Students Explore South America

Unusual academic experience full of discoveries
Message from the dean...

By Douglas D. Anderson
Dean and Professor, College of Business

A year ago leaders from the College of Business met to set some priorities. I’m not sure anyone realized at the time how important those initial decisions would become to the future of the college.

We decided to focus our efforts on three areas that we think are vital for the success of our students. We are helping our students become adept at navigating the global economy, at developing an entrepreneurial mindset and at becoming strong ethical leaders.

It’s rewarding to see that the news we’ve included in this edition of the BottomLine again centers on the results we are seeing as we refine that focus.

As we’ve progressed in these three areas, we are discovering the educational power that is generated when all three of them come into play at once. We saw that happen in the summer of 2007 when 42 students traveled through Chile, Brazil and Peru as part of our first South American Study Abroad Program. The trip gave the students insight into the international marketplace they could not otherwise have had, but it did much more than that, as you will discover.

In this issue you can read about how their leadership skills were tested in very unfamiliar settings as they helped entrepreneurs seeking micro-loans develop sound business plans. And, you’ll read about how our students overcame tough challenges as they staffed several eyeglass clinics in Peru.

There will be more to report in the future about our efforts to “internationalize” the college because this fall we are launching our “Junior Year Experience.” We expect the Junior Year will become our premium academic program. Participating students will embark on an international academic experience in the fall semester and a Washington, D.C., and New York experience in the spring. The summer semester between the junior and senior year will be committed to an international internship. While the Junior Year Experience will recruit our top students, we want all our students to experience the world of business in an international setting. We hope those students who do not participate in the Junior Year Experience will choose among the set of summer offerings that blend a faculty-led academic program of study with international learning opportunities.

We were delighted this year that President Stan Albrecht’s efforts helped secure $7 million in ongoing funding from the legislature to support the expansion of the university’s regional campuses. This money will support, among other important initiatives, the hiring of new entrepreneurship faculty in Brigham City, Tooele, the Uintah Basin, Price and Ephraim. We are embedding the “entrepreneurship gene” in our academic DNA. We established an entrepreneurship major in August 2006, and we expanded it to include our five regional campuses in August 2007.

In addition to our new regional faculty members, we have hired seven new professors to work with us in Logan. We cannot remember the last time when we added seven new faculty in a single year! Three of these professors were hired to strengthen our entrepreneurial focus; one will join our Department of Economics; one strengthens our School of Accountancy; and two will join our Department of Management Information Systems. I hope you’ll take time to read about them in this edition of the BottomLine. Much of our future is riding on their shoulders.
Recent surveys show that employers who have hired our graduates give them high scores for ethical behavior and standards. We want to build on that foundation as our graduates become nationally recognized for their moral courage, integrity, and their ability to inspire trust. We intend to make ethical decision-making a part of every course our students take. Jon M. Huntsman’s book, *Winners Never Cheat: Everyday Values We Learned as Children (But May Have Forgotten)* is required reading this year. You can read more about that book on the back cover of the BottomLine.

Finally, as you may know, Utah State University has launched a major capital campaign with the theme, “Honoring Tradition, Securing Our Future.” It’s an effort long overdue and one that we can all contribute to. As you consider what role you’ll play in this important campaign, I urge you to think about how the College of Business has impacted your life. It is only when we combine focus, ambition, passion and ideas with the resources we need to make things happen that we can elevate our game. The contributions each of us make to the campaign will shape what the College of Business is now and what it can become.

The sun rises over Copacabana Beach in Rio de Janeiro. College of Business students stayed just a few blocks away from this beach while in Brazil. On some days the only way to see the famous Copacabana Beach was to go early in the morning or late in the evening as the sun went down. Daytime hours were filled with more academic pursuits.

Photo by Adam Phelps

On the cover:
What started as a dignified group shot of the 42 students who went to South America last summer eventually turned into a happy celebration. By that point on the trip, the chaotic result could have been easily predicted. The students not only aggressively tackled their academic challenges on the trip but they built lasting friendships as they explored new cultures and ideas. Photo by Steve Eaton.
There are seven new players on the College of Business team and they are all starters.

These professors have all had experience teaching and have earned top marks from their students. They have been published in national journals and their research has been quoted by other scholars.

Three of these professors were hired to strengthen our entrepreneurial focus. One professor will join our Department of Economics and another will become part of the School of Accountancy. The other two professors will be heading to the Department of Management Information Systems.

They each bring some remarkable strengths to the table and all have expressed strong support for the direction the College of Business is going.

Dean Douglas D. Anderson said they will play a key role in the progress of the College of Business.

“Much of our future is riding on their shoulders,” he said.

Chris Skousen

College of Business students will soon be offered a chance to sit on a board of directors. They won’t really have any corporate control, however. They will just need to test their ability to learn and teach each other if they take a class from Chris Skousen, a new professor joining the School of Accountancy.

Dr. Skousen said that he asks his students to act as if they are on the board of directors of a company and says it is their job to ask questions if they don’t understand something.

The approach must work. For the three years Skousen was at the University of Texas at Arlington he was among the top-rated teachers at the school. The first year he was eligible for the award, he was named teacher of the year. The university has a policy that the same teacher can’t be named teacher of the year two years in a row or he might have taken the top honor again.

Skousen will bring more than just teaching skills to the university. At a time when the College of Business is emphasizing the importance of ethical leadership, Skousen’s area of research will come in handy. He has studied executive decision making, focusing on the attributes certain kinds of leaders bring to the job and how those attributes affect the kinds of decisions they make.
Carrie Belsito

It doesn’t sound like Carrie Belsito will have a lot of trouble adjusting to life at USU. She said that she went into her job interviews here with the usual sense of trepidation that accompanies such experiences but left with a different feeling.

“When I left that interview,” she said. “I had the warmest, most positive, comfortable feeling. I really enjoyed the people I met there.”

It’s likely the College of Business is feeling the same way about her. She comes to USU with teaching experience at Texas A&M where, at press time, she was working on her Ph.D. in management. She’s spent time investigating the role human resources executives play in an organization, based on the kind of discretion they exercise. Her work has also led her to consider how an entire organization can become stigmatized and gain an unwanted reputation because of unethical decisions made by its leaders.

It’s all work that fits in well with the College of Business emphasis on ethical leadership. It’s no wonder Belsito feels like she’s found the right place to work.

Christopher Reutzel

It doesn’t take much imagination to figure out why the College of Business has hired Christopher Reutzel.

He said he’s been studying the impact certain strategies can have on leaders and their career paths. Dr. Reutzel is particularly interested in understanding these dynamics within entrepreneurial settings.

With the College of Business putting increased emphasis on ethical leadership and entrepreneurship, the fit seems obvious.

Dr. Reutzel also comes to USU with a passion for teaching and impressive credentials. He earned the dean’s award for outstanding teaching by a doctoral student at Texas A&M University. He graduated magna cum laude from Southern Utah University with a double major in finance and accounting. He was the recipient of the Fash Research Fellowship at the Center for New Ventures and Entrepreneurship at the Mays Business School at Texas A&M University.

Dr. Reutzel said he feels like he’s going home by coming to Utah State University to work. He used to come to Logan during the summer to visit his grandparents. He said he’s also impressed with what he’s learned about the College of Business.

“It just seemed like a place that is going somewhere and I wanted to be a part of that,” he said of the college.

Katherine Chudoba

When Katherine Chudoba talks about virtual work that’s not just code for imaginary work.

Dr. Chudoba, who is joining our Management Information Systems Department, is a nationally-known expert when it comes to virtual work and virtual teams.

As the College of Business puts increased emphasis on preparing students for the global marketplace, having someone around who has studied how people work when they aren’t in an office but are connected electronically, could prove quite helpful.

Dr. Chudoba has been published in top journals in her field such as MIS Quarterly. Her work has been widely quoted by other researchers.

She was an assistant professor of MIS at Florida State University and said she is excited to be able to contribute to the College of Business and its efforts to better prepare students to lead in the new global economy.

“That’s one of the things that made me really excited about the opportunity of coming to Utah State,” she said. “I have this sense that the college is really on the cusp of making all kinds of inroads and steps forward.”
Dan Holland

Dan Holland won’t have to import speakers to give his students relevant insight into what is happening in the workplace.

He can draw from his 12 years of experience working as a senior business analyst and a marketing director. He’s worked for Novell, for Iomega and for Zero Manufacturing. He’s evaluated business plans while working for Novell and has taken an interest in studying what keeps entrepreneurs going in the face of adversity.

“I want to study persistence,” he said. “Why do some entrepreneurs continue when things are looking really bad and why do others give up?”

He says he’ll draw from his experience in teaching. At the Kelly School of Business in Indiana where he’s been working on his Ph.D., he’s received high marks as an instructor, earning a ranking of 6.7 on a scale of one to seven.

“I think it can really benefit the students when I am able to share some real world experiences that I’ve had and use those experiences to demonstrate theoretical and practical principles in entrepreneurship,” Holland said.

Holland said that he believes helping students adopt an entrepreneurial mindset and helping them see how to work within the global marketplace is important.

“Even within existing corporations entrepreneurship is critical, and I believe that entrepreneurship is the lifeblood of the economy,” he said.

Frank Caliendo

Frank Caliendo may know why most people don’t start saving until they are 50 years old.

While the answer may seem intuitive, he’s come up with some unique mathematical ways to analyze and explain the pattern. People save less now than they did in the 1980s and Caliendo has also done research to find out why that is.

He said that most households begin spending less at age 50, and he has attempted to use macroeconomic theory to help people better understand why and how the spending patterns change.

Two of his papers have been published in the top journals in his field, the Journal of Economic Dynamics and Control and in Economic Theory.

One of the reasons Dr. Caliendo decided to come to the College of Business is that he said he shares a number of common research interests with the faculty here. He comes to USU from Colorado State University with impressive credentials.

He received the Honors Faculty Teaching Award and was named the Ralph M. Bilby Researcher of the Year in 2004 at Northern Arizona University. He graduated with his Ph.D. in economics from Utah State University with an overall GPA of 4.0.

Kelly Fadel

When John Johnson, head of the Management Information Systems Department, heard that Kelly Fadel was about to be interviewed by the BottomLine he had an editorial suggestion.

The story should be, “Star Returns,” Johnson said.

It’s obvious that Dr. Johnson is happy that Dr. Fadel will be joining his department. Dr. Fadel, who majored in business administration and minored in business information systems and finance, was the College of Business valedictorian at USU in 2002.

Dr. Fadel has continued to excel academically as he worked on his doctorate at the University of Arizona.

He was the recipient of the “Best Paper Award” at the ACM SIGMIS Computer Personal Research Conference and at the Americas Conference on Information Systems in 2005. His teaching effectiveness rating at the University of Arizona was 4.7 on a scale of one to five.

Fadel said he likes the direction the College of Business is heading.

“It really resonated with me,” he said. “I think tomorrow’s business world is going to increasingly require global thinking and a global vision and also very proactive creativity to deal with these shifting and expanding challenges that are constantly coming onto the scene. I also feel that ethical leadership is essential. In order to survive in this cutthroat environment, you need to establish unassailable trust and that comes by adhering to ethical principles.”
The College of Business gave 42 students a new world view this summer by launching them into an eight-week academic experience that took them through Chile, Peru and Brazil.

The trip offered them the chance to hear lectures at the Pontifica Universidad Catolica de Valparaiso in Chile and the University of PUC-RIO in Rio de Janeiro, Brazil. At the universities they heard from experts about the economy, culture and history of the areas they were visiting.

They also visited a United States embassy, a U.S. consulate, a steel company called Companhia Vale do Rio Doce, a busy sea port and a water treatment facility in Valparaiso, Chile.

They met with a director of corporate strategy for the Banco Santander in Santiago, Chile, and with the president of DanPer, a Danish-Peruvian corporation that is the third largest agribusiness company in Peru. The company, which cultivates and processes asparagus and artichokes for the fresh market as well as the canned goods market, believes it has a social responsibility to give back to the community. In partnership with Utah State University, it identified local groups in the community that might prove good candidates for micro-loans.

They questioned people at the Institute for Liberty and Democracy, an organization founded by Hernando de Soto. De Soto authored The Mystery of Capital, a book that was required reading on the trip. Alfonso López-Chau, a director of the Central Reserve Bank, came to the hotel in Lima where the students were staying to meet and speak with students. López-Chau said he is considering running for president of Peru.

The group spent the final days of its trip in Peru where they investigated micro-loan possibilities and staffed several eyeglass clinics for the Utah-based non-profit The Hope Alliance. They were required to work together as teams on challenging projects and to make presentations in the final days of the trip about what they learned.

Chris Fawson, senior associate dean for academic and international affairs, made the trek with the students. After the teams gave presentations at the end of the trip about the work they had accomplished, he gave them advice on how to make the most of their challenging experiences.

“Every one of us has been pushed beyond our boundaries and we have discovered things that we could not discover in any other context,” Fawson said. “We are all going to take away little things that are going to change who we are.”

He predicted those who went on the trip could be more flexible in pushing beyond their boundaries if they internalized the lessons they learned.

“Maybe you will be better at business,” he said. “Maybe you will be better at discovering entrepreneurial opportunities. I don’t know if that part will change. But you will definitely be better human beings. You will be able to connect with people better because of this experience, and ultimately, business is about relationships.”

Several students talked about how much they learned as they met with government, business, academic and civic leaders.

“Every student in the College of Business should do the study abroad program because it was the best thing that I did while I was in college,” Casey Rowland said. “I think that by going on the program, students won’t only get a few classes out of the way and be that much closer to graduation, but they will grow so much as an individual. I have watched people come together and do amazing things while we have been on the trip.”

Trip gives students new insight into South America and themselves

By Steve Eaton, BottomLine editor
Students from the College of Business usually go out into the world with absolutely no experience in developing breeding schedules for guinea pigs.

A team of students that went on the South American Study Abroad trip this summer, however, found that they had to learn quickly the ins and outs of raising guinea pigs for food. They had been asked to meet with a group of people in Trujillo, Peru, that wanted to launch a business raising and selling guinea pigs. Guinea pigs end up being dinner, not pets, in Peru, where the meat is considered a delicacy.

Students at Utah State University raised more than $30,000 to be used as seed money for some micro-loan projects. The College of Business has been working with a multinational agribusiness company in Peru called DanPer that identified three groups of people that it thought would be good candidates for the loan money. The progressive company feels it has a social responsibility to contribute to the people it serves and decided to work with USU on its micro-loan efforts.

One student team was assigned to evaluate the potential for the proposed guinea pig project. The students knew the business plan had to be viable if they were to fund the project, but they found themselves going the extra mile to help them come up with a workable proposal.

“Although we know that we will not fund a project that is not financially viable, we really did want to help these people, especially after seeing them at this first meeting,” Natali Naegle said. “They are truly committed and dedicated and they really want to increase their standard of living and that helped keep us motivated, realizing that we had the potential to change these people’s lives.”

Naegle’s group faced challenges with changing financial variables and a laptop computer that crashed, locking away all the group’s early work, forcing them to start over. Kaitlin Stewart was also a member of that team.

“I have learned more in the last week doing business in Peru than I could have ever learned in an entire semester in the classroom,” Stewart said. “I didn’t expect to be able to apply everything in school into this one project from all the classes I’ve taken. If anything, that motivates me for the future to go back and pay more attention in school in all of my classes, not just pick and choose the ones that are just directly tied to my major, because they all— all the business classes— apply to everything in business and it makes me want to go back and work harder.”

Three teams of students analyzed the start-up business proposals from entrepreneurs in Peru who were applying to receive micro-loans. Another team met with a bank and several non-profit organizations that already have micro-lending programs in place to establish partnerships for future efforts. Three teams staffed eyeglass clinics in partnership with The Hope Alliance, a Utah-based, humanitarian service oriented, non-profit organization. Another team focused on creating a video of the trip that could be used to encourage future students to enroll in the program.

The students who ran the eyeglass clinics had to change their plans one day when a key piece of diagnosing equipment did not arrive on time. In another case, a misunderstanding about the use of a community center in a poor neighborhood caused turmoil outside a clinic while people were being helped inside.

Each team was exposed to widespread poverty in Peru, unlike anything they are likely to see in their home towns.

“Ultimately, I believe this project made us realize how blessed we are,” Naegle said. “Each of us has seen true poverty since coming to Peru, and we now have a greater understanding of the many opportunities and blessings that are ours. I think that all of us, not just our group, have had our eyes opened and our opinions changed on this journey, and I really hope we take that home as the most important thing that we’ve learned on this trip.”
Students in accounting have never before been able to watch their professor go bungee jumping.

Never before at the College of Business have students watched their business communications teacher float in the air after deliberately running off of a ledge some 1,700 feet above sea level. Students tackling international economics have never been offered the chance to climb Machu Picchu after class. Last June was the first time students taking a management and human resources class were ever asked to come up with a new breeding schedule for a guinea pig farm.

Never before has any combination of classes at the College of Business included travel to Chile, Brazil and Peru.

There were a lot of first-ever things happening at the College of Business as a group of 42 students participated in the South American Study Abroad program last May and June.

When one hears of the bungee jumping, hang gliding and motorcycle adventures that were a part of the trip it would be easy to get the wrong impression. When there's talk of exploring Machu Picchu and walking the famous beaches of Rio de Janeiro the word “vacation” might come to mind.

It’s probably not a word one should use around the students who participated on this year’s trip. They might give you a stern talk about the three weeks of intense class work that they had to weather before they left that kept them busy in classes from 8 a.m. to 9:30 p.m.

Or, they might patiently explain to you that when the Logan class work was over and they arrived in Chile, they faced a packed schedule of lectures and meetings with academic, government and business leaders that filled their days when they were in South America.

When class was dismissed, however, the learning had only just begun. Students and faculty took to exploring, meeting people, bargaining for souvenirs and finding their way to local tourist attractions. Those moments of cultural immersion required students to adapt in a world where not very many people spoke English, where funny colorful money had value and where simple things like reading a menu were suddenly challenging.

For five weeks, free time and structured time became periods of intense learning. The mix of classroom time and unstructured time became a crucial part of the learning experience, according to many on the trip. Adam Phelps had heard people talking about the networking opportunities the trip would bring but didn’t realize, initially, where most of his most effective networking was taking place.

“The network I’m building is with the people I’ve got on this trip with me,” Phelps said. “I’ve got six or seven professors I can rely on anytime I need them. I’ve got 42 other students I’ve come to rely on, and in the future I wouldn’t hesitate to call on them for anything I might need.”

Several students said they appreciated the chance they had to get to know professors on the trip.

“We’ve really come to see our professors as people,” Josh Kerkmann said. “They are not just there in the classroom anymore. They are real people we’ve got to spend time with, interact with and create friendships with. It’s really been a rewarding time to talk with them.”

Some legends were born during the experience. Senior Associate Dean Cliff Skousen impressed the students with his fearless sense of adventure. In Rio de Janeiro, he went hang gliding. In Cusco, Peru, when others were going to their hotel rooms to overcome altitude sickness, Skousen went off with some students who rented motorcycles. In their explorations they discovered a bungee-jumping facility that claims to be the highest in the Americas. It wasn’t long before surprised students saw Skousen dive from a platform that was nearly 400 feet above the ground.

Stories and photos by Steve Eaton, BottomLine editor
Forensic investigations are all the rage on television. Medical investigators get to the bottom of the case by the end of the hour. The clues are well hidden and the process is exacting, if not rapid. The outcome? Exciting, whether it’s in Las Vegas, Miami, New York or Boston.

But that’s the world of entertainment.

How about the world of business? Are financial sleuths out there dissecting the books of suspect companies, uncovering the misdeeds of capital criminals?

The answer is yes, and Utah State University School of Accountancy professor Cindy Durtschi has come up with an innovative way to train the accounting world’s future detectives—make that forensic accountants.

“The term ‘forensic accountant’ is rather new,” Durtschi said. “But the concept is simple. Forensic accountants look for fraud.”

And, as Durtschi said, there are all kinds of fraud. There’s asset misappropriation—to those who are non-business types, that’s stealing money. In cases where people are caught, the average amount misappropriated is $80,000–$90,000.

In financial statement frauds, the stakes can be much higher. The Enron scandal included financial statement fraud, and the world knows the outcome there. Millions of dollars were eventually lost because of misrepresented financial statements.

“Over the years, I’ve incorporated every fraud I’ve heard about into this course,” Durtschi said.

Forensic accounting is a specialty that combines a number of skills, including accounting, auditing and investigation. Durtschi teaches Accounting 6540—Forensic Accounting—in USU’s College of Business. Her approach to the graduate-level course is creative and has been recognized nationally. She received the 2006 American Accounting Association Innovation in Audit Education Award for her published case in forensic accounting—“The Tallahassee BeanCounters: A Problem-Based Learning Case in Forensic Auditing.”

The Tallahassee BeanCounters has become a very important part of Durtschi’s class as students take a look at the company and its books. But that’s jumping ahead a bit.

The course is centered around a problem-based learning experience—that is, Durtschi presents a “problem” and the students, working through multiple steps in the hands-on experience, must come up with a solution. The course provides a complete overview of the forensic accounting arena.

Students look at various types of fraud, learn to recognize the red flags of fraud and acquire specific skills used in fraud investigations. There’s financial statement analysis with the aim to discover firms that manage earnings in a
way that might lead to fraud. The students complete a Benford analysis—a computer-assisted method of flagging suspect accounts.

Students learn interrogation and investigative techniques that include note-taking and preparation for legal situations and eventually a courtroom trial. Guest lecturers who practice forensic accounting in various fields come speak to the class.

“The course is team-based and prepares students for real auditing engagements,” Durtschi said. “It is based on real firms, real accounting numbers and a case that simulates a real company setting.”

Graduate student Hunter Lassetter enjoyed working in a team situation.

“Because I worked with the same team throughout the semester, the class felt like a real-world simulation in that the team members became my co-workers and friends,” she said.

Companies provide their books, and the students run the numbers and provide an analysis. The students must communicate directly with the companies and provide reports. One recent company reported to Durtschi that the students were observant and wished its own employees were as detail oriented.

Students work in teams, but some work is graded individually, including the analysis of several famous interviews, such as O.J. Simpson.

“The course is unique in that it took us in so many directions,” Lasseter said. “It discussed topics that included murder and divorce to demonstrate the skills accountants can, and should, apply every day on the job.

“The best thing about the class and my experience was learning concepts that accountants need to know, but are not usually familiar with. For example, I learned how to tell if people are lying to me and how to ask employees questions in a way that will produce answers. I have also become more skeptical, and I’ve been able to identify my communication style.”

The final project for all the students is a complete forensic accounting and investigation of the Tallahassee BeanCounters, a fictional minor league baseball team that Durtschi created.

“I chose to come to Utah State University because it is the only university in Utah to offer a forensic accounting course.

Not to mention that the course is taught by one of the most highly respected professors in the forensic accounting field.”

—Hunter Lassetter

The process is complex and detailed, and puts the pressure on Durtschi, who provides all the answers to questions posed by the student teams during their investigations. But others are involved as well. She recruits individuals to pose as principals in the BeanCounters. Several fellow accounting professors fill those roles, as do spouses and other staff in the School of Accountancy. During the information exchange with the students, Durtschi sends e-mail copies to all the “actors” so they are completely filled in and in sync about the ball team’s business affairs and practices.

That becomes important later when the students conduct interviews with the company’s principals. The goal? Confessions.

“I want to make this project as realistic as possible,” Durtschi said. “The teams can choose a list of suspects to interrogate. The goal is to obtain a confession or accumulate evidence that might be used in the presentation of the final case.”

These interviews are videotaped and evaluated by a law enforcement professional, adding another real-world evaluation to the process.

To complete the project, student teams must prepare a final trail of evidence report. The students are not interviewed as expert witnesses, but rather, the written record is reviewed as if it were to be presented in court. The student teams must organize their facts and evidence to provide sufficient, high-quality, legally obtained evidence. The students must prove a crime was committed, what that crime is, how it was committed and the intent. Finally, they must produce proof of who did it, who benefited from the crime and where the money went.

“By the time the students get to the interview portion of the assignment, they are loaded and ready to go,” Durtschi said. “They want confessions.”

Fall semester 2006 saw one team obtain confessions from all three individuals from the interview session—an impressive outcome, Durtschi said.

Durtschi’s course is offered once a year at USU. The work is time consuming for the professor, but extremely valuable to the students. She said she wants them totally prepared for the work world.

And when they are prepared, they not only enter an exciting career, they enter a “hot” career. In its 2007 “How Did You Do?” feature that details what Americans earn, Parade Magazine listed forensic accountant at the top of the list of 2007’s hottest jobs for college graduates. That piece said that the field combines accounting, auditing and investigative skills in a career that can provide an income ranging from $30,000 to $150,000.

(Continued on page 18)
very shopper has experienced that gotta have it moment—walking into a store and there, almost as if centered in a spotlight, is the perfect athletic shoe. Or watch. Or car. Or …

But how do those wily companies know exactly what consumers want and when they want it? Could there be someone behind the curtain, if not pulling, then anticipating those ‘buy me’ strings?

Yes. And the power is not based on lucky guesses; it’s based on marketing research.

Marketing research is conducted every day, and companies using these techniques often have a competitive edge. These companies and organizations know what people want or what they want to do—often before they know it themselves. There’s no magic formula to the process. It’s all based on research and work.

At Utah State University, Stacey Hills teaches a marketing research course in the Department of Business Administration in the College of Business that lays the foundation and provides the skills necessary to contribute to a successful product launch or business venture. It’s done through creative activities that go well beyond the confines of a textbook. The course is intended to give students as realistic an experience as possible in putting together a marketing campaign. To that end, she engages students in real-life, hands-on learning with actual companies.

In her marketing research course, Hills provides this realistic experience by assigning students to work with a client on a marketing campaign. Through the course of the semester, students develop, implement and evaluate marketing research as part of a campaign for the clients. Through the experience, students enhance their communication, analytical, organizational, leadership and interpersonal skills—skills necessary for a successful career following graduation. Early in the semester, the class is divided into marketing agencies to work with the clients. Each agency conducts marketing research, designs a marketing campaign, then writes a comprehensive marketing plan to be pitched to the client in a formal presentation. The goal is to meet the objectives set by the client.

“To do that, students need to draw upon not just what is learned in this class, but all previous learning,” Hills said.

Students draw upon their skills in marketing, advertising, management and human resources, public relations, sales promotions, teamwork, public speaking and business writing.

Her course begins with lectures but quickly moves to a number of activities. First, the student teams start with the issues, questions or problems voiced by the client. Then they get to work. There’s time spent in the library learning about the business or industry. They design research instruments, learn to conduct interviews, lead focus groups and more.

“Through the class I want to show the students not what to do, but how to do it,” Hills said.

There’s data collection and analysis. That gives students a chance to apply what they learned in statistics. They design and put into practice an advertising campaign for the client, then collect data from the advertising campaign to see what is working and what is not.

Finally, in a capstone experience, students present the information and findings to the client.

(Continued on page 18)
College of Business class develops training system for university

By Mary-Ann Muffoletto, BottomLine contributor

Often employers go beyond what is on paper as they decide who to hire.

A resume acquaints them with each candidate’s skills, background and education, but nothing yields as much critical information as the face-to-face interview. When interviewers recount initial meetings with prospective employees, they speak of encounters that “just clicked” or prospects “who weren’t the right fit.”

Gut instincts can be valuable indicators in the hiring process. Many employers, however, want to be sure that personal biases don’t keep them from selecting the best candidate.

Utah State University undergraduates in Robert Mills’ management information systems development class undertook the daunting challenge of creating a training system to aid university employees in practicing unbiased employee recruitment and hiring practices.

The students’ endeavor bolsters the efforts of USU’s ADVANCE program, which seeks to promote gender equality and increased diversity throughout campus. USU is one of just 19 institutions nationwide to receive a National Science Foundation grant to fund efforts to create a workplace that fosters gender equality in the university’s science, technology, engineering and math programs. The NSF funds were awarded in a five-year grant, which USU received in 2003.

In their report, “Excellence Through Diversity,” students Ashlee Gardner, Devin Hirschi, Teri Lewis, Eduardo Martinez, Adam Pitcher, Erinn Reed and Cammy Telford asserted that increased diversity among faculty boosts creativity, improves faculty retention and makes the university more attractive to prospective students and faculty.

Ronda Callister is an associate professor of management and human resources and a principal investigator for USU’s ADVANCE program.

“It’s impossible to create a bias-free environment,” she said. “The goal is to reduce bias.”

She and fellow investigators reviewed the students’ proposed training program at each step of its development and offered suggestions.

“We started with a thick notebook of data on science-based training programs and spent a lot of time sorting through the information,” Pitcher said. “USU’s ADVANCE team offered help along the way, including suggestions that we narrow our examples to case studies and research articles based specifically on academic searches.”

To aid hiring decision makers in their quest, the students reasoned that their training program should follow a two-pronged approach. Not only does their training packet include materials that explain the process of selecting a new employee, but it includes recommendations for the assembly of a search committee using a fair, unbiased approach.

The search committee, the students concluded, should include members of both genders and represent diverse backgrounds. Second, search committee leaders should serve as role models for all members. “Role models should be identified who are willing to reveal their own biases and how they deal with them,” the students wrote.

“We think that makes a powerful statement,” said Martinez. “When committee members acknowledge their own biases, they encourage others to examine themselves honestly.”

Recognizing one’s own biases is the first step in developing ways to counter them, the students said. Sometimes biases are very subtle and committee members aren’t even aware of them.

“We’ve compiled a list of common biases to help people identify and deal with common pitfalls,” Pitcher said.

Frequent biases, the students wrote, included stereotypes, double standards, same-sex biases, projection and the so-called “Halo-horns effect,” where interviewers place too much emphasis on first impressions. Examples of the latter would be assuming a physically attractive candidate is a better worker and more qualified than a less-attractive person.

Quizzes are included in the training program to ensure that participants understand and retain the training material.

The second part of the training program instructs participants in the preparation of a hiring decision matrix and a position description that carefully identifies the specific needs and wants of the position along with the weight criteria of essential job functions.

Creating a culture of diversity requires diligent, conscious effort, the students concluded.

“Diversity means you have the presence of a wide range of variation in personal qualities and attributes,” said Pitcher. “Diversity increases ideas and perspectives and fosters a dynamic learning environment. That’s what makes the university more attractive to prospective students and faculty.”
He may ride about on a classic motorcycle but Josh Kerkmann is not a rebel without a cause. In fact, he may be a rebel with too many causes. In addition to riding and restoring classic motorcycles, training for triathlons and long boarding around the campus of Utah State University, Kerkmann is vice president of his own start-up company.

Kerkmann is a junior in the College of Business, majoring in international business and economics. Between classes, meetings and pitching his product to clients, he stays pretty busy.

Kerkmann’s company, Lottery Solutions LLC, markets automated lottery software to schools, corporations and sporting events. Kerkmann partnered with fellow USU student Joseph Irvine, a sophomore majoring in computer science, to create a business to market Irvine’s unique computer program.

The program automatically runs any type of lottery for an organization that has more requests than available places. The program selects students for admission and has been purchased by charter schools across the country.

The team is also developing plans to work with major sporting events such as the Union of European Football Associations in Switzerland to help the organization decide who receives tickets.

“Becoming an entrepreneur has been such an exciting and involved process,” Kerkmann said. “It is like a case study that combines all of the classes from my experience in the College of Business. I am able to apply the skills and knowledge from all of my classes at Utah State and implement them in this business.”

“It is like a case study that combines all of the classes from my experience in the College of Business.
I am able to apply the skills and knowledge from all of my classes at Utah State and implement them in this business.”

—Josh Kerkmann

“Starting my own business has been a real challenge and adventure,” Kerkmann said. “With my business I am responsible for everything from accounting to marketing. I’ve had to draw upon all of my business classes, contacts and mentors to make this venture work.”

As a College of Business ambassador, Kerkmann has met business leaders who helped him develop his company and given him professional advice. He hosted Tom Stockham, former president of ticketmaster.com, at a Dean’s Convocation. From that contact, a relationship was created that resulted in several e-mail exchanges. Stockham provided advice and suggestions about Kerkmann’s business.

“As a business ambassador, I’ve learned a lot about business in the real world from the high-profile executives the College of Business brought in, including Kem Gardner and Ken Wooley,” Kerkmann said. “It’s nice to be able to talk with these professionals one-on-one and apply their advice to my own business.”

In addition to his coursework, hobbies, start-up company and student government positions in the College of Business, Kerkmann was one of 42 students who recently participated in an eight-week academic experience that included traveling for five weeks through Chile, Brazil and Peru. He also plans to travel to Paris, Brussels, London, New York and Washington, D.C. as a part of the college’s Junior Year Experience program.

“Josh is an exceptional business student,” said Chris Fawson, senior associate dean for academic and international affairs. “He has excelled in leadership, coursework and applying the principals we teach in the College of Business to his own entrepreneurial efforts.”

Whether riding motorcycles, starting his own business or traveling the globe, Kerkmann is a College of Business student who says he’s always looking to take a risk and learn something new.
Utah State University students graduating from the International MBA program in Food and Agribusiness are ready to take on the world.

In a unique exchange between USU and the Royal Agricultural College in Cirencester, England, students enrolled in the program receive the educational background and hands-on experience necessary to secure leadership positions in the globally competitive food-related industry.

DeeVon Bailey, professor and interim head of the Department of Economics, started the program in 1999 to provide additional opportunities for graduate students interested in pursuing careers in the food industry.

“The international orientation of the program gives students a world-class education and opens up so many new horizons,” said Bailey. “Our graduates work all over the world.”

The program readies students to work with the social, cultural, production and consumption conditions of the world’s major markets and gives students experience working with producers, processors, consumers and policy makers in the food industry.

“The exposure to different market systems has further enhanced my business education and I feel that makes me an asset for a company not just in the United States but around the world,” said Cody Bingham, a USU student enrolled in the program.

Five students from the United States and five students from England begin their studies at USU for one semester and then go on to England for a semester.

The semester is followed by a six-week research-based group project, after which the USU students return home to complete a thesis. Graduates receive an MBA from the Royal Agricultural College.

The Royal Agricultural College makes arrangements for the six-week research project with private companies located throughout Europe. Students are split into teams and then work as consultants for the company conducting research and reporting their findings.

“Our students are working in international industry before even graduating with their degree,” said Bailey.

Most of the students enrolled in the program have undergraduate degrees in business and want to end up working in the food business, said Bailey. Some leave the program working as consultants for large international companies, others have gone on to work for state farm bureaus and others return home to run a family-owned farm.

“I grew up on a farm in south central Idaho and have worked on that farm since childhood,” said Cody Bingham. “However, after completing my international MBA, I hope to maintain my farm and then jump into corporate agribusiness and work for someone like John Deere.”

Many USU students enrolled in the program are married and take spouses with them to England, said Bailey. They secure housing, buy a car and learn about living life in a different place, in a different culture, he said.

“My family and I loved living in the United Kingdom,” said Sterling Liddell, a graduate of the program and senior research development analyst at the Iowa Farm Bureau. “Every day presented a new adventure. Just getting lost in a drive between towns could result in the discovery of new things like street markets, local celebrations and breathtaking scenery.”

Students also learn the differences between a United States education and education abroad.

“The program allowed me to experience the different cultural, economic and value systems that drive business and marketing practices in other countries,” said Liddell. “Many times our own cultural views prohibit us from truly understanding a global business effectively. The international MBA program went a long way toward teaching me how to interact and be effective in an international environment.”

Bingham said the program is challenging, but that the rewards of the experience make the program worth completing.

“Unlike most of my classmates, I had worked for more than 10 years as a marketing director in Europe when I joined the program,” said Simon J. Ryan, a graduate of the program and freelance marketing consultant from England. “Professionally, the program brought a new intellectual rigor to how I approach work and returned me back into the workforce with a number of new skills and changed perspectives.”

As the program continues to grow and flourish, Bailey said this will open up more opportunities for future students. USU and the Royal Agriculture College are looking to establish additional programs in China and India, thus enhancing the global aspects of the program.

“We want to give our students the world,” said Bailey.

For more information about the USU International MBA in Food and Agribusiness, visit www.usu.edu/cob/degreesmajors/internationalMBA.cfm or contact Bailey, 435-797-2300, d.bailey@usu.edu.
Students who attended the last three Dean’s Convocations in the College of Business got some very direct advice from entrepreneurs who have seen firsthand what it takes to make a business successful.

They heard from H.E. “Bud” Scruggs, who was, at the time, president of the Leucadia Asset Management Group, where his job included the purchasing of distressed companies and getting them stabilized and healthy. In his position he had multiple CEOs reporting to him.

Tom Stockham, a former president of Ticketmaster.com and MyFamily.com, also spoke with students. He is now on the board of several online services companies and was acting CEO of the online sales training company, 3point5, when he visited campus.

Curt Howes, the founder and president of Organization Performance Strategies, spoke on leadership and how to deliver “high performance and tangible results.” He was a former associate partner at Accenture, one of the world’s largest management consulting firms.

Scruggs, who was also once the chief of staff for Gov. Norman Bangerter, reviewed a list of common mistakes made by even the best new MBAs.

He said new employees who graduated with top grades face many challenges in the business world because it is not as structured as college.

“One of the things that we find with these folks who have never gotten anything but “As” is that they are scared to death of failure,” he said. He advised such students to create their own structure.

“School is so nicely structured,” Scruggs said. “Corporations like GE are wonderfully structured but most companies aren’t. What you need to learn is how to supply structure from below. When you get an assignment, add some structure. Set your own milestones. Share those with your manager and help him manage you. Ambiguity in some optimal organizations is a fact of life and top-performing professionals find great opportunity in this environment.”

Scruggs said that when he would go into a company he would ask management to identify all its indispensable people. He said they were usually quite proud to identify such employees. Scruggs said he would then tell them, “If they are still here and they are still indispensible six months from now, I will personally fire them. Indispensable people are almost without exception, bad citizens. They hog information. They don’t document what they do. They develop a strategy where if they are gone, everything has to come to a halt and they are lousy people to have in organizations.”

Scruggs recently left to serve a mission for the Church of Jesus Christ of Latter-day Saints.

Stockham gave the students some practical advice about being entrepreneurs and said that if students want to do something extraordinary it means they will be trying to do something most people don’t think is possible.

“If you are going to do it, you are going to face mostly people who don’t get it, don’t see how it could be done and, in fact, will tell you it can’t be done,” he said. “So, if it is really true that you aspire to do something extraordinary you need to adjust your mindset, you need to get your head around the fact that you are going to spend much of the rest of your life dealing with folks who say you can’t do that or you shouldn’t do that.”

He said many people have good ideas but don’t act on them.

“If you are going to go do something extraordinary, guess what? You have to get up and go do it,” Stockham said. “It’s not going to happen magically. You can’t talk about the idea of it forever . . .”

Howes said that when he worked for Accenture they would study some of the more successful independent oil companies to see what they had in common.

“They were very clear on what their strategy was,” Howes said. “They knew exactly where they were going to place their bets and what they were going to be really good at.”

He said they had a “bias toward being entrepreneurial.”

“There was a very strong drive from the leader at the top, and he wasn’t a sit-back leader,” Howes said. “He was deeply involved in hands-on management in terms of guiding the strategy on a day-to-day basis.”

As a consultant, Howes has worked with a variety of companies located in Europe, Russia, Asia, South America, Middle East and the United States.
College of Business honors three with Professional Achievement Awards

One developer, one college president, and a bank executive were honored by the College of Business with Professional Achievement Awards this year.

The Professional Achievement Award is given “in recognition of individuals who achieve extraordinary success in their careers and demonstrate uncommon leadership in their communities.”

This year the College of Business recognized Lynnette Hansen, Jonathan Bullen and Terry Rock with the award.

Lynnette Hansen

Lynnette and her husband, Dell Loy Hansen, own Wasatch Property Management, a company that manages 10,000 units in several western states. Wasatch Property Management is developing the Riverwoods business park, on 700 South and Main Street in Logan, that will eventually feature several businesses, including a Marriott Suites, a Coppermill Restaurant, a convention center and new offices for Wasatch Property Management.

The Hansen’s success in business has allowed them to create the Hansen Charitable Support Foundation. The foundation established the Hansen Scholars Program in 2002 which funds retention scholarships for an estimated 20 to 25 students a year who might not have otherwise been able to afford attending USU. The Hansen’s foundation has also given a gift to the North Logan Library in memory of Lynnette’s father, James P. Thorne.

Lynnette Hansen credited her husband, Dell Loy, for helping make the business successful. She said their business has given them “the opportunity to give back to the community and enrich lives and that’s what it is all about.”

Jonathan W. Bullen

In 1990, Bullen began investing in real estate and his portfolio now includes more than 12,000 residential apartments and more than two million square feet of office space in Utah, Arizona, Nevada, Colorado, Washington and California.

Bullen is also the majority owner, CEO and president of the Eagle Gate College Group, an organization that operates four campuses and has 1,500 students in Utah. He is the owner and manager of Bullen and Harris LLC, a management and investment company. A consistent USU supporter, he heads the Utah State University Foundation. In 2005, he received the Distinguished Service Award from USU.

“In short, Jonathan is an organized, goal-oriented entrepreneur who is always learning and seems to have found the balance between a successful family, career, personal fitness and play,” Dean Douglas D. Anderson said when presenting the award to Bullen. “He is service-oriented, dependable and reliable.”

Bullen said “emotional intelligence” is key in business today.

“I just simply have seen, time and time again, the ability to communicate, the ability to work on a team, the ability to be mature, the ability to express your opinion and the ability to come together to find a common solution is really huge,” he said. “And it is interesting how those kinds of skills don’t necessarily relate to what you know.”

Terry Rock

Terry Rock is now the executive vice president at Wells Fargo Brokerage Services, LLC. There, he is responsible for the Western Region Finance Offices, which include the states of Alaska, Arizona, California, Colorado, Idaho, Nevada, New Mexico, Oregon, Texas, Utah, Washington and Wyoming.

The Wells Fargo Public Finance Group provides investment banking services to states, universities, colleges, public schools, private schools, cities, counties, non-profit organizations and other local organizations.

Rock has worked for Wells Fargo and its acquired companies for more than 25 years as an investment manager of a variety of fixed-income groups including public finance, corporate finance, asset-backed finance, institutional sales and fixed-income trading.

When he started he was a one-man department serving small rural organizations in Idaho and Utah, and now he is overseeing a region that stretches from Alaska to Texas.

Anderson said, “While Terry has stayed with the same company for a long time, he has seen a lot of changes and says our graduates need to be prepared for that. He said that those who are unwilling, unable or reluctant to accept change will not make it in the financial services industry.”

Rock said he appreciated being able to interact with people from different countries while he was here at Utah State University.

“I think one of the things I do recall, respect and appreciate about Utah State University besides just the academic experience was the diversity,” Rock said.
The Shingo Prize changes its name, charts new course

By Robert Miller
Shingo Prize executive director

The Shingo Prize for Operational Excellence.” Most people probably won’t even notice the change in our name. This time last year we were The Shingo Prize for Excellence in Manufacturing. Much has happened since then and the name actually reflects a dramatic change in our scope.

On July 1, I was named executive director of The Shingo Prize organization by Dean Douglas D. Anderson. Utah State University is the home of The Shingo Prize and has been for nearly 20 years.

We will continue to support a philosophy called “lean” that emphasizes the importance of showing respect for employees, while eliminating waste, saving money, increasing productivity and improving quality. The approach was originally articulated by Shigeo Shingo, a widely-respected industrial engineer in Japan whose teachings have been key to Toyota’s success. In 1988, Shingo came to Utah State University and was recognized with an honorary doctorate in business. It was soon afterward that the College of Business launched The Shingo Prize for Manufacturing Excellence.

The new name for The Shingo Prize reflects a world-wide expansion of lean principles and systems of management into organizations of all kinds, not just manufacturing companies. We intend to work more closely with the health care industry where there is strong interest in the kind of results lean can deliver.

The Shingo model has been updated to provide universal application to all organizations and may be applied at the individual unit or at the enterprise level. This important strategic shift will dramatically expand our scope of influence since other countries such as Canada, Australia, South Korea, India and the...
United Kingdom have expressed strong interest in having The Shingo Prize active in their countries. This is good news for the College of Business.

The foundation for application of lean principles in any organization is education. Because of its unique position as the host organization for The Shingo Prize, the College of Business will strengthen its collaboration by building a strong educational offering of lean products, not only for our undergraduate and graduate students, but also for the many companies eager to learn how to apply these lean principles as espoused by Dr. Shingo.

We envision companies from all over the world coming to Utah State University, either physically or electronically, to receive the skills and competencies they need to compete in the 21st century. We anticipate that these educational associations will provide numerous valuable opportunities for many of our faculty and students.

Recently, The Shingo Prize conducted its 19th Annual Conference in Jacksonville, Florida, where 12 world-class organizations received this most prestigious recognition. Nearly 600 people attended the conference, by far the largest audience yet, demonstrating the growing respect The Shingo Prize is receiving around the world. Included in the list of distinguished speakers was the Sheriff of the City and County of Jacksonville, where they are using lean to improve quality and reduce the cost of services they provide. Additionally, a dentist presented a working office simulation (dental chairs and all), demonstrating how the application of lean principles have led to incredible improvements in productivity and customer service. Together, these two were dubbed “the world’s first lean sheriff and dentist.” They are both now in high demand as speakers and consultants.

On July 15, The Shingo Prize Board of Governors unanimously affirmed almost every recommendation brought to them by The Shingo Prize staff. Clearly, this is a new day for The Shingo Prize. We are grateful that we can build on the strong foundation created over the past 20 years by Dr. Ross Robson. In the College of Business, we are more excited than ever about the strategic role The Shingo Prize will play in our successful future.

“We will continue to support a philosophy called lean that emphasizes the importance of showing respect for employees, while eliminating waste, saving money, increasing productivity and improving quality.”

—Robert Miller

Department changes its name to Management Information Systems

It’s just one department tweaking its name, but the new name reflects deeper changes afoot in the Utah State University College of Business.

The Department of Business Information Systems has changed its name to the Department of Management Information Systems. The name change is a natural evolution that better reflects what is already being taught in the department. The department, however, is facing some unusual challenges. The demand for the department’s graduates exceeds its supply.

The bust of the dot.com boom, the completion of Y2K work, the outsourcing of some routine IT work and industry downsizing led to an exodus of talent that is now sparking a “war for talent,” according to John D. Johnson, the department head. Johnson said the demand for qualified management information systems graduates is high.

In 1981 the name was changed from Business Education and Administration to Administrative Systems and Business Education. In 1988, because of the fast-moving events in computer technology as well as the need for specialists in using computer technology in business, the USU Board of Trustees and the Utah Board of Regents approved a name change to Business Information Systems and Education.

Today students graduating from management information systems often end up designing and managing complex IT systems, directing the electronic commerce efforts of a corporation, helping corporations get the right information needed to make business decisions or dealing with Internet security.
(Uncovering secrets, continued from page 9)

Following graduation, Durtschi said students can go to work for the big audit firms, but others can look to careers with the FBI or other law enforcement agencies.

“Unfortunately, there is a big need,” Durtschi said.

Durtschi’s forensic accounting course provides tangible benefits for its students, including Lasseter, who has accepted a position with one of those powerhouse firms.

“The course was extremely valuable to me,” Lasseter said. “I’ve been hired and I’ll be doing forensic accounting in the Dispute Analysis and Investigations practice of PricewaterhouseCoopers when I graduate.

“I chose to come to Utah State University because it is the only university in Utah to offer a forensic accounting course. Not to mention that the course is taught by one of the most highly respected professors in the forensic accounting field. Cindy Durtschi devoted all of her time and energy to making the class realistic, interactive and fun. It worked.”

(Beyond the textbook, continued from page 10)

One client for the spring 2007 class was the Logan franchise of Beat the Bookstore, owned by Eric Corrington. As the name implies, the business buys and sells college textbooks.

Corrington wanted to raise awareness of his business on campus and with students.

Throughout the semester he met with the student teams multiple times, and many e-mail exchanges took place.

At the end of the semester he met with the student teams for the final presentations. Gathered on the top floor of the George S. Eccles Business Building, the students laid out their findings in a corporate board room setting. Each team had 25 minutes to summarize its work. There were charts, graphs and PowerPoint presentations.

“The final presentations were very good, and I learned a lot,” Corrington said.

“What I assumed had been effective advertising wasn’t. I’ve already re-evaluated my advertising, and the students’ research shows that more non-traditional advertising is better. The research showed how people heard about us, and that’s what I wanted to know. Concrete changes will come from this new information.”

Corrington said the research is especially valuable because it was conducted by students. Information provided to students by students is probably more honest, he said.

“This experience has been extremely valuable, and I give kudos to the students. Information provided to students by students is probably more honest, he said. “I think that other businesses should get involved—on many levels—with the university. There are good things happening at USU, and Stacey Hills and her classes are a part of that.”

Hill’s outstanding teaching was recognized during the spring 2007 commencement, where she received the Teaching Excellence Award for the College of Business.

“Dr. Hills goes out of her way to inspire, influence and guide her students to a greater understanding of business and marketing,” a student said.

Mary McAllister and C. Mark Bold

Scholarship promotes diversity

An out-of-state student will get an in-state experience thanks to a new scholarship created by Mary McAllister and C. Mark Bold.

McAllister, who graduated from Utah State in 1969, is president of Inline Plans, a San Francisco-based business that serves small and mid-sized companies with benefits plan design, administration and record keeping. She is also a member of the College of Business National Advisory Board. Bold, McAllister’s husband, is an executive vice president at Fimat, USA, a global brokerage organization.

McAllister said that she and her husband hope the scholarship will not only benefit the recipients but other students at Utah State. McAllister said that when she went to USU there were many out-of-state and foreign students who attended the school.

“I considered my associations with them an integral part of my education,” she said. “These ratios have changed since I attended, I wanted to do what I could to create more diversity on campus. By my reasoning, local students will benefit from this gift by getting more exposure to those from outside the area who will hopefully have new ideas and experiences to contribute.”

McAllister, who got her MBA from University of California, Berkeley, said that students going into business need to be comfortable with numbers.

“They also need to develop and trust their own judgment,” she said. “Those who will do best, however, are likely to be those who can think creatively and remain open to new ideas and perspectives.”
Scholarship endowment honors Perry family and benefits students

It's been a while since Mignon Perry walked across the Utah State University campus.

Her influence here is still felt, however, despite the fact that she passed away in August of 2005. Mignon Perry, who taught at Utah State University, left a large estate gift to help fund a scholarship established by her brother Theodore Sonne Perry. Theodore Perry has also established an estate gift that will be invested in the scholarship endowment fund that honors his mother and sister.

Theodore Perry said that Mignon didn’t marry but that her students were like family to her. She invested all of her life in education, he said. In addition to teaching at Utah State University, she also taught at Washington State University in Pullman for 27 years. Her teaching has had a major impact in many lives and Theodore said he has heard from former students who remember what a wonderful teacher she was.

He said the Perry family has strong ties to USU. His mother, Nora, graduated from USU in 1910 and was vice president of her class. Perry said two of his children graduated from USU as valedictorians and some of his grandchildren have received scholarships from the university.

Recipients of the scholarship, known as “Perry Scholars,” must demonstrate financial need and have a grade point average of at least 3.5.

Elder L. Tom Perry, a member of the Quorum of the Twelve for the Church of Jesus Christ of Latter-day Saints, said that his sister Mignon was a “wonderful sister.”

“She had a great personal drive to achieve and accomplish,” he said. “My earliest memories of Mignon would find her with a book, devouring the contents. She loved to read and she loved to study. I believe that whatever direction her life would have taken her would have found her desiring only the best education that was possible for her to achieve.”

Elder Perry said that he “grew up on the campus” at USU.

“When we were children we would go up in the evening to have an ice cream cone and race across the Quad for exercise,” he said, “USU has always been part of the Perry family’s life.”

“Mignon was blessed with a good reserve from all her efforts, and I don’t think there was any question but that her first and only thought was to give it to Utah State University,” Elder Perry said. “Mignon loved people. She was very outgoing. I am sure that each student had a very close relationship with Mignon. She was interested in them and wanted to do all that she could to build in them a love for learning such as she had experienced in her life.”

New finance scholarship available

There will be one additional student next year who will be going to school on a scholarship, thanks to workers compensation. No, the student need not be injured in any way to get the scholarship. The Workers Compensation Fund of Utah has donated $50,000 to fund an endowed scholarship for a student majoring in finance. The need-based scholarship requires that the student have at least a 3.5 grade point average.

The Workers Compensation Fund is an independent, quasi-public corporation that operates under the control of a private board of directors but serves, and the corporation wanted to recognize that relationship by investing in the students USU serves, he said. The Workers Compensation Fund has also contributed to a scholarship within the athletic program at USU, Summerhays said.

Leucadia buys books for students

The Leucadia National Corporation has come up with a way to help the College of Business groom strong ethical leaders for tomorrow.

The investment firm has purchased 2,100 copies of Jon M. Huntsman’s book, Winners Never Cheat: Everyday Values We Learned as Children (But May Have Forgotten), that is being given to College of Business students this fall.

Justin Wheeler, who majored in finance and graduated from the USU College of Business in 1995, is the president of the Leucadia Asset Management Group.

“Mr. Huntsman’s insights are a powerful and timely message for today’s business students and corporate leaders,” Wheeler said. “When we heard that the book would be widely read and discussed on campus, we wanted to contribute by making the book available to students and faculty at the College of Business.”

Lane Summerhays
$500,000 and above
Estate of Mignon Perry

$100,000 - $499,999
Estate of Leah M. Wright

$500,000 - $999,999
Boeing Company
Workers Compensation Fund of Utah

$10,000 - $49,999
William A. & Cindy Adams
Alan & Kathleen Alfred
Douglas D. & Katherine Anderson
Gary & Marjorie Anderson
AutoVil ASP, Inc.
Balleine Supporting Organization
Gary R. Black & Karen K.
Walton Black
Brian & Natalie Broadbent
C. William & Margaret Bullen
Jonathan W. & Julie A. Bullen
Child Family Foundation
William H. & Patricia Child
W. Boyd & Jean Christensen
W. Boyd & Jean Christensen Family Organization
Jeffrey & Bonnie Clark
Scott G. & Catherine B. Davis
Charlie & Trina Denson
Desert Certified Development Company
Electrical Wholesale Supply
Goldman, Sachs, and Company
David D. & Loretta S. Hickox
Mark K. & Wendi Holland
Intermountain Staffing Resources
International Council of Shopping Centers
ISC2
Brad & Rosemarie Johnson
Richard & Julie King
Greg & Julianne Larson
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O. C. Tanner Company
Michael E. & Rhonda C. Parson
Jay H. Price, Jr.
Questcor Corporation
James & Bonnie Quigley Ridgeview Capital, LLC
Simpler Consulting, Inc.
David & Janet Strawel
TBM Consulting Group

$5,000 - $9,999
John & Frances Callister
Michael & Ronda Callister
George Herbert & Helen Champ
Cutler Associates, Inc.
Ernst & Young Foundation
Fidelity Investments
First Security Foundation
General Dynamics
Information Technology, Inc.
Larry & Myra Hendricks
Young-Chul & Mira Wie Hong
Hyrum A. and Debbie Ipson
Ross E. & Nancy Kendall
Kiwire Trading, Inc.
Marriner S. Eccles Foundation
Mary McAllister & Mark Bold
Gene W. & Ruth E. Miller
David Moore & Suzanne Pierce-Moore
Bill & Billie Murray
Edward & Karlyn Norton
Douglas A. & Julie Ann Parker
Steelcase, Inc.
Kay & Judy Toolson
vSpring Capital, LLC
Wells Fargo Foundation

$2,500 - $4,999
Joe & Linda Armstrong
Aspect Medical Systems
Automotive Safety Technologies, Inc.
K. Boyd & Donna Baugh
Kent E. Bracken
Tracy L. Burr
Deloitte & Touche, LLP
Delphi Automotive Systems
Mark V. & Jennifer Erickson
Ann B. Fletcher
Elyn J.
Inovar, Inc.
J. D. Clark & Co
Craig & Lisa Janes
Jones Simkins, LLP
Blake Kirby
KPMG Foundation
Glenn N. & Karen Larkin
John M. Loefred
Crystal Call & Chuck Maggert
Carolyn Barber Mathis
Roger & Rebecca McOmber
Steve, Jr. & Tammy Milovich
Richard L. & Alaine H. Nelson

$1,000 - $2,499
Gail Anger
Apx Alarm
Haven J. Barlow
Elizabeth Barber Bateman
Black Rock
Bonneville International Corporation—KSL
BWC Holdings LLC
Bradford & Sue Cannon
Darrell L. & Jean Deem
Deloitte Foundation
Donnell B. & Elizabeth D.
Stewart Education Foundation
Van & Janis Dunn
Todd & Sally Erickson
Douglas J. & Toni K. Hansen
Haven J. & Bonnie Rae
Barlow Family Foundation
Joseph L. & Diane Keller
Key Foundation
Jack D. & Betty Lampros
W. Budd Morrenson
Mountain Orthopedics
R. Pepper & Rachelle Murray
Marvin Neal
Tyler R. & Marcie Olsen
Douglas L. Polson
Dan C. & Maryn C. Russell
State Farm Companies Foundation
Sweet Candy Company
Tai Pan Trading
The Rosemary & David Olsen Foundation

$500 - $999
Mabel Bishop
Mark D. Bond
William W. Brinton
C. Gordon Call
Ward Coombs
Barry Eden
Robert & Laura Foley
Cecelia H. Foxley
J. Andrew & Carol Hays
Brian M. & Paula L. Huculak
RON
ICON Health & Fitness, Inc.
Information Systems Audit & Control Association
Eldon R. Johnson
Paul & Jan Judd
Lyle N. Larsen
Scott P. Letellier

Kellie Long
Danette Munk Taggart
McGilvray
Metro Group Inc.
Patrick Morton
Wayne & Melissa
Niederhauser
Jack, Jr. & Charlotte Nixon
Katherine Papanikolas
Parker Hannifin Foundation
John & Dottie Parson
Eldred L. Tom Perry
Troy Peterson
Plant Peddler Floral
Kenneth W. Rodgers Jr.
Dennis & Lynn Sessions
Gregory D. Shuman
Clifford & Janice Skousen
Mark & Christine Soot
Larry & Joyce Sprouse
Steven D. Taylor
The Coca-Cola Company
The X-tra Mile Charitable Foundation
Jeffery Lynn Verhaal
Ralph & Marsha Walker
Wells Fargo Educational Matching Gift Program
Ed & Marie Winger

$100 - $499
Angela Abel
Glenn Adams
John D. Adams
George J. & Alene Allen
Rick & Tamara Allen
Alliant Techsystems
Community Investment Foundation
Clintond T. Anderson
Dennis Ray Anderson
R. Curtis & Dixie Anderson
Kim & Sally Anderson
Anthony Choi, CPA, PC
Ronald M. & Kathy Aoki
Read Archibald
Charles & Judy Atwood
Norma Austin
Michael R. Ayers
Lee & Shari Badger
Steven & Heidi Baer
DeeVon & Marilyn Bailey
Jason Baker
Barrick Gold of North America, Inc.
Gregory S. Bessett
Bob J. Beaudieu
Robert J. & Susie Beers
John Behnken
Ross A. Berlin
Beverly J. Grange Conservation Vivos Trust
Rulon & Jean Bickmore
Perry & Joan Bingham
Doug & Kenallee Bleazard
Lee Boman
Robert D. Bond
Samantha L. Borden
Jerry Glenn Bost
E. George Bower
Robert W. Bradford
Gregory & Rachel Brenchley
Scott B. & Jan Brenchley
John Charles Buist
Richard A. & Lura Buist
Paul J. Bukladzwic
Charles W. & Jonine Bullen
Marcia L. Bush
Joseph & Saundra Buys
C. Richard Dickinson & Co.
Cache Valley Electric Company
Cache Valley Pita Rollers, LLC
Bryan Virgil Cady, Jr.
Nick Calandro
Harry W. Campbell
James B. Cartmill
James W. Chadburn
Scott S. Chappell
Charles Bollen Family Living Trust
Charlie’s Supreme Ice Cream
Shiann-Jang & Jin-ji Chen
Fau M. Cidester
Anthony C.D. Choi
David T. Christensen
Leo D. Christensen
Michael Christiansen
Carol Clay
CMT Engineering Laboratories
Quinn J. Colburn
Leroy P. Coleman
Robert & Janice Colson
Patrick & Ann Coppin
Elizabeth Corliss
Arlene Coulson
Larry D. & Rachel Cox
CPR, Inc.
Dr. Raymond M. Crews
Stephen Crooke
Douglas Ray Cummings
Rolland W. Dance
Jay Darrington
Dashi-U, Inc.
Ronald T. Day
Denzel Fred Daywiler
David R. Hunter, D.D.S., P.C.
Davis Auto Center
Brian & Sydney Davis
Charles R. Davis
Michael D. & Erica B. Davis
Raquel Davis
Daniel A. Derrick
Celia J. Deisher
Richard C. Dickinson
Gary R. & Linda Dierks
M. Baxteen Dilsaver
‘50’s
John W. Carter, ’55 owns Carter Real Estate and Investments and lives in Reno, NV.
M. K. Jeppesen, ’57 is the vice president for information technology and chief information officer for Utah State University and lives in North Logan, UT.

‘60’s
James T. Judd, ’61 is president for Wachovia Mortgage Corp and makes his home in Kames City, TX.
Paul Brown Allen, ’62 works at Infobase Ventures and lives in Bountiful, UT.
Gary R. Black, ’63 owns Black Agri Land SL-TB Holdings and Candies Foods and makes his home in Salt Lake City, UT.
Lynn W. Hening, ’64 is a director for ATK Aerospace Company Inc. and resides in Vienna, VA.
Donovan Martin, Jr., ’65 is employed with Donovan Martin and Associates and lives in Los Altos Hills, CA.
Karen Hone, ’66 is the education director for Your Community in Unity and resides in Brigham City, UT.
David A. Ritchey, ’68 is a partner for BandR Development of Mohave LLC. and lives in Bozeman, MT.
Dale F. Astle, ’69 owns Astle Investments and resides in Providence, UT.
Roger G. Stratford, ’69 is employed as a broker for Coldwell Banker and lives in Saint George, UT.
Wilfred Lee Zaugg, ’69 is employed with Dallas Independent School District and makes his home in Plano, TX.

‘70’s
Cathrine M. Stanger, ’70 is an office manager with Edward Jones Investments and makes her home in Ammon, ID.
Alan Don James, ’71 is an senior accountant with Utah State University and lives in Hyrum, UT.
F. Keith Harrison, ’71 owns Utah Seal Coating and Striping and makes his home in Parowan, UT.
Gary O. Kelley, ’71 is employed as a scheduler with GNB Corporation and makes his home in El Dorado Hills, CA.
George D. Tribble, ’71 is the president and co-founder of Jetstream Mortgage Company and lives in Oakland, CA.
James L. Thompson, ’71 is an account executive for The Hartford Insurance Group and lives in San Rafael, CA.
John L. Strong, ’71 is the director of grocery procurement with Albertsons Inc. and lives in Meridian, ID.
James H. Quigley, ’71 is global chief executive officer for Deloitte and Touche LLP and makes his home in New Canaan, CT.
Jay Read Greene, ’71 is employed as a budget and information officer for Utah State University and resides in Smithfield, UT.
Quentin K. Stewart, ’71 is managing director for Solar Turbines Australia and lives in Australia.
Ronald M. Rees, ’74 is the elementary principal for Lewiston Independent School District #1 and makes his home in Lewiston, ID.
Byron E. Liljenquist, ’75 works for Endura Wall System and resides in Kaysville, UT.
Deborah Gill, ’75 is a self-employed artist and photographer and resides in Idaho Falls, ID.
Duan-An A. Hsu, ’75 is employed with Huayinlungkoo and resides in Arcadia, CA.
James D. VanDeerbeek, ’75 is employed with Keystone Wealth Management and resides in Hyrum, UT.
Jeanette Pitcher, ’75 is employed as a realtor at Prudential Utah Real Estate and lives in Pleasant Grove, UT.
John Andrew Hislop, ’75 works at Atlas Copco and resides in Grantsville, UT.
Robert Wayne Anderson, ’75 is president for Honeyville Food Products and resides in Corinne, UT.
Christine Petersen, ’75 is employed as a staff assistant IV for Utah State University and lives in Logan, UT.
Wayne Tom Dennis, ’75 is a private educational consultant and lives in Evanston, WY.
Michael Howard Dunn, ’76 is the vice president of financial center manager for Washington Mutual and lives in Phoenix, AZ.
Nancy C. Glaesemann, ’76 is the director for Odyssey Real Estate School and operations manager with Prudential Idaho Homes and Properties and resides in Twin Falls, ID.
Douglas R. Maughan, ’77 is chief financial officer for SirsiDynix and lives in Overland Park, KS.
Kent C. Rawlinson, ’77 is employed with Gilbert School District and makes his home in Gilbert, AZ.
Lyndon B. Loosle, ’78 works as a controller and treasurer with USU Research Foundation and resides in Smithfield, UT.
Mathana Santiwat, ’78 is president of Bangkok University and resides in Bangkok.
Tracy M. Welch, ’78 is the vice president of internal controls for Schwab’s Sales Enterprises, Inc. and resides in Marshall, MN.
Bruce Frank Traveller, ’79 is the director of operations with ICON Health and Fitness Inc. and lives in Richmond, UT.
Kurt L. Adams, ’79 is employed as a realtor at ERA Archibald-Reece Real Estate and lives in Shelley, ID.
Timothy P. Ainge, ’79 is the vice-president of development for Avail Media, Inc. and lives in Fall City, WA.
Stanley K. Norton, ’79 is employed as a senior trust officer with Mountain America Credit Union and makes his home in Logan, UT.

‘80’s
Donald J. Mui, ’80 is employed as a store manager for Buckoos and lives in Bountiful, UT.
Jill Bridges, ’80 is employed as a staff developer and teacher for Washington County and resides in Saint George, UT.
Lee Jay Alder, ’80 is an accountant III with Utah State University and lives in Logan, UT.
Lynette Spackman, ’80 is employed as a purchasing agent III at Utah State University and makes her home in Logan, UT.
Major Roy Douglas Maddux, ’80 is an administrative officer for Transportation Security Administration and resides in Sandy, UT.
Trish A. Blair, ’80 is employed as a staff assistant III for Utah State University and makes her home in Hyde Park, UT.
Rosemarie Jorgensen, ’80 is a program coordinator III at USU Research Foundation and makes her home in Paradise, UT.
Taylor Mack Wray, ’80 is managing director for Marsh and McLennan Cos. and makes his home in Sandy, UT.
William M. Sprunt, ’80 works as a compliance principal with Allstate Financial Services and makes his home in Moreno Valley, CA.
Barbara Homer Jenson, ’81 is a peer specialist for Davis School District and lives in Bountiful, UT.
Carol Leavitt, ’81 is founder and CEO of Leadership@ Work and lives in Ivisin, UT.
Michael Jackson, ’81 is employed as a real estate development at Market Development Inc. and lives in Riverton, UT.
Kent Tarbet, ’81 works as a financial planner with the Innova Group and lives in Vail, AZ.

Robert Schulte, Jr., ’81 is CFO for GAF Exploration Ltd and resides in Naples, FL.
Thomas R. Anderson, ’81 is employed as a sales consultant at 5 State Malys Beauty Supply Sales and resides in Midvale, UT.
E. Jed Barton, ’82 works as a controller with US Agency for International Development.
Goutam Ghosh, ’82 is employed as a special correspondent with The Hindu and resides in Chennai, India.
JeNae M. Gittins, ’82 works as a contracts administrator III with USU Research Foundation and resides in Wellsville, UT.
Kenneth W. Brown, ’82 is a car salesman with Deland Ford and resides in Deland, FL.
Tricia A. More, ’82 is employed with Merrill Lynch and Company Inc. and makes her home in Littletown, CO.
Clifford N. Grover, ’83 is an accountant with Dorigatti, Grover and Canfield, PLLP and makes his home in Logan, UT.
Dale F. Hansen, ’83 is employed as a business administrator for Cache County School District and makes his home in Hyde Park, UT.
David L. Nelson, ’83 is president for KLM Capital Inc. and lives in Tualatin, OR.
Kaylene Layer, ’83 is an accountant for Grynphon Companies and lives in Phoenix, AZ.
Mahasti Farazian, ’83 works in finance with the Northridge Hospital Medical Center and lives in Northridge, CA.
Rodney J. Sessions, ’83 owns TA Capitol Group and resides in Fruit Heights, UT.
Ron K. Labrum, ’83 is chief executive officer for Fenwal Inc. and lives in Libertyville, IL.
Scott Nixon, ’83 is managing partner for PricewaterhouseCoopers and makes his home in Kaysville, UT.
Kathy P. Goliszek, '84 is the director of operations with Forynthia Medical Group and resides in Lexington, NC.

Crawford Paul Cragun, '85 is president for Ford Credit and makes his home in Draper, UT.

Darren D. Menlove, '85 is employed in property management at J-J Bald L.C. and resides in Bountiful, UT.

Ebrahim Harraf, '85 is employed as a senior vice president with University of Northern Colorado.

Scott MacKenzie, '85 is president of McKesson Corporation and resides in Swave, GA.

Wade D. Hall, '85 is district manager with Wells Fargo and makes his home in Ogden, UT.

David J. Peterson, '86 is CFO for Destination Homes and lives in Bountiful, UT.

David Scott Funk, '86 works at Coldwell Banker and resides in Hyrum, UT.

Hal D. Baird, '86 works as a deputy command judge advocate for The United States Army and resides in West, WI.

Jeffery W. Profit, '86 works as a financial analyst with the L-3 Communications and makes his home in Syracuse, UT.

Kamarudin Bin Min, '86 is a principal private secretary to the minister at Ministry of Science and resides in Kuala Lumpur, Malaysia.

Kenneth B. Canfield, '86 is an accountant for Dorigatti, Grover and Canfield, PLLC and lives in Hyde Park, UT.

Kevin G. Holman, '86 is the sheriff of Sanpete County and resides in Mount Pleasant, UT.

Moon Hoe Lee, '86 is the director of medical informatics with Health Line Networks and lives in kappa, CA.

Michael H. Huntsman, '86 is employed as a sales representative at Columbia Print Company and lives in Heber City, UT.

Scott K. Mitchell, '86 is the district manager of the Cache Valley area with Wells Fargo Bank of Utah and makes his home in Millville, UT.

Andra N. Hogan, '86 is employed as a senior claim service adjuster with Allstate Insurance Company and resides in Riverton, UT.

Paula Scott, '86 is an extension associate professor and county director for Utah State University and resides in Layton, UT.

Robert J. Cole, '86 is employed as a certified public accountant with CBIZ-FPG and makes his home in North Salt Lake, UT.

Scott Malan Baker, '86 is self-employed and makes his home in Riverton, UT.

Butch Johnson, '87 is a partner for Johnson Riddle and Mark, LLC and lives in Bountiful, UT.

Jeff Ewing, '87 is an accountant for ATK Aerospace Company Inc. and lives in Logan, UT.

John K. Ulwick, '87 is a manager with American Express Company and resides in Winchester, MA.

Michael J. Kraupp, '87 is the vice president of finance and treasurer for SkyWest Airlines and makes his home in Washington, UT.

Philip W. Hartvigsen, '87 is employed as a senior consultant with Novell Inc. and makes his home in Ogden, UT.

Marcella C. Reibauer, '87 is an office manager with Xanterra Parks and Resorts and lives in Yellowstone National Park, WY.

Scott L. Farnes, '87 works at Child, Van Wagner and Bradshaw, PLLC and lives in Kaysville, UT.

Ahmad Elikiwan, '88 is the director of trade marketing with American Italian Pasta Company and lives in Olathe, KS.

Arthur F. Lamont, '88 is a business manager II with Utah State University and lives in Logan, UT.

Esther L. Biesinger, '88 is a professor and business manager at Utah State University and makes her home in Hyde City, UT.

John A. Stephenson IV, '88 is the executive director for Life Care Center of Bountiful and makes his home in Draper, UT.

Joseph R. Wynn, '88 is a business manager with Wave Publishing and makes his home in Heber City, UT.

Kathy Braegger, '88 is employed as a senior financial analyst with Qualcomm Inc. and resides in San Diego, CA.

Kent Parker Smith, '88 works as a consultant with Systems Implementers and makes his home in Clearfield, UT.

Major J.D. Eskelson, '88 is an airborne commander at The United States Army and lives in Elkom, MD.

Todd F. Jorgensen, '88 is employed as a retail sales coordinator at E.K. Ekessories and makes his home in Manit, UT.

Sherisse Meier, '88 is a domestic engineer and lives in Sandy, UT.

Richard L. Dorigatti, '88 is a partner with Dorigatti, Grover and Canfield, PLLC and lives in Logan, UT.

Tony Chi-yin Wan, '88 works as a client manager for Fuji Xerox Hong Kong Ltd. and resides in Yuen Long, Hong Kong.

Wayne L. Henderson, '88 is an institute instructor and director at The Church of Jesus Christ of Latter-day Saints and resides in Richmond, UT.

Anthony John Sassone, '89 is employed with Zero Corporation and lives in Sandy, UT.

Doyle M. Smith, '89 is employed at The Church of Jesus Christ of Latter-day Saints and resides in Springfield, UT.

Guy William Jardine, '89 is chief executive officer at Boomerang Self-Storage Automation and lives in Farmington, UT.

Jeffrey J. Johnson, '89 is an associate professor with Utah State University and makes his home in Smithfield, UT.

John D. Greesbeck, '89 works as a dean for Westminster College and makes his home in Portales, NM.

Louis J. Barfuss, '89 is an accountant III with USU Research Foundation and makes his home in Smithfield, UT.

Kenneth R. Bench, '89 is the county assessor for Sanpete County and makes his home in Fairview, UT.

Leslie M. Stodart, '89 is employed as a senior principal consultant with Impac Services and lives in Logan, UT.

Whitney L. Milligan, '89 she is the director for Utah State University and makes her home in Logan, UT.

Richard W. Jewkes, '89 is employed as a senior business officer with Utah State University and lives in Smithfield, UT.

Ruth Checketts Harrison, '89 is the director of the College of Business Career and Education Opportunities Center with Utah State University and makes her home in Logan, UT.

‘90’s

Bruce A. Adams, '90 is the human resources director for City of Logan and lives in Smithfield, UT.

Craig J. Peterson, ‘90 is a principal lecturer at Utah State University and lives in Logan, UT.

Darren G. Winward, ‘90 is employed with Prolumina Trial Technologies and makes his home in Seattle, WA.
Jim O. Peacock, '90 works as a dean of students for Logan High School and lives in Logan, UT.

Michelle Maxwell Smith, '90 works as a lead systems administration with Utah State University and makes her home in Perry, UT.

Julie A. Oxborrow, '90 is an independent consultant and district manager and makes her home in Garland, UT.

Bryan Moulton, '92 resides in West Jordan, UT.

Stephanie L. Lee, '91 employed as a realtor and lives in Ashton, ID.

Kevin Dee Wilding, '92 works for Kitco Defense and resides in Payson, UT.

Lisa G Romero, '92 is a fourth grade teacher with Duchesne County School District and lives in Duchesne, UT.

Lorraine M. Walker, '92 is employed as a senior budget manager with the State of Utah and makes his home in Logan, UT.

Robert Dewey Mantz, '93 is a network administrator II with USU Research Foundation and lives in Smithfield, UT.

Sean Bryan, '93 is a supervising senior auditor for Child, Van Wagoner, and Bradshaw, LLP and lives in Layton, UT.

Byron E. Allen, '94 is the vice president of sales and marketing for Flexpoint Senor Systems, Inc and lives in Ogden, UT.

Celia J. Devasher, '94 is employed as a senior customer service representative with Washington Federal Savings and lives in Logan, UT.

Dale F. Green, '94 is the corporate assistant credit manager with Bankers Trust and resides in Provo, UT.

Joanne Justzakiewicz, '94 is the director of interactive marketing with Fiji Water and makes her home in Los Angeles, CA.

Kenlee Brown, '94 is a senior systems administrator for Johnson/Elna T and resides in Richmond, UT.

Keri L. Griffone, '94 is an accountant and resides in Bountiful, UT.

Kevin B. Potter, '94 is chief deputy sheriff for Box Elder County Sheriff and makes his home in Brigham City, UT.

Lance D. Fife, '94 is an associate program manager with USU Research Foundation and resides in Hyde Park, UT.

Scott E. Knell, '94 works as a manager with Strategic Alliances in Education and makes his home in San Francisco, CA.

Amy K. Strong, '94 owns AKM Accounting Resources and lives in Draper, UT.

Patricia U. Yamamoto, '94 is an independent representative for World Financial Group and makes her home in Sandy, UT.

Stephen Paul Funk, '94 works as a manager with Utah State University and resides in Logan, UT.

Ward Anthony Coombs, '94 works at General Electric Company and makes his home in Green River, WY.

Bradley R. Albrechtsen, '95 is a business manager with Flight Safety Technologies and makes his home in Littleton, CO.

Brandon Timothy O'Brien, '95 is chief financial officer for ShieldZone and makes his home in Farmington, UT.

Brent A. Carlsen, '95 is an assistant program manager and works for USU Research Foundation and lives in Providence, UT.

Eric J. Hansen, '95 works as a manager with Utah State University and resides in Logan, UT.

Jan L. Simmons, '95 is a program coordinator at USU Research Foundation and resides in Providence, UT.

Jean Frasier, '95 is an independent consultant and resides in Logan, UT.

Leigh M. Dean, '95 is the development coordinator for The Child and Family Support Center and lives in Smithfield, UT.

Susan L. Borgmeier, '95 is employed as a business analyst for Automated Data Processing Inc. and resides in Bountiful, UT.

Joelle Cardon-Osias, '95 is a self-employed designer and lives in Spokane, WA.

Shane Bergen, '95 is a professional agent with Remax and makes his home in Tooele, UT.

Shelley J. Waite, '95 is an accountant II with USU Research Foundation and resides in Logan, UT.

Brian M. Mortensen, '96 is employed as a sales operations manager at Stonehouse Marketing and lives in Norman, OK.

Christine S. Simmons, '96 is an analyst at the United States Department of Justice and resides in Crawfordsville, FL.

David V. Beckett, '96 is employed as a business lending manager with Golden West Credit Union and makes his home in Roy, UT.

Elizabeth Hess, '96 works as a financial analyst II with the USU Research Foundation and resides in Logan, UT.
Donna M. Eddleman, ‘96 is the vice president of student services for Southern Utah University.

Trevor Ronald Cefalo, ‘96 works as a controller with Flying J and lives in Brigham City, UT.

Ye-sool Lee, ‘96 is an account-ant with Bayer Health Care and lives in Livingston, NJ.

Benjamin D. Johnson, ‘97 is an attorney with The Law Firm of Bennett Tueller Johnson and Deere and lives in Salt Lake City, UT.

Brandon Rees, ‘97 is a business sales manager with Sprint and makes his home in Coalville, UT.

Chris L. Dallin, ‘97 works as a communications director with McKay Dee Hospital and lives in Clearfield, UT.

Gayle Eisenzimer Bowen, ‘97 is the division adminis-trator with USU Research Foundation and resides in Smithfield, UT.

Gregory Dale Butikofer, ‘97 works as a manager with AMI Semiconductor Inc. and lives in Pocatello, ID.

Jana Lee Dunn, ‘97 is a teacher with Roy High School and lives in Hyrum, UT.

Jose L. Darley, ‘97 is em-ployed as a reporter at Weber Cent-ral and lives in North Ogden, UT.

Kurt Chelsey, ‘97 is a pilot for SkyWest Airlines and lives in Richmond, UT.

Mary Sue Shelton, ‘97 works as a financial cost analyst II with the USU Research Foundation and resides in Providence, UT.

Kade M. Shelley, ‘97 works as a controller with Regal Construction, Inc. and resides in Idaho Falls, ID.

Kenny C. Hokanson, ‘97 is a marketing teacher with Roy High School and resides in Hooper, UT.

Michael J. Orzol, ‘97 is a system programmer for State of New Jersey and makes his home in Mount Holly, NJ.

Ming Yan, ‘97 is employed as a risk manager at Proxima Alfa Investment and lives in Tenafly, NJ.

Hsin-Yu Wang, ‘97 is an international tax manager at Oracle USA, Inc. and resides in Foster City, CA.

Peggy L. Payne, ‘97 is a professor and assistant com-puter lab supervisor for Utah State University and lives in Provo, UT.

Travis J. Mitchell, ‘97 is a pastor for Sandy Ridge Com-munity Church and makes his home in Salt Lake City, UT.

Wesley Gilson Mullins, ‘97 is chief executive officer for M and M Printing and lives in Ruskin, FL.

Xiaodong Liu, ‘97 is the editor in chief for The China Press and resides in South Pasadena, CA.

Bryce J. Bronson, ‘98 is an accountant for General Growth Properties and resides in Idaho Falls, ID.

Chad B. Wassmer, ‘98 is a marketing manager for Deer Valley Resort and resides in West Jordan, UT.

Chen-Lih Lee, ‘98 is a net-work engineer with Ontario Orchids Inc. and lives in Cer-ritos, CA.

Chih-Hsuan Chen, ‘98 is general manager of Yarns and Colors Co., Ltd and lives in Diamond Bar, CA.

Christine L. Hunter, ‘98 is employed as a sales representa-tive at XPEDEX and lives in Salt Lake City, UT.

Darwin Kirk Bostick, ‘98 is employed as a senior network systems specialist with Utah State University and resides in Roosevelt, UT.

Elizabeth A. Hinkle, ‘98 works at RR Donnelley and resides in Logan, UT.

Erika Donnet Bonner, ‘98 is a tax manager with KPMG International and resides in Salt Lake City, UT.

Jane Ana Owens, ‘98 is em-ployed as a senior program-mer analyst with Gold System Inc. and makes her home in Calabasas, CA.

Jared R. Jeppson, ‘98 is an accounting manager for Thys-sen Krupp Elevator and lives in Draper, UT.

Jennifer H. Washington, ‘98 is employed as a registered nurse at Sinai Hospital and resides in Owings Mills, MD.

Karen Phyllis Fowles, ‘98 is a professor and assistant com-puter lab supervisor for Utah State University and lives in Provo, UT.

Kris L. Howard, ‘98 is employed as a budget officer for Utah State University and resides in Malad City, ID.

Mindy Gutierrez, ‘98 works as a controller with Utah State University and resides in Salt Lake City, UT.

Lee C. Dang, ‘98 is an engineer for The MITRE Corporation and lives in Nashua, NH.

Ryan T. Escher, ‘98 is a division manager with Robert Half International Inc. and lives in Singapore.

Kara L. Weston, ‘98 is employed as a project manager at Fred A. Moreton Co. and resides in Riverton, UT.

Valerie J. Kunde, ‘98 is a home sales manager for Olin Homes and makes her home in Pasco, WA.

Paul Darren Anderson, ‘98 is the owner of Aspen Dental and resides in Logan, UT.

Scott L. Swensen, ‘98 is an auditor for Jones Simkins LLP and lives in Providence, UT.

Tiffany A. Sorensen, ‘98 is a procurement specialist at Salt Lake City Corporation and makes her home in Stockton, UT.

Zhongjian Li, ‘98 is a systems engineer for Wilkie and resides in Salt Lake City, UT.

Allen Henricksen, ‘99 works as a controller with Forever-Green Worldwide Corp. and resides in Orem, UT.

Daryl D. Arnell, ‘99 works as a financial planner with Edward Jones Investments and resides in Logan, UT.

Jessica L. Perry, ‘99 is an administrator for Pocatello Children’s Clinic and lives in Chubbuck, ID.

Kj-Hong Ng, ‘99 is employed in sales at Corsair Memory and makes his home in San Jose, CA.

Karl E. Issaelsen, ‘99 is an associate at Stoel Rives and lives in Salt Lake City, UT.

Lynae A. Park, ‘99 is em-ployed with Wells Fargo Bank of Utah and resides in West Jordan, UT.

Karl Price Larsen, ‘99 is employed as a rural development manager for the USDA and lives in Ephraim, UT.

Matt Lovell, ‘99 is a business officer III with Utah State University and resides in Logan, UT.

Sachin D. Pavithran, ‘99 is a program coordinator II at Utah State University and lives in Providence, UT.

Celeste Brown-Wright, ‘99 is employed as a senior fashion editor with Fitness Magazine and resides in New York, NY.

Paul R. Campbell, ‘99 is an accountant for Jones Simkins LLP and lives in Logan, UT.

Rodney Lamont Sperry, ‘99 is a supervising senior auditor for Child, Van Wagoner, and Brads- AWHT, PLLC and makes his home in West Jordan, UT.

Stephen Leo Moon, ‘99 is employed in sales at Les Otten Company and makes his home in Las Vegas, NV.

‘00’s

Amber Szymanski, ‘00 is an accounting project manager for Arkona Inc. and lives in West Jordan, UT.

An A. Chen, ‘00 is employed as a software engineer with Qwest and lives in Issaquah, WA.

Arlo B. Weston, ‘00 is employed as a senior analyst with Cornell University and resides in Poughkeepsie, NY.

Craig E. Johanson, ‘00 is the vice president of marketing for XanGo, LLC and lives in Highland, UT.

Derek D. Thomson, ‘00 is the human resource director for ARTCO and lives in Rexburg, ID.

Eric B. Bowman, ‘00 works as a manager with KPMG, LLP and resides in Allen, TX.

James F. Thompson, ‘00 is an accountant II with USU Research Foundation and lives in Logan, UT.

Joshua D. Everton, ‘00 is an assistant vice president and e-banking manager for Bank of American Fork and lives in Springville, UT.

Kert S. Stevens, ‘00 is an assistant vice president and commercial loan officer for Capital Community Bank and lives in Santequin, UT.

Kamilyn Balls, ‘00 is a tax manager with Ernst and Young and makes her home in Riverton, UT.

Stacy A. Smyth, ‘00 is em-ployed as a benefit specialist for Ceridian and makes her home in West Jordan, UT.

Xiapqin C. Li, ‘00 is em-ployed as a senior accountant with Exante Bank and resides in Salt Lake City, UT.

Wayne L. Guymon, ‘00 works for the Seattle Sonics and makes his home in Ken- more, WA.

Brett K. Reynolds, ‘01 is a mortgage loan specialist with Optimum Mortgage, LLC and makes his home in Vernal, UT.

Brian C. McBride, ‘01 works as a manager with Minidoka Memorial Hospital and lives in Rupert, ID.

Bryan C. Arnell, ‘01 is an assistant budget officer and works for Utah State University and resides in Logan, UT.

Catherine L. Rounds, ‘01 is an accountant I with USU Research Foundation and lives in Providence, UT.

BottomLine 27
Chet Barney, ’01 is an information systems administrator for the Institute of Emergency Services and Homeland Security and makes his home in Syracuse, UT.

David L. Seria, ’01 is chief executive officer for Sunshine Terrace Foundation Inc. and resides in Logan, UT.

Garth Bryner, ’01 owns Bryner Custom Homes and lives in Midvale, UT.

James R. Olsen, ’01 is an architect intern at HKS Inc. and makes his home in Ogden, UT.

James T. Roe, ’01 is employed in sales at Merck and Company and lives in Draper, UT.

Jerry L. Clarke, ’01 is an account executive at ATK Aerospace Company and lives in Boise, ID.

Joshua D. Jeppson, ’01 is a tax preparer with Centennial Bank and makes his home in Draper, UT.

Shawn D. Tucker, ’01 is the corporate information director with Staker and Parson Companies and lives in Eden, UT.

Kirsten Godfrey, ’01 is a buyer II with USU Research Foundation and resides in Clarkson, UT.

Amy Cox, ’01 is a tax manager with BMHC and makes her home in Garden City, ID.

Shuyun Chiang, ’01 is a tax accountant with Formosa Plastics Corp USA and lives in Parsippany, NJ.

Susan F. Young, ’01 is an academic advisor for University of Utah and makes her home in North Salt Lake, UT.

Amy Elizabeth West, ’02 is the human resources manager for Cadence Bank and resides in Starkville, MS.

David Ngo, ’02 works as a developer for Community Connect Inc. and makes his home in Jersey City, NJ.

Dennis R. Isaacs, ’02 is a CEO and lives in American Fork, UT.

Derek M. Lampsprech, ’02 is employed as a branch manager for U. S. Bank of Utah and lives in Roy, UT.

Jeffrey C. Powell, ’02 is an intern at the Franklin Covey Co. and lives in West Jordan, UT.

Mark B. Reeder, ’02 owns Factory Homes Outlet and makes his home in Logan, UT.

Matthew B. Woodruff, ’02 works in medical sales and makes his home in Bakersfield, CA.

Matthew R. Neettesheim, ’02 is an executive vice president and makes his home in Pleasant Grove, UT.

Shane E. Busch, ’02 is chief financial officer for JCS Construction, Inc. and lives in Vernal, UT.

Thomas V. Garthwaite, ’02 is a project manager and resides in Lles Summit, MO.

Todd W. Baumgardt, ’02 works as a service manager and makes his home in Deming, NM.

Trevor H. Gilson, ’02 is a commercial loan officer with Centennial Bank and resides in Ogden, UT.

Charise D. McCullin, ’02 is employed as a bookkeeper for Casper Management Inc. and lives in Boise, ID.

Cindy R. Frazier, ’02 works at ATK Aerospace Company Inc. and resides in Deweyville, UT.

Angélique N. Davison, ’02 is the human resource generalist for Desert Springs Hospital and lives in Henderson, NV.

Shauna D. Theobald, ’02 is employed with Novell Inc. and lives in Orem, UT.

Shenghui Wang, ’02 is employed in research economics and an assistant vice president at Wachovia Corporation and resides in Charlotte, NC.

Tyra S. Timothy, ’02 is employed as a business instructor for UBATC and lives in Roosevelt, UT.

Vianka G. Flores-Gomez, ’02 works as a financial controller with the Tile For U and resides in Orlando, FL.

Travis F. Anderson, ’02 is an assistant director of cyber security, policy and audit for Portland General Electric and resides in Portland, OR.

Val H. Johnson, ’02 is a mathematician for the US Postal Service and makes his home in Locust Grove, VA.

Wade C. Ashton, ’02 is the human resources manager for Brigham Young University and resides in Payson, UT.

Zhimin Zhao, ’02 is an accounting manager for Brightmnd Corporation and resides in Sugar Land, TX.

Benjamin W. DeSpain, ’03 is the human resources team leader for Parker Hannifin Corporation and lives in Glendale, AZ.

Daniel A. Neville, ’03 is a HR analyst for Asante Health System and makes his home in Medford, OR.

Daren Haws, ’03 is a CPA for KPMG, LLP and makes his home in Omaha, NE.

Johnie Rosser, ’03 is employed as a real estate agent at ReMax West and lives in Providence, UT.

Justin Albrecht, ’03 is employed as a regional sales manager at Alaska and lives in Salt Lake City, UT.

Kevin D. Curtis, ’03 is a football player with the Philadelphia Eagles and lives in South Jordan, UT.

Matthew A. Stalsberg, ’03 is an operations manager with Ace Disposal and makes his home in Salt Lake City, UT.

Matthew Klinger, ’03 is a product line manager at Spillman Technology and makes his home in Woods Cross, UT.

Ryan D. Wright, ’03 is a production manager at Pepsi Cola and makes his home in Buckeye, AZ.

Tingbi Zhao, ’03 is employed as a software developer with Sprint and lives in Provo, UT.

Todd Woodruff, ’03 is the director of training and development with Macquarie Leasing and makes his home in Keller, TX.

Amy Blauser, ’03 works as a loan officer with Academy Mortgage Corp and makes her home in Tooele, UT.

Chelsie P. Harris, ’03 works for Tanner LC and lives in Salt Lake City, UT.

Yao-chang Tsai, ’03 is president of Go For Clean Company and lives in Logan, UT.

Darin J. Young, ’04 works with Deloitte and Touche LLP and makes his home in North Salt Lake, UT.

David C. Thacker, ’04 is a teacher with Nebo School District and lives in Spanish Fork, UT.

Mason M. Smith, ’04 is employed with Cache Title Company and makes his home in Layton, UT.

Nathan C. Etherington, ’04 works at Boeing Company and lives in Seattle, WA.

Nathan S. Wood, ’04 is a technical support specialist with Boise State University and makes his home in Caldwell, ID.

Patrick D. Poyfair, ’04 owns Desert Rose Construction Company and makes his home in Dewey, AZ.

Preston G. Bitner, ’04 is a trade marketer and makes his home in Layton, UT.

Rex A. Keller, ’04 works as a controller with Flying J and makes his home in Brigham City, UT.

Ryan D. Wolf, ’04 works as a deputy sheriff for the Salt Lake County Sheriff’s Office and makes his home in Tooele, UT.

Scott C. Klawitter, ’04 is employed as a senior system analysis/programmer with Westar Aerospace and Defense and makes his home in Ozaark, AL.

Angela H. Haugen, ’04 is manager of business development for O C Tanner Company and makes her home in Salt Lake City, UT.

Jaimie C. Bradford, ’04 is the human resource specialist for Utah State University and makes her home in Logan, UT.

Kandice Coulter, ’04 works as a controller with Calvert Street Capital Partners and makes her home in Crofton, MD.

Jae Kwak, ’04 is an office manager with American Urban Trend and lives in Redondo Beach, CA.

Nan Wu, ’04 is an international project manager at Autocam Corporation and resides in Grand Rapids, MI.

Rebecca Godfrey, ’04 works as a financial cost analyst with the USU Research Foundation.

Stephanie Yu, ’04 works for Ernst and Young and makes her home in Bountiful, UT.

Richard M. Dooley, ’04 is an audit assistant with Deloitte and Touche LLP and lives in Salt Lake City, UT.

Brady Murray, ’05 is an associate manager and life insurance professional with Beneficial Life Insurance Company and lives in Lewis ton, UT.

Brandon L. John, ’05 is employed with PricewaterhouseCoopers and lives in Farmington, UT.
Casey C. Van Camp, ’05
works as a leasing consultant with Washington Real Estate Investment Trust and resides in Springfield, VA.

Chris Black, ’05
is a pharmaceutical representative for Boehringer Ingelheim and resides in North Las Vegas, NV.

Christopher R. Clark, ’05
is the human resources representative for the Church of Jesus Christ of Latter-day Saints Foundation and makes his home in Salt Lake City, UT.

Clay B. Furniss, ’05
works at Cargill Salt and resides in Grantsville, UT.

Cory K. Cook, ’05
is a district executive with Boy Scouts of America and makes his home in Parachute, CO.

Daniel J. Moody, ’05
is employed as a senior accountant with Kadence Business Research and makes his home in Riverton, UT.

Frederick Glenn Wise, ’05
is a police officer for the Jacksonville Sheriff Department and makes his home in Jacksonville, FL.

Genie A. Hanson, ’05
is an accountant assistant II with Utah State University and makes her home in Logan, UT.

Jacky Jiang, ’05
is the executive assistant for China Digital Communication Group and lives in Los Angeles, CA.

Jeffery W. Patterson, ’05
is an accountant with Cronstrom, Trobovich, and Usuch and makes his home in Mesa, AZ.

Kira D. Nulph, ’05
is an assistant manager and works for Wells Fargo Financial and makes her home in Pocatello, ID.

Mohammad H. Ali, ’05
is a java developer for Hilton Hotels Corp. and lives in Memphis, TN.

Paul E. Hacking, ’05
is president for Uintah Basin Applied Technology College and makes his home in Roosevelt, UT.

Russell S. Galt, ’05
is the vice-president of finance and information services for Davis Applied Technology College and resides in Layton, UT.

Spencer T. Erickson, ’05
is a tax associate with JD Clark and Co and lives in Farmington, UT.

Amber A. Hanson, ’05
is a mortgage officer with Level 3 Lending and makes her home in Sandy, UT.

Phoebe A. Beacham, ’05
owns Phoebe Ann and makes her home in Tooele, UT.

Jolene Myers, ’05
is an insurance agent at Protective Insurance Agency and lives in Wellsville, UT.

Kimberly Ralphs, ’05
works as a youth outreach coordinator for the Environmental Resource Center and makes her home in Paradise, UT.

Mariko Chikaraishi, ’05
works as a commercial real estate with Commerce CRG and lives in Sandy, UT.

Natalie M. Munk, ’05
is employed with Ernst and Young and lives in Sandy, UT.

Teresa Dozier, ’05
is the human resource director for RandO Construction and lives in Ogden, UT.

Brian A. Earl, ’06
is a training and safety specialist for BD Medical and lives in San Marcos, CA.

Brian C. Allen, ’06
is an auditor with Ernst and Young and lives in Salt Lake City, UT.

Bryan D. Cook, ’06
works at New Day Financial and makes his home in Fulton, MD.

Caleb T. Jones, ’06
is a cost accountant with United States Gypsum and makes his home in Loa, UT.

Cody Clint Morgan, ’06
is employed as a seminary principal with The Church of Jesus Christ of Latter-day Saints and makes his home in Logan, UT.

Courtney D. Leishman, ’06
is the vice-president for Boomerang Marketing, Inc. and lives in Logan, UT.

Justin C. Whitworth, ’06
is an auditor with KPMG International and resides in Layton, UT.

Matthew T. Black, ’06
is an auditor with Hansen, Barnett, and Maxwell and makes his home in Bountiful, UT.

Joshua C. Combe, ’06
is a pharmaceutical sales representative for Daiichi Sankyo Pharmaceuticals and makes his home in Las Vegas, NV.

Justin M. Thayne, ’06
is employed as a branch manager for Enterprise Rent-A-Car and lives in Logan, UT.

Keith L. Grunig, ’06
is an inventory control analyst at Cabelas and makes his home in Sidney, NE.

Lance V. Fanger, ’06
is the vice-president of operations for Health Source Global Staffing and lives in San Jose, CA.

Michael J. Sparks, ’06
is a paralegal for Perry, Malmborg and Perry.

Tanner R. Clark, ’06
works as a credit manager for Ferguson and makes his home in Austin, TX.

Tyson J. Hugie, ’06
is pricing analyst at US Airways and resides in Saint George, UT.

Cacia Joy Harris, ’06
is marketing account executive for Struck and resides in Salt Lake City, UT.

Olivia L. Jewell, ’06
is a HR generalist for Westgate Resorts and lives in Williamsburg, VA.

Patricia D. Rawlings, ’06
is a tax accountant with CHG Healthcare Services, Inc. and makes his home in Salt Lake City, UT.

Rachael M. Reynolds, ’06
is a teacher with Nacogdoches Independent School District and lives in Nacogdoches, TX.

Shara Gibbons, ’06
works as a webmaster for Utah State University and resides in Lewiston, UT.

Stephanie L. Parris, ’06
is a business manager with Jacobs and makes her home in Tooele, UT.

Trisha Grover, ’06
is employed as a registrar at Logan High School and makes her home in Logan, UT.

Alyson Kirkham, ’06
is a tax and general ledger accountant with Jacobsen Construction Company Inc. and makes her home in Riverton, UT.

Ashlee G. Stevens, ’06
works as a premium auditor for Liberty Mutual and lives in Salt Lake City, UT.

Caroline Roner, ’06
is an inside sales manager at Stock Building Supply

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E-mail us at profile@cc.usu.edu or send to:
Dean’s Office, College of Business
Utah State University
3500 Old Main Hill
Logan UT 84322-3500
News reports of scandal, fraud and corruption might lead some to believe that such elements are unavoidable evils that come with success in the business world.

Not according to Jon M. Huntsman.

His book “Winners Never Cheat: Everyday Values We Learned as Children (But May Have Forgotten)” is required reading this year. Jon Huntsman is chairman and founder of the Huntsman Corporation. Huntsman founded the company with his brother, Blaine, in 1970. By the year 2005 when it went public, it had become the world’s largest privately held chemical company with more than $12 billion in annual revenues.

Last July the Huntsman Corporation announced that Hexion Specialty Chemicals planned to buy the firm for $10.6 billion, a deal that will include the assumption of debt. The transaction must first be approved by Huntsman shareholders and receive regulatory approval in the United States and Europe.

The book promotes basic values such as keeping your word, being gracious and playing by the rules. Huntsman speaks from experience and offers clear and direct insight such as this: “…in the winner-take-all atmosphere of today’s marketplace, shortcuts to success, at least initially, are alluring, and lying often can be lucrative. That said, scammers, cheaters, spitball pitchers, shell-and-pea artists, and the like historically have never prevailed for long. And when their fall does come, it is fast, painful, and lasting.”

Dean Douglas D. Anderson said the book was selected because its message is not only key to what the College of Business is trying to teach but is a wake-up call to a business world that in many cases seems to have forgotten basic lessons that were once commonly understood.

“The book’s message is powerful because it is coming from someone who has demonstrated in his life and business dealings the value of integrity,” Anderson said. “Jon Huntsman has earned financial success and done so without sacrificing his own values on the road to the top.”

Comments may be sent to the editor of the BottomLine, Steve Eaton, at steve.eaton@usu.edu.