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.
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 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”
- “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”


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

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.
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,

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:

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


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.

Management, Marketing & Hospitality

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.
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

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

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<th>Valedictorian</th>
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<th>Sponsors</th>
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<td>Aubrey Peacock</td>
<td>SUU Provost’s Office</td>
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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
Brittnie Sumko—Masters
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.
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.

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

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.

Roger Clawson

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”.

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 C. Atkin is Chairman and Chief Executive Officer of SkyWest, Inc., and its subsidiary 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 25\textsuperscript{th} and 26\textsuperscript{th}. Jonathan Colby and Dallen Shakespear took first place in Entrepreneurship, Kiley Elsberry and Nate Holt took 4\textsuperscript{th} in International Marketing, and Rachel Smith and Allison Supanich took 5\textsuperscript{th} 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.
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.