

HUNTSMAN

A L U M N I M A G A Z I N E

Fall 2013

CLARK ENTREPRENEURSHIP CENTER

**Alumnus Jeff Clark '82 and
His Wife Bonnie Provide a
Leadership Gift to Name
Entrepreneurship Center**

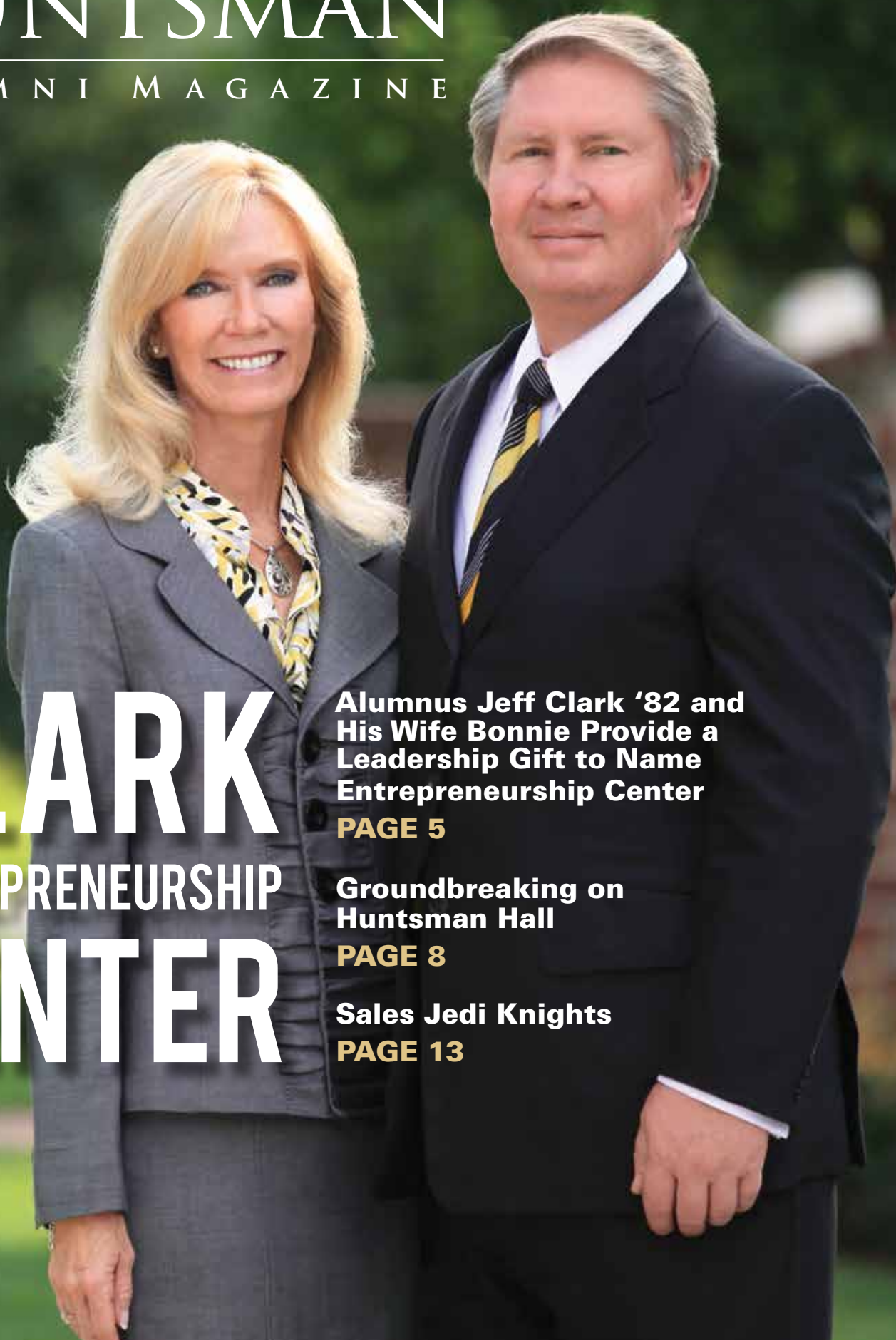
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**Groundbreaking on
Huntsman Hall**

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Sales Jedi Knights

PAGE 13



The Economics & Finance Department was recognized by Utah State University with the Excellence in Teaching Award. The department faculty bring incredible diversity of teaching styles and backgrounds, all contributing to excellence in the classroom. Professors Paul Fjeldsted (right) '86 and Dwight Israelsen (left) '69, natives of Cache Valley, went east for graduate school, to Harvard and MIT, respectively. Professor Devon Gorry (center) joined the Huntsman School in 2012 with a PhD from the University of Chicago. More on Page

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PHOTO BY YIN TANG





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The focus is on listening to the customer

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ON THE WEB

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dean's message

a message from Dean Douglas D. Anderson



Are you a naturally trusting person who generally finds that assuming the best of people leads to good results? When you run into someone who takes advantage of you, do you find these experiences disorienting? Do you ever wonder if your life philosophy is naive, and whether you should be more careful about extending support to others? If so, you may want to consult, *Give And Take: A Revolutionary Approach to Success*, by Adam Grant.

“Grant observes that ‘in today’s dramatically reconfigured world, success is increasingly dependent on how we interact with others.’”

It’s been my privilege to get to know Adam this year. He truly is a nice person and the

highest-rated teacher at Wharton. Professor Grant observes that “in today’s dramatically reconfigured world, success is increasingly dependent on how we interact with others.” His research confirms

that most people operate consistently either as takers, matchers, or givers. While the world is full of examples of “takers” who make it to the top, Adam argues persuasively that it is “givers” whose success is assured in the long run. His book is full of surprising and interesting examples that you might not have encountered. But it probably won’t surprise you that one of his great “giver” examples is Jon M. Huntsman, Sr., who has given his name and much of his fortune to our college. Another great giver who is profiled in this issue of the Huntsman Alumni Magazine is Jeffrey D. Clark. Jeff has served for more than seven years on our National Advisory Board and has chaired the capital campaign for our new business building. His recently announced anchor gift has enabled the newly named Jeffrey D. Clark Center for Entrepreneurship. The Clark Center will be an extraordinary engine for innovation, not just for our business students but for students all across campus and across the state.

We recently broke ground for Huntsman Hall, which will house the Clark Center. It was a deeply resonant, symbolic moment. We have to dig down to lay a solid foundation before we can build up. Huntsman Hall will include many outstanding spaces for learning, creating, sharing, and discovering—and not just for the Clark Center for Entrepreneurship, but also for a number of other centers of excellence in development now, and for twenty-one new, state-of-the-art classrooms!

In a recent column in *The Washington Post*, George Will wrote: “Today the dominant distinction defining socioeconomic class is between those with and without college degrees. Soon the crucial distinction will be between those with meaningful and those with worthless college degrees. Many colleges are becoming less demanding as they become more expensive.” We owe our hardworking, talented, and ambitious students an education that is as excellent as their potential—a rigorous education that will enable them to rise above the widening inequality gap that is growing in this country. The Clark Center and Huntsman Hall will provide the facilities, and our dedicated and well-trained faculty will provide the inspiration. Our hope is that our students will go on to become givers, in the spirit of those who came before them.

My Favorite Professor: Tyler Brough

BY ALEX BYLUND
CURRENTLY AT WASHINGTON
AND LEE SCHOOL OF LAW

I had the great privilege of completing a Plan B research paper under the mentorship of Dr. Tyler Brough. I thoroughly enjoyed working with Dr. Brough, and I am confident that my Plan B paper is more technically proficient and better researched than it would have been had I not worked with this discerning, engaged professor.

My project focused on the effect that uptick-based short-sale constraints have on equity markets. First, I studied the effects of the alternative uptick rule in the Glosten-Milgrom model of sequential trading. Then, I studied the univariate and multivariate empirical effects of uptick constraints on pilot stocks designated by the SEC under Regulation: SHO. Finally, I built a Vector Error Correction Model in order to determine whether restraints on short selling led to an increase in pessimistic option activity.

In summary, I found that short-sale constraints interfere with stock prices reflecting actual value. In addition, these short-sale constraints are likely ineffective at preventing sophisticated traders from establishing short positions.

Dr. Brough helped me produce a project that has already caught the eye of both summer employers and law review boards. I also take great personal satisfaction in having produced something I feel is truly excellent, largely thanks to Dr. Brough's tireless efforts.

Dr. Brough did an excellent job helping me overcome research obstacles. He went above and beyond his job as a research advisor to make sure I understood what I was doing wrong, what I needed to do to fix it, and to help me figure out these conclusions on my own. He displayed almost superhuman patience throughout the length of the project. My experience working with Dr. Brough was one of the best experiences of my academic career at Utah State or anywhere else.



"He went above and beyond his job as a research advisor to make sure I understood what I was doing wrong, what I needed to do to fix it, and to help me figure out these conclusions on my own."

—Alex Bylund, MSFE '12



Tyler Brough



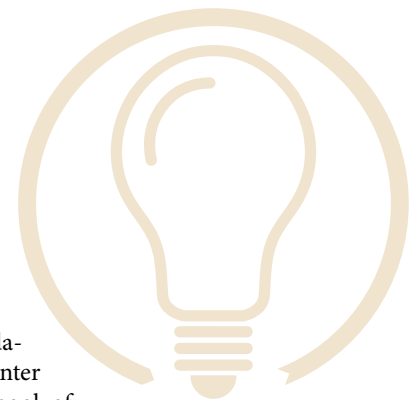
The Jeffrey D. Clark Center for **ENTREPRENEURSHIP**



“This gift from Jeff and Bonnie and their active involvement with our entrepreneurship programs will move us ahead significantly.”

— *Dean Douglas D. Anderson*

At a time of significant economic change brought about through technological innovation and the economic development of large parts of the world, entrepreneurial skills are critical to business leadership. An anchor gift of \$6 million from Jeff and Bonnie Clark has laid the financial foundation for the newly named Jeffrey D. Clark Center for Entrepreneurship at the Huntsman School of Business, with the aim of creating an entrepreneurial mindset in all Huntsman students. Jeff has also committed to help raise an additional \$4 million to complete the funding for the Entrepreneurship Center. The endowment will fund headquarters offices in the soon-to-be-built Huntsman Hall and programs that foster an entrepreneurial spirit among Utah State students from across campus and from the distance campuses around the state, as well as among Cache Valley citizens.



Why Entrepreneurship?

500,000 people each month are in the process of launching a new venture

99% of all firms in the US have fewer than 500 employees

Smaller firms are also more effective innovators, generating twice as many new products per research dollar as their large counterparts.

— U.S. Bureau of the Census and the Bureau of Labor Statistics

In the past three decades, formal programs (majors, minors and certificates) in entrepreneurship have more than quadrupled, from 104 in 1975 to more than 500 in 2006.

104

500

Graduates from college and university entrepreneurship programs, compared to general business graduates:

- Are 3 times more likely to start a business
- Are 3 times more likely to be self-employed
- Have annual incomes that are 27% higher
- Own 62% more personal assets
- Earn \$23,500 more per year if they work for a large corporation
- Are more likely to work in new product development and R&D activities
- Are more satisfied with their jobs

— SBA Office of Advocacy



Mr. Clark is a Utah State graduate, a Huntsman School of Business National Advisory Board member, and a pioneering entrepreneur in the financial industry. His wife, Bonnie, is a graduate of Weber State University and sits on its Board of Trustees. Jeff, a loyal Aggie with deep ties to northern Utah, said of the Entrepreneurship Center, “I am gratified for this opportunity to take what I’ve learned and what I have to give and try to make a difference in the world. And I don’t mean by that just making a difference through wealth but also through experience and leadership.”

Jeff said he is particularly looking forward to working closely with Dr. Mike Glauser, the Executive Director of the Clark Entrepreneurship Center. “I admire Mike so much and the work he has done with the Center thus far,” Jeff said. “I really value the opportunity of working with him to help expand our reach.”

“This is a tremendous opportunity for us to work together,” Mike Glauser said, “potentially to change the face of entrepreneurship education in the state of Utah. We are so excited to have Jeff and Bonnie as our benefactors and partners.”

Dean Douglas Anderson said, “This gift from Jeff and Bonnie and their active involvement with our entrepreneurship programs will move us ahead significantly. Now we can provide ever more concrete, effective assistance to budding entrepreneurs who have great ideas they want to develop.”

JEFF AND BONNIE CLARK SHARE A PASSION FOR CHANGING THE WORLD

Jeff graduated from USU with a degree in accounting in 1982 and throughout his professional journey in the finance industry, his wife Bonnie has been at his side. “My wife is a fantastic partner,” Jeff said of Bonnie. “We started over in business three times, and each time she supported me in those decisions.” Bonnie was his high school sweetheart at Weber High School in Ogden, Utah. Along with her work on the board of Weber State University, she has also served on the board of the Boys and Girls Club of Weber Davis and the Weber School Foundation. Today Jeff and Bonnie are focused on “social impact investing,” in which they seek investments that have the potential to change the world for the better. Their investment in the Clark Center for Entrepreneurship fits perfectly in that category.

A HOST OF PROGRAMS ENGENDER BOTH KNOWING AND DOING

Under Mike Glauser, the Clark Center has a variety of programs, events, activities, and curriculum development efforts that create a bridge between formal education and real-world undertakings. “One of the many ways we are providing assistance to entrepreneurs now,”

The mission of the Center is to foster the skills critical to entrepreneurial success in three main areas:

BUSINESS ENTREPRENEURSHIP.

Master the technical and leadership skills to be able to conceive, plan, launch, lead, and build new for-profit business ventures.

CORPORATE ENTREPRENEURSHIP.

Learn to create innovative new products, services, processes, and divisions within existing corporations.

SOCIAL ENTREPRENEURSHIP.

Create and lead social ventures designed to address community challenges and increase economic prosperity.

Mike Glaser said, “is through our mentoring program. Our talented board of advisors, other successful entrepreneurs, and business leaders mentor students and student teams throughout the year. They assist with concept validation, business model development, venture planning, funding, team building, networking, marketing strategies, and business plan execution.”

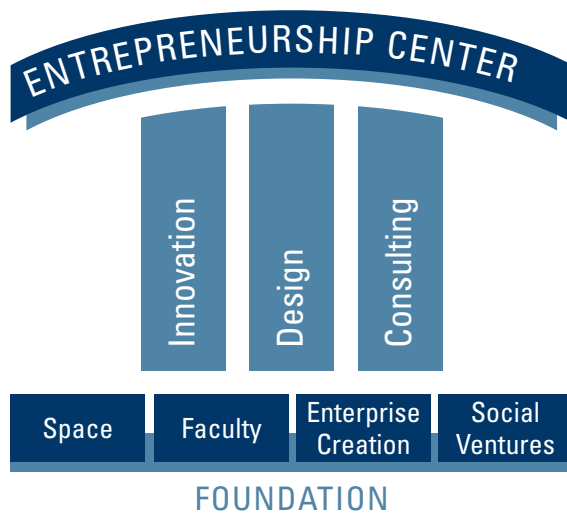
In addition, the Clark Center assists with state-of-the-art curriculum development in entrepreneurship. The Huntsman School of Business has benefited from that expertise and now offers an undergraduate minor in entrepreneurship available to any USU student. Members of the community can also take any of the

entrepreneurship courses under a Continuing Education format. The world-class Small Enterprise Education & Development (SEED)

Program will now reside inside the Clark Center, and will be the center-piece of the school’s social entrepreneurship initiatives.

The Center sponsors the Lectures in Entrepreneurship series, a number of business competitions, and a number of workshops on topics important to entrepreneurs and startup companies. A student-led

Entrepreneurship Club has several teams that assist with critical stages of business development, from idea generation through execution plans. The club also sponsors competitions, workshops, and conferences. [CA](#)



UNDERGRADUATE ENTREPRENEURSHIP MINOR COURSES

New Venture Fundamentals

New Venture Management

New Venture Marketing

New Venture Financing

New Venture Planning

New Venture Social Responsibility



Gary Stevenson '79, Doug Fiefia '13, Jeffrey D. Clark '82, Karen Huntsman, Jon M. Huntsman Sr., President Stan L. Albrecht, Dean Douglas D. Anderson, Provost Noelle Cockett

BREAKING GROUND

on HUNTSMAN HALL

Utah State University President Stan L. Albrecht and Huntsman School Dean Douglas D. Anderson, flanked by donors including Jon and Karen Huntsman, broke ground on Huntsman Hall on August 26, 2013. Students, faculty, staff, alumni, and friends all participated in the ceremony. Huntsman Hall was funded through a public-private partnership, with one-third of the funds coming from the State of Utah and two-thirds from the generosity of alumni and friends.

PHOTO BY DONNA BARRY



Jon M. Huntsman, Sr. pictured with Jeffrey D. Clark

Jon M. Huntsman, Sr., who has done so much for Utah State University, provided the lead gift for the building. “We are so honored to be a part of this great university. Every time we meet these students and hear of their experiences and envision the leadership they will provide for our community, our nation and the world, we know that our future in the hands of these great young people is very bright,” said Mr. Huntsman.

The Huntsman School of Business, the nation’s second oldest business school west of the Mississippi River, has operated out of the George S. Eccles Business Building since 1970. This iconic building, designed for an enrollment of 1,000 students, strains to serve a population of over 2,000 business students. The new 117,000 square-foot facility will add 21 new case-study classrooms and 21 new student meeting rooms as well as administrative and programming space. An extensive programming review, conducted in collaboration with students, faculty, staff, and alumni, clarified the need for technology-infused collaborative spaces where group learning, in physical and virtual teams, could take place. A small team, including the dean, also benchmarked several new business school

buildings around the country. “First and foremost, we wanted to create a space that is student-centered, that takes into account how learning takes place in a classroom and how work takes place around the world,” stated Dean Anderson, “and we wanted to create a space that stands for our aspiration – excellence in all we do.” Huntsman Hall, together with the Eccles Building, will enable future generations of Aggies to learn in an

environment of collaboration, whether with colleagues sitting next to them or sitting thousands of miles away. The addition of new space will also enable business courses to be taught in the two business buildings, closer to business faculty, rather than being taught wherever space was available throughout the campus. The building is scheduled for completion in late summer 2015, and available for use for Fall semester 2015. **DP**

“First and foremost, we wanted to create a space that is student-centered, that takes into account how learning takes place in a classroom and how work takes place around the world.”

— Dean Douglas D. Anderson

Excellence in Teaching Award



ECONOMICS & FINANCE DEPARTMENT

Putting Students First and Strengthening Undergraduate Curriculum

A restructuring and refocusing of the Economics and Finance Department that started in 2008 has culminated five years later in the department's winning Utah State University's highest academic honor, the 2013 Teaching Excellence Award. The department put a renewed emphasis on undergraduate teaching and on putting students first. The students themselves, including Steven Gould and Brooke Siler, are among the first to affirm that the department gave them a very high quality education.

The Proof is in the Students

Steven Gould graduated in 2013 with a major in finance, enjoyed multiple job offers, and now works for Goldman Sachs in Salt Lake City. "On our six-day career exploration trip to New York City with Professor Paul Fjeldsted, I began to see that we at the Huntsman School were just as well prepared as students from top-rated programs around the country," Steve said. "We met with firms together with students from Stanford, Princeton, Harvard, Yale, Brown, and Carnegie Mellon. As we conversed and responded to questions, we could see that we were equally well-prepared."

Steve attributed his high quality finance preparation, in part, to this: "Our professors didn't just try to cram us full of facts; they found out what we wanted to accomplish in life, and they helped prepare us to do that." Professors such as Frank Caliendo consistently and rigorously connected the macroeconomic material taught in the classroom to current events, such as the recession that began in 2007. Paul Fjeldsted's Investment Practicum class also served as excellent preparation for real-world investing, Steve said. "Unlike professors with similar courses at other universities, Professor Fjeldsted really left the investing decisions to us," Steve said. "He felt it was important for us to learn from our mistakes, and we did."



Steve Gould '13

Now Steve is putting his education to the test in his new job at Goldman Sachs. “Our smaller class sizes and ability to interact more closely with professors prepared me so well that when I took the first battery of tests at Goldman Sachs to identify what further training I would need, I passed all of those tests and was able to skip ahead to the advanced training in bonds, derivatives, valuation, and equity,” Steve said. “I just got back from six weeks of training in New York City, and the concepts we studied were very familiar to me, so the training was more of a review.”

“While teaching was always important, we put in place a new strategy with more emphasis specifically on undergraduate teaching and learning excellence.”

— Tyler Bowles

Brooke Siler, who grew up in North Logan, is another Huntsman student who affirms the tremendous value of her economics education. She carries a 4.0 GPA, with a dual major in economics and biochemistry, and plans to start a Master of Science in Finance and Economics here at the Huntsman School upon graduation this year “to build on my quant skills.”

Her classes from professors such as Frank Caliendo “were extraordinary,” she said, particularly advanced



Brooke Siler '14

macroeconomics. “That caliber of teaching prepared me to feel confident in competing with just about anyone in the job market,” she said. “He had a relatively laid-back approach, but I never learned more in my life.”

Brooke also became very interested in international economics through the Huntsman Scholar Program, with Professor Shannon Peterson as “one of my best mentors,” she said. Professor Peterson encouraged her and fellow economics major Alison Fife to attend a one-week International Women’s Leadership Conference in Dubai, where they interacted with women from 42 countries and delved deeply into women’s international economic development issues.

A Departmental Transformation

These two students and many like them benefited from the restructuring of the Economics and Finance Department that started in 2008, said department head Tyler Bowles. “While teaching was always important,” he said, “we put in place a new strategy with more emphasis specifically on undergraduate teaching and learning excellence.”

To win the USU Teaching Excellence Award five years later, the department submitted a short proposal and then a 24-page “Portfolio of Learning Excellence,” followed by several classroom observation visits, and finally a 30-minute presentation to the award selection committee—all outlining its vigorous



Economics and Finance faculty clockwise left to right: Frank Caliendo '98, PhD '03; Chris Fawson, Randy Simmons '75, and Diana Thomas; Alan Stephens; Shannon Peterson '90, MA '92; Scott Findley '03, MS '03; Department Head Tyler Bowles '84, MS '86 with President Stan Albrecht; Ben Blau '02, MS '05 with students

and transformative strides forward in quality teaching. “Our economics and finance faculty have created a culture that is rigorous and student-centered,” said Dean Douglas D. Anderson. “I’m so proud of what they have accomplished.” The award comes with a \$20,000 prize to fund activities that support teaching and learning excellence. The last time a department from the Huntsman School won the award was in 2004, when the School of Accountancy won it.

Building Blocks of Excellence

One element of the departmental refocusing occurred with an emphasis on hiring top talent, many from the top economics and finance programs in the country— including, for example, Devon Gorry from the University of Chicago, along with professors from Harvard, University of Iowa, George Mason University, University of Arizona, Washington University, and the University of Utah. Also, in keeping with the marked trend at top business departments around the country, a number of professional practitioners were hired, such as Logan native Paul Fjeldsted, who came back after two successful decades in the bond market on Wall Street. These kinds of hires added strength to the ranks of top professors

already in the department, such as Frank Caliendo, the 2011 Eldon J. Gardner Teacher of the Year at USU, and department stalwarts Dwight Israelson and Alan Stephens.

The department also undertook several initiatives to build on the foundation of top faculty talent. These included ensuring that all courses are taught by faculty and not graduate students, pairing junior faculty with senior faculty mentors, conducting a thorough review and overhaul of the curriculum, with pre- and post-testing of students to assure learning outcomes, opening research opportunities to undergraduate students, and creating co-curricular programs such as a robust student club focused on career development.

A Legacy of Strength

The Economics Department had a very strong reputation for teaching excellence back in the 1970’s, as well. Alumni often spontaneously mention their love of classes from popular professors such as Reed Durtschi, Leonard Arrington, Del Gardner, and a number of others.

This latest renewal of the department builds on that earlier strength, putting teaching on par with the existing excellence in research. **GA**

MASTER CLASS

Young Rebels Become Sales Jedi Knights in Management Course



Cue the scrolling words, white on black.

“Young Huntsman Sales Rebels from across the galaxy enlist in the Sales Rebellion to overthrow the evil Sales Sith. The Sith, who because of their single-minded lust for power, money, and disdain for anything wholesome in life, use the dark side of selling to manipulate and deceive the galaxy out of their monetary wealth.

“To overcome the power of the dark side, Sales Rebels must unite and become Sales Jedi Knights using the truths of selling to eliminate the dark side, and to restore trust and order in the galaxy.”

And that’s how the training begins for the young Sales Rebels who come to Sterling Bone’s strategic sales and account management course.

When he was a professor at Brigham Young University, Sterling Bone worked with Griffin Hill, a consulting firm based in Utah, to develop an academic course that trains and certifies students on what the firm calls the “Integrity Sales System.”

The approach to selling that Dr. Bone champions is not about techniques, tricks, and tactics aimed at manipulating people into buying products. Instead, he teaches the students to focus more on genuinely listening to people, identifying their needs, and then finding a way to meet those needs. In the classroom they have to model these skills in individual role-play situations and in team-selling classroom presentations.

“It forces them to do,” Dr. Bone said, echoing Yoda. “In fact, I really emphasize that. To become a Jedi, you have to do.”

Tom Goldhardt, a senior majoring in marketing,

recently completed his summer internship as a sales representative at Qualtrics.

“I think his class is so effective because he genuinely cares about his students,” he said. “He doesn’t want you to come to class, go through the motions and get an ‘A.’ He truly wants to teach you how to become successful after graduation, and he’ll do whatever he can in his power to make that happen.”

Paige Sjoblom, a senior majoring in public relations and marketing, is already working in marketing and sales for JJ Cole in Logan. She was hired by a guest speaker who came to class, Jon

“Selling a product you’re not, selling the customer you must.”

— Sterling Bone

“Do or do not, there is no try.”

— Yoda



Brenchley ‘98, senior vice president for JJ Cole.

“Professor Bone used every minute of class effectively,” she said. “The balance of instruction, presentation, and guest speakers resulted in the most learning possible in a seven-week course.”

Students are also offered the opportunity to take a test administered by Griffin Hill, which if passed, will make them certified in the Griffin Hill “Integrity Sales System,” a distinction that is appreciated, even by Sales Jedi. **SE**



2013 **Distinguished
Executive Alumnus**

Pioneering Finance Entrepreneur Jeffrey D. Clark Receives Top Huntsman School Honor

Jeff Clark sometimes describes himself as a “farm boy from Ogden Valley,” whose great ambition was to have a job that required him to “shower before work rather than after work.” In addition, he says he used to think “Wall Street” was just the rundown part of Ogden!

Jeff left the family farm and graduated from Utah State in 1982 with a degree in accounting. Now he has been honored with the Huntsman School’s top award, the 2013 Distinguished Executive Alumnus Award.

On what he calls his “crooked career path,” Jeff went from USU to KPMG in Seattle, and after 18 months there and two years at two risk arbitrage funds, he became a founder and CFO in 1985 of Genesee Partners, a fund of hedge funds. At that time, he says, “there were about 12 ‘funds of funds’ on the planet, and there were probably only about 100 hedge funds worldwide.” Today there are some 10,000 to 12,000 hedge funds and funds of hedge funds.

“I realized that wherever I was going on my crooked career path and wealth path, it really didn’t have that much to do with me. It really had everything to do with what I might do to make a difference in the world.”

Jeff left Genesee in late 1990 and quickly gathered up capital commitments of \$5 million with a plan to launch his own fund of hedge funds called Praesideo Management. He was 32 years old and right in the middle of the creation of the modern finance industry. As the days ticked down to his launch date, the days also ticked down on President George H. W. Bush’s January 15th deadline for launching the first Iraq war.

Jeff says of that time, “Tick tick tick. Down down down.”

By the time January 1 arrived, President Bush was most likely going to have to push the button on the first Iraq war—which he did two weeks later. When Jeff launched the firm, he had just \$1.2 million of his own money left to start his new business, since nervous investors had pulled back.

At about the same time, he was talked into being the acting CFO for another fund of funds. Jeff agreed to a two-year contract to work under the name J.D. Clark & Company, an alternative investment servicing business for hedge funds, funds of hedge funds, and private equity firms.

It wasn’t long, he says, before, “I woke up and said to myself, this J.D. Clark investment service is a real business, even though I’m not trying to let it be a business!”

He continued to build both businesses when, as he said, “I realized I had a problem—J.D. Clark was going to grow a lot over the next three or four years.” That firm went from managing \$1.6 billion in 2000 to \$28 billion in 2008, with 75 employees, providing the “highest touch service model” in the business. In 2009 he sold JD Clark to UMB Fund Services, retiring this year as Chairman and CEO. Then with Praesideo, after 20 years of 10.8 percent average returns compared to about 2.5 percent in the NASDAQ, he sold the main funds managed by that firm, as well, in 2013.

Getting Off the Farm

“All I knew when I came to Utah State was that I wanted to get off the farm,” Jeff says. “On a farm you have cash flow and debt but not really income.”

He liked Paul Randall’s finance class at Utah State, and while he didn’t really like calculus, he did like statistics. About a year into it he realized that finance majors weren’t getting jobs but accountants were. “It dawned on me that my father taught high school accounting and business math,” and he had passed those courses, so he changed his major to accounting. One professor, Larzette Hale, encouraged him to get involved in Beta Alpha Psi, the accounting honors society, which he did and was grateful to serve as an officer his senior year.

Looking Forward

Now in his early 50s, Jeff wants to spend his remaining time as a social impact investor who makes the world a better place. “We are looking at investments in innovative technologies,” Jeff says, “such as electrical storage technologies, power generation from football-shaped objects that sit in a stream and generate power, and Smart Schools Technology where we study how technology should work in schools to change the planet.”

In the end, he said, “I realized that wherever I was going on my crooked career path and wealth path, it really didn’t have that much to do with me. It really had everything to do with what I might do to make a difference in the world.” **CA**



USU Interns at Goldman Sachs

Aggies Score More at Goldman

When Goldman Sachs opened a presence in Utah in 2000, few imagined that in a short time the Salt Lake City office would be the firm's second largest office location in the Americas.

And the Goldman workforce of more than 1,600 in Utah means career opportunities for Huntsman students. This summer, 18 of the 240 summer interns in Salt Lake City were Utah State University students. Huntsman finance professor Paul Fjeldsted, himself an alumnus with more than 20 years of professional experience on Wall Street, is happy to see his personal encouragement to his finance students begin to pay dividends. "I just think this is such a great opportunity for our students, to work for one of the premier financial services companies in the world, right in our own backyard," stated Fjeldsted. For Goldman, as for many other large firms, internships are the way to determine future hires. "We treat our internship recruiting process very seriously because the summer internship program is a major feeder for full-time opportunities at the

firm," noted David Lang, head of the Salt Lake City office for Goldman Sachs.

Brian Broadbent, a Huntsman School alumnus who has been with Goldman for over 20 years, recently moved offices

"It is exciting to see 18 USU summer interns at Goldman. I would love this kind of momentum to continue."

— Brian Broadbent '93

from Manhattan to Salt Lake. He has been a vocal proponent inside Goldman to hire more Aggies, and firmly believes USU students can compete with any other candidates. "It is exciting to see 18 USU summer interns at Goldman. I would love for this kind of momentum to continue," said Broadbent. **DP**

Awards Around

Huntsman students won university-wide recognition at the Annual Bill E. Robbins Awards. Economics major and Huntsman Scholar Brooke Siler was named USU Scholar of the Year. Steven Gould, another Huntsman Scholar was recognized as USU Man of the Year. Accounting major Bri Campbell was named the Whitesides Scholar Athlete of the Year, and Marketing major Kerwynn Williams was the USU Male Athlete of the Year. This marks the third year in a row that Huntsman students have been named Man of the Year. Additionally, the Huntsman Scholar Program, the premier honors program at the business school, was recognized as the 2012-2013 USU Organization of the Year. [DP](#)



Brooke Siler, Economics, '14
USU Scholar of the Year



Steven Gould, Finance, '13
USU Man of the Year



Bri Campbell, Accounting, '13
Whitesides Scholar Award



Kerwynn Williams, Marketing,
'15 USU Athlete of the Year,

"I firmly believe our students can compete with the best anywhere, and I am so proud of what they are doing here at USU and around the world."

— Dean Douglas Anderson

Another Win for MIS Students

A team made up of three students and a graduate from the Huntsman School of Business took first place in a competition sponsored by Backcountry.com that pitted them against industry professionals in a 24-hour contest that drove programmers to work through the night.

It was called a "hackathon" and they excelled in a category that pitted all-women teams against each other in an extreme programming challenge. The team included Huntsman students Ani Aghababyan, Gina Baldazzi, Meghan Lewis and Britney Johnson, a Huntsman graduate. [DP](#)

MSHR Achieves 100% Internship Placement

The MSHR Program achieved 100% internship placement for students in summer 2013.

"We're proud of the hard work our students, faculty and staff have put into building the MSHR program," said Dr. Steven Hanks, director of Graduate Studies in HR.

Honeywell, BP, and Raytheon are a few of the companies that employ MSHR interns this summer. According to Dr. Hanks, an internship is critical to placement upon graduation. [JM](#)



Students Crystal Call and Steven Gould listen to Dr. Peterson's lecture



Huntsman Scholar Program participants

Two from Huntsman at the FASB

Two Huntsman alumni recently completed prestigious year-long programs with the Financial Accounting Standards Board (FASB). Brian Monsen, Acct '10, completed a one-year postgraduate technical assistantship, where he became highly involved with the accounting standards-setting process and came to have an in-depth



Jef Doyle '94

understanding of the roles played by preparers, auditors, and users of financial information. "As I prepare to enter a doctoral program in accounting, my experience at the FASB was invaluable in helping me understand the intricacies of accounting regulations," stated Monsen.

Dr. Jef Doyle '94, the George S. Eccles Chair in Capital Markets Research at the Huntsman School, completed his term as the 2012-2013 Research Fellow. Each year, the FASB selects one member of the academic community to serve as a research fellow. Dr. Doyle, whose research examines factors associated with financial statement analysis, valuation, efficiency of capital markets, and earnings quality, enjoyed looking at his research topics from a different van-

tage point. "I really liked the interaction with my colleagues at the FASB and gaining a deeper understanding of key topics relevant to the accounting profession, and I look forward to integrating some of this new knowledge into my classes at the Huntsman School," said Doyle. **DP**



Brian Monsen '10

"Having Professor Doyle and Brian Monsen both in place at the FASB during the past few years has helped immeasurably in our quest to establish national recognition for USU's School of Accountancy."

— Larry Walther, Department Head

Judy Robinett Helps Women Entrepreneurs Succeed

Judy Robinett's accomplishments are extensive, but her latest recognitions have been for her work with women entrepreneurs.

In a state where woman-owned companies represent just a fraction of the state's overall business picture, Robinett works to connect women entrepreneurs with one another and with investors. Robinett, '83, M.S. labor economics, believes aversion to risk scares many women away from

Stephen Neeleman '94



E&Y Entrepreneur of the Year

Dr. Stephen Neeleman '94, Founder and CEO of HealthEquity, was named Ernst & Young Entrepreneur Of The Year(R) for 2013 in the health care products and services category for the Utah Region. He will now move on to compete at the national level for the award. The award recognizes outstanding entrepreneurs who demonstrate excellence and extraordinary success in such areas as innovation, financial performance, and personal commitment to their businesses and communities.

Neeleman credits a USU class he took during his sophomore year for giving him the idea for what became HealthEquity. "I took this class, medical sociology, taught by Reed Geertsen, and it really opened my eyes to the cost of healthcare and our system of health insurance," he said.

After graduating from Utah State, where he also played football, he went on to the University of Arizona Medical School. He is still a practicing surgeon with the Intermountain Healthcare system, but has devoted his time and energy to creating HealthEquity, a health savings trustee that services more than 800,000 health care accounts for employees at more than 23,000 companies across the United States. **DP**

"I took this class, medical sociology, taught by Reed Geertsen, and it really opened my eyes to the cost of healthcare and our system of health insurance."

Clark Whitworth Promoted to Top Posts at Larry H. Miller Organizations

Clark Whitworth '82



Clark Whitworth '82 was promoted to chief financial officer for the Larry H. Miller Group of Companies and president of Larry H. Miller Management Corporation. Whitworth has

been with the Miller organization for more than 25 years and most recently served as chief financial officer for Miller Automotive Operations and Miller Family Real Estate.

He began his career with the Larry H. Miller Group (LHM Group) in 1987 working on special projects including financing the Delta Center (now EnergySolutions Arena) as well as 401K and financial administration, resulting in his appointment as chief financial officer in the early '90s.

Clark graduated in just three years with a degree in accounting, and credits one of his professors with helping him get started on his professional path. "Larzette Hale was instrumental in setting up an interview for me

with Peat Marwick, and I ended up working in their New Orleans office for about a year and a half." He then joined Deloitte Haskins and Sells, and subsequently moved on to the Rick Warner Auto Group, which gave him his background in the automotive industry.

Clark met his wife Jennifer in a statistics class while at USU. Of their five children, their two oldest sons graduated from Utah State University with degrees in accounting and business. Currently attending USU are a daughter and son-in-law who are both members of the track team. **DP**

entrepreneurship. In a *Salt Lake Tribune* article by Jennifer Napier-Pearce, Robinett said, "This is something I've struggled with myself. It comes from lack of self-confidence and from not having a broad network. Women don't network, they make friends. As an entrepreneur, you really need to believe that you can do it."

An entrepreneur in her own right, Robinett's experience includes stints as CEO of public and

private companies, management positions at Fortune 500 companies, consultant, author, funding expert, and advisory board member.

What advice does Robinette give women? Accept and move forward from failure, power up with more self-confidence, ask for what you need and want, and understand that it's all about relationships, connection and strategy. **JN**



Welcome

Michael Thomas



International Economics, Money and Banking, and History of Economic Thought

Huntsman Scholar Staff

Stephanie White '92



Mark Baker



Global Partnerships

Scott Hammond



Marketing and Management, RCDE Uintah Basin

Debbie Cook '87



MIS Lecturer

Aaron Brough



Marketing (specializing in consumer behavior)

Kristal Ray



Marketing and MIS, RCDE Ephraim



Kevin Rice '92

Corporate Partnerships



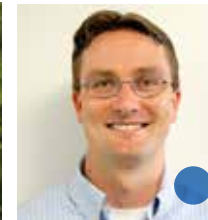
Deanne Brocato

Marketing (specializing in social media)



Max Brown

Leadership & Executive Education



Aspen Gorry

Micro Economics and Macro Economics



Teri Rasmussen '09

Accounting Staff



Kunpeng Li


Operations Management



James Davis Appointed Director of the MBA Program

With two years behind him as head of the Management Department, Dr. James H. Davis will take on the additional role of MBA director starting fall 2013.

His work at Notre Dame launching the entrepreneurial center and his three "MBA Outstanding Professor of the Year" titles demonstrate he is well-equipped to take on this challenge.

Dean Anderson said, "Dr. Davis' focus on strategy and his vision for the future of higher education make him an ideal candidate to lead the MBA program. We are very excited to see Jim take on this new role." 

Notable Faculty Research

Professor Alison Cook and USU Sociology professor Christy Glass will have published four articles, including one in the *Strategic Management Journal*, the **premier strategy journal in the world**, exploring the conditions under which non-traditional leaders (women and racial/ethnic minorities) are promoted to top leadership positions. Each paper tests the **“glass cliff”** theory that predicts that women and racial/ethnic minorities are more likely than white men to be promoted during times of weak performance. They also developed a second theory, the **“savior effect”**, that predicts that non-traditional leaders will be replaced by traditional leaders if the organization struggles. They tested these theories by looking at the promotion of CEOs in Fortune 500 companies and the promotion of head basketball coaches in Division 1 programs.

Dr. Kelly Fadel '02 published a paper in *International Systems Research*, a top 3 journal in the field, showing that people’s evaluation of knowledge they find in Internet forums is strongly influenced by the presence of peripheral cues such as author expertise and third-party validation, even when such cues do not accurately reflect knowledge quality. This means that Internet knowledge seekers must be wary of the influence of such cues when evaluating knowledge they encounter online.

Glenn McEvoy published two articles, “Human Resource Management Practices in Mid-Sized Enterprises,” in the *American Journal of Business*, and “The Management of Expatriates,” which was the

feature article in the *Thunderbird International Business Review*. The AJB article explored the differences in HR practices in mid-sized firms (400 to 4000 employees) versus those in large corporations. In the former group, HR practices were less strategic in scope but rated higher in effectiveness. The article in TIBR disputed the conventional wisdom that American expatriates have high failure rates overseas, and encouraged academics to pay more attention to the real problems faced by international HR managers when conducting research.

Jason Smith, along with three others, received the **best paper award** in the *Journal of Financial Economics*, the premier journal in the field of finance. Their paper, titled “Cash Flows and leverage adjustments,” show that the costs of adjusting the firm’s capital structure affect both how quickly a firm adjusts its debt and the level of debt.

Dr. Nicole Forsgren Velasquez '01, in partnership with Dr. Helen Taylor Martin, from Instructional Technology and Learning Sciences, has been awarded a grant, funded by the National Science Foundation, to use analytics and data mining methods to **examine how children learn mathematics in online educational games**. Early mathematics understanding is key for future student success in science, technology, engineering, and math (STEM) fields. The application of data analytics methods can provide numerous insights about student learning pathways and strategies that will have a broad impact on STEM learning and teaching. **DP**

farewell



Craig Petersen '68

As a consequence of enthusiastic, sometimes irreverent, but always excellent instruction in large introductory economics courses over a period of 40 years, Dr. Craig Petersen awakened the intellectual curiosity that was previously lying dormant in thousands of young men and women. I was fortunate to be one of those students. It was my first “real” college level course and life was never the same after this experience. Thanks Dr. Petersen.
Tyler Bowles, '84, MS '86 Department Head, Economics & Finance



Norma Richards

Norma’s love for the students comes across in everything she does, whether it is the birthday wish emails, the snack drawer kept well-stocked with healthy food items “just in case a student is hungry or doesn’t have money for lunch,” or the countless chats with students who were missing home or just needed someone to talk to. She will be sorely missed.
Shannon Peterson, '90, MA '92 Co-director Huntsman Scholar Program



Chester Brough '79

Chester Brough taught Business Law and Ethics since 2006, and was widely regarded by his students as a “professor who cares about us.” One of his students said that Professor Brough “understands the law and gives real experience examples of how to apply the law.” Professor Brough leaves USU to continue practicing law as a highly regarded attorney.
James Davis, Department Head, Management



Rosemary Fullerton '65 MAcc '90

“Dr. Fullerton was relentless in her desire to help students succeed. She was very approachable and quietly gave professional, emotional, and financial support to many students, most of whom probably never realized they were being mentored by a leading national expert on lean accounting.”
Larry Walther, Department Head, Accounting



Mary Ann Clark '70

Working with Mary Ann Clark made me a better person. She was a shining daily example of how to live, work, and treat others. She exemplified excellence, and renders anyone else’s use of the word somewhat shallow!
Larry Walther, Department Head, Accounting

'60s

Evyonna W. Brinton '63, Director at Forest Bend Lane Property Owners Association, resides in Salt Lake City, UT.

James J. Maloney '64, Owner at Maloney Appraisal Services, resides in Kings Park, NY.

Arthur R. Snyder '66, Attorney at Snyder & Snyder, resides in Plano, TX.

Brent J. Wilson '66, Owner of Santa Rosa Flower Shop, lives in Rohnert Park, CA.

Don L. Earl '68, Accountant at Kaiser Aluminum, lives in Saint George, UT.

James D. Simmonds '68, Salesman at O C Tanner Company, lives in Salt Lake City, UT.

Jeneane King '68, Philanthropist, resides in McLean, VA.

Alberto Zanzi '69, Professor of Management and Entrepreneurship at Suffolk University, lives in Winchester, MA.

Richard P. Stephenson '69, Sales Agent at ENS Kitchen and Bath, lives in Anaheim, CA.

'70s

David L. Kennedy '70, VP of Human Resources at The McKissack Group, lives in Hawthorne, NJ.

Alden F. Vala '71, Owner of Naperville Town Planner Calendar, resides in Naperville, IL.

Frances J. Larsen '71, Exec Director Foundation at Nebo School District, lives in Spanish Fork, UT.

Mark H. Anderson '71, Attorney at Fabian, Attorneys at Law, resides in Sandy, UT.

KEEP IN TOUCH

Have you written a book or climbed a mountain? Had a baby or run for office? Gotten married or started a new job? We would like to know—and so would your classmates! Share your news by scanning this code or submitting your classnote online at usu.edu/alumni/records/



Don't miss out—let your fellow alumni know what you're up to!

James H. Quigley '74, Director at Merrimack Pharmaceuticals, lives in New Canaan, CT.

Jennifer Bertin '75, Manager at Kim C. Bertin MD PC, resides in Centerville, UT.

Stuart B. Cannon '75, Owner/CEO at Precision Health Services, lives in Salt Lake City, UT.

Brad Lee Hales '76, CFO at Town & Country Bank, lives in Saint George, UT.

Mark J. Hall '76, CFO/President at Action Health Centers, LLC, resides in Sandy, UT.

Gail R. Westerlund '77, Assistant Director at Northern Arizona University, lives in Tempe, AZ.

Michael E. Ballif '77, CEO/Owner at Class Star Corporation, lives in Salt Lake City, UT.

Robert R. Petersen '77, Sr. Director of Controlling for NA GMO at Fresenius Medical Care, lives in Ogden, UT.

J. Phillip Adams '78, Chairman at FJ Management, lives in Brigham City, UT.

Brad K. Johnson '79, Director at National Forest Foundation, resides in Providence, UT.

Mark Lindquist '79, Financial Advisor at Stifel Nicolaus & Co, lives in Palm Coast, FL.

'80s

John E. Boyer '80, Owner/President at J.E. Boyer Company Inc, lives in Ogden, UT.

Mark P. Longhurst '80, Controller at Safeway Building Systems, resides in Temecula, CA.

Rosemarie Jorgensen '80, Financial/Cost Analyst at Utah State University, lives in Paradise, UT.

Hoyt Stephenson '81, Principal/CPA at National Fitness Financial Systems, lives in Fruit Heights, UT.

Cynthia Acord '82, International Sales Coordinator at WesTech Engineering, resides in Maricopa, AZ.

Lloyd Darvel George '82, Owner of Diamond G Cattle Company, resides in Rogers, AR.

Melissa B. Niederhauser '83, General Partner at Steam Mill Capital, lives in Sandy, UT.

Michael D. Knight '83, President/CEO at Customer Analytics, LLC, lives in Verona, WI.

Ted A. Miller '83, Executive VP Operations at JBS USA Holdings Inc., lives in Providence, UT.

Bruce Boyd Hanks '84, Executive VP at MedTegra Referral Safes, lives in Alpine, UT.

Jennifer L. Brassey '84, Owner of Elume Distinctive Lighting, resides in Park City, UT.

William Divett '84, Supervisory Accountant at U.S. Department of Agriculture, lives in Rio Rancho, NM.

Brian G. Richardson '85, Sr. Engineer at The Church of Jesus Christ of Latter-day Saints, lives in Bountiful, UT.

Crawford Paul Cragun '85, Executive VP, Chief Operations Officer at Academy Mortgage, lives in Draper, UT.

Daniel L. Wardrop '85, Partner at Arizona Gold Properties, resides in Gilbert, AZ.

David M. Anderson '85, Managing Director at Pensar Group, lives in Sandy, UT.

Paul G. Arslanian '85, Executive Director/Co-founder at Eagle Ranch Academy, lives in Washington, UT.

Todd D. Hogan '85, Director of Partner Development at Portalis LC, resides in Alpine, UT.

Anthony T. Smith '86, Director of Sales at R R Donnelley & Sons, resides in Bountiful, UT.

Craig H. Ricks '86, Accountant at Innovative Medical Device Solutions, lives in Smithfield, UT.

Debra Stokes Deakin '86, Owner at Green Mountain Grain LC, lives in Tremonton, UT.

Jeffrey W. Allen '86, Partner/CFO at Lonestar Midstream, resides in Frisco, TX.

Matt Thomas Nussbaum '86, CEO at Turkish Aerospace Industries, resides in New Orleans, LA.

Blair D. Mumford '87, Executive Director at Ernst & Young, resides in Humble, TX.

Gregory Sheehan '87, Director at Division of Wildlife Resources, lives in Layton, UT.

Kent P. O'Quinn '87, Controller at IKANO Communications, lives in Salt Lake City, UT.

Teresa Malan '87, Independent Brand Partner at Nerium International, resides in Templeton, CA.

Alan S. Raymond '88, VP at DigiCert, lives in Draper, UT.

Dannette L. Klein '88, President/CEO at Dynamite Scents, lives in Lehi, UT.

Eric D. Pedersen '88, Dean of Science and Technology at Dixie State University, lives in Saint George, UT.

Howard J. Sant '88, Sr. HRMS Consultant at CedarCrestone, Inc, resides in Elk Grove, CA.

Michael B. Olson '88, CFO at At-task, lives in Spanish Fork, UT.

Sy Erroll Santos '88, Risk & Compliance Manager at Barrick Gold of North America, resides in Layton, UT.

Aggie at Fox Sports

In July 2013, Wayne Guymon, '00, was promoted to Vice President, General Sales Manager of Fox Sports San Diego. In his role, Guymon oversees all advertising sales for San Diego's only Regional Sports Network. Guymon started his career in athletics administration as an intern in the USU Athletic Department. His career has included stops in the athletic departments at Stanford, San Diego State, Washington, and with the NBA's Seattle SuperSonics/Oklahoma City Thunder.





Divining Profits at Oakley

Darcy Stewart currently works as a business analyst in the Office of Profitability Management of Oakley. Prior to moving to southern California, she spent two years in grants administration for a private philanthropy in the Washington DC metro area. Before graduating in 2010, Darcy participated in undergraduate research, Huntsman Scholars, USU Honors program, and completed an internship with Franklin Covey.

Kevin P. Wallace '89, Regional President at FirstService Residential, lives in Henderson, NV.

Mark K. Olson '89, Executive VP & CFO at Heritage Oaks Bank, resides in Alpine, UT.

Michael G. Huppe '89, VP Physician Services at Central Maine Medical Center, lives in Fryeburg, ME.

Randy Ronald Hansen '89, VP of Customer Relations at iCentris, resides in Syracuse, UT.

Richard W. Jewkes '89, Owner/President at Guns Out West, lives in Smithfield, UT.

'90s

Dan Peterson '90, Group VP at Argosy University, lives in Frisco, TX.

Meenakshi Narayan '90, Program Director at Bramasol, lives in San Jose, CA.

Mike John Bolan '90, VP of Finance at PMG Environmental, lives in Richmond, UT.

Richard Hale Crosbie '90, Director of IT at Campbell Scientific, resides in Providence, UT.

Douglas James Gotcher '91, CEO/President at Legacee Systems, lives in Tucson, AZ.

Kurtis G. Forsgren '91, Project Director at Webcor Builders, lives in Castro Valley, CA.

Mark C. Thorpe '91, Sr. Analyst at Adobe Systems, lives in American Fork, UT.

Troy W. Hobbs '91, Director-Global Premium Products at Mosaic Co., resides in Minneapolis, MN.

Umeet Chopra '91, Corporate Controller at Fitbit, resides in Cupertino, CA.

Bretton Royce Lind '92, Sales Manager at Fibernet Corp, resides in Lindon, UT.

Burton W. May '92, COO at Transportation Alliance Bank, lives in Syracuse, UT.

Chris D. Croswhite '92, Executive Director at The Rescue Mission of Salt Lake, resides in Salt Lake City, UT.

Eric Lloyd Browning '92, CEO at Blue Spring Partners, lives in Shelley, ID.

Jason Seldon Jeppesen '92, Sr. VP, CCO and Director at Franklin Templeton Investments, resides in Highland, UT.

Mark T. Boehlen '92, CIO at Ken Garff Automotive Group, resides in Farmington, UT.

Morgan R. Brown '92, Executive VP & CFO at Innovus Pharmaceuticals, Inc., resides in Bountiful, UT.

Guy Shupe Wangsgard '93, Business Manager/CFO at Jefferson School District, lives in Rigby, ID.

Lance D. Jacobs '93, General Manager at Avira, lives in Santa Clara, CA.

Lloyd G. Barnett '93, Sr. Manager of Treasury Services at America First Credit Union, lives in Syracuse, UT.

Brady B. Rasmussen '94, VP of Administration at Questar Corporation, resides in Fruit Heights, UT.

Dean J. Cox '94, Branch Manager at Mountain America Credit Union, lives in Ephraim, UT.

Jason B. Keller '94, Managing Director at Oaktree Capital Management, resides in Pacific Palisades, CA.

Jeffrey C. Coon '94, Director/Controller at CITBank, resides in Grantsville, UT.

Jim Ray '94, Salesman at Bristol-Myers Squibb, resides in Highland, UT.

Rourk D. Kemp '94, CFO at Larry H. Miller Group of Companies, resides in Kaysville, UT.

Sameer R. Bhambhani '94, Director of Sales at LaserStar Technologies Corporation, lives in North Attleboro, MA.

Doyle K. Collings '95, Sr. Technical Support Engineer at Shavlik Technologies, lives in Salt Lake City, UT.

Jeffrey Ray Peterson '95, VP, US Banking Vendor Management at American Express Company, resides in Centerville, UT.

Karl Ray Childs '95, Global Learning Portfolio Manager at Hewlett-Packard, lives in South Jordan, UT.

Nathan John Hardy '95, Owner/President at ExecuTrain of Utah, lives in Farmington, UT.

Robert D. Thomas '95, Partner at Jones Simkins, LLC, lives in Logan, UT.

Steve W. Koch '95, Sr. Relationship Manager at Wells Capital Management, resides in South Jordan, UT.

Brian B. Ware '96, VP, Business Developer at Veracity Solutions, lives in Salt Lake City, UT.

Brian Lewis Ebright '96, Market Controller at IASIS Healthcare Corporation, resides in Herriman, UT.

Darin T. Dickey '96, Sr. Share-Point Developer at Hirtle, Callaghan & Co., lives in Riverton, UT.

Dr. Spencer C. Leavitt '96, Director at Pasco Institute of Religion, resides in Kennewick, WA.

Erin Lauree Krawczak '96, HR Assistant Manager at Peoples Bank, lives in Ferndale, WA.

Guy R. Letendre '96, VP of Business Development at Infinia Corporation, lives in Ogden, UT.

Jeffrey J. Spencer '96, President at Park City Board of Realtors, resides in Francis, UT.

Kimiko Hayashi '96, Sr. Research Associate at Competition Economics, resides in Los Angeles, CA.

Laird Scheer '96, Owner at Integrated Trucking, lives in Schertz, TX.

Melanie Dawn Pond '96, HR Representative at USU Research Foundation, resides in Logan, UT.

Scott W. Morrison '96, Director of Finance at Staker & Parson Companies, resides in Kaysville, UT.

Wayne Z. Bennett '96, Attorney at Clyde Snow & Session, lives in Farmington, UT.

Cameron Chris Michaelson '97, Research & Architecture Manager at Adobe, resides in Heber City, UT.

Dave Baxter '97, CFO at Missouri Insulation & Supply, resides in Seymour, MO.

David B. Smith '97, Operations Manager at Harbor Freight Tools, resides in Hyrum, UT.

Jaise A. Batty '97, Owner/President at Premier Leasing and Finance, resides in Salt Lake City, UT.

M. Kirk Minor '97, Sr. Network Engineer at Adobe Systems, resides in Riverton, UT.

Mark H. Soelberg '97, Executive VP at Resource Management, Inc., lives in Highland, UT.

Rob Smith '97, Attorney at Daines, Thomas & Smith, resides in Trenton, UT.

Sarita Mohapatra '97, Principal at PricewaterhouseCoopers, lives in Pleasanton, CA.

Chad A. Wright '98, CFO at 360imaging, lives in Alpharetta, GA.

Jon R. Brenchley '98, Sr. VP Sales at JJ Cole Collections, lives in Providence, UT.

Mark Richard Staples '98, CEO at American Exposition Service, resides in Roseville, CA.

Steven C. Shelton '98, Owner of Peewee's Sweets, lives in Logan, UT.

Aref J. Al-Akhwand '99, Manager at the Kuwait National Security Bureau.

Benjamin Thane Muir '99, HR at Raytheon Company, resides in Tucson, AZ.

Kimberly L. Lindsey '99, HR Director at Ken Garff Automotive Group, resides in Tooele, UT.

Pamela Bybee Gunnell '99, HR Manager at Innovative Medical Device Solutions, lives in Wellsville, UT.

Paul R. Campbell '99, Partner at Jones Simkins, LLC, lives in Logan, UT.

Randall Thomas Ivory '99, Director of Information Systems at Parsons Brinckerhoff Inc., lives in Aurora, CO.

Steve D. Thurber '99, Principal Software Engineer at Sorenson Media, lives in Farmington, UT.

'00s

Andy L. Rasmussen '00, Sr. Software Engineer at Tecuity Inc., lives in Smithfield, UT.

Benjamin R. Boyer '00, Assistant Controller at Woodbridge Pacific Group, lives in San Clemente, CA.

Christopher M. Ballam '00, Software Engineering Manager at Adobe Systems, lives in American Fork, UT.

Jolene W. Kawa '00, VP of Operations at Zero Manufacturing, lives in Brigham City, UT.

Krisanna R. Powell '00, Lead, IT Service Desk at U.S. Foodservice, lives in Phoenix, AZ.

Nathan Rhees '00, Dir. of Private Investor Group at Alta Capital Management LLC, lives in Salt Lake City, UT.

Richard J. Laxman '00, Sr. Digital Preservation Planner at The Church of Jesus Christ of Latter-day Saints, lives in West Jordan, UT.

Robert K. Stoddart '00, Actuarial Analyst at Taylor Walker & Associates, resides in West Jordan, UT.

Ryan M. Flandro '00, Patent Counsel at Colgate-Palmolive Company, lives in Piscataway, NJ.

Wayne L. Guymon '00, General Sales Manager at Fox Sports Network, resides in Coronado, CA.

Alan K. Barlow '01, CEO at Seneca National Health System, resides in Cattaraugus, NY.

Erika Jarvis Lock '01, VP of Operations at Goldman, Sachs, and Company, lives in Kaysville, UT.

Greg W. Jeppesen '01, CEO at Sahara, lives in Syracuse, UT.

Ingrid Blankevoort '01, Sr. Customer Engineer at Delphi Technology, lives in Salt Lake City, UT.

John H. Gutke '01, Attorney Business & Corporate Law at Fox Rothschild, resides in Las Vegas, NV.

Jon C. Ballantyne '02, CEO of Petersen Incorporated, lives in Ogden, UT.

Kelly John Fadel '02, Associate Professor - MIS at Utah State University, lives in Logan, UT.

Larry D. Gilley '02, Director of Client Services at Intermountain Technology Services, resides in Meridian, ID.

Luke R. Adams '02, VP at Timm Adams Farms, lives in Rupert, ID.

Mark A. Holmgren '02, Assistant Professor at Eastern Washington University, resides in Cheney, WA.

Jayne C. Williams '03, Director at Children's Miracle Network Hospitals, lives in Sandy, UT.

Jeffrey D. Steed '03, Attorney at Kirton McConkie, lives in Kaysville, UT.

Jeffrey Rounds '03, VP of Treasury Management at Key Bank of Utah, resides in Sandy, UT.

Jody K. Hipwell '03, Principal at Accent Paint and Design, lives in Mountain Green, UT.

Julia M. Jeffery '03, Associate Producer at The Church of Jesus Christ of Latter-day Saints, resides in Roy, UT.

Heidi S. Blake '04, Accounting Manager at Sugar Pills Vending, lives in Ivins, UT.

Jason S. Strong '04, Product Manager at IM Flash Technologies, lives in Orem, UT.

Jeremiah J. Shaw '04, CIO at ParryShaw, lives in Fulshear, TX.

Matthew D. Stone '04, Corporate Account Executive at Nationwide Insurance, lives in Pickerington, OH.

Troy S. Draper '04, VP, Sales & Marketing at Roofing Supply Group, lives in Rancho Santa Margarita, CA.

Wei Wei '04, Associate at PricewaterhouseCoopers, lives in Seattle, WA.

Andrew T. Crosby '05, Partner at Crosby Financial Services, lives in Cedar City, UT.

Brett A. Hadfield '05, President at Silicone Plastics Inc, lives in Millville, UT.

Caid C. Wride '05, Sr. Designer/Drafter at Computer World Inc, resides in Idaho Falls, ID.

Cameron R. Anderson '05, Accounting Manager at Expeda, lives in Bothell, WA.

Camille O. Stewart '05, Owner of T&C Photography, lives in Hyrum, UT.

Christopher J. Rawlings '05, Workforce Planning and Strategy Analyst at Hewlett-Packard, resides in Spring, TX.

Daniel J. Moody '05, Sr. Financial Analyst at The Walt Disney Company.

David A. Milligan '05, HR Manager at West Liberty Foods, lives in Logan, UT.

Derek J. Theurer '05, Federal Government Relations Advisor at Exxon Mobil, lives in Falls Church, VA.

Evonnie L. Whitworth '05, HR Partner at BD Medical, resides in West Jordan, UT.

Kasey L. Van Tassel '05, Owner at Clearwater Historic Lodge & Canoe Outfitters, resides in Grand Marais, MN.

Nanami Ohata '05, Assistant Product Manager at Colgate-Palmolive Company, resides in Lawrence, KS.

Shannon Erin Long '05, Assurance Manager at PricewaterhouseCoopers, resides in North Las Vegas, NV.

Brittany London '06, VP of Operations at Goldman, Sachs, and Company, lives in Morgan, UT.

Christopher Mark Bradley '06, Controller at CML Metals, lives in Washington, UT.

Daniel Lemarr Rock '06, VP at Vivint Solar, resides in Salt Lake City, UT.

Daniel Robert Frederickson '06, IT Strategy Consultant at Questar Corporation, lives in Murray, UT.

Ingrid R. Roth '06, Sr. Manager, Integrated Media, Digital at NBC Sports Group, resides in Chicago, IL.

Joshua D. Hall '06, Sr. Business Analyst at Fidelity Investments, lives in Roanoke, TX.

Michael J. Sparks '06, Corporate Counsel at Alacer Gold Corp, resides in Parker, CO.

Michael Morgan Brewer '06, Partner at E. Rich Brewer, lives in Queen Creek, AZ.

Nathan R. Bennett '06, Manager at PricewaterhouseCoopers, resides in Englewood, CO.

Sandee L. Duncan '06, VP of Operations at DaCo Enterprises, lives in American Fork, UT.

Spencer M. Taylor '06, Director International Operations at Partners In Leadership, lives in Murrieta, CA.

Sterling G. Widmer '06, CFP at The Cambridge Financial Center, lives in Smithfield, UT.

Todd C. Wright '06, Orthodontist at Wright Orthodontics, resides in Heber City, UT.

Tyler Wentz '06, Vulnerability Analyst at US Department of Defense, lives in Whispering Pines, NC.

Aaron T. Barrus '07, Executive Director at Deseret Health Group, resides in Sandy, UT.

David L. Ernstrom '07, Sr. Software Development Lead at Dupont Holographics, lives in Lewiston, UT.

Jared R. Oldham '07, Medical CFO at U.S. Air Force, resides in Logan, UT.

Jill M. Bruins '07, Sr. Analyst at The Gilmore Research Group, resides in Bellevue, WA.

Bob Thomas - Partner at Jones Simkins

Bob Thomas, CPA, '94, accounting and MBA degrees from USU, is a member of the American Institute of Certified Public Accountants and Utah Association of Certified Public Accountants. Mr. Thomas specializes in income tax and consulting at Jones Simkins LLC where he has specific responsibility for marketing and on-campus recruiting. In addition to saving his clients' hard-earned money from taxes, he volunteers on the boards of the Cache Education Foundation and the Avalon Hills Foundation for Eating Disorders, is a local Varsity Scout leader, and tries to keep up with his wife (USU alumnus) and their five sons (future Aggies).



Mark S. Woodland '01, COO at OutSell Consulting, resides in Providence, UT.

Matthew George Hacking '01, Systems Administrator at Wells Fargo, lives in Gilbert, AZ.

Ricky G. Monroe '01, VP & Principal Relationship Manager at Wells Fargo, resides in Spanish Fork, UT.

Becky A. Swain '02, Partner at Adam Smith CPA, resides in West Jordan, UT.

Daniel P. Rinehart '02, Partner at Wisan, Smith, Racker & Prescott, resides in Kaysville, UT.

Hal K. Bennett '02, Controller of Woody Smith Ford, lives in Rigby, ID.

Jeremy Sorensen '02, Accountant at Strawberry Water Users, lives in Spanish Fork, UT.

Joel C. Johnson '02, Design Manager at Eclipse Wireline, resides in Logan, UT.

John D. Anderson '02, Anesthesiologist, lives in Moses Lake, WA.

John R. Tanner '02, Legislative Policy Advisor, resides in Falls Church, VA.

Matthew K. Smith '02, Operations Manager at Novell Inc., lives in Pleasant Grove, UT.

Michael B. Schwartz '02, Asst VP/Branch Manager at Citizent Community Bank, resides in Pocatello, ID.

Thomas V. Garthwaite '02, Director of Program Management at Anderson International Corp, lives in Salem, OH.

Trevor B. Betenson '02, VP of Finance at Palo Alto Software, resides in Eugene, OR.

Ansen Hatch III '03, Controller at Miche Handbags, resides in Lehi, UT.

Collins G. Prescott '03, Asst VP at Zions Bank, lives in Kamas, UT.

D. Chad Carlson '03, Executive VP at Ensignal, resides in Mapleton, UT.

David Noel '03, ESSN Partner Business Account Manager at Hewlett-Packard, lives in West Jordan, UT.

Jason R. Chatterley '03, CFO at Lee's Marketplace, lives in Hyde Park, UT.

Justin T. Smith '03, Director of Finance at England Logistics, lives in Hooper, UT.

Kelli N. Roberts '03, Owner of Encompass Business Solutions, resides in Bountiful, UT.

Kyle Morrell '03, Corporate Controller at MusclePharm, resides in Kuna, ID.

Kylee D. Sharp '03, Lead Programmer at Fidelity Investments, lives in Logan, UT.

Levi Fisk '03, Sr. Manager, Information Quality at IHS, lives in Richmond, TX.

Matthew G. Beaman '03, Director of Administration at Marion and Polk Schools Credit Union, lives in Monmouth, OR.

Mitchell R. Moncur '03, CPA/President at Estate Planning Council of Northern Utah, resides in Logan, UT.

Robert S. Freeman '03, Partner/CFO at CFO Performance Group, lives in Roseville, CA.

Eric A. Myrup '04, Global Director of Distributor Services at Kyani, lives in Idaho Falls, ID.

Jim W. Roberts '07, Finance Associate/Junior CFO at Sizzling Platter, lives in Garland, UT.

Marcus C. Winn '07, Commercial Coordinator at Baker Hughes, lives in Kingwood, TX.

Randy James Knight '07, Auditor at PricewaterhouseCoopers, lives in Brigham City, UT.

Ryan R. Maughan '07, VP, Sr. Financial Analyst at Zions Bank, lives in Kaysville, UT.

Scott Jeffrey Harris '07, Controller at Columbia Basin Health Association, lives in Othello, WA.

Andrew Taylor Hall '08, Sr. Associate in Assurance at PricewaterhouseCoopers, lives in Novi, MI.

Clay R. Moffitt '08, PR, Fresno State University Athletics, lives in Clovis, CA.

Colin G. Jackson '08, Sr. Security Specialist at Academy Mortgage Corporation, resides in Riverton, UT.

Jeff B. Kelly '08, Sr. Associate at PricewaterhouseCoopers, lives in North Salt Lake, UT.

Joseph George Oates '08, Associate at PricewaterhouseCoopers, resides in Alpine, UT.

Joshua James Hancey '08, HR Director at Vivint, lives in Saratoga Springs, UT.

Ryan M. Bohm '08, Regional Director at Allegis Financial Partners, resides in Smithfield, UT.

Ryan M. Pohl '08, President at Golferstube.com, lives in Hamden, CT.

Ted Charles Peterson '08, Sr. Energy Efficiency Marketing Specialist at Questar Corporation, lives in Salt Lake City, UT.

Todd C. Stewart '08, Tax Sr. Associate at PricewaterhouseCoopers, lives in Bountiful, UT.

Andrew Jason Hicks '09, HR Generalist at New Dawn Technologies, resides in Salt Lake City, UT.

Brody G. Hatch '09, Lead Data Analyst at Built Environment, lives in Fort Collins, CO.

Christopher J. Hartwell '09, Ph.D Candidate at Purdue University, resides in Lafayette, IN.

David O. Hess '09, Campus Recruiting and Training Coordinator at Goldman, Sachs, and Company, lives in Kaysville, UT.

Heather Michelle DuPree '09, Corporate Recruiter at Overstock.com, lives in Salt Lake City, UT.

Joshua Tyler Christiansen '09, Doctor at Providence Sacred Heart, resides in Spokane, WA.

Matthew G. Secrist '09, VP of Business Development at Buykeywordarticles.com, lives in Ogden, UT.

Michael Wayne Hill '09, Regional Sales Manager at Zane Benefits, lives in Draper, UT.

Tanner J. Purser '09, Controller at Pacific WebWorks, lives in Heriman, UT.

Trevor Lee Nelson '09, HR Manager at Win Management Group, lives in Roy, UT.

Tyrell Wayne Denton '09, Captain at The U.S. Army, resides in El Paso, TX.

Wesley C. Crandall '09, Owner at Morgan Valley Lamb, resides in Springville, UT.

'10s

Andrew D. Allen '10, VP of Sales at Buykeywordarticles.com, lives in Logan, UT.

Benjamin Boyd Cole '10, Accountant at CHG Healthcare Services, resides in Salt Lake City, UT.

Brent Lars Jacobsen '10, COO at Terillion, lives in Eagle Mountain, UT.

Christopher John Smith '10, CFO/COO at Landmark Home Warranty, lives in Riverton, UT.

Jason R. Burr '10, Financial Analyst at Trebor International, resides in Sandy, UT.

John M. Tall '10, Salesman at Oracle Corporation, lives in San Mateo, CA.

Matt H. Dorius '10, Audit Associate at PricewaterhouseCoopers, resides in Layton, UT.

Ryan Ted Westergard '10, Controller at Davis Behavioral Health, resides in Woods Cross, UT.

Tyson D. Hathaway '10, Compliance Manager at Delta Egg Farm, lives in Oak City, UT.

Anthony G. Lemon '11, Assurance Services at PricewaterhouseCoopers, resides in North Salt Lake, UT.



Aggie Advances at Exxon Mobil

In March 2013, Derek J. Theurer was named Federal Government Relations Advisor with Exxon Mobil Corporation in Washington, D.C. Mr. Theurer, '05, also holds law degrees from UCLA School of Law (J.D.) and NYU School of Law (LL.M., taxation). Prior to his current role, he spent 5 years in Houston, stewarding international tax planning for ExxonMobil subsidiaries in Russia, Vietnam, and East Africa.

Brady William Adams '11, Sr. MRP/Project Analyst at Melaleuca Inc., lives in Idaho Falls, ID.

Brent R. Crosby '11, Director of Analytics and Marketing at Denik LLC, lives in Ogden, UT.

Christopher James Young '11, Tax Associate at PricewaterhouseCoopers, lives in Atlanta, GA.

Darcy L. Stewart '11, Cost Analyst at Oakley, resides in Orange County, CA.

Kaisha A. Stacey '12, Web Strategy Content Coordinator at Adobe Systems, resides in Henderson, NV.

Kristal Alayne Kareh '12, Associate Director at University of Utah, resides in Salt Lake City, UT.

Mckenzy Ross Morley '12, Director of Commercialization at USTAR, lives in West Jordan, UT.

Rylar D. Masco '12, Director of Marketing at Quantum Ingenuities, lives in Manti, UT.

Carter Timothy Holm '13, Operations Analyst at Goldman, Sachs, and Company, resides in Kaysville, UT.

Chloe Florence Crellin '13, Revenue Management Analyst at Allegiant Travel, lives in Las Vegas, NV.

Clayton L. Fielding '13, BI Developer/Analyst at Hewlett-Packard, lives in Logan, UT.

Courtney B. Jacobs '13, Loan Officer at USU Charter Credit Union, resides in Logan, UT.



Promotion at Pitchbook Data

Huntsman alum Melinda Ryan was recently promoted to Senior Client Development Manager at PitchBook Data, Inc. in Seattle. Ms. Ryan completed her undergraduate marketing degree in 2011 and then graduated with her MBA in 2012.

David Johnson '11, Managing Member at Johnson Hatt & Company, LLC, resides in Payson, UT.

Gregory T. Levesque '11, Analyst, Asia at Crumpton Group, lives in Arlington, VA.

Jeff C. Lamb '11, Corporate Sales Development at Workday, lives in Provo, UT.

Steven M. Morrill '11, Tax Associate at PricewaterhouseCoopers, resides in San Francisco, CA.

Steven Walker Hurd '11, Auditor at HJ & Associates, lives in Salt Lake City, UT.

Craig V. Samuelson '12, Integrations Consultant at Workday, lives in Orem, UT.

Shaun Alan Anderson '12, Staff Auditor at Hansen, Barnett & Maxwell, P.C., lives in West Jordan, UT.

Whitney Moline Dastrup '12, Co-Director at Effect International, resides in Lehi, UT.

Amber Lynne Shaffer '13, Executive Team Leader at Target, lives in Salt Lake City, UT.

Amir Zaidi '13, Principal Mobility at SAP, lives in Sandy, UT.

Anthony Steven Espinoza '13, Corporate Sales Development at Workday, lives in Salt Lake City, UT.

BreeAnn Gunnell Gnehm '13, HR Manager at Cafe Sabor, resides in Wellsville, UT.

Dannaea Lyn Ward '13, Associate Consultant at Workday, lives in Salt Lake City, UT.

Matthew S. Glenn '13, Financial Rep at Northwestern Mutual, resides in Fort Worth, TX.

Steven W. Gould '13, Financial Analyst at Goldman Sachs Bank USA, lives in Bountiful, UT.

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In recognition of individuals and organizations whose cumulative giving exceeds \$100,000.

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\$25,000,000 or more

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Juniper Society

\$1,000,000 – \$10,000,000

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David D., '77 & Loretta S. Hickox

Mark K., '86, '88 & Wendi Holland

Philip Kyupin, '68 & Gemma

Yang Hwang, '68

Joseph L., '67 & Diane Keller

Ross E. '60 & Nancy Kendell

Jack D. & Betty Lampros

Steven '79 & Tammy, Milovich, Jr.

William G. '72 & Billie L., Murray, Jr., '74

Jay H. Price, Jr.

Rational Software Corporation

Jim K. Sorenson, Jr., '70

Edna Southworth

Harold C., '42 & Grace M. Steed, '46

Donnell B. & Elizabeth D. Stewart

Education Foundation

Kay '69 & Judy Toolson

Workers Compensation Fund

Estate of Leah M. Wright, '27

Morris H., '35 & Loree McGee Wright, '37



why we give ★

"Frankly, it is selfish--giving makes us feel good. Helping provide an education for someone is a wonderful feeling. Promoting quality, secular education is the single most powerful way to make this world a better place."

Roger (MBA, '91) and Rebecca McOmber

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Eric W. & Michelle Rasmussen

Gregory D. Shuman

Randy T. & Janet Simmons



why I give ★

"I give because of everything that Utah State gave to me! You can't put a price on the opportunities, friendships, and memories available at the Huntsman School; but I know I couldn't have afforded them without those who gave before me. Now I am glad to have the chance to give back and contribute to the education of today's Aggies. I appreciate that someone invested in me, and I am excited to invest in the future!"

Amber Shaffer (BA Human Resource Management, '13)

Michael & Barbra A. Spuhler
Travelers
Larry Andrew Ward
Jason Richard & Rebecca R.
Wendel

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Laura A. Weston
Brady J. & Stasha Kay Wheeler
Rick D. & Holly D. Williams
Jiaqi Xu
Charles E. & Arnett Zurcher



why we give ★

"All three of our children received scholarships funded by donors. We give to the scholarship fund so others can be helped the same way our children were."

Randy (BS Political Science, '75) & Janet (BS Elementary Education, '72) Simmons

Jeri M. & Allen Rowley
Mathana Santiwat
Inger C. Satterfield
Robert David Scharman
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Connie V. Smith
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Richard A. & Julianne K. Price
Mary E. & Sage Johnson Price
Brian D. & Teri T. Rasmussen
Katie Richins
Jim W. Roberts
Paul M. Schmidt
Mark Allen Schroeter



why I give ★

"I absolutely LOVED my experience at the Huntsman School. I traveled the world, met some of my best friends, and had experiences that defined my life. These opportunities came as a result of someone else's generosity, and now it's my turn to give back and pay it forward."

Brent Meacham (BS Marketing, BS Economics, '12)

Hire Huntsman

From Goldman Sachs and Honeywell to ICON Health & Fitness and Zions Bank, companies find that our students demonstrate success working in small and large, public and private enterprises in Cache Valley and beyond.

Did you know?

47% of Huntsman students speak a language other than English fluently

45% of Huntsman students are highly interested in owning their own business

75% of Huntsman students work 10+ hours a week while attending school

40% of Huntsman students intend to pursue additional education after graduation

huntsman.usu.edu/hire



VISION

Mark Holland {BS, Marketing, '86; MBA, '88}

In 1990, the largest manhunt in the history of the Utah State University police force began. They were looking for me and three of my Aggie friends. This event helped spark my entrepreneurial spirit. I wouldn't suggest setting off a water bomb at a USU/UNLV basketball game in today's world. I suspect an Aggie would face much stiffer penalties than we received. Working with creative, risk-taking Aggie buddies certainly prepared me for some of the stressors that I would face later in my career.

Six months later, while running a start-up high tech company, I was faced with a choice: significantly stretch the truth to help save the company I had been hired to fix, or face loss of funding and business disaster. In seeking counsel, a wise board member encouraged me to do the right thing. I followed his advice, went through some trauma, but ultimately the decision saved the company. Leadership is as much about integrity as it is about creating a vision that works. I find that when we choose to do the right thing, we look around the table and find ourselves among friends and colleagues who also do the right thing. Conversely, by taking short cuts, using deceit or half-truths to get things done, we end up among people who share the same values (or lack thereof)—not where we want to be!

Life is too short to make conscious decisions to compromise our integrity. We will step in enough trouble erroneously, so we don't want to willingly create skeletons for our closet.

Developing a vision that creates passion, energy and a high probability of success is a great characteristic of strong leaders. Start with integrity.

At Intermountain Staffing and Ascend HR, our growth has taken us from sales of \$3.7 million in 1992 to over a \$100 million in revenue last year. This year we continue our growth. As Rod Kearn (a very committed Aggie!) and I build our team, we surround ourselves with people who can fill in our blind/weak spots as we grow.

Early development of our purpose statement with an intense commitment to live by it has helped us develop a team that does the right thing, is energized by our company and purpose, and thrive in good and difficult times. The Intermountain Staffing Purpose Statement is "Our purpose is to partner with employees, clients and the community to create opportunities for growth and mutual success."

In summary, finding balance in an increasingly busy world creates life success alongside of work/faith/other things we put our talents to. Nothing is more important to me than my wife Wendi and my kids Maddie, Doug, Sam, and Ella. They give my life purpose. Spirituality plays a critical role for me. Mix in some exercise and adventure - that is a great recipe for success!

Go Aggies! 🏈

ABOUT MARK HOLLAND:

- Founder & CEO, Ascend HR Solutions
- Chairman & CEO, Intermountain Staffing
- Member, USU Board of Trustees
- Chairman, Huntsman School National Advisory Board
- ASUSU Vice President
- Water Bomber
- True Aggie

VOICE

Blake Dursteler '96 President, Vefina, Inc

Scott Davis President & CEO, Mountain West Small Business Finance

Tim Barney '94 President & Founder, Longview Partners

Three Huntsman School board members critical to the growth of our social entrepreneurship program share their wisdom

How do you suggest students foster a spirit of innovation in their careers and in their lives?

BD: To me the spirit of innovation connotes we actually view each decision in our lives with new opportunity rather than doing things the same way as we've always done them before. This generally means leaving a comfort zone and entering territory where we are at risk. Mitigating risk too much negates the opportunity to create innovative responses to everyday situations in our lives and before we know it opportunity has passed us by because of our fear of what we don't know. In order to foster a spirit of innovation, we need to excel at working hard and making successful decisions on a daily basis so we are prepared to make changes when the opportunity arises.

TB: I believe the best way to foster a spirit of innovation is to focus on the desired outcome. If you focus on improving the outcome, then you will naturally find new ways to achieve that outcome. If you focus too much on the process, then innovation is frustrated. Identify your desired results, and new ways to achieve those results will naturally flow. Don't be afraid to do something different. The old adage that if you do things the way you have always done them, don't expect different results, certainly applies. A true innovator always looks for better ways to accomplish their goals.

What are some guiding principles that anchor your leadership philosophy?

TB: I think the most important attribute a good leader can have is to be a good listener. If you listen carefully to those around you, it is much easier to understand what truly motivates them. Once you identify how to truly motivate someone else you can put processes and procedures in place that will

allow them to flourish. Be humble and realize that by listening to others the final product will always be better.

SD: A good leader is also a good follower. And a good leader is always willing to take on ALL the tasks he or she asks others to do. Empathy is another character trait a good leader develops. I've been impressed watching Matt Wells' ability to motivate, encourage and teach our football players without berating or bullying them. Learn tough love as a way to lead those you work with.

What does "Dare Mighty Things" mean to you?

BD: Dare Mighty Things simply means to me taking advantage of opportunities and ideas without knowing completely the outcomes. Not that we should just blindly follow everything that presents itself to us. But rather, that we should be prepared to do things others think are not a good idea.

SD: Take advantage during your university experience of the wide variety of subjects you can study while at Utah State. Don't be like I was – locked into my social science major, and not willing to venture into other subjects, if only to get a feel for what else is out there. Your ability to foster outside-the-box thinking and innovation will come from your willingness to diversify and broaden your studies and your interests.

TB: I think "Dare Mighty Things" means to not be afraid to take risks. If you have confidence in yourself, almost all risk can be mitigated. I have never accomplished anything of value in my life without taking some kind of a risk. This does not mean that you should jump into anything that comes along. However, if you find you are passionate about something, don't be afraid to take risks to help make your dreams become reality. ■

"Far better it is to dare mighty things, to win glorious triumphs even though checkered by failure, than to rank with those poor spirits who neither enjoy nor suffer much because they live in the gray twilight that knows neither victory nor defeat."

— Theodore Roosevelt

**DARE
MIGHTY
THINGS**



Legacy

The First Graduating Business Class of *MSM*

In 1890 on the first day of classes at Utah State University, eight out of the 15 total students were business majors, working toward a two-year degree

California had launched a four-year business program, starting in 1898, making Utah State officially the second school west of the Mississippi with a four-year business degree—even though actually it was the first.

Utah State archivist Bob Parson said that while the business major was originally a two-year program, all eight of the original business majors graduated with a four-year degree from the university in 1894.

That first class of business majors included:

<i>Ernest John Froberg</i>	<i>Fields Thexton Ingalls</i>
<i>Byron Blanchard</i>	<i>John Albistus Malia</i>
<i>John Alvin Crockett</i>	<i>Alpheous Oresta Packard</i>
<i>Joseph Geerston</i>	<i>Isaac Perry Stewart</i>

Another “first” for Utah State was that it offered the first college accounting courses in the state of Utah, as reported by Carol Lundgren in her history of the first 100 years of the College of Business. In addition, by 1918 there were 200 women majoring in business at Utah State.

From its founding, the business department was differentiated from most other business departments in the U.S. by its inclusion of social sciences elements in its curriculum. These included courses in economics, sociology, comparative study of governments, civil government, American diplomacy, and rural sociology. It wasn't until after 1969 that a separate College of Humanities, Arts and Social Sciences was established. **CA**



Faculty and Freshman Class at Utah State in 1891

in commerce and business. Thus the first graduating class had more business majors than all other majors combined.

At that point, the only four-year business school in the United States was the Wharton School of Commerce and Finance, at the University of Pennsylvania, that had opened its doors nine years earlier, in 1881.

Utah State started a four-year business curriculum in 1893, but it wasn't organized as an independent school of business culminating in a Bachelor of Science degree until 1903. By then the University of



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JONES SIMKINS

Certified Public Accountants

7 out of 8 Partners Attended USU...



BUT WE'RE ALL AGGIE FANS!

PROVIDING GUIDANCE WITH INSIGHT AND INTEGRITY

We are hiring USU graduates, providing internships, awarding scholarships, and in the stands cheering for our team. We have been in business for 65 years and are proud of our long-standing relationship with USU.

Jones Simkins' team of experts is waiting to help you with all your complex tax, audit, accounting, bookkeeping, estate planning, and business consulting needs. As one of the largest regional firms in Utah we pride ourselves on being big enough to know the answers, yet small enough to care about your needs. We are excited to announce our new office in Salt Lake City, giving us the ability to better serve Aggies along the Wasatch Front and beyond!

Call (435) 752-1510 to schedule a free consultation.



www.Jones-Simkins.com



Office of the Dean
3500 Old Main Hill
Logan, UT 84322-3500

REQUIRED READING

Give and Take by Adam Grant

This year's required reading is the book "*Give and Take*" by Adam Grant, the highest-rated teacher at University of Pennsylvania's Wharton School and its youngest tenured professor.

His book, described as a "revolutionary approach to success," says that people fall into three categories: "takers," "givers," and "matchers." He said takers are always focused on getting as much as they can from other people. Matchers are those who give, when others are willing to do the same for them.

Givers, he said, are a "rare breed" who instinctively give to others without expecting anything in return. Dr. Grant explains that while some givers end up being exploited and burning out, others achieve "extraordinary success." Dr. Grant writes about what he has discovered about why some givers struggle and others succeed.

"To figure out why givers dominate at the top of the success ladder, we'll examine startling studies and stories that illuminate how giving can be more powerful – and less dangerous – than most people believe," he writes.

He said that while there are successful people in all three categories, he's discovered that when "takers" win someone else tends to lose. When "givers" succeed, "it spreads and cascades." [SE](#)

