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THE HUNTSMAN POST

JON M.
HUNTSMAN
SCHOOL OF BUSINESS
UtahStateUniversity

February 2013

ACCOUNTING

School of Accountancy is Ranked 46th In Nation By *Public Accounting Report*



Andrew Williams is a student at the newly nationally ranked School of Accountancy.

A publication widely read within the accounting profession, *Public Accounting Report*, has ranked the School of Accountancy at the Jon M. Huntsman School of Business in the top 50 among accounting schools nationwide.

Utah State University's undergraduate accounting program is listed at 46th in the rankings that are based on a survey of accounting professors across the country. The *Public Accounting Report* says it is the "leading provider of competitive intelligence for public accounting firms and the profession." It is targeted at accounting firm partners and professionals, opinion leaders, and industry observers.

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SOCIAL MEDIA

MBA Program Ranked in Top 25 in the US In Business School Social Media

The business organization [Online MBA Page.com](#) has ranked the Jon M. Huntsman School of Business at Utah State University as one of the top 25 schools in the country in social media activity.

The organization, which is a "social education community," released the "[Top 100 Most Social Media Friendly MBA School Rankings for 2013](#)," and listed the Huntsman School's social media efforts at 25th, tied with Arizona State University's W.P. Carey School of Business, which is ranked 24th.

[Click here to read more.](#)



Online MBA Page.com ranked Huntsman School in top 25

ENTREPRENEURSHIP

USU Speaker Series Features Entrepreneurial Leaders Who Share Their "Keys to Success"

Many people dream of launching their own business. Getting a new venture off the ground, however, is not easy.

This year's Entrepreneur Leadership Series, hosted by the

SHORT TAKES

Australian Professor Cagri Kumru Presents Research on Aging Populations

Huntsman Professor John Johnson Teaches at Wharton

Huntsman Research on "Sin Taxes" Makes National News

IN THE NEWS

Professors Published in *U.S. News and World Report*

Logan Ranked No. 1 Small City for Technology

Professors Mentioned on *Scaling Green* Website

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Huntsman Professor Rates Super Bowl Ads for USA Today

"Flack" Shares five Secrets for Dealing with Press

A Student-Mother Studies Abroad

VIDEOS

▶ Conan Grames Shares Insight on Ethics, International Business

▶ Founder of Market Star, Alan Hall, Shares Vital Customer Knowledge

Jon Schmidt of The



Scott Watterson of Icon Health and Fitness will speak Feb. 20.

Center For Entrepreneurial Excellence, is designed to help. Each lecture this year focuses on different aspects of building a business.

The presentations are held on Wednesdays at 6 p.m. in Room 215 of the George S. Eccles Business Building. Each presentation in the series addresses a particular theme of business building, such as e-commerce, social media or manufacturing, said Mike Glauser, director of the Center for Entrepreneurial Excellence at the Huntsman School.

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- ▶ Piano Guys Details His Road to 217 Million YouTube Views
- ▶ Founders of "Steal Network" Morphed KSL.com Experience into Online Success

SOCIAL MEDIA



HUNTSMAN STUDENT SPOTLIGHT

Ryan Taylor Says Successful Father Taught Him Value of Thrift and Hard Work



Ryan Taylor says hard work is key to a successful career.

It would be easy to imagine the path to vocational success for Ryan Taylor as being clear and unobstructed. After all, his father owns multiple, successful Chevrolet dealerships.

But Ryan doesn't see it that way. He said his father's success has come because of years of hard work, and "never settling for less." Ryan said that's exactly how he plans to approach his college experience.

"The secret to my father's success was not just that he knew how to make money, but he knew how to save," Ryan said. "He taught me to do the same."

[Click here to read more.](#)

WHEN THEORY MEETS REALITY: STORIES FROM THE WORKPLACE

Patience and Diplomacy Key to Getting Flight Plans Back on Track When Stranded Abroad



Kathy McConkie says global travel requires patience.

By Kathy McConkie, associate MBA director & advisor

Have you ever missed a flight 15 times on the same day?

I had the unique experience of coming up with a Plan B for 15 people when we all missed a flight in Milan, Italy. I was in charge of logistics on an MBA trip on a day when, due to no fault of my own, logistics just plain fell apart.

Fifteen of us had traveled to Italy, and all was going according to plan as we arrived at the airport in Milan to catch our flight to Heathrow Airport in England. There was no running or panic, because we arrived with plenty of time to spare so we could catch our evening flight – or so we thought.

[Click here to read more.](#)

JOB PLACEMENT

Two Students Tell How Huntsman School Prepared Them For the Unexpected

Whitney Dastrup imagined she would get a nice corporate job when she graduated. She now travels back and forth between San Francisco and India managing a small nonprofit organization that provides education to poor children. Scot Marsden, who majored in finance and economics, did not envision himself working at one of the "Big Four" accounting firms, but is now enjoying his new job at Deloitte & Touche LLP.

While their early vocational journey has taken them down

unexpected paths, both said that their Huntsman education has prepared them well for their new careers.

[Click here to read more.](#)



Scot Marsden didn't expect to end up at Deloitte & Touche LLP.

ENTREPRENEURSHIP

Jon Schmidt of The Piano Guys Details His Road to 217 Million YouTube Views



Jon Schmidt demonstrates his playful side. Photo courtesy of JonSchmidt.com

The Piano Guys' videos have attracted more than 217 million views and 1.2 million YouTube subscribers. Jon Schmidt, the pianist for the group, said it all started by daring to do something that had never been done before.

Mr. Schmidt shared his story as part of the Huntsman Entrepreneur Leadership Series that started in January and is sponsored by the Center for Entrepreneurial Excellence. Students filled the auditorium in the Eccles Conference Center 30 minutes before the show started, and by 6 p.m., people were sitting in the aisles and crowding the doorways, hoping to see Schmidt talk and perform.

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Huntsman Post

School of Accountancy is Ranked 46th in the Nation by Public Accounting Report

By Steve Eaton

A publication widely read within the accounting profession, *Public Accounting Report*, has ranked the School of Accountancy at the Jon M. Huntsman School of Business in the top 50 among accounting schools nationwide.

Utah State University's undergraduate accounting program is listed at 46th in the rankings that are based on a survey of accounting professors across the country. The *Public Accounting Report* says it is the "leading provider of competitive intelligence for public accounting firms and the profession." It is targeted at accounting firm partners and professionals, opinion leaders, and industry observers.

Larry Walther, who heads the School of Accountancy at the Huntsman School of Business, said there are nearly 800 undergraduate programs that are eligible for the list, putting the Huntsman School of Accountancy in the top 6% of programs nationwide. As far as he knows, this is the first time the Huntsman School of Accountancy has been ranked in the top 50.

"We appreciate the recognition we have received from the *Public Accounting Report*," Dr. Walther said. "We take even more satisfaction, however, seeing our students excel once they enter the job market and effectively compete with graduates of top schools from around the country. Our professors and staff keep standards high because we believe in our students and their capacity to compete."



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Huntsman Post

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The organization, which is a “social education community,” released the “**Top 100 Most Social Media Friendly MBA School Rankings for 2013**,” and listed the Huntsman School’s social media efforts at 25th, tied with Arizona State University’s W.P. Carey School of Business, which is ranked 24th.

The publication measured social media impact in five categories: Facebook, Twitter, YouTube, LinkedIn, and Google Plus. In the Twitter category the Huntsman School of Business was ranked 7th overall, with 9,119 followers. The school’s YouTube channel was ranked 21st.



Online MBA Page.com ranked Huntsman in top 25.

The top three schools overall were Stanford Graduate School of Business, the Harvard Business School, and The University of Pennsylvania Wharton School. The only other Utah MBA program to make the list was the David Eccles School of Business at the University of Utah that ranked 74th.

Eric Schulz, senior lecturer and co-director of strategic marketing and brand management, oversees the Huntsman School’s social media efforts.

“We’ve had a number of very innovative students who have assisted in our efforts and helped to get us on the social media map by paying attention to what interests our students,” Mr. Schulz said. “They’ve helped us build a vibrant and engaged online community of students, alumni and friends. There is always something going on, and we have a very active student body.”

Mr. Schulz said that the school encourages its students to “own their own education,” and said for many of them, a key part of doing that is staying connected online.

“One metric the study didn’t count is that we have more than 3,000 students involved with our Huntsman School texting program, a key way we keep students informed of career information sessions, internship opportunities, and interesting speakers visiting the business school,” he said.

It’s not the first time the Huntsman School of Business has been recognized for its social media efforts. Sterling Morris, who graduated in May 2012 with a master’s in management information systems (MIS), was a key architect in getting the school’s social media efforts off the ground. He did a study last year comparing the social media efforts of accredited business schools. The results were published in the November/December 2012 issue of “BizEd Magazine,” a publication that is distributed globally to business school deans, administrators, industry partners, and business professionals. That study found that in April 2012, the Huntsman School ranked 8th in Twitter followers, 15th in Facebook followers, and 29th in YouTube views.

“Sterling got us off to a great start, and Jeremiah Graves and Kyle Oakeson have been continuing that work last year and this year,” Mr. Schulz said. “If we are going to effectively communicate with our students, we have to be paying attention to where they get their information. Sterling, Jeremiah, and Kyle have helped us do that.”

Huntsman Post

Entrepreneur Leadership Series is Hosting Weekly Speakers

By Allie Jeppson

Many people dream of launching their own business. Getting a new venture off the ground, however, is not easy.

This year's Entrepreneur Leadership Series, hosted by the Center For Entrepreneurial Excellence, is designed to help. Each lecture this year focuses on different aspects of building a business.

The presentations are being held on Wednesdays at 6 p.m. in Room 215 of the George S. Eccles Business Building. Each presentation in the series addresses a particular theme of business building, such as e-commerce, social media or manufacturing, said Mike Glauser, director of the Center for Entrepreneurial Excellence at the Huntsman School.

"We want people to learn from the experiences, mistakes and triumphs of real entrepreneurs," Mr. Glauser said. "We want to help them discover some keys to success that they can use in their own endeavors."

The series, which is free and open to the public, features entrepreneurial leaders such as Dan Clark, the founder of Clark Success Systems who has been named one of the top ten speakers in the world; Scott Watterson, co-founder of Icon Health and Fitness; Cydni Tetro, entrepreneur in residence for the Walt Disney Company, and Charles Sorenson, CEO of Intermountain Healthcare. The weekly events are free and open to the public. For more information about the speakers, visit the [Entrepreneur Leadership Series Website](#).

"It is the quality speakers that make this year's Entrepreneur Leadership Series lineup the best we've ever had," Mr. Glauser said.

The scheduled speakers are as follows:

Feb. 20 — Building the World's Largest Fitness Company

Scott Watterson: co-founder, chairman and CEO of Icon Health and Fitness

Scott Watterson is an expert in product development, manufacturing, importing, marketing, sales, and distribution of consumer products. He was the recipient of INC. Magazine's Entrepreneur of the Year Award for the Intermountain Region in 1996.

Feb. 27 — Building Businesses as a Family Affair

Larry and Caryl Abdo: social entrepreneurs and founders of the Abdo Markethouse

From transforming an old soup kitchen into a boutique hotel, to starting a chain of vintage hamburger restaurants, the Abdos have made business a family affair. Each of their four children works for a different Abdo enterprise.

March 6 — Building an International Speaking Business

Dan Clark: founder of Clark Success Systems



Scott Watterson of Icon Health and Fitness will speak Feb. 20.

Dan Clark has been named one of the top ten speakers in the world by Achievers North America and Achievers Europe. He is a *New York Times* best-selling author, award-winning athlete and president/CEO of Clark Success Systems, an international communications and high performance consulting firm. Clark is leading an international movement to teach leaders and organizations how to transform themselves from successful to significant.

March 27 — Innovation in the Health Care Industry

Charles Sorenson: CEO of Intermountain Healthcare

Under Charles Sorenson's leadership, Intermountain Healthcare has applied a disciplined and system-wide focus on the implementation of best clinical practices aimed at producing measurably better outcomes for patients. He began his practice at LDS Hospital in 1982.

April 3 — Building a Premier Ski Company While in College

Daniel Nebeker, Adam Hepworth, and Jared Richards: founders of Bluehouse Skis

Bluehouse is a Salt Lake City-based snow ski manufacturer now in its fifth season. As manager of Bluehouse Ski Company, Daniel Nebeker built his company's manufacturing facility and designed several of its machines. Jared Richards is an attorney and entrepreneur striving to have a net positive effect on the community, and Adam Hepworth is CEO and lead product engineer of the company.

April 10 — Innovation and Entrepreneurship at Disney

Cydni Tetro: entrepreneur in residence for the Walt Disney Company

As an Entrepreneur in Residence for the Walt Disney Company, Cydni Tetro helps take Disney technologies to market. Her expertise is in sales, marketing, and customer acquisition.

Huntsman Post

Ryan Taylor is Driven by Big Goals

By Klydi Heywood

It would be easy to imagine the path to vocational success for Ryan Taylor as being clear and unobstructed. After all, his father owns multiple, successful Chevrolet dealerships.

But Ryan doesn't see it that way. He said his father's success has come because of years of hard work, and "never settling for less." Ryan said that's exactly how he plans to approach his college experience.

"The secret to my father's success was not just that he knew how to make money, but he knew how to save," Ryan said. "He taught me to do the same. If I wanted to do things that involved money, it was my responsibility to raise it, and for that, I'm grateful."

Ryan's work ethic and humility are known around the Huntsman School.

"Ryan is a good example of a student who, without fanfare, quietly gets the job done," Dr. Vijay Kannan said. "In an unassuming manner, he brings meaningful insight to class and has the ability to draw people toward him."



Ryan Taylor sees hard work as key to a successful career.

Ryan is involved in multiple activities around campus. He is the vice president for the fraternity Alpha Tau Omega. He helps the fraternity push for progress in four areas: fundamentals, finance, focus, and friendship.

"I always want to make sure our chapter is moving in the right direction," Ryan said.

He also enjoys the work he does with the Huntsman Scholars program. This spring, his team, led by Alex Mortenson, is directing a service project at Hillcrest Elementary School. Once a month, Ryan's team teaches the students one of the principles from the book *7 Habits of Happy Kids* by Sean R. Covey.

"This project was fulfilling because a lot of schools have taken the approach of fighting the negative, but this, instead, reinforces the positive," Ryan said. "It builds up the positive in the kids who are already doing it, and it helps the other kids see that positive habits are something they can be rewarded for."

As well as being an undergraduate teaching fellow for Dr. Karina Hauser, Ryan is also involved with the Entrepreneurship Club, USU Honors Program, Fight the New Drug (a program that aims to educate people on the harmful effects of pornography), Golden Key International Honor Society, and Latter-day Voices, a Logan LDS Institute select choir.

"It's a sad day when I find myself bored, because that means that no progress is being made toward my goals," Ryan said. "Also, I've learned through experience that if I'm asking for handouts, a 'free lunch' if you will, both the trust of others as well as my own self-worth are diminished. Transversely, as I work for my goals and strive for my success and the success of others, people are more likely to be gracious and lend a helping hand without my asking."

Ryan is an international business major and will be graduating in the fall of 2014. He is attempting to get an internship in Eastern Europe this summer with Goldman Sachs and hopes to someday earn his MBA.

Huntsman Post

International Travel Requires Flexibility and Patience

Editor's note: "When Theory Meets Practice - Stories From the Workplace" features professionals who share tales of challenging events that tested them with the unexpected.

By Kathy McConkie, associate MBA director & advisor

Have you ever missed a flight 15 times on the same day?

I had the unique experience of coming up with a Plan B for 15 people when we all missed a flight in Milan, Italy. I was in charge of logistics on an MBA trip on a day when, due to no fault of my own, logistics just plain fell apart.

Fifteen of us had traveled to Italy, and all was going according to plan as we arrived at the airport in Milan to catch our flight to Heathrow Airport in England. There was no running or panic because we arrived with plenty of time to spare so we could catch our evening flight – or so we thought.

When we arrived at the gate we discovered that our flight was long gone. It had taken off that morning, and we were not booked on the evening flight we expected to be on. The people at the travel desk said they would like to help us, but our ship had sailed. They could not rebook us, at least not without charging us for brand-new tickets. Unless we had fistfuls of money, they told us, there was nothing they could do.

It didn't seem to me that just staying and starting a new life in Milan was a very viable option for all 15 of us, so I began the long process of working with our travel agent long-distance to come up with a Plan B that would get us airborne.

It was a frustrating experience, but I realized quite early in the process that hollering at the people behind the desk might help me vent but would not get us seats on the airplane. Back and forth we went, with me stuck in the middle between our travel agent and the powers that be at British Airways, looking for logistical solutions, until we realized that the airplane we hoped to be on was going to fly off into the night without us on it.

Eventually, with the help of our persistent travel agent, we managed to get on a later flight to Heathrow where we knew we had already missed our connecting flight that was to glide us into Manchester for the night. We had to be to Manchester that night, because we were scheduled for a business visit at 7 a.m. the next morning.

This time, the Plan B our travel agent came up with did not involve flying. We were booked on a bus that would take us on a late-night trip to our destination. As it turns out, however, we were not the only people expecting to leave on a bus from Heathrow. There were dozens upon dozens of buses and no one with a friendly sign saying, "Welcome, Aggies."

We finally discovered the right bus and managed to get to our destination after midnight. Thankfully, the students we had in tow did not rebel or grumble at our changing plans but made the best of it each step of the way. Experienced travelers will tell you that being an "Ugly American," to borrow a phrase from the book by the same name, is not an effective way to navigate in foreign lands. Part of international travel often includes figuring out how to



Kathy McConkie says diplomacy is critical when traveling internationally.

get travel plans back on track, and to do that it's important that you pack some diplomacy, a lot of patience, and a fully charged cell phone.

Huntsman Post

Two Graduates Find Success in Unexpected Places

By Nadiah Johari

Whitney Dastrup imagined she would get a nice corporate job when she graduated. She now travels back and forth between San Francisco and India managing a small nonprofit organization that provides education to poor children. Scot Marsden, who majored in finance and economics, did not envision himself working at one of the “Big Four” accounting firms, but is now enjoying his new job at Deloitte & Touche LLP.

While their early vocational journey has taken them down unexpected paths, both said that their Huntsman education has prepared them well for their new careers.

Whitney teamed up with another USU graduate, Casey Allred, and they serve as co-directors of Effect International, an organization that builds schools in countries where they might not otherwise be available. She recently worked in Sasaram, Bihar, which is one of the oldest cities in India. The city has a literacy rate that is among the lowest in the world. Today, as a result of the efforts made by Effect International, a school serving 250 students is open and operating there.

“It’s neat knowing you can make a difference, and it’s inspiring to see people who understand that and are willing to contribute to our cause,” Whitney said.

Whitney said her participation in the Huntsman School’s **Small Enterprise Education and Development (SEED)** Program in Peru helped her prepare for the job she now has with Effect International. Her internship in Peru taught her how to create and evaluate business plans. She’s been able to tap this experience in her new job where she has worked on five business plans, she said.



Whitney Dastrup with some Effect International students in India.

One of Whitney’s duties at Effect International is running the business side of the nonprofit organization. They are preparing to launch what they call a “school-in-a-box” model, which is a new approach that has been tested in Africa. It’s a market-based solution to education that would allow partners to open low-cost schools, complete with quality curriculum and teacher training programs offered by Effect International. The goal would be for each school in the chain to be profitable and self-sustaining within six months of opening.

“We try to run Effect International more like a business than a nonprofit, and people notice that,” Whitney said. “We consider our organization a social business that will allow our schools to be 100% sustainable.”

Scot said he has learned that Deloitte hires more than just accounting graduates, including many who majored in finance and economics so the firm can meet the varied needs of its clients.

Scot is an example of a student who benefited from the Huntsman School’s unique opportunities. Through a Career Acceleration Trip, Scot had the opportunity to visit New York City and get connected with USU alumni who were already working in the Big Apple.

“This was a key factor in my job placement,” he said. “The Huntsman School prepared me for my current position by providing me with financial and economic understanding of the investment management industry that I now work in.”

Scot is working as a business risk consultant at Deloitte in New York. He said he had to go through preliminary interviews with officers from Deloitte in Salt Lake. Due to his specific interest in New York, he was referred to the New York office for final interviews. He said this is where his experience on the New York City Career Acceleration Trip helped him. He was able to get good referrals from USU alumni within Deloitte who he had met during the trip, he said.

During his senior year at USU, Scot served as the business senator for the Associated Students of Utah State University. He said the experience helped him to understand and apply leadership principles in his personal and professional life. He also said students should use the network within the Huntsman School when looking for jobs.

"Aggies are succeeding all across the world, and they are willing to do everything in their power to help you land your first job," he said. "Be aggressive in your job search, and believe in your potential."



Scot Marsden didn't expect to end up at Deloitte & Touche LLP.

Huntsman Post

Jon Schmidt of The Piano Guys Details His Road to 217 Million YouTube Views

By Klydi Heywood

The Piano Guys' videos have attracted more than 217 million views and 1.2 million YouTube subscribers. Jon Schmidt, the pianist for the group, said it all started by daring to do something that had never been done before.

Mr. Schmidt shared his story as part of the Huntsman Entrepreneur Leadership Series that started in January and is sponsored by the Center for Entrepreneurial Excellence. Students filled the auditorium in the Eccles Conference Center 30 minutes before the show started, and by 6 p.m., people were sitting in the aisles and crowding the doorways, hoping to see Schmidt talk and perform.

Mr. Schmidt started his career by playing at benefit events and selling his music on cassette tapes whenever he could. Although he said he was amazed that people actually wanted to buy his tapes, he continued to test out new venues for his music. He rented out the Highland High School auditorium, put up a few posters, and played the piano for about 1,000 people.



Jon Schmidt talks to USU students.

Photo by Klydi Heywood

"That's the kind of formula I used," Mr. Schmidt said. "If there are any aspiring musicians out there, that's a great formula."

He then took it one step further.

"I thought, you know what, if I package myself like a big name, I wonder if people will believe it?" he said.

He rented out Kingsbury Hall, a major performance venue in Salt Lake City, and filled the house.

"What you project really does become what people perceive and believe, even if you're just pretending and faking," Mr. Schmidt said. "In other words, fake it 'til you make it," he said, laughing.

Another piece of entrepreneurial advice from Mr. Schmidt was to do something that has never been done before. When Mr. Schmidt met cellist Steven Sharp Nelson, he wanted to create something different. With their first YouTube sensation, "Love Story Meets Viva la Vida," they realized they had done exactly that.

Mr. Schmidt illustrated his story by sharing a number of tunes, including "Love Story Meets Viva la Vida." The audience responded to his music as he bobbed his head to the beat, swayed his shoulders to the melody and even spun around to play upside down.

When asked what got him through the tough times of being an entrepreneurial musician, Mr. Schmidt gave credit to God and his gut. He stated that in order to feel good about what he does each day, he has to follow his passion.

View a recording of Jon Schmidt's Entrepreneur Leadership Series presentation on "Building a Music Company with Social Media."