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Huntsman Alumni Magazine is published twice a year by the Jon M. Huntsman School of Business at Utah State University in Logan, Utah.

This issue was printed at RR Donnelley in Liberty, Missouri.

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huntsman.usu.edu/alumnifall2014
One of the great pleasures of serving as dean is getting to know some of our great students. Every year fresh faces come to us with great ambition and dreams, and it is our task to create opportunities and pathways for them so that they leave better prepared to lead lives of meaning. Jill Aoki and Doug Fiefia are two of the scores of amazing young people I have had the opportunity to meet in my eight years as dean. Jill was valedictorian of her class, scholar of the year, and received the prestigious Elijah Watt Sells Award in 2012, one of just 39 out of 92,000 who took the CPA Exam. Doug is only the second USU student in history to be elected student body president for two years. They have taken full advantage of our academic and extracurricular offerings and are driven and focused on their future. Student success is at the heart of everything we do here at the Huntsman School of Business. Jill and Doug represent the many students who have succeeded at the Huntsman School and who are now succeeding in their chosen professions. And while success may be shown through multiple means, there are some linkages between education and long-term success in the workplace and in life. This issue focuses on two of our initiatives to further student success: one focused on curricular redesign and one focused on career development. I want to cite just one specific example from each to highlight the importance we place on student success. We are developing a new course, Foundations of Business & Leadership, which will be required of all incoming Huntsman students. This course was developed as a result of our participation in the Aspen Institute’s Business & Society Program. To better prepare students for life beyond school, we have teamed up with one of our great supporters, Crystal Maggelet, to create the FJ Management Center for Student Success. This new center, which opened September 11, is both a physical space and an administrative function to advise, mentor, and engage students to build pathways of success. These initiatives are designed to provide opportunities that together with our students’ raw talent, hard work, ambition, and integrity will produce extraordinary results.

“Student success is at the heart of everything we do here at the Huntsman School of Business.”

“Photo by Ron Adair

Cover Story
8
A Focus on Student Success
Duane Shaw named 2014 Distinguished Executive Alumnus

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Cover photo by Casey McFarland.

Featured left to right: Student Body President Doug Fiefia, Chuck Maggelet, Crystal Maggelet, Dean Doug Anderson, and President Stan Albrecht officially open the FJ Management Center for Student Success on September 11, 2014.
Much like Jon M. Huntsman, the Huntsman School of Business itself is a giver. The term “giver” comes from Adam Grant’s book Give and Take, where he writes there are three types of people in the world: takers, matchers, and givers. Takers are those who are always trying to get as much as possible from others. Matchers are those who, if they did you a favor, would expect one back (and vice versa). And then there are the givers — those who go out of their way to support and help you, with no strings attached. I have to be careful when saying the Huntsman School the school doesn’t need to make us sign contracts or use force to instill loyalty. We naturally feel gratitude towards the school because it has given us so much. Through its giving, the school is creating an army of devoted students who will spend the rest of their lives paying forward what they have received. These are traits that only givers can accomplish.

Now let me explain the kind of giving in which the school specializes. The school gives students opportunities, confidence, and skills to help us succeed in the real world. In my experience at the school, I have traveled to seven European countries, met with several renowned CEOs, kindled relationships with professors, gained valuable career skills, and created a network amongst my fellow Huntsman students that will benefit my career and personal life forever.

My experiences at the school have been exactly what I needed, and I confidently look forward to entering the real world. I will spend the rest of my life paying it forward and giving back so one day I, like the Jon M. Huntsman School of Business, can be a true giver.


Dr. Merideth Ferguson, assistant professor of management, encourages her students to rock the boat. Her Negotiations class, MGT 4600, isn’t the type of class where students sit in rows and raise their hands. It’s a class where words are used as tools and nonverbal communication is king.

At least once a week the students undergo a negotiation simulation. In groups of two to eight, each side is given a role to play along with its associated positions and interests. The scripts entail monetary goals that must be reached, personal attributes that must be defended or specific details they must use. Each side is given time to study and prepare. And then the students go.

The students may reach a settlement, which sometimes seems impossible. Other times, an impasse is the best outcome as not all negotiations can end in a deal that is good for both sides. Once the negotiation is complete, the students then share their side of the script. Often exclamations of “Oh, I didn’t realize...”, or “Why didn’t I think of that?” echo through the classroom.

“A lot of times we don’t negotiate because we don’t think there’s an opportunity to do so or because we’re afraid of what might happen if we do,” Dr. Ferguson said. “My goal is to help the students recognize every possible opportunity to negotiate and to engage in negotiations with confidence.”

Dr. Ferguson encourages students throughout the semester to keep a journal of each instance they negotiate something out of the classroom. This is where Dr. Ferguson says she sees the ripple effect of class where words are used as tools and nonverbal communication is king.

“Having taken Dr. Ferguson’s class makes me feel stronger in who I am,” Knight said. “I have learned what my weaknesses and strengths are in conversations, and that applies to almost everything I do.”

“This has become the class I am the most passionate about because you can see the impact it has on a student’s day-to-day life,” Dr. Ferguson said. “Everybody goes out and negotiates job offers, everyone buys a car, and everyone negotiates with their family. We’re always coming up against conflict, and with negotiation skills, we can deal with that conflict in a way that doesn’t burn bridges or damage relationships. When students leave my class, I hope that they can negotiate more often and more effectively than they think they can.”

“So often we assume that what we want is the opposite of what somebody else wants, and if we’re not willing to negotiate then we miss out on a win-win opportunity,” Dr. Ferguson said.

One example of success came when Annie Knight, Business Administration, ’14, used her negotiation skills when she was charged a late fee for rent. Annie knew that if she went into the landlord and explained her situation, and was willing to listen to his, they might negotiate for the best possible outcome. And indeed, the landlord and Annie understood each other’s interests, and the landlord dismissed the late fee.

“Too often we assume that what we want is the opposite of what somebody else wants, and if we’re not willing to negotiate then we miss out on a win-win opportunity.” — Dr. Merideth Ferguson
Over the past five years, students in the Huntsman School have won numerous university awards, including USU Man of the Year (three years in a row), Woman of the Year and University Citizenship Award (each twice), Scholar of the Year, and the Bill E. Robins Memorial Award. The USU student body president has come from the Huntsman School three of the past five years. Our students have also received national accolades, including the prestigious Elijah Watt Sells Award to three students over the past two years for top scores on the CPA Exam, and two groups of students have won first place in national MIS competitions.
As a freshman I never imagined that my choice to come to the Huntsman School would provide me with unparalleled opportunities to learn about business while traveling the world as an undergraduate. After only one year, I traveled to Vietnam, China, and Korea with the careers ahead of them. While completing a microfinance internship confidence and critical thinking skills that assisted me as I led three cultural visits to places like the Terra Cotta Warriors and the Great Wall of China. As a candidate in the Huntsman Scholar Program, I developed confidence and critical thinking skills that assisted me as I led three expeditions of college students to rural villages in India to teach English to children, while also developing a partnership with an Indian organization to open a school for underprivileged girls. While in Europe with the Huntsman Scholar Program, I not only visited organizations like the WTO, the UN, and the EU, but I also developed deep relationships with my 25 classmates—inspiring people with great interests, no matter how far out of reach they seem. In addition, Professor Bonnie Villarreal has taught me under her wing to prepare me well to enter the accounting world. The exposure I have gained as a student provides me with a competitive edge in seeking a career with companies for whom I never would have dreamed of working before coming to the Jon M. Huntsman School of Business. The debate around this article was followed by the results of a massive study conducted by the Gallup organization over the course of the last year, examining the linkages between education and long-term success in the workplace and in life. Gallup asked the question, “What are the things that happen in college that—more than anything else—combine to produce “engaged employees” who thrive in work and in life?” Two things stood out from the responses: “successful students had one or more teachers who were mentors and took a real interest in their aspirations, and they had a practical experience, such as an internship, that was related to what they were learning in school.” These ideas are driving an increased commitment at the Huntsman School to design pathways of success for each of our students that enable them to create meaningful careers and lives.

A new curriculum On a recent career exploration trip to New York City, our students listened as a young employee at Bloomingdale’s described her day-to-day responsibilities as the buyer for women’s fragrances for the company. She spoke of hours devoted to market research and business intelligence so that she could understand purchasing trends, of the need to be up-to-date with the latest marketing and promotions techniques to appeal to multi-generational customers, the critical importance of understanding budgets, accounting, and finance, and perhaps most of all, the primacy of collaboration and teamwork.

It was clear to our students that there would be few, if any careers that did not require a holistic understanding of business.
Wendy Bosshardt
Psychology and Marketing, ’15
Huntsman Scholar Co-President
My experience as a Huntsman student has been pivotal in allowing me to find potential I didn’t know I had. I took my first business class with no intention of having a business degree; just needed a class to round out my semester credit load. Taking that class was the best decision I could have made. Because of that class, I added another major and have completely changed my career goals. Faculty members became invested in me and I was able to take ownership of my education. After completing the Huntsman Scholar semester, I came to understand in a real sense how much I didn’t know and how many opportunities and resources there are designed to help students. Four months later, I applied and was accepted to the Insight Dubai 2014 conference held in Dubai in the United Arab Emirates. Due to my experience at the conference, I chose to collaborate with Dr. Shannon Peterson on my honors thesis, which looked into cross-cultural leadership among women. Using this foundation for business education. “Our goal is to create a set of courses that not only provide a means to acquire specific knowledge, to write clearly, and to reason statistically, but also to provide a holistic foundation for business education. “Our goal is to set a tone for incoming students right from the start of school that continues throughout all of our required courses and those taken as electives and in fulfillment of the various majors about how we view business education and what we expect of our students in the classroom and outside the classroom,” Dean Douglas Anderson said.

Preparing for life beyond graduation
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In addition to the undergraduate staff advising currently offered to all Huntsman majors, programs such as the existing faculty mentoring in the School of Accountancy and a pilot student-mentoring program may be expanded across the Huntsman School. These and a planned alumni mentoring program could have a significant impact on how prepared Huntsman students will be for life beyond graduation.

Over time, the FJM Center will provide the infrastructure to bring together the entire Huntsman Community of students, faculty, staff, alumni, and friends to inform, to educate, to mentor students and create a mechanism to help students navigate their academic careers at Utah State while also helping them develop pathways to career success. "Students will find caring mentors and informed advisers who can link them with the opportunities that together with their own raw talent, hard work, ambition, and integrity will produce extraordinary results," noted Dean Anderson.

The purpose of the Jon M. Huntsman School of Business is to be a career accelerator for our students and an engine of growth for our community, our state, the nation, and the world. The effort at curricular reform and career development is part and parcel of meeting that purpose, but larger questions of the role of business education and how we go about preparing students to lead lives of meaning are always the key drivers to understanding what student success really means.

The writer David Brooks said recently that there are three distinct purposes for a university: a commercial purpose (starting a career), a cognitive purpose (acquiring information and learning how to think) and a moral purpose (building an integrated self). Our aspiration to create a world-class undergraduate program—to "produce students who can compete with the best and the brightest anywhere in the world"—in the words of Jon M. Huntsman, must combine all three purposes of a university, providing our students the means to begin careers, to learn how to think, and to build a whole self. That defines student success, and that is our focus.

“The writer David Brooks said recently that there are three distinct purposes for a university: a commercial purpose (starting a career), a cognitive purpose (acquiring information and learning how to think) and a moral purpose (building an integrated self).”

Dave Patel serves as Associate Dean for Student & External Affairs at the Huntsman School.

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**Service to Campus and Country**

Timothy McFall is a Staff Sergeant in the Utah Army National Guard and has been an active member for over 12 years. He has served two overseas combat tours, once to Iraq in 2004 as an artillery forward observer, where he was awarded a Purple Heart, and once to Afghanistan in 2018 as a medical platoon sergeant, responsible for the daily medical operations of a base near the border with Pakistan. Between deployments, Tim taught leadership skills and small unit tactics at the 640th Regimental Training Institute in Riverton, Utah.

Following his most recent deployment, he returned to USU to earn a bachelor’s degree in Management Information Systems. Tim greatly enjoys working with fellow students, and recently served as president of the USU Association for Information Systems (AIS), a student organization that helps MIS students prepare for careers in Information Systems and Technology. Tim was also selected as Conference Coordinator for the 2014 Partners in Business Leadership Conference.

Tim has found a passion for data science and is currently a research assistant and undergraduate teaching fellow working with Dr. Nicole Forsgren-Velasquez. His research involves using programming skills and statistical techniques to discover hidden patterns and trends in the world. Tim has a wonderful wife and two beautiful daughters, and is looking forward to taking them to Disneyland after he graduates next year.

**Accounting Student Receives Accolades for Inspiration**

Each year, Beta Alpha Psi, the international honors organization for accounting, and the American Institute of CPAs jointly sponsor the medal of inspiration, which is awarded to the one student whose life story is most likely to encourage others to reach within themselves and find “greatness.” This year the honor has been bestowed on Huntsman student A. Lucien Butler. The award was presented at the Beta Alpha Psi annual meeting in Atlanta, Georgia, and includes a $5,000 cash scholarship.

From a very young age, Lucien was prevented from receiving an education and forced to work for his family at home. He was only discovered at the age of 14 and after a court order, his biological father was compelled to allow him to attend school.

Once in school he experienced significant difficulties and struggled to grasp academic concepts at the level of his peers. He overcame these challenges by working with his teachers and taking extra classes.

“One of the great things school did for me was it opened my eyes to what the world was like,” said Butler. “I started to understand that the only way I was going to make something of myself would be through education.”

Butler joined the National Guard after graduating from high school and was deployed on combat missions in Afghanistan. For his service, he was awarded the Purple Heart, which commemorates the sacrifices of America’s servicemen and servicewomen who were wounded in battle.

After completing his military service, he acquired an undergraduate accounting degree from the Huntsman School, performed a tax internship with Grant Thornton, and was very involved in volunteer work in his chapter and in the community, all while excelling in the classroom.

He is currently a Master’s of Accounting candidate at the Huntsman School where he holds a 3.9 GPA. He is also a vice president in the USU Delta Omega Chapter of Beta Alpha Psi.

**Deeper into China**

The Huntsman School of Business and the Northwest University for Nationalities (NWUN), based in Lanzhou, China, announced an academic partnership to offer an undergraduate degree in International Economics. This is the fourth such partnership for the Huntsman School, which now counts over 900 students in China enrolled in a bachelor’s degree program in International Economics.

Dean Douglas Anderson and Associate Dean Frank Caliendo visited NWUN for the Fall 2014 opening ceremony for the first class of students enrolled as Huntsman/NWUN students.

**Student Competition Leads to Career**

After successfully competing in the Zagg marketing case competition held at the Huntsman School last spring, James Hutchison, Marketing and Business Administration, “14, was offered a summer internship position in Zagg’s marketing department. His internship responsibilities focused on monitoring social media outlets, generating blog content, and creating surveys to analyze the current mobile accessory market.

James was also responsible for getting individuals to participate in market research projects. After a few unsuccessful ideas, including trips to several locations for on-site market research, he came up with a notion to place a booth at the Wasatch Back Ragnar Relay. James found great success at the booth, and received more than 500 participants for his project.

“I was invited into the Zagg family and learned firsthand what it takes to run the marketing operations of a global brand.” — James Hutchison

**Broadening Her Horizons**

With the support of the Huntsman Scholars Program and the USU Honors Program, Alison Fife, ‘15, Economics and History, recently attended the Insight Dubai conference in Dubai, United Arab Emirates. Throughout the conference, she attended lectures and discussions focused on subjects ranging from governance and culture in the UAE to Sharia law to being a leader as a twenty-first-century woman.

“This exceptional conference helped me to expand my understanding of different cultures and provided me with an incredible opportunity to get to know women my age from all over the world,” Alison said. “When I returned to the United States, I came with a strong desire to share my new insights about women in Islam, Dubai, and the UAE with others to combat misunderstanding and stereotypes.”

One way she has done this has come through her involvement in the USU Interfaith Initiative. After her return from Dubai, Alison was introduced to a number of interested faculty, staff, and students that were coming together to build awareness and safe spaces for interfaith cooperation on campus. They organized into a committee as the USU Interfaith Initiative. Specifically, the initiative “works to create positive and meaningful interactions among people who orient around religion differently.” As president of the new Interfaith Student Association, Alison hopes to personally fulfill this mission by developing events, networks, and opportunities for students of diverse faith backgrounds to voice their values, engage in discussion, and act together in service for the good of the community.
Entrepreneurs

100 Cities
100 Entrepreneurs

The Silicon Valley approach for building companies has become the main strategy taught at many business schools around the country. It goes like this: You create a prototype you can quickly test, preferably in the tech industry. You find a group of users and gain proof of concept. You raise capital and scale the business as rapidly as possible. You plan an exit strategy that may include going public or selling to an industry buyer. You shoot for a 10X return to investors. You make a lot of money.

This summer I rode my bicycle across the country and interviewed 100 entrepreneurs who are minorities face more obstacles to success and deal with rejection differently than their Caucasian counterparts. They have become vital contributors to their communities. Here are a few of the many lessons I learned from this unique cast of characters:

Minority Entrepreneurs Face Discrimination

“People often refer to this nation as a land of opportunity,” Bone said. “But the truth is the opportunities are very different for some people just because of their race.” The research included sending “mystery shoppers” to banks seeking information about loans, as well as holding interviews with 38 people who already own small businesses in the United States about their work and the obstacles they have faced.

“In the United States of America we are all about freedom of choice,” he said. “A lot of research and business practice starts with the premise that individuals have equal opportunity and what we found, instead, are that there are systemic restrictions to opportunities for some people just because of their ethnicity. We hope that this study will help people become aware of the inequalities that exist in the marketplace.” Bone and his team’s conclusions were published in the Journal of Consumer Research, a top academic publication, as well as The Washington Post, Business Week and the Boston Globe.

Most of those entrepreneurs launched their companies in industries they knew well, through working in the industry or being serious consumers of the products. For example, Nicole DeBoom had little experience in the aquatics industry, but she was a professional triathlete for more than a decade. She started Skirt Sports to offer women more attractive workout clothing.

They have become vital contributors to their communities. Here are a few of the characters:

• A Washington, D.C., based technology and management consultant, Benny Navarro, saw the opportunity to start a web-based recruiting service. His target market was Hispanic students, leveraging his knowledge of charities, building soccer fields, helping with media and lots, etc., and the idea grew and we covered. They generously allowed the company to the community, which added the success of the venture, even when this wasn’t the intent of a genuine deed to contribute.

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• A Washington, D.C., based technology and management consultant, Benny Navarro, saw the opportunity to start a web-based recruiting service. His target market was Hispanic students, leveraging his knowledge of charities, building soccer fields, helping with media and lots, etc., and the idea grew and we covered. They generously allowed the company to the community, which added the success of the venture, even when this wasn’t the intent of a genuine deed to contribute.
Beat the Middle: The Middle School Student's Guide to Academic Success

Over the past five years, Huntsman alumni and twins Blake, '12, Marketing, and Bo, '12, Marketing, Nemelka have counseled hundreds of young students in their educational pursuits. In doing this, they began noticing certain factors that could be learned, applied, and accounted for before a student's last year in high school—assuring the highest likelihood for future academic success. Exactly one year ago their father suggested they create a student guide to academic success, and that's exactly what they did.

"Our engagement in the classroom and with programs such as Huntsman Scholars, Marketing, and his team studied the effectiveness of online targeted advertising and published one of the first papers on the topic. That paper is now one of the most cited research articles in the field of online advertising."

"I can’t say enough good things about USU," Soelberg said. "I worked for an advertising agency in Drum. He organized and executed trade shows for top software companies at the time such as Novell, Microsoft, Jcom and FranklinCovey. After three years he made the move to RMI as an account executive and was promoted to Director of Sales and Marketing in 2001.

"The company has become the second-largest employer in Utah, with its operations covering a design patchwork of formerly vacant downtown buildings that include a "sleep and sew" retreat hotel, restaurants, and a soon-to-be visitor's center. Most days, 50 to 100 tourists visit the town."

"I hope to continue the legacy of growth Kurt instilled here," Soolberg said. "He opened the doors to a new branch office and increase the level of services in the coming years.

"I can’t say enough good things about USU," Soolberg said. "The education I received there was hands-on, very applicable and practical to what I do every day."

Alumni Provide Path for Middle Schools

"My education both at the Huntsman School and at Stanford was amazing because it gave me a huge breadth of business knowledge including finance, economics, accounting, product management and more," Bailey said. "The professors I had, and the range of topics they introduced me to, have really shaped and impacted my career."

"Because of great teachers, clubs, organizations and opportunities, I’m finding that my bachelor’s in business is more valuable than some MBAs."

Young Alumni Succeeding at Facebook

"After graduation in 2007, Mike Bailey, Economics (BA) and Math (BS), received a scholarship to Stanford’s PhD program. Near graduation from Stanford, Bailey began work at Yahoo! Research. He and his team studied the effectiveness of online targeted advertising and published one of the first papers on the topic.

"He opened the doors to a new branch office and increase the level of services in the coming years."

"I can’t say enough good things about USU," Soolberg said. "The education I received there was hands-on, very applicable and practical to what I do every day."

From Build-A-Bear to Orvis

"I can’t say enough good things about USU," Soolberg said. "The education I received there was hands-on, very applicable and practical to what I do every day."

Alumni Provide Path for Middle Schools

"Our engagement in the classroom and with programs such as Huntsman Scholars, Ambassadors, and the Men’s Tennis Team, shaped our collegiate experience and allows us to now help other students realize their own potential."
In 1973, after graduating from USU, Duane started his career in mortgage lending at Commercial Security Bank. He soon found himself at the right-hand of a new vice president in charge of all real estate lending. “He was a good man who really didn’t know much about the lending industry and especially lending in Utah and he selected me to help him.” Duane was given the opportunity to direct the real estate lending division of the bank, giving him an incredible learning opportunity and the experience to begin the necessary steps to start his own company.

“Climbing up the corporate ladder was what everyone did back in the 70s,” Duane said, “but it just wasn’t exciting enough for me. There had to be a better way to serve and to use my skills and talents.”

As he pursued different opportunities, Duane also experienced the hurly-burly of the business world. In the early 80s, when all of the savings and loans institutions were going under, they also dragged with them the company Duane had moved to when he left the bank. He moved twice more after that and then made his biggest move yet.

In 1988, he started Academy Mortgage, as an independent mortgage banker.

“It was a long process to get to a point where I felt like I could start my own company,” Duane said. “A process of not just my personal growth but also the industry had to develop and mature. The idea of an independent mortgage banking company in the 70s was unheard of.”

When he started the company he remembers committing subconsciously to the idea that he was willing to lose $150,000 before giving up on his dream. “We actually made about $4,600 the very first month of business,” he said. “And with the exception of a random month here and there we never lost money.”

The late 80s, when Academy began operations, were a tough time in the industry, and a lot of lenders were fearful of lending. Despite those hurdles, Academy Mortgage became one of the top four lenders in Salt Lake County within nine months of launching. The company had six offices in Utah within two years and then expanded quickly inside and outside of Utah.

Academy Mortgage continued to find innovative ways to succeed. In the late 90s, and even to this day, most companies would sell loans (best efforts) one at a time, at the best price, and deliver it “as is” closed. Duane knew that there had to be a better way. He hired a fellow Aggie to help develop a new business model and after a number of months, solutions and systems to improve upon the execution model began to develop.

“The line of thought that, ‘There’s no opportunity left in the world,’ or ‘There aren’t any other good ideas out there’ has been around for as long as I can remember – we all not only believed that but were certain of it back in the 70s,” Duane said. “I would encourage anyone to find what they enjoy doing in life, what they really have a passion for and then improve upon it or find a way to make it better.”

In the aftermath of the 2008 recession, as fear and uncertainty gripped the mortgage banking industry, Duane saw an opportunity for growth. Academy Mortgage had not been a “subprime” lender, and their focus on “A paper” lending contributed to business growing from $1 billion in loan closings in 2008 to almost $6 billion a year today.

“It’s typical for a business to establish their business model and then say, ‘This is how we function and this is how we do it – take it or leave it.’ Whereas we go out to realtors and builders and our repeat clients and say, ‘We are here to provide the best service for you that the industry has ever seen and we want to be your ‘first choice’ in lenders. How and what would you like us to do differently?’” Duane said. “And then we listen and evolve where possible.”

Academy Mortgage is licensed in 47 states, and has over 140 branch offices across the country.

Duane says it all started with competitiveness and passion. “Work doesn’t need to be painful or just a ‘job’. In fact, it shouldn’t be,” he said. “There are so many opportunities for good out in the world. Focus on what you enjoy doing and then be the very best that you can be at it and everything else will work out!”
keepintouch

Have you written a book or climbed a mountain? Had a baby or run for office? Gotten married or started a new job? We would like to know—and so would your classmates!
Share your news by submitting your class note online at usu.edu/alumni/records

Don’t miss out—let your fellow alumni know what you’re up to!

‘60s

Michael R. Nickolaisen ’83, Executive Director at Southeastern Marketing Advisory Center, lives in Madison, WI.
Braco Araghchian ’83, Chairman at National Walnutfooth Mills, resides in Walla Walla, WA.
John Charles Rusie ’86, CFO at Western Oil Filtration Inc., lives in South Jordan, UT.

‘70s

Richard Hunt ‘73, Secretary at Ontelone, resides in Phoenix, AZ.
Kent Thatcher ‘09, CFO at Allegiance Healthcare, lives in Farmington, UT.

‘80s

Robert D. Allen ’80, Litigation Administration at Mintz,edes Financial, resides in Perry, IA.

‘90s

Sheerman K. Conger ’90, Human Resource Director at Circuit Design Scientific, Inc., resides in Logan, UT.

Non-profit Founder goes to Google

Molise Dastrup, ‘11, International Business, is now an Enterprise Account Manager at Google. While at the Huntsman School, Dastrup co-founded Effect International, an organization dedicated to offering affordable education in India. At Google she will work with existing Google for Work customers on their migration from Google Apps and Chrome devices while running upkeep campaigns for new products across the Americas.

“I’m excited to be at Google where I am surrounded by great minds and big ideas,” she said. “It’s an amazing opportunity to learn and grow while working for a company I admire.”

Carrying on the Huntsman Legacy

Kent and Jilynn Urs’ first date was to “study” at the old Merrill Library; they married four months later, and spent their two next two years finishing their degrees. Kent and Jilynn graduated together, along with their four-week-old son, Joseph, in June of 1983 from the College of Business.

The importance of education and the Huntsman tradition continue for the Urs family. Their oldest son Joseph graduated from the Huntsman School with degrees in International Business and Operations Management (he has since received an MBA from Northeastern University in Boston). Their daughter Celeste Campbell graduated with a degree in Marketing, and her younger son Austin is a current student at the Huntsman School. Since Kent’s retirement from Milk Specialties Co. in 2011, the Urses have focused on philanthropic endeavors, including generous scholarship programs for young alumni Huntsman students.

‘60s

Brian C. Johnson ’60, Vice President/Equity Analyst at Legg Mason Capital Management LLC, resides in North Salt Lake City, UT.
Nad Raynold Nikolaisen ’63, Chief Technology Office for Telarion, Inc., resides in Salt Lake City, UT.
Ken Rehluf ’63, Regional Vice President at Bankers Trust, resides in Denver, CO.

‘70s

John Charles Rusie ’86, CFO at Western Oil Filtration Inc., lives in South Jordan, UT.

‘80s

James R. Keal ’71, SI, Consultant at CA International Inc., resides in Phoenix, AZ.
Richard Hunt ‘73, President at Hill Rail, Inc., resides in Holbrook, AZ.

‘90s

Susie Lacos ’91, President at PricewaterhouseCoopers, resides in Phoenix, AZ.

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KEEP IN TOUCH

25
LEADERSHIP GIFTS

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$10,000 – $19,999
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Juniper Society
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$50,000 – $500,000
- The Huntsman Foundation

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$1,000,000 – $2,000,000
- The Huntsman Foundation

In recognition of individuals and organizations whose cumulative giving exceeds $100,000.
why I give ★

We give because we love USU and the students who attend here, they are awesome! We also give to remember and honor Kathy McConkie, BA ’93, MS ’11 why we give ★

We give because we love USU and the students who attend here, they are awesome! We also give to remember and honor Kathy McConkie, BA ’93, MS ’11.

Kathy McConkie, BA ’93, MS ’11

In-state Tuition for Children and Grandchildren of Out-of-state Alumni

For more information call the USU Admissions Office at 800-488-8108.
I have always been an avid reader and have been inspired by great books on leadership. Throughout the years, I have also found valuable insights, sometimes in the most uncommon places, but I think the three principles that really guide my leadership philosophy were instilled by my parents long ago.

1. Work hard. I might not be the smartest guy in the room, but I realized very early on that hard work and honest effort can make up for what I might lack in raw intelligence. Early in my career I made the effort to be the go-to guy, the one that my supervisors knew they could turn to with difficult tasks or critical projects that had a tight deadline. Stepping up and working hard is a great equalizer!

2. Have gratitude. Always be mindful of the contributions of others and recognize those contributions sincerely and often. A feeling of gratitude keeps me grounded, reminding me that any success that I might achieve is based on the contributions of many.

3. Be nice. My parents are nice people. They have always been nice. I was raised in a home where I was expected to treat other people with kindness. I believe that treating others well not only leads to better results in business, but also makes me feel better too.

To “Dare Mighty Things”
Life is full of risk but so is playing it safe. Sometimes the risks seem too high, and other times we feel up to the challenge. To me, “Dare Mighty Things” doesn’t mean taking unnecessary or foolish risks. It means assessing the risk and then not letting fear prevent us from doing something that is out of the ordinary and sometimes truly great.
When Warren Buffet took over Salomon Brothers in the early 90s after the infamous treasury scandal, I was a junior research analyst learning how to analyze companies and pick stocks. Buffet is a great leader. He talked openly with us all. I asked him what he looked for when buying stocks, and he responded, “I don’t buy stocks; I buy companies that are well managed by true leaders.” Buffet’s leadership pulled Salomon Brothers out of the ashes.

I have worked with many efficient managers, but true leaders are rare. I currently serve on the Board of Directors for EagleView Technologies. The CEO, Chris Barrow, is one of those rare leaders. We acquired a company that needed leadership. On the first day Chris noticed people signing out a key for the coffee machine. Many other useless, controlling rules were stopped immediately. Although small, the message sent to employees was significant. Within a year employee engagement scores and productivity dramatically improved. I asked Chris how he achieved this. “People need a culture of both trust and candor to truly engage. It is important to have an environment of honest engagement. A true leader is so much more than just a manager,” he said. 

True leadership is more about “being” than “doing.” It transcends the box checking of day-to-day management. Leadership is art not science. Consultants teach tools and techniques of “doing” that can be measured. Good leadership is long-term oriented. Why we do things is as important as what we do. BEING a great leader must precede the doing.

**Be a Giver**—serve because it is the right thing to do without any expectation of a return (Adam Grant).

**Be an Example**—be willing to do what you ask of others.

**Be Trusting/Honest**—surround yourself with smart people. Respect is earned and must be mutual.

**Be Forgiving/Have a short memory**—failure is not permanent, innovation is born out of failure, obsession with perfection kills honest collaboration.

**Be Empathetic**—have genuine concern, connect and compromise (Sam Richards).

**Be Aware**—know the goal, know yourself, know your team and seek broad understanding, ask why.

**Be Gritty**—be positive and persistent, be passionate and persevere toward long-term goals (Angela Lee Duckworth).

Adolf Hitler is the textbook example of a bad leader but a very efficient, popular and successful manager. He had one of the first radio shows where people would listen for hours. Unfortunately, he used it to incite hate, divide/exclude and dictate obedience and belief over understanding. Poor leaders need blind obedience to complete their goals. Great leaders promote understanding, innovation and the honest success of others. They make decisions that are not necessarily popular in the present but broadly celebrated in the future (Gandhi, Abraham Lincoln, Winston Churchill and Martin Luther King, Jr.).

Great leaders carefully chose our Nation’s motto. I am always surprised by how many Americans do not know our motto: E Pluribus Unum—out of the many, ONE. What a wonderful, timely message and powerful concept of leadership, unity, cooperation and compromise.
We remember the ethical leadership of two great Aggies.

Born in rural communities, Vern and Evan demonstrated integrity, initiative, and a strong work ethic throughout their lives. Their service to our country, our community, and our campus serves as a lasting example of their other-centered lives.

Dr. Evan N. Stevenson, 1927-2014
Dr. Vernon M. Buehler, 1919-2014
The company Jon M. Huntsman, Sr., founded in 1970, the Huntsman Corporation, is now one of the largest petrochemical manufacturers in the world, employing more than 12,000 people and generating over $10 billion in revenue each year. Success in business, though, has always been a means to an end—never an end in itself.

Growing up in the rural West, Huntsman, the son of a schoolteacher, learned the values of integrity, initiative, and hard work that he credits with his professional success. In Barefoot to Billionaire, Huntsman revisits the key moments in his life that shaped his view of faith, family, service, and the responsibility that comes with wealth, including confronting bankruptcy three times, four bouts with cancer, and the personal challenges of a severely mentally challenged son, the kidnapping of a child, and the death of a daughter. He writes candidly about his brief tenure in the Nixon administration, which preceded the Watergate scandal but still left a deep impression on him about the abuse of power and the significance of personal respect and integrity. He also shares his faith in the Church of Jesus Christ of Latter-day Saints.

But most importantly, Huntsman reveals the rationale behind his commitment to give away his entire fortune before his death. “I desire to leave this world as I entered it – barefoot and broke,” he says. In 1995, Huntsman and his wife Karen founded the Huntsman Cancer Institute and have since dedicated more than a billion dollars of their personal funds to the fight for a cure, to help organizations improve access to education, and to various humanitarian causes.