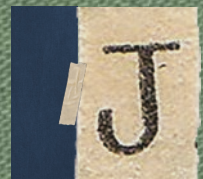


Huntsman BUSINESS

THE MAGAZINE OF THE JON M. HUNTSMAN SCHOOL OF BUSINESS AT UTAH STATE UNIVERSITY // 2026



and Jon built not only a family, but as parents of nine children, a commitment to improving the world. Karen often recounted that Jon, while serving as a young man, had been donating part of their income to a sailors' fund. She realized, was not something that he had a principle that



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Date _____



*Remembering
Karen Haight
Huntsman
1938-2026*



JON M. HUNTSMAN SCHOOL OF BUSINESS



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Dean's Message

Dear Friends of the Huntsman School,

This year marks the completion of Douglas Anderson's magnificent 20-year run as our dean! Our magazine is filled with inspirational stories about our students, staff, faculty, and alumni. I hope you will enjoy reading about our incredible journey and will join us in our quest to accelerate into the future.

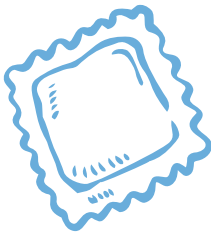
It's easy to be optimistic about our future when we have the best name in the business, Jon M. Huntsman—a name that conveys the integrity, work ethic, excellence, leadership, and compassion that we hope to develop in ourselves. I remember the thrill and inspiration I felt while standing in the crowd nearly 20 years ago at the naming of the School, as I listened to Mr. Huntsman's vision of students who learn state-of-the-art methods while becoming leaders of unquestioned integrity. I still feel that same excitement today, but with sadness for the loss of a key leader in Utah.

On June 1 earlier this year, Karen Haight Huntsman, the wife of Jon M. Huntsman, passed away in Salt Lake City. Karen was lovely, smart, dedicated, generous, and driven. Since her passing, I've reflected on her timeless advice at the opening of Huntsman Hall in 2016: "I hope they teach...honesty, and integrity, and your word is your bond. Nothing else is going to be as important as teaching that to these students."

She's absolutely right. Our ultimate success will be determined by our honesty, our integrity, and by living up to our word. No shortcut will ever be worth it, if it costs us our integrity. We attempt to capture her magic and influence in a special tribute in the pages below.

The Huntsman School is a force for good in Utah and will remain so. We provide upward economic mobility for students while lifting the economy in Utah and beyond. And while our progress has been stunning, there are many more peaks to climb. Indeed, as Mr. Huntsman once said, "we are just in the beginning years of a great runway to the Moon!"

FRANK CALIENDO
INTERIM DEAN AND HAROLD DANCE ENDOWED PROFESSOR



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**STUDENT
BUSINESSES:**

BIADA,
BLEEPED,
& BRIDGE

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**WHERE
EVERYBODY**

KNOWS
YOUR NAME:
FRANK SHUMAN

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**2026 DISTINGUISHED
EXECUTIVE
ALUMNUS AWARD:**
ROB ALLEN

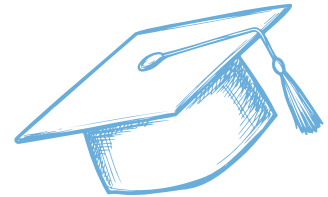
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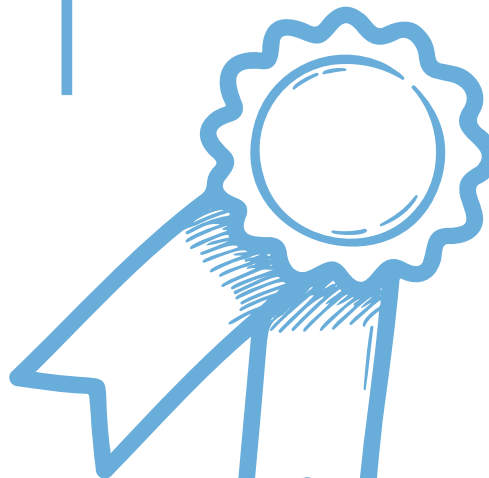
KAREN H. HUNTSMAN

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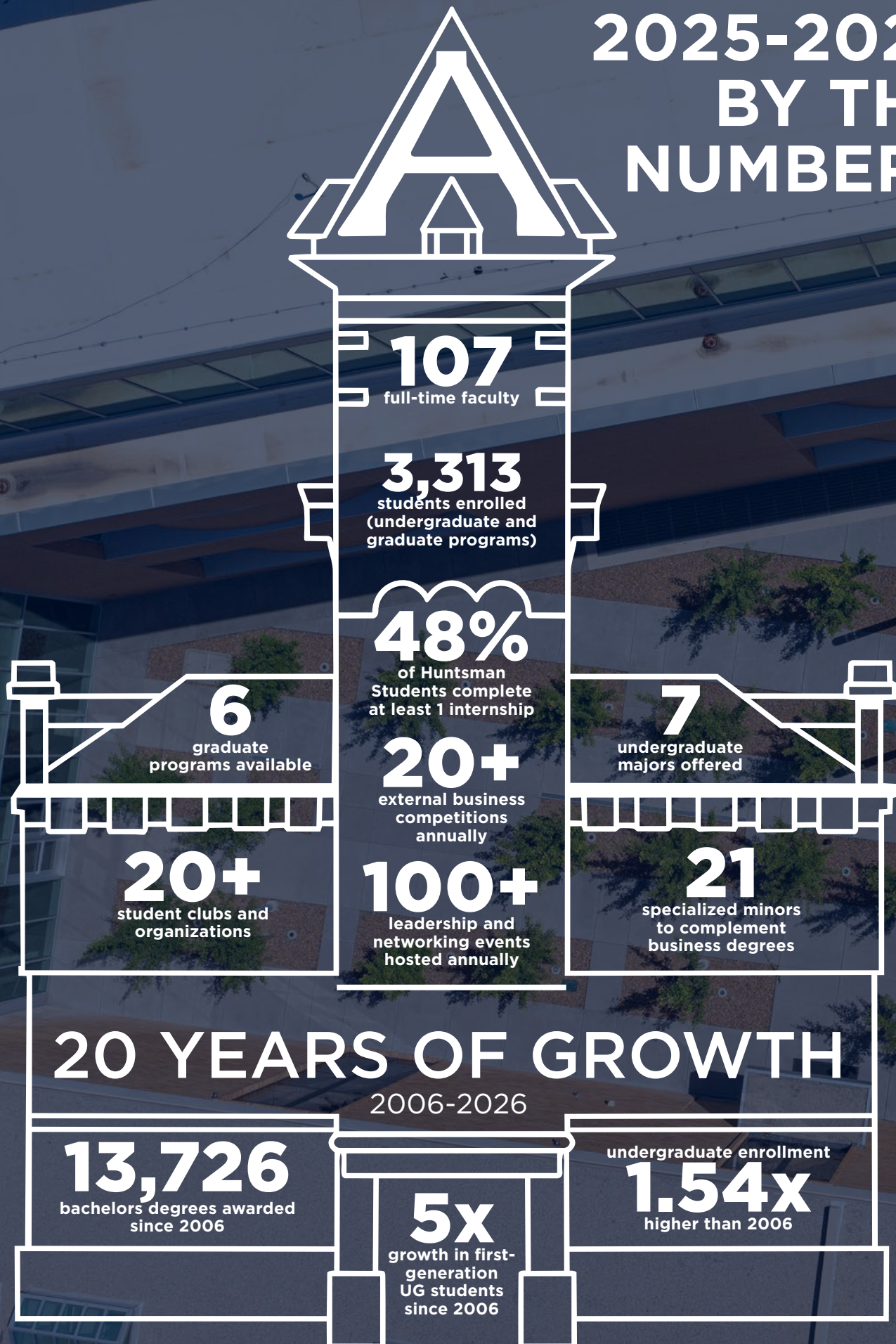


**THE BUILDER
OF POSSIBILITY**

LONG-TIME DEAN
TO RETURN TO
THE CLASSROOM



2025-2026 BY THE NUMBERS



HEARD AT HUNTSMAN



ERIN CLARK

President of Leading Through Institute, formerly a Managing Director at Deloitte Consulting

"'Dare Mighty Things,' to me, is a powerful invitation. I see it less as a command and more as an invitation. It's an invitation to all of us. It's not limiting. It's not saying only those of you who believe you can. It's not saying only those of you over here in this select group. It's just inviting all of us. And it's inviting us where we are. It's not saying soon, someday. It's inviting us right here, right now, where we are in this moment, in whatever our sphere of influence or opportunity might be. I love that it's inviting us to do mighty things because it says not only dare — which is bring courageous power to what you do — but it's saying lead out, build, create, discover. But the most powerful word of these four is the last one: 'together.' Let's do this together."



RICK VELASQUEZ

Field CTO at Microsoft Elevate

"There's no substitute for experience. Get out there."



JACOB NEWMAN

Assistant Vice President and Senior College Recruiter from Zions Bancorporation

"Embrace the gift of feedback. Feedback is a fantastic way for you to learn and to grow."



ROB ALLEN

President and CEO at Intermountain Health

"Say yes to opportunities, even when you're not sure you're ready."

Student Ach



A BIG WIN AT THE COVEY LEADERSHIP CASE COMPETITION

Izzy Hamblin, Brady Adams, Rylan Bean, and Gage Thornton took first place at the Stephen R. Covey Leadership Center Case Competition. Competing against 20 teams, students developed solutions to a real-world challenge focused on balancing growth, sustainability, and stakeholder impact in the expansion of Amazon Web Services data centers.



← **2nd Place:**
Sarah Torres,
Josh Gustason,
Ben Gonzalez,
and Sarah Hurley

1ST AT CYTIVA OPEX SUPPLY CASE COMPETITION

Brandon Zook, Kyle Turner, and Sterling Sutton took first place at the Cytiva Operational Excellence Case Competition. Students from five universities developed solutions to a real-world supply chain challenge, demonstrating strong analytical thinking and teamwork.



9 GLASS WINNERS AT DECA NATIONALS

The Jon M. Huntsman School of Business traveled to Louisville, Kentucky, to represent Utah State University at the 2026 Collegiate DECA International Career Development Conference (CICDC), where they rocked the nation.

Glass Winners

- 1st Place, Fashion Merchandising and Marketing- Abby Green
- 1st Place, Digital Media Marketing- Lucy Daines & Jane Luster
- 1st Place, Hotel Lodging Management- Jackson Capener
- 1st Place, Business Ethics- Hallie Meier & Luke Dickey
- 2nd Place, Financial Accounting- Kolton Bosshardt
- 1st Place, Business Research- Mei Li Knight
- 3rd Place, Travel and Tourism- Aggie Johnson



LEADERSHIP IN ACTION WITH HUNTSMAN HIVE

The Huntsman Hive Student Leadership Board partnered with Edith Bowen Laboratory School to lead a vision board workshop for the Girls Leadership Club, helping young students build confidence, set goals, and explore leadership.



↗
Abbie Christensen
Dylan Elliot

Achievements

HUNTSMAN STOCK PITCH COMPETITION

Real-World Investing at the Stock Pitch Competition. Students applied financial analysis and investment strategy at the second annual Huntsman Stock Pitch Competition, sponsored by Cache Valley Bank, gaining hands-on experience in pitching real investment ideas.



Todd Griffith, Craig Maughan, Michael Hendricks, Tyler Perry, Katelyn Hill, Christian Andrewsen, and Brent Wallis

PROSALES EARNS NATIONAL RECOGNITION

Huntsman ProSales was named the University Sales Center Alliance's 2025 Associate Member of the Year, while student teams earned top finishes at national competitions, continuing to set the standard in sales education.



FIRST PLACE AT USU/BYU TAX POLICY CASE COMPETITION

USU team consisting of Andrew Hugie, Anna Sundberg, Ella Coltran, Elle Christensen, and Jet Hunter took first place at this years USU/BYU Tax Policy Case competition.



Back Row:
Sterling Sutton, Isaac Ngatuva, Ethan Lowe, Jessie Miller, Dallin Higgins, Alex Oyler
Front Row: Carly Veille, Tavo Estrada, Adelle Levanger, Kate Grandia

GLOBAL SPRING BREAK

122 Huntsman Scholar students and 12 faculty left Utah State University this Spring Break and went global visiting Buenos Aires, London, Tokyo, Madrid, Singapore, and Sydney.

London



Buenos Aires



Sydney



Madrid



Singapore



Tokyo





2025-2026 Huntsman Student Awards

1

CHRIS DAVIS

Accounting & Data Analytics
Valedictorian

2

GRACE ENGST

Finance & Economics
Scholar of the Year

3

BRIDGER PORTER

Marketing
Undergraduate Researcher of the Year

4

JENTRIE GILLILAND

Master of Accounting
Master's Student Researcher of the Year

5

BROOK STEVENSON

Master of Accounting
Legacy of Utah State

6

NICK SINGLETON

Master of Financial Economics
Graduate Student Teacher of the Year

7

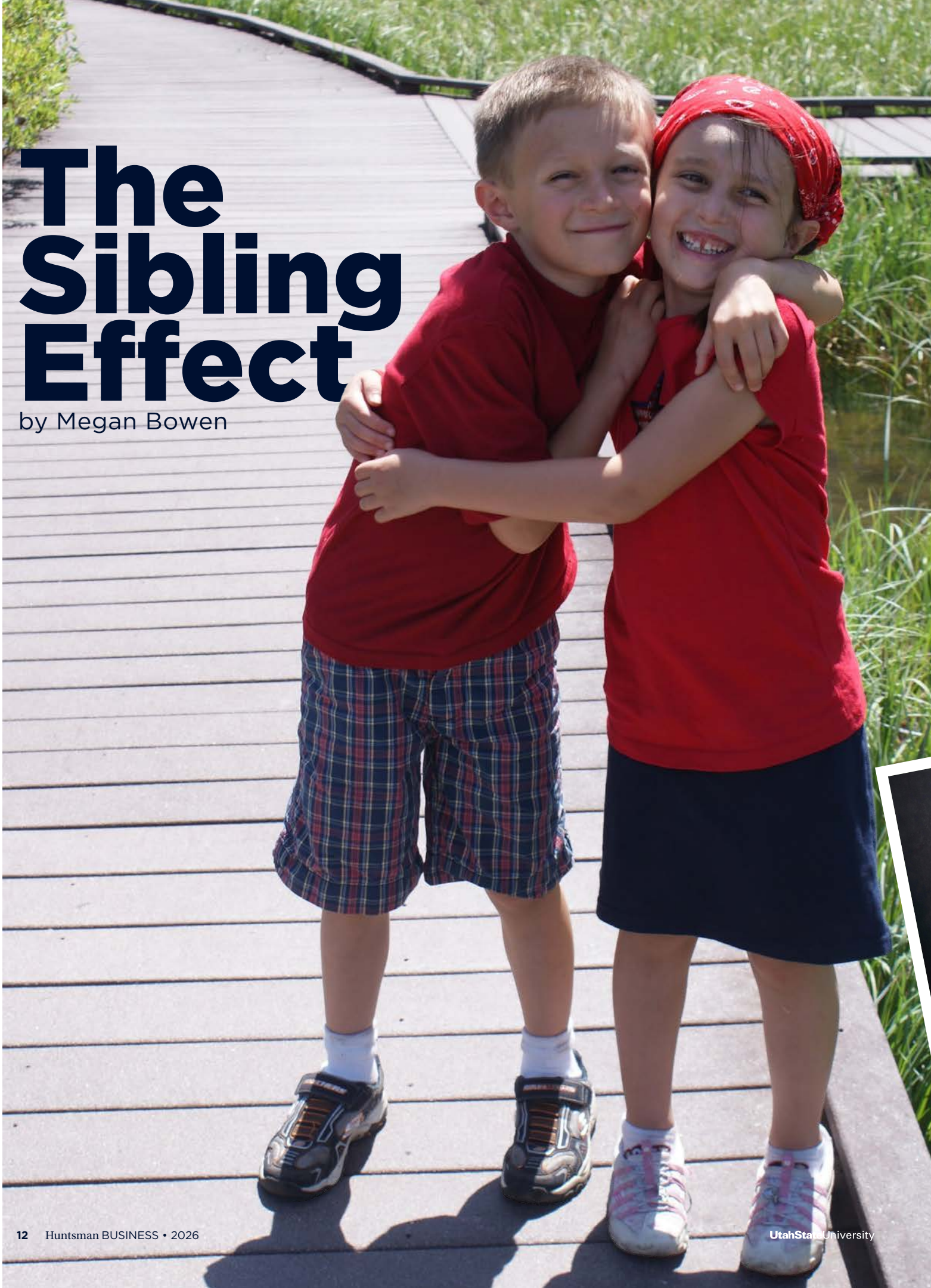
RICARDO TIENDA-PÉREZ

Management
Undergraduate Teaching Fellow of the Year

8

MADELYN GARCIA CAMBRONERO

Finance & Economics
Aggie First Scholar of the Year



The Sibling Effect

by Megan Bowen

If you ask Tavo and Onalee Estrada about their time at the Huntsman School of Business, they won't start with classes or clubs.

They'll start with each other.

When Tavo chose Utah State, it came down to one thing: "I'm going to go where I'm valued." What he didn't realize at the time was that decision would shape his sister's future, too.

"I always wanted to go to Utah State," Onalee says. "It was a dream school... but I didn't think I could make it work."

While she was away serving a church mission, Tavo kept bringing it up. Encouraging her, reminding her, making the possibility feel real. Eventually, she applied.

Around that same time, their lives shifted in a way neither of them expected. During Tavo's first semester, their father passed away; an experience that reshaped how both approached school, responsibility, and what came next.

"It has made me reach higher," Tavo says. "Though it was a very difficult thing... I've been able to thrive through this entire experience."

By the time Onalee arrived in Logan, Tavo had already shown her what was possible at the Huntsman School, not just academically, but personally. If you ask Tavo what defined his time at Huntsman, he points to the people. "Utah State cares that I'm here. They've done everything they can to make me successful."

Watching him throw himself into leadership, mentorship, and opportunities outside the classroom helped Onalee picture herself doing the same.

"I haven't looked back. It has been one of the best experiences," she says. "I knew that the education I would get at Huntsman is incomparable anywhere else, and I knew for me—I have ADHD—I needed a hands-on learning experience. That's what unlocked the door for me to be able to come here and get the education not only that I need,

but also the one that I want. I love learning and I love going to school. What mattered to me was getting an education where it wasn't just sitting in lectures, where I had the opportunity to apply what I was learning."

For the past few years, their lives have run in parallel. Same campus, different paths. Tavo balancing a double major in marketing and data while leading student organizations, mentoring younger students, and exploring future opportunities in law and public service. Onalee building her place in human resources through leadership roles, experiential learning, and a summer sales internship with General Mills.

As she heads into her senior year, Onalee says she's learning the value of "simplifying and focusing."

"I love being involved," she says, "but I realized this past year that I can make a bigger impact by focusing on the groups and experiences that mean the most to me and help me grow professionally." She credits the Huntsman School's emphasis on experiential learning for helping her see what's possible beyond graduation. "I haven't just taken classes," she says. "I've taken my learning to the next level through hands-on projects and career trips. I'm excited to apply that Huntsman spirit to a full-time career."

And through all of it, she says one of the most meaningful parts of her college experience has been sharing it with her brother.

"It has meant everything to me to spend the past few years at USU with Tavo. He constantly inspires me to aim high and push myself. I haven't just learned from my professors; I've learned from watching Tavo take charge of his own education and truly Dare Mighty."

—Onalee Estrada



STUDENT BUSINESSES

BiADA

ravioli kitchen



As a freshman at the Huntsman School of Business, Isaac Low was asked where he saw himself in five years. “Part of me loves entrepreneurship, and I’d love to be working on a business,” he said. At the time, it was simply an ambition, something he hoped would become part of his future someday.

A year later, we caught up with him again. Now serving as president of the Entrepreneurship Club through the Center for Entrepreneurship at the Huntsman School, Isaac was well ahead of his five-year plan. “A few months ago, I decided there was no good ravioli here in Logan, so I’ve been building a business.”

That business became Biada Ravioli Kitchen, a restaurant centered around handmade ravioli and an experience that feels deeply personal. Isaac and his mom built Biada together, turning homemade pasta and family recipes into something the community could gather around. And gather they did, with the restaurant now serving up nearly 10,000 raviolis a day.

Isaac credits both his coursework and mentors for shaping the business. “One thing that’s been really interesting is seeing how directly classroom concepts apply in real life once you’re actually operating a business. I remember working on restaurant marketing assignments in class, learning about finance and customer behavior, and now I’m using those same ideas every single day,” he said. “It’s helped me make better operational and financial decisions and understand where the business is actually performing well versus where we need to improve.”

The entrepreneurial spirit is alive and well within the Jon M. Huntsman School of Business community, and Isaac says much of Biada’s growth was shaped by that support. He especially credits Tyler Tolson — a Utah State University alum, founder and CEO of Denik, and member of the Center for Entrepreneurship advisory board — with helping guide him through the process.

“Having someone experienced who genuinely cared and was willing to help was extremely valuable while starting the restaurant,” Isaac said.





“One thing that’s been really interesting is seeing how directly classroom concepts apply in real life once you’re actually operating a business.”

STUDENT BUSINESSES

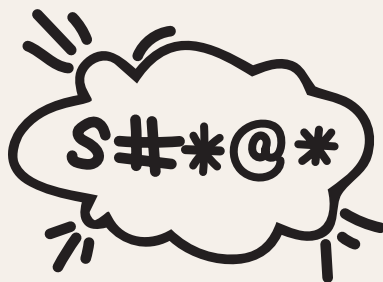
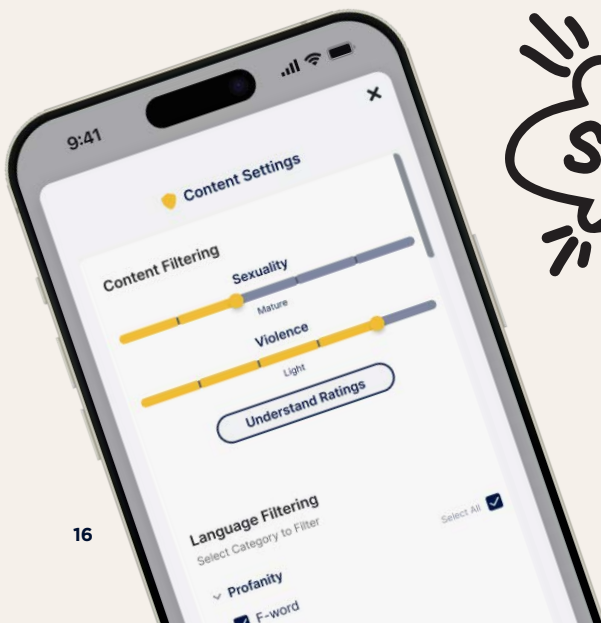


Bleeped

Good news, you can finally listen to that one popular fantasy series everyone's talking about without all the strong language and steamy scenes. All thanks to Bleeped, an app that was founded by a Huntsman School of Business student with a mission to make digital media more flexible and family-friendly by giving listeners control over explicit content.

Led by Benjamin Barnes, the idea came from noticing how quickly everyday content can shift from enjoyable to uncomfortable, especially for younger listeners. Through his involvement with the Center for Entrepreneurship at the Jon M. Huntsman School of Business, Barnes connected with a team that helped bring the idea to life, including CTO Josh Bosley, a former founder of a web development company, and CMO Akira Muramoto.

Bleeped works by combining its own custom AI model with third-party systems to ensure accuracy and consistency. The platform puts control in the hands of the listener, allowing users to choose what they want filtered. If a file has already been processed, others can listen to that version instantly, making the experience seamless and scalable.

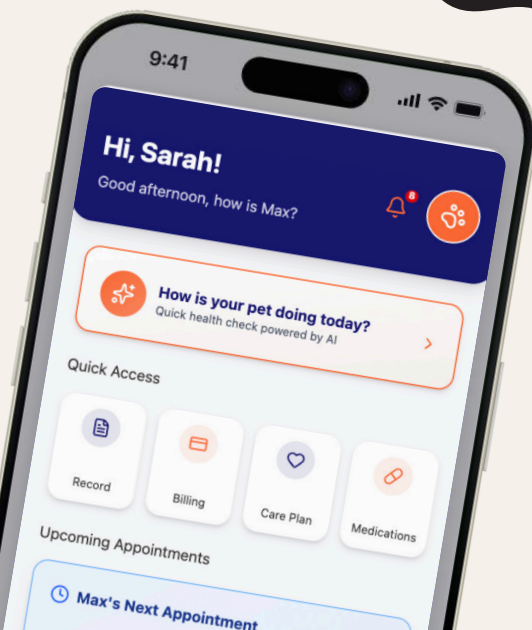


STUDENT BUSINESSES



Huntsman student Natalia Capote is turning firsthand experience in veterinary clinics into a real-world business solution. Natalia, a sophomore double majoring in Business Management and Veterinary Science, is the founder of Bridge, an AI-powered platform designed to help veterinary clinics streamline documentation, improve communication and reduce administrative workload so veterinarians can focus on what matters most- caring for animals.

Natalia has pitched Bridge in competitions like the Global Student Entrepreneur Awards (GSEA) where she was awarded the Top 3 Business Start-Ups of 2026 and went on to be named among the Top 10 Start Ups of North America.



“I am deeply grateful for the opportunity to participate in the Covey Leadership Experience in Washington, D.C., as it provided a rare and meaningful chance to engage directly with the people, places, and principles that have shaped our great Republic. Through thoughtful dialogue, reflection, and incredible exposure to leadership and discourse requisite for the prosperity and growth of our nation and society, this experience strengthened my sense of civic responsibility. It clarified the type of leader I aspire to become. Most importantly, it challenged me to think more intentionally about legacy, reinforcing my commitment to lead with integrity, respect for differing perspectives, and a long-term view of the impact of even our most minute acts.

—Nate Dent '26





Students Explore Principle-Centered Leadership in Washington, D.C.

The Stephen R. Covey Leadership Center at Utah State University took 25 student leaders from the Huntsman School of Business to Washington, D.C., for a three-day experience focused on principle-centered leadership in action.

The trip blended history with real-world leadership lessons. Students visited the U.S. Capitol, White House and Lincoln Memorial while exploring the lives and decisions of leaders like George Washington, Abigail Adams and Thomas Jefferson. Along the way, they engaged in conversations about moral courage, civil discourse and what it means to lead with purpose today.

One of the group's first stops was the Museum of the Bible, where they presented U.S. Senate Chaplain Barry Black with the Stephen R. Covey Principle-Centered Leader Award. They later met with Sen. John Curtis and former U.S. Court of Appeals Judge Thomas B. Griffith, who challenged students to think differently about disagreement.

"He taught us how we can better talk and better disagree with one another," said Tyler Roberts, Program Coordinator for the Covey Center. "The polarization of this country is heading in a very bad direction, but we can do our part to help fix that."

For student leader Tavo Estrada, the experience left a lasting impression.

"The principle that stood out most to me was 'tireless no matter what,'" he said. "You can't help but want to just get up on your feet and do something about it."

Moments of reflection—including time at the Holocaust Museum and a devotional at the Lincoln Memorial—added depth to the experience.

"We get to be inspired by the future," said Lianne Wappett, Professor of Data Analytics. "And this group left ready to lead."



“I hope they teach that honesty, and integrity, and your word is your bond. Nothing else is going to be as important as teaching that to these students.”

*Karen Haight
Huntsman
1938-2026*

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Date





Remembering Karen Haight Huntsman and Her Legacy of Character, Generosity and Purpose

by Megan Bowen



The Huntsman School of Business at Utah State University joins countless individuals across Utah and around the world in mourning the passing of Karen H. Huntsman, whose life of service, generosity and quiet leadership helped shape generations of students and families.

“While many know Karen Huntsman for her extraordinary philanthropy and public service,” Utah State University President Brad Mortensen said, “those connected to Utah State remember her as a steadfast champion of education, opportunity and the values that define great leaders. We extend our deepest condolences to the Huntsman family and express our profound gratitude for Karen’s remarkable life, enduring example, and lasting contributions to Utah State University.”

For thousands of students who have passed through the doors of the Jon M. Huntsman School of Business, Karen Huntsman’s influence may not always have been visible, but it has been unmistakable. The opportunities they found like scholarships, programs, mentors and life-changing experiences grew from a vision she shared with her husband, Jon M. Huntsman.

In 2007, Jon and Karen Huntsman made what was then the largest gift in Utah State University history, contributing nearly \$26 million to support students and strengthen business education. The transformational gift led to the naming of the Jon M. Huntsman School of Business and marked a turning point in the university’s history.

At the time, then-Gov. Gary Herbert reflected on the significance of the couple’s generosity.

“We appreciate the great contributions that have been made in so many ways,” Herbert said. “We cannot overstate the blessing that Utah receives because Jon and Karen Huntsman call Utah home.”

Yet those who knew Karen best understood that her commitment extended far beyond philanthropy. She believed deeply in the responsibility of higher education to develop capable professionals and people of character.

At the opening of Huntsman Hall in 2016, she spoke plainly about the values she hoped students would carry into their careers and communities.

“I hope they teach that honesty, and integrity, and your word is your bond,” Huntsman said. “Nothing else is going to be as important as teaching that to these students.”

Those ideals continue to define the culture of the Huntsman School today.

“Receiving the Karen Haight Huntsman Endowed Professorship in Leadership was one of the most meaningful moments of my career,” said Lianne Wappett, director of the Huntsman Scholar Program and Karen Haight Huntsman Endowed Professor. “To carry Karen’s name in my title is both a privilege and a daily reminder of the vision she and Jon established at USU. Their belief in preparing students to lead lives of meaning and contribution gives renewed purpose, energy and hope to my work with the next generation.”

Kristyn Allred, associate dean and Karen Haight Huntsman Endowed Professor, said the honor of carrying Karen Huntsman’s name has only deepened her appreciation for the example Karen set.

“When I found out that I had received a professorship that would carry the name of Karen Haight Huntsman, I felt honored and humbled,” Allred said. “Karen worked tirelessly for her family, her faith and those

who needed help.”

“She joked with me that she was not very academic and did not hold an impressive title. However, I could not find a better example of what leadership is. Karen was a person who exerted her considerable influence to improve the lives of others.”

Karen Huntsman’s most recent visit to the Huntsman School came during the opening of the Carolyn and Kem Gardner Learning and Leadership Building on Aug. 29, 2025. During the celebration, she spoke warmly of her late husband’s friendship with Kem Gardner, their shared vision for strengthening Utah’s future and her admiration for the opportunities the university creates for students.

That day, she also reflected on her family’s longstanding ties to Utah State. Her father, David B. Haight, attended the university before later serving as mayor of Palo Alto, California. It was in Palo Alto that Karen met her future husband. Jon Huntsman’s family had moved there from rural Idaho while his father pursued graduate studies at Stanford.

Together, Karen and Jon built not only a remarkable family as parents of nine children, but also a shared commitment to improving the lives of others. Karen often recounted discovering that Jon, while serving as a young naval officer, had been donating part of their modest military income to a sailors’ fund. Generosity, she realized, was not something that came after success — it was a principle that guided their lives from the beginning.

Former Dean Douglas Anderson saw that commitment firsthand over decades of friendship.

“Karen and Jon never did anything halfway,” Anderson said. “They were either all in or not in.”

Before becoming dean, Anderson and his wife, Kathy, lived near the Huntsmans in Salt Lake City and remained close friends for nearly 20 years.

“We saw her regularly and were privileged to be in their home frequently,” he said. “Both were dear friends, inspirational role models, and a personal source of great encouragement. Through her generosity, leadership, and unwavering commitment to helping others, she and Jon created opportunities that have benefited generations of Utah State University students and will continue to do so for years to come.”

The legacy Karen and Jon created at Utah State continues to inspire future generations of their own family. A number of their grandchildren have chosen to attend Utah State University and the Huntsman School of Business, building on a foundation of education, service and leadership established by their grandparents. Among them is Paul Parkin, who is entering his senior year at the Huntsman School.

“Being able to attend the Huntsman School of Business over the last three years has been a true honor,” Parkin said. “Walking out of class and seeing pictures of my grandmother throughout the halls has reminded me of who I am and what I stand for. It has inspired me to excel and push myself whenever I face challenges. I am looking forward to carrying her legacy in all that I do during my senior year.”

Karen Huntsman’s influence will continue to be felt in classrooms and boardrooms, in communities across Utah and beyond, and in the lives of students who may never have met her but who continue to benefit from the institution she helped build. 🏠



*After 20 years
leading the Jon M.
Huntsman School
of Business, Dean
Douglas D. Anderson
leaves behind more
than buildings or
rankings.
He leaves a culture.*

by Megan Bowen

On any given day inside the Jon M. Huntsman School of Business, students are pitching startups, solving analytics problems for corporate clients, preparing for international study experiences, competing in national finance competitions, or meeting one-on-one with career coaches about their future.

Twenty years ago, much of that infrastructure did not exist.

When Douglas D. Anderson became dean in 2006, the business school operated with limited resources, aging facilities, and a very different vision of what business education at Utah State University could become. Today, the Huntsman School is nearly unrecognizable from the one Anderson inherited.

Under his leadership, undergraduate enrollment grew from roughly 1,600 students to nearly 3,000. Scholarship support expanded from approximately \$200,000 annually to more than \$5 million per year. More than 100 faculty members were recruited during his tenure. Nearly \$88 million in facilities were built or renovated, including the transformation of the George S. Eccles Business Building, the construction of Jon M. Huntsman Hall, and the opening of the Carolyn and Kem Gardner Learning and Leadership Building.

But Anderson rarely talks about buildings first. Instead, he talks about students. For two decades, Anderson repeated the same core idea so consistently that many around him can recite it from memory: the Huntsman School exists to be a “career accelerator” for students and an engine of growth for the community, the state, and the world, and that philosophy reshaped

nearly every corner of the school.

Programs like the Analytics Solutions Center, the Center for Entrepreneurship, the Huntsman Scholar Program, Freshmen Academy, the Stephen R. Covey Leadership Center, and the FJ Management Center for Student Success all emerged from a larger belief that education should connect directly to opportunity, mentorship, leadership, and real-world experience.

"The young people who place their hopes for the future in our hands are some of this nation's finest," Anderson said. "Humble, curious, eager, honest, hardworking, and grateful. They are our greatest asset."

That conviction traces back to Anderson's own experience as a student.

Though deeply connected to Cache Valley through family roots, Anderson grew up primarily in Southern California after his parents moved there following their graduation from Utah State. He briefly attended Stanford before serving a church mission in Germany. When he returned home, financially stretched and uncertain about his next step, he enrolled at Utah State intending to stay only temporarily. But then he found something that stayed with him for the rest of his life.

At Utah State, professors knew students personally. They invested in students beyond the classroom, creating a sense of connection and belonging that left a lasting impression on Anderson.

After graduating, Anderson built an accomplished career. He earned graduate degrees from Harvard, spent nearly a decade on the faculty at Harvard Business School, and later co-founded a consulting firm focused on leadership and organizational strategy.

By 2005, he was running that business from Utah while serving as vice chair of the USU Board of Trustees. Becoming dean was never part of the plan.

In fact, when then-USU President Stan Albrecht first approached him about the role, Anderson initially declined. Just one day earlier, he and his business partners had signed a five-year commitment to remain with the firm.

As he wrestled with the decision in the weeks that followed, Anderson struggled with the timing and initially viewed it as a sign that the opportunity was not meant to happen. But during a conversation with a close friend while snowshoeing, his perspective shifted. The friend challenged him to stop thinking about whether the decision was convenient and instead consider whether it was the right thing to do.

When Anderson accepted the role, he brought with him a clear vision for the kind of business school he wanted to build. He drew heavily on his own experience as an undergraduate, deliberately prioritizing undergraduate education, mentorship, and career readiness over chasing the traditional prestige models embraced by many elite universities.

That vision was not universally embraced in the beginning.

"The first 10 years were all labor," Anderson later reflected. "The last 10 have all been love."

Transforming the Huntsman School required confronting long-standing assumptions, bureaucracy, and resistance to change. Anderson recalled that, especially in the early years, groups of colleagues regularly pushed back against the pace and scale of the transformation he was trying to create. He often joked with his wife, Kathy, that he was painting a "bullseye" on his chest, but despite the criticism, he never seriously considered stepping away. He remained deeply committed to the university and the school he believed could become something extraordinary. Throughout those years, Kathy Anderson remained a steady and stabilizing presence, a partnership Anderson often described as the best decision he ever made.

From the beginning, Anderson believed Utah State did not need to imitate Harvard or Stanford to become exceptional. Instead, he believed the Huntsman School could distinguish itself by becoming extraordinary at undergraduate education and career preparation.

That philosophy led to difficult decisions early in his tenure, including eliminating doctoral programs so more resources could be directed toward undergraduate students. The

school invested heavily in experiential learning, scholarships, advising, faculty recruitment, leadership development, and career readiness and over time, that strategy transformed the culture of the college.

That momentum accelerated through Anderson's partnership with philanthropist Jon M. Huntsman.

Over 17 months of conversations, Huntsman committed an initial \$26 million gift to rename the business school in 2007 which was a transformational moment not only financially, but culturally.

Anderson understood immediately that the impact extended beyond dollars.

"The enduring gift is the brand," he said.

The Huntsman name elevated the school's national visibility almost overnight, but Anderson consistently emphasized that the greater inheritance was not financial. It was philosophical.

"The values that [Jon Huntsman] stood for—service above self, hard work, generosity, and respect for the dignity of all people—these values have endowed our school with qualities of far greater value than the many millions he gave us," Anderson said during his final commencement address as dean.

The results of that long-term vision are now visible throughout the Huntsman School.

Students consistently place at the top of national competitions in finance, investing, sales, analytics, and entrepreneurship. The school's study abroad opportunities, leadership programs, entrepreneurship initiatives, and corporate partnerships have expanded dramatically. Nearly three-quarters of Huntsman undergraduates now receive some kind of scholarship or financial aid. USU President Brad Mortensen said the scale of the transformation is immediately visible to anyone who experienced Utah State before and after Anderson's tenure.

"The leadership Doug Anderson has provided as the first dean of the Jon M. Huntsman School of Business is visible when comparing my time as a student at USU to today," Mortensen said. "This shows up not only in world-class facility improve-

“The young people who place their hopes for the future in our hands are some of this nation’s finest. Humble, curious, eager, honest, hardworking, and grateful. They are our greatest asset.”

Doug Anderson



ments but, more importantly, in the positive influence that Huntsman School programs have on USU students.”

Mortensen added that while the university will miss Anderson’s entrepreneurial and creative leadership as dean, the culture and vision established during the Huntsman-Anderson partnership are positioned to endure.

For many students, Anderson’s influence was felt most personally through mentorship.

Former student Breanna Beck remembers bonding with Anderson over their shared connection to Germany. Over time, the two met regularly in his office to discuss life, networking, future plans, and personal growth.

One piece of advice, especially, stayed with her.

“Stay in the questions business, not the answers business,” Anderson told her.

“It reminded me of keeping my curiosity burning and alive,” Beck

said. “Because I asked questions and stayed curious, I had so many good experiences I would’ve never expected.”

For alumnus Brent Jenson, Anderson’s investment in students became especially clear during a study abroad trip to Rio de Janeiro, where Anderson and Kathy spent an evening dancing at a samba club alongside students.

“That night, I saw not just the dean, but a man who was genuinely invested in the student experience,” Jenson said.

As Anderson prepared to step away from the deanship many of the themes that shaped his leadership resurfaced in his final commencement address to Huntsman School Class of 2026 graduates.

Standing before them just two months before his own transition back to the classroom, Anderson reflected on the mentors who had shaped his own life at Utah State, particularly economists Reed Durtschi and Delworth Gardner. He de-

scribed accepting the role of dean as an opportunity to repay, “in some small part,” the debt he owed to the university and to the teachers who had invested in him decades earlier.

He challenged graduates to think beyond professional achievement and consider how they would contribute to the lives of others and to future generations.

“Who are your ‘Reed Durtschi’s and Del Gardner’s?’” Anderson asked graduates. “Think about the debt you owe them and USU and consider how you will want to pay it back.”

The message reflected a philosophy that consistently shaped both Anderson’s leadership and the culture of the Huntsman School itself: success carries responsibility.

That same theme emerged as Anderson reflected on Jon M. Huntsman’s legacy during the address. He reminded graduates that Jon M. Huntsman measured success not by wealth accumulation, but by the positive impact a person could have on others. Anderson recalled Hunts-



man's desire to use his success to "alleviate human suffering and to create opportunities for others," values Anderson believed should remain central to the identity of the school bearing his name.

Near the conclusion of the address, Anderson invited the entire audience to repeat words that now appear inside Huntsman Hall itself:

"No exercise is better for the human heart than reaching down and lifting another up."

The line served as both a tribute to Jon M. Huntsman and a fitting summary of the values Anderson spent two decades trying to institutionalize within the Huntsman School.

In July 2026, after 20 years as dean, Anderson will transition back to the classroom.

Though he oversaw fundraising campaigns, construction projects, faculty recruitment, strategic growth, and national visibility, Anderson has always described himself first as an educator.

Even now, when reflecting on the

future of the Huntsman School, he talks less about rankings or reputation than about sustaining culture.

"If we keep this culture alive," he said, "keep our focus clear about it and keep growing and investing and learning and changing and attracting good talent, it will be sustainable."

Others point not only to Anderson's strategic vision, but also to the spirit with which he led.

"For Dean Anderson, student success isn't just a slogan, it's everything," said Frank Caliendo, who will serve as interim dean following Anderson's departure. "Doug has spent the last 20 years building the very best student programs that he could imagine—programs that prepare students to tackle hard problems and find great success in life, programs that we want our own kids and grandkids to experience. I am truly humbled by the contributions of this legendary leader."

David Huntsman believes the transformation of the school reflects

exactly the kind of leadership his father hoped to support.

"My father would be exceedingly proud of the progress that has been made under Dean Anderson," Huntsman said. "Were he with us today, he would say he has never worked with a finer dean — and he worked with some great ones."

"The entire Huntsman family is gratified and honored that Doug and his wife, Kathy, would devote 20 years of their lives to launch the Jon M. Huntsman School of Business at Utah State University," he added. "They have made a wonderful and lasting contribution."

The student-centered culture Anderson established now shapes the school's programs, priorities, and identity. Because while buildings rise, enrollments fluctuate, and leadership transitions eventually occur, cultures have the potential to outlast all of them.

And after two decades, the culture Anderson helped create now defines the Huntsman School itself. 🌐

The Business of

PROFESSIONAL SALES IS NO

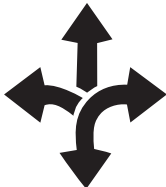


Why Sales?



HIGH DEMAND

Sales roles remain one of the largest entry points into business careers.



CAREER FLEXIBILITY

Opportunities exist in virtually every industry and organization.



STRONG EARNING POTENTIAL

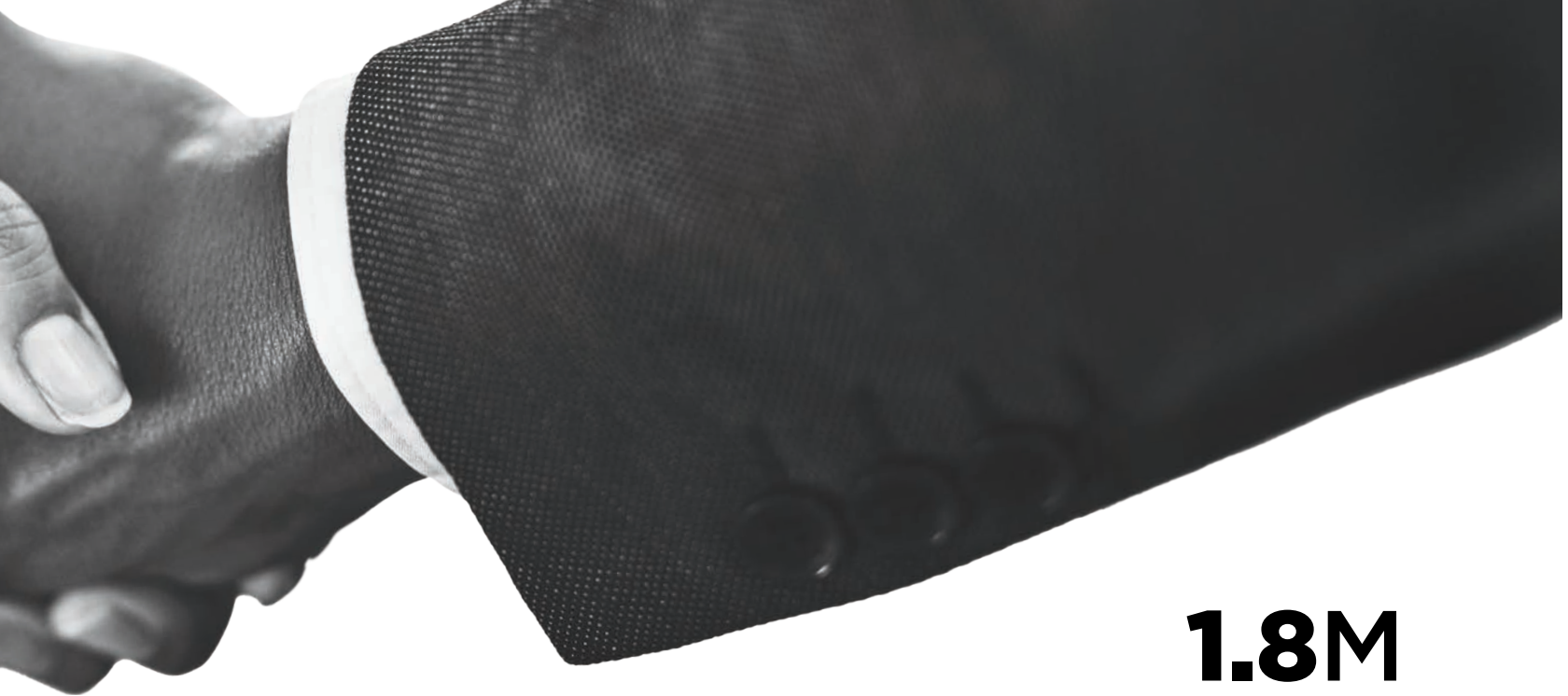
Top performers often enjoy uncapped earning potential and rapid career advancement.

"The need for students with an aptitude for sales coupled with a business background is growing. Graduates with a degree balanced with business disciplines and sales skills are in higher demand and will have opportunities for high paying jobs soon after graduation."

*Duane Bernards, the
Division Manager for CED*

of Relationships

OW A MAJOR AT HUNTSMAN



The Huntsman School of Business is expanding opportunities for students with the launch of a new Professional Sales major, preparing graduates for one of the most in-demand and versatile career paths in business.

Professional sales focuses on serving customers through building long-term relationships, understanding customer needs, and identifying ways to provide value and drive growth for organizations. This new major builds on more than a decade of career placement and educational success from the nationally recognized Huntsman ProSales Student Association, providing students across Utah with the opportunity to develop skills that employers consistently seek: communication, relationship building, negotiation, business development, and leadership.

1.8M

Annual openings in sales occupations are projected each year in the United States.
(Bureau of Labor)

\$31B

Projected B2B market value by 2031.
(Forbes)

55%

of college grads begin their career in sales or sales related roles.
(Sales Education Foundation)



THREE THINGS YOU SHOULD KNOW ABOUT PROFESSOR FRANK SHUMAN

1. He remembers everyone's name.
2. He genuinely wants you to succeed.
3. If you take his class, there's a decent chance you'll end up running around the room high-fiving classmates while watching a Sam Merrill buzzer beater.

After 34 years of teaching accounting at the Jon M. Huntsman School of Business at Utah State University, Shuman has become a bit of a legend among students. Not because accounting suddenly became everyone's favorite subject, (though he's probably gotten closer than most), but because students can tell he actually cares about them.

Like, really cares.

Every semester, Shuman memorizes every student's first and last name. Not just a handful. Every single one.

"It's got to be 100%," he says.

He's always been good with names, but over the course of his profession he's leaned into what that actually means for students. Shuman loves the old TV show Cheers — specifically the famous tagline about wanting to go someplace "where everybody knows your name."

That idea stuck with him.

"If you can say somebody's name, it changes the relationship," Shuman says.

So he stands at the door before class starts, greeting students by name as they walk in. He works to learn not just names, but little details about students' lives, hometowns, interests, or goals. To him, it's never just been about memorization. It's about making the classroom feel welcoming.

"The real thing that matters," he says, "is if they know you care."

That mindset shapes pretty much everything about how he teaches.

Accounting can be intimidating, especially for students convinced they're "not accounting people." Shuman gets that.

"My teaching philosophy is to help them realize they can do it," he says. "I always tell them, 'Come up. I'll help you. We'll work at this together.'"

And while he takes teaching seriously, he also thinks college should be memorable. Which explains Aggie Spirit Day.

Students come dressed in Utah State gear. Shuman breaks down scores from national championship games. Someone wears a Sam Merrill jersey while the class rewatches Merrill's famous 2020 Mountain West Championship shot. Then one student runs around high-fiving the entire room while everyone cheers.

"It's time well spent," Shuman says. "They'll remember it."

And they certainly do. In a recent social media post that featured Frank, students quickly responded.

They asked if he's still using the "Shuman Corporation" test question, remarked at his amazing memory, and other former students flooded the comment section calling him "the best," "the man," and somehow both terrifying and lovable at the same time.

One student summed it up pretty well: "I feel like Frank was trying to take me out with accounting, but I'd still leave him a generous tip."

But underneath all the traditions and stories is a pretty simple message Shuman hopes students carry with them long after graduation. At the end of every semester, his parting words are always the same: "Be positive. Be kind. Be helpful. Go out and do great things."

And if Shuman could sit down with his students from the last 30 years and ask them one thing, it wouldn't be about accounting formulas or career titles.

It would be this:

Have you been positive?

Have you been kind?

Have you been helpful?

That, more than anything else, is the legacy he hopes sticks.





THE NEW HOME OF BIG IDEAS

On March 17, the Analytics Solutions Center (ASC) celebrated the grand opening of its first dedicated location inside the Gardner Learning and Leadership Building at Utah State University. Nearly 95 attendees gathered for the open house, including representatives from 23 organizations, along with students, faculty, staff, and university leadership.

The ASC, launched in 2022, gives students hands-on experience working on real-world analytics projects while providing companies with data support similar to a consulting partnership. Student teams, mentored by USU data faculty, work on projects ranging from dashboard creation and data engineering to migration and data cleaning. Projects typically last between three and 12 months.

Since its launch, the ASC has generated more than \$1.5 million in student sponsorship funding, creating 283 student jobs filled by 174

students. Sponsors range from local businesses and nonprofits to nationally recognized companies including Meta and Larry H. Miller.

One of the ASC's current projects is in partnership with the Utah Lt. Governor's Office, where students are developing an interactive voter registration dashboard designed to improve transparency, civic engagement, and access to election data across the state. Four students are currently working on the project under the guidance of three PhD professors.

"We are extremely pleased with the results of the project and will be doing future projects with the ASC," said Ryan Cowley, one of the ASC's sponsor contacts.

The new ASC space places students alongside other experiential learning centers within the Huntsman School, creating more opportunities for collaboration, networking, and career preparation.

During the event, guests heard

remarks from ASC Founder Chris Corcoran, ASC Executive Director Doug Derrick, and ASC students Ryan Nkunda Torero, Kylie Evans, and Adelaide Berry. Following the program, attendees connected directly with students to learn more about the analytics projects they are helping lead.

For students, the ASC experience offers something difficult to replicate in a classroom alone: real project experience before graduation. By working directly with industry partners, students leave Utah State with both technical knowledge and practical experience that helps them stand out in the workforce.

As the ASC continues to expand, school leaders say the new space represents just the beginning of what experiential analytics education can become at the Huntsman School.

Analytics in Action

Experience for students.
Solutions for business.

The **Analytics Solutions Center** partners with organizations to solve real business challenges through data analytics, data visualization, predictive modeling, artificial intelligence, and software development.

Faculty-guided student teams work alongside organizations to uncover insights, streamline processes, build custom solutions, and transform data into actionable business intelligence. Every project provides meaningful experience for students while delivering measurable value for our partners.

PROJECTS WE HELP WITH:

- DATA ANALYTICS
- DATA VISUALIZATION
- PREDICTIVE MODELING
- AI & MACHINE LEARNING
- SOFTWARE DEVELOPMENT



BRING US YOUR CHALLENGE.

Whether you're looking to improve operations, better understand customers, streamline reporting, or explore new opportunities through data, the Analytics Solutions Center can help.

Learn more at: <https://huntsman.usu.edu/asc/>

Faculty & Staff Awards



SCOTT FINDLEY
University Service



MATT JAREMSKI
Researcher
of the Year



KAELYN LOVELESS
Entrepreneurial
Spirit Award



HEATHER BUATTE
Ethical Leadership
Award



TODD GRIFFITH
Undergraduate
Faculty Mentor



LUCAS RENTSCHLER
Undergraduate
Research Mentor



MYRA DURRANT
Student Impact
Award



SHAUNA FAIRBANKS
Huntsman
Impact Award



CHRIS HARTWELL
Graduate Mentor



DAVID HERRMANN
Cazier Lifetime



RUSSELL FISHER
Student Impact Award

New Faculty

TYSON BARRETT, Professional Practice Associate Professor
MELISSA WEBSTER, Lecturer | **BILL WERNER**, Lecturer
SHIKHAR JAIN, Lecturer | **KEDRICK PERKINS**, Lecturer

Q&A With Teacher of the Year: Lacey Wilkey

Huntsman School of Business students quickly learn they are getting more than a lesson in tax in one of Lacey Wilkey's accounting classes. They are getting a mentor, an advocate, and a professor who sees not only what they are learning, but who they are becoming.

Wilkey, honored as the Huntsman School of Business Teacher of the Year, is known for bringing real-world relevance to complex accounting topics and helping students build confidence that extends beyond the classroom. Her students describe her as someone who understands their goals, challenges them to think critically, and connects them with career opportunities.

For Sabrina Swasey, a Huntsman accounting student who took Individual Tax and Advanced Tax Topics from Wilkey, her learning experience was personal and career-shaping. Wilkey became her go-to mentor who encouraged her to strengthen her research and problem-solving skills and even introduced her to a connection that ultimately led to a full-time job offer. She describes Wilkey as a professor who truly loves both accounting and her students, adding, "She genuinely cares about her students' success and continues to support them throughout college and even beyond graduation."

Wilkey recently shared insights into her career and commitment to student success with Huntsman Business.

Tell us about you! What are some things students may be surprised to learn about you?

I grew up in Evanston, Wyoming. I am an avid sports fan, enjoy longboarding, and love to travel. My favorite drink is ice water, and I have a strong dislike for hot weather.

Some people think of accounting and numbers and get nervous! How would you summarize the concepts you teach to the average person?

Accounting is less about numbers and math and more about decision making. It's a framework for understanding what's really going on with a business and mak-

ing better choices because of it. Whether you're investing, running a business, managing your own finances, or considering tax implications, these concepts show up constantly in everyday life.

What inspired you to transition from industry at Davis & Bott CPAs to academia?

At the time the opportunity came up, I wasn't looking to leave public accounting. A former professor of mine reached out to see if I had any interest in teaching tax at USU, and I initially told him, "Thanks, but no thanks." I was genuinely happy where I was. But that night, I kept thinking about my college experience – how much I loved school and the impact my professors and fellow students had on me. After mulling it over, I decided I should at least explore the opportunity. Coming back to campus reminded me what made Utah State special to me, and it helped me realize that this is where I wanted to be.

Of your classes, which is your favorite to teach?

The impossible question! That is a hard one to answer because there are aspects I love about each class that I teach. The introductory financial accounting class is often students' first exposure to accounting, and I enjoy dispelling many of the misconceptions students have about accounting and helping them see how accounting applies in their everyday lives even if they don't plan to pursue it as a career. I also love teaching tax. It's complex, constantly changing, and rarely has one "right" answer. It pushes students (and me) to think, ask better questions, and get comfortable operating in gray areas.

Over the years, who has made a positive impact on you professionally and personally?

I've been lucky to have incredible mentors over the years – parents, professors, colleagues, friends – who have invested in me, rooted for me, and helped me see paths I didn't see for myself. More recently, students have been the ones who have had a profound impact. They push me to stay sharp, relevant, and be better every semester. They are kind, gracious, hardworking, and thoughtful. Utah State students are incredible, and I feel fortunate to get to rub

shoulders with them every day.

Share about your work as the advisor of the Delta Omega student chapter of Beta Alpha Psi at the Huntsman School of Business. How does the organization foster hands-on learning for students?

Beta Alpha Psi is an accounting honors organization, and our chapter has a long tradition of excellence, including a 47-year streak of Gold Chapter status – the longest in the world. We focus on giving students meaningful opportunities to network, serve, lead, and build relationships. We have monthly meetings with professionals who share career insights, industry trends, and general life advice. We have hosted golf tournaments, pickleball tournaments, and service projects where we pair students with professionals from the accounting industry to provide networking opportunities in more casual, fun environments.

Members volunteer in the accounting tutor lab, helping fellow students learn and master difficult accounting concepts. They staff the Volunteer Income Tax Assistance (VITA) program where they provide free tax preparation services for low-income individuals. Club officers get to travel to conferences twice a year to learn from other Beta Alpha Psi clubs and compete in competitions. Some of my favorite memories at USU have come from working with students in Beta Alpha Psi!

What advice do you have for Huntsman students?

Show up. Be engaged. Build relationships. Take advantage of the opportunities around you – they're everywhere in the Huntsman School of Business. Don't wait until you feel ready. You never will. Just start. Be present and enjoy the college experience! This is a fun time of life. Enjoy it!





YOUNG MARKETERS TACKLE UTAH'S SMOG PROBLEM

Huntsman marketing professor Edwin Stafford recently announced the winners of the 2026 Utah High School Clean Air Marketing Contest, a statewide competition that teaches teens how to use marketing and creativity to address Utah's winter air pollution. More than \$7,000 in prizes were awarded to 20 winners and 67 finalists whose public service announcements promote cleaner transportation habits.

Taking first place was Yoselyn Zavala of Granger High School, who earned the \$300 Clark and Christine Ivory Foundation Award. Zavala's powerful PSA features a young activist posting anti-idling messages on a drive-thru menu board, highlighting how everyday habits contribute to air pollution. Remarkably, Zavala also placed first in 2025 and second in 2024, making her the first student in contest history to place among the top winners three years in a row.

Founded by Stafford in 2015, the contest now engages more than 1,000 teens each year, combining environmental science, art, and marketing to inspire the next generation of clean-air advocates.



COMMENCEMENT





Big Blue Graduates!

Clark Croshaw, a finance student in the Jon M. Huntsman School of Business, served as Utah State University's iconic Big Blue mascot from 2022–2026 and celebrated graduation by walking across the stage in full mascot gear.

"Playing Big Blue lent me an energy that I had never felt before," Croshaw said. "It was amazing."

Over the past four years, Croshaw became a familiar source of energy and Aggie spirit at games, events, and across campus — leaving behind a memorable chapter in Big Blue history.

Go Aggies!



ALUMNI IN ACTION

Brice Adamson

After a successful 37-year-career with Enterprise Mobility, including nine years as President of Enterprise Fleet Management, **Brice Adamson '86** announced his retirement last year. Adamson began his career as a management trainee in Southern California and went on to lead operations across the United States, United Kingdom, and Ireland, opening new markets, guiding strategic growth, and building Enterprise's replacement market in Europe. His leadership helped grow Enterprise Fleet Management to nearly 900,000 vehicles across the US and Canada. Congratulations on an exceptional career reflecting the power of leading with trust and turning opportunity into a lasting legacy.



Brok Bardsley

In 2024, **Brok Bardsley, '16**, was promoted to Vice President of Finance for the Utah Jazz. Go Jazz and Brok! He previously served as Controller and Assistant Controller for the Utah Jazz, Controller for the Salt Lake Bees, and Senior Audit Associate at Eide Bailly, LLP.

Brad Bingham

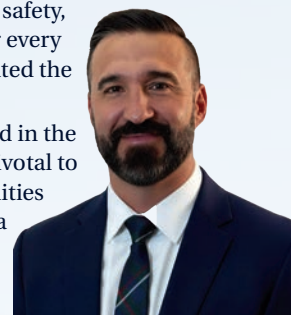
Cytiva Vice President and General Manager **Brad Bingham '04**, returned to Huntsman Hall last February to judge the 3rd Annual Cytiva Operational Excellence Case Competition and keynote the event. The competition brought 82 students together from five universities for a real-world operations and supply chain challenge. Drawing on his career that began at Wells Fargo and evolved to leadership roles at ThermoFisher, GE Healthcare and Cytiva, he shared guidance and practical tips to help students translate classroom learning into professional momentum. He challenged students to seize difficult opportunities and understand that challenges are a gift, he shared "It is a privilege to make an impact after you do hard things."



Tyler Broadbent

As Chief Human Resources Officer at SME Industries Inc., **Tyler Broadbent '15** has become an influential leader and trusted member of the executive team, helping shape company culture, support employee growth, and elevate the way SME operates across all levels of the organization. According to SME CEO & President, Landon Moyes, Tyler has played a key role in several of SME's most significant partnerships, including collaborations with Smith Entertainment Group and Miller Sports & Entertainment. Tyler was also instrumental in helping guide SME's transition to a 100% employee-owned company. "In our business, where relationships, execution, safety, accountability, and trust matter every day, Tyler has consistently elevated the way we operate," Moyes said.

Tyler credits his time at USU and in the MHR/MBA program as being pivotal to his career growth and opportunities he's been presented with. He's a proud Aggie!



Greg Cole

Greg Cole '03 + '05 has built a career helping companies grow at pivotal moments. A founder of AIM Ventura Capital, he brings financial discipline, operational insight, and entrepreneurial judgment to companies including Gabb Wireless, Homie, and Rapid Financial Solutions. Cole currently serves as a board member of Opiniion and Commloan. Before launching AIM in 2019, Cole spent 16 years helping scale Conserve from three employees to close to 2,000 while serving in key roles including CFO, Chief Accounting Officer, and President of Conserve Energy. Cole still makes time to give back as a Stephen R. Covey Leadership Center Founder and co-founder and general partner for Old Main Ventures.



Valerie Soyinka

Valerie Soyinka '15 + '16 has built a career helping people and organizations grow together. As Employee Success Business Partner, Senior Manager at Salesforce, Valerie works with leaders to strengthen teams, support talent strategy, and use people analytics to make better decisions. Before Salesforce, Soyinka spent six years at Intel, where she advanced through the human resources structure from intern to Human Resources Manager. Her path from Utah State graduate student to strategic HR leader reflects a strong focus on employee success and creating workplaces where talent can thrive.



Amanda Harris

Amanda Harris '18 has made a remarkable rise at Adobe, where she serves as Director, Strategic Pursuits – Retail & Consumer Goods. In nearly eight years, she has earned multiple internal awards, including Adobe's FY25 "Raise the Bar" award for driving digital transformation alongside Adobe's most strategic partners. As a student, Harris was active in Huntsman ProSales, serving on its leadership board and competing nationally in sales competitions. She continues to give back, currently serving on the ProSales Advisory Board and crediting ProSales with helping launch her exceptional career at Adobe. Inducted into the ProSales Hall of Fame, Harris said, "I'll forever be an ambassador of the ProSales program."



Ben Riley

After more than 20 years in the direct selling industry, **Ben Riley '01** serves as President of Young Living Essential Oils, where he helps lead a global organization of more than 3,000 employees and 2 million independent brand partners. Ben's Young Living journey began during his time at Utah State, when he worked overnight shifts in the company's warehouse during holiday breaks while earning his degree. He went on to hold leadership roles across global markets before returning to Young Living in an executive capacity. A former USUSA President, Ben credits Utah State with helping shape his work ethic, leadership philosophy, and commitment to serving others. Known for his people-centered leadership style, he is passionate about mentoring the next generation of leaders and recently returned to the Huntsman School classroom to share lessons on trust, human connection, and the role relationships play in effective sales.



AJ Heiner

As Vice President of Manufacturing at The Campbell's Company, **AJ Heiner '01 + '05**, was named a 2024 Utah Business Leader of the Year for making major impacts in Cache Valley and beyond. Heiner played a pivotal role in securing a \$160 million expansion of Campbell's Richmond, Utah, plant, which recently celebrated 50 years of operation. The expansion added 100,000 square feet, approximately 85 new jobs, and the capacity to produce 120 million pounds of Goldfish crackers annually. Heiner oversees 2,100 employees across six manufacturing plants. Before Campbell's, he spent more than 20 years with Nestlé in manufacturing and operations leadership. Through it all, he stays close to the production floor focused on "continually doing better each day." Heiner also serves as a member of the Shingo Student Center Advisory Board.



Nicholas Singleton

Nicholas Singleton '13 + '26 is turning his experience in investment banking and venture capital into opportunity for Huntsman students. After beginning his career advising business owners and investors on mergers and acquisitions and later working in venture capital, Singleton co-founded Old Main Ventures, a student-led investment fund at Utah State. As a part-time Adjunct Professor, he works through the program to mentor students as they apply financial analysis, valuation, teamwork, and professional judgment to real investment decisions. His work, along with board service for Big Brothers Big Sisters of Utah and Kinect Capital, reflects a deep commitment to opening doors for the next generation.



Ana Patino

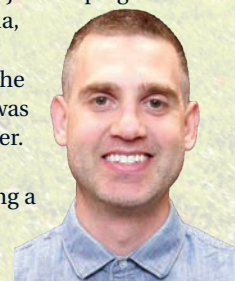
Ana Patino '13 + '14 has built an impressive career at PwC, rising from Assurance Associate in 2014 to Deals Director in Capital Markets and Accounting Advisory Services. Advancing at a Big Four firm requires technical expertise, analytical discipline, client trust, and leadership under pressure. As a first-generation college graduate and daughter of immigrants, Ana's success is rooted in both opportunity and gratitude.

She gives back to the Huntsman School so future students can have the same life-shaping experiences she had. "I know education is the greatest socioeconomic equalizer," she said. "I want other students to have the Huntsman experience that I was fortunate enough to have and to pay it forward – even in a small way."



Adam Crow

Since visiting Huntsman Hall and speaking to the Huntsman Marketing Association students in fall 2023, Amazon's Global Head of Prime Brand Marketing, **Adam Crow '05**, has helped bring some of Amazon's biggest brand ideas to life around the world. He led the launch of the Prime brand platform "It's on Prime" that has scaled to over 25 markets with major campaigns in 10 countries including the US, Canada, Mexico, Brazil, Australia, Japan and across Europe. Most recently, he led the Super Bowl campaign for Alexa that was a top-ten ad in the USA Today Admeter. His work is another reminder that Aggies are building brands and making a difference on a global stage.



ALUMNI RISING STARS

Olivia Burnett

As Senior Brand Marketing Manager and Communications Specialist for philanthropy efforts at The Church of Jesus Christ of Latter-day Saints, **Olivia Burnett '20** leads purpose-driven marketing, social media strategy, and brand storytelling to connect global audiences. She has directed campaigns that significantly increased engagement and digital reach, while also engaging in media appearances, live events, and public speaking. A former USU soccer player and Huntsman grad, Burnett recently participated on the Aggie Athletes in Business Panel to share her career journey and will be serving as the incoming Chair of the Huntsman Young Alumni Board.



Eliza Comer

As an Associate Manager at General Mills, **Eliza Comer '17** calls herself the “Pillsbury Doughboy of the Consumer-Packaged Goods industry: versatile, enthusiastic, and always wearing a smile.” Dr. Aaron Brough, Huntsman marketing professor, says those same characteristics defined her as a student when he served as her honors thesis advisor. Comer started her career with General Mills as a Huntsman intern in 2016 and has risen through the company's ranks. Brough says Comer pioneered the way for General Mills to recruit Huntsman students and says, “She has continued to become even more impressive as her career unfolds.”



Alex Daines

Alex Daines '15 began building his leadership foundation at USU and the Huntsman School as a member of USU's NCAA tennis team and the Huntsman Scholar Program. Today, he serves as Principal at Swell Collective, where he leads investment strategies and supports high-growth companies and entrepreneurs. Prior to Swell, Daines held investment roles at Peterson Ventures and CVF Capital Partners, and began his finance career at Goldman Sachs in the Alternative Investments & Manager Selection group.



Paul Clark

Paul Clark '14 + '15 was promoted to Senior Manager of Manufacturing Accounting at Tesla in December 2025 after helping support the launch of Gigafactory Texas as the site's lead cost accounting professional. Clark played a key role in developing scalable financial systems and inventory controls for Tesla's 4680 battery manufacturing program, building on earlier experience as a Senior Associate at PwC. Last spring, Clark provided an incredible opportunity for students from the Huntsman Analytics Solutions Center, hosting them at the Tesla plant in Texas.



Brooke Gunnell In January 2025, **Brooke Gunnell '20** was promoted to Senior Associate at Partners Group in New York. Since joining the firm in 2020, Gunnell has advanced through multiple investment roles following experiences with KPMG and University Growth Fund, one of the nation's largest student-run venture capital and private equity funds.



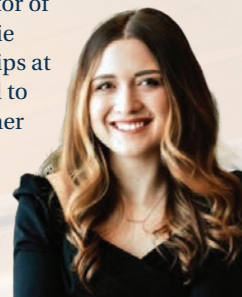
Eric Osterhout

Eric Osterhout '19 has gained a prominent position in global product management and marketing at Adobe. In September 2025, he was appointed Global Director of Product Management & Marketing for Enterprise Services, Support, and Learning. Since joining Adobe, Osterhout has played a pivotal role in propelling the company's enterprise support and services business to unprecedented product-led growth, achieving a remarkable 3X expansion in the category. He currently leads the global product and marketing teams for Adobe's now \$1 billion+ enterprise business. Beyond his professional achievements, Osterhout has remained actively engaged with the Young Alumni Scholarship, providing financial support for current students.



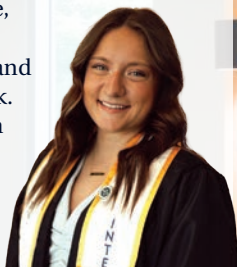
Jackie Sullivan

Jackie Sullivan '18 has built her career at the intersection of finance, operations, and entrepreneurship. After working as a growth investor at Mercato Partners, she joined Utah-based startup Redo and quickly advanced to Director of Strategic Finance & Operations. Jackie helps lead operations and partnerships at Redo, the first Utah company named to the Rising Star list created by Bessemer Venture Partners and Forbes. She also gives back to the Huntsman School as a board member of Old Main Ventures.



LeAnn Ravsten

LeAnn Ravsten '23 is thriving as a Data Engineer at Pluralsight, where she helps empower the technology workforce through data-driven solutions and innovation. With academic emphases in data analytics, statistics, and anticipatory intelligence, Ravsten brings a strong foundation in problem-solving, analytical thinking, and applied data interpretation to her work. Last spring, she returned to Huntsman Hall to share her expertise as a judge for HackUSU, Utah's largest 24-hour coding competition.



Caleb Wilkinson

Caleb Wilkinson, an MMIS graduate, is a Principal AI Strategist at Amazon Web Services (AWS), where he has spent the past four years helping some of the world's largest companies figure out "what to actually do with generative AI." He has helped drive tens of millions in revenue and influenced billions in strategic cloud investments across healthcare, finance, energy, telecom, and sports. Before joining AWS, he led the Data Science team at INVISTA, a Koch Industries company, where he helped found Huntsman's Analytics Solutions Center (ASC) on one of their first projects. He continues that commitment today as a member of the DAIS advisory board and a frequent campus visitor, most recently discussing how AI is transforming the workforce.



Jimmy Stephens

Earlier this year, **Jimmy Stephens '17** stepped into the role as Senior Director of Startups & Banking at Brex. Jimmy launched his career at SoFi before joining the fintech startup and has helped scale Brex from a small startup into a leading financial platform for companies, advancing through multiple leadership roles. Stephens has played a key role in building sales, partnerships, and account management supporting founders across Silicon Valley and beyond. As the inaugural inductee to the ProSales Alumni Hall of Fame in 2020, Jimmy has shown a commitment to both his professional excellence and giving back to the Huntsman community. He has been an avid champion for and supporter of the Huntsman School of Business and ProSales, participating in the classroom, hosting students on national career trips in Silicon Valley, and recruiting Aggies into full-time and internship roles at Brex.



Amber Wood

Before earning a degree in International Marketing from King's College London, **Amber Wood '22** was a top marketing student at the Huntsman School. In January 2025, she joined London-based SMG as a Digital Media Executive. In her role, Amber manages data-driven advertising campaigns across social and programmatic platforms, helping brands optimize performance and audience engagement. Passionate about innovation, analytics, and collaboration, Amber's future is bright as she builds expertise in global media strategy and digital advertising operations.



ALUMNI AWARDS

Kent & Donna Alder
Kent and Donna Alder
recipients of Old Main Society's
2026 Spirit of Old Main Award



Amy Lund & Eric Lund
Amy Lund '14 and Eric Lund '15,
Co Founder and CEO of Dough Lady
2026 Utah Business CEO of the Year



Rob Allen
Rob Allen '91, 2026 Utah
Business CEO of the Year



Anca Matcovschi
Anca Matcovschi '20, 2026 Utah
Business Women to Watch



Amy Secrist
Amy Secrist '00, 2026 Utah
Business Women to Watch



Curtis Anderson
Curtis Anderson '13 2026 Salt
Lake City Titan 100



Heidi Barnett
Heidi Barnett '06, 2025 Women
Tech Council Awards Finalist



Michelle Smith
Michelle Smith '99, 2026 Utah
Business Leader of the Year



Ann Marie Wallace
Ann Marie Wallace '04, 2026 Utah
Business Women to Watch





2026 HUNTSMAN GOLF OUTING

The Huntsman School welcomed 40 golfers to the annual Huntsman Golf Outing at Logan Country Club. Corporate partners, alumni, and friends gathered for a day of friendly competition, meaningful connections, and giving back, with proceeds supporting the Young Alumni Scholarship. Led by the Huntsman Young Alumni Board, the scholarship invests in student leaders through immediate scholarship awards while also building an endowment to support future generations of Aggie business students.





BROOKE ROACH

PROFESSIONAL ACHIEVEMENT AWARD

Brooke Roach '14 has never been afraid to set the bar high. As a student at the Jon M. Huntsman School of Business, that drive helped raise expectations for what Aggies could achieve in finance. Now a managing director in equity research at Goldman Sachs, Roach continues to show Huntsman students what is possible when talent, preparation, and ambition meet opportunity.

Roach was awarded the 2026 Professional Achievement Award by the Jon M. Huntsman School of Business in recognition of her remarkable career on Wall Street, her research-driven approach to financial analysis, and the example she continues to set for students preparing to enter competitive finance careers.

Since joining Goldman Sachs in 2014, Roach has built a career in equity research, rising from analyst to associate, vice president, and most recently managing director. Known for her disciplined, research-driven approach to financial analysis, she initially covered agribusiness companies before moving in 2018 to the apparel and accessories retail sector. In recent years, she has led coverage of major brands including Levi's, Lululemon, Warby Parker, and Gap.

Her work has been featured by Bloomberg and Yahoo Finance, and in 2023, Business Insider recognized her as one

of Wall Street's Rising Stars of Equity Research. Reflecting on her career to Business Insider, Roach said, "It's rare to find a job that is as dynamic, that rewards intellectual curiosity and also allows you to build relationships across the industry."

That combination of curiosity, research, and discipline began long before Wall Street. A graduate of Sky View High School, Roach came to Utah State University (USU) as a Presidential Scholar, Sterling Scholar, and Huntsman Scholar. As a student, she was named a 2011 Goldwater Scholar and conducted research on chemical and molecular signaling processes, presenting her work at the Utah Capitol. In 2013, she earned bachelor's degrees in biochemistry and economics and graduated as the Huntsman School of Business valedictorian. She later completed a master's degree in financial economics.

Paul Fjeldsted, a Huntsman School lecturer and mentor, first met Roach when she joined the Master of Financial Economics program. He remembers her as a student whose science background and interest in finance came together naturally in equity research.

"She was very driven and very, very smart," Fjeldsted said. "Her interest in finance coincided with her interest in re-

search and the opportunity at Goldman and equity research has really meshed her skill set."

Fjeldsted also remembers Roach for something else: her refusal to accept low expectations. As a student, Roach joined the CFA Research Challenge team at a time when Utah State did not yet have a strong record in the competition. When faculty explained the rules, deliverables, and schedule, Fjeldsted recalls Roach making the team's goal clear.

"She said, let's just be clear on our goals here, we're going to win this," Fjeldsted said. "This made me think as a school we really do need to have high aspirations. We really shouldn't limit our students' aspirations."

Though the team finished second that year (a great improvement), Roach's mindset stayed with Fjeldsted. Her confidence pushed him to think differently about what Huntsman finance students could achieve and what the school should be doing to prepare them.

That influence continued after Roach graduated. After beginning her career at Goldman Sachs in New York, she returned to campus and met with Huntsman students during a New York finance trip. Fjeldsted says during that time she encouraged the Huntsman School to prepare students earlier and more intentionally for top finance roles. He said those conversations "prompted a number

of changes" in curriculum, course timing, and support for stronger finance preparation.

Roach has also helped students more directly, mentoring young professionals and helping some launch their careers. Fjeldsted describes her as part of a group of highly accomplished finance alumni who continue to push the Huntsman School to compete with the best.

When asked what set Roach apart, Fjeldsted points to her intelligence and ambition, but says she is "just fearless." For Fjeldsted, whose own 22-year career in finance culminated as managing director of Citigroup Global Markets, Roach's success has been one of his great joys of teaching and mentoring.

"It's just so fun to see students that you knew doing so well in their professional lives," he said. "I'm super proud of her. As a faculty member and mentor, it's an honor to have a good seat at the parade."

Roach's career reflects the best of the Huntsman School experience: rigorous preparation, experiential learning, and alumni who open doors for those who follow. Her success on Wall Street is impressive, but her influence reaches beyond her own career. She has helped raise the sights of students, faculty, and a finance program determined to compete.

Jill Borst, Head of the Salt Lake City Office for Goldman Sachs; Douglas Anderson, Dean of the Huntsman School of Business; Brooke Roach '14, Managing Director, Equity Research at Goldman Sachs; and Paul Fjeldsted, Senior Lecturer at the Huntsman School of Business.





ROB ALLEN

DISTINGUISHED EXECUTIVE ALUMNUS AWARD

On paper, it's clear why Rob Allen (MBA '91), chief executive officer of Intermountain Health, is the Huntsman School of Business's 2026 Distinguished Executive Alumnus, the highest honor bestowed upon alumni who exemplify the Huntsman School's core values and demonstrate exceptional leadership and service throughout their careers.

Allen is an accomplished leader with 35 years of executive leadership in healthcare, including over 30 years at Intermountain Health, a renown nonprofit health-care system that employs more than 69,000 caregivers across the West. More recently, he was named among the top 100 most influential people in healthcare in 2023, 2024, and 2025, and he currently serves on the board of the American Hospital Association. But Allen's impact is not captured only in titles or accolades; it's rooted in lessons he learned long before the boardroom.

Growing up on a dairy farm in Star Valley, Wyoming is where Allen first learned success isn't handed to you; it's earned before sunrise and built through hard work and the ability to solve problems when no one else is around to do it for you. That foundation defines his leadership, and it's why his journey resonates so deeply with students at Utah State University (USU) – a land-grant institution where the values forged in its agricultural heritage continue to shape leaders from all walks of life.

Allen accepted the Distinguished Executive Alumnus Award from Dean Douglas Anderson at USU's Russell/Wanless Performance Hall on October 29, 2025. Students in the Huntsman Scholar Program packed the hall to learn from Allen and connect with him in a Q&A session and reception. He traced his journey from rural beginnings to leading a six-state health system that includes 34 hospitals and more than 400 clinics, sharing "lessons from the farm" to inspire students in their own efforts to dare mighty.

Kate Neilsen, a freshman studying finance at Huntsman, called the event a critical opportunity that reminded her of her roots and helped her determine what kind of student and professional she wants to become. Neilsen was especially impacted when Dean Anderson made the connection between Allen and students in the audience who share a legacy that stems from values learned in agriculture. Both of Neilsen's grandmothers grew up on Utah farms, and she says it was inspiring to realize whatever room she walks into she has the DNA to outwork anyone.

"At one point, Dean Anderson had everyone in the audience stand up if they or their grandparents or parents grew up on farms, and it was so cool that everyone stood," Neilsen said. "My grandmothers grew up working on farms and hopefully I can be a later generation of a hard worker, even though it might be in a cubicle or office."

Neilsen said she was inspired by Allen's remarks and was struck by his humility. Allen credits his parents, Blair, a farmer, and Carolyn, a nurse and hospital administrator, for teaching him lessons that have shaped his approach to problem-solving and responsibility. Both were in attendance and he recalled them telling him, "You've got to go to college; that's your ticket to success." Allen was the first in his family to earn a four-year college degree.

Allen urged students to focus less on whether something is possible and more on how to make it happen. He went back to the farm to illustrate.

"When you're in rural Wyoming, when you have a problem arise, how much energy do you spend trying to figure out if you can do it, versus how much energy and time do you spend figuring out how to do it? A quote that's stuck with me through my entire life is 'What must be done can be done,'" Allen said. "Candidly, sometimes it was the difference between life and death in the early days whether or not you could tackle the challenge you faced. I hope you'll attack your journey with an attitude that you can accomplish whatever has to be done."

Allen also emphasized the power of teamwork and servant leadership, describing how organizations can accomplish more when people are aligned around a shared mission. He pointed to Intermountain's mission of helping people live the healthiest lives possible and described the importance of creating a compelling vision.

During the Q&A with students, Allen shared examples from his career that reinforced his core messages: do the job in front of you exceptionally well, stay grounded in ethical principles, and remain open to unexpected opportunities. He encouraged students to make plans but "don't pass up opportunities that come your way unexpectedly."

Allen recalled relocating his family to New Jersey for a career opportunity that involved turning around a healthcare facility facing bankruptcy. With the support of family, he made the cross-country move with his wife, Becky, also a Huntsman graduate, and their three children. It was a difficult decision, but he described the move as both challenging and pivotal for his career and family.

"Your journey in life isn't all about career," he said. "You'll be led to places that will bless your life and the lives of your family and loved ones, if you're open to those opportunities at the right times."

In presenting the award, Dean Anderson recognized Allen's exemplary leadership and urged students to go beyond simply attending the event. He invited them to reflect on what they had learned and translate it into action. Allen's visit and career, Anderson said, offered a powerful reminder of the Huntsman School's values: work hard, lead with integrity, and lift others, an example that challenges students to aim higher and to dare mighty things.



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50 YEARS OF PARTNERSHIP

For over 50 years, Zions Bank and the Huntsman School of Business have created opportunities, inspired students, and prepared the next generation of business leaders in Utah and beyond.



During my time at the Huntsman School of Business, I was given incredible opportunities to learn and lead. Those experiences helped me build confidence, develop meaningful connections, and discover the path I wanted to pursue. Now, at Zions Bank, I'm continuing that growth every day."

—Lay Lian Doh '23
Credit Analyst at Zions.

Learn more about corporate partnership opportunities at huntsman.usu.edu/hire

LEADERSHIP

Zions Bank professionals have shared their expertise with Huntsman students, imparting valuable knowledge and industry-based advice through keynote lectures, leadership forums, and advisory boards.

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Through more than 50 career trips, Zions Bank has prepared students for careers that strengthen Utah communities.

Recent opportunities include the 2025 Zions Bank Leadership Workshop and a special invitation to the 2026 Crossroads of the World International Trade Summit.

EXPERIENCE

Zions Bank entrusted students in the Master of Financial Economics (MFE) program with managing a \$5 million bond portfolio. More recently, students in the Analytics Solutions Center (ASC) worked alongside Zions Bank to solve real-world business challenges.



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LIFE CHANGING STUDENT SUPPORT

CRAIG AND BARBARA WARNES: SMALL MONTHLY GIFTS. A PLANNED LEGACY. A LIFETIME OF AGGIE IMPACT.

Craig and Barbara Warnes first met at Utah State University bonding over Aggie basketball and a shared love for learning. Now, their commitment to education has led to a lifetime of giving to their alma mater.

Barbara and Craig started making small contributions to programs at Utah State through the annual giving campaign and small but consistent USU employee payroll donations. At one point, Barbara recalls paying off their car and realizing they didn't need another new car, so they decided to "buy a scholarship instead for the same amount of money in the same amount of time."

"With this thought, it changed our giving to intentional rather than waiting for extra funds to be available," Barbara said. "With that perspective, it simply became a decision of where to use our resources. It has been meaningful to know we are making a difference right now."

The couple has established two impactful scholarship endowments, one of which is the Craig A. and Barbara Lindhardt Warnes Accounting Scholarship Endowment. But they're not stopping there, they plan to continue their legacy through a planned gift. Craig has designated USU as a beneficiary for a percentage of his life insurance policy, ensuring the endowment in accounting will continue to benefit students for generations.

For the complete article: usu.edu/advancement/stories/business/learning-to-give

HANSEN SCHOLARS: FUNDING THE GAP TO HELP STUDENTS CROSS THE FINISH LINE

In the early 2000s, Dell Loy Hansen began providing scholarships to Utah State students who needed a little help to keep going. His generosity has grown steadily, and since 2012 the Dell Loy Hansen Family Foundation has funded nearly 2,000 Huntsman Students through the Hansen Differential Tuition Scholarship, totaling nearly \$3 million in support.

During the 2025–2026 academic year alone, 332 students benefited from the Hansen Differential Tuition Scholarship. One of those students, Samuel Nuffer, said the scholarship has been critical for him to reach his goals and continue at the Huntsman School.

"I would be unable to attend here at Utah State without the help of this scholarship and many others like it," Samuel said. "I have really been trying to figure out how I will be able to afford to come back here in the fall, and this scholarship will enable me to."

For students like Samuel, the Hansen Scholarship closes the gap between wanting to earn a degree and being able to stay enrolled long enough to finish one. That is the power of targeted scholarship support: it meets students at the moment when financial pressure could interrupt their progress and gives them the margin they need to move forward.

Dell Loy Hansen's commitment creates opportunity for students who are working hard, making sacrifices, and striving to build a better future. Each scholarship represents more than financial assistance. It is a vote of confidence, a source of stability, and often the difference that helps a student remain on the path to graduation.

STEVE MILOVICH: DECADES OF GIVING, MULTIPLIED THROUGH MATCHING GIFTS

Steve Milovich's career almost never happened. Before he became a senior human resources executive at The Walt Disney Company, PepsiCo, and Honeywell, before he advised leaders across industries and taught future business leaders, he was a Utah State business student thinking about quitting. Then his father, Steve Milovich Sr., drove him from their home in Price back to Logan and told him to finish what he started.

That moment changed everything, and his belief that education changes lives has inspired his decades of giving to students and programs at the Huntsman School of Business. Since 1990, the earliest year digital giving records are available, Steve has given every year to Utah State and the Huntsman School. His generosity includes the Steve Milovich Sr. Scholarship Endowment, created in honor of his father whose insistence helped him finish college, as well as the Steve Milovich Jr. Scholarship and support for many programs and projects.

Steve has also amplified his giving by using company matching gift programs, an opportunity he believes more donors should consider. "People should take some agency to say, does my company have this?" he said. "And if you feel it's not [enough], in a thoughtful way, make a business case to raise it."

Through sustained annual giving, endowed scholarships, and matching gifts, Steve has turned gratitude for his own education into lasting support. The Huntsman School is grateful for Steve's decades of consistent support and for the way he honors those who changed his life by opening doors for the next generation of students.



huntsman.usu.edu





FROM CLASSROOM TO COMMUNITY:

DONOR GIVING PROVIDES IMPACTFUL STUDENT EXPERIENCES

by Maren Cartwright

The first time Justin and Leslie Haskell joined a SEED trip through the Jon M. Huntsman School of Business to the Dominican Republic, they expected to observe a meaningful student experience. What they found instead was something far more transformative — for the students, for the entrepreneurs they served, and for their own family.

Justin, founder of Maxium Senior Benefits, and Leslie, who studied international business, immediately connected with SEED's mission of empowering entrepreneurs in developing communities.

Justin and Leslie Haskell and their family visit with families they supported in Trujillo, Peru. Experiences like these helped reinforce the Haskell's belief in the power of entrepreneurship to strengthen families and create opportunity across generations.

In homes and small communities across the Dominican Republic, Utah State University students sat side by side with aspiring entrepreneurs working to build better lives for their families. Some sold homemade treats from their kitchens. Others raised animals or managed small neighborhood businesses. What they often lacked were resources, mentorship, and business training — the very skills SEED students were learning in the classroom at Utah State.

Through the **Small Enterprise Education and Development (SEED)** program, students apply those lessons in real-world settings, teach-

ing entrepreneurial principles, mentoring business owners, and helping individuals develop sustainable paths out of poverty. The experience is immersive, deeply personal, and often life-changing for everyone involved.

For the Haskell's, watching those interactions unfold left a lasting impression.

"I loved seeing how much the students cared about assisting these entrepreneurs and improving their lives," Justin said. "You could feel the connection forming immediately. The students realized they weren't just learning business prin-



ciples; they were using those skills to truly help people.”

During one visit, students worked with a woman trying to sell popsicles and ice cream from her home. Together, they discussed budgeting, pricing, and marketing strategies. On another trip, they helped a woman who bred and sold puppies better understand expenses, profits, and long-term planning. The effects were sometimes small at first, but the potential impact was enormous.

“We saw how much people learned from even one visit,” Leslie said. “When families can improve their businesses, they can better support their children and create opportunities they may never have had before. You start to realize this doesn’t just change one life — it can change generations.”

That belief inspired the creation of the Justin & Leslie Haskell Family SEED Endowment, designed to provide lasting assistance to future Utah State students participating in the program. But for the Haskells, the focus has never been on recognition. Instead, they hope the spotlight remains on the students, faculty leaders, and communities that make the program possible.

“We really want the attention on the students and on the people who built this program,” Leslie said. “Faculty advisors Mike Glauser and Andy Thunell are doing something truly special. We simply want to give more students access to this experience and continue the work for years to come.”

Founded within the Jon M. Huntsman School of Business, SEED gives students the opportunity to live abroad for a semester while working directly with entrepreneurs in developing regions around the world. Students from a variety of disciplines teach business development skills, mentor small business owners, and help communities create sustainable economic opportunities.

The experiential learning component is what makes the program so powerful.

“I look back on my own life and think about the experiences that affected me,” Justin said. “One of the biggest was an internship abroad when I was a student at Utah State. Living in poverty-stricken areas made me see the world differently. Experiences like SEED pull students outside of their normal routines and help them understand both the needs that exist and the difference they can make.”

Students quickly discover that solving real-world challenges requires more than theories and textbooks. It requires empathy, adaptability, collaboration, and the ability to listen.

For Leslie, the program’s impact is also deeply personal. Growing up in Peru, she experienced firsthand how support from others could alter the trajectory of a life.

“I came from a middle-to-low-income family, and I received scholarships that changed my future completely,” Leslie said. “Now, being able to assist students who will go on to help others feels incredibly meaningful. If we continue that chain of service, we really can improve lives.”

The Haskells believe SEED not only equips students with professional skills but also encourages them to become more outward-focused, which they feel is especially important for young people navigating today’s challenges.

“When you help other people, it changes you,” Leslie said. “Students learn that life is not only about themselves. They gain confidence, perspective, and purpose. They begin to see how their talents can bless others.”

That perspective is exactly what SEED hopes students carry with them long after graduation.

For some participants, the experience sparks a passion for entrepreneurship. For others, it shapes careers in international business, nonprofit leadership, community development, or service.

Many return home with a broader understanding of the world — and their ability to create meaningful change within it.

“As an entrepreneur, I see the value of creating opportunities that allow people to provide for themselves and their families,” Justin said. “SEED helps students understand that business can be a force for good. They leave inspired to build, to serve, and to lift others along the way.”

Through the Haskells’ endowment, future Aggies will continue to gain those transformative experiences, learning both how to succeed professionally and how to use their education to improve lives around the world.

“This program has the potential to impact thousands of people for generations,” Justin said. “That’s what excites us most.”

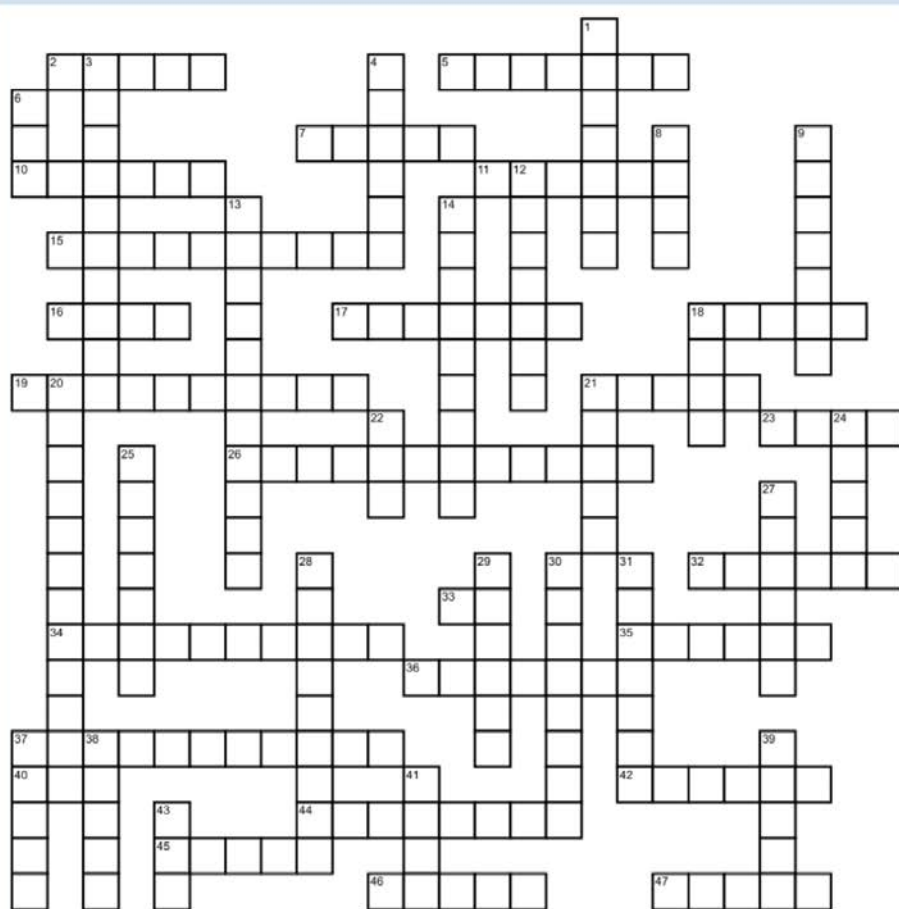
Programs like SEED provide Utah State students with experiential learning opportunities that broaden their perspectives, strengthen their leadership skills, and empower them to create meaningful change in communities around the world. Your support helps students access life-changing internships and hands-on experiences that shape not only their education but also the lives they will impact for years to come. Create Your Aggie Impact by giving to student programs and opportunities that inspire learning through service, leadership, and global engagement.



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27 Profit percentage
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30 "No exercise is better for the human heart than reaching down and lifting another up."
31 Company with more ambition than employees
37 Office pet
38 Bread... or money
39 Pasta Venture
41 Test
43 Corner office title

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