“Indiana Jones” professor opens students to new worlds
When I started at the College of Business last July, I was excited about the challenge ahead because I could envision a bright future for the college. Sometimes a good dose of reality, however, can put a damper on things.

Not this time.

Now, six months later, I am even more encouraged because I have discovered the depth of leadership, expertise and passion the faculty share to serve our students more effectively. I said we were playing smaller than we are, and they agreed.

Things are changing fast. We are now doing a better job of preparing students for life after graduation by focusing on three areas: leadership, entrepreneurship and global vision.

After graduation many of our students will go to work in small businesses or large firms where they will need to be entrepreneurs to succeed. Many will be called upon immediately to lead. In fact, some of our students serving internships are already recruited into leadership roles because of the expertise they have developed.

We also acknowledge the growing need for leaders who have a global vision of what can be done and an understanding of how to do it in an international context. We did a survey last spring and found that 40 percent of the respondents had lived abroad for at least three months and 45 percent were fluent in a second language. We need to do a better job of helping our students leverage their international experience.

That is why I am so pleased that Professor Chris Fawson has agreed to serve as our new associate dean for international affairs. Dr. Fawson, the former vice provost for academic and international affairs for USU, has traveled and interacted with community and cultural leaders...
in Asia, South America, Europe, the Middle East, North Africa and the Caribbean Basin. He has a strong vision of what we can and must do to prepare students for a global economy.

I am equally excited to note our success in attracting Dr. John Johnson to lead our Department of Business Information Systems. Dr. Johnson was one of four people who founded FNC, Inc., a very successful company that develops software that streamlines loan processing for the nation’s largest lenders. He has already sparked discussions about some significant new initiatives we can launch to fuel the entrepreneurial fires within our students.

Entrepreneurship is another key word in our strategy for taking the College of Business to the next level. We are preparing to launch an entrepreneurship major that will be available through our regional campuses in 2007. We plan to hire three new faculty members who will play key roles in developing our emphasis on entrepreneurial instruction.

I also want to tell you something about the outstanding guests who have visited our campus this fall. In September, we honored Elder L. Tom Perry of the Church of Jesus Christ of Latter-day Saints with the Distinguished Executive Alumnus Award. Even though Elder Perry is known mostly for his role as an apostle in the LDS church, we recognized in his life a pattern of integrity that started long before he began his full-time church service. Integrity was a hallmark of his outstanding business career.

We were also honored this fall to have three of the most successful and dynamic leaders in Utah accept our invitation to be speakers in the Dean’s Convocation series. Bill Child, chairman of the board for R. C. Willey Home Furnishings, gave an outstanding address, titled “How to Build a Business Warren Buffett Would Want to Buy.” Kem Gardner, a community builder who has made a huge difference in Utah with developments such as The Gateway in Salt Lake City, spoke to students in October. Ken Woolley, the chairman and CEO of Extra Space Storage, offered us his valuable insight in late November.

This combination of faculty expertise and community support are a key part of why our early efforts have been so successful. I invite you to join with me and my colleagues at the College of Business to become a part of this transformation. Help us create a bright future and train the next generation of leaders. The rewards will show forth in their lives, and the impact will be felt by us all.

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When the university called him the first time five years ago, Chris Fawson was toting an AK-47 automatic assault rifle and attending an Islamic wedding in the Yemen highlands.

That was when the provost at Utah State University asked him to become the interim director of international programs for the University.

When Douglas D. Anderson, the dean of the College of Business, asked him to become the associate dean of international affairs this fall, Dr. Fawson was not so far from campus, and the AK-47 was long gone. After serving as the vice provost of academic and international affairs for USU for three years and as the Department of Economics head for one year, Dr. Fawson said he was looking forward to being “just a professor” again, teaching and doing research work.

Dean Anderson, however, had other ideas. With the College of Business ramping up its efforts to emphasize the importance of an international perspective in business, Dean Anderson knew there were few who could help as much as Dr. Fawson.

Dr. Fawson has connections.

For example, when he was in Yemen on a vocational training project for the World Bank, a friend invited him to join a rooftop wedding celebration that included dancing and firing guns in the air – a very rare privilege for a westerner.

If you ask Fawson about his travels throughout Asia, South America, Europe, the Middle East, North Africa and the Caribbean Basin, you’ll hear some interesting stories. If you pay close attention you might start to notice a pattern in those stories.

Wherever he goes he leaves behind people who are great friends, people who welcome him back and offer him help. He appears to have as many connections as Indiana Jones but without the enemies. His international experience in places like Vietnam, Bangladesh, Thailand, Indonesia, the Philippines and Italy has not been as a tourist. Instead he’s been working for organizations such as the Asian Development Bank, the U.S. Department of Agriculture, the Inter-American Development Bank and the United Nations Food and Agriculture Organization.

That was just the kind of experience Dean Anderson wanted to tap.

When the dean called, however, Fawson was finally back where he wanted to be – teaching, helping students and doing his research.

And yet Dr. Fawson could see that the College of Business was serious about helping its students get a stronger global perspective. When Dean Anderson asked him to lead the effort, he agreed to do so.

“There was really only one compelling reason for me to come back,” Fawson said. “I truly believe that with Doug here we have an opportunity to do great things, and our students deserve the opportunity to get the very best education we can provide for them. I saw a convergence of forces that will present the opportunity to do something significant and meaningful.”

Dr. Fawson said he’d like to see every student have an international experience as part of their academic work in the College of Business. Utah universities have an unusual resource, in that so many of the young men and women who attend school there have served missions for the Church of Jesus Christ of Latter-day Saints.

The College of Business did a survey of its students last spring that showed that 40 percent of the respondents had lived
Dee Von Bailey has plenty to work on in his job as the interim head of the Department of Economics and in his role as professor. One might not suspect that he’s also concerned about the marketing plans of shepherders in Ethiopia.

For about five years, however, he has been part of a College of Natural Resources project that aims to help those in Ethiopia who herd livestock such as sheep, goats and camels to be more effective and successful. Livestock marketing is one of Dr. Bailey’s specialties.

The project, which is sponsored by the U.S. Agency for International Development, helps these pastoralists, as they are called, diversify their income and more effectively market the livestock they sell, Dr. Bailey said.

Pastoralists who work in the highlands of Ethiopia face challenges as the populations of the highlands grow, reducing the areas available for them to raise their livestock. The ongoing threats of droughts can also impact their work. Bailey said they work with government agencies and directly with pastoralists to help them develop strategies so they won’t end up having to sell their livestock for a loss during times of drought. They help them diversify their income by teaching them to try other ways for creating income, such as raising honey.

“It’s not terribly sophisticated work, but it’s important work,” Bailey said. “It’s really helping people make basic market decisions.”

Dr. Bailey said he learns lessons about food supply chains in developing countries that he can share with students. He said ranchers can face some similar challenges here when there are problems with the food supply chain or when their income is not diversified.

“The issues are global,” he said. “How do you deal with chronic low prices? The parallels are really striking.”

Dr. Fawson is also initiating efforts to bring a USU international business degree program to students in China. These programs will create opportunities for students at Utah State University to more effectively immerse themselves in College of Business-sponsored academic programs throughout the world.

Dr. Fawson, who grew up in Utah, graduated from Weber State University with a bachelor’s degree in economics in 1982. He graduated from Texas A&M University with a Master of Science degree in economics in 1983 and a doctorate in economics in 1986. He has been at Utah State University for 17 years.
The College of Business honored Elder L. Tom Perry with the Distinguished Executive Alumnus Award on Sept. 14, but it wasn’t easy. Elder Perry, who is a member of the Quorum of the Twelve for the Church of Jesus Christ of Latter-day Saints, had different ideas about his role at the Annual Fall Awards Banquet. He kept changing the focus to the students, Utah State University’s College of Business, and the importance of training leaders who will demonstrate integrity in the workplace.

While Elder Perry is better known for his leadership role in the LDS church, at the banquet Douglas D. Anderson, the dean of the College of Business, also talked about the good example Elder Perry set before he started his full-time church service.

“Our recognition tonight of L. Tom Perry continues our tradition of honoring alumni who have shown great integrity, set a good example, demonstrated powerful leadership and given valuable service to their community,” Dean Anderson said. “In honoring him, we declare our own firm intention to emulate the example he set.”

Elder Perry graduated from Utah State Agricultural College with a degree in finance in 1949 and started to work as an internal auditor at C.C. Anderson Company of Allied Stores. Promotions and new positions led to him eventually serving as the treasurer of R.H. Stearns, a department store chain in Boston, when he was called in 1972 to full-time church service as an assistant to the Quorum of the Twelve. He was called to be a member of the Quorum of the Twelve in 1974, and he said many of his duties since have involved guiding the business end of the LDS church.

Elder Perry urged those in attendance to be supportive of the College of Business.

“This recognition tonight is greatly appreciated,” he said. “Its value, however, is only in generating enthusiasm and support for the continued growth and development of this special business school here at Utah State University. I hope we
have pride in this school and what it is accomplishing. How the world needs those who have the integrity, the enthusiasm, and the desire to increase and accomplish the things that this world so desperately needs.”

**Elder L. Tom Perry talks about Logan and vocational challenges**

Before Elder L. Tom Perry spoke at the Annual Fall Awards Banquet, he sat down with the *BottomLine* and talked about his days at USU and the vocational challenges he faced before he became a member of the Quorum of the Twelve Apostles for the Church of Jesus Christ of Latter-day Saints.

He arrived early with his wife, Barbara, and they sat in the Evan Stevenson Ballroom at the Taggart Student Center for a brief interview. He laughed about past experiences on the USU campus and told stories about growing up in Logan.

“This will always be my home,” he said. “I love Cache Valley and the people in Cache Valley.”

He talked of being on campus as a child and said he remembered going to sporting events in Logan.

“Listen, when I grew up in Logan, from the time I was young, I don’t think I ever missed a football game or basketball game,” he said.

He attended the college for one year in 1940-1941, went on a mission for the LDS Church, and then served in the Marines for two years.

He said that when he came back the standards at the college had changed, and students were allowed to smoke on campus. A group of his friends had different ideas about the way things should be.

“When we returned, we determined to take back the campus,” he said. “We literally went after it. We elected a student body president, a vice president, a secretary, and I ran for student council and lost.”

That effort was successful, and those who wanted to smoke ended up restricted to a designated area that Elder Perry said was nicknamed “nicotine point.”

Elder Perry laughs about the fact that he lost his bid to be on the student council and admits he was also part of an unsuccessful push to see the name of the school, Utah State Agricultural College, changed. He was, apparently, ahead of his time because he graduated in 1949, and the name wasn’t changed until 1957.

He said his vocational career taught him skills he’s been able to put to use in his church service. He talked of the importance of having integrity and said there were times when making the right choice in his vocational career was not the easy choice.

He said that once he worked on a merger between his company and a larger firm.

“I was asked to sign a five-year contract to give continuity in the management,” he said. “About six months after the merger, the management of the new company asked me to find a way to get rid of one of the former owners of the business. To me, this was an act that violated my integrity. I flatly refused. It immediately separated me from the new management, and I finally decided that this was not a good arrangement and offered my resignation and left.”

Elder Perry said it troubles him to see the lack of integrity that is sometimes evident in the business world. He said, however, students from the College of Business have demonstrated ethical leadership in the workplace.

“This school is tremendous,” he said. “It has produced great leaders all over the world—leaders of integrity; leaders of great industry; leaders with great creative ability...”

— Elder L. Tom Perry

“Spotlight at Annual Fall Awards Banquet took in donors and students”

Elder L. Tom Perry was not the only one recognized at the Annual Fall Awards Banquet.

The event also proved a way for the college and students to thank dozens of college supporters who have funded scholarships for the students. More than 2,000 students attend the College of Business, and about 300 of them have earned scholarships. At the banquet, donors shared tables with the scholarship recipients. The names of all the scholarships and recipients were announced.
Sandra Reategui, a graduate student in economics at Utah State University, put what she had learned in the classroom to work in the real world when she started a nonprofit organization in Lima, Peru, to help women entrepreneurs.

In June 2004 Reategui started the organization ORDEM, which is an acronym in Spanish meaning “organization for the development of women entrepreneurs.”

The organization provides microloans of $100 to women who want to start their own businesses. It also serves as a source of business consultation to help women formulate effective business plans.

“Once given the opportunity, the women found skills they never even knew they had,” said Reategui. “Many of them felt like it redefined who they were, because they were now able providers.”

Microloans have become recognized worldwide as a major asset to jump-starting a small business. Loaning even a small amount of money makes it possible for an entrepreneur to take the first step toward starting their own business, Reategui said. Additionally, small business owners are able to repay the small amount of money quickly and easily.

Reategui traveled to Huanchaco, Peru, this past summer with two professors and 14 other students from various universities. During this trip the group applied an economic strategy they had learned in the classroom to a real-life scenario.

“We used asset-based community development,” said Reategui. “This strategy focuses on using the existing assets of the community to create economic growth from within.”

The group decided to start a small restaurant using assets already in the community.

Some of the local people supplied eggs from their chickens, others donated a pig or a cow, and many of the women offered their cooking and cleaning skills. Each family donated the equivalent of one American dollar to the restaurant, making them all investors, Reategui said.

The food in the restaurant was sold at cost to accommodate the many poor people in the community. Profit was generated by supplying catering services to nearby towns, thus keeping the revenue within the local economy, said Reategui.

Reategui said she enjoyed seeing the changes in the people she worked with more than any other aspect of her experience in Peru.

“The opportunity to contribute to their community and better provide for their families gave them a feeling of self-reliance and increased their self-esteem,” said Reategui. “We took them the first, small step, and this generated a sense of purpose and direction that drove them the rest of the way.”

ORDEM is currently on hold while Reategui works on her master’s degree, but she plans to return to Peru this summer. Upon graduating she hopes to continue working with nonprofit organizations, preferably internationally.
Professor becomes Fulbright Scholar and heads off to India

At a time when the College of Business is putting renewed emphasis on preparing students for the international marketplace, it may seem strange to learn that a professor who has had significant international experience will be leaving the country.

The good news is that Vijay Kannan will be back after five months, and when he returns he’ll have new valuable experience he can bring to the job. He has been named a Fulbright Scholar, a prestigious honor that only a small number of professors at Utah State University have received.

Winning the honor means the Fulbright Foundation will be paying to send his family on a five-month trip to India where he will teach a class at one of the premier management schools there, the Indian Institute of Management (IIM) in Lucknow. Dr. Kannan said that in terms of academic standing, the school is a sister school to the flagship IIM school in Ahmedabad, which is on par with Harvard Business School.

Dr. Kannan’s family is from India but he grew up in England. He said he will be a “cultural ambassador” and will teach a class in materials management, work with faculty on research and present some guest lectures.

Dr. Kannan, who has also taught in France and Vietnam, said the experience will help him grow as a teacher. “Teaching in a different country, environment and academic culture, where students’ perspectives, backgrounds and experiences are different, is valuable because it forces you to be flexible,” he said.

USU students also need to learn about cultural flexibility, he said. They need to be exposed to various cultures so that when they work in international companies, they won’t start with the premise that others will see things and approach work the same way they do.

Top REI executive visits retailing class

Brad Johnson didn’t bring a climbing wall with him, but he did bring a bit of REI when he came to visit the College of Business last November.

Professor Haiyan Hu invited Johnson, who is the chief administrative officer and CFO of Recreational Equipment, Inc., to speak to her retailing class. He spoke to students in a room where he had gone to class in the 1970s. Johnson graduated from USU in 1979 with a Bachelor of Science degree in business administration.

Johnson said his education at USU and graduate work at the University of Utah prepared him well to compete with other graduates, even though some could claim degrees from better-known institutions.

He offered some insight into REI, the largest consumer cooperative in the country, and encouraged students to consider the potential for career advancement in a retail environment. “Retail is extremely dynamic,” he said. “Every day there is something different. Every day there is a new challenge.”

He said he hasn’t been to India in 20 years and is looking forward to taking his wife, 10-year-old daughter and 12-year-old son to India for the first time.

The Fulbright program is sponsored by the U.S. Department of State, Bureau of Educational and Cultural Affairs.
When David Stowell goes to teach class, he has to get on an airplane and fly from Chicago to Salt Lake City. Actually, that only happens when he needs to teach a class in person. Stowell teaches one course a semester at USU via the web. He’s a professor at Northwestern University’s Kellogg School of Management.

He travels to Utah to teach his class in person three times a semester. That’s an improvement over a commute he used to have. He used to work in New York for O’Conner Capital Partners, even though he lived in Chicago. On that job he was expected to do his long commute on a regular basis.

Professor Stowell has plenty of contact with his students, however, thanks to WebCT. WebCT is an internet-based system that allows students to post presentations, interact with each other and take tests.

“Although they don’t see me as often as they would a professor who teaches every week at USU, I think they feel they interact with me on a comparable level through the medium of WebCT,” he said.

In the fall he teaches a class that focuses on hedge funds and private equity funds. In the spring semester he teaches a course that deals with investment banking. He said the classes he teaches to undergraduates at USU are similar to the classes he teaches graduate students at Northwestern.

He posts the class reading assignments on WebCT. He sends them weekly questions they must respond to, and the class breaks up into teams of three or four per group to work on special projects. These projects are shared via PowerPoint presentations posted on WebCT and discussed electronically.

“They seem to feel that the overall workload is comparable to other classes,” Professor Stowell said.

Stowell said his workload as a teacher is about the same as a regular class too.

“Although I spend a lot less time in class, I spend a lot more time with e-mails through WebCT,” he said. “The students send me quite a few e-mails that are good questions, and I try to respond to them. I have to correct their individual responses to my weekly questions.”

A big part of the reason that Professor Stowell is willing to teach the class is because he graduated from the College of Business.

“I think it works best if someone has a vested interest in the school,” he said. “I have, obviously, a vested interest in Utah State; therefore, I am more determined than I might otherwise be to make sure it is a high-quality program, and I understand the students, perhaps, because I used to be one at Utah State.”

David Stowell graduated from USU in 1976 with a Bachelor of Arts degree in economics and got his M.B.A. from Columbia University at New York City in 1978. He speaks Japanese and has worked in Tokyo as well as New York.
Retired professor returns to the academic world to spark entrepreneurial fires

Because a retired entrepreneur and educator was coaxed out of retirement by Dean Douglas D. Anderson, more Utah State graduates may be able to stay and work in Utah.

Leading-edge researcher comes to the College of Business as Endowed Chair

After two years of searching, the College of Business believes it has found the right person to occupy the college’s first endowed chair.

Jeffrey Doyle is an accountant with a doctorate in business administration accounting whose research has been quoted in The New York Times, Fortune, the Wall Street Journal and Business Week. He now works at the College of Business as the George S. Eccles Chair in Capital Markets Research in the School of Accountancy.

“Our patience has paid off,” said Dean Douglas D. Anderson. “Jeffrey Doyle is a leading-edge researcher who will not only continue his work here but contribute to other research under way at the College of Business.”

To be an “endowed chair” is considered an academic honor, and Dr. Doyle’s position will be funded with a gift from the George S. and Dolores Doré Eccles Foundation of $1.25 million, the largest individual gift in the history of the College of Business, Dean Anderson said.

Much of Dr. Doyle’s research has focused on how people can better analyze financial statements to gain insight into a company’s performance. He said that many times investors could make better decisions and develop better trading strategies if they knew more about how to recognize patterns in accounting data.

Now he’s working on a study that investigates whether it’s an advantage or disadvantage for a firm to announce its financial results on a Friday. The thinking used to be that if bad news was released on a Friday, it would get less play in the media. Because that approach has been used, however, some people have come to expect bad news if a company announces its results on Friday.

“It’s kind of an interesting strategy,” Dr. Doyle said of the Friday-night release approach. “It doesn’t seem to make much sense as it did.”

Dr. Doyle worked as a visiting assistant professor of accounting at Stanford University, and he has been an assistant professor at the University of Utah. He earned his Bachelor or Arts degree in economics from Utah State University. He got his master’s degree in accounting from the University of Virginia and his doctorate in business administration from the University of Michigan.

“Once I met him, I figured we had a lot of common interests, especially this focus he had on entrepreneurship,” Dr. Johnson said of the dean. “We talked about the fact that one of the problems we have at Utah State is that the students who go here often want to stay in the state of Utah but have to move out of state to get work.”

Dr. Johnson explained that students who graduate with strong entrepreneurial skills will be better prepared to create new businesses and to fuel the success of smaller local established businesses. Dr. Johnson’s entrepreneurial ideas and expertise have already sparked discussions about some significant new initiatives that the College of Business can launch to fuel the entrepreneurial fires within students.

“The immergence of high-tech industry in the area can help provide jobs,” Dr. Johnson said. “Essentially what we do at the university is build human capital, and human capital is the foundation of a start-up company.”

Dr. Johnson received his Bachelor of Arts degree from Weber State University in 1983 and his doctorate from Texas A&M University in 1987.

John D. Johnson was recruited to head the Department of Business Information Systems last summer. He was drafted, however, in part, because of the entrepreneurial ideas he could bring to the College of Business.

Dr. Johnson was a tenured professor at the University of Mississippi when he and three others founded FNC, Inc., in 1995. The company develops software that streamlines loan processing for some of the nation’s largest lenders. By 2005, the company had produced $29 million in sales and was employing more than 300 people.

“We created a new market, a totally new market,” Dr. Johnson said. “We changed the way banks think about collateral and that was a focus. We really wanted to be the Bloomberg of the mortgage industry.”

Dr. Johnson had retired but this summer was asked to meet with Dean Anderson, USU Professor David Olsen and Darwin John at the New Yorker Club in Salt Lake City. Dr. Johnson said Dean Anderson has a great reputation. Darwin John is chairman of the BIS Advisory Council.

Dr. Johnson was a tenured professor at the University of Michigan. He got his master’s degree in accounting from the University of Virginia and his doctorate from Texas A&M University. He earned his Bachelor or Arts degree from Weber State University in 1983 and his doctorate from Texas A&M University in 1987.

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R.C. Willey chairman talks about how to build a successful company

Students learned this fall how to build a company Warren Buffett would buy.

Or, at least, they found out how William Child did that when he spoke to them at the September Dean's Convocation. He talked about how R.C. Willey went from being a one-store appliance dealership with one employee to being a company that owns 14 large stores. He sold R.C. Willey to Buffett’s Berkshire Hathaway, Inc., in 1995.

Child is now chairman of the board for R.C. Willey and has just begun serving a mission for the Church of Jesus Christ of Latter-day Saints, where he is serving as the director of Washington D.C. Temple Visitors’ Center.

When he spoke to the students he had nothing but praise for Buffett. He did tell a story, however, about how he convinced Buffett to make a business move he was reluctant to make.

After he sold the business, Child proposed opening an R.C. Willey store in Boise, but Buffett had reservations about going into new territory because of R.C. Willey’s policy of staying closed on Sundays.

Child said he told Buffett, “I will personally buy the land and personally build the building, and if we are not successful in six months we’ll close it and we’ll walk.”

He said that if the business was successful, he’d sell it back to Buffett, at cost. Buffett wrote about the experience in a letter to shareholders in 1999.

“The store opened last August and immediately became a huge success,” Buffett wrote. “Bill thereupon turned the property over to us – including some extra land that had appreciated significantly – and we wrote him a check for his cost. And get this: Bill refused to take a dime of interest on the capital he had tied up over the two years.”

“If a manager has behaved similarly at some other public corporation, I haven't heard about it,” Buffett continued. “You can understand why the opportunity to partner with people like Bill Child causes me to tap dance to work every morning.”

Entrepreneur advises students to take the “high road” in business

Good ethics can translate into smart business.

That’s a lesson Kenneth Woolley, the chairman and CEO of Extra Space Storage, shared when he spoke at the Dean’s Convocation for the College of Business in November.

Extra Space Storage is the second-largest self-storage company in the United States.

Woolley said he built a self-storage facility in Springfield, Mass., in 1987 and sold it to Public Storage with a guarantee that the company would get a certain rate of return on the property. Three years later Public Storage came to him and called his guarantee, meaning he had to pay them $265,000 – money he did not have at the time.

“I told Public Storage I really don’t have the money to pay you,” Woolley said. “I know I owe it. Please work with me. I’ll sign a note and try to pay it off over time.”

He paid the company off a year and a half later. In 1998, he had decided to expand his company dramatically. He went to Prudential Real Estate to ask it to invest $100 million in his company. They asked him for references and someone at Prudential Real Estate phoned the self-storage company in Springville. Woolley said the company told Prudential that they could trust him.

Woolley said Public Storage told Prudential that other companies had sold
Kem Gardner brings humor and advice to students at Dean’s Convocation

By the time Kem Gardner stood up to speak at the Dean’s Convocation in October, Dean Douglas D. Anderson had already told them a great deal about Gardner’s accomplishments.

They already knew that Gardner was president and co-founder of the Boyer Company L.C., developer of The Gateway in downtown Salt Lake City in 2001. The $375 million mixed-use development was the largest redevelopment project in the history of Utah. The firm has developed more than 20 million square feet of real estate projects in the Intermountain West and other areas of the United States. It also manages 14 million square feet of commercial space.

Gardner, who said he likes to think of himself as a “community builder,” is now chair of Gardner Properties L.C., where he placed his assets in 2004.

It didn’t take long for the students to realize that even though he has been very successful, he doesn’t take himself too seriously. And, just in case they didn’t get that point, he launched into some cowboy poetry he’d memorized, delighting his audience.

Gardner talked with the students about the satisfaction he gets from developing a blighted area into something that creates value for the community.

“We buy a piece of property because we think we can do something that will make a difference in the community,” he said.

He told the students he doesn’t have to work now, but his work ethic and desire to contribute to worthy causes keeps him active in various projects.

“We give scholarship money because we believe strongly in education, and we give money to United Way because a community is judged by the way it takes care of the less fortunate,” he said.

Gardner has served on the Executive Committee of the United Way of Salt Lake since 1998, including two terms as chair. He was named “Compassionate Leader of the Year” in 2004 by the United Way of Salt Lake for his philanthropic efforts.

Gardner received his Bachelor of Arts in 1967 and a Juris Doctorate in 1970 from the University of Utah.
Regional campuses make for “mission possible” thanks to flexible program

By Kristen Weller, marketing assistant, Regional Campuses and Distance Education

A new bachelor’s degree in business through Utah State University Regional Campuses is giving students the chance to achieve what was impossible before – a degree from USU without having to leave home.

Kim Stookey began the business program at USU Tooele Regional Campus in 2004 after 10 years as a restaurant manager at McDonald’s. “I started the program with no previous college experience,” Stookey said. “Without distance education, I would have never started on a degree.”

Stookey emphasized that the convenience and flexibility of the program do not come at the expense of the quality of courses and student services. “The business classes were small, and the professors were accessible,” Stookey said. “The staff was outstanding, and there was always a focus on the highest quality experience for the student.”

In addition to school and working part-time, Stookey is involved in student government and is the regional campus’ representative on the business council. She praises her overall college experience as “nothing but positive.” She plans to continue in her education and enter USU’s MBA program this fall.

The program prepares graduates for administrative positions in business, government and other entrepreneurial careers. The degree offers courses in fundamental areas of business including marketing, accounting, economics, finance and business information systems. Courses are available weeknights each semester via interactive broadcast delivery, enabling non-traditional students working full or part-time to progress toward completion of a degree.

“Satellite classes allows us to take the necessary courses to the students, instead of requiring them to come to campus,” said Ronda Menlove, vice provost of regional campuses and distance education. “Distance education programs allow people to achieve goals they never thought they could reach.”

Michael Mathie, who graduated from the program through USU Richfield in May 2006, benefited from the flexibility of the program. “This undergraduate business program has helped me fulfill educational goals that would have been otherwise impossible, or extremely difficult, while working full-time to support my family,” Mathie said.

Mathie was positive about the course availability. “I rarely had trouble filling my schedule with the classes I needed,” he said “Most students only attend part-time, which makes for easier scheduling, but I was still able to fill five straight semesters of full-time credits with classes that began after 5 p.m.”

“The classes were small, and the professors were accessible. The staff was always focused, giving students a high-quality experience.” — Kim Stookey

Dean Douglas D. Anderson, of the College of Business, predicts those who graduate from the distance education will make valuable contributions in the workplace. “Our programs are accessible and flexible but our academic standards are high,” he said. “I have great respect for those who push on to get a degree through these programs. I would think employers would also recognize that successful students who manage to graduate working nights and weekends are going to have the kind of entrepreneurial spirit they want to harness. Those graduates will become the leaders in any company. We are honored that we can play a key role in helping them achieve their dreams.”

USU’s bachelor’s degree in business can be completed through distance education centers and regional campuses. Menlove said. Students desiring a specialized business degree can attend campus for as little as two semesters and take the specific courses needed.

Those interested in more information may visit http://distance.usu.edu, or contact Joslyn Heiniger, program advisor, at joslyn.heiniger@usu.edu or at (435) 797-2272.
They’ve called one of them “Mr. CPA” and the other one could probably be called “Mr. USU.”

Gail Anger, a founder of Professional Business Advisors, and M. Kay Jeppesen, the vice president for information technology and chief information officer for USU, were both honored with the Professional Achievement Awards last fall. Professional Achievement Awards are presented to recognize alumni who achieve extraordinary success in their careers and demonstrate uncommon leadership in their communities.

Gail worked for the IRS for 26 years. Until about a year ago he had been a tax principal at Tanner LLC, but he left to form Professional Business Advisors. When he graduated 1963 from USU with a Bachelor of Science degree in accounting, he was named Outstanding Business Student.

His 26 years experience with the IRS and understanding of the IRS tax code have led some to call him a “walking code book,” Dean Anderson said.

“All of us at Utah State University are very fortunate to have a person of his talent and wisdom leading this important dimension of our university.”

— Provost Raymond Coward of M. Kay Jeppesen

Kay graduated in 1957 from USU with a Bachelor of Science degree in business administration and started working here in 1961. He left for two years to work for a CPA firm but returned to USU. He has served as associate vice president for research, acting director of the USU Innovation Campus, director of contracts and grants and acting director of Technology Commercialization for USU.

A quote from Executive Vice President and Provost Raymond Coward was read when Kay was recognized.

“All of us at Utah State are very fortunate to have a person of his talent and wisdom leading this important dimension of our university,” the provost wrote. “He is a ‘True Aggie’ and works tirelessly each day to build a stronger university.”

Dean Anderson said that people who have worked with him have described him as a leader who is calm and kind under pressure and someone who knows how to bring out the best in people.

Dean Anderson presented the awards to Kay and Gail.

“It’s rewarding to have alumni like Kay and Gail who have excelled in the workplace and proven themselves to be extraordinarily capable, ethical leaders,” Dean Anderson said. “We know, in large part, they return to campus to be recognized because they care about the College of Business and the students we serve. We are grateful for their examples and the leadership they offer.”
USU study finds economic benefits in wind power

Strategically placed wind turbines in Tooele and Box Elder counties would not only produce supplemental electricity for those areas, but they could also generate tax dollars that could be used for schools, roads, bridges, parks and other community improvements.

That, in part, is the conclusion of two studies sponsored by the U.S. Department of Energy and recently completed by researchers at Utah State University. The studies were done by Edwin Stafford and Cathy Hartman, professors in the College of Business at USU. A graduate student, Nikhil Mongha, assisted with the studies. Hartman and Stafford have been doing research on the potential of wind power since 2003.


Their conclusions for Tooele County are based on 2005 dollar values and the potential economic impact a $39 million wind park could have on the county. They estimate that property taxes for the first year of the project would be $431,000, of which about $347,000 would go to local schools. Wind developers, not land owners, usually pay such taxes, the study says.

In Box Elder County they estimate that property taxes for the first year of the project would be $377,000, of which about $248,000 would go to local schools.

Dr. Stafford said their studies show that landowners would benefit from leasing their land for wind turbines.

“In recent years, farmers and ranchers have found it increasingly difficult to earn a living from traditional crops and cattle, causing them to search for ‘off-farm’ resources of income,” Dr. Hartman said. “Wind turbines use only a small footprint of land; farmers and ranchers can continue their agricultural operations.”

Dr. Stafford said wind power is also excellent alternative in Utah, given the fact that other fossil fuel methods of generating electricity require significant water.

“Many rural communities want to preserve their way of life and seek economic opportunities that raise local income levels without some of the environmental changes created by urbanization, such as sprawl and traffic congestion,” both studies conclude.

“That is, rural communities prefer to attract industry that offers quality jobs, rather than a large number of lower paying jobs. Our analysis suggests that wind development in Tooele County is attractive, in that regard, as it would create higher-paying construction and technical jobs for local residents.”

Meet The Firms & Industry Night connects 140 students with 90 professionals

The School of Accountancy’s annual Meet the Firms & Industry Night drew 90 professionals representing 28 local and national accounting firms last fall, giving about 140 accounting students a chance to network with professionals at the recruiting event.

Two weeks later, the School of Accountancy’s Financial Planning Student Association (FPSA) sponsored its first-ever Financial Careers Night. In Meet-the-Firms style, more than 100 students gathered to place resumes and discuss careers in finance with the 11 financial-planning firms and two credit unions represented at the event.

Cathy Hartman and Edwin Stafford hold a miniature version of a billboard used in 2003 and 2004 to promote the benefits of wind power development.
Utah State President Stan Albrecht flew to Las Vegas last fall to meet with key military leaders from the Army, Navy and Air Force and celebrate with them recent victories they’ve had in a war that many Americans don’t even know is being waged.

It’s a budget war that has grown from the U.S. Armed Services’ need to meet the significant increase in demand for its services around the world at a time when there has been no matching dramatic increase in funding. The Army, Navy, Air Force and Marines have managed to improve their ability to respond by implementing a philosophy that Utah State has been championing for years.

In the College of Business there is a small business, of sorts, that has developed a national reputation for its work promoting a philosophy 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 he 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 Excellence in Manufacturing. The organization, led by Executive Director Ross Robson, administers the prize and has built its reputation nationally. It is now often called by those who know of the award as the “Nobel prize of manufacturing.” Dr. Robson has led the Shingo Prize efforts almost since its beginning and is credited with being a national expert on the philosophy.

Last fall, representatives from several military units and leaders from the Sandia National Laboratories, a facility that makes neutron generators for nuclear weapons, were honored at the conference. The event drew high-ranking military leaders including three, three-star generals and a vice admiral.

The philosophy that has grown from Shingo’s teachings is now often referred to as “lean” by experts in the area, with the word “lean” being used as a noun, not an adjective.

At the conference, lean was credited with helping the military dramatically eliminate waste and make more equipment available to the troops.

The three-day conference featured several presentations that detailed the dramatic improvements that had been made as these techniques were mastered. President Albrecht spoke before the awards dinner and paid tribute to the work the award recipients do for the Armed Services.

Air Force Lt. Gen. Donald Wetekam described the Shingo Prize as a “world-class award” and said the prize, coupled with the measurable results that have been achieved, have gotten the attention of others in the service.

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Air Force Lt. Gen. Donald Wetekam said the use of lean tools has been spreading in the Air Force but was initially viewed, even by himself, skeptically. He believes that this approach has made their efforts to improve much more effective. He described the Shingo Prize as a “world-class award” and said the prize, coupled with the measurable results that have been achieved, have gotten the attention of others in the service.

The lean philosophy is now being promoted, to a greater or lesser extent, in all four branches of the U.S. Armed Services, the generals said.
Salt Lake City couple establishes endowed scholarship

Gary and Karen Black have always been loyal to Utah State. Every member of their immediate family and many members of their extended family have attended or are now attending USU.

They are also funding two annual scholarships and they are contributing to an endowed fund for the Gary Black and Karen Walton Black Scholarships that they established in 2005.

“There comes a wonderful sense of goodwill when you can give back and improve another’s load in life; when you can help students achieve their goals.”

— Karen Black

The scholarships will benefit college students for years to come. Their investment in the students of the College of Business is appreciated.

Gary, who graduated with a Bachelor of Science degree in economics in 1963, received the College of Business Distinguished Executive Alumnus award in 2002. He is now the owner of Black Agri Land, and SL-TB Holdings.

Karen attended USU in 1961 and is the founder and owner of Basket of Treasures, a business she has operated for more than 25 years. She is also the owner of Karen’s Ceramics and is on the board of directors for Condies Foods.

“We know that education is critical to our country’s future,” Gary said. “We must produce a highly qualified workforce to compete in today’s global economy. It is our desire that these scholarships will help the university produce graduates who can meet that challenge.”

“...when you can help students achieve their goals,” Karen said.

Graduates inducted into the Old Main Society

Several College of Business graduates were recognized for their contributions to Utah State University and were inducted into the Old Main Society last September.

Membership in the Old Main Society is extended to donors whose lifetime giving to Utah State University has reached a total of $25,000 or more or to donors who have made bequests or irrevocable deferred gifts of $50,000 or more.

The following people were inducted last fall:


Howard and Colleen Carlisle. Howard earned a Bachelor of Science degree in political science in 1950 from USU and is an emeritus professor of the College of Business. Colleen earned her Master of Science degree in English from USU in 1987.

David and Loretta Hickox. David graduated with a Bachelor of Science degree in accounting in 1977.

Ross and Nancy Kendell. Ross graduated with a Bachelor of Science degree in accounting in 1960.


Scott and Carol Nelson. Scott “Chip” Nelson graduated in 1975 with a Bachelor of Science degree in finance.
In Dilbert cartoons, interns are largely ignored people who are called upon to do things such as wave their arms in rooms where the lights are controlled by motion detectors.

Preston Chandler is not that kind of intern.

This fall Chandler, who is a senior, has been developing a management training program for Pepperidge Farms. Why was an intern developing a management training program?

Chandler came to the company with top recommendations from USU. He has, apparently, already developed a reputation for being good at what he does. Chandler said that his operations and human resources background helped. He is now is now majoring in statistics, operations and human resources.

One might think it difficult to recruit an alumnus to take five or six strangers to dinner and to pay for it too.

But when Alta Markeson, the executive development director, asks alumni to participate in the “Dine With Alumni” program, they are usually quite happy to help.

“Our alumni are so supportive of the students,” she said. “Whenever I’ve asked them to help by participating in our Dine With Alumni program, they do.”

Brett Bills graduated in 2001 with a Bachelor of Science degree in marketing and Scott Bills, his brother, graduated in 2003 with a Bachelor of Science degree in finance. They now work as financial advisors for Merrill Lynch in Greenwood Village, Colorado. They often do business in Utah, so Alta asked them to participate in the program.

“We loved our time up here in Logan,” Brett said. “Both of us had an excellent experience here. And since we’ve been back working here, we thought we should give back to the university a little bit.”

Scott said programs like “Dine With Alumni” offer students a chance to network with professionals, and he said networking is important for students.

Brett said it is important for students to talk with professionals in the workplace because often there are great insights students can gain that they wouldn’t get in the classroom.

Scott and Brett each took six students out to lunch this fall and said the students asked good questions, many of them about career-path choices they will be facing.

Students apply for the chance to participate in the “Dine With Alumni” program, and the program tries to match them with professionals who can offer them helpful vocational insight.
The family, colleagues and friends of a College of Business graduate who passed away unexpectedly in 2005 have established a memorial scholarship fund in his honor. The Bruce H. Jensen Endowed Memorial Scholarship in the Department of Economics will pay full tuition for one student each year.

Alta Markeson, executive development director, said that Bruce had always been loyal to his alma mater. “This scholarship is a testament to his extraordinary life,” Alta said. “His friends, family, business partners and associates created the Bruce H. Jensen Memorial Scholarship in the College of Business. It will perpetuate the broad influence that Bruce had on others during his life. Through the generosity of family and friends, the memorial supports well-rounded Utah State University students as they explore their world, engage in life-long learning and contribute their talents and gifts to others as did Bruce.”

Bruce, who was a member of the Sigma Chi fraternity when he was at USU, graduated magna cum laude with a Bachelor of Arts degree in economics in 1976. He got his law degree from the J. Reuben Clark School of Law. At the time of his unexpected death, he was working at Williams and Hunt in Salt Lake City, a firm he co-founded.

The first award recipient is D. Wiley Barker, an accounting major.

Two USU graduates, who have been generous donors to the university through the years, have now established an endowed scholarship.

Larry and Myra Hendricks have established The Hendricks Family Endowed Scholarship. This gift will impact many lives as diligent students benefit from the scholarship it will fund each year.

Kendells contribute to two scholarships

In 1957 a professor made a significant contribution to Ross Kendell’s life and now he and Nancy Kendell are making their own contribution to the College of Business by funding two scholarships.

Ross said that when he was ready to leave Logan for the summer in 1957 “a remarkable event happened that would forever change my life.” He said he went to see Professor V.D. Gardner who asked him about his summer plans and told him about a junior executive training program offered by Commercial Security Bank. Even though Kendell had not planned on going into banking, he contacted the bank and went in for an interview.

That led to a job offer and a career in banking. Eventually, Ross became the president and chief executive officer of KeyBank.

Ross and Nancy are making significant contributions to a scholarship to honor Professor Gardner and another professor, Norman S. Cannon, who also had a positive impact on Ross’s life. Dr. Cannon was the department head in the school of accountancy and also served as Ross’s advisor, mentor and major professor. Their contributions will help fund the V.D. Gardner Scholarship and the Norman S. and Virginia Cannon Scholarship.

After Ross retired he served as a consultant for R.C. Willey. Ross has served with a number of community service organizations and has been a member of Utah State University’s Board of Trustees. He has also been on the National Advisory Board for the College of Business, the School of Accountancy’s Advisory Council and served as the Alumni House Fund Drive chairman. Ross, who graduated in 1960, received the College of Business Distinguished Executive Alumnus Award in 2005.

Memorial scholarship created to honor 1976 graduate

The family, colleagues and friends of a College of Business graduate who passed away unexpectedly in 2005 have established a memorial scholarship fund in his honor. The Bruce H. Jensen Endowed Memorial Scholarship in the Department of Economics will pay full tuition for one student each year.

Alta Markeson, executive development director, said that Bruce had always been loyal to his alma mater.

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The first award recipient is D. Wiley Barker, an accounting major.
Graduates give students a head start

It’s been less than 10 years since they graduated from Utah State University, but Tyler and Marce Olsen are already giving back to their alma matter.

Tyler, who graduated with a Bachelor of Science degree in 1998, and Marce, who graduated with a Bachelor of Science in social work in 1999, said they established their scholarship to benefit financially-strapped students interested in financial and capital markets.

Often students in financial and capital markets will go to work for a large financial firm in a big city. That kind of move can initially prove expensive and students paying off large student loans can find it hard to get ahead. The scholarship is aimed at helping students in this situation.

Tyler holds CPA and CFP licenses and is now employed by Wells Fargo Private Client Services as a vice president and a private client advisor. Marce has been working in social services since graduation.
Two alumni selected by governor to serve on USU Board of Trustees

A member of the National Advisory Board for the College of Business and a former chair of that same board have been appointed by Gov. Jon Huntsman, Jr., to serve on the Utah State University Board of Trustees.

Suzanne Pierce-Moore, who served as vice president of development for the Park City Education Foundation, has been a member of the National Advisory Board since 2003. She graduated in 1980 from Utah State University with a Bachelor of Science degree in personnel and industrial relations.

Richard Nelson is president and chief operating officer of the Larry H. Miller Automotive Division, where he directs the operation of 42 automotive dealerships in six states. Nelson, who is also the former president and CEO of Key Bank of Utah, started serving on the National Advisory Board in 2002. He was chair of that board from 2002 to 2006. He graduated from USU in 1964 with a Bachelor of Science degree in personal and industrial relations.

They have both agreed to serve four years on the Board of Trustees, which is the governing board of the university.

Alumnus writes booklet to help families with inheritance decisions

The name of Kenneth Hansen’s booklet just about says it all: “Don’t Let the Stuff You Leave Behind Destroy Your Family.”

Hansen, who graduated with a degree in economics and finance in 1957, wrote the booklet, which describes in clear and simple terms an auction estate settling process for dividing up the smaller items of an estate.

“In a fun short read, this booklet will give you a road map to help you pass on your stuff – guns, the piano, Mom’s rings and other personal items,” Kenneth writes in the forward of the book. “The program outlined won’t necessarily save your estate money, but it could save and strengthen your family. As my mom often said, ‘Your most valued treasures are in your family photo album, not in your stock portfolio or real estate holdings.’”

The booklet, which sells for $5.95, may be ordered by phoning Kenneth directly at 1-801-299-9500 or by contacting him via mail at 2694 Oakwood, Bountiful, Utah, 84010.

Whole new attitude comes with title of exit-row captain

By Steve Eaton

I was recently elected exit-row captain. I know, I know. You’re thinking, how could Steve Eaton be an exit-row captain? The exit-row captain is the guy who has to personally save everyone once the plane crashes.

Believe me, I was as surprised as anyone because, truth be known, I am not an experienced flier.

It might be because that day I used my wife’s modern, sophisticated luggage like other business people have, instead of the Snapple gym bag I usually use. My wife’s carry-on is the type of luggage that comes with a pop-out handgrip so you can pull it behind you on two rollers.

I really doubt that made the difference, however, because for some reason, when I walked, the suitcase did, too. It tilted from wheel to wheel, slowly gaining momentum, back and forth. No one else seemed to have that problem, so I tried to ignore it. It looked like I was in the middle of my own personal earthquake.

It couldn’t be because I was wearing big-boy pants instead of my usual blue jeans. There were lots of businessmen on the airplane, and they were all wearing big-boy pants. Some even wore suit jackets and ties.

I know it wasn’t because I impressed anyone going through the security checkpoint. No matter how composed and experienced I try to look, I lose that air of projected confidence once they take all my gadgets away from me and make me take off my shoes, belt, coat, watch, glasses and even my dentures.
(That really bugs me because I don’t wear dentures.)

I go in one side proud and strong in my big-boy pants and end up blocking traffic on the other side holding up my pants with one hand as I try desperately to round up all my stuff with the other hand as it goes by on the conveyor belt. Meanwhile the experienced travelers pass right on by me like I’m just this minor irritation.

And when it comes to the actual flying part, I still raise my feet slightly off the floor to give the plane added lift as we hurtle down the runway. (It works. The airplane hardly ever crashes when I’m on it.)

And I sometimes take out the emergency safety card that shows all the happy plane crash people floating on their seat cushions and follow along as instructed by the flight attendants. So, I don’t look like an experienced traveler.

Despite all that, it was on a recent flight that I heard “the call.” When they started describing the responsibilities of the exit-row captain, I realized that I was the only one sitting in the exit row.

Did I panic? No. I had this inner sense of knowing that this was my time. Later, the flight attendant questioned me directly about whether or not I was ready to assume my important responsibilities. I looked her in the eyes and said I was ready.

I was not afraid, but she, despite her years of experience, did look a little frightened. (That may be because I was sitting there with my shoes, belt and cell phone on my lap.)

I didn’t look back, but I could feel the silent, quiet support and prayers of my co-passengers. And I just knew — I just knew — that my time had come.

I have a friend, Tony, who still has hope even though he is really old. He believes that because we are turning 50 this year, that this must be our “breakout year.” I didn’t tell him that I’ve already started my breakout year by being elected exit-row captain. I didn’t want him to feel bad.

He did know however, that George, a generous friend of ours who has real job skills, has given me his two-seater sports car. It’s a silver sports car, with dual overhead camcorders, that looks exactly like a DeLorean except that it has no garbage disposal on top of it and I can’t fly in it back to the future. It has a T-roof, which is like a convertible unless it’s raining, in which case it is like a car with a leaky roof.

George has always been ahead of the curve, and he went through his midlife crisis long ago. He also hates whining, and when I lost my car to my crafty and devious son, he got tired of hearing me complain.

The car he gave me is not new, and it looks better at night than it does in the day. But it makes that wop, wop, wop sound that cars make in the movies when you start them. And when I first heard it and saw all the lights and gadgets in it, I felt like George was going to show me where the hidden machine guns were mounted and say, “Now James, please be careful with this one.”

However, I think the biggest reason that George gave me the car is that he, too, sensed that this is about to be my breakout year. I can feel the changes inside of me. And it’s not just this strange desire I keep getting to hitch my pants up over my navel, either. I feel it when I rev my new car at a stoplight. I felt it when perfect strangers threw their support behind me as their exit-row captain.

So next time you see a happy, peaceful man wandering through the airport holding his shoes and belt with one hand and holding up his pants with the other hand, show some respect. It could be me, just another humble but proud exit-row captain.

Editor’s note: Steve Eaton, our new director of communications, recently moved to Logan from Washington state. There the Tacoma newspaper, the News Tribune, has been running the monthly humor column he has been writing for four years. The following is one of his columns that is being used with the permission of the News Tribune. It is being included because Steve is the BottomLine editor and was able to slip it in without anyone noticing. (Other examples of Steve’s off-the-wall humor can be read at www.steveeaton.org.)
‘60’s
Robert M. Lamkin, ’61
serves as director for Plat-
Inum Properties GMAC
Real Estate and resides in
Henderson, NV.

Darwin A. John, ’65
is a strategic advisor for
Blackwell Consulting
Services and lives in Salt
Lake City, UT.

Barry K. Moore, ’65
is vice president for Cali-
fornia Insurance Services,
Inc. - Hub International
and resides in Safford,
AZ.

Joseph L. Keller, ’67
is a clinical professor in
the Leventhal School
of Accounting at the
University of Southern
California and lives in
Fullerton, CA.

Stephen L. Blaser, ’68
is a board member for
Engage Now Foundation
and resides in Bountiful,
UT.

Sherman Stauffer, ’68
is employed with ARC
Automotive and resides in
Knoxville, TN.

Ronald C. Tolman, ’68
owns CMI Quick Copy
and resides in Safford,
AZ.

Pamela Crowther, ’68
works for Country Aire
Estate and resides in
Cedar City, UT.

‘70’s
Howard Luthy, ’71
is employed with Fresno
County and resides in
Fresno, CA.

Douglas D. Anderson,
’73 serves as dean for
Utah State University,
College of Business and
lives in Salt Lake City,
UT.

Gary C. Kevit, ’73
is a land steward for The
Nature Conservancy and
resides in Woodbury, CT.

Kent B. Haueter, ’75
serves as an investment
advisor representative for
Harold Dance Brokerage
and lives in Smithfield,
UT.

Byron E. Liljenquist,
’75 is president of Legacy
Funding and resides in
Kaysville, UT.

Mark Adams, ’76
serves as the chief informa-
tion officer for Nu Skin In-
ternational Inc. and lives in
Heber City, UT.

David P. Stowell, ’76
serves as a clinical asso-
ciate professor for the
Kellogg School of
Management and resides in
Winnetka, IL.

Kenneth L. Lovisa,
’78 is a self-employed
accountant and resides in
Salt Lake City, UT.

Keith L. Pope, ’78
is president and share-
holder of Parr Waddoups
Brown Gee & Loveless
and lives in Salt Lake
City, UT.

Jeff Peck, ’79
is the CFO for Master Control
and lives in South Jordan,
UT.

Ann H. Williams, ’79
serves as a commercial
loan officer for the Bank
of Utah and lives in Salt
Lake City, UT.

Sebelle K. Deese, ’79
is the co-owner of Atlan-
tic Sojourn Bed and
Breakfast and resides in
Natchez, MS.

Robert F. Emmett, ’79
is the sales representative
for LSI Logic Corpora-
tion and resides in Irvine,
CA.

‘80’s
Stephen W. Laraway, ’80
works for the University of
Utah and resides in
Logan, UT.

Larry W. Kenton, ’81
is a human resources
director for the City of
Sterling and lives in
Sterling, CO.

Wayne R. Dymock, ’82
is the Logan institute
director for The Church
of Jesus Christ of Latter-
day Saints and resides in
Paradise, UT.

Kris L. Bessinger, ’82
is the senior director of
human resources for Autoliv
ASP Inc. and lives in
Ogdon, UT.

Randall I. Bambrough,
’82 works for InterVideo,
Inc. and lives in Fremont,
CA.

Keith R. Beurskens,
’82 works for the United
States Army and lives in
Leavenworth, KS.

Chris E. Wold, ’83
is the chief administrator for
Frontier Bank and lives in
Park City, UT.

Pamela Tingey, ’83
is a master sergeant for
the United States Army
Reserves and resides in
Lakewood, CO.

Wayne Luzzader, ’83
is a real estate agent for
Century 21 Country Re-
talty and resides in Logan,
UT.

Chris R. Swendseid, ’83
is senior vice president
and controller for Valley
Bancorp and resides in
Henderson, NV.

Bruce B. Hanks, ’84
serves as an executive
vice president for sales
for Ameritinet and lives in
Alpine, UT.

Dan R. Peay, ’84
is the North American
sales manager, MS Learn-
ing for Microsoft Corpora-
tion and lives in Alpine,
UT.

David E. Gillies, ’84
owns D&C Commercial
Properties, LLC and re-
ides in Farmington, UT.

Marc D. Halley, ’84
owns Halley Consulting Group
and lives in Dublin, OH.

David L. Jensen, ’85
is the North American
loan officer for Bank of
American Fork and resides in
Pleasant Grove, UT.

John D. Mortensen, ’87
is the interim registrar for
Utah State University and
resides in Logan, UT.

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22 BottomLine
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Stacey L. Nordell, '88 is the vice president of product management for Contexo Media and resides in Farmington, UT.

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David A. Buhaly, '89 is the vice president of operations for Thiokol Propulsion and resides in Logan, UT.

Edward A. Erekson, '89 owns Nutmeg Company and resides in Providence, UT.

‘90’s

Paul A. Jeffries, '90 is the CEO for Al-Morell Development and lives in Draper, UT.

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Jon J. Ward, ’05 is employed with Zions Bank and resides in Logan, UT.

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Dean’s Office, College of Business
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If you spend much time at the College of Business, you’re likely to hear people talking about the need to find “blue ocean.”

They aren’t talking about tropical vacation destinations. The required reading for the fall and spring semesters is the book “Blue Ocean Strategy,” written by W. Chan Kim and Renée Mauborgne.

The book suggests that instead of going head-to-head with the competition, creating a bloody red ocean, smart firms will seek to make their competitors irrelevant by finding blue oceans. A company that finds blue ocean creates its own market space with potential for growth.

The authors studied 150 strategic moves made in the last 100 years by companies in 30 different industries before offering their advice on how to make the best decisions about future growth. Their analytical framework is designed to help entrepreneurs creating and capturing blue oceans.

The book has already influenced strategic planning at the College of Business, and its principles are often discussed as key decisions are made on campus.

“If those who study the book begin to look at business decisions differently,” Dean Douglas D. Anderson said. “The discussion and application of these concepts can prove an important part of preparing our students to succeed in today’s international marketplace.”

Publisher’s Weekly wrote of the authors and this book, “Their is not the typical business management book’s vague call to action; it is a precise, actionable plan for changing the way companies do business with one resounding piece of advice: swim for open waters.”

Business Strategy Review in the United Kingdom wrote, “Blue Ocean Strategy challenges everything you thought knew about strategy. Kim and Mauborgne are methodical. Their work is characterized by rigorous research and attention to detail.”