation. He was the President, CEO and board member of Envirocare of Utah (now Energy Solutions), and the Chief Operating Officer of STSN (now IBAHN), the nation's premier provider of high speed internet and conferencing services to Hotels. For ten years Dwayne was with Sprint. He started as a manager in accounting and ended his career as the national Vice President over consumer and small business marketing and operations. He began his career as a CPA with Peat Marwick in Portland Oregon and was a college instructor at Portland State University. He has a Masters Degree in Taxation and a Bachelors Degree in Accounting, both from Brigham Young University.

Dwayne spoke with the students and community members regarding Utah's Role in the Nuclear Power Renaissance on February 3, 2011 in the Church Auditorium.

As the Owner/CEO for Golden Spoon Franchising, Roger provides the vision and strategic direction for the worldwide expansion of the Golden Spoon brand. Under his guidance, the Golden Spoon chain has grown from 22 units in 2000 to more than 130 units now open in four western states and three foreign countries in 2011. Golden Spoon is the third largest retailer worldwide in the frozen yogurt industry.

He received a Bachelor of Arts degree from Southern Utah University where he also participated in Division II athletics for two years as a member of the football team. He started his college football career at the University of Utah where he played three seasons prior to transferring to SUU.

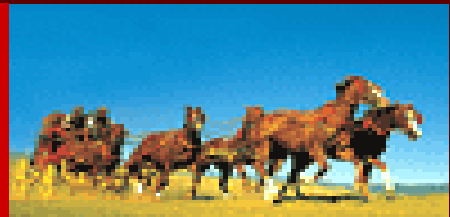
Roger spoke with the students and community on February 7, 2011 in the Sharwan Smith Theater about "Building a Purpose-Driven Business".



Roger Clawson

Wells Fargo Executive Business Speaker Series

**WELLS
FARGO**



Lance Lehnhof

Mr. Lehnhof practiced law at the law firms of Sullivan & Cromwell LLP and Stoel Rives, LLP in Washington, DC and Salt Lake City, Utah, respectively, where he specialized in mergers and acquisitions, venture capital transactions, public and private securities offerings and general corporate and securities law compliance. Prior to beginning private practice, Mr. Lehnhof served as a law clerk to the Honorable Monroe G. McKay on the U.S. Court of Appeals for the Tenth Circuit. Mr. Lehnhof received his law degree, summa cum laude, from the J. Reuben Clark Law School at Brigham Young University. He is a member of the state bars of New York and Utah, as well as the District of Columbia.

Lance spoke with students and community members on April 8, 2011 in the Church Auditorium.



Jerry Atkin

Jerry C. Atkin is Chairman and Chief Executive Officer of SkyWest, Inc., and its sub-sidiary companies SkyWest Airlines, Inc and Atlantic Southeast Airlines, Inc., which is headquartered in St. George, Utah. He served as President and Chief Executive Officer of SkyWest Airlines from 1975 to September 2005.

Mr. Atkins graduated from the University of Utah, earning a Bachelor of Science Degree and Master's of Business Administration. He practiced as a Certified Public Accountant for two years prior to joining SkyWest. Initially hired at SkyWest as Director of Finance in 1974, a year later he was appointed President and Chief Executive Officer. In June of 1991, he was elected Chairman of the Board

Jerry spoke with students and community members regarding the economic development at SkyWest on April 14, 2011 in the Sharwan Smith Theater.

Collegiate DECA Competes

Collegiate DECA holds competitive events in a variety of marketing and other events, such as human resources, financial analysis, hospitality, restaurant and food, Web design, and even a financial ratios competitive event. As such, it is open to students from all business disciplines, communication and design, and other areas.

Ten Collegiate DECA students competed in the State Career Development Conference in Salt Lake City February 25th and 26th. Jonathan Colby and Dallen Shakespear took first place in Entrepreneurship, Kiley Elsberry and Nate Holt took 4th in International Marketing, and Rachel Smith and Allison Supanich took 5th in Sports and Entertainment Marketing. These students all qualified for the International Career Development Conference that was held in Orlando, Florida April 13-16, 2011.

At the International Competition, Kiley Elsberry and Dallen Shakespear took 2nd place in the International Marketing competitive event, and Jared Eggett received an award for an outstanding, top 10 test score in Hospitality.



Back row: Allison Supanich, Jonathan (Joe) Colby, Dr. Wayne Roberts (Advisor), Jared Eggett, and Rachel Smith.

Seated: Kiley Elsberry and Dallen Shakespear.

Volunteer Income Tax Assistance (VITA)



The VITA program is a continuing success on campus during tax season. Roughly 60 students volunteered their time to complete 689 different returns. The total return rate for those who took advantage of VITA was \$1,567,677.00, with the average amount per return of \$2,162.31. Each student volunteered roughly 12 hours with differing supervisors each night of the week. Aubrey Peacock, in charge of the project named the following students as successful contributors to the program. Kelsie Johnson, Alan Grimm, Zachary Bradford, Bryce Esplin, Erik McCarthy, Jake Moss and LeGrande Lauritzen.