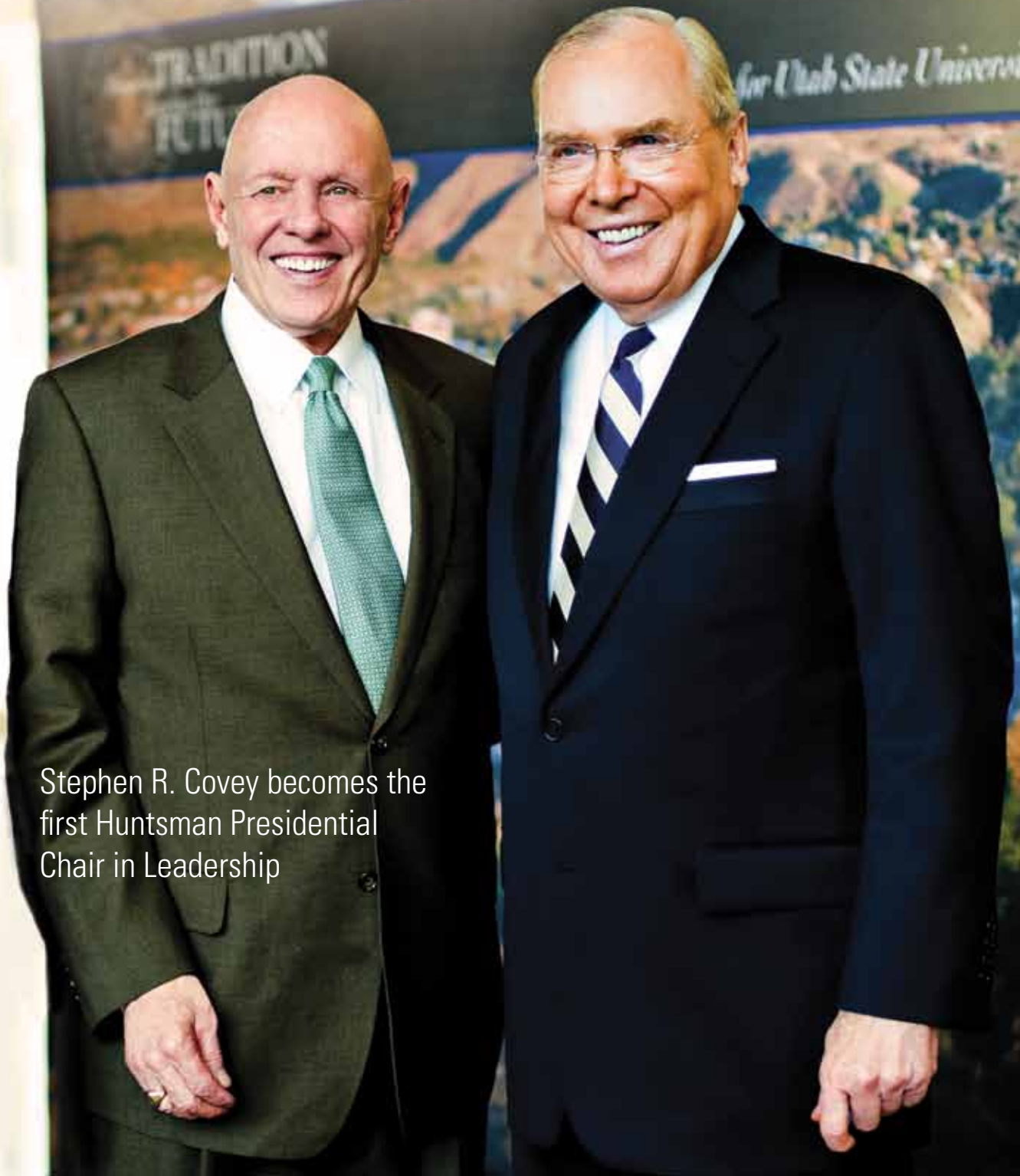


# HUNTSMAN

A L U M N I M A G A Z I N E



Stephen R. Covey becomes the first Huntsman Presidential Chair in Leadership

A MESSAGE FROM THE DEAN

## Douglas D. Anderson



One of the most rewarding things about serving as dean of the Jon M. Huntsman School of Business is the opportunity to work with so many people who share a vision of what this school can become. Our students come to us with a strong ethical framework and the will to work hard. We help them develop the analytical skills they will apply in innovative ways in the global marketplace. But more importantly, we seek to reinforce their desire to

succeed without ethical compromise. We teach them that as they center on correct principles, they will have the confidence and capability to weather the storms that life will inevitably send their way.

*“We are also motivated and inspired by his example: Dr. Covey is donating his entire salary back to the school.”*

Stephen Covey is one person who is known internationally for helping others see the value of living a principle-centered life. The fact that he has offered to help us not only shape tomorrow's leaders but make the Huntsman School of Business the place people go to study principle-centered leadership, is news that has energized us all. It has helped us envision more clearly what we can achieve together. We are also motivated and inspired by his example: Dr. Covey is donating his entire salary back to the school.

It is fitting that Dr. Covey be the first to fill the Jon M. Huntsman Presidential Chair in Leadership. Mr. Huntsman is someone we hold up as an example of a principle-centered leader who has succeeded and continues to serve others. These two leaders have

made extraordinary contributions to society through their work, their philanthropy and their teachings. What a gift it is to have them working together on behalf of the students and faculty of Utah State University!

In this magazine, we invite you to get to know Dr. Covey better. You will also learn about the Stephen R. Covey Center for Leadership and the great opportunity we all have now to contribute to something that will influence generations to come.

You'll also read about some outward evidence of the changes going on here at the Huntsman School of Business: several 22-foot-tall banners now stream over the main entrances to the George S. Eccles Business Building. They promote the theme “Dare Mighty Things.” We borrowed the phrase from a famous speech by President Theodore Roosevelt. We think it captures nicely our vision and mission for the school and for our students.

Our vision of what the Huntsman School of Business can become is continuously being refined and more sharply drawn. It's exciting to discover new opportunities to make this vision even brighter — just one more thing that's making this journey so rewarding. We invite you to join us. Who knows what's around the next bend?

PHOTO BY RUSS DIXON

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# 12 cover story

FRIENDS AND FAMILY SAY THAT STEPHEN R. COVEY LIVES THE PRINCIPLES HE TEACHES.

On the cover: Stephen R. Covey and Jon M. Huntsman pose for pictures after the announcement. Photo by Casey McFarland

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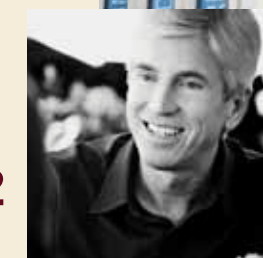
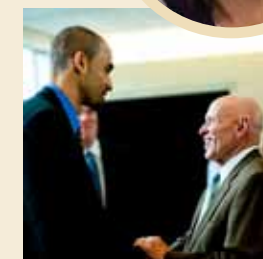
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### ON THE WEB

Find these stories online at [huntsman.usu.edu/alumnispring2010](http://huntsman.usu.edu/alumnispring2010)



DID YOU KNOW?

Founded in 1888, Utah's land-grant institution, the Utah Agricultural College, opened for instruction in September 1890. More than 637,000 students have since enrolled at the institution, which officially became Utah State University in March 1957.

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Dear Editor:

One of the last courses I took at USU was a new distance education class called Com-Net. The classroom resembled a television studio more than a regular classroom, and the instructor explained that we would be joined electronically to other classmates throughout the State of Utah. We only had an audio link, but I remember thinking how high-tech it was — we all felt like pioneers who were enhancing the delivery channels for higher education.

Fast forward to 2010. After completing the first year of college at USU, my daughter returned home to Southern California and went to work for the Disney Corporation. Her summer position was extended; and despite her love for her USU, she decided to continue her employment for a year before returning to Logan. Rather than having to choose between two passions, (USU and Disney), Rachel contacted her counselor at the Huntsman School and they were able to show her how she could continue her education at USU by enrolling in on-line classes. Unlike Com-Net of 1991, she simply logs on to a virtual USU classroom from anywhere, at anytime and dressed in anything (even a Disney costume).

In fall 2010, Rachel plans to return to Logan to continue with her degree in marketing and public relations. She will not only go back having continued her formal education, she will now have practical experience that adds relevance to her endeavor.

Sincerely,

*Gene N. Dunford, '91, marketing  
Whittier, CA*

Dear Editor:

I enjoyed reading the last edition of the *Huntsman Alumni Magazine*, especially the article about Mr. Shingo and his appearance at the Shingo Conference in Nashville. Our company, Autoliv, won the Shingo Prize this year, and I'm proud to let you know there are many Aggies who shared this award at Autoliv.

*Dave Anderson, '93, accounting  
Ogden, UT*

Dear Editor:

As evidenced by this magazine, USU and the Huntsman School of Business seem to be thriving. I grew up in North Logan, so my roots go deep into Cache Valley and Utah State University; and, although I have not lived in Logan for over 22 years, I return frequently to visit family. Last Thanksgiving I had the opportunity to go to lunch and renew a lost friendship with Paul Fjeldsted, a fellow USU graduate and now professor at the Huntsman School of Business. Paul and I attended USU together; and, as we reminisced about our time at USU and our careers since, many memories came back, giving us a sense of appreciation for the school that became our foundation.

Since our conversation I have wanted to take a few minutes and recognize the school for the progress it has obviously made in terms of academics and professionalism and the strong connections it is developing with the business community. I have always been proud of the education I received at USU. It served me well as I started my career on Wall Street, then attended business school at the University of Chicago, and then began my subsequent career in M&A consulting, which I continue today. USU graduates should feel like nothing is beyond their reach if they have a strong enough desire and work hard toward their goals.

*Blair Mumford, '87, finance  
Humble, TX*

Dear Editor:

I love the new *Huntsman Alumni Magazine*! Thank you for producing such a high-quality product.

*Brian W. Hunsaker, '89, finance  
Bountiful, UT*

**We'd love to hear from you!**

Have something to say? Please let us know how we're doing by sending a note to [steve.eaton@usu.edu](mailto:steve.eaton@usu.edu).

# MY FAVORITE PROFESSOR

*Professor connects with students, challenging them to contribute and learn*

By Kaitlin Stewart, contributor



Feeling apprehensive on the first day of school, I walked into my supply chain management class. I had moved back to the United States only two days earlier. Before class started, Vijay Kannan came up and greeted me saying, "Hi Kaitlin! How are you and how was Germany?"

I was impressed that he not only remembered who I was but also knew what I had been up to. After we talked, I noticed that he was calling almost every other student by name and knew what they were involved in as well. I thought to myself, "Wow, this professor really cares about his students."

I think the professor can either make or break a class. Dr. Kannan definitely made the supply chain management class a memorable and enjoyable experience. He is personable with the students and enthusiastic about the material he teaches. By creating an atmosphere that puts students at ease, he makes it easy for them to participate.

Over the course of the semester, we read many articles focusing on different aspects of the supply chain and analyzed them. We were required to write papers on what we learned from the articles and how the concepts can be applied to supply chain strategy. Then, bringing our knowledge and opinions to the class discussion, each student was expected to ask questions, share comments and contribute.

With a style different from any other professor I have known, Dr. Kannan focused on engaging the students in class discussion. He pushed students to come to class prepared and ready to learn from one another. We weren't stuck listening to lectures and taking notes but rather had the opportunity to help create the lecture with our own thoughts, knowledge and perceptions.



*Vijay Kannan shares some insight with student Kaitlin Stewart*

Although speaking up in class often pushed me out of my comfort zone, it strengthened my desire to understand the material so I could offer meaningful insights to the discussion. I thoroughly learned and retained the material. In some classes, it seems like there is so much material to cover that students end up memorizing the information and regurgitating it for a test. Although memorizing is sometimes beneficial, it does not sink as deeply beneath the surface as does engaged, real-life application.

Dr. Kannan cares about his students, gets to know them all by name and strives to develop not only a teacher-student relationship with them, but a friendship as well. He also shows he cares by adapting his teaching style to the preferred learning style of his students. He is primarily focused on the success of those around him. The fundamental principles I learned in his course will stay with me and help me when I graduate and move into the business world. ■

"We weren't stuck listening to lectures and taking notes but rather had the opportunity to help create the lecture with our own thoughts, knowledge and perceptions."

— Kaitlin Stewart

PHOTOS BY STERLING MORRIS

 **New push nets increased numbers for graduate MIS program**

By Steve Eaton, editor

Potential students wanting a chance to gain some real international experience working with people from multiple cultures may want to consider moving to Logan, Utah.

At least that is true if they are interested in getting a master's degree in management information systems, according to Bob Mills, management information systems graduate director and associate professor.

Dr. Mills, who was named the teacher of the year for the Jon M. Huntsman School of Business in 2008, was asked to see if he could generate more interest in the program in 2009. Within months enrollment in the program went from 18 to more than 60 students.

Many of the people who enter the program are coming from areas outside the U.S., including Kiribati, South Korea, China, the Dominican Republic, India, Bangladesh, Thailand, Brazil, Japan, Costa Rica and Germany.



*Pictured: Bob Mills*

“Students who enter our program end up working with people from all over the world,” Dr. Mills said. “That kind of practical experience and exposure to such cultural diversity can prove very valuable in the workplace.”

The program helps graduates land jobs as database managers, systems analysts and computer information systems leaders.

Dr. Mills said that, with the assistance of graduate students, they have responded quickly to any e-mails and inquiries that have come in about the program. They have increased their marketing and featured students from other countries in their promotions. The faculty has been more aggressive and supportive in recruiting efforts, he said.

“Bob Mills has revitalized our MIS master’s program,” said John Johnson, the head of the Management Information Systems Department. “Our attention has now shifted to finding ways to better serve our growing enrollment. And that’s a wonderful challenge to have.”



 **STUDENT ORGANIZATION TACKLES TOUGH ETHICAL ISSUES**

By Megan Starley, contributor

The Society for the Advancement of Ethical Leadership, a new, student-created organization, helps prepare students to face

“It’s better to be prepared when an ethical situation comes up. We’re reading books, coming up with cases and addressing these important issues.”

— Kaden Comadena

real-world ethical issues, according to students on its executive board.


Knowing the issues that arise in the business world, students saw a need to be more prepared to face ethical issues in their careers, said Kaden Comadena, president of the society. The founders created the Society for the Advancement of Ethical Leadership to give students a chance to learn about ethical leadership in a group discussion setting. After a few e-mails went out about the group, word spread and it grew to more than 50 members, Mr. Comadena said.

Members participate in the Ethical Leadership Book Club, requiring them to read books about business ethics then come together to discuss them with fellow society members. Since the group’s creation last fall, members have read *Defining Moments* by Joseph L. Badaracco, Jr., *Leadership and Self-Deception* by the Arbinger Institute and *Winners Never Cheat* by Jon M. Huntsman.

Students discuss the sometimes-controversial conclusions in the books and search for things they can learn from each other, Mr. Comadena said.

“It’s beneficial for students to address the issues,” he said. “It’s better to be prepared when an ethical situation comes up. We’re reading books, coming up with cases and addressing these important issues, realizing that they do happen to normal people.”

The society also sponsors Ethics Leadership Day and participates in the Partners In Business Ethical Leadership Seminar.

 **USU students continue nine-year winning streak at HR games**

By Megan Starley, contributor

Teams from the Jon M. Huntsman School of Business competed at the HR Games contest this year and returned from state and regional competitions with top honors, placing first and second in each event.

This is the ninth year in a row that teams from the Huntsman School of Business have placed first in the state and regional competition.

“We had a lot more competition this year,” said Lydia Bushman, the captain of the first-place team. “It is our team’s second year, but we didn’t know how we would be in the heat of the competition. We’re just lucky that we ended as well as we did.”

Winning the competition takes more than just luck, according to the group’s faculty advisors. The two three-person teams started preparing for the games last fall by dissecting human resource concepts and vocabulary.

The HR Games is a competitive “Jeopardy”-style game that tests



*Pictured: Carrie Belsito*

 **Armenian Student Association honors Jon M. Huntsman**

By Megan Starley, contributor

The Armenian Student Association is different from other student associations, and it’s not just because its members are Armenian, according to Gagik Melikyan, ASA president.

In a presentation before the Annual Awards Banquet, Mr. Melikyan explained that the new association wasn’t created to throw parties or festivals. They’ll leave that to the other clubs, he said.

“We don’t want to waste our time and energy organizing parties,” Mr. Melikyan said. “We want to use this great gift that is given to us for giving other people opportunities too. We believe that if we can help, then we must help. We believe that if we are blessed, then we must share our blessing. This is what we have learned from the great example of the life of Mr. Huntsman.”

The 13 Armenian students who created the ASA are here on scholarships funded by Jon M. Huntsman. In their gratitude, they named Mr. Huntsman an honorary member of the student association.

Mr. Huntsman said he felt humbled by the recognition.

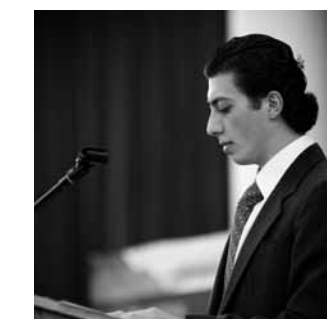
“I love the Armenian people with all of my heart. Our whole family does,” said Mr. Huntsman. “We’ve been there 46 times now. It is truly our country and a great country. We’re very, very honored to be part of the Armenian Student Association.”

Since its creation in fall of 2009, the ASA has already kicked off service projects like building a playground at the Whittier Community Center and cleaning the garden at the Bear River Activity and Skill Center (BRASC), a housing center for people with disabilities. Another project includes collecting bicycles for children in Gyumri, a major city in Armenia that was destroyed by an earthquake in 1988. Yet another is an effort to help Armenian orphans have a New Year celebration. The biggest project involves students volunteering to work at least 10 hours for USU and then donating the earned money to the All Armenian Fund.

“I love the Armenian people with all of my heart. Our whole family does.”

— Jon M. Huntsman

*From left: David Huntsman, Jon M. Huntsman and Dean Douglas D. Anderson listen as Gagik Melikyan, makes his presentation.*



MILLS PHOTO BY RUSS DIXON; ETHICS CLUB PHOTO BY STERLING MORRIS  
ASA PHOTOS BY CASEY MCFARLAND; HR GAMES PHOTOS BY STERLING MORRIS

# Huntsman athletes take their **WORK ETHIC** into the classroom to **WIN** academically

Most employers don't ask potential employees if they know how to sink a three-pointer under pressure on national television.

However, those who get to know the Jon M. Huntsman School of Business students who have excelled in athletics and academics will likely see nothing but advantage in adding a former USU athlete to their team.

Athletes interviewed at the Huntsman School of Business talked about the need to manage time wisely, to be disciplined and to contribute to team goals. They talked of how being pushed to their limits in competition easily translates to the mental toughness they need to excel in school. They develop "no excuses" attitudes.

Nate Bendall, a junior majoring in finance and economics, played starting center on this year's regular season WAC championship basketball team that went to the NCAA tournament. Mr. Bendall, who made the 2010 WAC All-Newcomer Team, said that with the traveling and demands on his schedule it can be easy to make excuses.

"There is always going to be a reason to not do something in life," he said. "Coach (Stew) Morrill does not put up with any excuses here on the basketball court."

That attitude carries over into the classroom, Mr. Bendall said. His time as an athlete has taught him to "never be satisfied and always be hungry" for improvement.

Heather Heinrich and Lyndsie Boone are captains on the gymnastics

## WIN academically

By Steve Eaton, editor

team. Ms. Heinrich is a senior majoring in management information systems who earned Academic All-WAC honors in 2007, 2008, 2009 and 2010. Ms. Boone, a junior majoring in entrepreneurship, received Academic All-WAC honors in 2009 and 2010.

Ms. Heinrich said academics are emphasized in USU athletics.

"They call us student-athletes because being a student comes before being an athlete," she said.

Ms. Boone and Ms. Heinrich each said their experience as captains has taught them about leadership.

"I think that gives us kind of a big advantage, leading a team, motivating a team and that can apply to the business field and any kind of job that you are in," Ms. Boone said.

Ms. Boone said she wants to go into real estate and jokes that her gymnastics experience has prepared her well for such a career.

"I really want to flip houses for a living," she said. "I can flip myself, so why not flip a house?"



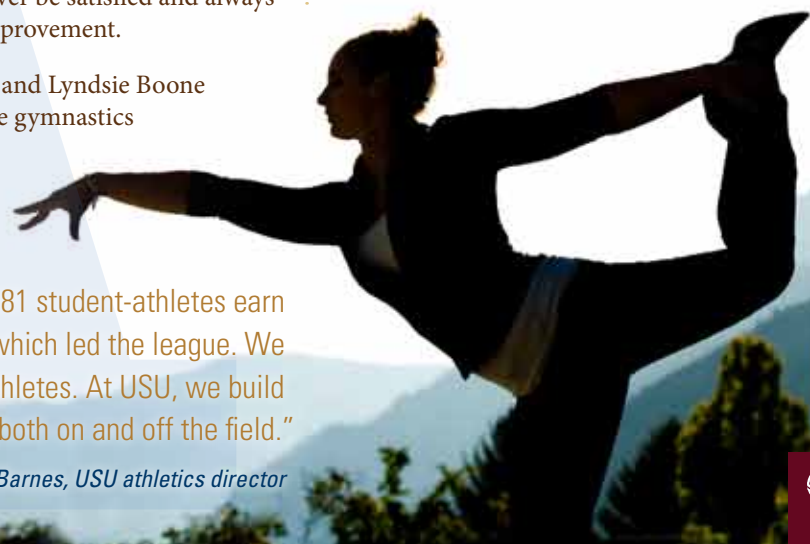
Top: Huntsman student-athletes show some team spirit — (Left to right) Brady Jardine (basketball), Sven Poslusny (tennis), Katie Ashe (volleyball), Brandon Broadhead (golf), Heather Heinrich (gymnastics) and Casey Parker (cross country).

Below: Brady Jardine and Nate Bendall, basketball stars, on their home court.

Left: Heather Heinrich poses gracefully next to the George S. Eccles Business Building.

"Last year, USU had 181 student-athletes earn academic All-WAC honors, which led the league. We are proud of our student-athletes. At USU, we build great leaders both on and off the field."

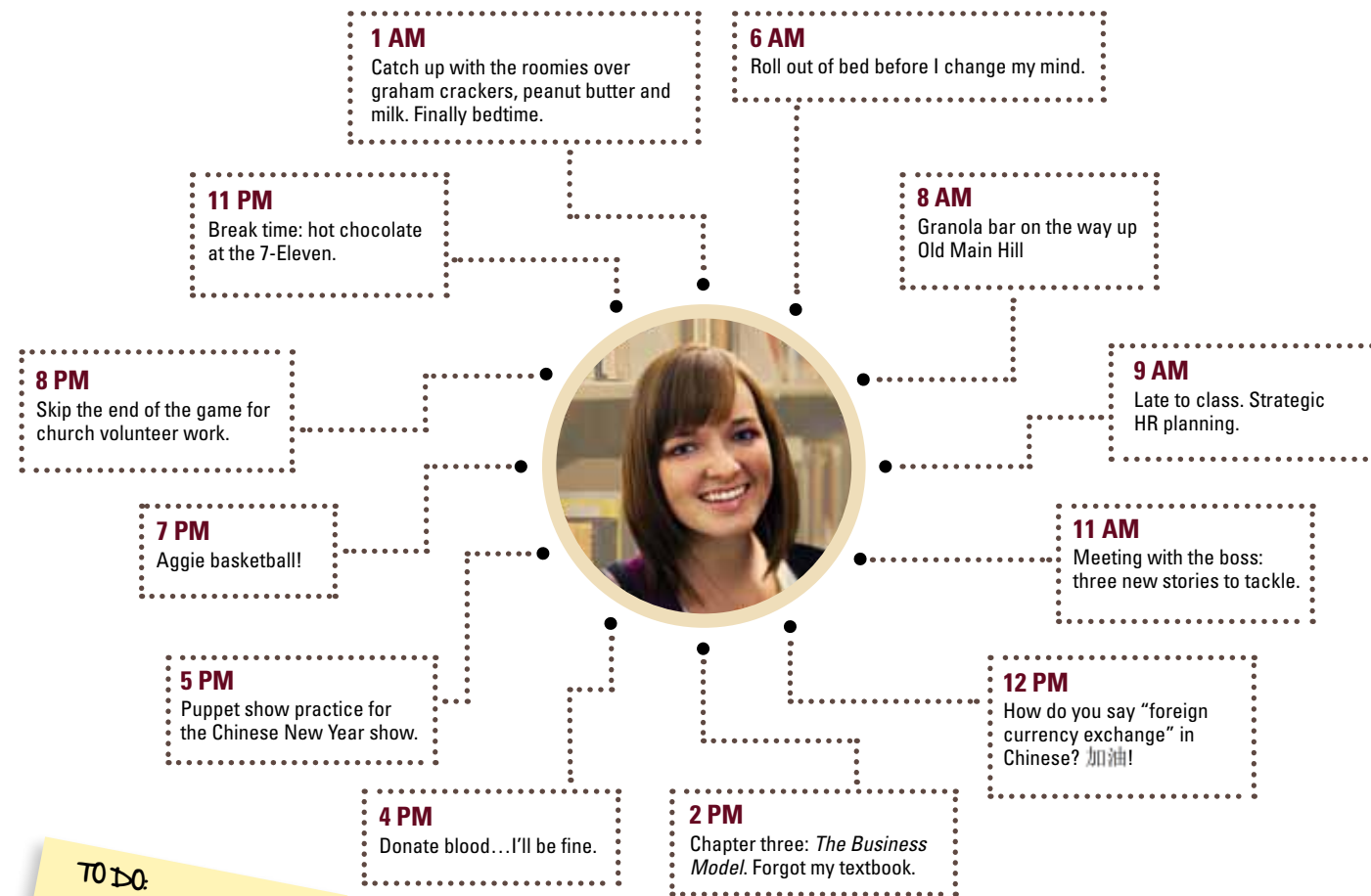
— Scott Barnes, USU athletics director



**ON THE WEB**  
A longer version of this story is posted at: [huntsman.usu.edu/athletics](http://huntsman.usu.edu/athletics)

# A DAY IN THE LIFE OF A STUDENT

Megan Starley lets us walk in her busy shoes for a day.



**TO DO:**  
call back math guy  
plasma center  
Smith's  
B-ball game  
Econ paper  
study group-library 7pm

## Huntsman student deals with packed schedule one day at a time

Working a nine-to-five job after graduation may prove a well-deserved break for Huntsman students with packed schedules who are running on just a few hours of sleep.

Ms. Starley isn't the only one who understands what it's like to multitask her way through college; 75 percent of Huntsman students work at least 10 hours each week while also attending school. On top of that, 86 percent provide volunteer service in various organizations in the community.

"Many students fill their schedules to the brim in hopes of getting involved and gaining experience that will set them apart from the crowd," said

Ms. Starley. "I enjoy being surrounded by students who are dedicated to their futures and who know how to work hard to reach their goals. We are all in it together."

Ms. Starley said she copes by concentrating and taking things one day at a time.

"I try to give myself a break by making really great weekend plans," she said. ☑

**GROCERIES:**  
ramen noodles  
milk  
cereal  
bread  
peanut butter  
gum  
soap

Megan Starley, a senior majoring in marketing, with a Chinese minor, carries an 18-credit load, works a 20-hour per week job and fills much of her "spare" time volunteering.

Right: Kristina Roskelley (left) and Jami Dixon.

Below: Chance Murray and Derek Kent.



# HUNTSMAN SCHOLARS TAKE EUROPE. FRANCE. BELGIUM. SWITZERLAND.

By Troy Oldham, executive director of marketing and branding

When 30 Huntsman Scholars visited Paris in October 2009, an outsider might have thought they were no different than the 45 million people who visit Paris each year.

However, these Aggies were far more than typical tourists trying to make their way through the narrow streets of Paris. The students traveled with a dedicated team of professors and embedded executives who helped them navigate various cultures and gave them opportunities to learn first-hand about the complexities of the global marketplace.

And Paris was only one stop on their academic voyage. The students also traveled to Switzerland, Belgium and France. They also visited Huntsman Chemical, NATO, Disney Paris, The European Commission, Stella Artois, Microsoft European Headquarters and OECD-Europe.

“Being a Huntsman Scholar has been one of the most difficult, but rewarding, experiences I have been through as a student,” said Derek Kent, a Huntsman Scholar and a junior majoring in finance and economics. “It’s been a great opportunity to work one-on-one with our advisors and other students to learn about business, leadership and what it means to have a sense of purpose.”

Stacey Hills, clinical professor and co-director of the Huntsman Scholars program, said students are first immersed in an intensive classroom experience.

“They read stacks of books, analyze case stud-

ies and learn about geography, culture, social issues and government structure,” she said. “Then we touch down in Switzerland and give them a second intensive experience interacting with professional leaders in multiple European countries.”

The program is all about discovery. In a single day, the students discovered how Huntsman Chemical in Brussels creates materials to keep European auto drivers safe, and then later walked the shop floor with a brew master at the Stella Artois Brewery and learned about the impact of agricultural regulations on the production of European beer.

“It’s really quite incredible how professional our students are in these unique situations,” said Liz Allred, program director for Global Enrichment. “They are very well prepared and they ask smart, probing questions with real intent to learn.”

**“Being a Huntsman Scholar has been one of the most difficult, but rewarding, experiences I have been through as a student.” — Derek Kent**

The experience is also transformational, and the value extends beyond an exciting trip to Europe.

“The entire experience has been life-changing,” said Jami Dixon, Huntsman Scholar and junior majoring in human resource management. “Being a Huntsman Scholar has given me more opportunities than I ever imagined. After I graduate, I will find ways to help future Huntsman students have the same experience.”

PHOTOS BY TROY OLDHAM



## Stephen R. Covey BECOMES THE FIRST JON M. HUNTSMAN PRESIDENTIAL CHAIR IN LEADERSHIP

By Steve Eaton, editor



Feb. 18, 2010, has just become a red-letter day in the history of the Jon M. Huntsman School of Business and Utah State University.

That’s the day the Huntsman School of Business officially announced that Stephen R. Covey would be joining its faculty as a tenured, full professor at Utah State University and the first incumbent of the Jon M. Huntsman Presidential Chair in Leadership.

The announcement, held at the Huntsman Corporation in Salt Lake City, was seen live on television screens around the George S. Eccles Business Building by Huntsman students at USU. The press release about the announcement was picked up by

us to continue to attract a world-class faculty and for developing programmatic excellence that truly will be recognized around the globe.”

Dean Douglas D. Anderson said that Mr. Huntsman’s December 2007 gift of \$25 million to the Huntsman School of Business was a transformative gift that led to another gift, the funding of two Huntsman Presidential Chairs.

“Without your leadership, without your vision, without your passion and faith in us, this day could not have happened,” Dean Anderson said to Mr. Huntsman. “And we are so grateful to you for helping us quicken our pace and elevate our sights and believe



Top: Dean Douglas D. Anderson, Jon M. Huntsman and President Stan Albrecht greet Stephen R. Covey after the announcement.

From left: Dr. Covey signs a book. He wears a reminder of his family mission statement on his wrist. Dr. Covey greets friends at the announcement. Karen and Jon Huntsman enjoy the moment.

more than 200 news sites across the country. Neil Cavuto, the host of “Your World,” a business news show on Fox television, interviewed Dr. Covey and Mr. Huntsman. Even the *Wall Street Journal* posted a story about the appointment.

USU President Stan Albrecht predicted this would only be the beginning of more great things to come for the Jon M. Huntsman School of Business.

“In making this announcement, we add to the Jon M. Huntsman name another that is recognized around the entire globe, that of Stephen R. Covey,” President Albrecht said. “His accomplishments and influence as an internationally respected leadership authority, teacher, organizational consultant and author are known literally by millions of people around the entire globe. His historic appointment to the Huntsman School will bring exciting new opportunities for

in the possibility of building a world-class business school in Logan.”

Dean Anderson also announced that the school would begin raising money to establish the Stephen R. Covey Center for Leadership.

Dr. Covey said he hoped to help the school teach principle-centered leadership.

“I’m very humbled, honored and appreciative of this appointment and opportunity to serve Utah State University,” he said.

Mr. Huntsman said Dr. Covey has been a friend for more than 45 years.

“Dr. Covey is a unique individual,” he said, calling him “a prince in our own kingdom.”

Read about Dr. Covey’s “Indian talking stick” communication on page 31.

# STEPHEN R. COVEY'S

LIFE IS AN OPEN BOOK. ACTUALLY, SEVERAL OPEN BOOKS

By Steve Eaton, editor

One day, years ago, Stephen R. Covey took a small group of people to a place in Salt Lake City to have them stand atop a building and look at a hole in the ground.

Dr. Covey hoped to communicate an important lesson to the most important group he'd ever teach — his family.



“His greatest strength comes from the fact that he is who you think he is.”

— Stephen M.R. Covey

The hole was about to become a building, and Dr. Covey arranged for an architect to come and show them the planned structure’s blueprints, according to Dr. Covey’s oldest son, Stephen M.R. Covey.

His father explained to them that before you start to build, you must have a plan. He was teaching his children the second habit: “Begin with the end in mind.”

“We were the first guinea pigs for the seven habits,” said the younger Covey, who is now a speaker and author of the best-selling book *The Speed of Trust*. “He taught us the principles along the way. His influence on me was enormous, not just as a father, but as a mentor.”

A series of interviews with the friends and family closest to Dr. Covey all painted a similar picture of a man known and admired around the world and respected in his home. They called him a careful planner who knows how to be spontaneous, a fun-loving man, who is driven by his mission, and a powerful teacher who does his most important work within his own family. They say Dr. Covey lives the principles he teaches in his books.

“His greatest strength comes from the fact that he is who you think he is,” Stephen M.R. Covey said. “He is who he says he is. He is what he teaches. There isn’t a variance.”



Stephen R. Covey poses with his son, Stephen M.R. Covey, at the announcement event.

Stephen R. Covey celebrates the announcement at the Huntsman Corporation.

Bob Daines, ’65, management, is a close friend of Dr. Covey. He used to have an office next door to him at Brigham Young University and he lives next door to him now. Mr. Daines said it takes diligent work for even Dr. Covey to practice the principles he teaches.

“He views much of the world and his surroundings through the prism of these principles, which he so strongly believes in and tries very hard to practice,” Mr. Daines said. “Some of those principles are not easy to practice, nor are they easy for him to practice.”

He works very, very hard at trying to incorporate them into his life and his family.”

Several told stories of how Dr. Covey plans months in advance to make sure he can spend time with his family. When his children were younger, he would often bring them with him when he traveled.

Boyd Craig, the executive director of the Stephen Covey Group, talked about a time Dr. Covey took a daughter with him to San Francisco. His daughter planned out a certain part of the trip, that was to be reserved for just the two of them, Mr. Craig said.

On this trip, Dr. Covey had a meeting with a “very, very prominent person in our country.” At the end of the visit, Dr. Covey was invited to join this person and his wife for dinner at their favorite restaurant. His daughter overheard this invitation and feared their plans were about to unravel, and her heart just sank, Mr. Craig said.

Dr. Covey immediately told the person, with great respect, what an honor it would be to have dinner with him. But he explained that, “my daughter and I have made all these special plans for the evening, and there’s nothing more important to me than doing that.”

Mr. Craig said Dr. Covey avoids some of the life balance struggles many people go through because he knows how to put first things first.

“When I describe his passion for his work, it’s inseparable from his whole life, from his family life, his church life, his life as a neighbor and a friend – it’s all integrated,” Mr. Craig said. “He doesn’t have compartments in life. He has a mission in life that embraces the first things of life: family, friends and service to others. In his professional work, he has

To the world he’s an international expert and leader. At home: the guy with the peanut butter and jelly sandwich on his head

In Stephen Covey’s house, there are pictures and paintings everywhere. Some of them are framed covers of magazines. Others are pictures of him with world leaders such as the Dalai Lama, President George W. Bush and President Barack Obama.

One photo that brings the biggest smile to Dr. Covey’s face, however, is a black and white shot of him wearing a peanut butter and jelly sandwich on his head. He said the unusual sandwich was created when he took a lengthy phone call at home.

“My kids made a peanut butter and jelly sandwich on my head and so I just left it there all day and I didn’t acknowledge it at all,” he said, still laughing at the memory. “It was dripping down.”

Sean Covey, one of Dr. Covey’s sons, was the proud instigator of the prank. To hear him describe it, they just took a proactive approach to deal with the interruption.

“We layered probably a half-inch of peanut butter all over his bald head,” Sean said. “Then followed up with some jam and put a piece of bread on top.”

Sean, who wrote *The 7 Habits of Highly Effective Teens*, described his father as a very informal, approachable and funny person.

“He always treated everybody the same, exactly,” Sean said. “It didn’t matter if you were the CEO of a Fortune 10 company or the local barber. You wouldn’t have ever known the difference. He was never a respecter of persons or title.”



Clockwise from top: Stephen R. Covey had Robert Miller of the Shingo Prize doing pushups during a Dean’s Convocation. Dr. Covey shares a laugh with Jon M. Huntsman at the announcement event. Dr. Covey tries on a special commemorative Huntsman School hat while meeting with faculty and staff. Dr. Covey compares hair styles with Al Warnick, one of his former students. Dr. Covey laughs at the announcement event.



## THE WORKS

### LEADERSHIP BOOKS PUBLISHED

- Great Work, Great Career* (2009), with Jennifer Colosimo
- Predictable Results in Unpredictable Times* (2009), with Bob Whitman
- The Leader in Me* (2008)
- Everyday Greatness* (2008), with David K. Hatch
- The 8th Habit* (2004)
- Living the 7 Habits* (1999)
- The Nature of Leadership* (1998), with A. Roger Merrill and Dewitt Jones
- The 7 Habits of Highly Effective Families* (1997)
- First Things First Every Day* (1997)
- Daily Reflections for Highly Effective People* (1994)
- First Things First* (1994), with A. Roger Merrill and Rebecca R. Merrill
- Principle-Centered Leadership* (1990)
- The 7 Habits of Highly Effective People* (1989)

### RELIGIOUS BOOKS PUBLISHED

- 6 Events* (2004)
- The Redeemer* (2000), with 7 co-authors
- Marriage & Family: Gospel Insights* (1983), with Truman G. Madsen
- The Divine Center* (1982)
- How to Succeed With People* (1971)
- Spiritual Roots of Human Relations* (1970)

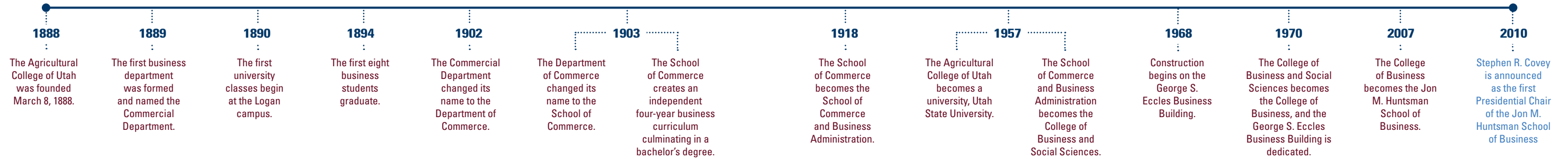
### BOOKS IN DEVELOPMENT

- The End of Crime*
- The 7 Habits of Highly Effective Parents*
- Principle-Centered Leadership*, revised edition
- Blessed Are the Peacemakers*, with The Honorable Larry M. Boyle
- Universities and Colleges Trimtabbing Community Transformation*
- Principles of Management* (College Textbook), with E. Boyd Craig
- Live Life in Crescendo*
- The Real Identity Theft: Cultural DNA*

PHOTO BY CASEY MCFARLAND; BOOKS PHOTO BY STERLING MORRIS

PHOTOS BY CASEY MCFARLAND, STERLING MORRIS, STEVE EATON AND SARA EATON





Look for more interesting facts in the *Keep in Touch* section, page 26.

a mission to lift and inspire people and organizations to their highest potential, to greatness.”

Sean Covey, another son and author of *The 7 Habits of Highly Effective Teens*, said that one way his father helps people reach their highest potential is simply by helping them recognize it in themselves.

“He believes fundamentally that people need affirmations and that a fundamental problem with most people is self-doubt,” Sean said.

Mr. Craig said Dr. Covey trusts people with projects and watches them rise to meet the challenges.

“That’s his definition of leadership,” Mr. Craig said.

“It’s to communicate to people their worth and potential so clearly that they come to see it in themselves.”

Stephen M.R. Covey can testify to that. He admits he was the son Dr. Covey described in his “green and clean” story in *The 7 Habits of Highly Effective People*. The story describes how Dr. Covey assigned his 7-year-old son to be in charge of keeping his yard as nice as the neighbor’s yard, which Dr. Covey pointed out was always “green



Dr. Covey speaks to Huntsman faculty.

and clean.” His son initially struggled with the assignment but eventually took full responsibility for the project and did a great job caring for the yard around the family’s home.

Dr. Covey eventually ended up trusting his son with far more than yard work. Stephen M.R. Covey is the former CEO of the Covey Leadership Center, which he led to become the largest leadership development company in the world. Under Stephen M.R. Covey’s direction, the company doubled its revenues to more than \$110 million, while increasing its profits by 12 times.

Bob Whitman, the CEO of FranklinCovey, said that when he was trying to decide what to do after graduation from the University of Utah, he phoned Dr. Covey, who was a complete stranger then, and asked if he could talk to him. Dr. Covey spent more than an hour and a half offering him advice that changed his direction. The exchange was obviously pivotal for Mr. Whitman, but the investment paid off for Dr. Covey years later as well when Mr. Whitman was drafted to become the CEO of FranklinCovey.

Now Dr. Covey is investing in the potential he sees in the students at the Huntsman School of Business, and that will give him a chance to visit Logan more often. Dr. Covey has always had a number of ties to Cache Valley. His great-great-grandmother was from Logan, and his wife’s great-great-grandfather was the first president of the Logan LDS Temple.

PHOTO BY STEVE EATON

PHOTOS BY STERLING MORRIS

His most recent connection to Cache Valley began when he was invited to speak at the Shingo Prize for Operational Excellence Conference in May 2009. The Shingo Prize is a non-profit organization within the Jon M. Huntsman School of Business that has developed a worldwide reputation for helping companies change cultures, better tap employee strengths and become more efficient. Dr. Covey said he was very impressed to see the Shingo organization’s philosophies and approach, and how it has “institutionalized principles.”

That initial introduction led him to learn more about the Huntsman School of Business. Dr. Covey said he was impressed to learn that the school, a secular institution, has been teaching some of the same principles he has taught for years.

He said the right culture within the school will do the most to help shape principle-based leaders.

“You create a culture that is based upon universal and timeless principles, and you take an inside-out approach,” he said, “not just an outside-in approach.”

Dr. Covey said that students at the Huntsman School of Business can “lead lives of extraordinary contribution.”

“The leaders and faculty just seem to ‘get it,’” he said. “They understand that by instilling in today’s students a principled new mindset and skillset — one equal to the complex demands and challenges of

today’s new global, economic, societal reality — they will produce generations of leaders who will not only serve and lead their families and communities with greatness; they will attract to the organizations and teams they lead, the world’s most talented, innovative, trustworthy people.”

For now, there’s not even a hole in the ground that one can point to as the eventual home of the Stephen R. Covey Center for Leadership. But Dr. Covey and other leaders at the Huntsman School of Business have begun with the end in mind. It’s an end, however, that they see as only the beginning — the beginning of something they hope will impact ethical leaders for generations to come. ■

“You create a culture that is based upon universal and timeless principles, and you take an inside-out approach, not just an outside-in approach.”

— Stephen R. Covey



Dr. Covey teaches faculty members while on a recent visit to the Huntsman School of Business.



## STEPHEN R. COVEY BRINGS A WORLDWIDE REPUTATION TO UTAH STATE UNIVERSITY

By Steve Eaton, editor

Sandra Covey remembers a time she got an unusual phone call while she and her husband were skiing at the Sundance Resort in Utah.

It was someone who told her that U.S. President Bill Clinton was on the phone and would like to talk to her husband, Stephen Covey.

“Oh, sure he is,” Ms. Covey remembers saying, not believing she was keeping the president of the United States waiting.

“No ma’am, this is true,” the voice said. “This is the White House.”

Ms. Covey said when she realized the phone call wasn’t a prank, she went out onto the slopes to get her husband.

Dr. Covey must be used to such calls by now. He has met with presidents George W. Bush and Barack Obama. He has trained 34 heads of state. When he goes to speak in a given country, he’ll contact the head of state and offer his services. Nearly always, the opportunity to talk with

Dr. Covey is welcomed. He has not only trained presidents of many countries, but he has also spent time with their cabinets and legislators.

Dr. Covey still travels the world working with organizations and companies interested in getting guidance directly from him. He has even taught in stadiums in India. Jon M. Huntsman said he fully realized just how widespread Dr. Covey’s influence is on a trip to India. He tells a story about a time he was in Mumbai when his car was approached at an intersection by young

boys trying to sell him pirated copies of *The 7 Habits of Highly Effective People*.

Dr. Covey’s books have sold more than 20 million copies in 38 languages and in 2002 *Forbes* named the 7 Habits book one of the top 10 most influential management books ever written. The audio tape version of *The 7 Habits of Highly Effective People* is the best-selling nonfiction audio book in history. He has authored the best-sellers, *First Things First*, *Principle-Centered Leadership*, *The 7 Habits of Highly Effective Families*, *The 8th Habit: From Effectiveness to Great-*

*ness* and several other books. His most recent book is *Great Work, Great Career*. Dr. Covey said he has another seven books in the works.

Dr. Covey is the co-founder and vice chairman of FranklinCovey, the leading global professional services firm in the world, with offices in 123 countries. He was inducted into the Shingo Academy in April 2002. In 2003, he received the Fatherhood Award from the National Fatherhood Initiative. ■



THE STEPHEN R. COVEY  
**Center for Leadership**  
is destined for greatness

Some proactive, culture-shaping initiatives already underway:

- An intensive three-day seminar for faculty and staff to give them a focused refresher on principle-centered leadership.
- The 8 Habits integrated into the curriculum, starting with a new course this fall that will help students develop a strong sense of purpose in their professional and personal lives.
- A certification and mentoring program for students to earn distinction and then teach other students about principle-centered leadership.

There is no shortage of organizations that would like to have Stephen R. Covey on their team.

When Dr. Covey brings his vision, his passion, his talent and his experience to the table, great things begin to happen.

Faculty, staff and students were able to see that first-hand when Dr. Covey came to speak at a Dean's Convocation at USU on Feb. 24, just one week after his appointment was announced.

"There is a real crisis of trust in the business community and in the world, yet there are also powerful examples of leaders with great character and competence who live their lives by timeless principles of enduring success," Dr. Covey said. "Many of these ethical leaders are our co-workers, our friends and members of our alumni community. Working with them, we can have a tremendous amount of influence in shaping our future."

In reference to a concept he calls "a trim tab" — the small rudder that turns the big rudder on an ocean liner — Dr. Covey said: "We have an opportunity to revolutionize teaching and instill the importance of principles in this next generation of leaders. We can be a "trim tab" for them, and they can be a trim tab for positive influence in the world."

Dean Anderson said the launching of the Stephen R. Covey Center for Leadership is an opportunity for the school, its alumni and friends to be a part of something great. The Huntsman School of Business has launched an initial campaign, with Dr. Covey's help, to raise \$10 million to fund the new center.

"We are enormously grateful to Stephen for his personal commitment and for his example in helping raise the funds to establish a Center for Leadership that will become a powerful transformational agent in the lives of our students and generations to come," Dean Anderson said. "His teachings and his personal moral authority have a timeless and universal appeal. Long after we are gone, the principles he has espoused and his lifetime of service will go on illuminating and lifting others who will study and teach through the Covey Center for Leadership at Utah State University."

Dean Anderson said the Huntsman School is wasting no time in taking steps to integrate Dr. Covey's principles into the culture of the school and the curriculum.

"We believe that in order to train great leaders, we all need not only to be aware of these principles, but to practice them," Dean Anderson

"The Covey Center for Leadership will influence the entire world around principle-centered living and leadership."

— Stephen R. Covey

"The Huntsman School of Business at Utah State University will produce leaders who will be equal to the greatest challenges of our day," Dr. Covey said. "In a world where trust is becoming scarcer, we have the opportunity and responsibility to produce the kind of leaders who will not be swayed, but instead will become positive forces in their communities."


Dean Douglas D. Anderson echoed Dr. Covey's call for positive moral leadership in business.

"Today when people think of military science and leadership, they think first of West Point or Annapolis," Dean Anderson said. "I look forward to the day when those who think of commerce and leadership will think first of the Jon M. Huntsman School of Business. It will become recognized as the premier place for those who want to master the art of principle-centered leadership."

said. "We believe the U.S. Army has it right when it says, 'There is no lesson learned, unless a behavior is changed.' We intend that the principles Dr. Covey has articulated will have a lasting impact on our students, our faculty and our staff as the new Stephen R. Covey Center for Leadership becomes a reality. I'm hoping that those who share our vision, including our alumni and friends, will step forward now, when it really matters, to make personal contributions and help us raise funds for this great new center." ■

*In anticipation of the announcement event in February, Cass Matheus, a Master's of Science in management information systems student, purchased "The 7 Habits of Highly Effective People" and read it in three days. He said he loved the book and was grateful for the opportunity to meet and talk with the author himself.*

PHOTO BY CASEY MCFARLAND

 **GIVING:** Your help is needed to fulfill the vision  
Visit [usu.edu/campaign/giving](http://usu.edu/campaign/giving) to contribute to the Stephen R. Covey Center for Leadership



# DARE COMMITMENT MIGHTY LEADERSHIP THINGS PURPOSE

By Natali Naegle, contributor

As students returned to classes on the first day of spring semester 2010, 22-foot-tall window banners graced the side of the George S. Eccles Business Building.

The banners visually illustrate a new campaign for the Jon M. Huntsman School of Business. Leveraging a famous speech by President Theodore Roosevelt, the theme “Dare Mighty Things” is a challenge the Huntsman School will build on.

The window graphics, which feature photographs of students and professors, illustrate the connection between “Dare Mighty Things” and three key messaging points: commitment, leadership and purpose. Each of the programs and student services within the Huntsman School relate to one or more of these messaging points and will be promoted as such to help reinforce the call to action.

“The purpose and call to action of these internal graphics and the ongoing campaign will be to encourage students to take control of their Huntsman experience,” said Ken Snyder, executive dean and chief administrative officer.

“As the campaign develops, the message will be reinforced by testimonials and examples of our students, faculty, staff and alumni who show commitment, leadership and purpose,” he said. “Each element of the campaign will work to support these central themes as we work to fulfill our mission, vision and purpose to inspire all to ‘Dare Mighty Things.’”



PHOTO BY STERLING MORRIS

## Huntsman School’s new marketing director has bold ideas

By Natali Naegle, contributor

Everyone at the Jon M. Huntsman School of Business wants to contribute in some way. There are few, however, whose contributions are as visible as those Troy Oldham has brought to USU.

He is the new executive director of marketing and branding at the Huntsman School of Business, and with Mr. Oldham that means going beyond ordering key chains and logo pens. The first day of spring semester, students arrived to see the outside appearance of the building completely transformed by giant colorful posters featuring students and the phrase, “Dare Mighty Things.” (See previous page.)

Mr. Oldham has been with Utah State University for six years as a lecturer in USU’s Department of Journalism and Communications. He started working in his new position in May of 2009 and began daring mighty things long before he made that part of the school’s culture.

... This story “Oldham” is continued on page 39.



“I can see significant parallels between the Huntsman School and Microsoft in the ‘90s when they were growing and becoming the great company they are today. It is an exciting time to be a part of the Huntsman School.”

— Troy Oldham

## “Career Accelerators” build confidence in students

By Megan Starley, contributor

Momentum is key for Huntsman graduates entering today’s competitive marketplace. That’s why the Jon M. Huntsman School of Business has hired three experienced professionals who the school is calling “career accelerators.”

As new additions to the Huntsman School of Business team, Ron Godfrey, Barry Heninger and Lynne Pettit work as career acceleration specialists. Drawing from their experience, they work one on one with students, helping them develop the skills they need to impress employers.

Landing a job takes more than just fulfilling qualifications and knowing the company, said Mr. Godfrey, Mr. Heninger and Mr. Pettit. It’s about connecting with people. While providing help for students in developing interpersonal skills and strengthening résumés, their advice is to “own the interview.”

“When someone walks through the door and begins to speak, you can tell if they’ve got leadership skills,” said Mr. Godfrey. “You can tell if they are principle-



Ron Godfrey, Lynne Pettit and Barry Heninger are “career accelerators.”

driven by how they treat others. We are looking for someone who has a motivation about them, who is internally driven, who empowers other people and enables them to do their best. That sort of inspirational behavior is easily picked up in an interview.”

Along with helping students develop the skills needed to perform well in an interview, Mr. Godfrey, Mr. Heninger and Mr. Pettit are making connections with USU alumni to create more internship opportunities.

... This story “Career Accelerators” is continued on page 39.



“Our real purpose is to inspire passion for doing something that is beyond what students may have originally considered.”

— Barry Heninger



# Annual Awards Banquet

## STEVE MILOVICH NAMED 2009 DISTINGUISHED EXECUTIVE ALUMNUS

By Megan Starley, contributor

Disney/ABC television executive Steve Milovich honored at Huntsman School's 2009 Annual Awards Banquet

The Jon M. Huntsman School of Business has bestowed its highest honor on a former student who came from a small town in Utah and is now the senior vice president of human resources for the Disney/ABC Television Group.

Jon M. Huntsman presented Steve Milovich with the Distinguished Executive Alumnus Award at a banquet at Utah State University that drew more than 550 people. The Annual Awards Banquet offers friends and alumni who have funded scholarships the opportunity to meet the students they have helped.

Mr. Milovich, who was raised in Price, Utah, now oversees all of the organizational and human resource efforts worldwide at the Disney/ABC Television Group. The group includes the ABC Television Network, Disney Channels Worldwide, cable network's ABC Family, Disney/ESPN television and several other major entities.

"Life has given each of us not only a full measure of challenges but also abundant opportunities," said Mr. Huntsman. "Steve thrives in situations where he can build something positive from scratch or refine an operation so that it delivers better results."

Mr. Huntsman told the group that Mr. Milovich believes business schools should teach the importance of ethical decision-making.

"He believes in teaching students to be innovative thinkers, to understand the global marketplace and to be empowered with accurate analytical skills," Mr. Huntsman said.

Mr. Milovich, who graduated from the Huntsman School of Business in 1979 with a degree in economics, said that this award should be shared with his late father who

pushed him to finish his degree. After graduating, Mr. Milovich later went on to earn his MBA at Pepperdine University in 1999, and said his focus on his personal and family life has given him the foundation for a successful vocational life.

"In my view, a focus on family and other dimensions of life beyond just a career will actually increase the likelihood that you will have sustained career success," he said. "I really believe that a singular focus on work, your career and yourself is simply not sustainable in the long run."

Mr. Milovich has also served in leadership positions at Walker Digital, AlliedSignal-Honeywell International, Broadway Stores and PepsiCo. During his visit to USU, the executive met with students in classroom settings. There, he talked about industry trends in human resources and offered insight on how students might better succeed in the rapidly-changing global marketplace.

"We picked Steve for this honor because he is a great example of a nice guy who has finished first," Dean Douglas D. Anderson said. "Steve has a wonderful moral compass that has never failed him: treat people right, take care of your customer, focus on creating value, be honest in everything you do, work hard and continue to learn and business success will follow. He is a great example of what students at the Huntsman School of Business can aspire to become. We are enormously proud of him." ■

PHOTO BY RON ADAIR

"In my view, a focus on family and other dimensions of life beyond just a career will actually increase the likelihood that you will have sustained career success."

— Steve Milovich



### Gary Crittenden warns that continued borrowing and consuming will bring economic hardship

A former chief financial officer of Citigroup recently spoke at Utah State University about what led to the financial crisis of 2007, warning that if there aren't changes made, the country will eventually be forced to live within its means.

Gary Crittenden came to Citigroup in 2007 and left in 2009. He is now a managing director of Huntsman Gay Global Capital, a private equity firm, although

he made it clear he was not representing the company when he offered his insights at a Partners In Business Finance Seminar at Utah State University last year.

Mr. Crittenden said that during the financial crisis of 2007 and 2008 he witnessed the behind-the-scenes discussions that went on as the government tried to stabilize the financial markets. He said it had become "increasingly clear that we were on the precipice of what could be a truly global financial meltdown."

He said things could have gotten much worse if the government hadn't intervened. For the banking system to be funded, obviously, the government had to step in, he said.

"And for that, I can tell you that I'm very, very appreciative," he said. "I'm appreciative of how hard those individuals worked; how much they tried to do the right thing; how engaged they were at trying to come to a solution that was both good for taxpayers and enabled the financial system to operate."

However, Mr. Crittenden said the fixes are not long-term solutions to the problems the country faces. He said the coun-

"We've just gotten a gigantic cortisone shot, and the result of that is that we are out running."

— Gary Crittenden

try cannot continue to borrow more money overseas and consume at the levels it has been without eventual serious negative consequences.

"The best example I can think of is if you injure your back or injure your foot ... and you go get a cortisone shot, you immediately feel like you are

better," he said. "You go back and you can run."

He said the shot doesn't really address the underlying problem.

"We've just gotten a gigantic cortisone shot, and the result of that is that we are out running," Mr. Crittenden said. "The economy is getting better and things are going to feel better. But I would wager that every person here realizes that it's not sustainable."

He said eventually the global community will no longer see the dollar as the reserve currency of the world. ■

PHOTO BY STEVE EATON

ESPLIN PHOTO BY STERLING MORRIS, CHILD PHOTO BY CLANCY BENEDICT

### R.C. Willey founder Bill Child visits USU, talks about his book and shares insight

When billionaire Warren Buffett tells you that you should write a book, it's probably advice worth heeding.

At least that's the way Bill Child saw it. The result is the book *How to Build a Business Warren Buffet Would Buy: The R.C. Willey Story*.

Mr. Child is the entrepreneur who led R.C. Willey Home Furnishings from a tiny operation in Syracuse, Utah, to a thriving business with 14 stores, which he eventually sold to Warren Buffett. The book was written by Jeff Benedict, an author and distinguished professor of English at Southern Virginia University.



Dean Douglas D. Anderson called the book one of the great all-time business case studies he has read. He told the students at a Dean's Convocation

where Mr. Child and Mr. Benedict spoke that if they looked to the life of Mr. Child and emulated him, they would have success.

Mr. Benedict, who has written eight critically acclaimed books, including *The Mormon Way of Doing Business*, said he enjoyed writing the book that he called a "good, simple, clean, inspiring story."

"Trust matters, it really does," Mr. Benedict said. "And Bill's story is all about that."

"Bill Child represents the best of America. In matters of family, philanthropy, business or just plain citizenship, anyone who follows in his footsteps is heading true north."

— Warren Buffett

Mr. Child said that Mr. Buffett, who wrote the foreword to the book, told him he should write it saying, "If you can change just one person's life in some way by writing a book, it's worth it." Mr. Child will give any royalties from the book to charity. ■

### Huntsman Corporation CFO advises students to master finance and writing

The Huntsman name may already be familiar to business students on campus, but earlier this year they had the chance to learn more about Huntsman Corporation straight from its Chief Financial Officer Kimo Esplin who came to speak to the Finance and Economics Club.

Describing Jon M. Huntsman as a man with an "uncanny ability to gauge risk," Mr. Esplin related Mr. Huntsman's entrepreneurial story of building Huntsman Chemical from scratch. Because he didn't have the money initially, he borrowed it and grew his business through debt. "What we do as managers is we take calculated risks and we make money on that," he said.

Mr. Esplin emphasized the importance risk plays in financial management and encouraged students to work with people they can trust in an environment where they can manage risk.

In order to be a good risk manager, it is necessary to know critical finance principles, Mr. Esplin said, so he advised students to "dig into" core finance classes because those principles are real in the life of a CFO.

Along with gaining a core finance understanding, Mr. Esplin stressed the importance of writing skills. He said he spends 90 percent of his day writing, especially e-mails. He said he wishes he were a better writer, noting that he was "crushed by his competition" in grad school because of his lack of skills in that area.



Reading two newspapers every day, Mr. Esplin stays informed about international current events. He told the students that one of the most important things they can do is expose themselves to the global environment. Many students at Utah State have international experience with a desire to work internationally, but Mr. Esplin said they can't expect to find a job right out of college in a specialized area with immediate international opportunities.

#### ON THE WEB

This story is continued online at [huntsman.usu.edu/esplin](http://huntsman.usu.edu/esplin)

#### ON THE WEB

Here are just a few examples of the alumni and friends of the Jon M. Huntsman School of Business who have visited USU recently. Read more about speakers at: [huntsman.usu.edu/speakers09-10](http://huntsman.usu.edu/speakers09-10)

#### Eric Hipple

Former USU and NFL quarterback

Professional motivational speaker



#### Joe Cannon

Editor of the Deseret News



#### Christine Buckley

CFO of Swire Coca-Cola

Professional Achievement Award recipient



#### Rosario Bazán

CEO of DanPer

It is headquartered in Trujillo, Peru.



#### Michael Useem

Director of the Center for Leadership and Change Management at the Wharton School, University of Pennsylvania.



#### Padma Venkataraman

Rising Star Outreach

She leads micro-finance projects for India's leprosy colonies.











## Huntsman alumnus honored for heroics, leadership and service



“Each wave in itself was my battle.”  
—Keith Abbott

“The last recollection I have is a mountain of water coming right at me,” Keith Abbott said. “The next thing I knew, I was fighting the waves.”

There were 302 people aboard the USS Monaghan when it was hit by the Cobra Typhoon and sank off the Philippine coast in December 1944. Mr. Abbott was one of only seven survivors.

Mr. Abbott said he was able to grab a large rope from the debris of the ship and pull himself on to a makeshift raft to ride out the 100-foot waves.

“Each wave in itself was my battle,” Mr. Abbott said. “The first 48 hours I had nothing to think about really except being able to stay a hold of that float,” Mr. Abbott said.

After the storms calmed on his third and final day adrift, the waves were down to around six feet. Mr. Abbott recalled the sight of sharks swimming around his raft.

Although Mr. Abbott said he doesn't remember what happened when he was rescued, people have told him that when the ship came, they had to pull him on board because he had suffered from exhaustion.

Mr. Abbott said he was lucky his injuries weren't more severe.

“I just had a little dehydration, a little banged up, but nothing very serious.”

Following the war, Mr. Abbott attended Utah State on the G.I. Bill and graduated in 1950 with a degree in business administration. After graduation, he moved to Southern California, where he has served as city manager for the city of Whittier. He served on the board of directors of Southern California Bank and on the board of directors of the Los Angeles College of Chiropractic.

In 2009, Mr. Abbott was awarded an Alumni Merit Citation from the USU Alumni Association.

“Throughout his life, Keith has been involved in numerous positions of leadership,” the citation reads. “He has also been involved as an Aggie, encouraging young people to attend Utah State University. For his heroics and his lifetime of service, the Utah State University Alumni Association proudly presents Keith Abbott with this Alumni Merit Citation.”

Mr. Abbott has continued to serve his community for the past 30 years on numerous city and state boards and organizations.

“I don't think he will ever actually retire,” said Paula Abbott, his wife.

Mr. Abbott agrees: “I just had my 86th birthday in November, but I still feel like a kid.”



USS Monaghan and Keith Abbott, now and then.



BLACKS PHOTO BY STEVE EATON, SHIP PHOTO COURTESY OF UNITED STATES COASTGUARD, OTHER PHOTOS COURTESY OF KEITH ABBOTT

PHOTO BY STERLING MORRIS

## USU honors Bullens for years of community service

Yunlu Zhang, contributor  
Originally in *Utah State Today*

The Utah State University Alumni Association recently awarded long-time Cache Valley residents Bill and Marty Bullen a merit citation for their continual service in the community and dedicated support of USU.

Both attended and graduated from USU. Mr. Bullen earned two economics degrees, a bachelor's in 1965 and a master's in 1968. Ms. Bullen earned her bachelor's degree in English in 1966. Since graduating, they became highly involved in USU and in their own communities as well.

“Bill and Marty have each had a significant influence on the lives of many people in Cache Valley,” said Patty Halaufia, executive director of alumni relations at USU. “All of our lives are richer because of the dedication and service of people like the Bullens. We extend our heart-felt thanks to them for all they have done both for the university and for our community.”

Mr. Bullen has served as president of the Rotary Club and has been the chairman and vice chairman of the Logan Regional Hospital governing board. He received the Outstanding Ag Businessman Award from the Farm Bureau in 2001 and is president of Bullen's Inc., an agricultural supply company in Cache Valley. He is currently serving on the national advisory board for the Jon M. Huntsman School of Business. He has been an



“All of our lives are richer because of the dedication and service of people like the Bullens.”

—Patty Halaufia

uplifting influence. In her free time, she enjoys playing tennis and reading.

The Bullens said they are most proud that their three children all attended USU.

active member of the Beaver Mountain Ski Patrol for nearly 50 years and is one of the longest-running members of the National Ski Patrol. He is the recipient of the “Minnie” Dale Award, the National Ski Patrol's highest honor.

Ms. Bullen, a Cache Valley native, has been actively involved with many organizations. She began volunteering with Community Abuse Prevention Services Agency (CAPSA) in 1986 and was instrumental in organizing the financial and administrative functions. For more than 23 years, she has served as acting director when needed and has helped to train and mentor newly

hired administrators. Because of her tireless commitment and dedication to the CAPSA organization, thousands of families in Cache Valley have found a life free of violence. She has a unique ability to bring both professionalism and an incredible sense of humor to the workplace. She is also known for her singing, dancing and

## Huntsman graduates honored as USU Alumni of the Year



Huntsman School of Business graduates Gary and Karen Black said they didn't have much to donate when, as a newly married couple, they decided to give \$25 to Utah State University.

However, they have tried to give every year since then, and in 2005, they established the Gary Black and Karen Walton Black Endowment and Scholarship to benefit students in the Jon M. Huntsman School of Business.

In 2009, the Blacks were named USU Alumni of the Year.

The Blacks weren't looking for any special recognition; that's not why they've donated. They do admit, however, that it has been rewarding to have received letters from those they have helped over the years. The couple hopes that the students they have helped will in turn desire to help others in the future.

“Many years from now, we'll recognize people who have made great contributions in the world,” said Mr. Black, “and we'll recognize that they came from this university.”

Mr. and Ms. Black met while attending the Huntsman School of Business at Utah State in the 1960's. Mr. Black is a member of the Old Main President's Circle and is on the Huntsman School of Business National Advisory Board. He received

the Jon M. Huntsman School of Business Distinguished Executive Alumnus award in 2002.

Mr. Black is the owner of Condies Foods, which has been in business for 71 years and supplies fresh-cut vegetables to thousands of fast food restaurants in the western states. He is a member of the McDonald's Produce Council, a founding member of International Fresh-Cut Produce Association and sits on the United

Fresh Produce Association Education and Research board in Washington, D.C.

As co-owner of Condies Foods, Ms. Black serves on the company's board of directors. She also started and ran two businesses of her own: A Basket of Treasures and Karen's Ceramics. She is a past PTA president who has contributed her talents at The Children's Museum of Utah, The Ronald McDonald House and Festival of Trees.

Angie Shaddle, '01, works for ATK Aerospace Company, Inc. and lives in New Meadows, ID

Yun-Chia Yan, '01, is an assistant professor for the University of New Orleans and lives in Metairie, LA

Navin Sinha, '01, is the principal statistical advisor for City University of New York and lives in Eden Prairie, MN

Jeremy Searle, '01, owns Timely Home Solutions Ltd. and resides in Austin, TX

Jennifer Francis, '01, is an accountant for Jones Simkins P.C. and resides in Brigham City, UT

Ken Sanow, '01, is an accountant for Zions First National Bank and resides in Layton, UT

J. Kyle Shields, '01, is an assistant supervisor with Salt Lake City Corporation and lives in Tooele, UT

Tad Stearns, '01, is a branch manager with Wells Fargo Bank and lives in Logan, UT

Myron Hamilton, '01, is a business consultant for Tahitian Noni Corporation and lives in Orem, UT

Denise Beecroft, '01, is a business teacher at Fremont High School and makes her home in West Haven, UT

Adam R. Spillman, '01, is the customer service department head at Spillman Technologies, Inc. and resides in Logan, UT

Andrew Mingl, '01, is a development officer for Salt Lake Community College and resides in Layton, UT

Justin Osmond, '01, is a director at the Starkey Hearing Foundation and resides in Ephraim, UT

Bruce Hancock, '01, is a dispatcher with Olsen Bros. Transportation and lives in Tremonton, UT

Jared Stone, '01, is a finance manager with Trivani and lives in Orem, UT

Lawrence Correia, Jr., '01, is a finance manager with Woodbury Technologies, Inc. and lives in Salt Lake City, UT

Ryan Edwards, '01, is a financial auditor with Jensen & Keddington PC and resides in Lehi, UT

Jeffrey Meyer, '01, works for Rio Tinto and resides in Bountiful, UT

David Lamb, '01, is the IT manager with BMW of Murray and makes his home in Salt Lake City, UT

Megan Christensen, '01, is a loan officer at Truman Mortgage and makes her home in West Jordan, UT

Tyrell Gray, '01, is partner and co-founder of Junk House Riches and makes his home in Spanish Fork, UT

Robert Clark, '01, is president of Quick Check and lives in Logan, UT

Troy Thorsted, '01, is the program manager for Autoliv ASP, Inc. and lives in Honeyville, UT

David Johnston, '01, is a senior accountant with Rx America and lives in Lehi, UT

Jared Ripplinger, '01, is a senior tax accountant with Jones Simkins, LLP. and lives in Logan, UT

Cole Housley, '01, is a senior team lead for Super Valu, Inc. and lives in Kaysville, UT

Robert Weight, '01, is a systems administrator with Management & Training Corporation and resides in Farmington, UT

Daren Jackson, '01, is a teacher for the Cache County School District and makes his home in Logan, UT

Bryan Keith, '01, is a trader with Nomura Securities and makes his home in Sandy, UT

Ari Hunsaker, '01, works for Redgear and lives in Henefer, UT

Julie Leavitt, '01, works for Pacificorp and resides in Orangeville, UT

Paul White, '01, owns My Favorite Gun Store, Inc. and makes his home in Richmond, UT

Shera Gleave, '01, owns WTG Services, LLC and makes her home in Price, UT

Scott Didericksen, '01, is a territory manager for Western Branch Diesel and lives in Sterling, VA

Brant Brown, '02, is a senior admissions counselor with Northern Arizona University and resides in Flagstaff, AZ

Abbey Heck, '02, is a commercial underwriter with American Express Travel Related Services and lives in Phoenix, AZ

Paul Johnson, '02, is the vice president of technology for Brewer-Caldwell Property Management and resides in Queen Creek, AZ

Donald Dicko, Jr., '02, is an account manager with ING North America Insurance Corporation and resides in Oakland, CA

Mark Thatcher, '02, is a financial advisor with Morgan Stanley and resides in Indio, CA

Kelly Thigpen, '02, is an instructor with TSA and lives in Sacramento, CA

Curtis Schiller, '02, is the west regional trainer with Abbott Diabetes Care and resides in Victorville, CA

Cody Benson, '02, works for OCE North America and makes his home in Parker, CO

Larry Gilley, '02, is a general manager at St. Luke's and resides in Meridian, ID

Jana Johnson, '02, is a copy editor for Northridge Media and lives in Riverside, MO

Stuart Gibby, '02, is an endodontist for Mountain View Endodontics and lives in Kansas City, MO

David Ngo, '02, is an engineer with Medidata Solutions and lives in Jersey City, NJ

Jason Wilcock, '02, works for Bearns & Peck LC and resides in Las Vegas, NV

Michael Shipley, '02, is an account executive in advertising with Microsoft Corporation and resides in Frisco, TX

Wendell Brock, '02, is a principal with De Novo Strategy, Inc. and lives in McKinney, TX

Sherin Mai, '02, is an accountant for ATK Aerospace Company, Inc. and resides in Salt Lake City, UT

Jonathan Liechty, '02, is an audit manager at KPMG International and lives in Layton, UT

Lesley Mitchell, '02, is a business reporter with The Salt Lake Tribune and makes her home in North Salt Lake, UT

Krista Black, '02, is CEO of JK Black Systems and makes her home in Saint George, UT

Devin Glazier, '02, is CFO and co-founder of Qivana and makes his home in Orem, UT

Aaron Janssen, '02, is the controller for Otto Bock Healthcare and lives in West Jordan, UT

Rex Anderson, '02, is the controller for Spring Mobile and lives in Farmington, UT

Donald Jessen, '02, is a cost analyst at Hill Air Force Base and lives in Ogden, UT

Becky Swain, '02, is a CPA at Adam Smith CPA and resides in West Jordan, UT

Joshua Baxter, '02, is a director for Avocent and resides in Lehi, UT

Keith Williams, '02, is an engineer at Inovar, Inc. and lives in Ogden, UT

Scott Chandler, '02, is an internal auditor for JCPenney and makes his home in Bountiful, UT

Daniel McAllister, '02, is a lean manufacturing coach with Autoliv ASP, Inc. and makes his home in Ogden, UT

Casey Beck, '02, is a loan officer with Western Ag Credit and lives in Smithfield, UT

Glen Murdoch, '02, is a private banker with Zions Management Services Company and lives in Logan, UT

Masako Nakashio, '02, works for Pepperidge Farm and lives in Smithfield, UT

James Coleman, '02, is a project leader for Autoliv ASP, Inc. and lives in Ogden, UT

Karl Greenhalgh, '02, is a software engineer with Autoliv ASP, Inc. and resides in Brigham City, UT

Bradley Mayer, '02, is a tax examiner with the Internal Revenue Service and makes his home in Ogden, UT

Cory Argyle, '02, is the vice president of finance with C7 Data Center and resides in Spanish Fork, UT

Brian Swain, '02, works for Coldwell Banker and lives in West Jordan, UT

Daniel Tueller, '02, works for S & S Worldwide, Inc. and makes his home in Smithfield, UT

Jeremy Petersen, '02, works for DJO and resides in Kaysville, UT

Kyle Cannon, '02, works for Goldman, Sachs, and Company and lives in Bountiful, UT

Nathan Blotter, '02, works for Nate Blotter & Associates and resides in Logan, UT

Paul Larkin, '02, works for Liberty Mountain and makes his home in Midvale, UT

Travis Gerritsen, '02, works for United States Air Force and lives in Ogden, UT

Justin Huff, '02, works for United States Department of Agriculture and resides in Falls Church, VA

Camille Christiansen, '02, is a senior manager with Moss Adams, LLP. and lives in Spokane, WA

Tadd Hinze, '03, is a senior financial analyst with ATK Aerospace Company, Inc. and lives in Mesa, AZ

Tadd Hinze, '03, owns Real Equity Properties, LLC and resides in Mesa, AZ

Fei Wang, '03, is an application manager with Panasonic Home and Commercial Product Co. and resides in Fremont, CA

Marshall Cammack, '03, is a marketing coordinator with ESRI and lives in Beaumont, CA

Peter Clarke, '03, is an IT advisory senior associate at Ernst & Young and makes his home in Alpharetta, GA

Andrew Leukhardt, '03, is an administrative officer with The Bank of Commerce and resides in Idaho Falls, ID

Jeremy Slade, '03, works for BYU-Idaho and lives in Rexburg, ID

Paul Rudnicki, '03, is the deposit operations assistant with Wintrust

Financial Corporation and resides in Barrington, IL

Paul Spitzer, '03, is a director at SPX Corporation and resides in Charlotte, NC

Peter Walstad, '03, is a plant controller with C R Bard, Inc. and resides in Gansevoort, NY

Mark Swensen, '03, is a dentist with North Point Dental Group, PC and resides in Corvallis, OR

Jacob McBride, '03, is a law clerk for SettlePou Attorneys and makes his home in Plano, TX

Daren Haws, '03, is an assistant controller for MonaVie and resides in South Jordan, UT

Ryan Caspersen, '03, is a court administrator for the City of Logan and makes his home in Providence, UT

Cynthia Nelson, '03, is a data analyst with ICON Health & Fitness, Inc. and resides in Logan, UT

Taylor Kirby, '03, is the events manager with LifeVantage and lives in Orem, UT

Adam Holt, '03, works for Rent-A-Center and lives in Lehi, UT

Jennifer Petty, '03, is a finance analyst for L-3 Communications and lives in Herriman, UT

Robert Janes, '03, is the general manager of Lee's Marketplace and resides in Providence, UT

Teresa Stringham, '03, is an HR manager with Extend Health and resides in Sandy, UT

Kent Duncombe, '03, is the HR director with Sun Healthcare Group and resides in Wellsville, UT

Loren Nielsen, '03, is an HR manager with Dollar Tree, Inc. and resides in South Jordan, UT

Kaleb Kunz, '03, is a realtor with Cornerstone Real Estate Professionals and makes his home in Logan, UT

Mitch Zundel, '03, is a logistics coordinator with Flying J and makes his home in Willard, UT

Michael Wray, '03, is an operations manager with Northwest Pipe Company and makes his home in Orem, UT

Mindy Andrew, '03, works for H & R Block and makes her home in Salt Lake City, UT

Brandon Nielsen, '03, is a programmer analyst RR Donnelley & Sons Company and lives in Logan, UT

Courtney Shepherd, '03, is a safety specialist with Smith's Food & Dug and resides in Salt Lake City, UT

Milton Bullen, '03, is a software developer with Dextrix Dental Systems and resides in Lehi, UT

Jacob Stevens, '03, is the vice president of operations with VTour

Technologies and lives in Salt Lake City, UT

Curtis Fuller, '03, owns Altitude Construction and makes his home in Syracuse, UT

D. Chad Carlson, '03, owns Two Brothers Communications and makes his home in Mapleton, UT

Jacob Patterson, '03, works as a finance manager for General Chemical and lives in Green River, WY

Heather Duke, '03, is an HR director for the City of Sheridan, Wyoming and makes her home in Sheridan, WY

Mitchell Moncur, '03, is a tax senior with Jones Simkins, P.C. and makes his home in Lovell, WY

Janis Davis, '04, is a food service coordinator with the Fowler School District and makes her home in Phoenix, AZ

Tresa England, '04, is the registrar with Colorado Northwestern Community College and resides in Rangely, CO

Mike DeGasser, '04, is a partner at T & T International Seafood and resides in Forest Park, GA

Spencer Nelson, '04, is a professional basketball player with DASH Peristeri and lives in Pocatello, ID

Tairan Li, '04, is a financial analyst with Lenovo CBG Fianance and resides in Cary, NC

H. Jared Mathusek, Jr., '04, is president of Dartz & Matz and lives in Dumont, NJ

Jeffrey Farnsworth, '04, is CFO of Rapid Mechanical Contractors and lives in Henderson, NV

Alisa Baker, '04, is an assistant brand manager for LOreal and lives in New York, NY

Yang Zhang, '04, is a product engineer with TTM Technologies and lives in Lancaster, PA

Matthew Stone, '04, is an account executive with PartnersFirst and resides in Smithfield, UT

Jamie Kartchner, '04, is an accountant for Jerry Kartchner PC and resides in Salt Lake City, UT

Andrea Porras-Vargas, '04, is an administrative assistant with ICON Health & Fitness, Inc. and resides in Salt Lake City, UT

Brian R. Innes, '04, is an associate with Stoel Rives and lives in Sandy, UT

Cherrie Nelson, '04, is an associate vice president of HR at Weber State University and lives in Ogden, UT

Jeffrey Gittins, '04, is an attorney at Smith Hartvigsen, PLLC and lives in Farmington, UT

Gregory Shipley, '04, is an auditor with Petersen Allred Jackson and lives in Logan, UT

Christopher Nelson, '04, works as a business analyst for NuSkin and lives in Lehi, UT

Steven Bender, '04, works as a business development consultant for Oracle Corporation and makes his home in Lehi, UT

Ginger Wiscombe, '04, is a buyer with Pacificorp and makes her home in Price, UT

Antonio Cavallo, '04, is the change administrator with Lifetime Products and lives in Ogden, UT

Peter M. Goble, '04, is the director of customer focus with IMDS, Inc. and lives in Logan, UT

Jacob C. Wiberg, '04, is a general contractor with Winberg Corporation and resides in Logan, UT

Larry D. McFerson, '04, is a general ledger supervisor with Brigham Young University and resides in Orem, UT

Danielle D. Neeley, '04, is a loan officer for Republic Mortgage and makes her home in Ogden, UT

Melinda Brown, '04, is the marketing director at Logan River Academy and lives in West Jordan, UT

Martell Dansie, '04, is a professional consultant with Equity Real Estate and lives in Brigham City, UT

Saray Lopez, '04, is a program administrator with Westminster

# Jim Quigley emphasizes integrity in the workplace

By Steve Eaton, editor

"Trust and confidence are absolutely essential in order for a market to function." — Jim Quigley



PHOTO BY STEVE VON NIEDERHAUSEN

Jim Quigley poses with his wife, Bonnie Quigley, in front of the "A" by Old Main.

The CEO of Deloitte Touche Tohmatsu told a group of business leaders and students in Salt Lake City last year that trust is essential for businesses to function effectively, insisting that there is no substitute for a strong code of personal ethics.

Jim Quigley, '74, accounting, was speaking at Utah State University's Partners In Business Leadership Seminar held in Salt Lake City last fall.

Mr. Quigley focused much of his keynote address on the importance of ethics in the workplace. He explained that when a business leader has to seek out multiple opinions within a firm because of a lack of trust, that slows progress. The same is true when businesses can no longer trust each other.

"Trust and confidence are absolutely essential in order for a market to function," he said. "When trust comes out of the market and confidence comes out of the market; that market can no longer function effectively."

Mr. Quigley praised the Jon M. Huntsman School of Business for its focus on

ethics and specifically said he found the Huntsman Scholar pledge to hold to high ethical standards refreshing.

"If you want to be a Huntsman Scholar, you need to accept personal responsibility for your conduct," he said.

Mr. Quigley drew an analogy between conditioned cyclists in the Tour de France, saying that the winner is always the person who rides the strongest in the mountains. He said he uses that analogy to motivate himself and other leaders in his company to excel during tough economic times.

In his introduction of Mr. Quigley, Dean Douglas D. Anderson said that the CEO has become "a legend at USU."

"He is one of the nation's most recognized spokesmen for honesty, integrity and ethics in the corporate world today," he said. "As CEO of Deloitte Touche Tohmatsu, he plays an enormously important role in setting the standards of the accounting profession and helping to raise those standards." □



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*Don Linford*  
Head of International Securities Services, Itaú Unibanco (São Paulo, Brazil)

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**DARE MIGHTY THINGS**

JON M. HUNTSMAN SCHOOL OF BUSINESS  
Utah State University

Frank Pyle, '08, is a field manager with Utah LTAP and lives in Midvale, UT

Brock Riley, '08, is a financial analyst for SPS Servicing and resides in Bountiful, UT

Preston Robinson, '08, is a financial planner with Cambridge Financial and resides in Draper, UT

Blake Horton, '08, is a financial representative with Northwestern Mutual Financial Network and resides in Provo, UT

Christopher Tucker, '08, is a general manager with Rocky Mountain DHIA and resides in Logan, UT

Adam Pitcher, '08, is an HR assistant with Intermountain Electronics and resides in Lewiston, UT

Anthony Hendricks, '08, is a research analyst with NIATEC and resides in Logan, UT

Yige Wu, '08, is an investment analyst inter with Deseret Management Corporation and resides in Logan, UT

Buck Wolf, '08, is lean manufacturing specialist with Weir Specialty Pumps and makes his home in Ogden, UT

Patrick Payne, '08, is a loan specialist with Zions First National Bank and makes his home in West Jordan, UT

John Abel, '08, is a manager with RSM Foodservice and lives in Smithfield, UT

Michael Fausett, '08, is a manager with Cellular One Group and lives in Roosevelt, UT

Kurt Mueller, '08, is an IT manager with ATK Aerospace Company, Inc. and makes his home in Brigham City, UT

Grant Keaton, '08, is a marketing project manager with inthinc Technology Solutions and makes his home in Logan, UT

Michael Miller, '08, works in mechanical maintenance The Church of Jesus Christ of Latter-day Saints and makes his home in Wellsville, UT

Michael Elwood, '08, is for mortgage loan specialist for Mortgage Solutions and resides in Logan, UT

Linsey Nessen, '08, is an office specialist with Weber County and makes her home in Tremonton, UT

Clara Walters, '08, is an office specialist for the State of Utah and resides in Grantsville, UT

Ramsey Nielsen, '08, is president of RLN International, LLC and lives in Providence, UT

Bradley Anderson, '08, is a project manager for RR Donnelley & Sons Company and lives in Logan, UT

Richard Olson, '08, is a quality auditor for Ulta and resides in Logan, UT

Ted Peterson, '08, is a regulatory affairs analyst with Questar Corporation and resides in Salt Lake City, UT

David Berkley, '08, is a sales manager with State Farm Mutual Automobile Insurance and lives in Brigham City, UT

Jerry Williamson, '08, is a staff accountant with Transportation Alliance Bank and resides in Hooper, UT

Shane Warburton, '08, is a staff accountant with Skidmore & Olsson PLLC and resides in Ogden, UT

Ashley Hedin, '08, is a teacher at Mueller Park Junior High and lives in Layton, UT

Janae Forsey, '08, is a teacher at Lone Peak High School and lives in Payson, UT

Benjamin Peterson, '08, is owner and CEO of BCP Sales, Inc. and makes his home in Oregon, WI

Brody Hatch, '09, is an MBA student at Thunderbird School of Global Management and makes his home in Glendale, AZ

Lancelot Giles, '09, is an auditor with Defense Contract Audit Agency and lives in Santa Clara, CA

Rachel Walters, '09, is an accountant for Ernst & Young and resides in Rexburg, ID

Kendall Lynn, '09, works for Northwestern Mutual and lives in Caldwell, ID

Adam McCracken, '09, works as a project manager with JS Products, Inc. and lives in Las Vegas, NV

Shayla Olson, '09, is a production assistant with Kimberly Wylie Photography and makes her home in Dallas, TX

Kade Applegate, '09, is a billing manager with Conservice and lives in Logan, UT

Jesse Randall, '09, is CEO of International Prodigies, Inc. and lives in Logan, UT

Justin Harding, '09, is a co-owner of Logan Deals and lives in Park City, UT

Stephen Elison, '09, works for Jacobs, ASG and resides in Dugway, UT

John Andersen, '09, is an engineering manager with Novell, Inc. and lives in Provo, UT

Christopher Hartwell, '09, is an instructor with Bridgerland Applied Technology College and makes his home in Logan, UT

Lacy Ballard, '09, is an underwriter with Lewiston State Bank and makes her home in Smithfield, UT

Christopher Shipley, '09, works in marketing at ZAGG, Inc. and makes his home in Lehi, UT

Darrell Parker, '09, is owner and manager of Nancy's Teddy Bear Daycare and makes his home in Logan, UT

Natalie Carlen, '09, is a pharmacy technician at Macey's, Inc. and makes her home in Logan, UT

Dustin Warner, '09, is a production lead at HyClone Laboratories, Inc. and resides in Logan, UT

Stephen Elison, '09, is a program analyst with the United States Department of Defense and lives in Dugway, UT

Bethanie Brown, '09, is a project manager with RR Donnelley & Sons Company and lives in Richmond, UT

Haley Hill, '09, is a quality assurance analyst with Flying J, Inc. and resides in Clearfield, UT

Chase Taylor, '09, is a realtor with Rocky Mountain Real Estate and resides in North Salt Lake, UT

Diana Burk, '09, works in technical support for WestHost and makes her home in Logan, UT

James Higham, '09, is a web developer for Axis41 and resides in North Salt Lake, UT

Brandon Kartchner, '09, owns The Rage and lives in Logan, UT

Matthew Weese, '09, owns A Plus Lawn Care and lives in Logan, UT

Zachary West, '09, is an HR generalist for Kinross Gold Corporation and resides in Republic, WA

... continued stories

Oldham from page 21

Prior to joining USU, Mr. Oldham spent nearly 11 years working for the Microsoft Corporation in sales, marketing and management positions. While with Microsoft, Mr. Oldham and his family relocated for three adventurous years in Australia.

“I was fortunate early in my career at Microsoft to have worked with amazing and intelligent people,” Mr. Oldham said. “Today I am grateful for the opportunity to work with the incredible talent here at the Huntsman School of Business and to share my experience with USU students. And honestly, it is far more rewarding to work with students than to sell boxes of software. It gives me a heightened sense of purpose to join our dedicated faculty and staff as they help shape the next generation of future business leaders.”

That future generation seems to find it easy to relate to Mr. Oldham. He volunteers for the Beaver Mountain Ski Patrol, coaches junior lacrosse and has recently learned the art of longboarding. (Longboarding, for those of you over 30, is like skateboarding on a very long skateboard.)

At USU, he keeps busy, teaching in the Department of Journalism and Communications and mentoring a staff of students he has drafted to help him dare mighty things.

For many Huntsman students, Mr. Oldham is an inspiration. His real-world experience with Microsoft, combined with his former expatriate status encourages students to pursue their own dreams.

“Troy has inspired me to meet my challenges and rise above them, and his encouragement doesn't simply end with words,” said Chance Murray, a senior majoring in accounting. “He is here to help me define my dreams, and does everything in his power to help me achieve them.”

“Troy has a contagious enthusiasm for the Huntsman School and what we can accomplish,” said Ken Snyder, executive dean and chief administrative officer. “He has a vision of the future of the Huntsman School and is a key person in telling the story of how we will achieve that vision.”

career accelerators from page 21

“There is a large untapped alumni base at Utah State,” said Mr. Pettit. “They can do a lot of things for the school just by being who they are and the school can do a lot for them. A sense of belonging needs to be brought to these alumni, because they represent a great resource. Once an Aggie, always an Aggie.”

All graduates of USU, the three specialists have years of experience in the corporate world that they are bringing back to share with students in the Huntsman School. Mr. Godfrey was the vice president of manufacturing for Schreiber Foods and also worked as vice president of business and finance at USU. Mr. Heninger's career has spanned various industries including retail, real estate and sports marketing. He has lived

and worked in Japan, China, Europe and most recently, Australia. He is now a director of Global Sports Pty Ltd, which owns golf-related properties in Australia. Mr. Pettit worked in education as a teacher, high school principal and counselor before joining HyClone Laboratories in Logan. He eventually became international business development manager and worked in international business in Asia for more than 10 years. Now, back at Utah State, these career specialists are driven to work with students and help them succeed.

“We can teach students basic skills to land a job after graduation,” said Mr. Heninger. “But our real purpose is to inspire passion for doing something that is beyond what they may have originally considered. The Huntsman School provides everything they need to become great leaders in industry. Our role is to help them realize they can compete with anyone.”

“I see what the students are, and I say, you've got to believe in yourself because I know you, and I believe in you,” said Mr. Pettit. “When you are self confident, you know you can be of help to someone and you want to contribute, then that comes out. It's not through memorizing what you say or practicing.”

SUDOKU

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6	1	3	4	5	9	2	8	7
5	2	8	1	7	3	9	6	4
4	7	9	6	2	8	3	5	1

WORD SEARCH

P	S	C	D	G	E	D	U	C	A	T	I	O	N	N
X	K	O	R	O	S	Y	V	B	T	X	Q	L	I	V
F	A	V	Z	K	T	J	Y	B	B	U	E	F	W	
K	F	E	H	S	W	I	U	S	U	E	R	A	R	A
S	Z	Y	K	X	J	F	Y	D	N	X	C	D	W	L
N	E	B	Z	F	K	Z	M	P	E	Z	D	E	Z	W
K	T	R	X	I	Y	I	Z	G	N	F	R	O	U	
A	E	C	N	E	L	L	E	C	X	E	T	S	J	V
C	M	A	H	C	N	A	M	S	T	N	U	H	Q	N
X	A	C	O	H	Z	K	B	G	T	Q	T	I	W	U
R	A	T	A	V	A	A	V	N	C	J	D	P	I	M
F	S	W	V	U	A	L	U	M	N	I	I	U	M	H
N	A	X	Z	G	R	C	C	D	G	Y	W	T	X	D
P	L	C	C	S	R	A	L	O	H	C	S	X	R	Z
S	W	B	I	A	P	X	T	I	X	H	I	O	T	J

HUNTSMAN COVEY EXCELLENCE SCHOLARS STUDENT LEADERSHIP AVATAR ALUMNI EDUCATION

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Brian Davis, '97, finance,  
poses with his Aggie avatar.

IMAGE COURTESY BRIAN DAVIS



# VISION

Brian Davis Chief financial officer of DAZ 3D

## INNOVATION: The lifeblood of companies and careers

Throughout my career, I have been able to observe that one of the major keys to success, from both a company and career standpoint, is the ability to constantly improve through an undying commitment to innovate.

Innovation is what sets good companies and individuals apart. Innovation is the lifeblood of both new and established ventures.

As Apple CEO Steve Jobs said, "Innovation distinguishes between a leader and a follower."

I'd like to briefly outline two major ways we can innovate to enhance our careers and distinguish ourselves as coveted business leaders.

### HAVE A VISION

My company makes lifelike electronic people called avatars that can be downloaded and introduced into online communities where they can be controlled to interact with other people who have also created their own avatars. Your avatar goes into a world of alter egos where life can be very different than what we know. For example, you can manipulate your avatar to make yourself instantly fat, skinny or muscular. With the development of new technologies, avatars are becoming more lifelike. In fact, good 3D artists can develop avatars so realistic that their images can be mistaken for real photos.

Through our innovation, we will bring the use of avatars from a niche group of markets (artists, 3D hobbyists) to mainstream applications (games, virtual worlds, enterprise applications). It is our vision that someday, in the not too distant future, the majority of individuals who use the Web will have a digital identity.

Similarly, as individuals we must have a vision of where we want to take our careers. What do we truly find interesting? What gives us passion for the day when we wake up in the morning? What trends are we seeing in the marketplace that are enduring? To be truly successful, it is not only critical to immerse ourselves in solid industries that show growth and have staying power, but we must also engage in activities that are interesting and exciting. When was the last time you excelled at something you didn't like? Envision where you want to be, formulate the plan to get there and then pursue it relentlessly.

### EMBRACE CHANGE

Change is inevitable, and because of change we must innovate. In a dynamic, fast-moving economy, those who don't accept and manage change are doomed to failure. As GE's former CEO, Jack Welch declared, "change before you have to."

The importance of accepting and managing change is highlighted in the context of the major revolution the photography industry has experienced in the past decade with the advent of digital cameras. As a photographer, this technology may cause a certain amount of angst due to the wave of new, amateur photographers looking to steal market share.

While recognizing that this technology will produce change in the industry, photography professionals who innovate will realize that the potentially disruptive technology may actually provide new opportunities to differentiate services, highlight core competencies and more distinctly define competitive advantages. An innovative photographer will ask the question of how they can compete in a way that amateurs simply can't. In short, innovators will view the technology as an opportunity to accelerate and refine their business. Those who don't innovate will wither and eventually go out of business.

The same principle applies to professionals in all fields. Change is inevitable and may ultimately have a disruptive effect on your career. What differentiates highly successful business leaders from the ordinary ones is their ability to not only accept change, but to address it and formulate ways by which the change can actually be beneficial to them.

In a global economy, the competition among business professionals has become fiercer than at any other time in history. While this competition can be daunting, the market will always place a significant premium on business leaders who are willing to be innovative. In our careers, if we are visionary and are willing to embrace change, we can adapt and even thrive in today's fast-paced, competitive global marketplace. ■

the **VALUE** of  
a HUNTSMAN MBA

JON M.  
HUNTSMAN  
SCHOOL OF BUSINESS  
UtahStateUniversity

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435.797.2360

### worth a thousand words



**1** Huntsman athletes Brandon Broadhead, (golf), Katie Ashe, (volleyball) and Sven Poslusny, (tennis) strike a pose; **2** April Fools. A snow storm hit Logan on April 1; **3** Camera crews line up to cover the announcement of Stephen R. Covey's appointment; **4** The Utah State University Alumni Association recently inducted Jim Sorensen, '70, political science and a minor in English, into the 2009 Hall of Honor. He is president of the San Diego Chapter of the USU Alumni Association and has generously supported the Jon M. Huntsman School of Business; **5** More than 800 Huntsman School students, faculty and staff donated more than 2,500 hours building the all-abilities Adventure Playground in Logan; **6** Huntsman students are led through Paris Metro chaos with the help of Liz Allred; **7** Three wise students - William Fullmer, Erica Black and Stephanie Hamblin - found their Field Studies experience included a camel ride in Egypt; **8** Big Blue takes a turn at "Rail Jam" during E-Week.

PHOTOS: 1 RUSS DIXON; 2 STEVE EATON; 3 CASEY MCFARLAND; 4 EMILY LEISHMAN; 5 COURTESY OF THE WHITTIER CENTER; 6 TROY OLDHAM; 7 WILLIAM CHRISTENSEN; 8 NATALI MAEGLE



Suzanne Pierce-Moore, '80, personal and industrial relations, serves as chair of the USU Board of Trustees and as a member of the Jon M. Huntsman School of Business National Advisory Board.

Her action-oriented involvement has raised awareness and funding for the Park City Education Foundation and the Junior League of Salt Lake City. She and her husband, David, are members of the USU Alumni Association Hall of Honor and oversee the David G. Moore & Suzanne Pierce-Moore Family Scholarship at USU.

#### YOU HAVE A STRONG FOCUS ON SERVICE. WHAT PRINCIPLES DRIVE YOUR EFFORTS?

To be successful, you need to have both the vision and the ability to listen to others. It's also important to build a team of people where everyone works together to create excellence. I believe Dr. Covey calls this beginning with the end in mind, seeking first to understand and synergize.

#### WHY ARE YOU INVOLVED WITH THE HUNTSMAN SCHOOL OF BUSINESS?

I see so many exciting things happening today; we have incredible potential. Jon M. Huntsman saw it in 2007, and recently Stephen R. Covey validated our efforts by joining us to create the Stephen R. Covey Center for Leadership. If our alumni take a good look at what is going on at the school, they will be amazed.

#### WHERE DO YOU SEE THE GREATEST OPPORTUNITY?

The students. They arrive with a solid work ethic, a strong desire to do the right thing, intelligence to compete academically and often with international experience. The school offers incredible programs and accomplished faculty and staff. Our greatest need is for alumni to reconnect, experience this transformation for themselves and then help the next generation of leaders realize their potential.

#### WHAT DOES 'DARE MIGHTY THINGS' MEAN TO YOU?

It means having a vision, surrounding yourself with great people, then transforming your vision into reality. President Albrecht is doing this at USU. Dean Anderson is driving a vision for the Huntsman School. It is also a rally cry for the Huntsman School alumni community. Specifically, we need our alumni and friends to help raise awareness and funding for the Stephen R. Covey Center for Leadership, and to extend their talented leadership to this worthy cause. [E](#)

"Far better it is to dare mighty things, to win glorious triumphs even though checkered by failure, than to rank with those poor spirits who neither enjoy nor suffer much because they live in the gray twilight that knows neither victory nor defeat."

— Theodore Roosevelt

## DARE MIGHTY THINGS

Office of the Dean  
3500 Old Main Hill  
Logan, UT 84322-3500

“ For 45 years, nationally he was the face of Utah State University. He epitomized someone who was given opportunities and was bright enough, and smart enough, to take advantage of those opportunities. He is the perfect example of what you can do if you apply yourself. ”

— Ross Peterson, USU vice president for advancement

## in memoriam

Merlin Olsen 1940-2010.

BS, 1962, finance, summa cum laude; MS, 1971.

“ I can't think of anyone who has graduated from Utah State University who has accomplished more in a broader array of fields than Merlin Olsen. His distinctive and powerful voice will be remembered for the breadth of its influence and by the impact it has had in so many different facets of our lives. ”

— USU President Stan L. Albrecht

“ He was like a Greek god — full of grace and great physical strength but also blessed with humility and a compassion for ordinary people and a razor-sharp intellect. He could have done anything. ”

— Dean Douglas D. Anderson,  
Jon M. Huntsman School of Business

Merlin Olsen with his wife Susan

