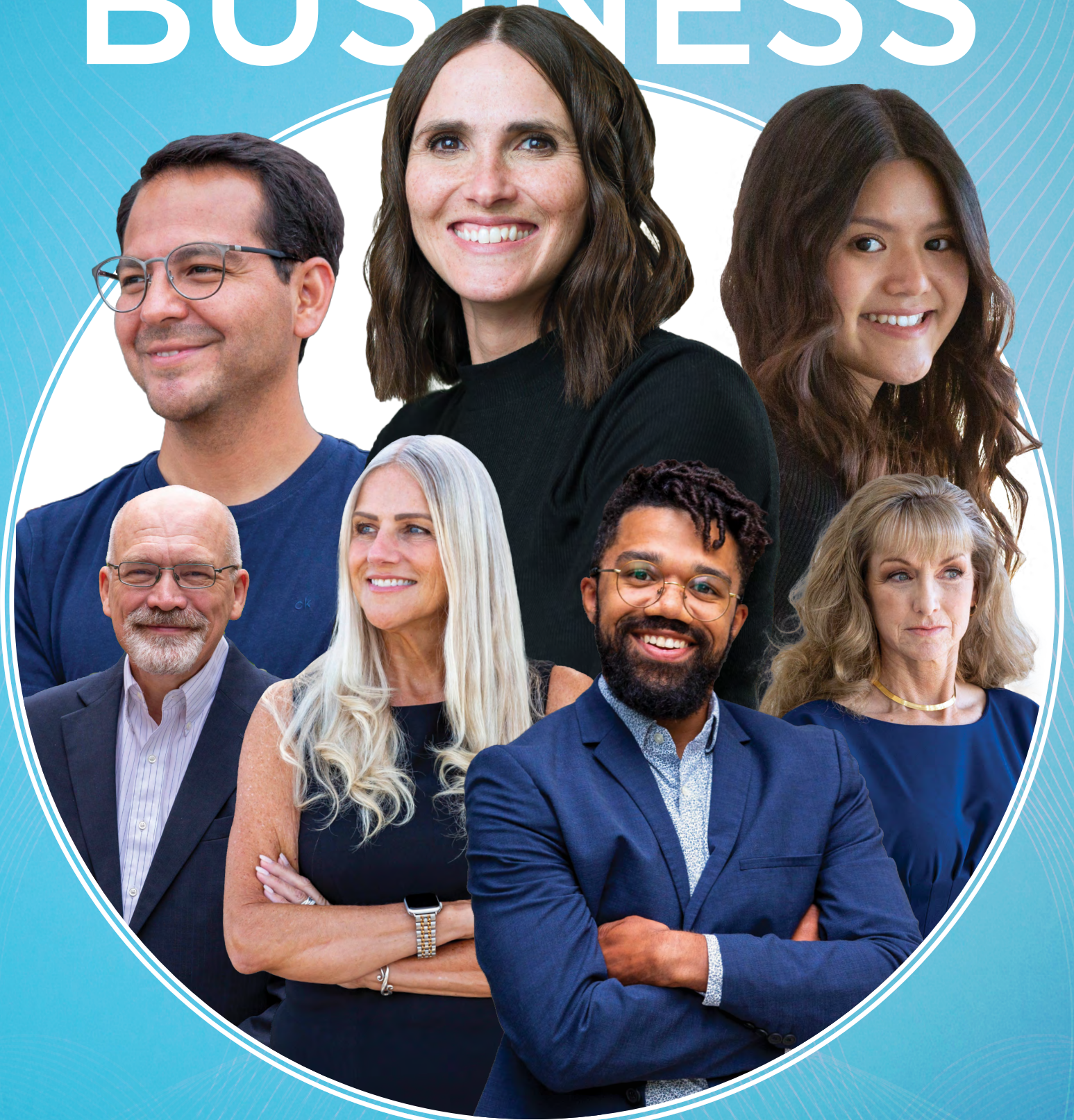


Huntsman BUSINESS





***“The mountains
are calling, and
I must go,”***

said John Muir. Those words are rarely truer than when visiting Logan Canyon in the Fall.



Huntsman at 15

As inequality rises in America and tears at the nation's social fabric, some public polls are suggesting a decline in public belief in the positive impact of the nation's higher education system. According to a survey conducted recently by *New America*, confidence in Higher Ed dropped from more than two-thirds (69%) to just over one-half (55%) between 2020 and 2022.

NY Times columnist, David Brooks, has lamented: "The most educated Americans [are] amassing more and more wealth, dominating the best living areas, [and] pouring advantages into their kids. A

highly unequal caste system [is] forming."

Other critics are even more outspoken. Writing in *The Chronicle of Higher Education*, Chad Wellmon observed, "American higher education has produced many goods. But it launders privilege, luck of birth and circumstance, and financial and social greed into socially acceptable status under the rubric of merit. And now it exacerbates persistent and worsening financial and social inequalities."

In my opinion this criticism overlooks the extraordinary outcomes created by our public institutions of higher education. As the first Dean of the Jon M. Huntsman School of Business at Utah State University I believe, as did Jon Huntsman, in the unique place Utah State University and this college occupy in the higher education landscape of this country. In explaining his commitment and gifts to USU, Mr. Huntsman said, "There is a remarkable atmosphere on the campus and the community of Logan. The university has a sense of purpose. There is a remarkable quality of life here. These factors will all combine to help us make this business school one of the finest in the country."

That vision, fifteen years since the USU College of Business was "reborn" as the Huntsman School of Business, is coming to fruition. We take seriously our purpose to be a "career accelerator for our students and an engine of growth for our community, the state, the nation, and the world." And we are making progress on our strategic objective, "to become the premier, undergraduate business and economics program in the Intermountain West."

Mr. Huntsman believed that a person should not have to "win the lottery of life, or go into debt to the tune of \$300,000" in order to get access to the finest undergraduate business education available in America today—and that Utah State University could provide such an opportunity. "I did not go to Utah State," he said, "but if I were making a college choice today, I would."

In this issue of *Huntsman Business Magazine*, you will read stories of our students for whom access to excellence at an affordable price has not been a false promise. I can proudly and confidently assert that they are representative of thousands of other graduates of the Huntsman School of Business in its first fifteen years. And we are just getting started!

DEAN DOUGLAS D. ANDERSON

Huntsman BUSINESS

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Incredible outcomes for female students in finance.

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To Create Our Own Destiny
Meet some of the incredible people of Huntsman who are helping develop the next generation of ethical leaders.

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Freedom to Learn
Huntsman Distinguished Executive Alumnus Award recipient Ryan Stowers on the importance of learning.



Departments

6 Year in Numbers

ON CAMPUS
10 Students
34 Faculty

OFF CAMPUS
44 Alumni
54 Giving



Our Year in Numbers

2021-2022

CLUB AWARDS



IMA student chapter earns Gold Certificate of Excellence for 27th consecutive year



SHRM student chapter earns 2021-2022 Superior Merit Award for providing superior growth and development opportunities to its student members.



Beta Alpha Psi student chapter awarded Superior Chapter status for 44th consecutive year, longest streak worldwide

Students received **\$4,142,371** in direct student support from the Huntsman School

COMPETITIONS



State CFA Research Challenge



Women's Stock Pitch Competition



State DECA Competition (Three First Places)



National DECA Competition



State CFA Research Challenge



PSE National Speech Competition



ACSC Speed Selling Competition

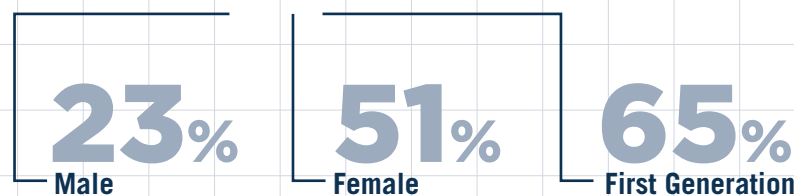


National Shores Sales Challenge

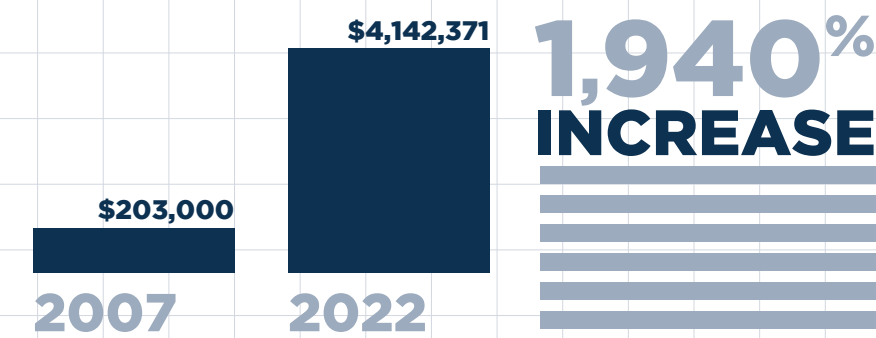
UNDERGRADUATE ENROLLMENT GROWTH



32% increase in First-Time Freshman over the last year



SCHOLARSHIP SUPPORT



10,485 BACHELOR'S DEGREES AWARDED

Huntsman at

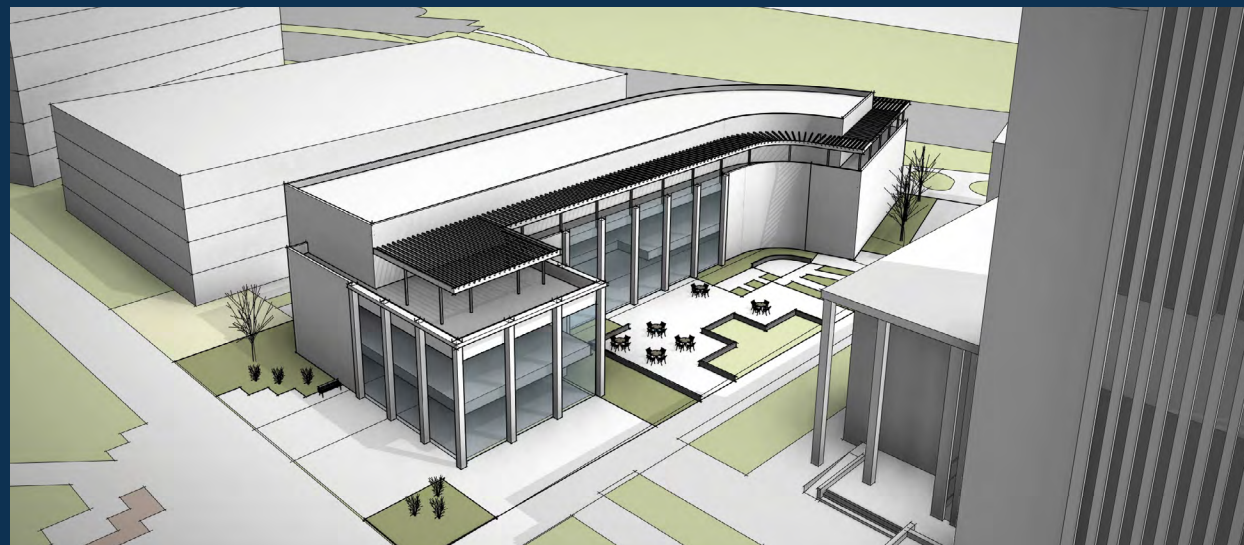
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The purpose of the Jon M. Huntsman School of Business is to be an engine of growth for our community, the state, the nation, and the world, and to be a career accelerator for our students. Here are just three key performance indicators by which we measure our journey over the past 15 years.

CAMPAIGN UPDATE

In last year's magazine, we unveiled our \$50 million experiential learning campaign, an effort to expand experiential opportunities to all of our students. Our experience shows us that learning by doing has an outsized impact on student outcomes. Our goal is to create and provide opportunities such as internships, competitions, hands-on research, industry projects and more to all of our students. A central part of our campaign is the construction of a new building, adjacent to Huntsman Hall, to house our experiential learning centers.

Our progress in the past year includes the following:



Experiential Learning Building

Completion of programming studies and commencement of architectural design for our new building, to be located directly east of Huntsman Hall and the Eccles Business Building. We estimate this building to be approximately 45,000 square feet. The Larry H. & Gail Miller Family Foundation has signaled their support through a gift of \$2.5 million for the building (see page 55).



Analytics Solutions Center

The Utah State University Board of Trustees formally approved the creation of the Analytics Solutions Center, designed to provide our students opportunities to work on real data analytics projects with industry partners. Student teams have already completed projects for Fortune 500 companies as well as local start-ups.

She's Daring Mighty Things Initiative

Enrollment of female students in the Huntsman School has soared over the past decade. We are doubling down on this growth by creating a year-round program to create and expand opportunities for our female students. Kristyn Allred joined the Huntsman School as the director of this new initiative. Kristyn, who most recently worked for the College of William & Mary, brings a wealth of experience in business and in higher education, and even more importantly, as the mother of an outstanding Huntsman alumna, Rachel Allred, now a 2nd Lieutenant and Army Ranger in the US Army.



Kristyn Allred



The She's Daring Mighty Things Initiative will support our incredible female students with tailored curricular and extra-curricular opportunities, connect them with mentors and role models, and raise goals and aspirations. Workshops and bootcamps to build professional skills and confidence, connections with peers and alumni through career development events, a network of mentors and champions to jumpstart career paths, and direct scholarship support will all combine to enable and empower our female students to dare mighty things. ■

DECA Success

Six students from the Huntsman School of Business participated in the National DECA Competition, held in Baltimore Maryland, and one student won first place in the Fashion Marketing and Management event.

Students from nearly every major university in the country attend the National DECA competition. The Utah State University team included Sophie Baker, Kaden Bunch, Emerald Spencer, Natalie Waite, Josie Mutchler, and Christine Glover. Sophie Baker won first place in the Fashion Marketing and Management event and Emerald Spencer and Kaden Bunch were both finalists for the Entrepreneurship- Starting a Business event.

“Just qualifying for the event and competing is a great accomplishment,” said advisor Alex Romney, Assistant Professor, Department of Marketing and Strategy. “The International Collegiate DECA Conference (ICDC) provided our students an invaluable experience to hone their presentation skills and analyze real-world business cases. In competing against university students from across the world, our students admirably represented the Huntsman School of Business.”

The Collegiate DECA Competitive Events Program is recognized for helping to prepare students for their professional careers. Students are judged by business and industry professionals in all Collegiate DECA competitive events.



Brotherly Wins

Brothers Isaac and Jonah Lewis won national sales competitions, on the same day even, with Isaac winning the PSE National Speech Competition, and freshman Jonah winning the ACSC Speed Selling competition.



Marketing Association

Congratulations to the Huntsman Marketing Association Case Competition winners sponsored by Malouf Home. The teams were tasked with presenting a marketing strategy for a future Malouf product launch.

Best Investment



Evan Hawksley

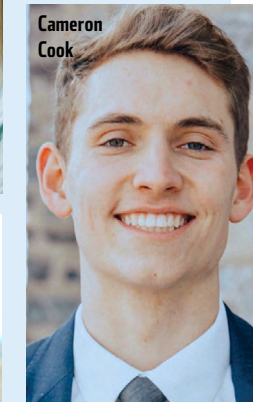
Huntsman teams took first and second place at the 2021 Utah Venture Capital Case Competition sponsored by University Growth Fund. Evan Hawksley captained the first-place team, winning \$3,000. The team of Vanessa Richards, Cameron Cook, and Kaitlyn Radmall took second, winning \$2,000.

The teams were tasked with selecting and preparing a full pitch deck on a VC investment in a private company, covering company business model, management, industry and growth prospects, financial projections, and risks / mitigants. The competition involved 33 teams from universities across Utah. The top 5 teams presented to a 3-judge panel of executives from large VC firms in Utah.

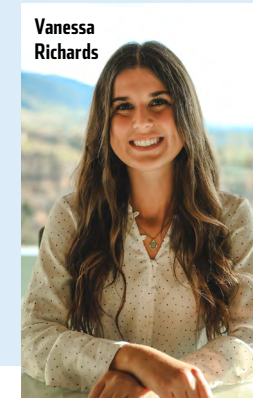
Paul Fjeldsted, the faculty club advisor for the Investment Banking Student Club, noted that “these students demonstrated a high level of initiative, resourcefulness, and work ethic in this extraordinary achievement. We are very proud of them.”



Kaitlyn Radmall



Cameron Cook



Vanessa Richards



PhD Prep Association

The Huntsman Student Research Symposium offers our students an invaluable experience to present their research and be recognized for the high caliber of research they are conducting. We had 10 of our students present student-led research projects at the 2nd Annual Huntsman Student Research Symposium.

1st Place - Matt Boyer, 2nd Place - Mitch Pound, 3rd Place - Tanner Schulz

World Champions

A team of finance students won the 7th Annual Women’s Stock Pitch Competition, held at the College of William & Mary in Virginia. The team of AnnaLynn Palmer, Finance '23, Madalyn Hammond, Finance & Economics '23, Kaitlyn Radmall, Finance & Economics '24, and Vanessa Richards, Finance & Economics '24, beat out 18 teams from universities from around the world. The competition included a PowerPoint presentation pitching a specific stock along with analysis of industry, competition, management, valuation, and risks, and a verbal presentation with challenging Q&A from industry professionals.

“I’m so proud of them for this groundbreaking achievement,” noted Finance Professor Danjue Shang, the faculty advisor for the team. “Over the past three months, these ladies have been meeting multiple times a week, putting in so much time and effort, and conquering new challenges constantly, with all of them having busy schedules already. They truly are daring mighty things!”



A Banner Year!

There were some incredible outcomes for our female finance & economics students, with internships and placements on Wall Street, with private equity and venture firms, commercial banks, consulting firms, and Fortune 100 companies.

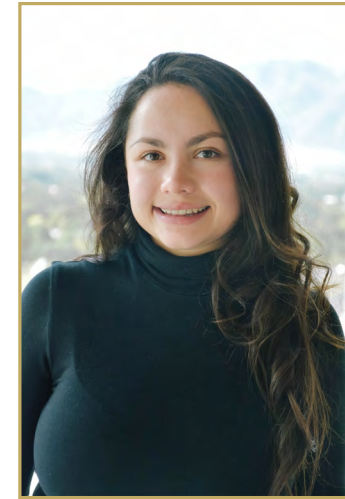
2022



Madeline Alder
Cicero Group consulting



Olivia Archibald
Momentum Capital Partners, JP Morgan Wealth Management (NYC), Crewe Advisors (full-time)



Alma Burgos
Mercato Partners, Sorenson Impact Center, First Close Partners (NYC), Ivory Innovations



Kamie Champlin
Leavitt Partners Consulting



Abigail Garrard
Old Main Ventures, Alta Bank



Nicole Jones
Grandeur Peak, Cache Valley Bank (full-time)



Madalyn Hammond
University Growth Fund, RET Ventures, Koch Disruptive Technologies, Logan Peak Partners



Megan Harris
Goldman Sachs Investment Banking, Ridgeview Capital, University Growth Fund



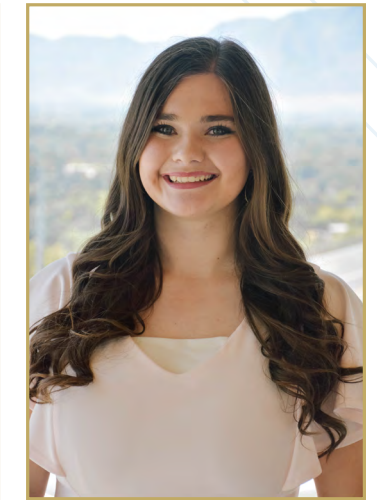
Samantha Keller
EPIC Ventures, University Growth Fund, Cumming Capital



Halle Knapp
Vermilion Rock Advisors, JP Morgan Asset Management



Holly Lemon
Cache Valley Bank (full-time)



Kaiah Nelson
Podium, Disney (full-time)



AnnaLynn Palmer
Sorenson University Venture Fund, Koch Disruptive Technologies



Kaitlyn Radmall
University Growth Fund



Vanessa Richards
Logan Peak Partners, University Growth Fund, Girls Who Invest Summer Intensive Program (first Aggie to get this highly selective placement), Clayton, Dubilier & Rice



Langley Sonnenberg
Koch Ag Solutions Wichita (full-time)



Emily Stewart
Brex (full-time)



Erika Wilson
Girls Who Invest Online Program, Northwest Mutual

2022
HUNTSMAN
SCHOOL
STUDENT
AWARDS



Valedictorian
Ian McKean Theler



Scholar of the Year
Tanner Schulz



Legacy of Utah State Award
Sarah Wilcox



**Undergraduate
Researcher of the Year**
Gabby Diamond



**Master's Student
Researcher of the Year**
Parker Edholm



**Graduate Student Teacher
of the Year**
Morgan Hendricks

USU
STUDENT
AWARDS

Madeleine Alder
Geraldine Robins Award

R O B I N S

A W A R D S



**A Model
Student**

BY LIANNE WAPPETT

Enthusiasm exudes from Olivia Archibald. In fact, it's rather contagious. Besides being a Huntsman Scholar, Olivia fully engaged in the USU community by contributing to extracurricular activities. Luckily, that included the Women in Business Association (WIBA), where I co-advise. As President of WIBA, Olivia led by example, motivating a board of 7 but also inspiring a club of 150 to dare mighty and build confidence through network events, one-on-one lunches, and inspiring speakers. During one WIBA career exploration trip to Lehi and Salt Lake City, Olivia encouraged attendees to ask questions and imagine possibilities. She dared mighty herself by completing five financial internships and readily shares her experience by mentoring and encouraging other students, particularly women interested in finance careers. Olivia was initially unsure if the investment industry was the right path for her. Still, with curiosity and grit, she thrived in finance and now has an offer from JP Morgan.

Olivia's leadership philosophy goes beyond scripted roles like President. It includes causes that lift others, including her *Happiness Project*, which started in high school and was resurrected at USU after a year of virtual classes when student morale was low. Olivia organized a week of happiness by sending daily emails with events, inspiring videos from faculty and friends, and challenging us to connect with others on campus. Her efforts inspired the Huntsman Scholar Leadership Board to have a week of service that followed a similar format. Olivia's desire to contribute goes beyond campus boundaries as she organized donations for CAPSA here in Cache Valley and worked with her friends to create an Art Gala to raise funds to support victims of sex trafficking. In late fall, Olivia stopped by my office and wanted to share the great things happening at Huntsman with others. With a recommendation from Dr. Susan Madsen and support from the Huntsman School, we submitted a symposium proposal that was accepted at the International Leadership Conference in Portsmouth, UK. Olivia's enthusiasm went global as she connected with leaders and shared her experiences at Utah State. Olivia's efforts have not gone unnoticed. She was recognized as the 2022 recipient of the Bill E. Robins Memorial Award, the highest honor an undergraduate student can receive. I am confident it is just the beginning as Olivia has taken to heart what Jon M. Huntsman said, "We each have time, talent, and creativity, all of which can be powerful forces for positive change." ■

Olivia Archibald
Bill E Robins Memorial Award



R O B I N S

A W A R D S

To create our own *Destiny*

A core philosophy of the Huntsman School is to bring together people of exceptional talent, from all around the world. People with incredible skill in their chosen field as well as a deep hunger for contribution.

The community we are building comprises our students, faculty, staff, alumni, and friends. In the following pages, you will read about some of our incredible people, from our students to our faculty and staff, to our alumni, as they seek to learn and advance, as they teach and mentor, as they create value in their communities. They reflect so many, near and far, who endeavor daily to lead lives of meaning and contribution.

Jon M. Huntsman cared deeply about developing the next generation of ethical leaders to serve in business, government, and civic affairs. He often said that “At the end of the day our character, together with our charity, will determine our ultimate destiny.” The destiny of the Huntsman School is created and kept alive by people operating at the intersection of skills, talents, and passion - who are good at what they do, love what they do, and aim to contribute to the greater good through the sum of their talents.

“At the end of the day our character, together with our charity, will determine our ultimate destiny.”



24
Ken Snyder

Out of unimaginable tragedy, Ken Snyder found meaning by bringing together a vast network of people for a common cause and achieved success where so many had previously failed.



18
Sarah Wilcox

Growing up in a small town in central Utah, Sarah Wilcox was always a supporter of higher education and lifelong learning.



26
Chalon Keller

With 15 years working for the US Air Force, Dr. Chalon Keller became an expert in process improvement and operational excellence, but her passion is helping young people. And her horses. Don't forget the horses!



20
Alfredo Solar

Alfredo Solar owned a chocolate factory in his native Mexico. Now he's studying entrepreneurship and getting his MBA to help others find ways to realize their dreams.



28
Carmella Johns-Andruk

A veteran of the entertainment industry, with stints at Capital Records, Twentieth Century Fox, Warner Bros., and NBC Universal, Carmella Johns-Andruk now helps expand opportunities for Huntsman students in the corporate sector.



22
Lay Lian Doh

At first blush, it's not easy to see how Lay Lian Doh, a Huntsman Scholar from Logan High School, may have taken one of the longest journeys to get to Huntsman.



30
Sharad Jones

Dr. Sharad Jones joined the Huntsman School after studying Astronomy and Statistics, and working for Silicon Valley start-ups. Now he's helping our students get a leg up on AI and neural networks.

In the following pages, we feature seven of our students, faculty, and staff who bring their full self to the Huntsman School. They each have an amazing story and represent the scores of amazing stories that comprise the Jon M. Huntsman School of Business.



Sarah Wilcox

BS, Management Information Systems, '22

S

arah Wilcox graduated in May 2022 from Utah State University in Management Information Systems. She began her studies more than ten years ago at Snow College, pausing her education to marry and have four children. Always hungry for knowledge, but with her formal education temporarily on hold, Sarah continued to grow in other important ways. She became active in community issues and local government because this was an area where she knew she could make a real impact. She also volunteered at the local schools, worked part time at Zions Bank, and managed the growing family's busy schedules.

"I loved those years with my young kids. I was productive. I had goals for myself, but I was also satisfied with where I was," she says. "Everything has a season. I consciously made the decision to be happy with what I had at that time, and I embraced that."

Those busy and productive years turned out to be a real-life intensive course in data analytics and project management that prepared her for success in her new endeavors. "I'm goal-oriented, and completing my education was always on my bucket list," says Sarah. "I knew there would never be a "perfect time," because my kids would always need me in some capacity. But once my youngest was at an appropriate age, I knew it was time to see this through. I took things one day at a time and learned to be flexible."

Wilcox finished her associate degree at Snow College in 2019, and then enrolled in USU through a statewide campus in 2020. A careful and thoughtful decision maker, Sarah's critical thinking skills drew her to the study of business. "When I took my first data analytics class, I knew I'd found the right place for me. It had everything I was looking for. Problem solving, data, technology," she says. "Data runs the world right now. It removes the guesswork and allows us to weigh all sides of an issue to make an informed decision."

One of Sarah's guiding principles is to take responsibility for everything in her domain. She answers every challenge with hard work and perseverance. A conscientious student, she completed her coursework online from home in Sanpete County, during the unique challenges of the Covid-19 pandemic. She graduated from USU with a 4.0 GPA and was named the Huntsman School of Business nominee for the Legacy of Utah State award.

She arose early in the morning and worked late into the night to finish her daily tasks. She took up running as a way to help manage the pressures of school, work, and her family's needs. She ran her first half marathon in 2020, and is training for a full marathon. "Constantly learning and growing gives me a sense of fulfillment. I want my kids and others to have that too—to know the satisfaction of being productive."

Now working as a business analyst for doTERRA, Wilcox communicates the needs of Eastern European markets to developers and programmers. She loves the dynamic environment and daily opportunities to solve new problems, and being able to examine all sides of issues both in collaboration with her team and in self-guided projects. Her work also gives her the opportunity to learn about the laws, languages, customs, and geography of other countries. This puts her one step closer to another of her life goals to travel the world.

Her secret to success, though not easy, is simple: prioritize education. Set goals, stay present, keep growing. Sleep less.

Run more. ■

"Constantly learning and growing gives me a sense of fulfillment. I want my kids and others to have that too—to know the satisfaction of being productive."



Alfredo Solar

MBA Candidate, Huntsman School of Business
 Founder, Bundo
 Co-founder & Director of Business Development, Otte
 Founder, Bucareli Chocolates

B

eing shot in the back during a robbery at his chocolate factory was the lowest point in Alfredo Solar's career, but not because of the wound. He was lucky; the bullet passed all the way through him without damaging any vital organs. But the months Solar spent recovering in bed were too much for his fledgling company, which depended on his daily presence. Bucareli Chocolates, founded in Mexico City in 2015 to provide employment opportunities for individuals with physical disabilities, closed its doors in 2019.

Years earlier, seventeen-year-old Alfredo borrowed money from his mother to start a landscaping business that grew to include several employees. He served a mission for The Church of Jesus Christ of Latter-day Saints in Mexico, where his interactions with English-speaking missionaries seeded his desire to speak fluent English. He borrowed money from his uncle to study English in Canada, where he saw city buses equipped with lifts and ramps to accommodate individuals in wheelchairs. Because of these buses, people with physical disabilities were able to integrate into society in ways not then seen in Mexico. He wondered how he might be able to help such individuals back home. "I'm not going to build wheelchairs or ramps—I'm going to provide jobs for them," he thought.

He studied international business at BYU Hawaii where he was inspired by the vision and perspectives of his professors and fellow international students. He discovered his passion for entrepreneurship while listening to visiting guest speaker Elder Gary E. Stevenson's thoughts on tenacity, contribution, and work-life balance.

Determined to create employment for people with physical disabilities in Mexico, Solar settled on chocolate for its universal appeal. He took a class in types of chocolate, toured factories, and found cacao suppliers in Mexico. He purchased machines and started making chocolate in his kitchen. This did not turn out well, so he hired a professional chocolatier and a few employees, rented a factory, and enlisted a designer for marketing. He drove long hours from Mexico City to Texas to sell his chocolates.

He worked to understand the needs of his employees, even offering to help those in wheelchairs get home from work on their first day to better understand what the journey entailed for them. They responded with their best efforts in the factory, and the company took off. "You give people dignity when you give them work. People are grateful and work harder for you when you

create opportunities for them," says Solar, recalling the many employees who offered to work for reduced pay while he recovered from his wounds.

Although closing the chocolate factory was the most painful thing he's ever done, Solar is grateful for new opportunities to innovate, create, and contribute. He's had time to focus on another business he co-founded that designs sleek trash bins for the visually impaired. Encouraged by college friends to apply to graduate school at USU, he now has a scholarship in the Entrepreneurship program and is completing an MBA.

Much of what Solar has accomplished may not have been possible without loans from his family. Now he and some Huntsman School classmates are building an app, Bundo, to facilitate lending between friends and family. Bundo allows parties to define the terms of their lending agreement, track payments, and provides borrowers the option to include a thank-you "tip" as appreciation to the lender.

"In the United States alone, an estimated \$89 billion dollars is borrowed between friends and family annually, so there's a market for this product," Solar explains. Bundo focus group participants have indicated they are more likely to lend money to individuals based on need. "Compared to banks who lend based on ability to repay, we've created a way to help people who are struggling gain access to credit that they wouldn't have any other way."

"I see it as my duty to help others when I can. That's my goal in life—to improve others' lives. Even if it's just one or two people."

"When you have the time [to pursue an opportunity], you don't have the money, and when you have the money, it's too late for that opportunity. So we want to create a win-win situation for people, to innovate the way people lend and borrow money while providing dignity for the borrower and reassurance for the lender."

Every year on his birthday, Solar takes a walk with a notebook and a pen to brainstorm ways he can improve in the coming year. In the last 10 years, he mastered a second language, survived a gunshot to the back, and founded three businesses to create opportunities for people who face physical, financial, and educational challenges. "The thing I do really well is I can keep suffering when things get harder. I'm persistent," he says. "I see it as my duty to help others when I can. That's my goal in life—to improve others' lives. Even if it's just one or two people." ■

Lay Lian Doh

Huntsman Scholar, International Business Major

B

orn in a refugee camp in Thailand, Lay Lian Doh immigrated to the United States at six years old with her family. They came alone; their relatives had been scattered from Australia to Norway. Unable to speak English, and with no family or friends to assist them, Lay Lian's parents struggled to find employment to support their four children. Her father moved to Logan for work while the children attended school in Salt Lake City where her mother worked cleaning hotel rooms. The family was together only occasionally during their first years in the country.

Lay Lian's mother eventually found a job in Cache Valley, and the entire family relocated to Logan. Lay Lian remembers her parents working long hours and returning home sore and tired. She learned to cook for the family to ease some of the burden off her parents. She massaged their hands and feet at night and contemplated how she might better appreciate their sacrifices to provide the family with opportunities.

Language was a constant challenge during her first years in America. As she slowly began to learn English, Lay Lian noticed she was forgetting her native language and losing the ability to communicate fully with her parents, whose manual labor jobs didn't require much verbal communication. Translating between the two languages proved frustrating. At the same time, she was still struggling with English fluency and had to repeat 2nd grade. Humiliated at first, she realized this was an opportunity to take control of her future. "My parents had sacrificed so much for me to be here, and I didn't want that to go to waste. I wanted to make them proud, so I worked hard in school," she says. Repeating that year of school helped her value her opportunity for an education. She was tired of her teachers and peers thinking she had no intellectual ability and determined to prove them wrong. She became a diligent student, earning straight A's throughout the rest of her K-12 education.

When Lay Lian was in high school, her mother started a sushi restaurant in Nevada. The responsibilities of caring for her younger siblings while her parents were away, trying to maintain her grades, and hold a job helped her more fully understand her parents' love and sacrifices to help the family. "Gratitude for our opportunities and love for each other helped my family survive our difficulties. It helped us become resilient," says Lay Lian.

Now a USU student and Huntsman Scholar, Lay Lian is studying international business with a goal to help create educational opportunities for refugees to enable them to build better lives for themselves. During Spring semester 2022, she organized a service project to collect, organize, and redistribute more than 70 bags of clothes, shoes, toys, and other essential items to refugees in Cache Valley. She also volunteers as a ONE Ambassador, helping refugees obtain educational and employment opportunities, and build social networks by engaging in service projects.

"My parents' courage and strength have inspired and motivated me to do better," says Lay Lian, who is enlivened by her opportunities to lift others. "Love has real value. To show love for others reveals what kind of a person you are. Choose love as a way to connect to other people. Even if you can't connect on communication, you can connect with an act of service." ■

"Love has real value. To show love for others reveals what kind of a person you are. Choose love as a way to connect to other people. Even if you can't connect on communication, you can connect with an act of service."



“ As part of my involvement in the Huntsman School’s ProSales program, I competed at ICSC, the nation’s largest sales role-play competition with professional sales students from more than 80 universities. The experience truly changed my life. It forced me to step outside my comfort zone, challenged me to achieve greatness, and helped prepare me to interview at Adobe, a Fortune 500 company.

Amanda Harris
Strategic Pursuits Specialist
Huntsman Marketing '18

Certifications Earned at the Huntsman School

- Griffin Hill Sales
- Challenger Sales
- Winning by Design Mastership 1
- SalesForce



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Jon M. Huntsman
School of Business
UtahStateUniversity

huntsman.usu.edu/hire



The professors at Huntsman were incredible! Most of them have corporate experience that they incorporate into their teachings which helped me understand what to expect and how to be successful. They also incorporate case studies that help teach applicable lessons and generate problem solving skills.

– **Jacob Peart, '22,**
Client Success Specialist, O.C. Tanner

HEARD AT Huntsman

The Huntsman School cares deeply about the connections students make with faculty. Those relationships often last a lifetime. Here are a few alumni sharing meaningful moments of their professors



In my first meeting for the Huntsman Scholar program, Associate Dean Patel gave me the best advice of my college career -“Be open to opportunity.” I did my best to seek out and make the most of opportunities, and I believe any student can do the same.

– **Sam Paepke, '21,**
United States Senate Staff



Dr. Dunn has made a huge impact on my education. He taught the first Information systems course that I took. He was such a great teacher. I learned so much with programming and computers that I never thought I would be able to.

–**Kauri Melessa, '24**
Information Systems,

“ Professor Eric Schulz taught me the tools to be successful and I am so thankful that I was lucky enough to have him as a professor! During the time I have been at Energywise Solutions, we have increased sales over 4,000 percent. I can attribute most of that success to marketing content and advertising campaigns I have put together using kitchen logic and brand positioning. “Different, better, special” still rings in my ears each time we launch a new product. ”

– **Trevor Magleby, '17,**
Brand Manager, Energy-wise Solutions

The professors at Utah State are different than any other college. Professors [Cassidy] Creech and [Matthew] Meng gave me personal advice on how to start my own business. I feel that they truly care about my academic and personal success.

– **Ashley Wilson, '23**
Marketing



Ken Snyder

Executive Director, Shingo Institute
Senior Lecturer, Department of Marketing and Strategy

K

en Snyder lost his daughter, Katie Snyder Evans, to a drunk driving accident in October 2017. She was driving home from UCLA Medical Center after caring for her 8-week-old preemie twins when a drunk driver crossed the median and crashed into her head-on, killing her on impact.

In the months following her tragic death, Ken struggled to make sense of what had happened. An international businessman with years of experience in the auto industry, Snyder had closely observed the technological advances in automobile safety systems during the last four decades. He spoke to his friends and colleagues about this senseless accident and learned that driver negligence monitoring technologies exist but are not required on cars. Since an estimated 10,000 people die every year in drunk driving accidents, and oftentimes the victim is not the actual drunk driver, he began to wonder why this technology is not a standard feature.

Wondering how he could make a difference, he felt impressed to reach out to Mothers Against Drunk Driving (MADD), whose mission is “No More Victims.” Realizing he was in a unique position to help with this mission because of his many connections in the auto industry, Snyder started researching what technology could be used, and how, to prevent drunk driving accidents. He worked with auto engineers and programmers who understood the capabilities of the different tech systems to learn how each could detect negligent driving and activate sensors before impact.

Through MADD, Snyder connected with a network of advocates who all shared his same horrible story. He put together a training video about auto safety technologies for these advocates to share with members of congress in their home states to raise awareness. With widespread bipartisan support, key members of congress championed legislation to mandate driver negligence monitoring technologies on new vehicles. The Infrastructure and Jobs Act, signed into law in November 2021, requires the National Highway Transportation Safety Administration to create a plan for implementation of these technologies on all new cars after 2027.

Snyder feels encouraged that some auto manufacturers have already begun to implement monitoring technologies. For example, Hyundai recently announced development of a new technology, called Smart Cabin Controller, that will monitor drivers for signs of distraction and distress, and will help bring their cars into compliance with the coming mandate.

Snyder and several of his key MADD partners see the hand of Providence in bringing them together, in front of the right people, with the right information, to share their stories of loss. And moreover, that their combined efforts were able to create meaningful legislative change in a relatively short period of time. Even so, they are alarmed that fifty to sixty thousand more lives could be lost to drunk driving accidents before monitoring technologies are fully operational on vehicles. They’re working on a PR campaign that will track recent auto accidents and explain how technology could have been used to prevent these accidents, hoping to put pressure on car manufacturers to implement these technologies well before the mandate goes into effect in 2027.

In December 2021, the Center for Auto Safety (CAS) presented Snyder with the Cally Houck Award, named after a woman who also lost her family in a preventable auto accident and who, like Snyder, advocated for legislative change. As part of that award, CAS Executive Director Jason Levine observed, “Ken’s unwillingness to take ‘no’ for an answer makes him a hero to thousands of families who will never know he helped to save their lives.”

“Despite the success of the bill and this meaningful recognition, I’d trade it all and more for Katie to still be alive,” said Snyder. “This is dedicated as a legacy to her. We are now one step closer to *no more victims.*” ■

“This is dedicated as a legacy to her. We are now one step closer to no more victims.”



Chalon Keller

Professional Practice
Assistant Professor,
Center for Entrepreneurship



If you ask Chalon Keller why she walks fast, she'll tell you: I don't have time *not* to.

What she really means is: *I'm on a mission.*

The youngest of five children, Chalon grew up in a small town in southern Idaho. She worked hard on the family farm from an early age. Determined to live life her way, she married at sixteen years old while a junior in high school. Married life on minimum wage with limited education and skills was not comfortable. After graduating from high school the next year, she gave birth to her first child and discovered the desperate grind of parenting in poverty. Chalon was determined not to be defeated. She opened a daycare in her home, worked as a cemetery groundskeeper, and sold worms by the pound that she pulled out of the ground to make enough money for the growing family to survive.

Chalon knew education was the key to progress. She obtained grants for college, where she built a network of friends, professors, and mentors who helped open doors to more educational opportunities. "I discovered the more you learn, the less you know. It was extremely motivating," she says. The hustle that fueled her survival became the pursuit of progress and accomplishment.

From early in the morning to late at night, she ran from job to class, to the next job, to pick up the baby, and back to class. Color-coded visual management cues around the house created efficiency. "I was, by nature, goal-oriented, disciplined, and driven, but it became amplified when life got real. I had to be that way in order to progress," says Chalon, who received her PhD in Sociology with an emphasis in organizational behavior at USU in 1998, and then became Associate Director of the MBA program in the Huntsman School.

She was tapped for her next mission after military officers attended her presentation on organizational strategies at a Shingo conference. "Preparation meets opportunity. Doors opened," explains Chalon. General Robert McMahan at Hill Air Force Base hired her to organize the relaunch of the A-10 aircraft, which had been disassembled and stored in a desert facility with no instruction manuals.

A female outsider and newcomer to the male-dominated military leadership scene, Chalon was not warmly welcomed at first. General McMahan communicated to the entire base that she was to have all of the support and tools she needed to be success-

ful. With him figuratively in the trenches beside her, Chalon persevered with her colleagues to achieve results through their combined expertise.

"For the first three years, I covered all three shifts. I didn't take a single day off," says Chalon. Her high-octane style and near 100% accuracy rates earned her colleagues' respect. "They needed to see me working as hard as they worked. My work was there to make theirs better." She spent the next fifteen years with the Department of Defense, refining aircraft production operations and improving quality and delivery. Her final assignment with the Air Force was to overhaul the entire F-16 production line on a tight deadline, with a \$6.6 billion budget. "We had to produce a new jet every five days. It was like changing a bike tire while riding the bike."

"The United States Air Force motto is Integrity first, service before self, excellence in all I do. This is what I've lived by, and it aligns beautifully with the culture of Huntsman and its strategic pillars,"

In 2018, Chalon accepted a new mission at USU as a Professional Practice Assistant Professor in the Center for Entrepreneurship to help Huntsman students lead lives of meaning and distinction. "The United States Air Force motto is *Integrity first, service before self, excellence in all I do.* This is what I've lived by, and it aligns beautifully with the culture of Huntsman and its strategic pillars," she says.

"Too often these days, people talk about their rights and what they're entitled to. I wasn't entitled to anything. I was raised to know I have talents and skills, and a responsibility to execute them with honor," says Chalon, who does not tolerate mediocrity from her students. They have to run to keep up in her 15-week entrepreneurship class, where they learn to innovate, solve problems, and create value as they start real companies that are financially viable by the end of the semester.

She is a fierce advocate for her students and their success. As General McMahan did for her, Chalon gets in the trenches with her students. "I'm going to show them what excellence looks like and I'm also going to help them achieve it," she says. "I'll literally get dirty with them. I'll open doors for them, give them resources, come in early, stay late, whatever it takes to help them find their excellence. This is my mission." ■

A

n amusing vignette from Carmella Johns-Andruk's early childhood reveals some clues that help explain her professional success.

Carmella's four older brothers whispered excitedly as they invented an elaborate prank to tease and also scare her, if possible. Determined to use her limited resources to her advantage, she announced, "You can do anything you want to me, but if I survive, I'm telling mom and dad." Stunned by their grade-school sister's intuitive understanding of the complexity and value of relationships, and her ability to articulate this effectively, the brothers disbanded. Carmella survived, and there was nothing to tell mom and dad, this time.

Growing up in Louisville, Kentucky, the youngest of five children and the only girl in the family, Carmella learned early in life to cultivate relationships and advocate for herself. She had a flair for marketing and sales with a design component, inherited partly from her parents. Her father, who worked in marketing and sales, was outgoing, driven, and full of charm. Her mother was accomplished in the creative arts.

Carmella's first job after college frequently took her to Los Angeles, which felt like home from her first visit there. The entertainment industry had been part of her world growing up, since her father also managed her older brothers' band that opened for headliner artists including Credence Clearwater Revival and Johnny Winter. Working a room with his ready smile and firm handshake, he was effortlessly engaging. Carmella paid attention.

Eventually, Carmella relocated to LA. While visiting a friend at Capitol Records, she was introduced to the vice president of the company. Chatting about the company's needs, they connected and she was offered her first job in the entertainment industry. "Every person you meet is important. Every conversation is an opportunity to build your network, make connections, and learn from people," says Carmella. "The right job will come at the right time, and it will often come through the network you've built."

Carmella worked with many well-known celebrities at Capitol Records. Her most treasured experience was meeting Paul McCartney, who happened to be alone in a conference room on an upper floor of the building. She chatted with him for a few minutes and took some pictures, and then observed his interactions with other people for the next several hours. McCartney was refreshingly personable and kind in the way he spoke with everyone. That this icon was as gifted

in personal relations as he was in music resonated deeply with Carmella.

Being successful in any business requires personal investment. "No job can be just eight-to-five. Care enough about your role to continually check in," says Carmella, who took advantage of every opportunity to educate herself about the business, watching news and listening to podcasts to find work connections, and asked for feedback on projects, making changes whenever necessary.

In 1993, Carmella's boss asked her to accompany him as his assistant when he left their company to start the Warner Brothers network. She agreed to do this for one year, after which time she said she expected to be promoted into a position they would determine together. The next year, Carmella became the director of affiliate marketing, managing custom graphics packages and corporate events for advertisers and affiliates. "Speak up for yourself—nobody is going to do it for you," she says. "I was given the promotion because I knew I had more to contribute and I had the courage to start a conversation."

"Every conversation is an opportunity to build your network, make connections, and learn from people,"

Carmella's ability to cultivate relationships of respect and collaboration led to executive positions in consumer products at entertainment giants Warner Brothers, Twentieth Century Fox, and NBC. Her personal investment in each project and her ability to engage people helped her build a network of support around her strategy and operations efforts in brand recognition, licensing and marketing. She later started her own agency focused on business development for artists and manufacturers.

With nearly thirty years of industry experience building partnerships to create compelling products, Carmella is now developing relationships with corporate and institutional partners to create compelling and mutually beneficial opportunities for the Huntsman School, its students, and corporate partners. She is grateful for the opportunity to share her thoughts on networking, communication, and personal investment, as well as how to build brand recognition and cultivate meaningful professional success, with students.

Some of the wisdom Carmella offers is more contemplative. "Every day, whatever decision you make, it's the right one. It's meant to lead you to whatever you're supposed to be doing. Be open; go outside your comfort level. Be kind to others, and be kind to yourself. Remember that life is a wonderful adventure. Find joy in what you do." ■

Carmella Johns- Andruk

Senior Manager, Corporate
Relations Department



Sharad Jones

Professional Practice Assistant Professor
Project Mentor, Analytics Center
Astronomist & Statistician



S

Sharad Jones was in first grade and barely able to read when he stumbled across a book on the life cycle of stars in the school library. Poring over the pages, he learned that over a period of about 4 billion years, the sun would eventually expand to a red giant and consume the earth. He had to know more.

Science books were his main source of entertainment growing up in Dallas, Texas. Jones excelled at math and especially loved physics in high school. During trips to the Johnson Space Center, McDonald Observatory, and Kitt Peak Observatory he saw Saturn V rockets and Hubble telescope imagery that filled his mind with thoughts of space exploration. He determined to study astronomy.

Jones discovered the answer to his childhood question many years later while at Rice University—that the life cycle of a star is shaped by the balance between gravity pulling particles inward, and the fusion of those particles releasing energy that explodes the structure of the star outward. His area of study focused on the moment in a young star's development immediately preceding fusion in its core—lots of gravity but no explosions yet—which is the only place anywhere in the universe where supersonic flows are found. The study of supersonic outflows of young stars could have consumed his entire career. However, Jones grew restless with the time series analysis that collected about one image every year of stars that were thousands of light years away. Feeling stifled in a sliver of galaxy, he needed a broader array of problems to solve and wider frontiers to explore.

He wanted more data, and faster.

After graduating in Astronomy, Jones took some time to consider what energized him. He was drawn to new frontiers. He traveled a bit and discovered his love for the American West, national parks, and landscape photography.

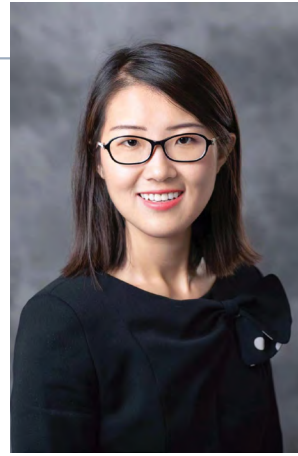
He had a reputation as a car buff among his friends, who kept him busy on the side crunching used car data for great automobile finds. He designed a car app to try to quantify his knowledge, and then pitched his app to Carvana, a new startup based in Phoenix, Arizona. They offered him a job with their team of 30-40 employees, and within a few months he transitioned to a full-time data scientist role. Working at Carvana during the IPO and hypergrowth phase was exciting, but after three years Jones wanted to expand his skill set. He wanted more opportunities to solve interesting and meaningful problems.

He applied to graduate school at USU in statistics, where he found his home in data science. "From a personal growth perspective, this field is very gratifying. When I went into industry at Carvana I didn't even know this was a discipline. Machine learning and data science in general opened the door for me to work on many different problems. Almost every problem, task, project, and piece of research is based on data, and we're developing techniques to analyze patterns in data. This field opened doors to work on literally any type of project or concept I want to," says Jones, whose recent projects have included satellite imagery analysis, children's narratives, and audiology and neuroscience problems.

This field opened doors to work on literally any type of project or concept I want to,

Jones received his PhD in Statistics from USU in 2021. He is an assistant professor in the Department of Data Analytics and Information Systems at the Huntsman School where he is contemplating questions surrounding data representation. "We've gotten pretty good at the mathematical part. Algorithms can solve almost any problem at this point. The bigger question is the data—how can we make correct and equitable labels that are representative of what we're actually trying to solve?" For this one-time astronomist, the sky of data science has no limits. ■

We welcome 9 new faculty members to the Huntsman School, bringing the total number to 108 full-time faculty in the school.



Alice Guo



Grazia Xiong



Fei Shuai



Brent Allred



Ken Sorenson



Angela Luo



Janette Goodridge



Sharad Jones



Carly Fox



Incredible Impact

BY CHRIS SKOUSEN,
Department Head,
School of Accountancy

Dr. Larry Walther has been a man of many hats during his 14 years at Utah State University. Serving with distinction as Department Head of the School of Accountancy, Interim Dean and Associate Dean of the Huntsman School of Business during his USU career, Larry built a remarkable legacy of excellence in every endeavor. Perhaps his most important role has been as a mentor to our students, faculty, and alumni.

During his time as department head, he led the School of Accountancy to prominence in national rankings, CPA Exam pass rates, and unprecedented growth in student numbers and diversity. Larry has been an influential difference maker.

He always had a watchful eye for students in need, going above and beyond the call of duty to support, mentor, and develop future leaders. On more than one occasion, he identified students in need and helped them find a path to success.

Dr. Walther's influence extends well beyond Utah, to his native Texas and throughout the world. He is known worldwide for his authorship of the free online introductory accounting textbook, principlesofaccounting.com, and for his leadership and service to the Federation of

Schools of Accountancy and Association to Advance Collegiate Schools of Business.

When Larry stepped down as Department Head of the School of Accountancy, he shared his "crystal ball" about the future of higher education and the four essential elements of success, as follows:

- Establish and maintain technical competency
- Adopt an attitude of sheer persistence, especially in the face of adversity
- Unrelenting adherence to high ethical standards
- Understand and value relationships with others

Dr. Walther has indeed been an exemplar of these concepts as he maintained the highest technical competency, an indomitable attitude of persistence, unrelenting adherence to high ethical standards, and ever a builder of friendships and lasting relationships. We are going to miss Larry as he steps into the next phase of life.

Above all else, Larry will always be remembered as a friend, mentor, leader, and contributor to the growth and reputation of the School of Accountancy and the Huntsman School of Business. Through his foresight and contributions, a legacy of excellence has been built. ■

Steve Hanks recently retired after a 34-year career in the Huntsman School and USU. In addition to his faculty role, he served in many capacities including as Director of Assessment and Accreditation in the HSB, and Vice Provost and Faculty Senate President. But without doubt, where Steve's true passion lay and where he had particular impact on students and colleagues was in his role as Director of the full-time Master of Human Resource Program.

Challenged by the Dean to make the program one of distinction, Steve set about the task with energy and commitment. He engaged stakeholders in a methodical manner, taking a program that recruited and placed students within the boundaries of Utah, to one with a national profile. Today it competes with elite programs including those at Cornell, Michigan State, and Texas A&M both for students, and for the Fortune 200 companies seeking

new talent. Under Steve's watch, it became the standard to have recruiters from companies such as Chevron, Honeywell, PepsiCo, and Raytheon walking the halls of the Huntsman School looking for future HR leaders.

Student success and growth were paramount to Steve. Both as a teacher and mentor, he helped students position themselves to become leaders, role models, and ambassadors for the program and school. As the student testimonials shared with Steve at his retirement reception showed, he has touched many and left a lasting impression.

Steve was always too humble to take credit. He made numerous contributions to his students and colleagues' lives and set a positive example in doing so. As this journey comes to an end and the next one begins, he will continue to have a positive impact on those around him. ■



A Positive Example

BY VIJAY KANNAN,
Head, Department of Management

FACULTY

RESEARCH HIGHLIGHTS

Political Bias in the Media's Coverage of Firms' Earnings Announcements

Lynn Rees, Quigley/Deloitte Foundation Professor of Accountancy, Jon M. Huntsman School of Business, and Brady J Twedt, University of Oregon, *The Accounting Review* 97 (1), 389-411, 2022



Does a firm's political activism induce bias in the media coverage of earnings announcements and how does such coverage impact markets? Research by Professors Rees and Twedt (who earned his undergraduate degree from the Huntsman School), found that media outlets negatively slant their coverage of earnings announcements when the political leanings of the media outlet are incongruent with the political ideology of the firm. For the purpose of this research, a firm's political ideology was inferred based on employee political contributions and identify firm and manager characteristics associated with distinct ideologies. The results also suggest that the prevalent bias across some media outlets in their coverage of political news also affects their coverage of corporate financial events.

Getting social in selection: How social networking website content is perceived and used in hiring

Chris Hartwell, Huntsman School of Business, & Michael Campion, Purdue University, *International Journal of Selection & Assessment*, 2020; 28:1-16



In this research, the authors surveyed current human resources (HR) professionals regarding their perceptions and use of social networking websites (SNW) in the hiring process. Over half of the participants (51%) agreed that viewing applicant SNW content was useful during the hiring process, while only 18% disagreed. Results also showed that an overwhelming majority of HR professionals (82%) view applicant SNW information during the hiring to some extent, including 43% that use it as a regular component of assessing applicants. The most commonly used SNWs among those that view them during the hiring process include LinkedIn (99%), Facebook (58%), and Twitter (27%). Applicant SNW content perceived most negatively include discriminatory comments, drug use, sharing confidential information, and disparaging a current/past employer. SNW content perceived most positively include information that supports qualifications, positive comments from others, and having a high number of friends/connections.

How Emotional Attachment Influences Lender Participation in Consumer-to-Consumer Rental Platforms

Antje Graul and Aaron Brough, Huntsman School of Business, and Mathew Issac, Seattle University, *Journal of Business Research* 2022, 139, 1211-1217.



Renting cars from Turo or vacation homes from Airbnb has become a popular practice. But what prompts people to list their possessions for rent, or to choose one platform over another? Marketing professors Antje Graul, Aaron Brough, and Mathew Isaac conducted experimental research to understand such motivations. Not surprisingly, most owners are concerned that their products could be damaged by a careless renter. Platforms often address this concern by offering financial compensation in the event of damage—a strategy that is appealing to some owners. However, owners who feel emotionally attached to their possessions are more persuaded when a platform's policies provide assurance of product protection (e.g., requiring users to sign a statement that they will care for the product). As rental platforms craft policies, understanding these motivational differences is critical to ensuring a sufficient supply of products to meet demand and promoting widespread platform adoption.

Social Norms and Dishonesty Across Societies

Lucas Rentschler, Huntsman School of Business, Diego Acynera, Benjamin Beranek, and Jonathan Schulz, *Proceedings of the National Academy of Sciences*, 2022



Conventional wisdom and a considerable body of research suggest that prosocial norms encourage prosocial behavior. In this paper, we demonstrate that this can be pushed too far. If such norms are excessively strict, antisocial behavior actually increases. We ran laboratory experiments on honesty in ten countries around the globe and show that people who hold very strict norms of honesty are more likely to lie to the maximal extent. We also find that countries with a larger fraction of people with very strict civic norms have proportionally more societal-level rule violations. ■

FACULTY & STAFF AWARDS



Antje Graul
Faculty Researcher of the Year

Antje is a person everyone enjoys collaborating with on research. She brings fresh insights and energy to any project. Her work with several different teams of faculty from throughout Utah State University is being recognized by some of the top academic journals in her field of investigation.

— Jim Davis,
Department Head,
Marketing & Strategy



Jared Hansen
Undergraduate Research Mentor of the Year

Jared puts students as his top priority. He is tireless in advising them on class projects, research interests and career development. Both students and his colleagues recognize his selfless work. He is an excellent example of faculty putting students first in the Huntsman School of Business!

— Jim Davis,
Department Head,
Marketing & Strategy



Tyler Brough
Graduate Mentor of the Year

Tyler is the most prolific graduate mentor I've ever worked with during my career in two different departments at USU. He has advised dozens of master's students in the Economics and Finance program and has been instrumental in developing our Master of Data Analytics degree, including the hands-on capstone experience that students complete for the MData program.

— Chris Corcoran,
Department Head,
Data Analytics & Information Systems



Chris Hartwell
Faculty University Service Award

Chris is all about supporting others. Whether it's service in support of students, the department, or just something that needs to get done, he's all in and never shies away from an opportunity to have positive impact. I know I can always count on him to contribute meaningfully and bring perspective and insight to the conversation.

— Vijay Kannan,
Department Head,
Management



Nate Jensen
Employee of the Year

Along with being articulate and bright, Nate brings great enthusiasm to his work and to the students he mentors. Nate is highly respected by the students he serves and the faculty and staff he associates with. He has the best interests of the students in mind in all that he does. Nate is a person of great integrity and does his best in whatever needs to be done.

— Ruth Loveland,
Director, FJ Management
Center for Student Success



Ed Stafford
Cazier Professor Lifetime Achievement

Ed has applied his training and experience on sustainability throughout his career. He is known nationally for his work in wind energy and now has a growing reputation for his work on clean air. He has a strong and continually growing impact on the world in which we live.

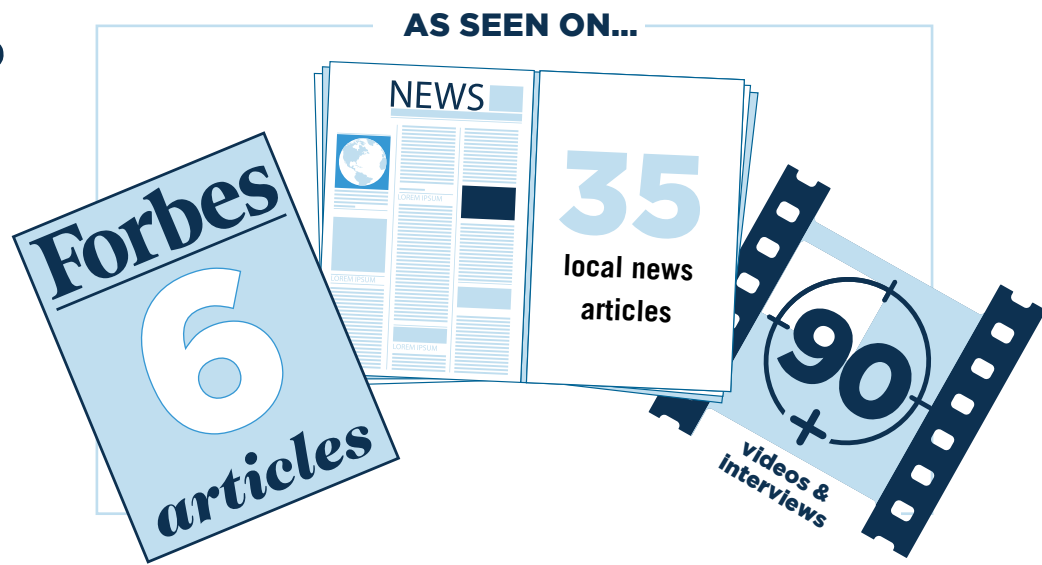
— Jim Davis,
Department Head,
Marketing & Strategy

UTAH WOMEN & LEADERSHIP Project



The 2021-22 Academic Year has been a hinge point for the Utah Women & Leadership Project. We started off by adding two full-time staff this past year and also had one-time legislative funds, both of which enabled us to significantly increase our output and strengthen our impact for Utah girls and women. My participation in Governor Cox's One Utah Roadmap has opened doors and created new partnerships with government, corporate, and community organizations, so we are now working with, in some capacity, 136 partners or collaborators. With their help, our reach expands exponentially, and the work in which they – and we – are engaged is rapidly spreading throughout the state. And, if I've learned anything this year, it is that the more we do, the more there is to do, so we look forward to another productive and impactful year.

—Dr. Susan Madsen, Director Utah Women and Leadership Project



RESEARCH

- 10 Research & Policy Briefs
- 11 Research Snapshots
- 8 "What Can I Do?" Reports
- 3 White Papers
- 2 Partnered Reports

RESOURCES

- 36 Infographics
- 25 Podcasts
- 23 Handouts
- 3 Interactive Dashboards
- 2 Online Courses

CORPORATE-FOCUSED HIGHLIGHTS

8 PODCASTS

by corporate leaders addressing "Policies and Practices that Attract, Retain, and Advance Women" in their organizations (CHG Healthcare, 1-800 Contacts, Recursion, Ultradent, Intermountain Healthcare, Goldman Sachs, Overstock.com, and Zion's Bank)

6 RESEARCH BRIEFS

on The Impact of COVID-19 on Utah Women and Work (Changes, Burnout, and Hope; Career Advancement Challenges; Childcare and Homeschooling; Caregiver Experiences; Resilient Mindset and Wellbeing; and Health Impacts)

5 RESEARCH BRIEFS

on Sexist Comments & Responses (Study Introduction and Overview; Inequity and Bias; Objectification; Stereotypes; and Undervaluing Women)

POPULAR WORK

White Paper: *Women's Equality in Utah: Why Utah Is Ranked as the Worst State and What Can Be Done.*

Infographic: *Childcare: What Utahns Need to Know*
Handout: *Childcare Solutions for Employers*
Handout: *10 Steps Companies Can Take to Narrow the Gender Pay Gap*

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Chris Tibbitts

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UtahStateMBA.com



Polly Conrad

2022 USU Undergraduate Faculty Mentor of the Year

BY DAVE PATEL

“Often times when mentoring students, I try to be vulnerable, remember what it was like to be an undergraduate student, and share experiences I had from that time in my life.”



Since coming to USU in 2014 as a lecturer in the Data Analytics and Information Science Department, Polly Conrad has mentored over 1,600 undergraduate students. These include all business and economics majors as well as some undergraduate students in statistics, natural resources, political science, communication studies, computer science, art, chemistry, and psychology. Conrad, who was recognized as the Huntsman School Teacher of the Year in 2018 and the Undergraduate Research Mentor of the Year in 2019, carried off a rare trifecta after being recognized as the 2022 Faculty Mentor of the Year, not just for the Huntsman School, but for the entire Utah State University.

Chris Corcoran, head of the Data Analytics and Information Science Department, noted that Conrad’s record of undergraduate mentoring is the most impressive that he has observed during his 22-year career at USU and as the head of two different academic departments in two different colleges. In addition to teaching, Conrad is an active participant and leader with the Huntsman Scholar Program, USU Connections, the Huntsman School Analytics Solutions Center, the Utah Women & Leadership Project, and various student clubs. “Polly’s involvement in various student initiatives and organizations is staggering, and while she maintains a tremendously busy schedule as she supports and works with individual students outside of the classroom, none of the activity ever

appears to be forced or contrived. It is an outgrowth of her sincere desire to help students reach their academic, professional, and personal goals,” stated Corcoran.

“Often times when mentoring students, I try to be vulnerable, remember what it was like to be an undergraduate student, and share experiences I had from that time in my life,” Conrad said. “They talk to me about changing their major, which internship they should accept, what it’s like for women in tech, or if they should consider graduate school. Students ask all kinds of questions, and having someone listen, share experiences, or make recommendations can be so simple but greatly impact students.”

Conrad teaches several sections of one of the core data analytics courses in the Huntsman School. Alumna Erin Crump noted that as soon as class started, she knew Conrad was a different type of educator. “She had a phenomenal way of engaging students in what we were learning. She made the material of the course seem less complex and gave me confidence to dive into projects head on. Outside the classroom, during her own free time, she agreed to help me create a new business, which ended up winning an entrepreneurship pitch competition!”

Conrad earned a BS in Biology and an MS in Ecology from Truman State University in Missouri and served as a wildlife scientist for the State of Nevada before moving to Logan. She describes herself as part biologist, part statistics nerd, and part business analyst. ■



Todd Griffith believes that his primary goal as an educator is to mentor and develop students by providing them with a challenging and exciting learning environment. Regardless of the teaching content, he likes to emphasize the applied nature of the topic through current events and practical examples. Griffith, an Assistant Professor of Finance, was recognized as the 2022 Teacher of the Year in the Huntsman School because of his thoughtful teaching style and for his care for his students. Griffith was also recognized as the Huntsman School Faculty Researcher of the Year in 2021.

Alumna Kristin Dahl, who currently works for Goldman, Sachs, noted the genuine concern Professor Griffith showed for each student. “I came to your office so many times, stressed out of my mind, sick, and clueless and you always helped me nail the concepts I needed to. Your enthusiasm towards teaching and life will continue to inspire so many students. I’m grateful I was able to take your classes and learned so much from you.”

Griffith is noted for the time and attention he puts in to prepare and organize materials for his classes, for the experiential learning activities that force students to apply the knowledge learned in the classroom, for taking time at the beginning of each class to discuss current events. He also mentors undergraduate and graduate students in their research programs, serves as the graduate program advisor for the Master of Financial Economics and Master of Science in Economics Programs, as the faculty advisor for the Personal Financial Planning student club, and a faculty mentor for the CFA Institute Research Challenge.

Ben Blau, head of the Economics & Finance Department, stated that, “Professor Griffith is an incredible teacher and scholar. In the classroom, he has a unique ability to incite engagement from his students about current topics in financial markets. Outside of the classroom, Todd may be one of the most active researchers in the discipline. He has published his research at a rate that is unmatched in the profession. Moreover, he frequently includes students on his research and has published a number of studies with student researchers. We are so grateful for his excellent contribution to the Huntsman School and important role he plays in the lives of his students.”

Griffith graduated with honors, earning a Ph.D. in Finance from the University of Mississippi. He received an MS in Financial Economics in 2012 and a BS in Economics in 2011 from Utah State University, where he also competed for the Aggie Cross Country and Track Teams. He teaches Corporate Finance, Investments, and Markets and Trading to both undergraduate and graduate students. His research interests are in empirical market microstructure, asset pricing, and banking. He has published work in several academic journals, such as the Review of Financial Studies, the Journal of Banking and Finance, the Journal of Financial Markets, and Financial Management. ■

Todd Griffith

2022 Teacher of the Year

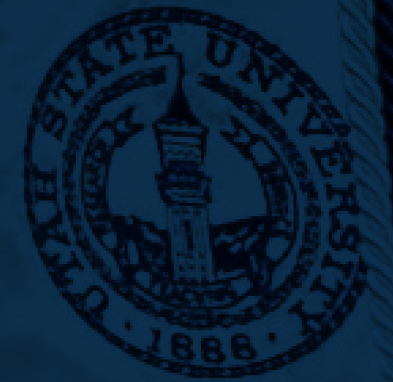
BY DAVE PATEL





2022

Commencement





ALUMNI

ALUMNI NOTES

We want to celebrate life's moments, milestones, and achievements with you! Send your alumni news update to huntsman.editor@usu.edu

'50s

Stan Meyrick '59, is the Owner of Meyrick Family LLC

'70s

Ross D. Stokes '75, is the Owner of Blackstone Capital LLC.

Keith A. Hurley '79, is the Owner of Ad Lite Sign Co

'80s

Mark P. Longhurst '80, is a Financial Controller at Heartland Grading

P. James Hirchak, Jr. '82, works as the Outsourced CFO for Ignite Spot Accounting Services

Gary Alan Arnett '83, works as the Corporate Trainer for Black Knight

Greg R. Gilbert '83, is the Sr. Tax Director for Abbie Vie

David James Watterson '84, works as the Chief Strategy Officer for iFIT

Monica A. Hershey '84, is a Sales Director at TigerGraph

Tad L. Hershey '84, is a President & Chief Financial Officer at Masterpiece Properties, Inc.

Wayne Larry Niederhauser '84, works as the State Homeless Coordinator for the State of Utah

Anthony T. Smith '86, is an Owner at AVNJ, Inc

Clark Todd Mabey '86, works as the Controller for Cubiscan

Gregory Sheehan '86, works as the Utah State Director for the United States Government

Haakon Austefjord '86, works as the Regional SLED Account Director for Tanium Inc.

Jodi C. Butler '86, works as a Talent Acquisition Partner for United States Government

Scott Allen Burton '86, is a Sr. VP at Gilead Sciences

Janet Bringhurst '87, is a Program Mentor at Western Governors University

Larry G. Mortensen '87, works as the Sr. Manager for Strategy & Business Development at Northrop Grumman Corp

David F. Witte '88, is the VP of Development at Shea Properties

Rex W. Harris '88, is a President at SignThis Sign Shop

C. Mark Dent '90, works as the Owner for C. Mark Dent CPA, PLLC

Nate Paul Grant '89, is the Chief Customer Officer at Marketstar

'90s

Dr. Dan Peterson '90, is the President of Herzing University

Glade Raymond Erikson '90, is a Sr. Manager at Discover Card

Richard M. Zollinger '90, is an Accounting Manager at Freeport-McMoRan Copper & Gold, Inc.

Timothy Michael Dall '90, works as the Executive Director of Life Sciences for GlobalData Plc

Troy R. Martin '90, works as the Owner of Martin Tax and Advisory

Kasey M. Christensen '91, works as the CEO for Arctic Circle Restaurants Inc.

Matt N. Allen '91, is a Chief Revenue Officer at iFIT

Todd J. Woods '91, is the Global Director of Partnerships and Marketing at HySpecIQ

Jeffrey T. Haugen '92, works as the Compliance Consultant for Heartland Retirement Plan Services

David R. Jacobs '93, works as the Assistant VP of Business of Information Systems for IHC Health Services

Kelle M. Stephens '93, is the President of Dixie Applied Technology College

Benjamin Aguayo, Jr. '94, is a VP Customer Experience at Alder Holdings

Kathrina J. Perkins '94, is a Council Member for the State of Utah

Ketan Arun Dholakia '94, is the Director of Pricing at Airbus U.S. Space & Defense

McCall Sessions '94, works as a Consultant for Resource Pointe

J. Christian Madsen '95, works as the Sales and Marketing Director for Apogee Instruments, Inc.

Justin H. Mortenson '96, works as the Team Lead for SUSE

Lt Col Ken S. Thompson '97, is the Owner of Celeritas, LLC

Magnus Carl Edling '97, is the VP of Business Development at BlueGrace Logistics

Matt Redington '97, works as a Human Resource Representative for Autoliv ASP Inc.

Stephen E. Pryor '97, is a Financial Controller at Chisholm Hunter

Afroditi Malek-Birkner '98, is a Human Resources Business Partner at AAPC

Amy C. Collins '98, is a Business Support Consultant at Wells Fargo

Jennifer J. Hunsaker '98, works as the Organizational Development Consultant for Canvi Behavioral Health

Scott Douglas Allen '98, works as the VP of Human Resources for MetaSource LLC

Tyler A. Gillespie '98, is the Owner of TA Gillespie Investments, Inc.

Adam J. Chamberlain '99, works as a Tax Partner for Wisan, Smith, Racker & Prescott, LLP

Charles Don Leishman '99, is a Project Director at Autoliv ASP Inc.

John M. Dutson '99, is a Director of Financial Operations for Ogden Air Logistics at Hill AFB

Mitch J. Harris '99, is the President at Press Ganey

Reese W. McNeel '99, works as the CFO for Prosafe

'00s

Adam A. Cluff '00, is the Supervisor of Commercial Operations at Marathon Ashland Petroleum LLC

Adam C. Posey '00, is a Tax Partner at Squire & Company

Bret William Davis '00, is the Sr. Manager of Regulatory Compliance at Northrop Grumman Corp

Brett T. Rowe '00, is a Partner at OakBridge Tax Services

Derek D. Carter '00, is the CFO at Phillip Capital

Dr. Ryan D. Israelsen '00, is the Associate Professor of Finance at Michigan State University

Dr. Sandeep Mohapatra '00, is an Associate Professor at the University of Alberta

Jared Burgess '00, is a Project Engineer at Riveridge Engineering Company

John T. Jones '00, is the President, South Region at Cache Valley Bank

Keith F. Lombardo '00, works as a Data Analyst for Integral Consulting Services

Mark B. Calvin '00, is a Sr. Manufacturing Manager at Ultradent Products, Inc.

Sanjeev Misra '00, is a Data Science & AI Researcher at AT&T

Trent R. Evans '00, is a Revenue Agent for the United States Government

Adam R. Berry '01, is the General Manager, Zealand & Australia at doTERRA International, LLC

Brett R. Bills '01, is Chief Investment Officer at Nilsine Partners

Jacob H. Taylor '01, is the VP of Operations at Cubiscan

James A. Cosman '01, works as a Sr. Accountant for Alpine Securities

Rick L. Velasquez '01, is a Sr. Customer Success Manager at Microsoft Corporation

Benjamin H. Riley '02, works as the Acting President for Young Living Essential Oils

Clint D. Newbold '02, works as the Credit Card Business Manager for BMW Financial Services

Daniel J. Jenkins '02, is a Sr. VP at First Community Bank

Jeremy S. Wilcock '02, works as the Principal - Owner of CLK Construction

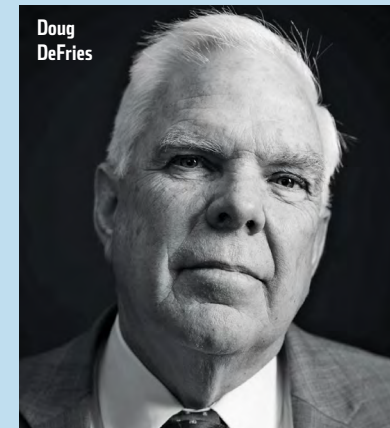
Johans Y. J. Lin '02, is the Broker/Owner of LCS Real Estate Investment



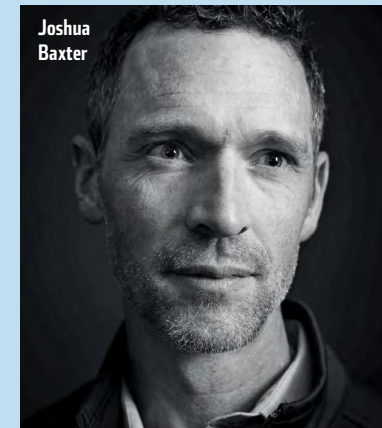
Bobby Wagner

Helping His Community

Bobby Wagner, Management '12, recently created a fund in honor of his mother to help stroke patients. Wagner, a professional football player, returned to his roots in Los Angeles after signing with the Los Angeles Rams, and it was important to him to give back to the community where he grew up. He created the Phenia Mae Fund in honor of his late mother, who passed away from stroke complications while he was at Utah State. This fund will support those who have suffered a stroke and also promote stroke education, and it will benefit two medical centers in Los Angeles that helped treat his mother. ■



Doug DeFries



Joshua Baxter

CEO's of the Year

Joshua Baxter, MBA '02, and Doug DeFries, Accounting '90 and MBA '06, were recently named by Utah Business Magazine as 2022 CEOs of the year. Joshua is the CEO at NetDocuments and is an experienced executive with a track record of leading high growth business to profitability through market and product portfolio expansion and improved customer retention. Doug is the President and CEO at Bank of Utah, and, as he states, "is in the business of helping individuals, families, and businesses achieve their dreams." ■

Jonathan M. Liechty '02, is an Audit Partner for KPMG International

Juliane Mello '02, is a Fiscal Incentives Analyst at Positivo Technologia

Andreas Madersbacher '03, is a Platform Life Cycle Manager at Novartis

Brentford G. Miller '03, works as the Director, Retail Pricing and Automation for United Pacific

Derek L. Anderson '03, is a Composite Structures Engineer at Northrop Grumman Innovation Systems

Gregory G. Cole '03, is a Managing Director at AIM Ventura Capital Fund

Robert W. Ward '03, is the Director of Global Marketing Programs at Ivanti

Tingbi Zhao '03, works as the Lead Software Engineer for Cox Automotive Inc.

Adam Glen Olpin '04, is a Sr. Financial Analyst at The Church of Jesus Christ of Latter-day Saints

Buzzy A. Mullahkhel '04, is the Sr. Director Application Services at IHC Health Services

Greg D. Bleazard '04, is the Chief Financial Officer at Kenworth Sales Co, Inc.

Matthew D. Stone '04, works as a Business Development Manager for Answer Financial

Nathan C. Etherington '04, is an R&D System Engineer for the United States Government

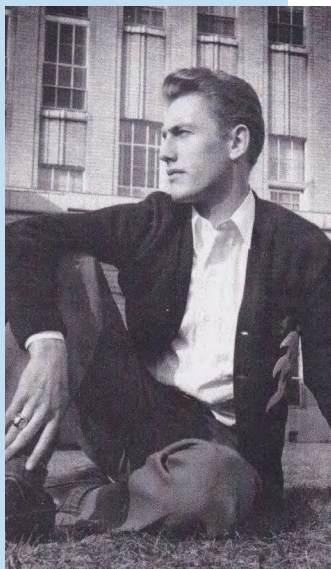
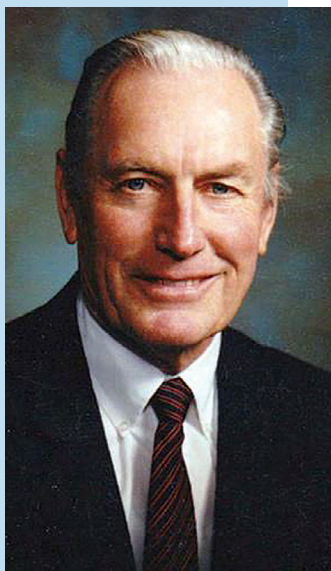
Wei Wei '04, is the Financial Controller at Felix Capital

Adam Checketts '05, is the Manager of Customer Experience Technology for CSX Corporation

Adam D. Beck '05, works as the Manager, Financial Planning & Analysis for Terra Millennium Corporation

Brent T. Evans '05, is a Public Sector Account Manager at Google

Brooks H. Steele '05, works as the Sr. Product Manager at Mailchimp



He had many accomplishments in life, but nothing was more important than the relationships with his family. He was beloved by his family.

Remembering Haven Barlow

1922-2022

Haven Barlow was born January 4, 1922 in Clearfield, Utah, to Jesse D. and Isadora Beck Barlow. His mother Isadora was killed in a tragic car/train accident when he was just nine months old. He and his older brother David survived the accident. His father married Freda Knudsen, a recent immigrant from Denmark, who raised the boys as her own.

Haven graduated from Davis High School in 1940 where he played football and served as Senior Class Secretary. Following high school, Haven earned a degree in Business Administration in 1944 from Utah State Agricultural College, now Utah State University. He joined the U.S. Navy and served as a naval supply and disbursement officer in the Pacific and Atlantic Theatres in World War II, receiving the Philippine Liberation Medal.

Haven and his wife Bonnie Rae Ellison Barlow were married for 58 years before Bonnie Rae passed away in 2002. Haven and Bonnie Rae returned to Davis County after World War II, where they raised their six children in Layton.

In 1949, Haven established the Barlow Realty and Insurance Company in Layton, and was actively engaged with the company for a half century. He was elected to the Utah State Legislature in 1952 and served consecutively for 42 years from 1953 to 1994, longer than any other legislator in Utah history. One of his greatest accomplishments as a legislator was establishing a four-year Weber State University, and the present-day Davis Technical College and Ogden-Weber Technical College. He is often referred to as the “Godfather of Utah Technical Education.”

He recently celebrated his 100th birthday, his final goal. He was proud that he was 26 years younger than the State of Utah, whose birthday they shared. He was a strong supporter of the Arts, The Children’s Center, Utah Symphony and Opera, and numerous charitable organizations. He was an avid supporter and participant of all sports. His favorites being golf and tennis and competing in both at the Huntsman Senior Games until there was no one else his age against whom to compete.

He had many accomplishments in life, but nothing was more important than the relationships with his family. He was beloved by his family.

Haven J. Barlow peacefully passed away at his home in Layton, Utah, February 6, 2022, after a long, extraordinary life and gentle decline. ■

Connie Eastman '05, works as a Financial Controller for ELITech Group

Kevin T. Stott '05, is the Agent/Owner of Stott Insurance Agency Inc.

Thad K. Lemon '06, is the CFO at Cover Pool

Troy Thornton '06, works in Accounting and Finance at Malouf

Blake A. Watterson '07, is the COO at iFIT

Brady B. Hoggan '07, works as the Revenue Growth & Business Development for Plastic Resources, Inc.

Brett T. Teuscher '07, is an Audit Leader at BlueScope

Brock A. Griffiths '07, works as the Sr. Director of Finance for TC Transcontinental

Bryan E. Stevenson '07, is a Managing Partner at Vineyards Management Group

Jim W. Roberts '07, is the CFO at Back Yard Burgers

Aaron McKay Bezzant '08, works as the Global and Trade Head for Zonos

Don Wortley '08, is a Head of Marketing, Private Brands at Amazon.com Inc.

Ryan Craig Dunkley '08, is a Chief Digital Officer at iFIT

Sarah M. Shaner '08, works as a Tax Specialist for Rio Tinto Minerals

Zachary C. Ames '08, is the Founder of XYZ Leadership

Justin H. Christensen '09, works as the R&D Laboratory Support Technologist for the United States Government

Matthew P. Kohler '09, is a Project Manager, Supply Chain/Operations Management at BioFire Diagnostics

Michelle Hardwick '09, works as the Director of Engineering, External Data & Analytics for Entrata

Morgan Andrew Cox '09, works as the CFO for Westates Companies, LLC

Scott J. Kellett '09, is the Director Of Operations at LYNBROOKFS Cloud Based Financial Services

Scott James Bly '09, works as the Regional VP, Urology for Olympus America

'10s

Brad L. Harding '10, works as the Human Resource Manager for International Paper Company

David Merrill Brown '10, is an Accountant at Advocate Tax and Accounting

Jameson Carley Spooner '10, is the Director of Digital Acquisitions at Extra Space Storage Inc.

Nate Putnam '10, is the Co-Founder and CEO at Monumetric

Creating Impact

Sam, Accounting '04, and Kacie Malouf, Music Therapy '03, were named MountainWest Capital Network 2022 Entrepreneurs of the Year. In 2003, Sam and Kacie co-founded Malouf, which has grown into Malouf Companies. The company currently employs over 1,600 people across a network of 55 brands and businesses. This recognition by the MWCN is not only due to the Malouf’s entrepreneurial accomplishments, but also due to their spirit of giving back by creating the Malouf Foundation in 2016. The Malouf Foundation fights against child sexual exploitation, specifically sex trafficking and online abuse. The Malouf Foundation recently partnered with the Elizabeth Smart Foundation to further their collective mission. “The Malouf’s are an ideal choice for our Entrepreneur of the Year award, as they embody everything we look for in candidates,” MWCN’s Entrepreneur of the Year Chair Jake Kastan said. “Alongside the outstanding success and growth of their brands, they embrace giving back to the community and seeding entrepreneurship in others. Their commitment to the Malouf Foundation goes above and beyond what we typically see among corporate philanthropy.” ■



Nathan Karl Niebergall '10, works as the Sales Lead for Nivati

William Martin Christensen '10, is the CEO for DataAutomation

Aaron F. Wiser '11, is the General Manager at Vestcom, Inc.

Aaron J. Neeley '11, works as an Advisor for Harold Dance Investments

Adam C. Kirschman '11, is the President of FranchiseHelp Holdings LLC

Brian Nicholas Green '11, is an Account Executive at Domo

Brad Wallentine '11, works as the Director of Global Operations & Enablement at MarketStar

Cassie Hendricks '11, works as an Accounting Analyst for American Express Foundation

Christopher John Poulsen '11, is the President at PUREnergy

Dr. Abdullah AL Masud '11, works as the Manager of Statistics for AbbVie

Gregory T. Levesque '11, is the Co-Founder & CEO of Strider

Isaac Chad Bottelberghe '11, is a Chief Marketing Officer at Melaleuca Inc.

Jacob William Peterson '11, works as the CFO & COO for Mountain States Property Management

Jared Orlando Mora '11, works as the Fund Accounting Manager for UMB Fund Services

Joshua K. Barnes '11, is a Market Leader at Wilson Electronics Inc.

Mark D. Watterson '11, works as the Chief Experience Officer for iFIT

Moline Dastrup '11, is the Lead Content Production Manager for Duolingo

Paul Thaddeus Leonard III '11, is the Global Real Estate Advisor for Engel & Völkers

Trisha Ann Hunsaker '11, is the Human Resources Recruiting Manager at iFIT

Aaron Lee Sorenson '12, is a Territory Manager at Lennox International Inc.

Bo Nemelka '12, is a Partner at Intermountain Healthcare Strategy Office

Brett J. Stevenson '12, works as the VP of Business Development for Idelic

Dr. Blake C. Nemelka '12, is the Associate Strategy and Development Manager for Western Governors University

Eric L. Levesque '12, is the Co-Founder & COO of Strider

Eric Lewis Fausett '12, is a Field Service Engineer at Agilent Technologies Inc.

Kacey Harmon '12, is the Director of Sales Technology at MarketStar Corporation

Lawrence Edward Yancey III '12, is a Sr. Accountant at UHY

Michael J. Zollinger '12, is a Sr. Director of Sales at Domo

Tyler J. Barnes '12, is a Purchasing Director for the Salt Lake School District

Aaron D. Edwards '13, works as the Sr. Financial Analyst for Albany Engineered Composites

Alexander Nixon Bearnson '13, works as the VP of Development for Nixon & Nixon Inc.

Chad P. Champlin '13, is the Co-Founder of Roolee Boutique

Sean Michael Miller '13, is a Sr. VP, Director LOB Finance at Texas Capital Bank

Sven Poslusny '13, works as the Business Sales Leader for Tesla Industries

Andrew Loren Whiting '14, is the Owner of Whiting Development Group

Cecily M. Sorenson '14, works as a Product Specialist for SAP America Inc.

Chris E. Valdes '14, is a Sr. Financial Analyst at Global Jet Capital

Cynthia Marjorie Stolpe '14, works as the Technical Trainer/ Instructional Designer for Control4

Erik David Mikkelsen '14, works as the Product Development Team Lead for Western Governors University

Jared S. Day '14, is a Consultant at Lumen Utility

Jaron Dale Bentrude '14, works as the Sr. Project Manager for Titan Terminal & Transport

Jeremy L. Schumann '14, is a Global Marketing & Brand Leader at Amazon Prime Video

Adam Condie '15, is an HR Business Partner at Sutter Health

Cade McClain Ottley '15, is a Business Operations Analyst at BAE Systems Inc.

Devin W. Fabricius '15, works as a Director of International DTC for iFIT

Jameson D. Olsen '15, works as the BYU TV Marketing Manager for BYU Broadcasting

Kevin Fong Zhao '15, is a Product Manager at Tipico US

Kyle Bruce Rasmussen '15, works as a Sr. Audit Associate for Eide Bailly, LLP.

Abdulfatah AlBurayh '16, works as the Operations Support Specialist for Baker Hughes Company

Abhishek Shukla '16, is an Analyst at Wildan Group Inc

Alicia Marie Tingey '16, works as an Enterprise Renewals Specialist for Adobe

Austin Smoot '16, is a Manager, Expense & Corporate Card at Workday

Garrett S. Jensen '16, is an HR Business Partner at Northrop Grumman Corp



AN INSPIRING LEADER

BY BRET CRANE



On Friday, October 21, Douglas R. Conant will receive the 2022 Stephen R. Covey Principle-Centered Leadership Award, presented by the Covey Leadership Center at the Huntsman School of Business. Mr. Conant embodies a life of purpose, passion and principles. He is an internationally renowned business leader, New York Times bestselling author, keynote speaker, and social media influencer with over 40 years of leadership experience at world-class global companies. He is the only former Fortune 500 CEO who is a Top 100 Leadership Speaker, a Top 15 Leadership Guru, and a Top 100 Most Influential Author in the World. For the past 20 years of his leadership journey, he has honed his leadership craft at the most senior levels—first as president of the Nabisco Foods Company, then as CEO of Campbell Soup Company, and finally as chairman of Avon Products. In 2011, he founded ConantLeadership: a mission-driven community of leaders and learners who are championing leadership that works in the 21st century. Conant also serves as chairman of Chief Executives for Corporate Purpose and chairman of the Higher Ambition Leadership Alliance.

Conant is known as a leader who builds high-performance organizations by acknowledging the great contributions of his people. In organizations, it is easy to look for and find what is going wrong. He had a practice of celebrating what was right by expressing gratitude. Every day to and from work, he would review everything that had gone well that day and write thank you notes to people about something they did well that added value to the company. He would write 10-20 notes per day. It is estimated that during his 10 years at Campbell Soup Company he wrote over 30,000 notes. With 20,000 employees, that means most everyone had received at least one personalized thank you from the CEO. He built the emotional bank account and increased trust, and thereby inspired superior performance. ■

If you are interested in attending any of the events honoring Douglas Conant and hearing him speak, please contact bret.crane@usu.edu.

WHAT IS SUCCESS?

BY ERICA ROYER



Congratulations to Steve Palmer, the 2022 Professional Achievement Award Recipient in the Jon M. Huntsman School of Business.

Palmer is the CEO and founder of Thrive Life, a food freeze-drying company he started with fellow Aggie Jason Budge, a friend from USU. Earlier this year, the company—which currently employs about 700 people—acquired Mercer Foods and received backing from two private equity firms. Thrive Life is now on track to become the world's largest freeze-dry manufacturer by the end of next year.

But the company narrative hasn't always been so impressive.

"We call it the Dark November," Palmer says as he recounts a time when he wasn't sure if the company would survive.

Thrive Life had been selling pantry shelves and dried foods produced by other manufacturers. After a few years of falling sales, the company needed to pivot. "We decided that the best option was to double down on our manufacturing capabilities and enter into freeze drying," Palmer says.

Before their new freeze-drying plant was complete, the food storage and emergency preparedness markets headed into decline. "For the first time in 11 years of being in business," Palmer remembers, "I felt some hopelessness that this might be the end."

Palmer didn't have a solution, but he did something that changed both him and his business.

He found a mentor.

"It was this one decision that changed everything, to find Mark Harvey," says Palmer. Harvey had 20 years of experience in the freeze-drying business. After touring the new plant, Harvey recommended Thrive Life add probiotics to its product line. Within a year, they had long-term commitments and contracts with multiple companies.

Mentorship has defined Palmer's career, whether he's being mentored or doing the mentoring.

After the Dark November, Palmer reached out to two of his USU professors, Chad Mano and Jim Davis. He asked them what he could do personally to be a better leader for his company. They took him to lunch and encouraged him to get more education.

Palmer now has an MBA from Notre Dame and has completed the Owner/President Management program at Harvard Business School.

For the past year, Palmer has been serving as the USU Alumni President and on the USU Board of Trustees alongside Lucas Stevens, the student body president. Stevens, who graduated last year, came to him and said, "What can I do to be a business leader? I'm interested in becoming an entrepreneur."

"I said, do you have a job?" Palmer recounts. "Let me give you a couple of years. After two years, you will definitely know if you want to be a business owner." Stevens now works at Thrive Life as Palmer's shadow and right-hand man.

Palmer's definition of success has evolved. "In some years success was just hanging on and not giving up. Now I would say success is learning about who you are, what you can accomplish, and what you can become—challenging yourself in ways you didn't know you could stretch."

His advice for how to achieve this type of success? "Surround yourself with successful people that have the qualities you're looking to possess. Say to yourself, 'What am I not good at?' and then go find the people who can help you become better." ■



"In some years success was just hanging on and not giving up. Now I would say success is learning about who you are, what you can accomplish, and what you can become—challenging yourself in ways you didn't know you could stretch."

2022

Distinguished
EXECUTIVE
ALUMNUS

FREEDOM TO LEARN

BY ERICA ROYER

F

or Ryan Stowers, learning and freedom are one and the same.

Whether he's describing his childhood in rural Cache Valley, his two years in Hungary after the Iron Curtain collapsed, his time as a student at USU, or his career in philanthropy, it all comes back to this theme:

Learning opens pathways to freedom, and freedom to learn is the freedom to discover your purpose and potential.

Stowers, the oldest of seven children, grew up at the mouth of Black Smith Fork Canyon in Nibley, Utah. "There was a lot of trust," he says of his rural childhood. "We had a lot of freedom to explore and learn by doing and by experience." But that freedom came with responsibility.

"On Saturdays, we couldn't leave until all the weeds were gone from the garden," he says with a chuckle. "And the horses had to be fed every day, rain or blizzard or whatever."

Even more important was the responsibility to help other people. Stowers learned this by watching his parents. "My mother was a pediatric nurse for 40+ years," he says as he describes her deep compassion and incredible example. "She helped thousands of children and saved a lot of lives."

His father was the Northern Utah Director for Deseret Industries (DI), which gives job training and experience to people in difficult situations. "He was very passionate about helping people who were struggling to get on their feet and find new direction in life," says Stowers.

As a young man, Stowers wanted to go into medicine like his mother, but two experiences led him to a different path. First, he served a mission for the Church of Jesus Christ of Latter-day Saints in Hungary after the fall of the Soviet Union. Second, he attended Utah State University where he found mentors that cultivated an environment of intellectual and personal discovery.

On his mission, Stowers began to understand the power of ideas and how they shape culture, government, and policy. "I was there in the early 90s," he says. "I saw the power of individual freedom and how governments and in-

stitutions can either promote an individual's ability to live their life in a way that they choose or suppress it."

"To see people express themselves politically and religiously for the first time in ways they hadn't been able to their entire lives was incredible. But I also saw the aftermath of communism and the lives it destroyed."

"It was all very profound, very formative."

Later, while attending USU, Stowers slowly began to realize that medicine was a good course for helping people, but not the only course.

"My college experience was exactly what it was meant to be," he says. "Utah State was a place where ideas come and clash and there's an open dialogue, where you don't have to agree with each other to respect each other."



"For me it was the place where a lot of pivoting occurred—all the questioning and self-discovery in that period of my life that transformed the trajectory of my career pathway."

He has a long list of mentors, but the one that he keeps coming back to is Randy Simmons, who now teaches political economy in the Huntsman School of Business. "Surprisingly, Randy was one of my baseball coaches when I was younger," says Stowers, smiling at the memory. "He was always a bit of a contrarian, in a challenging and productive

way. He made you think."

"That's what attracted me to his courses when I ran into him again on campus. It was his love for this kind of intellectual discovery, of challenging the status quo and thinking through the why instead of just the what."

Simmons mentored Stowers in his undergraduate degree and helped him get an internship on Capitol Hill working for Orrin Hatch. After graduation, instead of medical school, Stowers began a master's program with Simmons as his advisor.

"He opened doors that helped me discover more about myself. He fed my intellectual curiosity," Stowers says of Simmons.

Stowers is now the Executive Director at the Charles Koch Foundation (CKF) where he has been for seventeen years, promoting the freedom and self-discovery that can come from individualized and lifelong learning. "As a philanthropic organization, we're focused on catalyzing the kind of action in society that will help all people break through the barriers that are preventing them from reaching their potential," he explains.

"As good as my college experience was," Stowers says, "There are millions being left behind. Most of my time now is spent on thinking how the Foundation can help to replicate the kind of empowering experience that I had at Utah State for the millions of people who aren't being reached with these opportunities in the current post-secondary education system."

Stowers and his wife, Rebecca, have four children. "Being a dad has reinforced this idea that we are all uniquely so different and have extraordinary potential," says Stowers. "We're trying to help our children identify who they are and gain life experiences that will build confidence and expose them to things they are passionate about."

His advice for USU students: "Pause and be introspective. Challenge all of your assumptions about yourself and the pathways you think are right for you. Figure out who you are, what your strengths are, what your weaknesses are, and what makes you excited about life. Then make sure your education and career choices are grounded in that knowledge." ■

LEADERSHIP Gifts

In recognition of individuals and organizations whose cumulative giving to the Jon M. Huntsman School of Business exceeds \$100,000.

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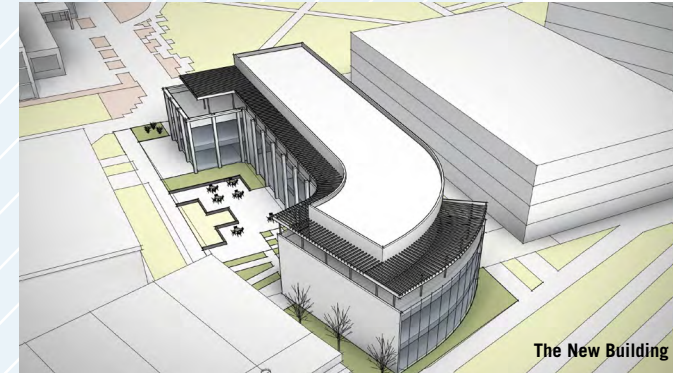
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Incredible IMPACT

We received several new gifts of more than \$1 million each this year. These gifts will support our new experiential learning building, scholarships for students and support faculty members in finance and accounting. We are deeply honored and humbled to receive this incredible support from our friends.



The New Building

The **Larry H. & Gail Miller Family Foundation** provided \$2.5 million to support a new building that will be home to experiential learning programming. This most recent gift adds to the more than \$4 million previously given by the Miller Family Foundation to the Huntsman School to support programs aimed at preparing students with the skills and attributes needed in today's fluid business environment. The new building will be located adjacent to Huntsman Hall.

"Our family is committed to advancing these important initiatives because we believe education unlocks doors and enriches lives," said Gail Miller. "We are grateful for our partnership with Utah State University and the Jon M. Huntsman School of Business and look forward to seeing the advancements in our communities that result from these experiential learning opportunities."



Blake Kirby

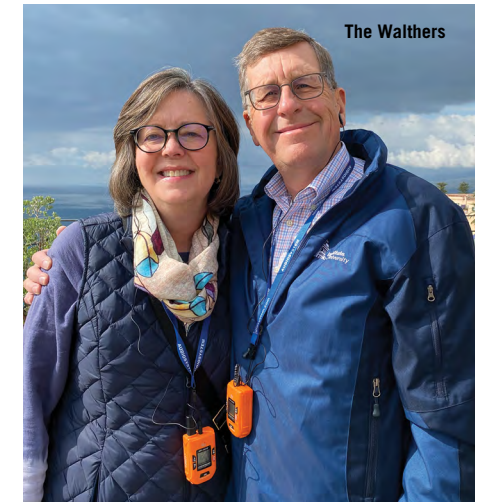
Huntsman School alumnus **Blake Kirby** donated \$1 million to create the Dr. Philip R. Swensen Endowed Professor of Finance at the Huntsman School, named in honor of the late Dr. Swensen, a former professor of finance at Utah State University.

During his 32 years as a professor of business and finance at Utah State, Dr. Swensen taught an estimated 15,000 students. He was known for his expertise in finance and investing and his aptitude for teaching, but also for remembering students by name and taking a personal interest in their lives. Kirby expressed profound gratitude for Dr. Swensen's skill in teaching finance, which gave him the foundation for a successful career. "I am forever grateful he took an interest in mentoring me as a young professional," said Kirby. "My deep relationship with him as a mentor, board member, business partner, and friend continued over the years and is one of the greatest blessings in my life. As a business leader, investor, and father, not a day goes by that I don't utilize the lessons learned from my dear friend Phil. His wisdom will forever be echoing in my ear."



Alan Hall

The **Alan & Jeanne Hall Foundation** committed \$1 million to support the Huntsman School ProSales Program and to provide sales skills to students. The gift will support ongoing curricular and extracurricular opportunities around sales, including a minor in Technical Sales and a vibrant Pro-Sales student club which has won national sales competitions and was recognized as the USU Organization of the Year last year. The Hall gift will further turbocharge a program with a nationally competitive presence and placement outcomes with Fortune 500 companies.



The Walthers

Dr. Larry and Laurie Walther provided \$1 million to support a professorship in accounting. Larry and Laurie Walther were transplanted Texans who became Utah State Aggies, and through the course of Larry's long and storied career, transformed the accounting department at USU through unwavering dedication to excellence. Larry Walther cared deeply about his students, his profession of teaching, and the world of business. Laurie supported her husband in each step along the way. These passions most vividly came together in the lives of students, who learned about accounting and about life in Dr. Walther's classes and continued to be mentored by their teacher long after they graduated from Utah State University. To honor the incredible impact of the Walthers' on the Huntsman School, the professorship will be named the Larry and Laurie Walther Endowed Professorship. ■

GIVING Back

Alumni Jim, '82, Recreation Resource Management, and Jeri Spinner, '81, Business Administration, attribute the academic rigor they found at USU for their graduate education and their careers. The couple wanted to honor the legacy of Jeri's father and grandfather, both Aggies, as well as acknowledge the role USU played in their own lives as well as for their two children, Hannah, '10, Accounting, and Jesse, '12, Business Administration. Jim and Jeri's generosity will fund the Jim and Jeri Spinner Institute of Outdoor Recreation and Tourism Lab in the S.J. & Jessie E. Quinney College of Natural Resources as well as the Spinner Weeks Terrace, located on the top floor of Huntsman Hall.

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Mark Your Calendars

UPCOMING FALL EVENTS

^{Sept}
9 Fall Semester Kick-Off
HH 4th Floor Perry Pavilion // 10:30 a.m.

^{Sept}
16 She's Daring Mighty Things Summit
HH 4th Floor Perry Pavilion // 10:30 a.m.

^{Sept}
23 Huntsman Career Expo
Virtual // Handshake // 8:30 a.m.
In-Person // HH 4th Floor Perry Pavilion // 11:00 a.m.

^{Sept}
26-30 Business Week
Huntsman Hall

^{Oct}
7 USU Homecoming

^{Oct}
21 Leadership Forum with Doug Conant, former CEO of Campbell Soup
HH 4th Floor Perry Pavilion // 10:00 a.m.

^{Nov}
4 Leadership Forum with Steve Palmer, BA '15, Founder and CEO, Thrive Life
HH 4th Floor Perry Pavilion // 10:30 a.m.

^{Nov}
11 MarketStar Sales & Analytics Competition
HH 4th Floor Perry Pavilion // 10:30 a.m.



To view more events, please visit:
huntsman.usu.edu/calendar/



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