



## Message from Dean Carl Templin

Dear Alumni,

Welcome to the Spring edition of SUUccess. Our faculty and students have been doing wonderful things, as you will see in this newsletter.

In this edition you will learn about our new Certificate in International Business, which will allow our student to showcase their international knowledge and skills. Did you know that nearly 40 percent of our undergraduate students and 50 percent of our graduate students speak a second language? Students who have studied a second language, taken international business classes and have had a study abroad experience will be able to receive the International Business Certificate.

You will also read about the Phi Beta Lambda Teddy Bear Den. This wonderful March of Dimes program is now available in Iron County, thanks to our PBL students. Five clinics are now participating in the program, which rewards pregnant women for healthy behaviors with baby items stocked in the Teddy Bear Den. At the PBL National Leadership Conference, this community service project was recognized as the best in the nation.

**Please mark your calendar for our annual School of Business Alumni Homecoming Reception on September 28 from 6:00 to 8:00 pm in the Dixie Leavitt Business Building.** Current and emeriti faculty are planning to attend. We will show you some exciting updates to the current business building, induct two new members to the Wall of Honor, and have a display of some generously donated artwork. We hope to see many of you there!

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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:

**Robin Boneck** advised and **Jeff Barnes** co-advised the Volunteer Income Tax Assistance (VITA) service-learning activity. Students offered tax assistance free to those earning less than \$50,000. The VITA program has been in operation at SUU for 5 years now.

**David Christensen** published two different articles in the Mountain Plains Journal of Business and Economics: "Videos to Promote Ethical Decision Making: A Pedagogical Tool," and "Instructor Notes to Videos to Promote Ethical Decision Making: A Pedagogical Tool" during 2011.

He also 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.

**David Rees** has co-authored an article in The CPA Journal entitled, "Continuing Evolution of Accounting for Goodwill." It is featured in the January 2012 journal.

### Economics & Finance

Two new faculty members have joined the Department of Economics & Finance this fall semester. **Bruce Haslem**, Associate Professor of Finance, earned his PhD at Indiana University-Bloomington, and comes to us most recently from Florida State University. **Griffin Edwards**, Assistant Professor of Economics, earned his PhD from Emory University in Atlanta, GA. Both professors are infusing new energy into the Department of Economics and Finance!

Economics faculty members have served integral roles in analyzing data at the university level. Issues such as faculty salaries, merit pay, and elasticity of demand for tuition are a few of the issues **Joe Baker**, **Kim Craft**, and **David Berri** have been modeling.

**David Berri** has published several articles in 2011. He 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).



**Mary Pearson, Assistant Professor of Accounting**



**Dr. Stephen Evans, Professor of Finance**





## Management, Marketing & Hospitality

**Tyler Stillman** is officially a new addition to the Department of Management, Marketing & Hospitality. He was named Assistant Professor of Management and Marketing this fall semester.

Congratulations goes to **Azmi Ahmad** (pictured above) for achieving tenure this year!

**Lisa Assante** co-authored an article titled, "Pioneering A Rural Hospitality Research Center: Examining Best Practices and Stakeholder Perceptions" in the Journal of Management and Marketing Research, 6(1) She and **Sophi Sukalakamala** also presented a paper at the ICHRIE Annual Summer Conference & Marketplace titled "Identifying Optimal Communication Mix for Strategic Destination Image Formation: A Case Study of Austria," July 2011.

**Gerry Calvasina** co-authored five different articles in 2011, as follows:

- "The Dodd-Frank Act: Whistle-blower Protection Piled Hire and Deeper," Business Studies Journal
- "Impact of Information Technology Innovations on Financial Transaction Processing," Issues in Information Systems
- "Determining Employment Relationships under Federal and State Law: Why should Employers Worry?" Journal of Management and Marketing Research
- "Are Men Entitled to Title VII Protection from a Sexually Hostile Work Environment? Policy and Practice Suggestions for Employers," Business Studies Journal
- "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.

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.

**Amy Moore** has published an article entitled "Non-Passive Buyers in Posted-Order Markets," in the Applied Economics Research Bulletin, 2011. She has an article accepted by the Journal of Consumer Policy entitled "Time To Cut Up Those Debit Cards? Effect of Payment Mode on Willingness to Spend." **Amy Moore** and M. Taylor have co-authored an article entitled "Regulating Purchasing Alliances: An Experimental Investigation," in the Applied Economics Research Bulletin, Fall 2011.

**Roy Johnson** published an article in the Mountain Plains Journal of Business and Economics titled, "Prostitution in

# International Certificate in Business

The AACSB maintenance of accreditation peer review team and the School of Business National Advisory Board have recommended capitalizing on the strengths the school has developed in the international business arena. Many of our students and faculty already speak at least one other language and have had experiences outside our country. Additionally, the school has developed international partners in Europe, Mexico, and Asia to allow our students valuable study abroad experiences.

Business students may now choose to add an international credential to their diplomas. Officially approved by the Board of Trustees in January, the International Certificate in Business is now available to business bachelors and masters degree students.

For undergraduates, the Certificate requires at least one class in a foreign language, a class in international thematic studies, two classes in international business, and a study abroad experience of at least two weeks.

Graduate students must fulfill a foreign language prerequisite to begin their certificate program and are then required to complete three courses in international business plus a study abroad experience of at least two weeks.

The certificate is designed to prepare students for future management roles in global business practices by gaining understanding in international environmental dimensions, developing management skills in foreign culture, and participating in experiential education through study abroad opportunities.



**Sophi Sukalakamala takes students on a study abroad experience in Thailand**



## SUU Students Visit Zappos

On February 15, Professor Ahmad led a group of sixteen students to Las Vegas on an explorative journey in business and marketing in today's world. The group began at The MAGIC Marketplace held at the Las Vegas Convention Center. This marketplace is where wholesalers/suppliers and retailers in the fashion industry to meet. Professor Ahmad was hoping the students would gain a better understanding of the relationships and interactions between the two parties. Attending the convention were entrepreneurs from all around the globe and a combination of large and small companies.

After the convention, the group travelled to Zappos Headquarters where they took a tour of this innovative business. Zappos has been on Fortune Magazine's Top 100 Companies to Work For since 2009, debuting this year as number 11. Zappos is known for their amazing benefits and fun workplace atmosphere. Free healthcare, lunches, and vending machines coupled with on-site "laughing yoga", a nap room, and spur of the moment parades are a few of the things that set them apart. Ahmad thought it would be good to show the students a different type of business culture that makes Zappos so unique.



# HRHM Student Trips



## Grand America Hotel, Salt Lake City, UT

**November 2011**

With an emphasis on facilities management, students went to Salt Lake City to tour the Grand America Hotel and to receive a presentation of guestroom electronics at Control 4. At this unique Five Diamond hotel in Salt Lake City students were able to see some of the finest building materials (granite and marble) and furnishings (carpets and chandeliers) of any luxury hotel in the U.S. Students also toured

back-of-the-house areas for major systems and the sophisticated laundry with a tunnel washer. At the end of the tour, SUU students were invited to lunch in the Garden Café.

Guests may close the drapes, set the temperature, lock the door, and arrange a wake-up call, among other things, with the Control 4 guestroom electronics. With installations at Montage luxury hotels and the Aria, Las Vegas, and in many other hotels around the world, SUU students saw what the future holds in guestroom electronics.

## Station Casinos, Las Vegas, NV

**November 2011**

With a trip emphasis on food and beverage operations and corporate culture, Glen Bashore, VP of Operations, Station Casinos, hosted SUU students for a breakfast and presentation at Red Rock Casino. Station Casinos hires SUU graduates, many of which were present to meet and speak with current students. After Bashore's insightful presentation, students toured the Red Rock Casino property.



SUU students then proceeded to the Stratosphere, where the American Casinos chief legal officer and SUU School of Business advisory board member, Phyllis Gilland, arranged a once in a life-time student experience. Besides hearing from several vice presidents, SUU students enjoyed lunch at Top of the World restaurant and had full access to the tower rides.

# HRHM Student Trips



## Salt Palace, Salt Lake City, UT

February 2012

With an emphasis on meetings and conventions, SUU students traveled to Salt Lake City for a tour of the Salt Palace by a SUU graduate working as a sales and event manager with the convention center management company, SMG. Students then walked

to the Hilton Salt Lake City Center. General Manager Jeff Protzman hosted lunch and presented students with insights on how the meetings and convention business works in city center hotels. Students then moved to the Marriott Salt Lake City Downtown to meet with area manager Steve Lundgren. Students received tours and presentations at both hotels from sales and event managers.

## Aman Resorts , Lake Powell, UT

February 2012

SUU students went to the Lake Powell area for stunning tours of Aman Resorts Amangiri and Aramark's Lake Powell Resorts and Marinas. Students saw firsthand one of the U.S. News and World Report top ten hotel pools of the world. Amangiri management spent valuable time with SUU students explaining how to deliver luxury service to wealthy guests.



At Aramark's property, students experienced food and beverage operations, room operations, and marina operations. Besides touring the property, students also toured the expansive house boats.

SUU students toured three luxury resorts in the Park City, Utah area. Students first toured the St. Regis and then assembled for a private conversation from the resort developer, Stan Castleton. Students then moved to the Montage Deer Valley to tour the property and hear from the general manager. The last stop was at the Waldorf Astoria resort, where students heard from the general manager and toured the property.

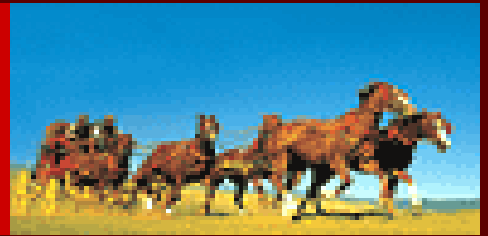
## Luxury Resorts, Park City, UT

March 2012



## Wells Fargo Business Executive Speaker Series

**WELLS  
FARGO**



**James H. Quigley**

James H. Quigley is a Senior Partner with the Deloitte U.S. member firm. Deloitte member firms provide audit, tax, consulting, and financial advisory services to public and private clients in 150 countries. Prior to his current role, Jim was the Chief Executive Officer of Deloitte Touche Tohmatsu Limited (the Deloitte global network). Throughout his 37 years with the organization, Jim has held numerous key leadership roles and built a distinguished track record of service to many multinational clients. Jim is the co-author of *As One: Individual Action, Collective Power* (2011), a best-selling book that addresses the leadership challenge of creating environments that inspire large groups to work together toward a common goal.

James spoke with the students about “Leadership In Business” on March 27, 2012, in the Great Hall, Hunter Conference Center.



**Daril Magleby**

Daril Magleby was born in Monroe, Utah. He graduated from SUSC (now SUU) in 1987 with a degree in Communications and a Marketing minor.

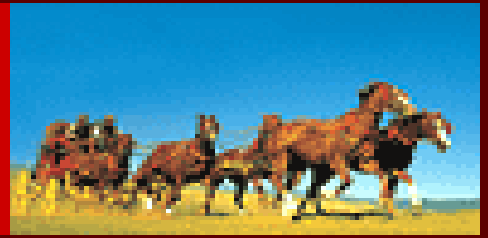
An entrepreneur at heart, Magleby has created many successful business ventures. In 1993, he started Label Express, built the company to over \$15M annual sales, then sold the business in 1998. In 2002, he founded flexible Technologies – Digital & Flexographic Label printing. Although he sold his interest in the company last year, it is still in business today. In 2006, he established Rapid Knee Rehab & TherapEase, LLC, a knee rehabilitation equipment company. Perhaps the most familiar company Magleby owns is the Pizza Factory. He currently owns five restaurants across Utah - in Provo, Lindon, Spanish Fork, Syracuse, and Bountiful.

Magleby spoke with students and community members about his “Recipe To Become A Successful Entrepreneur” on March 29, 2012, in the Great Hall, Hunter Conference Center.



## Wells Fargo Business Executive Speaker Series

**WELLS  
FARGO**



**Dian Thomas**

Dian Thomas was born and raised in the Manti-La Sal National Forest in southeastern Utah. Her master's thesis from Brigham Young University provided the basis for her first book, *Roughing It Easy*, which topped the *New York Times* best-seller list. Since then she has written nineteen books and made thousands of personal appearances. Dian was a cast regular on NBC's *Today* show for eight years, followed by a six-year contract with ABC's *Home Show*. She has also made appearances on *Good Morning America* and numerous other national and local TV programs. She is still a popular media presence today.

Thomas spoke with students and community members on April 11, 2012, in the Great Hall, Hunter Conference Center.

**School of Business**  
**2011-2012 Excellence in Scholarship Banquet**

<i>Award</i>	<i>Awardee</i>
<b>Accounting</b>	
Outstanding Junior in Accounting	Brandon Wignall
Outstanding Student in Accounting	Kirk Friedel
<b>Economics and Finance</b>	
Outstanding Junior in Finance	Ryan S. Barrus
Outstanding Student in Finance	Bryce A. Hoffman
Outstanding Junior in Economics	David M. Headley
Outstanding Student in Economics	Sydnee Visser
<b>Management, Marketing, and Hospitality</b>	
Outstanding Junior in Management	Alecia M. Hunter
Outstanding Student in Management	Emranda Sorensen
Outstanding Junior in Hotel, Resort, & Hospitality Management	Auburn G. Garner
Outstanding Student in Hotel, Resort, & Hospitality Management	Beth Gingery
Outstanding Junior in Marketing	Jason Mayer
Outstanding Student in Marketing	Amy C. Lawley
<b>Military Science</b>	
Outstanding Junior in Military Science	Trenton Housley
Outstanding Student in Military Science	Ryan Close
<b>General School of Business</b>	
Valedictorian, School of Business	Aaron L. Wilcox
<b>Graduate</b>	
CPA Key Award (Outstanding MAcc Graduate)	Aubrey Peacock
Outstanding MBA Graduate	Ryan Webb





# Beta Gamma Sigma Induction

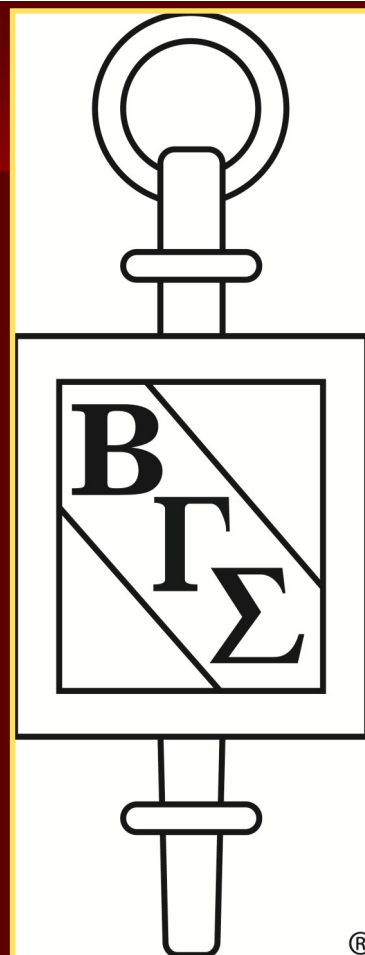
The top 10 percent of juniors and seniors and the top 20 percent of masters students were inducted into the Beta Gamma Sigma international honor society on April 20, 2012. The evening was made even more special this year with the presentation of an honorary induction to Renn Zaphiropoulos, business leader, entrepreneur, author, and philosopher. (Pictured below right)

## **This year's student inductees are as follows:**

Amanda D. Bagley  
Ryan S. Barrus  
Paul A. Burnett  
Jessica Callister  
Lauren A. Carpenter  
Brock Christensen  
Haley N. Clawson  
Drew A. Ferguson  
Eric R. Furtney  
Joy V. Hardin  
Bryce A. Hoffman  
Jordan C. Labrum  
E. LeGrand Lauritzen  
Jared P. Lovaas

Justin Matthews  
Jason Mayer  
Vicki L. Meier  
Fredric Mereau  
Kayson C. Pulsipher  
Karas L. Roundy  
Megan Seegmiller  
Shad W. Teerlink  
Thomas G. Trump  
Camille Werner  
Brandon W. Wignall  
Julie Wilcox  
Nathan Zilles

**Faculty inductee:**  
Greg Powell



# PBL Club Partners with March of Dimes



The Teddy Bear Den (TBD) was established at the SUU Community Engagement Center through a partnership with the School of Business Professional Business Leadership (PBL) Club and March of Dimes. This community-based, prenatal health promotion program for low-income pregnant women that is designed to promote prenatal care participation and healthy behaviors during pregnancy through two components—incentives and education. One out of every 9 babies in Utah is born too soon. Women who receive early and consistent prenatal care enhance their likelihood of giving birth to a healthy child. The TBD helps ease the burdens placed on low-income pregnant women by providing them with baby care items they could not otherwise afford. The program encourages women to receive adequate prenatal care, furthering the March of Dimes mission to reduce and prevent premature birth, birth defects and infant mortality. The Teddy Bear Den clients “earn” points towards incentives, such as maternity or baby care items, through a variety of positive, health-promoting activities: attending prenatal care appointments, participating in prenatal education classes, keeping appointments for well-baby visits, etc. Teddy Bear Den also provides prenatal education information, educational materials, and a variety of other resources and referrals that help clients take good care of themselves and their babies.



## ***Emranda "Randi" Sorensen Receives Utah Campus Compact Award***

As president of the Professional Business Leaders (PBL) Club, Randi Sorensen has led a unique service campaign to build a Teddy Bear Den at SUU. The Den provides much needed supplies to low-income pregnant women. Sorensen was key to establishing the partnership with March of Dimes to provide service to many women and children in our community.