



# HuntsmanScholar PROGRAM

STEWARDSHIP REPORT 2022-2023

## The Huntsman Scholar Program

The reputation of the Huntsman Scholar Program continues to spread across Utah and beyond, captivating the attention of a growing and exceptionally talented applicant pool. We are humbled and awestruck by the caliber of candidates seeking to be part of this program. A notable trend we've observed is the increasing diversity among applicants, with a rise in female candidates, transfer students, and those hailing from various regions outside of Utah. Applicant essays indicate students' desire to immerse themselves in learning experiences that foster excellence, camaraderie among high-achievers, and outcomes produced through the program.

Scholars are trailblazers within the Huntsman School, participating at higher rates in student leadership, placing at regional and national academic competitions, completing internships, and earning placements. The program's strength lies in integrating all academic departments, weaving curricular and extracurricular requirements to provide a comprehensive and enriching experience. This integration enables students to thrive under the guidance and support of numerous faculty, staff, and alumni. The resulting outcomes are on par with any academic program nationwide and create incredible value for our graduates and our community.

We are grateful for the continuing generosity of the Huntsman Foundation and the opportunity to assemble a community of bright young minds, cultivate a nurturing network of faculty, staff, alumni, and friends, and put the students through a rigorous program that prepares them to lead lives of meaning and contribution. The outcomes you see in this report, from academic achievements to leadership positions to competitions, internships, and placement, are the product of years of inspiration, mentoring, and instruction from faculty, staff, and peers, all made possible through the resources provided by the Huntsman Foundation.



Dave Patel  
Executive Director

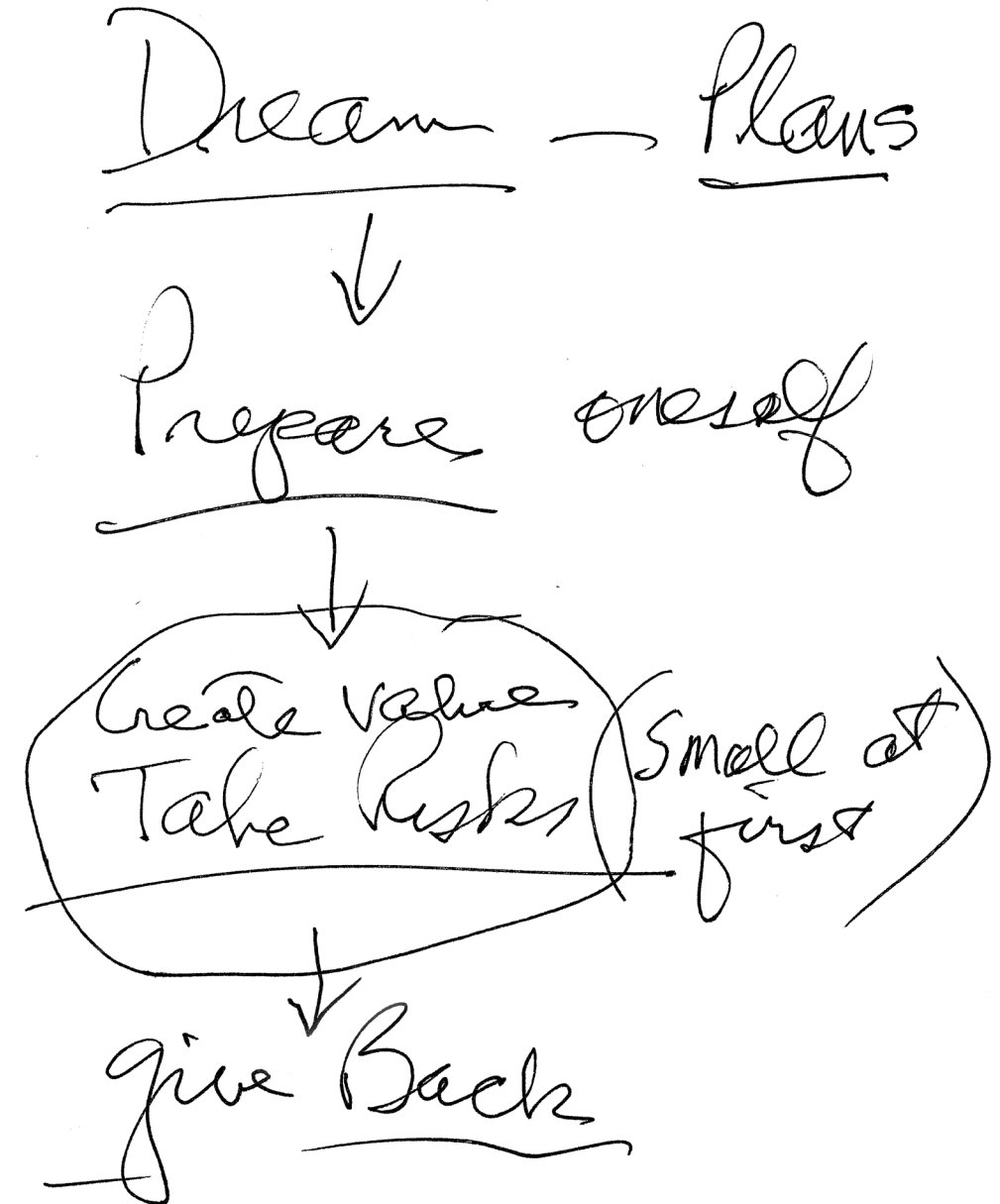


Lianne Wappett  
Academic Director



Stephanie Hamblin  
Assistant Director

A Message From  
**Jon M. Huntsman**





# PROGRAM STRUCTURE







## Selection Process

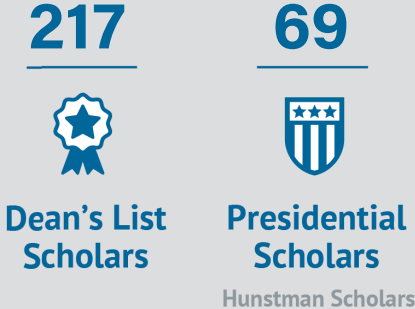
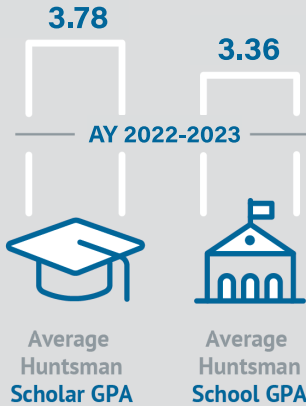
Students are selected through a rigorous application process that includes consideration of leadership, service, and work experience, written and video essays, and letters of recommendation. The application and review process are evaluated annually to ensure we select applicants based on an equitable, objective manner while selecting for the attributes aligned with the values and principles espoused by Jon Huntsman. We received 225 new applications for program admission for academic year AY2022-2023. These applicants already met the rigorous admissions criteria to be directly admitted into the Huntsman School, including at least a 3.5 GPA and at least a 25 on the ACT.

Each application was reviewed by at least two faculty or staff associated with the Scholar Program. Selection criteria included academic record, evidence of ethical leadership, entrepreneurial spirit, career focus, and a commitment to lead a life of meaning and contribution. One hundred twelve new applicants were accepted into the program over the Fall 2022 and Spring 2023 terms, with 102 ultimately enrolling in the program.



*“As we assess applications for our program, we search for that certain “spark” in the candidates. Our goal is not solely to accept the most academically accomplished but rather those who can use the program’s resources to make a positive impact. The HSP is dedicated to supporting students in various ways, including one-on-one mentorship, close-knit classes, and global experiences. However, the most valuable aspect of the HSP is the chance to connect with other exceptional students. Through peer encouragement and inspiration, scholars are able to challenge each other continuously.*

- Ayse Sapci, Assistant Professor of Economics and Finance; HSP Mentor





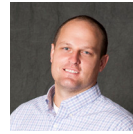
# Curriculum

Huntsman Scholars must take ten courses foundational to understanding the business world. These courses, a part of the Huntsman School core requirement, are generally smaller in size than typical sections of the same courses and provide an opportunity for enriched experiences between faculty and students.



**ACCT 2010**  
Financial Accounting Principles  
Devon Erickson - Paul Campbell

This course is a survey of uses of accounting information by investors and creditors for decision-making. Emphasis is placed on basic accounting principles used to prepare, analyze, and interpret financial statements.



**FIN 3200**  
Financial Management  
Benjamin Blau

This course concentrates on developing tools that will be necessary for financial managers. It covers various topics such as time value of money, risk analysis, asset valuations, financial statement analysis, and financial markets and incentives.



**DATA 2100**  
Data and Information in Business  
Brian Dunn

In this course, students tackle real-world problems by using a hands-on approach to develop and apply foundational skills in critical data-centric technologies such as Excel, SQL, and Python programming.



**MGT 3050**  
Foundations of Business  
Matthew Jaremski - Craig Palsson

This academically rigorous course serves as a platform to introduce students to the broad cross-section of disciplines that constitute the study of markets, commerce, and leadership while emphasizing ethical decision-making.



**ECN 1500**  
Economic Institutions  
Sepideh Raei

This course is designed to build an understanding of economic institutions, history, and principles. Students explore the relationships between private and public sectors of the U.S. economy and practice analyzing major economic institutions such as rights, markets, business organizations, labor unions, banking, trade, and taxation.



**MGT 3700**  
Operations Management  
Rick Hardcopf

This course covers concepts and tools related to managing a business operation. Topics include operations strategy, process management, lean systems, quality management, supply chain management, demand forecasting, and inventory management.



**MSLE 3500**  
Fundamentals of Marketing  
Eric Schulz - Cassidy Creech

This course provides an overview of marketing with an emphasis on concepts and terminology. It covers the basic marketing functions of product management, pricing, distribution, promotion, marketing research, and consumer behavior.



**FIN 3300**  
Fundamentals of Finance II  
Todd Griffith

This course focuses on the valuation of financial assets, such as stocks and bonds, and overall investment decision-making.



**MSLE 3800**  
Leadership  
Alexander Romney - Julena Bonner

This course fosters leadership development through a focus on integrity, authenticity, and commitment to a purpose higher than oneself. Students become more effective leaders by removing constraints and allowing leadership to emerge as natural self-expression.



**ECN 2010**  
Introduction to Microeconomics  
Christopher Fawson

In this course, students learn marketplace economics from both consumer and producer perspectives. They study the development and application of microeconomics principles to demonstrate the role and limitations of competitive markets in motivating socially efficient choices by the consumer, business, and public sector.



*"Teaching the Huntsman Scholars has been an incredibly fulfilling experience for me. What strikes me most about these students is their passion for learning. Despite their diverse majors and career aspirations, they come together with a shared interest in harnessing the power of marketing for their future success. I am particularly impressed by their inquisitive nature and their constant pursuit of knowledge. Their thoughtful questioning and willingness to challenge conventional thinking truly embody the spirit of intellectual growth. Above all, I am inspired by their remarkable commitment to personal growth and their relentless pursuit of excellence."*

—Cassidy Creech, Marketing and Strategy



*"What I love most about teaching the Huntsman Scholar sections of my accounting class is the level of engagement of the students. I can always count on receiving frequent and relevant questions regarding the course material, and as a result, the learning experience is enriched for the entire class. Students with a variety of career interests and backgrounds approach accounting issues from differing perspectives, and their desire to understand the application of accounting to their preferred fields helps to make the classroom experience much more enjoyable."*

— Devon Erickson, Accounting



## Co-Curricular Labs

Scholars must also participate in co-curricular labs that combine classroom instruction and experiential activities. These labs are unique to the Huntsman Scholar Program. Their focus is to deeply engage students around a set of behaviors that form the four strategic pillars of the Huntsman School, namely ethical leadership, analytical rigor, global vision, and entrepreneurial spirit. The labs are designed to be taken sequentially, preferably one per year.



**LAB 1**  
Leadership  
**Lianne Wappett**  
Lecturer

This lab is focused on embracing the culture and resources of the Huntsman Scholar Program and fostering the core principle of leadership in new Huntsman Scholars. Through a series of guest speakers from the Huntsman School and industry leaders, the Leadership lab prepares students to do as our school motto states and “dare mighty things.”



**LAB 2**  
Analytical Rigor  
**Sharad Jones**  
Professional Practice Assistant Professor

This is a developmental experience focused on analytical thinking for students in the Huntsman Scholar program.



**LAB 3**  
Global Vision  
**Vijay Kannan**  
Professor & Department Head

The lab examines a dimension of the global economy in the context of an international location with which it is associated or offers a unique perspective. Students will learn how and why different centers of economic and business activity have emerged and how these are shaped by cultural, political, and historic contexts.



**LAB 4**  
Entrepreneurial Spirit  
**Dan Holland - Dave Hermann**  
Professor of Entrepreneurship & Strategy - Senior Lecturer

In this lab, students learn that an entrepreneurial spirit is not unique to individuals who start new businesses. Every organization needs entrepreneurial people to create new value. To practice this principle, students are tasked with using the skills and resources they have gained throughout their Huntsman School education to develop innovative solutions to a meaningful problem that will benefit a company, a community, or the world.



*“I had the opportunity to visit India this spring with the Huntsman Scholar Program. I was very nervous before our trip but also so excited. Nothing could have prepared me for how amazing the trip was going to be. I had the opportunity to make new friends as we explored the amazing city of Bangalore. I was able to meet with a variety of businesses and business professionals who taught me so much about how corporations work in other countries.*

*My eyes were opened to all the amazing work happening in India. I learned about new cultures and had the chance to participate in Holi as well as visit temples and palaces. I loved the trip and am so thankful for the experience that the scholar program afforded me.”*

— Hannah Engberson, International Business '24





# The Scholar Journey

When students enter the Huntsman Scholar program, they embark on a journey of excellence enriched with courses, mentors, cohorts, and engaging activities. In 2022, it was time to formalize this experience and establish consistent, program-wide expectations. We call it “The Scholar Journey.” To achieve this, we leveraged USU’s Learning Management System, Canvas, to craft a digital way for students to review and report their progress. This innovative framework enables Scholars to signify their valuable skills, demonstrate personal development, and submit critical reflection that results in earned badges. Moreover, this data serves as a real-time indicator for program leadership, allowing us to support and acknowledge Scholars throughout the academic year. Remarkably, this first year of implementation awarded 5,155 badges ranging from internships, cohort experiences, earned certifications, leadership in clubs, competitions, and more. Undoubtedly, the Scholar Journey sets high expectations and establishes a clear path for Scholars to lead purposeful lives enriched with meaningful contributions.



108 Internship Badges



37 College or University Leadership Badge



268 Leadership Forum Badges



144 Spring Service Badges



551 Cohort Experience Badges





# Mentoring and Extracurricular Activities

Students are assigned to one of fifteen sections, each comprising approximately 25 students. Each section is led by a professional mentor who meets with students individually, in small groups, and with the entire section each semester. The focus of the mentoring is to provide students an avenue to discuss career and life goals and for mentors to assist with and to assess career development. A member of the Student Leadership Board is also assigned as a section leader for each section to assist program mentors.



*"My time in The Huntsman Scholar Program has been an incredible journey that has significantly impacted my personal and academic growth. Through this amazing program, I have been able to build meaningful relationships with both my peers and professors, creating a supportive and inspiring community that focuses on collaboration and academic excellence. One of the key highlights of the program has been the emphasis on mentorship. The professors here not only impart knowledge but also take a keen interest in guiding us towards our career aspirations. I definitely have received a lot of mentorship as I pursue my career. In the spirit of our motto in the business school "Dare Mighty Things," the program has instilled in me the confidence to tackle ambitious endeavors and take on leadership roles as I strive to give back to others and develop a successful future."*

**- Drew Thorngren, Management, '23**



*"This past year as a Presidency we planned a day of service activity during spring semester. Our goal was to host an event where we could offer a hands-on opportunity for all the scholars in the program. We worked with our local Humanitarian Center to collect, cut, and tie plastic grocery bags to be woven together to make mats and pillows for the homeless in Cache Valley. Almost 175 scholars showed up and volunteered to help with others coming early to set up. This event was extremely successful! We were able to tie 1,820 bags together in just under an hour."*

**-Anna Rich, Business Administration '23, Huntsman Scholar Program Vice President of Service**

The Huntsman Scholar Excel Certification Initiative also continued this school year, with 107 Scholars completing the Associate or Expert level certification.



*"The Excel certification sponsored by Huntsman Scholar Program was an important first step upon returning home from my LDS mission. In addition to being a valuable skill to put on a resume, the certification helped me to hone a set of skills that I apply every day. With Excel, I can efficiently use my time and focus on the more complicated elements of my internship and classes. I now pride myself on my ability to use spreadsheets to organize data, explain ideas and solve real world problems. Earning this certification was an opportunity for me to invest in myself, and this investment is paying big dividends."*

**- Brooks Heaps, Finance '25**



*"I enjoyed connecting with Ruby. The biggest takeaway from my meeting was to explore all my options. I am a marketing major and have always wanted to avoid sales. Ruby helped me to explore some sales options during our meeting. I was surprised by how much her suggestions fit my lifestyle and desires. One thing I learned about Ruby is that she is very personable and knows how to connect with people. There were so many people that Ruby was well connected with, from her job, school, and life in general. It was inspiring to see someone connect with so many people and take that with her into the business world."*

**- Bailee Aspittle, Marketing '24**



*"I met with Chalon towards the start of the semester. I absolutely adore meeting with her and look up to her so much. She has been an incredible mentor to me in my time here. I was reminded to go be creative and take charge, she helped me feel very prepared and reminded me of the value I offer to the world. Chalon always reminds me to not cut myself short and that I am here with the power to do big things! Chalon has an incredible life full of successes and finds ways to participate in so many different people's lives while working hard. She is a great example to me."*

**- Brynlee Barker, Marketing '24**





## Program Mentors



**Kristyn Allred**  
Inaugural Director  
She's Daring Mighty Things  
Initiative



**Matt Berrett**  
Director of Analytics  
Space Dynamics Laboratory



**Kat Bilicka**  
Hansen Associate Professor  
of Economics & Statistics  
Economics & Finance  
Department



**Ruby Parkin Earl**  
Former Senior Management,  
Sales Development  
Lucidchart



**Teppo Felin**  
Anderson Professor of  
Strategy & Entrepreneur-  
ship  
Marketing & Strategy  
Department



**Paul Fjeldsted**  
Senior Lecturer  
Economics & Finance  
Department



**Carley Fox**  
Lecturer  
Data Analytics and  
Information Systems  
Department



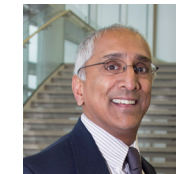
**Steve Gould**  
Director  
Potomac Point Group



**Brody Holbrook**  
Principal  
JNivin



**Brent Jenson**  
Investor, Operating  
Partner, and Consultant  
Enprendo Management



**Vijay Kannan**  
Buehler Professor &  
Department Head  
Management Department



**Chalon Keller**  
Professional Practice Assistant  
Professor  
Center for Entrepreneurship



**Rachel Martin**  
Assistant Professor  
School of Accountancy



**Danielle Nielson**  
Co-Owner  
The Protein Foundry  
Health Bar

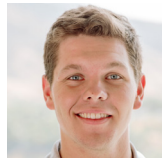


**Ayse Sapci**  
Assistant Professor  
Economics & Finance  
Department



# Student Leadership Board

## Scholar Presidency



**Grant Bischoff**  
Accounting and Marketing, '24  
President



**Brittany Hall**  
Marketing, '23  
VP Team Leads



**AnnaLynn Palmer**  
Business Administration  
and Finance, '23  
VP Professional Development



**Anna Taylor**  
Business Administration  
VP Service

## Cohort Leaders



**Joe Davis**  
Economics and Finance  
Cohort Leader



**Sabrina Ellis**  
International Business and  
Political Science  
Cohort Leader



**Madeline Froisland**  
Marketing and Statistics  
Cohort Leader



**Max Hanks**  
International Business  
Cohort Leader



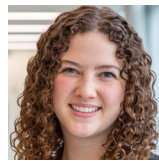
**Paul Johnston**  
Economics and Finance  
Cohort Leader



**Kallin Kelley**  
Accounting and  
Economics  
Cohort Leader



**Mitchell Lott**  
Business Administration  
and Political Science  
Cohort Leader



**Madalyn Moulton**  
Finance and Statistics  
Cohort Leader



**Kaitlyn Radmall**  
Economics  
Cohort Leader



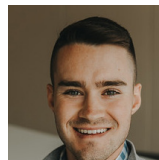
**Decker Robison**  
Finance  
Cohort Leader



**Adam Smith**  
Marketing  
Cohort Leader



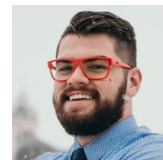
**Emerald Spencer**  
Entrepreneurship  
Cohort Leader



**Calvin Warren**  
Business Administration and  
International Business  
Cohort Leader



**Kaitlin Wilhelmsen**  
Business Administration  
Cohort Leader



**Brock Yeager**  
Business Administration  
VP Socials

## Program Leadership Team



**Dave Patel**  
Executive Director



**Lianne Wappett**  
Academic Director



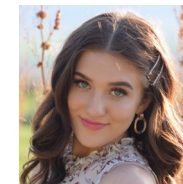
**Stephanie Hamblin**  
Assistant Director



**Shantel Johnson**  
Program Coordinator



**Emily Wilcox**  
Student Assistant



**Breckelle Cooper**  
Student Assistant

*I love being part of the entire scholar journey. Reviewing applications and watching applicant videos gets me excited about the future. Welcoming students back each Fall and taking Lab 1 students through the culture conversation allows me to get to know our first-year scholars. Travelling with students for Lab 3 provides a different perspective to their lives and aspirations. The closing social at year end, where we hear from our graduating seniors about their futures is an incredible culmination to the year and to the journeys our seniors have made through the program. All these experiences bring home the fact that we are making a difference in these young people's lives, and that our future is in a good place."*

- Dave Patel, Executive Director & Associate Dean



# IMPACT





# Placements

Our graduating seniors are beginning careers with globally known brands, highly selective graduate programs, as well as striking out on their own entrepreneurial ventures.

## The Huntsman Scholar Program Class of 2023



**Kylee Adair**

Management Information Systems  
RR Donnelley



**Joshua Allmendinger**

Accounting  
Utah State University



**Nathan Anderson**

Finance  
Goldman Sachs



**Olivia Archibald**

Finance  
Crewe Advisors



**Elizabeth Bagley**

Marketing  
97th Floor



**Jordyn Casey**

Marketing  
Jon M. Huntsman School of Business



**Luke Collett**

Finance  
Alpine Investor



**Austin Connors**

Finance  
Fontainebleau Las Vegas



**Sara Cutright**

Information Systems  
Intermountain Healthcare



**Isaac Dixon**

International Business  
Shake that Cake



**Kevin Bare-Hudson**

Accounting  
Wasatch Aquisitions & Capital



**Hadjer Abir Bensaha**

International Business  
Hilti North America



**Brooke Black**

Marketing  
Plunder Design



**McKenzie Bono**

Accounting  
Davis & Bott CPAs



**Kean Braithwhite**

Finance  
Koch Industries



**Maelyn Dougher**

Marketing  
Strider



**Sabrina Ellis**

International Business  
MITRE



**Drew Eggertsen**

Finance  
GE Healthcare



**Hayden Egley**

Marketing  
97th Floor



**Spencer Fairbanks**

Accounting  
Tanner LLC



**Marina Brawand**

Economics  
University of Utah



**Talia Broadhead**

Information Systems  
Footprints Inc.



**Braeden Budge**

Marketing  
Apple



**Alma Burgoz-Munoz**

Finance  
Partners Group



**Landon Burt**

Finance  
Utah State University



**Madeline Froisland**

Data Analytics  
Boncom



**Abigail Garrard**

Finance  
Alta Bank



**Braxton Hackman**

Finance  
Utah State University



**Brittney Hall**

Marketing  
Utah State University



**Rachel Hansen**

Management  
CenCore





**Megan Harris**

Finance  
Goldman Sachs



**Carson Haws**

Finance  
CapM Advisors



**Simone Hirsch**

Information Systems  
Deloitte



**Carlee Holland**

Marketing  
General Mills



**Clayton Holdstock**

Economics  
Goldman Sachs



**Gabrielle Marz**

Marketing  
97th Floor



**Christine Matheson**

Marketing  
Utah State University



**Emma Mecham**

Information Systems  
Northwestern Mutual



**Taylor Moore**

Marketing  
Udo



**Hannah Murray**

Marketing  
Fidelity Investments



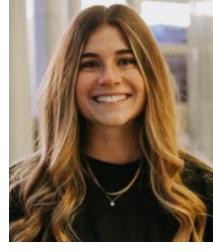
**McKenna Hyer**

Management  
Vinx Pest Control - Shift Marketing



**Allison Iverson**

Marketing  
Boise State Athletics



**Brittnee Jacobson**

International Business  
Goldman Sachs



**Abby Jensen**

Data Analytics  
Utah State University



**Eve Johansen**

Management  
Kadince



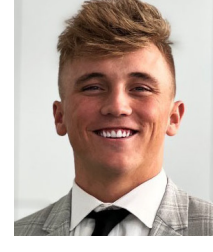
**Madalyn Moulton**

Finance  
Partners Group



**Keaton Newbold**

Information Systems  
Orion Advisor Solutions



**Davis Nielsen**

Finance  
American Express



**Jenna Olson**

International Business  
AmeriHome- Western Alliance Bank



**Mitchell Pound**

Finance  
Utah State University



**Halle Knapp**

Finance  
Alter Domus



**Jamie Larsen**

Marketing  
Valley Implement



**Garret Larson**

Finance  
California State University Fullerton



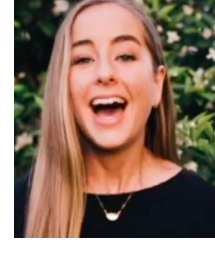
**Mitchell Lott**

Economics  
Federal Reserve Bank



**Mariela Luster**

Marketing  
Dentive



**Tacy Rapier**

Marketing  
Tacy Otterson Destination Wedding Photographer



**Kade Rice**

Management  
Utah State University



**John Ruff**

Finance  
Cicero Group



**Miguel Rust**

Economics  
BambooHR



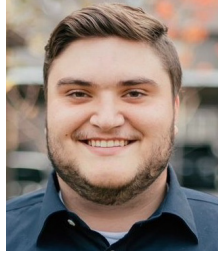
**Tyler Salvesen**

Marketing  
Integrated Resources Inc.





**Brady Sessions**  
Finance  
Morgan Stanley



**Bear Shipley**  
Accounting  
Ernst & Young



**Caleb Smith**  
International Business  
Valley View Excavation



**Niles Southam**  
Marketing  
Whirlpool



**Jacob Spencer**  
Finance  
Zions Bank Corp.



**Luke Wilding**  
Information Systems  
AlignOrg Solutions



**Kaitlin Wilhelmsen**  
Management  
Veritas QA



**Aubrey Williams**  
Marketing  
Qualtrics



**Tyler Woods**  
Information Systems  
Bennion Jewelers



**Brock Yeager**  
Management  
SmartScout



**Lucas Stevens**  
Economics  
Thrive Foods



**Alia Stubbs**  
Accounting  
TTM Technologies



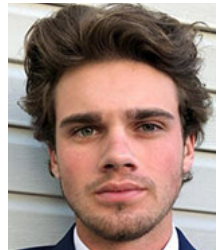
**Anna Taylor**  
Management  
Utah State University



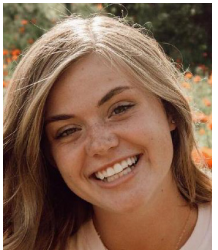
**Abigail Thompson**  
Finance  
Brex



**Drew Thorngren**  
Management  
Florida State University



**Gavin Tremia**  
Finance  
Northwestern Mutual



**Giana Vanbrocklin**  
Finance  
Deseret News



**Sarah Waddoups**  
Economics  
Ensign Peak Advisors



**Sierra Wallace**  
Marketing  
Nani Swimwear



**Nashton White**  
Finance  
UBS



## Awards and Achievements



Abe Rodriguez was elected as USUSA President



Isaac Dixon was selected as the Huntsman School valedictorian



Abby Jensen was selected as the Huntsman School Scholar of the Year.

## National Competitions

### Best in Stocks

Huntsman Scholar Hannah Engberson, along with fellow students Morgan Cole, Sariah Marcum, and Breanna Beck took the championship title at the 8th Annual William and Mary Women's Stock Pitch and Leadership Summit. Competing against universities from all over the world, the event included networking and career exploration, culminating in a stock pitch competition. Their win marks the second time in a row that a Huntsman team has won this competition.

*"Their hard work and determination were awe-inspiring. They represented themselves and Utah State extremely well not only in the competition, but in everything they did throughout the weekend. I am so incredibly proud of these ladies!"*

-Janette Goodridge, advisor



## DECA Nationals

Scholars Charles Merriam (6th Overall in Restaurant and Food Service Management), Adam Smith (2nd Overall in Event Planning), Emerald Spencer (4th Overall in Entrepreneurship), and Natalie Waite (9th Overall in Advertising Campaign), competed at the National DECA Competition in Orlando. There were over 1200 competitors, including those from schools such as UT Austin, Rutgers, Pepperdine, Wisconsin, Michigan State, Utah, UMass, Gonzaga, Cincinnati, and Arizona.

*"Our students were making an impression everywhere - every person I spoke to, when they learned I was from USU, would remark at just the total Utah takeover of the competition. We were impactful and stood up strongly against impressive competition,"*

- Cassidy Creech, PhD Lecturer in the MSLE Department



## Sales Wins

Kate Grandia won the social media competition at the University of Toledo Invitational Sales Competition. Taylor Smith & Chloe Jensen were part of a team of five that took second place at the Arizona Collegiate Sales Competition





## #1 Undergraduate Team in Adobe Analytics Challenge

The USU Huntsman Student team, with Huntsman Scholar Maddy Froisland, finished 2nd overall in the Adobe Analytics Challenge competing against over 600 different universities. The all women team was the only one with all undergraduate students. USU's win came with a \$14,000 prize for the students. The challenge had teams analyze Hilton's customer data and make recommendations for Hilton to improve and customize the customer experience



Madi Sperry (Data Analytics), Maddy Froisland (Data Analytics and Statistics), Elle Robinson (Marketing)

## CFA Takes State

Landon Burt, Gabe Taylor, Gentry Burt were part of the team which took second place in the state CFA Research Challenge. The subject company for the challenge was R1 RCM, a healthcare revenue cycle management company headquartered in Murray, UT. Another Huntsman team took first place. USU Huntsman teams have now won 1st place in this competition 5 of the last 6 years.



Landon Burt, Gentry Burt, Austin Jensen, Gabriel Taylor

## An Entrepreneurial Spirit

### Is that a shake or a cake?

Shake that Cake began as an idea based on the classic pairing of cake and ice cream. Last summer, Huntsman Scholar Isaac Dixon and his wife Bethany decided that it would be fun to start a business together. After buying a flatbed trailer on KSL for just \$500, they invited Isaac's grandpa over (who used to be a contractor/plumber) and got to work. A few months later, they were standing inside their completed trailer serving their new innovative dessert idea to their first customers. Since then, they have expanded their team to include six employees and are steadily gaining a loyal following within the Cache Valley community.

*"We have been influenced by Jon Huntsman's example of integrity and giving back in business. We hope to live a life that emulates his generosity and kindness - at whatever scale we can."*

Shakethatcakelogan.com or on Instagram: @shakethatcake\_logan.



## Vintage Threads

Scholars Ellie Cram and Logan James founded ThriftJam, a company featuring high-end distinctive vintage clothing and handcrafted modern pieces made from unwearable old clothing. The items are sold out of their signature red & white school bus that they have transformed into a vintage clothing store on wheels. ThriftJam is more than just a thrift shop. Their process of reworking garments to keep them out of landfills and in a new closet is the future of socially conscious fashion.

You can find ThriftJam at on socials @thriftjamco or online at [thriftjam.com](http://thriftjam.com).





## Relevant Research

### Expanding water markets to address Utah's water crisis

Mitch Lott, Economics, '23

Although the 2022–23 winter may have suggested otherwise, Utah faces an uphill battle with water scarcity and drought amid rapid population growth. As an undergraduate research fellow at the Center for Growth and Opportunity (CGO), Huntsman Scholar Mitch Lott explored the role of policy in helping Utah address its ongoing water crisis. Mitch worked with CGO research manager Jennifer Morales to identify simple policy changes that could help allocate water more efficiently in Utah. Agriculture makes up 85 percent of Utah's water use. Mitch's research suggests that expanding water markets can help address the issue. Making it easier to trade water rights would allow water to move to where it is needed most, without unduly burdening farmers who currently hold water rights. Mitch co-authored an article outlining his key policy recommendations. During his time at CGO, Mitch took advantage of opportunities to get his research in front of policymakers who are working to address the water crisis. He presented his research to Utah policymakers at the Research on Capitol Hill event. Mitch also took his research to academic audiences at both the Association of Private Enterprise Education's annual conference and the Mercatus Center's annual Markets & Society conference. In the spring of 2023, Mitch graduated from the Huntsman School with a bachelor's degree in economics and international studies and is now putting his skills to work at the Federal Reserve Board as a research assistant



### Reforming plea bargaining to improve our criminal justice system

Alexis Fadel, Data Analytics, '23

We all know the phrase “innocent until proven guilty.” But since 1989, more than 800 people in the U.S. have pled guilty and been convicted of a crime for which they were later exonerated. Over 90 percent of convictions in the U.S. are decided through plea bargains, in which the defendant agrees to plead guilty to a lesser charge in exchange for a more lenient sentence. Huntsman Scholar Alexis (Lexi) Fadel, working with the Center for Growth and Opportunity, devoted her research to exploring why plea bargaining has become so common and how we could reform the U.S. justice system to reduce the number of innocent people who spend their lives in prison for crimes they did not commit. As Lexi discovered, plea bargaining was created with good intentions—to help resolve cases more efficiently and reduce the backlog of cases waiting for decisions. But prosecutors often increase their own conviction rates by encouraging defendants to enter plea bargains. This can result in innocent



people being pressured into plea bargains in order to avoid a harsher sentence if they were to go to trial. Lexi's research concludes with several recommendations for reforming the plea-bargaining system, including creating more accountability for prosecutors in the case of wrongful convictions. Lexi coauthored an article outlining her key findings and recommendations. She graduated from the Huntsman School in the spring of 2023 with a master's in data analytics. She is beginning her career as an FP&A analyst at Breeze Airways.



## A True Mentor

Huntsman Scholar Program Academic Director Lianne Wappett was recognized as the 2022-2023 USU Undergraduate Faculty Mentor of the Year. Since joining the Scholar Program as a program mentor in 2019, Lianne has had an immense impact on scores of students and has been a driving force behind redesigning the Scholar Labs as well as creating the online Scholar Journey, whereby scholars, faculty, mentors, and staff can keep track of activities and achievements. “I remember my first conversation with Lianne almost six years ago, and immediately thinking, we need her on our team. She is so bright, aligned with our values of putting our students first, and, most of all, she cares!” noted Scholar Program Director Dave Patel. “In every role she takes on at Huntsman, Lianne has taken the task at hand and, through her deep commitment to each and every student, made that class, that club, that program, into something so much bigger, better, and more impactful.” Lianne was also recognized as the Huntsman School Teacher of the Year in 2020 and Mentor of the Year in 2021. Prior to coming to the Huntsman School, Lianne taught at the University of Idaho, and spent many years working in industry. Her expertise in brand strategy, digital marketing, design, and communications helped build brands such as Children’s Miracle Network, Wilson Sporting Goods, Walgreens, Intel, AskJeeves, and Iomega. She is a practicing artist, and her work was exhibited at MANA Contemporary Chicago and the International Sculpture Center.



## Alumni Spotlight

### Pickleball Mania

When Scholar alumni Collin Peterson, HSP '21, and Daniel Warren, HSP '23, started playing pickleball a few years ago, they were hooked. But while shopping for paddles, they had a hard time finding a design they liked. They found other designs crowded or boring, and the designs they found online soon fell apart with regular use. After looking at hundreds of paddles and finding expensive ones with durability issues, they saw an opportunity to create something better. All they wanted was a good-looking, durable paddle that performed well. When they couldn't find it, they made their own. The pair also won several different Pitch Competitions offered at the Huntsman School, giving them valuable feedback and the much-needed cash to get started. “The Huntsman School is really supportive of entrepreneurial ventures. The Dare Mighty Things message is what it’s all about. The encouragement and support system from the School gave us the courage to take risks. Starting a business is never easy, predictable, or even the “safe” thing to do, but when you have the Huntsman School behind you, you take risks you might not have otherwise,” noted Collin and Daniel.

You can find Bison Paddles at [bisonpickleball.com](https://bisonpickleball.com).





# Alumni Spotlight Continued

## A Family of Scholars

There have been siblings who have been scholars, and scholars who have married each other, but the Naegle's take it to another level, with all four siblings, plus two spouses, all graduating as Huntsman Scholars. Natali, HSP '08, works for McKinsey & Company, where she joined as an integrative consultant after graduating with an MBA from Columbia Business School in 2014. Natali is married to Phillip Ruban, who is also a consultant at McKinsey in the Denver office, and they have two children. Nate, HSP '14, started his own business in 2021 called Grandview Pool & Landscape, where he installs new pools and larger landscaping projects. Nate is married to Natalie Orme, Finance, '14, and she helps Nate run the business. They have one daughter. Preston, HSP '16, recently began working for Peek Travel (travel & tour operator software) on their BizOps & Strategy Team. Preston is married to McKell Anderson, HSP '17. McKell works for Fluid Advertising as a Senior Media Buyer. They have two children. Andrew, HSP '19, is an Associate for Ridgeview Capital, a lower middle-market private equity firm in Salt Lake City. Andrew is married to Emily Howe, HSP '18, who retired (for now) after 5 years at KPMG to raise their daughter.



Chance Murray, HSP '10, launched his own venture fund — Upstream, after managing several funds for the University Venture Fund. Upstream fills a capital gap facing companies that are looking for their first round of funding. Chance noted that the launch of this fund “feels like a culmination of experiences I associate with USU — a degree in accounting, working directly with entrepreneurs, and ‘Daring Mighty Things.’

For me, working in venture capital is a crossroads of the unforgettable experiences the Huntsman School gave me.”



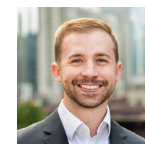
Sara Dent Merrill, HSP '20 is Senior Manager of Member Growth at Thrive Market. Sara was the USUSA Business Senator while at USU, and initially landed at iFit, where she managed digital media.



Jill Aoki, HSP '11, is a CPA and currently a Senior Manager, Financial Accounting at the Walt Disney Company, where she leads a team responsible for accounting and reporting for Disney Music Group. Jill is also actively involved in other Disney activities, including recruitment, mentoring, diversity committees, and special events.



Brent Jenson, HSP '12, is currently a co-founder of Enprendo Management, a company specializing in the acquisition and optimization of small businesses. Brent and his team implement growth strategies, build and empower management teams, and improve operations for the companies they acquire. Most recently, Enprendo acquired Absolute AV, an audiovisual technology company that provides consultation and installation services for businesses, governments, and universities. Before starting Enprendo, Brent was the Director of People Operations for Leavitt Partners—a prominent health care consulting firm founded by Mike Leavitt, former Utah Governor and Secretary of Health and Human Services. While at Leavitt Partners, Brent worked closely with the CEO and advised the executive team through the company's acquisition by Health Management Associates in 2021. Brent started his career in the non-profit sector working in Washington D.C. He graduated from the Jon M. Huntsman School of Business in 2012 with a dual major in human resource management and economics. One of the best parts of his undergraduate experience was his involvement with the Huntsman Scholar Program. Brent credits the Huntsman Scholar Program for putting him on a path that has led to professional and personal success. He is very grateful for the generosity of the Huntsman family which provided these opportunities.



This past Spring, Garrett White, HSP '17, received his MBA from the University of Chicago – Booth School of Business after working for more than four years as an investment banking analyst and private equity associate for global financial services institutions such as Goldman Sachs and Partners Group. Garrett has since joined Alpine Investor's renowned Operating Executive Talent Program, helping to stand up a new aggregator platform under Alpine's broader commercial services investment umbrella. He will serve as the new entity's Chief Financial Officer, based out of New York City. Despite living in four different time zones in the six years since his graduation from Utah State, Garrett is proud to rep his Aggie roots wherever his career takes him!



*"The Huntsman Scholars Program truly changed the trajectory of my life. My faculty mentor, Paul Fjeldsted, sat me down on the second day of college and helped me figure out what path was right. He and so many others helped me to have confidence in myself as a freshman planning my future. Fast forward four years, the program that I didn't feel I could get into, accepted me into its student presidency, and I was able to spend my last year at USU encouraging others and continuing to grow myself. I'm now working with Ares Management in New York City on their corporate strategy team focused on M&A for the Ares portfolio. In the application process Ares always felt like a long shot. With recruiting primarily focused on Ivy League schools, I was anxious about applying. I am forever grateful for the Huntsman Scholar Program for giving me the confidence to apply for reach positions and work as hard as I can to make myself equal with those from other schools. Without the program, I wouldn't have had the confidence in myself, or the experience necessary to apply and to be selected as one of two undergraduates to fill the positions out of hundreds of applications."*

**–AnnaLynn Palmer, Finance '23, Huntsman Scholar Program Vice President of Professional Development**



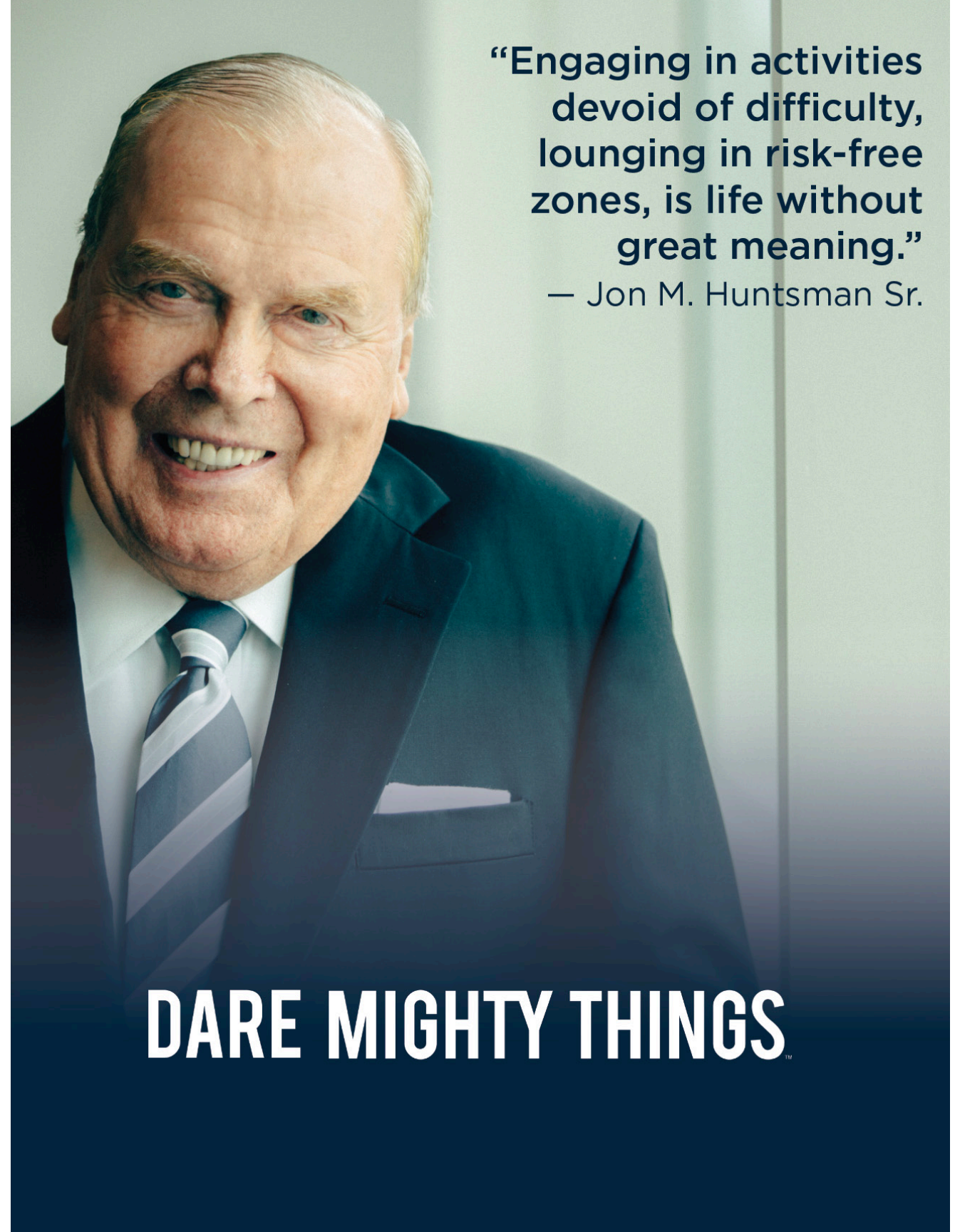
*"Being a Huntsman Scholar was one of the most rewarding experiences of my life. It gave me the opportunity to learn from outstanding faculty, network with successful alumni, and collaborate with talented peers. It has also challenged me to grow as a leader, a thinker, and a global citizen. It helped me develop essential skills such as critical thinking, problem-solving, and communication. Through the Huntsman Scholar Program, I have gained not only a valuable education, but also a supportive community and a lifelong passion for learning."*

**–Maelyn Dougher, Business Administration '23**



*"The Huntsman Scholar Program acumen courses were my favorite part of my undergraduate curriculum. These classes were taught by some of the best professors in the business school and were full of passionate students eager to learn. These courses fostered cherished friendships while promoting rapid personal and professional development. I'm tremendously grateful for the experiences and opportunities I gained from participating in these fantastic courses."*

**–Braxton Hackman, Business Administration '23**



**"Engaging in activities devoid of difficulty, lounging in risk-free zones, is life without great meaning."  
— Jon M. Huntsman Sr.**

**DARE MIGHTY THINGS™**





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