The Huntsman Fund for Faculty Excellence aims to elevate the legacy of faculty impact on student success.
Show me the Scotsman who doesn’t love the thistle.
Show me the Englishman who doesn’t love the rose.
Show me the true blooded Aggie from Utah
Who doesn’t love the spot where the sagebrush grows!
MESSAGE FROM THE DEAN

The management thinker, Jim Collins, coined a phrase that he called “BHAG—Big, Hairy, Audacious Goal.” BHAG’s are a key component in organizations that are “Built to Last.” BHAG’s reside at the far edge of an organization’s field of view, or maybe just beyond the visible horizon. They are a bold stretch of the imagination meant to push and pull an organization beyond what many believe may be possible, but most desire. They motivate, they inspire, they attract, and they give focus to an organization’s collective efforts. Together with “purpose” and “core beliefs and values” they form organizational vision. But unlike purpose, which expresses the abiding, deep need that an organization exists to serve, or core values, that answer the question, “what do we stand for?” BHAG’s are meant to be accomplished. This year we celebrated the 50th anniversary of John F. Kennedy’s famous BHAG: “Put a man on the surface of the moon within the decade and return him safely to earth.” Once accomplished, the organization needs to fashion another BHAG, consistent with its unchanging purpose and core values.

Jon Huntsman helped fashion our first BHAG more than a decade ago: “Become top tier in our chosen niche.” Among other things, that meant a focus on undergraduate education. It meant better faculty, better students, better facilities and better finances. We have made great progress on each of those vectors since then, but now it’s time to stretch even further. Our new BHAG is to “become the premier, undergraduate business and economics program in the Intermountain West.”

By Intermountain West, we are referring to that part of the country from Mexico to Canada that lies between the California/Arizona border and the New Mexico/Texas border, and by “premier” we mean first in importance, excellence, or rank—“the very best.” At its core is a focus on our students and their success—students like Jackie Sullivan. Jackie returned to campus recently to share her story with our entering students. She came to Utah State University from Woods Cross High School intending to study medicine, and ended up majoring in economics, with minors in chemistry and statistics. Visiting Oxford University for the first time with the Huntsman Scholars, Jackie thought, “I wonder if I could do this?” She applied, was accepted into their master’s program in economic development, and now after completing her degree, is on her way to Addis Ababa, Ethiopia. She will serve as a consultant to the Ministry of Agriculture on food security.

There is a lot to be excited about in the future. We have just begun a new strategic planning process, and the core values we will serve as a consultant to the Ministry of Agriculture on food security. That kind of success comes from vision. Ours is bold. It’s audacious. It’s hairy. We are not there yet, but when we are, we will fashion a new BHAG, worthy of our very best efforts—we will take on the Pacific Coast!
The USU Huntsman Small Enterprise Education & Development (SEED) Program teaches undergraduate students the fundamentals of creating a sustainable business. Those students then spend a semester in developing countries teaching locals how to build their own businesses. Our students learn by teaching. Local entrepreneurs learn how to break the poverty cycle.

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As a young child growing up in Ethiopia I saw poor people with hardly anything. My heart would sink because I knew there was nothing I could do as a young boy to help them. Seeing such things made me want to help people in need. When I came to Utah State University, I came with a desire to get a degree, go to medical school, and make a lot of money. I still have those same desires to this day but the money I make I want to give to others. There is nothing more joyful in life than knowing you made a difference in other people’s lives.

My time in the Huntsman School has raised my aspirations. I saw many of my friends get involved in amazing extracurricular opportunities or land jobs with companies that traditionally recruited from top Ivy-League schools. In the beginning, I was just an observer, and I was amazed by my friends’ abilities to achieve at the highest level. I ran for Student Body President of Utah State University because I saw my friends achieve great things, and I began to believe that I could, too. I know without a doubt if I didn’t attend the Huntsman School I would never have had the courage to be where I am today.

My uncle once gave me advice that had a great impact on how I view life in general. “Sami,” he said, “in life there are opportunity windows that open up, and in that moment, it is your responsibility to go through those windows and find out what’s there. Once one of those windows closes there will never be one like it again. Some might be similar, but none like the one you missed.” My Huntsman experience has been all about jumping through windows of opportunity because I know every opportunity I take to better myself only brings me closer to my goals of hopefully changing someone’s life for the better.

“I know every opportunity I take to better myself only brings me closer to my goals of hopefully changing someone’s life for the better.”
A Year in Numbers
2018-2019

AGGIE LIFE

#1
Most beautiful college in Utah
(Travel + Leisure, 2019)

#7
Public University in the Nation
with Lowest Tuition
(Forbes 2019)

114 different USU majors participated in our Focused Friday events

104 different USU majors participated in Center for Entrepreneurship programs

90% of USU students who participate in a global experience are Huntsman students.

57% of all USU students who participate in a global experience are Huntsman students.

51% of Huntsman students are married.

38% of Huntsman students are parents.

16% of Huntsman students speak a second language fluently.

48 unique languages

41 years in a row
Beta Alpha Psi Student Chapter earns Superior Chapter status.

CAREERS

100% placement

HUNTSMAN SCHOLARS

MBA
MHR
MAcc

27 Huntsman students at Goldman Sachs this summer

338 employer visits to the Huntsman School

57% of all USU students who participate in a global experience are Huntsman students.

ACADEMICS

15 13 13
new faculty new staff new courses

School of Accountancy ranked
#5 in the US among undergraduate programs of similar size
(Public Accounting Report)

1 new center
Stephen R. Covey Leadership Center

1 new academic department
Marketing & Strategy

1 new grad program
MDATA

SEED wins most innovative entrepreneurship program in the nation

PROGRAMS

#1

GIVING

$8,335,138
Total cash gifts received:

Larry H. & Gail Miller Family Foundation

Huntsman Fund for Faculty Excellence

$1M gift supports entrepreneurship

$15M gift supports faculty

473 students participate in at least one of our student clubs

41 students work more than 20 hours a week

23 unique languages

STUDENTS

187% increase over 5 years
Record Direct Admit freshman class (267)

187% increase over 5 years

114 different USU majors
114 different USU majors
participated in our
participated in Center for
Focused Friday events
Entrepreneurship programs

2018-2019 A Year in Numbers

*2019 Student Census Data based on 1,234 student responses.
Woman of the Year
Huntsman student, Grace McGuire, was nominated for the 2019 NCAA Woman of the Year Award. McGuire, a goalkeeper for the USU soccer team, graduated in May, 2019 with her MBA, having previously earned her BA in Management. McGuire led all keepers a season ago by playing more than 1,400 minutes in goal and led the Aggies with 80 saves, the ninth-most in a single season in Utah State history. McGuire started between the posts in each of USU’s victories last season and ranks sixth in school history with a 1.13 career goals against average.

Established in 1991, the NCAA Woman of the Year award recognizes graduating female college athletes who have exhausted their eligibility and distinguished themselves in academics, athletics, service and leadership throughout their collegiate careers. In addition to her excellent academic record and athletic achievements, McGuire served as the Mountain West Conference’s NCAA representative for the conference’s Student Athlete Advisory Committee (SAAC). She interned in Washington, D.C. as a member of Representative Mia Love’s staff during the summer of 2017.
IMA Gold
The Institute of Management Accountants named the USU student chapter as a Gold Student Chapter, marking the 23rd consecutive year as a gold chapter.

BAP Superior Chapter
The USU student chapter of Beta Alpha Psi once again received a Superior Chapter designation, continuing the nation’s longest succession of Superior Chapter awards at 40 years.

PBL Wins

Multiple Wins at DECA
Six Huntsman students placed in the top 10 in their respective events at the Utah State DECA competition. Of those finalists, two of them, Dallin Malm and Matthew Swink, were awarded 2nd place in the International Marketing Competition.

Winning Team
For the second straight year, a trio of students from the Huntsman School won the state-level competition for the CFA Institute Research Challenge. The team of Tyson Clark, Kemerey Thompson, and James Huber advanced to the final round on the strength of their written research report, and then secured first-place honors with their verbal presentation on Pluralsight, an online education company based in Farmington, Utah. Overseen by the Chartered Financial Analyst (CFA) Institute, the Research Challenge is a global competition involving more than 5,000 participants from more than 1,000 universities each year. Working in teams, students gain real-world experience as they assume the role of research analysts and are judged on their ability to value a stock, write a research report, and then create a presentation on a buy, sell, or hold strategy surrounding the company’s stock.

Chapter of the Year
The USU student chapter of the Association for Information Systems (AIS), an international professional association for individuals and organizations that research, teach, practice, and study information systems, was awarded AIS Student Chapter of the Year – the highest award given to any AIS chapter.

Dr. David Olsen, the Management Information Systems Department Head, believes the student club provides immense value to students by bringing outstanding practitioners and leaders to the AIS speaker series and by offering technical presentations on cutting-edge technologies that give students a competitive edge. This substantial value is not missed by the leaders and students in the club. “AIS has really grown into a fantastic program over the last few years,” said Benton Smith, the Vice President of Events for AIS. “Members from all majors can listen to great speakers, learn technical skills, and participate in competitions. It’s really a great way for students to get involved, meet new friends, and learn some marketable skills.”

“I was determined to come. Logan is a bit of a drive from Orem, but I am so glad I did it! The wealth of experience and the energy of these amazing women was invigorating and truly motivating. So many of their words resonated with me and I truly I walked away with a greater determination to Dare Mighty Things!”

— Bernadette Bowler ’20, Executive MHR Program
Visitors from across the globe join the Huntsman Community every Friday for conversations about life, learning from failure, sharing in success, and finding happiness.

“Surround yourself with people that support what matters most to you, and then in return find people that you can support in what matters most to them.”
— Danielle Nielsen, on creating value

“Do the things that scare you the most. Try it at least once a month.”
— Tessa White, Former Senior VP of Hansen Capital at Vivint Solar

My first exposure to the world of business was at the age of 12 as the head warehouse maintenance director at my family’s feed and seed store. What that really meant was my dad telling me to sweep the warehouse every morning. What did I learn? I learned about profit and loss, customer service, all the real basics of running a business. I used a lot of those learnings when I was running that $23 billion enterprise at Nike.
— Charlie Denson, on his first job

“I was a recently divorced 23-year-old single mom when I started my first company out of my 10 x 10 room in my house with $23,000 that I raised from an uncle and my dad. That’s how I got my start. Super scary! I just wanted to feed my kids. I wanted to be their mom.”
— Amy Rees Anderson, on overcoming fear

Watch our Focused Fridays video playlist on our Huntsman School of Business YouTube channel.

We should not fear anything that comes before us. We should take the courage to step into that space and use the talents and ability that we have and take the opportunity to develop who we are and what we can become.”
— Gail Miller, on courage as a foundational quality

Surround yourself with optimistic people.

Fill your life, your soul, your being and your home with gratitude.

Practice.

Run a highlight reel of yourself each morning.
— Scott Watterson, co-founder and chairman, ICON Fitness, on advice for budding entrepreneurs

We’re human beings who are worthy of love, acceptance and respect. Let’s start from that platform first.
— Karith Foster, on accepting differences

“You better get on the rocket ship because the rocket ship is taking off!”
— Kortney Osborne, Qualtrics, talking about the pace of change

Do the things that scare you the most. Try it at least once a month.
— Amy Rees Anderson, on overcoming fear

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“Surround yourself with people that support what matters most to you, and then in return find people that you can support in what matters most to them.”
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Finding the Fun in the Challenge with Dr. Chris Corcoran

BY ANGIE LUCAS

What are the odds of achieving two significant life goals, plus a third honor you were never expecting, in the span of just a few months? has asked Dr. Chris Corcoran, a USU- and Harvard-trained statistician, who is having an incredible, if mathematically improbable, year.

First, Dr. Corcoran, who is also an avid hiker and trail runner, completed a 45-mile rim-to-rim hike at the Grand Canyon in one shot, which he says was both “really hard and really fun.”

Second, he assumed the role of Management Information Systems Department Head in the Huntsman School of Business, after 15 years crunching numbers in the College of Science, most recently as the Mathematics and Statistics Department Head.

And third, the weekend before he started his new job, he answered an unexpected phone call from Dean Doug Anderson—and learned he had been appointed the inaugural David B. Haight Endowed Professor of Analytics. The endowed professorship was one of five announced by the Huntsman Fund for Faculty Excellence in May, with the stated goal of attracting superior talent to USU.

Dr. Corcoran is committed to preparing students for a rapidly changing world, where we are “drowning in information and starving for knowledge,” he says. While Dr. Corcoran loves the classroom experience, he’ll be spending the coming year behind the scenes, building courses and programs that will boost the school’s capacity to rigorously train students in analytics and infuse them with the skills they need to succeed in the modern workforce.

“The technology we’ll be using 10 years from now may not even have been invented yet,” Dr. Corcoran says. “It’s essential for students to learn how to be adaptable, how to be flexible, and how to find solutions and apply them independently. Even soft skills like integrity, ethics, and problem-solving—these are just as important as the actual technical abilities.”

Whether leading a department, hiking the Grand Canyon, or preparing young minds for the future, Dr. Corcoran returns to one recurring theme: “It’s challenging and fun,” he says, “to introduce students to new ideas and watch them learn to successfully apply those principles on their own.”
With gratitude and appreciation, we say farewell to our Huntsman School friends and colleagues as they move on to the next chapters in their lives.

Suzette Alder  
Management  
Suzette touched the lives of hundreds of faculty and thousands of students during her 40 years at the Huntsman School. She will always be remembered for her attention to detail and selfless concern for others. She was often the first to arrive and the last to leave the building when something needed to be done or someone needed help. She always found the way to overcome seemingly impossible problems. Suzette’s warm smile and cheery personality will be missed.

— Jim Davis, Department Head, Marketing and Strategy

Barbara Baird  
Student Advising  
Barbara advised Business Administration, Marketing, and International Business majors in the Huntsman School for nine years. She believed the joy of advising was the on-one relationship with students. Barbara was paramount in the development of an advising structure that assisted students at State-Wide campuses, and she built strong relationships with advising colleagues across the state.

— Ruth Loveland, Director, FJM Center for Student Success

Guy Ballard  
Data Scientist  
Originally hired to help with the Huntsman School’s assessment and accreditation reporting, Guy Ballard not only helped the School through two rounds of accreditation cycles, but created a comprehensive CRM database from scratch, adding immeasurably to data-based decision making and forecasting. His rational and clear thinking and helpful attitude made him a favorite colleague.

— Dave Patel, Associate Dean

Kenneth Bartkus  
Marketing  
Ken is responsible for introducing the Huntsman School’s motto, “Dare Mighty Things.” He was passionate about undergraduate education and cared deeply for the students and his faculty colleagues. Examples of Ken’s legacy include his involvement in the Management Department and the numerous undergraduate student research presentations and publications he mentored.

— Jim Davis, Department Head, Marketing and Strategy

Ronda Callister  
China Program  
Professor Ronda Callister recently retired after more than 20 years in the Huntsman school. Ronda established a reputation as a caring, supportive teacher and mentor, regularly teaching international management and negotiation, and serving as an advisor or committee member for almost 20 graduate student committees or honors capstone projects. Her research focused on anger and conflict in organizations and also led to her serving as Principal Investigator on a $3M National Science Foundation grant that examined the career progression challenges of female faculty in STEM disciplines.

— Vijay Ramaswamy, Department Head, Management

Jeffrey Doyle  
Accounting  
Few faculty have had the impact that Dr. Jef Doyle has had on the School of Accountancy. A master teacher and researcher, with a candid comedic style, Jef inspired each of us to strive for excellence in all that we do. Jef set the bar high and expected all around him to do the same. He always understated his excellence. Few can say they are like Jef, but we all wanted to be.

— Chris Skousen, Department Head, School of Accountancy

Donette Sorenson  
Economics & Finance  
Donette Sorenson was a superb employee of the Huntsman School. She managed the financial and academic details of our China program for a number of years. Although her job was complex, her incomparable organizational skills, attention to detail, and love of the program created a highly professional and delightful work environment. We hope her retirement years are filled with joy.

— Frank Caliendo, Department Head, Economics & Finance

Alan Stephens  
Finance  
Alan Stephens taught 4 decades of business students in the Huntsman School. Alan specialized in corporate finance, investments, and real estate. As an instructor, Alan was organized, highly knowledgeable, and very demanding. Students had to work hard for a good grade, but they always knew they were in the hands of a real master. We know that Alan will find retirement a rewarding adventure.

— Frank Callenda, Department Head, Economics & Finance

Bonnie Villarreal  
Accounting  
Over the past 9 years Bonnie has been a visible difference maker for students and community members as an instructor, Beta Alpha Psi advisor, mentor, and leader with VITA. She has helped hundreds of students on the journey to success. In the words of former student Ana Gines, “Bonnie was the best mentor I could ever ask for.” I absolutely agree. She will be deeply missed.

— Chris Skousen, Department Head, School of Accountancy
The greatest teachers live forever in the hearts and minds of the students whose lives they touch. With a unique capacity for understanding the way the world works and for communicating that to others, they cultivate passion, curiosity, and a pursuit of excellence that ripple throughout generations.

The late Jon M. Huntsman was a master teacher and leader whose lifelong search for solutions to impossible problems and determination to lift others continues to inspire the leaders of tomorrow. The son of a teacher, Huntsman believed in the potential of people to do great things, famously comparing human beings to unborn masterpieces whose talents and abilities are recognized only after being tested. He knew firsthand the power of education to draw out the unborn masterpiece in every individual. “My grandfather was a teacher, and my father believed that great teachers played a crucial role in the lives of young people,” notes David Huntsman, son of Jon Huntsman and President of the Huntsman Foundation.

It was this belief in the power of great teaching that led to the announcement by Huntsman and USU President Noelle Cockett of the establishment of the Huntsman Fund for Faculty Excellence on May 1, 2019. The $15 million fund will support five endowed professorships initially, with many more professorships expected in the years to come.

“Huntsman believed in the potential of people to do great things, famously comparing human beings to unborn masterpieces whose talents and abilities are recognized only after being tested.”
Jon Huntsman envisioned creating a premier business school in the Intermountain West that would provide a world-class education at an affordable price. He recognized that such a goal would require a deep commitment of resources. The Huntsman Foundation has provided more than $55 million to USU to support scholarships and student programs since 2007 so that USU students could, in Jon Huntsman’s words, “compete with the best and brightest anywhere in the world.”

“The investment has paid off. During the last dozen years, every aspect of the Huntsman School has been completely rebuilt and professionalized with an eye toward creating programs that accelerate the potential of students. Huntsman Hall is a state-of-the-art learning facility, and programs like Huntsman Scholars and Development (SEED) broaden student perspectives with hands-on learning opportunities on a global scale. The new Fund will reinforce these efforts and compound the School’s rate of growth.”

— David Huntsman

“Great education is not inexpensive. It is produced in the knowledge, skills, and moral framework to go out in the world and be successful wherever they happen to be. My father was wise enough to realize that hiring top faculty was the key to that priority.”

The initial five professorships are named in honor of individuals who have made meaningful contributions in business and leadership. “We hope that our students will take inspiration from their lives to go out and dare mighty things in their own spheres of influence and in the arena of public and private affairs,” says Douglas D. Anderson, Dean of the Huntsman School of Business.

The initial named professorships include:

Karen Haight Huntsman Endowed Professor

Named for the devoted wife of Jon Huntsman and tireless supporter of education herself, this professorship will support a female faculty member in any department of the Huntsman School. A national search is currently underway to fill this professorship.

David B. Haight Endowed Professor of Analytics

Named for USU alumnus and Karen Huntsman’s father, this professorship will support the growing field of data analytics. Dr. Chris Corcoran, head of the Department of Management Information Systems, is the first incumbent of this professorship.

Speaking of his grandfather, David Huntsman noted that “[His studies at USU] completely transformed his life. He went on to be successful in business and in politics where he served as mayor of Palo Alto and, ultimately, he served as a member of the Quorum of the Twelve Apostles for The Church of Jesus Christ of Latter-day Saints. My grandfather would be an excellent role model and example for students to emulate.”

Harry M. Reid Endowed Professor of Research

Dr. Aaron Brough in the Department of Marketing and Strategy is the first incumbent of this professorship, named for the Senator and USU alumnus who remains a dear friend of the Huntsman family and passionate supporter of Jon Huntsman’s efforts to cure cancer. David Huntsman explains, “Outside of the Huntsman family, Harry did more to raise money for the Cancer Institute here in this state than any other single individual and for that, we will always be grateful.”

Stephen R. Covey Endowed Professor of Leadership

Named for the leadership guru and former Huntsman Presidential Chair in Leadership who passed away in 2012, this professorship will support a faculty member who will play a significant role in the Stephen R. Covey Leadership Center and in developing leadership as a key aspect of the School. A national search is currently underway to fill this professorship.

The Douglas D. Anderson Endowed Professor

This Professorship came as a surprise to Dean Anderson, who became aware of the official name only during the public announcement on May 1. The Huntsman family and President Cockett delighted in surprising the man who has committed his energies over the last 13 years to helping realize Huntsman’s vision for the School. “In the 130-year history of the business
At the heart of the Huntsman Fund for Faculty Excellence is the conviction that excellent faculty play a critical role in shaping students, scholarship, and the institution. Individuals who are deeply engaged in what they love inspire students and colleagues alike to redouble their efforts at personal and professional excellence. Truly excellent professors and the formative experiences they create for their students share some essential features in common.

Curiosity, Capacity, Passion

“To find the passion to sustain a full career as a member of the academy and as a professor at a university requires a combination of enormous curiosity for the subject and a passion that sustains and renews itself,” observes Anderson who, as a student at USU in the early-70s, was inspired by these traits in legendary economics professor Colin Criswell. He explains that Criswell was a “magnificent teacher who lit a flame within him. The only skill that will be relevant in 20 years is the skill to learn and apply new things.”

“Faculty excellence means setting a standard for our students, to demonstrate to them that we are willing to pay the price to stay at the forefront of our fields, and then to best share that knowledge by providing an outstanding classroom experience,” explains Chris Corcoran, the newly appointed David B. Haight Professor of Analytics.

In particular, Reed Durttschi’s engaging, interactive, humorous, and insightful discussion of markets, pricing, and macroeconomics inspired Anderson to pursue a PhD in Economics. “Dr. Durttschi flipped a light switch in a dark room. That’s what excellent teachers do—they illuminate a path for a student and help them discover the motivation to pursue it.”

Dean Anderson continued, “The question that still fascinates me is—how does the world work?” Professor Durttschi awakened him to the possibility that the study of economics could provide answers to this question, and the more he learned, the more he wanted to know. To Anderson’s surprise, teaching Introductory Economics to undergraduates at Harvard accelerated his own learning, and he was captured by the profession.

“The application of this principle extends beyond classroom success.

“Learning how to learn and ‘loving to learn’ are likely two of the most important intangibles for success,” explains Dr. Ben Blau, the George S. Eccles Chair Professor Blau. “‘Learning how to learn’ and ‘loving to learn’ are also devoted mentors who give generously of their time to listen, guide, and counsel with kindness and genuine concern for the student’s success. The mentoring efforts of Dr. Basudeb Biswas taught Professor Blau that success is about maximizing one’s potential, more than simply earning a passing grade. He recalls that Professor Biswas, who taught a variety of economics courses at USU, approached him one day after a test with a concern. Although Blau performed well on the exam, Biswas sensed a need to further discuss some of the concepts. He scheduled time outside of class each week to ensure that Blau had a firm understanding of the material.

“Excellent faculty bring students into the process and make them a part of it. They light a fire within them.”

“A college education is about learning to properly frame and solve problems and to innovate,” explains Professor Corcoran. “This requires student experiences that foster the ability to communicate and collaborate, and to have the confidence and ability to seek and find the best solutions, even those that may be novel or somewhat unfamiliar.”

Dean Anderson has observed that the Huntsman School’s best teachers are also some of the School’s best researchers, who engage students around their academic research by sharing new insights and perspectives in the classroom. They may also create opportunities for students to participate with them in their research and gain hands-on experience.

For Aaron Brough, first incumbent of the Harry M. Reid Professor of Research, the invitation to help one of his professors with a research project was an opportunity to experience intellectual curiosity and engage in critical thinking outside the classroom that proved critical to his future success. “That experience shaped my career choices, as I have really been focused on research in one way or another ever since,” says Brough, now a prolific researcher and sought-after expert in marketing.

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Excellent professors are also devoted mentors who give generously of their time to listen, guide, and counsel with kindness and genuine concern for the student’s success. The mentoring efforts of Dr. Basudeb Biswas taught Professor Blau that success is about maximizing one’s potential, more than simply earning a passing grade. He recalls that Professor Biswas, who taught a variety of economics courses at USU, approached him one day after a test with a concern. Although Blau performed well on the exam, Biswas sensed a need to further discuss some of the concepts. He scheduled time outside of class each week to ensure that Blau had a firm understanding of the material.

“Excellent faculty bring students into the process and make them a part of it. They light a fire within them.”

“A college education is about learning to properly frame and solve problems and to innovate,” explains Professor Corcoran. “This requires student experiences that foster the ability to communicate and collaborate, and to have the confidence and ability to seek and find the best solutions, even those that may be novel or somewhat unfamiliar.”

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“Just a relatively small investment of time can help to instill confidence in a student that will propel them toward fulfilling their potential.”

— Chris Corcoran

“I owe a great deal to Professor Biwara—not only for his excellent teaching both in and out of the classroom, but also for his example of setting expectations for students and then doing all he could to help his students reach those expectations,” says Blau, whose love for teaching and ability to inspire has made him a favorite among finance students.

“Just a relatively small investment of time can help to instill confidence in a student that will propel them toward fulfilling their potential,” says Professor Corcoran, whose math professor, Dr. Bob Heal, offered support and encouragement when Corcoran was seeking career guidance. Most importantly, Heal remained available whenever Corcoran needed advice, even after graduating from USU. “It’s no exaggeration to say that his generosity and willingness to visit with me changed the course of my life. The two men remained lifelong friends, and Corcoran even served as his department head before Heal retired.

Limitless Potential

“The enterprise we’re engaged in is essentially one of creating and enhancing human potential. That gets done with very talented and committed people, and so the most important strategic decisions we make are who to hire and who to promote,” explains Dean Anderson.

Excellent professors help students realize their potential. They have a unique ability to encourage a sense of mutual commitment to the learning enterprise, where students recognize that they own their education and that it’s a jointly created product between what they do and bring to the classroom experience, and what the professor brings to the classroom experience. “Professors must be respectful of the student role in that and be excited about helping students awaken their capacity to contribute to that process,” says Anderson.

Excellent professors also recognize that research and professional engagement are critical to the success of the institution because they have the potential to enhance the School’s reputation and attract a greater number of talented faculty and students.

“The importance of talent is unmatched and has profound implications,” says Professor Blau, who explains that an efficient labor market exists for talented individuals. Retaining high performing faculty requires a commitment of resources and produces benefits immediately. The Huntsman gift recognizes and seeks to address this challenge. By providing the resources necessary to attract and retain the best professors, as well as resources to support their research and teaching activities, the college creates an environment of excellence that will benefit both professors and students.

Professor Corcoran encourages his students to understand that tuition is only a small part of the cost of their education. “Our students have public and private partners who are also making an enormous investment in their education,” he says. “That is inspiring to me! Students and faculty need to continually strive to achieve great things, so that we can provide the highest return possible from this investment.”

President Cockrell predicts the Huntsman Fund for Faculty Excellence will be transformational for the School. “This is an extraordinary gift, fully in keeping with the vision and purpose of the School and of Jon Huntsman himself, for whom the School is named.”

“The Huntsman family’s generous gifts to USU over the past decade have enabled us to continue to create an environment of remarkable opportunities for our students, so that they can personally make their mark on the world,” says Dean Anderson. And this is only the beginning. “We believe it’s possible that this fund will double in size in the next 10 years. We intend that it will be an engine of growth for the school over the ensuing years and become a very powerful endowment.”

David Huntsman agrees. “It is my hope that this fund will help Utah State University recruit and retain talented faculty who can have an outsized impact on students for generations to come, and thereby contribute to our community and the world.”

Few faculty members exemplify excellence in teaching and thought leadership as well as Dr. Jef Doyle. Beginning in 2006, when he joined the faculty of the School of Accountancy and held the George S. Eccles Chair in Capital Markets Research until his retirement in 2019, Dr. Doyle served with distinction in the classroom and in his field. He was recognized as the USU Teacher of the Year, Huntsman School Teacher of the Year, Researcher of the Year, and was selected to serve a one-year appointment as the Faculty Research Fellow at the Financial Accounting Standards Board (FASB), which establishes the standards of financial accounting that govern the preparation of financial reports by non-governmental entities. This highly selective position is awarded to one academic annually from across the country. Perhaps more importantly, Jef’s classes were consistently recognized by his students as the most difficult, yet the most rewarding. “It was an honor to work with Professor Doyle,” stated Dr. Larry Walther, Senior Associate Dean of the Huntsman School, and the former head of Accounting. “I only wished I had chronicled his daily nuggets of wisdom shared in countless hallway conversations. We would have made a great book. I know his students benefited from his wisdom and I have come to respect and admire him as my mentor. I am truly grateful to the Huntsman School for this gift. It will help us attract and retain the best professors, as well as resources to support their research and teaching activities.”

“Just a relatively small investment of time can help to instill confidence in a student that will propel them toward fulfilling their potential.”

— Chris Corcoran
“Every behavior in daily life involves a kind of tradeoff,” says Dr. Sepideh Raei, Assistant Professor of Economics. “If I can help students borrow this economic model and see it everywhere, it can help them see their way better around the world.”

In fact, the tradeoffs she’s made in her own life are what brought Dr. Raei to the Huntsman School of Business. Drawn to Biomedical Engineering as an undergraduate student for the programming and mathematical rigor, Dr. Raei felt like an essential component for her was missing. After graduating, she made a major life change and pursued an MBA at Sharif University (2011) where a finance professor helped her realize that the economy is the backbone of everything. Eager for more hands-on experience, Raei and her husband, Dr. Pedram Jahangiry, also a new hire in the Department of Economics and Finance at USU, started a successful and fast-paced trading business. But after two years of trading, she was still deeply curious about economics and also missed the dynamic nature of the academic environment. She exchanged her trading desk for graduate school and earned an MA in Economics from Simon Fraser University (2013), and a PhD in Economics from Arizona State University (2018).

She considers the tradeoffs she’s made to be trade-ups. “One benefit of working in the academic environment is the flexibility to pursue a wide variety of research topics,” says Dr. Raei, whose research interests include microeconomics, public policy with an emphasis on the relationship between tax policies and behavior.

“Another trade-up is being able to work with students. “To have the feeling that you’re actually guiding students, this mentorship feeling, that I have sometimes with my students—that’s really satisfying. And it’s hard to get such a thing in nonacademic work,” says Dr. Raei, who makes the success of her students a priority. She helps her students understand the placement of concepts within what she considers to be all areas of their lives to learn to think more critically and gain a deeper world view. And because many of these students are first or second-year students and from non-economic disciplines, she believes that helping them understand expectations and establish structured study habits is a crucial investment in their academic success.

Even though she’s only been at USU for one year, many of Dr. Raei’s students cite her as their favorite professor. Several students have switched their majors to economics after being surprised and delighted by her Principles of Macroeconomics course. She’s happy to be able to recruit bright young minds to the field she loves. “I had my share of bad and good teachers. I know how daunting it can be to teach a subject. Teaching is how we leave our mark on the world.”

**A High-Yield Investment in Students**

**DR. SEPIDEH RAEI**

As a fresh PhD graduate, Dr. Pedram Jahangiry landed his dream job heading up a research team in the Financial Modeling Group at BlackRock in New York City. That is, until he joined the Huntsman School of Business in 2018 as a Visiting Professor in the Department of Economics and Finance and experienced the fulfillment of helping students develop the skills to pursue their passions and change the course of their lives.

“Working in academia gives me the opportunity to implement industry knowledge and transfer it to students as well, and that brings a lot of opportunities,” says Dr. Jahangiry.

One opportunity is how much he can learn from students’ unexpected questions and fresh perspectives. These challenge him to further explore and apply new ideas in his personal research and continuing industry practice, and any new discoveries he makes in his trading strategies are in turn shared back to his students. He has found this process both constantly engaging and deeply satisfying.

Because of his trading experience, Dr. Jahangiry knows what employers are looking for and welcomes the opportunity to help his students prepare for the professional demands of the finance industry. A key aspect of helping students appear attractive to prospective employers is giving them the tools that top employers value most. “Finance is the future of the industry,” says Dr. Jahangiry. Because coding and the ability to work comfortably with data and technology are considered essential skills, he insists that students in his Introduction to Econometrics classes learn basic computer coding language. He has also designed an Advanced Applications in Machine Learning course as a more in-depth study of coding and analysis of large financial data sets. He believes this will help ensure that students interested in financial trading are immediately prepared to embrace their responsibilities as new hires in modern finance.

Perhaps the most rewarding part of the job for Dr. Jahangiry is the opportunity to shape students’ lives by exposing them to professional possibilities and challenging them to invest in their learning to prepare for the future. “The fact that I can help students now is priceless,” he says. “When I worked with a student who presented his final project from our class to Wells Fargo and then was offered a job there. He told me he’s the first member of his family to have such an opportunity. This is what motivates me to push more, to put forth more effort—the ability to make an impact on students’ lives.”

Dr. Jahangiry and his wife, Dr. Sepideh Raei, also a new hire in the Department of Economics and Finance at USU, are impressed by the support and encouragement of their colleagues, the maturity and work ethic of the students, and the notable focus on building people and students within the Huntsman School.

Dr. Jahangiry holds a PhD in Economics from Arizona State University (2017), an MA in Economics from Simon Fraser University (2011), and an MBA from Sharif University (2013). His research interests include mortgage modeling, empirical asset pricing, and factor models.
The Cost of Being Ignored: Emotional Exhaustion in the Work and Family Domains

Ostracism in the workplace is a problem that flies under the radar in most organizations, but can have harmful effects on both the employee and the employee’s family, according to new research led by Dr. Meredith Thompson. In fact, when someone feels ignored or snubbed by work colleagues, the impact can be even more detrimental than that of an abusive supervisor or sexual harassment. Two-thirds of research respondents said they had experienced some form of ostracism in the workplace, such as being ignored by co-workers or involuntarily sitting alone in a crowded office lunch room. Of those, 68 percent acknowledge that flies under the radar in most organizations, but can have harmful effects on both the employee and the employee’s family.

According to UK corporate tax returns data, the ratio of taxable profits to total assets reported by foreign multinational subsidiaries is one-half that of comparable domestic companies. The majority of the difference is attributable to the fact that a higher proportion of foreign multinational subsidiaries report zero taxable profits. The estimated difference is related to profit shifting, and that difference is much smaller when using accounting data.

Comparing UK Tax Returns of Foreign Multinationals to Matched Domestic Firms

At work, are an individual’s skills or an individual’s relationships more important? In reality, a person’s skills and their relationships are inseparable and interact to contribute to the development of star employees. The expertise of star employees draws in others, helping to create a powerful network of relationships that can magnify their influence. On the flip side, the same network of relationships, if not properly managed, can undermine a star’s ability to continue to learn. We consider the ways in which a person’s knowledge, skills and abilities interact with their network of relationships and provide insights into how these interactions evolve over a person’s career. Our framework helps managers leverage the talent potential of their brightest employees by managing the dynamic relationship between human and social capital.

Global talent management: A Life Cycle View of the Interaction Between Human and Social Capital

Are CEOs actually more “type A” than the rest of us? This research introduces and validates a new personality measurement process that could potentially find out. Combining machine learning with text analysis techniques, the measurement tool assesses the Big Five personality traits of CEOs by focusing on how these CEOs communicate with external stakeholders. “The theory behind the new tool,” said Thurgood, “is that if a person’s personality affects their actions, how they think, how they speak, how they handle risk, etc., then certainly personality traits will affect what they do in executive roles, and we can pick up on this by examining their conference calls with shareholders.” Using a sample of more than 3,000 CEOs at S&P 1500 firms, the study shows that the CEOs’ Big Five personality traits (i.e., openness, conscientiousness, extraversion, agreeableness, and neuroticism) have a meaningful impact on the firm’s strategic change actions, both in isolation and in response to situation-based factors, such as the firm’s recent performance. Their measurement tool provides a foundation for future studies on the effects of executive personalities’ impact on companies by overcoming the challenge of being able to accurately measure executives’ underlying personality traits.
The Business of Saving Lives

In the summer of 2018, a small group of Utah State University students prepared for a very special graduation ceremony. Only they were thousands of miles away from home. There were no caps and gowns. And they weren’t the ones graduating.

These USU students had just completed the first semester-long internship in the Dominican Republic enabled by a new partnership between the Jon M. Huntsman School of Business and Operation Underground Railroad (O.U.R.), a nonprofit that assists governments around the world in rescuing victims of human trafficking, with a special focus on children. The USU students’ internship involved working with individuals O.U.R. was supporting in aftercare to teach them entrepreneurial skills that would help set them on a path toward independence.

“Teaching entrepreneurship to people in developing nations, that’s not a new concept. What was different about the Dominican Republic was that the people we were teaching had survived these horrific situations,” said Michael Scott Peters, one of the first students to complete the internship with O.U.R. and watch the survivors he’d taught graduate from their training.

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Facing the facts about human trafficking. At this very moment, tens of millions of people around the world are being subjected to the unthinkable indignities of human trafficking, which often involves sex trafficking. In India, Thailand, China, Russia, Mexico, Cambodia. Even right here in the United States of America. In fact, all over the United States of America.

It’s a situation that O.U.R.’s founder Tim Ballard became all too familiar with as a U.S. Department of Homeland Security investigator involved in rescuing children from trafficking in Latin America. His rescue missions were complicated by laws that prevented his team from saving children who weren’t directly connected to the U.S., which meant walking away from too many kids in desperate need of rescue. Ballard realized that he could save far more children and also facilitate their recovery if he started his own private organization for those purposes. So he founded Operation Underground Railroad in 2013.

O.U.R.’s team, which includes former CIA agents and Navy SEALs, among others, has already rescued over 2,800 survivors from trafficking and assisted in the arrest of over 3,500 traffickers in 23 countries, including the U.S. But pulling someone out of slavery is just the first step toward freedom, and the road to recovery can be a complicated one. That’s especially true in situations where family members may have sold someone into slavery in the first place, and there’s no safe home to return to.

Building a life of independence. To help support the best possible outcomes for victims, O.U.R. provides safe housing and essential rehabilitation in carefully selected private orphanages and aftercare facilities. Those in O.U.R.’s care count on food, shelter, and mental health therapy in a safe, secure environment. O.U.R. can also assist individuals with returning to school or finding work based on their interests and aptitudes.

“What we’ve found is that if victims don’t have the skills to create a livable income, up to 80% are sexually exploited again after leaving aftercare. This could be because after years of listening to their traffickers’ lies, that’s all they know and all they believe they’re worth,” said Tyler Schwab, O.U.R. Aftercare Assistant, “It’s clearly not true, but when someone has been exploited for so long, they remain vulnerable to others who would abuse and objectify them for financial gain.”

It was a close call for Mindy and her mother, both victims of trafficking in Central America. Mindy was just seven when her father started sexually exploiting her. Her mother had already been forced into a life of exploitation in a treacherous red-light zone, where Mindy was eventually trapped and violated as well. After a time, her mother found an O.U.R.-supported aftercare center that eventually helped both of them find freedom far from the traffickers who had abused them. This involved Mindy’s mother participating in 12 weeks of classes on how to create her own small business, which helped her take positive steps in a new direction.

Students empowering students. Thanks to a new partnership with the Huntsman School’s Small Enterprise Education & Development (SEED) Program and the nonprofit, Mentors International, O.U.R. has added entrepreneurial training to the list of ways it can instill confidence and hope in those who need it most. In the fall of 2017, O.U.R. teamed up with SEED in Lima, Peru to provide entrepreneurial education to victims interested in starting their own small businesses and also partnered with Mentors International to provide funding where appropriate.

“If victims don’t have the skills to create a livable income, up to 80% are sexually exploited again after leaving aftercare.”

— Tyler Schwab, O.U.R. Aftercare Assistant

Every semester, a growing number of qualified USU students apply for this life-changing internship opportunity, but only a handful are selected. Those accepted begin by spending a semester in intensive training on entrepreneurship and cultural studies with the SEED Program. The following semester, they put their expertise to work alongside O.U.R. in the Dominican Republic or Peru (with more countries to come next year)—or with other partner organizations in countries like Ghana, the Philippines, Peru and Guatemala. These students’ efforts have already proven to reduce poverty, increase self-sufficiency and improve standards of living for those in dire need.

“Race of survivors have been covered to protect their identities.”

— Faces of survivors have been covered to protect their identities.
“On average, household income doubles after individuals work with our SEED interns and the Mentors International team to get consulting and funding help.”

—Dr. Mike Glauser, Director of the USU Center for Entrepreneurship

Business as a force for good.

“In the corporate world, companies compete with each other, copy each other’s products and services, and fight for market share. Some nonprofits do, too. But we believe we can create more effective solutions by tracking existing infrastructures and establishing partnerships that allow us to do our work as well as the best for the greater good,” said Glauser.

That’s exactly what O.U.R., the SEED program, and Mentors International are doing together. But none of these organizations could do it without support from individuals and organizations like the Malouf Foundation, the charitable arm of Malouf corporation, which has partnered with O.U.R. to fight child exploitation since 2017.

“We’re taking a holistic approach to being a good, responsible company that makes a difference in the world,” said Luke Neeley, philanthropy and communications director at the Malouf Foundation. “Of course, we’re a business, so it takes profits to keep the lights on and make all of this possible. But through our business, we’re positively impacting the lives of those who have been trafficked, abused, or exploited, and also looking out for the planet through our supply chain and sustainable products.”

Led by USU graduates, Malouf is an example of an organization so devoted to doing good that it’s working toward becoming a Certified B Corporation, a new category of business that considers purpose and profit side by side. Fewer than 3,000 companies have earned this esteemed badge of social responsibility so far. But it’s a decision that aligns with the times—and particularly when the majority of the workforce is made up of Millennials and Generation Z.

A generation of change-makers.

According to the Deloitte Global Millennial Survey 2019, almost half of Millennials (born between 1983 and 1994) and members of Generation Z (born between 1995 and 2002) and members of Generation Z (born between 1995 and 2002) are drawn to “making a positive impact on their communities and society.” They want organizations they work for and spend money with to have values that align with theirs, and to prove that they’re helping to solve the world’s problems. This synchs up well with feelings shared by USU SEED interns who have worked alongside O.U.R. and Mentors International.

“College can sometimes be a selfish time in our lives. It can feel like it’s all about my schoolwork, my career, my problems. I loved forgetting about myself and just going out and helping other people through the SEED Program,” said USU junior Marissa Barlow, an outdoor product design major who started Nani Swimwear while still in high school. Barlow had such a meaningful experience during her first SEED internship in the Philippines in 2018 that she paid her own way to participate in a second SEED internship in the Dominican Republic with O.U.R. in 2019.

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— Deloitte Global Millennial Survey 2019

USU believes that everyone can benefit from entrepreneurial skills, so the SEED program is open to all USU students. More than 300 students (about 100 per year) representing 50+ majors have participated so far, with nearly half of participants coming from non-business majors. That has included pre-med, graphic design, psychology and music majors, among many others, and even select students from other Utah-based universities.

“Not only do you not need a business background to participate, but it’s actually not an expensive internship,” said Josh Evans, a recent SEED intern, “Thanks to funding from donors to the SEED program, this opportunity actually costs less than a semester of school.”

Better outcomes for everyone involved.

“We tend to hear two things from students who participate in this program,” said Glauser, “First, they realize that they’ve absolutely won the lottery in terms of the circumstances they landed in on earth. And second, they realize there are lots and lots of needs in the world that they knew absolutely nothing about and that they want to do something about.”

Jessica Mass, International Director of Aftercare at O.U.R., has been doing something about human trafficking for much of her 18-year career in the nonprofit sector. And she attributes it all to a four-year developing strategic aftercare partnerships for O.U.R. in over 20 countries. Jessica has seen teenage girls come into O.U.R.’s care with children of their own due to having been trafficked. So the education and professional training that O.U.R. SEED and Mentors International offer have the power to not only improve survivors’ lives but to provide for their children’s too.

One young victim told O.U.R. that there was no hope for her, and that the only way she’d ever be able to survive and feed her children was at the hands of traffickers. Jessica told her O.U.R. would support her in finding a better path, and the young woman was so determined to try that she got up at 4 a.m. every day and took several buses to get to the 12-week business classes. O.U.R. was there when she graduated from the program. They were there to help her buy what she needed to start her own store. And they were there when she decided to go back to school and take her administrative education even further.

“She said, that to her, the beauty of it all was that it wasn’t just her life that had been changed. Her children’s lives were also forever changed. The cycle of slavery had been broken, and no trafficker could prey on the fact that she didn’t have enough money for her family’s basic needs,” said Mass. “This is about holistic healing and empowerment. It’s about teaching survivors they’re not victims for life and that we’re here right there with them as they gain the skills they need to provide for themselves and their families. We may give them the tools, but they’re the fighters, the survivors—the ones who have the power of there’s any hero in this, it’s the survivor.”

USU students are being changed for the better as well due to SEED’s partnership with O.U.R. and Mentors International. “I’ve learned way more in the last three months than I’ve learned in any class in my three years of college so far,” said Bannon Greer, a spring 2019 SEED intern in the Dominican Republic, “It’s a completely different story when you’re applying these concepts in the real world and seeing how they work with real people in real situations. And just as we’re mentoring people and cheering them on as they go, they’re helping us reinforce these business principles and gain confidence along the way.”

One principle this partnership embodies is the power of business as a force for good. For corporations, that can mean giving a percentage of profits a newfound purpose. For SEED students, it can mean greater awareness and confidence, and a head start on a meaningful career. And for victims of human trafficking, that can mean a whole new life of freedom and self-reliance.

Visit huntsman.usu.edu/seed to learn more about the USU SEED program and its partners.
Dream Big

Isela Phelps went from speaking one word of English when she arrived in the US to earning two degrees from the Huntsman School. Here’s her incredible journey, in her own words.

“I arrived in the US from Mexico on May 10, 1990. I was 14 years old. At the time, I spoke one word of English: Hamburger!”

During the Spring of 2017, a colleague approached me about a new master’s program that was made available online by the Huntsman School of Business. As an on-campus employee at Utah State, I could take both online and on-campus classes. Intrigued, I figured, “sure, why not? Let’s try it!”

Let me take you back a few years, 27 years to be exact. I arrived in the US from Mexico on May 10, 1990. I was 14 years old. At the time, I spoke one word of English: Hamburger! I learned it on the plane from California to New York. Yes, it proves one thing, my life revolves around food!

Shortly after I arrived, I had two jobs: one as a sewing worker, and another delivering newspapers. I delivered newspapers from 3:30 a.m. to 7:30 a.m., and then went to the factory to sew blankets from 8 p.m. to 6 p.m. I was living the American dream, working, earning money, and not suffering as I was suffering back at home. We had food, so much food. If we wanted to eat steak every day, we could. Back at home, we had steak maybe once per month! I was having the time of my life and in a sense, I was progressing. However, my heart yearned to be like all the other teens around me. I wanted more for my future than working 4 a.m. to 7 p.m. I wanted to learn the language and get a good job that didn’t require me to work on a sewing machine (I am terrorized of those monsters!).

The following year, I begged my mom to let me go to school. I didn’t know what I was asking of her at the time. I was only thinking of me, and not the sacrifice that it meant for her and for my aunt. After a little convincing, she registered me in school. Why did I even have to ask? Simple, you come to the US to make a better living. If you work, you are earning money. No work, no money. One less person working at home meant less money. It was a sacrifice for my mom since she now had the responsibility to support me and my dreams of going to school. A roof over our heads is expensive, food on the table is expensive, clothes are expensive, books... all of that meant someone had to pay for it.

The first two years of high school were rough. My knowledge of the English language was subpar, to say the least. I was placed in ESL classes for all my courses. It was humbling on many levels. Not only did I not know the language, but the only thing that I could do without having to translate was math. All the other subjects took me forever to get through.

Over the next few years, I became the number one consumer of Folger’s Coffee in Queens, New York. I slept probably an average of three hours per night. I would read my assignments, translate them with a dictionary, read them again, write them in Spanish, then translate them back to English. A lot of the time, my mom would fix me breakfast and she would find the pot of coffee in my room, my books all over my bed, and mountains of paper. I watched TV and listened to the radio only in English, which was a hardship at home as we didn’t understand what we were watching, but my family knew that I had to immerse myself in the language.

Senior year arrived, and I realized that I had nothing to put on a college application. I had dedicated every spare moment of my life to learning the language. I hadn’t had the time to do anything else beyond studying for my classes. School was my full-time job, however, I knew that if I wanted a chance at college, I had to show more than my ability to study. I made it a point to join as many clubs as I could, and I enrolled in a couple of concurrent classes. Then I met with my counselor. I came out of that visit with a heavy heart. It turned out that you needed money—a lot of money—to go to college. Money that we didn’t have. I went home and I cried. Why didn’t my hard work count? Why did my grade point average and my dedication amount to nothing in the eyes of an institution? It was a sobering moment.

But then something wonderful happened. I met some amazing people. One lady in particular saw my potential and decided to give me a shot.

My college years were great. I loved academia! I applied to many colleges, including Baruch College, a well-known community college, and I got in! My declared major was computer science. I didn’t even have a computer at home!

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My college years were great. I loved academia! I loved learning new subjects and discovering new worlds. I became involved in clubs and even became an officer in the Golden Key National Honor Society, where the team of officers became my family and my advisor became my mentor. Together they taught me that there are people out there willing to help you, without wanting anything in return. Judith C. Protas made my entire academic career possible!

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But then something wonderful happened. I met some amazing people. One lady in particular saw my potential and decided to give me a shot.

“Then I met with my counselor. I came out of that visit with a heavy heart. It turned out that you needed money—a lot of money—to go to college. Money that we didn’t have. I went home and I cried. Why didn’t my hard work count? Why did my grade point average and my dedication amount to nothing in the eyes of an institution? It was a sobering moment. But then something wonderful happened. I met some amazing people. One lady in particular saw my potential and decided to give me a shot.”

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LARZETTE HALE Scholarship in Accounting

Dr. Larzette Hale served as the head of the School of Accountancy at USU for more than 13 years. Former Diocletian CEO Jim Gujaily, one of the hundreds of students Dr. Hale influenced in her long career at USU, noted that it was in her accounting class that he learned what excellence and putting in a full effort really meant. Those were lessons he carried throughout his life.

Larzette Hale lived an incredible life, filled with many firsts. She was the first African-American woman CPA to earn a PhD in Accounting in the US, first African-American female department head of accounting in the US, first African-American to serve as national president for Beta Alpha Psi, and first African-American appointed to the Utah Board of Regents. She also served as the president of the American Woman's Society of CPAs.

All this from a woman who was placed in an Oklahoma orphanage at age 11, where, during her teenage years, she was mentored by the orphanage’s accountant, who inspired her to choose accounting as a profession. She graduated from Langston University when blacks were not allowed to enroll in Oklahoma’s state universities. She graduated summa cum laude with her B.S. degree in business administration and secondary education in 1937. When she sat for the CPA exam in 1951, she was told to sit in the back of the room and was not allowed to use the lunchroom. But none of that stopped her.

In her honor, the Huntsman School has established the Larzette Hale Scholarship. We encourage you to honor this incredible woman and support this scholarship.

huntsman.usu.edu/give

ANNOUNCING THE

There are many people you will encounter along your journey who will doubt you, or make you feel less because of where you came from. But for every one of those people, there are five others out there cheering for you. Focus on those who cheer for you.

For two years, I went to school and worked full-time. In the very early hours of the morning, I ran my heart out so I could have the stamina to meet all of my demands during the day. During those two years, I ran a total of six marathons and ran over 3,500 miles. My master’s degree is a culmination of a life-long dream. Formal education for people from my socio-economic background is not a given. It is a privilege that not many of us get. I am blessed to have been given the opportunity to follow my dreams. Making my dreams a reality would not have been possible without the many sacrifices from my family. My mom, who cared for me when I was 15 and gave me the chance to enroll in high school. My grandparents, who took me in as their “pilon” and raised me when my mom left to make a better future in the United States. Without my abuelitos, I wouldn’t be the person I am today. Hard work was part of our daily life. My hubby, who cared for our children when I was studying or out running to save my mind from insanity. Knowing that my children were taken care of and provided for while I followed this crazy dream gave me peace of mind. My children, who babysat our little rainbow baby so that I could study. My 14-year-old daughter, who became my helper at home. She cooked, she cleaned, and did the dishes without being asked. She simply saw that it needed to be done, and she did it. My son, who has shown me almost every day of his life what hard work and dedication looks like. My little toddler, who was barely a few months old when I enrolled in my master’s program. She brought me joy and peace whenever I needed it. Her hugs and love made every hard day at work and school disappear. And last, but not least, my community of supporters, ranging from friends to teachers to mentors.

I don’t know what the future holds for me. All I know is that if you really want something in life, you can achieve it if you put forth the work. There are many people you will encounter along your journey who will doubt you, or make you feel less because of where you come from. But for every one of those people, there are five others out there cheering for you. Focus on those who cheer for you. Most importantly, do not doubt that you can accomplish something. It may take you years to accomplish, but as long as you make progress towards that goal, you are winning in my book. Here I am, proof of what you can do anything! Because if I can do it, I know you can too!

Judith, as you look down from heaven, know that your investment paid off. I didn’t fail you. You took a chance and I ran with it!
On May 3, 2019, 917 undergraduates and 272 master’s students were recognized for earning their degree from the Huntsman School of Business. Graduates came from as near as a few blocks away in Logan to faraway places in China and the Middle East. Graduates heard from Dean Douglas Anderson and Valedictorian Jacob Wilcox, who earned a perfect 4.0 GPA in Economics & Finance. Aggie Ice Cream was served after the ceremony, and proved to be a popular treat on a warm May day.
We want to celebrate life’s moments, milestones, and achievements with you!
Send your alumni news update to huntsman.editor@usu.edu

98 Years Young
Lila Watterson ’44, Accounting, celebrated her 98th birthday surrounded by family. Lila is the first female graduate in accounting at USU and speaks fondly of her time on campus and especially remembered professor V.D. Gardner. She majored in accounting because she could add up rows of numbers very quickly, was good at math, and enjoyed tracking where every penny went, and how every penny was spent. She used her natural abilities with numbers to work for First Security Bank upon graduation. Later, she became the first employee of ICON Fitness, initially known as Wells Elder Gary Stevenson, a member of the Quorum of the Twelve Apostles of The Church of Jesus Christ of Latter-day Saints, was a co-founder of that company. As he noted, “When we formed Wells, which was the predecessor company to what is now Icon Health and Fitness, it’s beginnings were rather humble without an office or even a phone line. We set up shop in Scott Watterson’s home, and without any forewarning, even published the Watterson home phone number on our first business cards. With this, Lila Watterson unwittingly became centrally involved in the business as we were now operating it in her home with business calls coming to her home phone line. Her kind spirited reaction, cheerful attitude, and supporting smile are an indication of who she is and give a small insight into many of her remarkable and admirable attributes.”

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Dr. Diego C. Vélaz ’77, works at OA Consultants as a Director
Karl Benson Ward ’74, is the Senior Vice President of Zions First National Bank
Ronald Dee Weeks ’75, is the President of Prosperity Economics Group
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Kumar Sundarwanjan Colombo ’83, works at Merrill Lynch & Company Inc. as a Director
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Isa R. Lindsey ’86, is a Production Control Manager at Ball Corporation
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We were all changed by our global experiences facilitated by the Development of Kiribati sent their first set of interns this last summer semester to the island of Tarawa. Huntsman students Jessica northeastern Africa. Their time abroad shaped them to have a global focus and mission to launch small businesses in Kiribati that will be the new focal point of the Small Business Development Center. From these graduates, 12 Kiribati women were selected to receive small business loans allowing them to buy not have been possible without the skills we learned at Utah State and the connections made while attending the Huntsman School of Business.

The nonprofit named Kindling Kiribati: The Small Business Development of Kiribati sent their first set of interns this last summer semester to the island of Tarawa. Huntsman students Jessica Irene and Toph Cottle helped over 150 women graduate from a tailored business curriculum. From these graduates, 12 Kiribati women were selected to receive small business loans allowing them to buy things like sewing machines and cooking equipment to start their own small businesses and provide for their families. “We were all changed by our global experiences facilitated by the Huntsman School. We hope not to help the Kiribati people become self-sufficient but also to provide an opportunity for more students to be molded into globally-minded individuals.”

To follow along with Kindling Kiribati’s journey or help grow the program, please visit www.kindlingkiribati.org
After rediscovering her love of running with the help of dear friends, Becky has tandem biked thousands of miles with her husband, Steve. She is passionate about advocating for people with disabilities and has conducted numerous trainings to schools, corporations, and community meetings. She was recognized with the 2013 National Mother of Achievement Award, and her book, Look Up, Move Forward, was published in 2016. She has tandem biked thousands of miles with her husband, Steve. After rediscovering her love of running with the help of dear friends who serve as her guides, she has run eight marathons including the NYC Marathon and Boston Marathon twice. In 2016, she was a part of the 2015 National Mother of Achievement Award, and her book, Look Up, Move Forward, was published in 2016. She has tandem biked thousands of miles with her husband, Steve. 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Chandler Meyer graduated in 2017 from the Huntsman School with her degree in Marketing. After working for a year at Huntsman as an undergraduate recruiter, she decided to go back to school to complete her master’s degree. She graduated in May with her Master of Human Resources and is thrilled to be starting her next adventure as a program coordinator for the executive MBA program at the University of Utah. Chandler’s husband, Rett, also a proud Aggie, graduated this May, 2019, as a Maga Cum Laude in Exercise Science. He is attending dental school at the University of Utah.

Rachel Cortrell graduated with a degree in Marketing in 2013. A Missouri native, she has stuck around Logan, Utah for almost a decade since coming out to Utah State and now considers Cache Valley “home.” Her husband, Josh, another USU grad, shares her passion for entrepreneurship and together they run several businesses from their home, including The Bloom Design Company, which is Rachel’s passion project. She offers graphic design and marketing services to fellow creative mamas looking to start, market, and grow their side hustles while prioritizing their families during the early seasons of motherhood. Rachel draws frequently on the marketing and sales education she received in her last few semesters in the Huntsman School. Rachel and Josh have twin boys, Hank & Cory, who turn three in September.
Wayne Niederhauser, who earned bachelor’s and master’s degrees in accounting from the Huntsman School, was recognized with the Professional Achievement Award for a lifetime of public service to the State of Utah.

A certified public accountant, small business owner, and real estate developer, Niederhauser left a mark on Utah as a member of the state legislature, including serving as the president of the state senate from 2013-2019.

He and his wife Melissa, also an Aggie, are deeply engaged in their community and take as many opportunities as possible to enjoy the great outdoors.
A Life of Meaningful Service

was on his mind when 14-year old Steven Snow walked out of an attorney’s office, relieved of the crushing burden of financial liability.

BY JAIME CALIENGO

This was the moment he determined he would spend his life helping others, and that desire propelled him into a life full of the unexpected.

“I’m a firm believer that you grow where you’re planted,” laughs the St. George native, who says the secret to success is simple. “Show up and pay attention. Look for opportunities to help, and when you have success, share the credit. That’s how I’ve tried to live my life and it’s always made a difference.”

After serving a mission for the Church of Jesus Christ of Latter-day Saints in Germany, Snow studied Accounting at USU (“74), where dedicated faculty gave him the tools he would later need to run a successful business. He earned his juris doctorate from BYU (“77) and, together with his friend David Nuffer, opened Snow Nuffer law firm in St. George in 1979, which grew to employ 30 attorneys across the state. Being able to provide the same kind of relief to his clients that he had once needed brought him a lot of satisfaction.

As his professional reputation grew, Snow became increasingly engaged in civic service, as Chairman of the Utah State Board of Regents, Chairman of the Western States Commission of Higher Education, Chair of the Grand Canyon Trust, and serving on President Barack Obama’s Advisory Council on Faith-Based and Neighborhood Partnerships.

Amid these demands, he served in the Church as a bishop and stake president, president of the California San Fernando Mission, and Area Authority Seventy of the Utah South Area. He credits his good partners at Snow Nuffer for giving him the needed support to make such service possible.

He retired from law in 2001 to serve full-time as a General Authority Seventy, first as President of the Africa Southeast Area in Johannesburg, South Africa, and later as Executive Director of the Priesthood Department and in the Presidency of the Seventy. Elder Snow, as he is now called, has embraced each new opportunity in his life with unquestioning gratitude and a will to succeed.

“We do the best we can in whatever we’re asked to do. Leaving my law practice at 51 and moving to Africa was not in my wildest imagination. I was just reaching the most productive years of my practice, but I wouldn’t have wanted to have missed that. It was fantastic!” recounts Elder Snow, who retired in August 2019 as Church Historian and Executive Director of the Church History Department, where he served since 2012.

A lifelong devourer of history books, he believes historical stories can inspire and uplift people. “When we learn about others’ accomplishments and struggles and see what they did to overcome those, it makes us more able to face difficult challenges,” he explains.

Of the many projects he directed during his tenure as Church Historian, he’s most proud of Saints, a four-volume narrative history of the Church that he believes has the power to influence many people over time. He is grateful to his team of more than 250 professional historians for their efforts to contextualize and clarify Church history. “We’ve tried to interpret those stories from a faith-based perspective,” says Elder Snow. “History is a great tapestry woven with threads of dedication, faith, courage, sorrow, love, and joy. We need to step back and enjoy the beauty of the tapestry.”

He considers kindness one of the most important threads of his personal tapestry.

“My paralegal of 19 years once said the epitaph on my grave would read, ‘He Was a Nice Guy.’ That’s a pretty good epitaph,” he laughs. “Above all, you need to be as nice as you can. Kindness and humor can solve most problems.”

“Above all, you need to be as nice as you can. Kindness and humor can solve most problems.”

“A few months earlier, a glossy ad in the Saturday Evening Post had caught his eye. For a penny, he joined the Columbia House Record Club and received 10 albums the first month. But in his excitement, young Steven failed to read the fine print that back with a note saying you’re 14 years old and you’re not old enough to enter into a contract, and you sign it.’ On the way out, I said, ‘What do I owe you?’ and he said, ‘This is what you do. You package these records up and you send them every month thereafter, a new album would arrive along with a bill. “Several months later we get a bill for $84. Now this was 1964. That would feed our family for a month. My mother went through the roof! So, I went to see an attorney. He nervously entered the dimly lit office of a grizzled, small-town attorney and watched in apprehension as the man pored over the paperwork of his family’s certain ruin. “He said, ‘This is what you do. You package these records up and you send them back with a note saying you’re 14 years old and you’re not old enough to enter into a contract, and you sign it.’ On the way out, I said, ‘What do I owe you?’ and he said, ‘This is on me. You just take care of it and let me know if there’s any more problems.’”

I did exactly what he said, and I never heard from Columbia again. That somebody could take that kind of burden off my shoulders was a big deal to me at 14.”

“Meaningful Service” is an excerpt from “On a Mission” by Elder Steven E. Snow.
In recognition of individuals and organizations whose cumulative giving to the Jon M. Huntsman School of Business exceeds $100,000.

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- Ahmed, ’72

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- Ellen Loffredo

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- Larry R., ’78 & Myra Hendrick

- Kent K., ’74 & Donna Alder
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- Harold H., ’48 & Ruth
- B. Dance, ’49
- Scott G. & Catherine B. Davis
- Deloitte Foundation
- Charles A. & Karen Davis
- Walt Disney Company
- Foundation
- Dominant Quaker
- Blake J., ’60 & Allison S. Dunbar
- Eccles First Security Foundation
- Mark V., ’85 & Jennifer Erickson
- David R., ’94 & Adrienne Erickson
- Zone A. Erickson
- ’75
- Eccles Foundation
- Foundation
- Ford Motor Company
- Goldman Sachs & Company
- Great Plains Software
- Larry R., ’78 & Myra Hendrick
- Kent K., ’74 & Donna Alder
- Allan, ’74 & Kathleen
- Ahmed, ’72
- American Express Travel
- Related Services
- Douglas D., ’73 & Kathy Anderson
- Gary Anderson, ’78
- H. Wendt & Bonnie Jo Bentley
- Gary K., ’67 & Karen
- Walton Black, ’70
- Joseph L. & Karen
- Dunn-Black, ’58
- Boeing Company
- Mary ’69 & Mark (Idaho)
- Var A. Browning Foundation
- George H., ’49 & Helen A. Chappell
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- Howard Clark
“My time at Utah State was filled with incredible opportunities. I had classes and professors who pushed me. The determination and stick-to-it-iveness that was learned has paid dividends in my career and studies. Beyond acquiring knowledge, my time at Utah State provided me with friendships, leadership, and the comfort of being part of the Utah State family.” — Kristine (Bradley) Pettit ’07, MassMutual Insurance

“Gift Matching”

“Will your company match your gift to the Huntsman School?”

“Through matching gift programs, many companies allow employees the opportunity to match their charitable giving. By participating in a matching gift program, you can easily increase the impact of your gift.”

“I will never forget a meeting I attended a number of years ago when I listened to Jon Huntsman Sr. He counseled the group to ‘give until it hurts.’ His message was memorable and something that I have truly followed this principle. It’s difficult to fully express into words what it has meant to me and my family to have the privilege of giving back to the students at the Huntsman School of Business. This tradition is contagious. Their commitment to excellence is inspiring. Giving back to the Huntsman School is a joy to share of my time and resources to support the many excellent things that are happening at USU.”

— Mary Mearns ’78, School of Accountancy Dean

“Four things motivate me more than being part of something that is pursuing excellence. Contributing to the Huntsman School of Business provides me with an opportunity to participate in making a difference in the lives of students and programs. When I give to the Huntsman School of Business, I know that I am giving to those who value excellence and the pursuit of making a positive difference. It is a joy to share of my time and resources to support the many excellent things that are happening at USU.”

— Christine (Bradley) Pettit ’07, MassMutual Insurance

“I give because it helps others. I give for the right thing to do. I give because I want to.”

—I-Rong Lin

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“Give until it hurts.”

— Brady Murray ’05, MassMutual Life Insurance Company

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“The contributions listed above reflect direct donations to the Jon M. Huntsman School of Business from August 1, 2019, to August 31, 2019. We apologize for any inaccuracy.”

— Chili Pepper

Visit huntsman.usu.edu/giving to contribute to the advancement of the Jon M. Huntsman School of Business and our incredible students.
USU Homecoming Tailgate Party
Join us in commemorating over 100 years of Aggie tradition. Come tailgate with us at the big game at Maverik Stadium and our beloved True Aggie Night.

Business Week
A week-long event to inform students about opportunities within the Jon M. Huntsman School of Business, provides service opportunities to students, and other special events.

Huntsman Leadership Forum
Mark James, VP, HR & Communications, Honeywell
L. Tom Perry Pavilion, Huntsman Hall, USU // 10:30 a.m.

Huntsman Leadership Forum
Gail Bedke, VP, Strategic Account Development, OC Tanner
L. Tom Perry Pavilion, Huntsman Hall, USU // 10:30 a.m.

Aggie Heroes
Stories That Unite Us: Five Aggies will share their own inspirational stories.
Taggart Student Center Ballroom, USU // 7 p.m.

The Howl
USU’s annual Halloween party, open to students and the public ages 18+.
Tickets required.
Taggart Student Center Ballroom, USU // 8 p.m.

Huntsman Leadership Forum
Paul Huntsman, Owner, Salt Lake Tribune
L. Tom Perry Pavilion, Huntsman Hall, USU // 10:30 a.m.

Huntsman Leadership Forum
Justin Wheeler, CEO, Berkadia
L. Tom Perry Pavilion, Huntsman Hall, USU // 10:30 a.m.

Huntsman Mock Interview Day
L. Tom Perry Pavilion, Huntsman Hall, USU // 9:00 a.m.

Huntsman Venture Forum
Huntsman Hall, USU

USU Commencement
Dea Ghe Smith Spectrum, USU

My undergraduate college experience at Utah State University was full of extraordinary and rich involvement. I had the pleasure to be a part of three life changing groups—The University Ambassador program, Huntsman Scholars, and Kappa Delta. University Ambassadors allowed me to share my love and passion for Utah State by recruiting high school students. Huntsman Scholars gave me the opportunity to learn abroad in England, and in multiple countries in Asia, with peers who helped me focus on learning to solve problems independently. Kappa Delta Sorority helped me to get to know people from diverse backgrounds and to build lifelong relationships. All of these experiences helped me build a network of supportive peers and extraordinary mentors that equipped me with the leadership and communication skills necessary to have a leg up to be successful here at Lucid.

These programs at Utah State taught me how to chase after my own happiness, drive myself towards my dreams, and find the good in every circumstance. Through the most arduous, but remarkable three years of my life, I learned that I can truly dare mighty things.

Ruby Parkin Earl ‘17, Marketing Manager of Sales Development, Lucid