Huntsman Alumni Magazine, Spring 2010

USU Jon M. Huntsman School of Business

Follow this and additional works at: https://digitalcommons.usu.edu/huntsman_magazine

Part of the Business Commons

Recommended Citation
https://digitalcommons.usu.edu/huntsman_magazine/5
Stephen R. Covey becomes the first Huntsman Presidential Chair in Leadership
One of the most rewarding things about serving as dean of the Jon M. Huntsman School of Business is the opportunity to work with so many people who share a vision of what this school can become. Our students come to us with a strong ethical framework and the will to work hard. We help them develop the analytical skills they will apply in innovative ways in the global marketplace. But more importantly, we seek to reinforce their desire to succeed without ethical compromise. We teach them that as they center on correct principles, they will have the confidence and capability to weather the storms that life will inevitably send their way.

Stephen Covey is one person who is known internationally for helping others see the value of living a principle-centered life. The fact that he has offered to help us not only shape tomorrow’s leaders but make the Huntsman School of Business the place people go to study principle-centered leadership is news that has energized us all. It has helped us envision more clearly what we can achieve together.

You’ll also read about some outward evidence of the changes going on here at the Huntsman School of Business: several 22-foot-tall banners now stream over the main entrances to the George S. Eccles Business Building. They promote the theme “Dare Mighty Things.” We borrowed the phrase from a famous speech by President Theodore Roosevelt. We think it captures nicely our vision and mission for the school and for our students.

Our vision of what the Huntsman School of Business can become is continuously being refined and more sharply drawn. It’s exciting to discover new opportunities to make this vision even brighter — just one more thing that’s making this journey so rewarding. We invite you to join us. Who knows what’s around the next bend?

“We are also motivated and inspired by his example: Dr. Covey is donating his entire salary back to the school.”

Douglas D. Anderson

A MESSAGE FROM THE DEAN

One of the most rewarding things about serving as dean of the Jon M. Huntsman School of Business is the opportunity to work with so many people who share a vision of what this school can become. Our students come to us with a strong ethical framework and the will to work hard. We help them develop the analytical skills they will apply in innovative ways in the global marketplace. But more importantly, we seek to reinforce their desire to succeed without ethical compromise. We teach them that as they center on correct principles, they will have the confidence and capability to weather the storms that life will inevitably send their way.

Stephen Covey is one person who is known internationally for helping others see the value of living a principle-centered life. The fact that he has offered to help us not only shape tomorrow’s leaders but make the Huntsman School of Business the place people go to study principle-centered leadership, is news that has energized us all. It has helped us envision more clearly what we can achieve together. We are also motivated and inspired by his example: Dr. Covey is donating his entire salary back to the school.

It is fitting that Dr. Covey be the first to fill the Jon M. Huntsman Presidential Chair in Leadership. Mr. Huntsman is someone we hold up as an example of a principle-centered leader who has succeeded and continues to serve others. These two leaders have made extraordinary contributions to society through their work, their philanthropy and their teachings. What a gift it is to have them working together on behalf of the students and faculty of Utah State University!

In this magazine, we invite you to get to know Dr. Covey better. You will also learn about the Stephen R. Covey Center for Leadership and the great opportunity we all have to contribute to something that will influence generations to come.

You’ll also read about some outward evidence of the changes going on here at the Huntsman School of Business: several 22-foot-tall banners now stream over the main entrances to the George S. Eccles Business Building. They promote the theme “Dare Mighty Things.” We borrowed the phrase from a famous speech by President Theodore Roosevelt. We think it captures nicely our vision and mission for the school and for our students.

Our vision of what the Huntsman School of Business can become is continuously being refined and more sharply drawn. It’s exciting to discover new opportunities to make this vision even brighter — just one more thing that’s making this journey so rewarding. We invite you to join us. Who knows what’s around the next bend?

“We are also motivated and inspired by his example: Dr. Covey is donating his entire salary back to the school.”

Douglas D. Anderson

A MESSAGE FROM THE DEAN
Dear Editor:

One of the last courses I took at USU was a new distance education class called Com-Net. The classroom resembled a television studio more than a regular classroom, and the instructor explained that we would be joined electronically to other classrooms throughout the State of Utah. We only had an audio link, but I remember thinking how high-tech it was—we all felt like pioneers who were enhancing the delivery channels for higher education.

Fast forward to 2010. After completing the first year of college at USU, my daughter returned home to Southern California and went to work for the Disney Corporation. She is currently a Disney cast member. Our summer position was extended; and despite her love for her USU, she decided to continue her employment for a year before returning to Logan. Rather than having to choose between two passions, (USU and Disney), Rachel contacted her counselor at the Huntsman School and they were able to show her how she could continue her education at USU by enrolling in on-line classes. Unlike Com-Net of 1991, she simply logs on to a virtual USU classroom from anywhere, at anytime and dressed in anything (even a Disney costume).

In fall 2010, Rachel plans to return to Logan to continue with her degree in marketing and public relations. She will not only get back to having her formal education, she will now have practical experience that adds relevance to her endeavor.

Sincerely,
Gene N. Dunford, ‘91, marketing
Whittier, CA

Dear Editor:

I am enjoying the latest reading of the Huntsman Alumni Magazine, especially the article about Mr. Shingo and his appearance at the Shingo Conference in Nashville. Our company, Autoliv, won the Shingo Prize this year, and I am proud to let you know there are many Aggies who shared this award at Autoliv.

Dave Anderson, ’83, accounting
Ogden, UT

Dear Editor:

As evidenced by this magazine, USU and the Huntsman School of Business seem to be thriving. I grew up in North Logan, so my roots go deep into Cache Valley and Utah State University; and, although I have not lived in Logan for over 22 years, I return frequently to visit family. Last Thanksgiving I had the opportunity to go to lunch and renew a long friendship with Paul Fjeldsted, a fellow USU graduate and now professor at the Huntsman School of Business. Paul and I attended USU together; and, as we reminisced about our time at USU and our careers since, many memories came back, giving us a sense of appreciation for the school that became our foundation.

Since our conversation I have wanted to take a few minutes and recognize the school for the progress it has obviously made in terms of academics and professionalism and the strong connections it is developing with the business community. I have always been proud of the education I received at USU. It served me well as I started my career on Wall Street, then attended business school at the University of Chicago, and then began my subsequent career in M&A consulting, which I continue today. USU graduates should feel like nothing is beyond their reach if they have a strong enough desire and work hard toward their goals.

Blair Mumford, ’87, finance
Humble, TX

Dear Editor:

I love the new Huntsman Alumni Magazine! Thank you for producing such a high-quality product.

Brian W. Kunsaker, ’89, finance
Bountiful, UT

We’d love to hear from you!

Have something to say? Please let us know how we’re doing by sending a note to steve.eaton@usu.edu.

Dear Editor:

I was impressed that he not only remembered who I was but also knew what I had been up to. After we talked, I noticed that he was calling almost every other student by name and knew what they were involved in as well. I thought to myself, “Wow, this professor really cares about his students.”

I think the professor can either make or break a class. Dr. Kannan definitely made the supply chain management class a memorable and enjoyable experience. He is personable with the students and enthusiastic about the material he teaches. By creating an atmosphere that puts students at ease, he makes it easy for them to participate.

Over the course of the semester, we read many articles focusing on different aspects of the supply chain and analyzed them. We were required to write papers on what we learned from the articles and how the concepts can be applied to supply chain strategy. Then, bringing our knowledge and opinions to the class discussion, each student was expected to ask questions, share comments and contribute.

With a style different from any other professor I have known, Dr. Kannani focused on engaging the students in class discussion. He pushed students to come to class prepared and ready to learn from one another. We weren’t stuck listening to lectures and taking notes but rather had the opportunity to help create the lecture with our own thoughts, knowledge and perceptions.

Although speaking up in class often pushed me out of my comfort zone, it strengthened my desire to understand the material so I could offer meaningful insights to the discussion. I thoroughly learned and retained the material. In some classes, it seems like there is so much material to cover that students end up memorizing the information and regurgitating it for a test. Although memorizing is sometimes beneficial, it does not sink as deeply beneath the surface as does engaged, real-life application.

Dr. Kannan cares about his students, gets to know them all by name and strives to develop not only a teacher-student relationship with them, but a friendship as well. He also shows he cares by adapting his teaching style to the preferred learning style of his students. He is primarily focused on the success of those around him. The fundamental principles I learned in his course will stay with me and help me when I graduate and move into the business world.

---

“Feeling apprehensive on the first day of school, I walked into my supply chain management class. I had moved back to the United States only two days earlier. Before class started, Vijay Kannan came up and greeted me saying, ‘Hi Katlin! How are you and how was Germany?’”

Vijay Kannan asks some insight with student Katlin Stewart

---

“Although speaking up in class often pushed me out of my comfort zone, it strengthened my desire to understand the material so I could offer meaningful insights to the discussion. I thoroughly learned and retained the material. In some classes, it seems like there is so much material to cover that students end up memorizing the information and regurgitating it for a test. Although memorizing is sometimes beneficial, it does not sink as deeply beneath the surface as does engaged, real-life application.”

— Katlin Stewart

---

“The fundamental principles I learned in his course will stay with me and help me when I graduate and move into the business world.”

— Katlin Stewart

Huntsman Alumni Magazine Spring 2010

huntman.usu.edu

Huntsman Alumni Magazine Spring 2010

huntman.usu.edu
The faculty has been more aggressive and supportive—at least that is true if they are interested in getting a
We remember Merlin Olsen and his legacy on this issue’s
Dr. Mills, who was named the teacher of the year for
Dr. Mills said that, with the assistance of graduate
Students who enter our
"Students who enter our program end up working with people from all over the world," Dr. Mills said. "That kind of practical experience and exposure to such cultural diversity can prove very valuable in the workplace."

The program helps graduates land jobs as database managers, systems analysts and computer information systems leaders.

Dr. Mills said that, with the assistance of graduate students, they have responded quickly to any e-mails and inquiries that have come in about the program. They have increased their marketing and featured students from other countries in their promotions. The faculty has been more aggressive and supportive in recruiting efforts, he said.

"Bob Mills has revitalized our MIS master’s program," said John Johnson, the head of the Management Information Systems Department. "Our attention has now shifted to finding ways to better serve our growing enrollment. And that’s a wonderful challenge to have."
Huntsman athletes take their WORK ETHIC into the classroom to WIN academically

By Steve Eaton, editor

Most employers don’t ask potential employees if they know how to sink a three-pointer under pressure on national television. However, those who get to know the Jon M. Huntsman School of Business students who have excelled in athletics and academics will likely see nothing but advantage in adding a former USU athlete to their team. Athletes interviewed at the Huntsman School of Business talked about the need to manage time wisely, to be disciplined and to contribute to team goals. They talked of how being pushed to their limits in competition easily translates to the mental toughness they need to excel in school. They develop “no excuses” attitudes.

Nate Bendall, a junior majoring in finance and economics, played starting center on this year’s regular season WAC championship basketball team that went to the NCAA tournament. Mr. Bendall, who made the 2010 WAC All-Newcomer Team, said that with the traveling and demands on his schedule it can be easy to make excuses.

“They call us student-athletes because being a student comes before being an athlete,” he said.

Ms. Boone and Ms. Heinrich each said their experience as captains has taught them about leadership.

“I think that gives us kind of a big advantage, leading a team, motivating a team and that can apply to the business field and any kind of job that you are in,” Ms. Boone said.

Ms. Boone said she wants to go into real estate and jokes that her gymnastics experience has prepared her well for such a career. “I really want to flip houses for a living,” she said. “I can flip myself, so why not flip a house?”

“Last year, USU had 181 student-athletes earn academic All-WAC honors, which led the league. We are proud of our student-athletes. At USU, we build employees if they know how to sink a three-pointer under pressure on national television.

“Last year, USU had 181 student-athletes earn academic All-WAC honors, which led the league. We are proud of our student-athletes. At USU, we build employees if they know how to sink a three-pointer under pressure on national television.

“Last year, USU had 181 student-athletes earn academic All-WAC honors, which led the league. We are proud of our student-athletes. At USU, we build employees if they know how to sink a three-pointer under pressure on national television.

“Last year, USU had 181 student-athletes earn academic All-WAC honors, which led the league. We are proud of our student-athletes. At USU, we build employees if they know how to sink a three-pointer under pressure on national television.

“Last year, USU had 181 student-athletes earn academic All-WAC honors, which led the league. We are proud of our student-athletes. At USU, we build employees if they know how to sink a three-pointer under pressure on national television.

“Last year, USU had 181 student-athletes earn academic All-WAC honors, which led the league. We are proud of our student-athletes. At USU, we build employees if they know how to sink a three-pointer under pressure on national television.

“Last year, USU had 181 student-athletes earn academic All-WAC honors, which led the league. We are proud of our student-athletes. At USU, we build employees if they know how to sink a three-pointer under pressure on national television.

“Last year, USU had 181 student-athletes earn academic All-WAC honors, which led the league. We are proud of our student-athletes. At USU, we build employees if they know how to sink a three-pointer under pressure on national television.
When 30 Huntsman Scholars visited Paris in October 2009, an outsider might have thought they were no different than the 45 million people who visit Paris each year.

However, these Aggies were far more than typical tourists trying to make their way through the narrow streets of Paris. The students traveled with a dedicated team of professors and embedded executives who helped them navigate various cultures and gave them opportunities to learn first-hand about the complexities of the global marketplace.

And Paris was only one stop on their academic voyage. The students also traveled to Switzerland and Belgium to learn about geography, culture, social issues and government structures. "It's quite incredible how professional our students are in these unique situations," said Stacey Hills, clinical professor and co-director of the Huntsman Scholars program, said.

"Being a Huntsman Scholar has been one of the most difficult, but rewarding, experiences I have been through as a student," said Derek Kent, a Huntsman graduate and junior majoring in human resource management. "The experience is also transformational, and the value extends beyond an exciting trip to Europe."

"Being a Huntsman Scholar has been one of the most difficult, but rewarding, experiences I have been through as a student." — Derek Kent

"The entire experience has been life-changing," said Jami Dixon, Huntsman Scholar and junior majoring in human resource management. "Being a Huntsman Scholar has given me more opportunities than I ever imagined. After I graduate, I will find ways to help future Huntsman students have the same experience."
One day, years ago, Stephen R. Covey took a small group of people to a place in Salt Lake City to have them stand atop a building and look at a hole in the ground.

Dr. Covey hoped to communicate an important lesson to the most important group he’d ever teach — his family.
His greatest strength comes from the fact that he is who you think he is.” — Stephen M.R. Covey

The hole was about to become a building, and Dr. Covey arranged for an architect to come and show them the planned structure’s blueprints, according to Dr. Covey’s oldest son, Stephen M.R. Covey.

His father explained to them that before you start to build, you must have a plan. He was teaching his children the second habit: “Begin with the end in mind.”

“We were the first guinea pigs for the seven habits,” said the younger Covey, who is now a speaker and author of the best-selling book *The Speed of Trust.*

The 7 Habits of Highly Effective People

*The Leader in Me* (2008), with Bob Whitman

*Predictable Results in Unpredictable Times* (2008), with Bob Whitman

*Everyday Greatness* (2009), with David K. Veech

*The 8th Habit* (2009), with Dr. R. Merrill

*Living the 7 Habits* (1999)

*Principle-Centered Leadership* (1983), with 7 co-authors

*The First Thing First* (1994), with A. Roger Merrill and Rebecca R. Merrill


*First Things First Every Day* (1983)

*Daily Reflections for Highly Effective People* (1984)

*How to Succeed With People* (1971)

*The Divine Center* (1982)


*How to Get Things Done in the Right Way* (1974)

*The Nature of Leadership* (1999), with A. Roger Merrill and Doreen Jones

*The 7 Habits of Highly Effective Families* (1997)

*The 7 Habits of Highly Effective People* (1989)

*The 7 Habits of Highly Effective People* (1988)

*First Things First Every Day* (1982, 2nd ed.)

*The Seven Habits of Highly Effective People* (1989)

*How to Alter the President’s Perspective: With The Honorable Larry M. Flynt* (1986)

*The 7 Habits of Highly Effective Managers* (1997)

*First Things First Every Day* (1981)

*Principle-Centered Leadership* (1980)

*The 7 Habits of Highly Effective People* (1988)

*The 8th Habit* (2009)

*The First Thing First* (1994)

*Daily Reflections for Highly Effective People* (1984)


*How to Get Things Done in the Right Way* (1974)

*The Nature of Leadership* (1999), with A. Roger Merrill and Doreen Jones

*The 7 Habits of Highly Effective Families* (1997)

*The 7 Habits of Highly Effective People* (1989)

*The 7 Habits of Highly Effective Managers* (1997)

*First Things First Every Day* (1982, 2nd ed.)

*The Seven Habits of Highly Effective Managers* (1997)

*How to Alter the President’s Perspective: With The Honorable Larry M. Flynt* (1986)

*The 7 Habits of Highly Effective Managers* (1997)

*First Things First Every Day* (1981)

*Principle-Centered Leadership* (1980)

*The 7 Habits of Highly Effective People* (1988)

*The 8th Habit* (2009)

*The First Thing First* (1994)

*Daily Reflections for Highly Effective People* (1984)


*How to Get Things Done in the Right Way* (1974)

*The Nature of Leadership* (1999), with A. Roger Merrill and Doreen Jones

*The 7 Habits of Highly Effective Families* (1997)

*The 7 Habits of Highly Effective People* (1989)

*The 7 Habits of Highly Effective Managers* (1997)

*First Things First Every Day* (1982, 2nd ed.)

*The Seven Habits of Highly Effective Managers* (1997)

*How to Alter the President’s Perspective: With The Honorable Larry M. Flynt* (1986)

*The 7 Habits of Highly Effective Managers* (1997)

*First Things First Every Day* (1981)

*Principle-Centered Leadership* (1980)

*The 7 Habits of Highly Effective People* (1988)
A mission to lift and inspire people and organizations to their highest potential, to greatness.”

Sean Covey, another son and author of The 7 Habits of Highly Effective Teens, said that one way his father helps people reach their highest potential is simply by helping them recognize it in themselves.

“He believes fundamentally that people need affirmations and that a fundamental problem with many people is self-doubt,” Sean said.

Mr. Craig said Dr. Covey trusts people with projects and watches them rise to meet the challenges.

“That’s his definition of leadership,” Mr. Craig said.

“It’s to communicate to people their worth and potential so clearly that they come to see it in themselves.”

Stephen M.R. Covey can testify to that. He admits he was the son Dr. Covey described in his “green and clean” story in The 7 Habits of Highly Effective People. The story describes how Dr. Covey assigned his 7-year-old son to be in charge of keeping his yard as nice as the neighbor’s yard, which Dr. Covey pointed out was always “green and clean.” His son initially struggled with the assignment but eventually took full responsibility for the yard around the family’s home.

Dr. Covey eventually ended up trusting his son with far more than yard work. Stephen M.R. Covey is the former CEO of the Covey Leadership Center, which he led to become the largest leadership development company in the world. Under Stephen M.R. Covey’s direction, the company doubled its revenues to more than $110 million, while increasing its profits by 12 times.

Bob Whitman, the CEO of FranklinCovey, said that when he was trying to decide what to do after graduation from the University of Utah, he phoned Dr. Covey, who was a complete stranger then, and asked if he could talk to him. Dr. Covey spent more than an hour and a half offering him advice that changed his direction. The exchange was obviously pivotal for Mr. Whitman, but the investment paid off for Dr. Covey years later as well when Mr. Whitman was drafted to become the CEO of FranklinCovey.

Now Dr. Covey is investing in the potential he sees in the students at the Huntsman School of Business, and that will give him a chance to visit Logan more often. Dr. Covey has always had a number of ties to Cache Valley. His great-great-grandfather was from Cache Valley. His great-great-grandfather was from Logan, and his wife’s great-grandfather was the first president of the Logan LDS Temple.

His most recent connection to Cache Valley began when he was invited to speak at the Shingo Prize for Operational Excellence Conference in May 2009. The Shingo Prize is a non-profit organization within the Jon M. Huntsman School of Business that has developed a worldwide reputation for helping companies change cultures, better tap employee strengths and become more efficient. Dr. Covey said he was very impressed to see the Shingo organization’s philosophies and approach, and how it has “institutionalized principles.”

That initial introduction led him to learn more about the Huntsman School of Business. Dr. Covey said he was impressed to learn that the school, a secular institution, has been teaching some of the same principles he has taught for years.

He said the right culture within the school will do the most to help shape principle-based leaders.

“You create a culture that is based upon universal and timeless principles, and you take an inside-out approach,” he said, “not just an outside-in approach.”

Dr. Covey said that students at the Huntsman School of Business can “lead lives of extraordinary contribution.”

“They understand that by instilling in today’s students a principled new mindset and skillset — one equal to the complex demands and challenges of today’s new global, economic, societal reality — they will produce generations of leaders who will not only serve and lead their families and communities with greatness; they will attract to the organizations and teams they lead, the world’s most talented, innovative, trustworthy people.”

For now, there’s not even a hole in the ground that one can point to as the eventual home of the Huntsman Center for Leadership. But Dr. Covey and other leaders at the Huntsman School of Business have begun with the end in mind. It’s an end, however, that they see as only the beginning — the beginning of something they hope will impact ethical leaders for generations to come.

You create a culture that is based upon universal and timeless principles, and you take an inside-out approach, not just an outside-in approach.”

— Stephen R. Covey

Dr. Covey speaks to Huntsman faculty.

Sandra Covey remembers a time she got an unusual phone call while she and her husband were skiing at the Sundance Resort in Utah.

It was someone who told her that U.S. President Bill Clinton was on the phone and would like to talk to her husband, Stephen Covey.

“Oh, sure he is,” Ms. Covey remembers saying, not believing she was keeping the president of the United States waiting.

“No ma’am, this is true,” the voice said. “This is the White House.”

Ms. Covey said when she realized the phone call wasn’t a prank, she went out onto the slopes to get her husband.

Dr. Covey must be used to such calls by now. He has met with presidents George W. Bush and Barack Obama. He has trained 34 heads of state. When he goes to speak in a given country, he’ll contact the head of state and offer his services. Nearly always, the opportunity to talk with leaders and faculty just seem to ‘get it,’” he said.

“By cultivating a universal approach, “he said, “not just an outside-in approach.”

Dr. Covey’s books have sold more than 20 million copies in 38 languages and in 2002 Forbes named the 7 Habits book one of the top 10 most influential management books ever written. The audio tape version of The 7 Habits of Highly Effective People is the best selling nonfiction audio book in his career. He has authored the best-sellers, First Things First, Principle-Centered Leadership, The 7 Habits of Highly Effective Families, The 8th Habit: From Effectiveness to Greatness and several other books. His most recent book is Great Work, Great Career. Dr. Covey said he has another seven books in the works.

Dr. Covey is the co-founder and vice-chairman of FranklinCovey, the leading global professional services firm in the world, with offices in 123 countries. He was inducted into the Shingo Academy in April 2003. In 2001, he received the Fatherhood Award from the National Fatherhood Initiative.
There is no shortage of organizations that would like to have Stephen R. Covey on their team. When Dr. Covey brings his vision, his passion, his talent and his experience to the table, great things begin to happen.

Faculty, staff and students were able to see that first-hand when Dr. Covey came to speak at a Dean’s Convocation at USU on Feb. 24, just one week after his appointment was announced.

“There is a real crisis of trust in the business community and in the world, yet there are also powerful examples of leaders with great character and competence who live their lives by timeless principles of enduring success,” Dr. Covey said. “Many of those ethical leaders are our co-workers, our friends and members of our alumni community. Working with them, we can have a tremendous amount of influence in shaping our future.”

In reference to a concept he calls “a trim tab” — the small rudder that turns the big rudder on an ocean liner — Dr. Covey said: “We have an opportunity to revolutionize teaching and instill the importance of principles in this next generation of leaders. We can be a ‘trim tab’ for them, and they can be a trim tab for positive influence in the world.”

Dean Anderson said the Huntsman School is wasting no time in taking steps to integrate Dr. Covey’s principles into the culture of the school and the curriculum.

“We believe that in order to train great leaders, we all need not only to be aware of these principles, but to practice them.” Dean Anderson said. “We believe the U.S. Army has it right when it says, ‘There is no lesson learned, unless a behavior is changed.’ We intend that the principles Dr. Covey has articulated will have a lasting impact on our students, our faculty and our staff as the new Stephen R. Covey Center for Leadership becomes a reality. I’m hoping that those who share our vision, including our alumni and friends, will step forward now, when it really matters, to make personal contributions and help us raise funds for this great new center.”

In anticipation of the announcement event in February, Cass Mathes, a Master of Science in management information systems student, purchased ‘The 7 Habits of Highly Effective People’ and read it in three days. He said he loved the book and was grateful for the opportunity to meet and talk with the author himself.

“There is a real crisis of trust in the business community and in the world, but there are also powerful examples of leaders with great character and competence who live their lives by timeless principles of enduring success,” Dr. Covey said. “Many of those ethical leaders are our co-workers, our friends and members of our alumni community. Working with them, we can have a tremendous amount of influence in shaping our future.”

In reference to a concept he calls “a trim tab” — the small rudder that turns the big rudder on an ocean liner — Dr. Covey said: “We have an opportunity to revolutionize teaching and instill the importance of principles in this next generation of leaders. We can be a ‘trim tab’ for them, and they can be a trim tab for positive influence in the world.”

Dean Anderson said the Huntsman School is wasting no time in taking steps to integrate Dr. Covey’s principles into the culture of the school and the curriculum.

“We believe that in order to train great leaders, we all need not only to be aware of these principles, but to practice them.” Dean Anderson said. “We believe the U.S. Army has it right when it says, ‘There is no lesson learned, unless a behavior is changed.’ We intend that the principles Dr. Covey has articulated will have a lasting impact on our students, our faculty and our staff as the new Stephen R. Covey Center for Leadership becomes a reality. I’m hoping that those who share our vision, including our alumni and friends, will step forward now, when it really matters, to make personal contributions and help us raise funds for this great new center.”

“In anticipation of the announcement event in February, Cass Mathes, a Master of Science in management information systems student, purchased ‘The 7 Habits of Highly Effective People’ and read it in three days. He said he loved the book and was grateful for the opportunity to meet and talk with the author himself.”

In anticipation of the announcement event in February, Cass Mathes, a Master of Science in management information systems student, purchased ‘The 7 Habits of Highly Effective People’ and read it in three days. He said he loved the book and was grateful for the opportunity to meet and talk with the author himself.

“In anticipation of the announcement event in February, Cass Mathes, a Master of Science in management information systems student, purchased ‘The 7 Habits of Highly Effective People’ and read it in three days. He said he loved the book and was grateful for the opportunity to meet and talk with the author himself.”
As students returned to classes on the first day of spring semester 2010, 22-foot-tall window banners graced the side of the George S. Eccles Business Building. The banners visually illustrate a new campaign for the Jon M. Huntsman School of Business. Leveraging a famous speech by President Theodore Roosevelt, the theme “Dare Mighty Things” is a challenge the Huntsman School will build on.

The window graphics, which feature photographs of students and professors, illustrate the connection between “Dare Mighty Things” and three key messaging points: commitment, leadership and purpose. Each of the programs and student services within the Huntsman School relate to one or more of these messaging points and will be promoted as such to help reinforce the call to action.

“The purpose and call to action of these internal graphics and the ongoing campaign will be to encourage students to take control of their Huntsman experience,” said Ken Snyder, executive dean and chief administrative officer. “As the campaign develops, the message will be reinforced by testimonials and examples of our students, faculty, staff and alumni who show commitment, leadership and purpose,” he said. “Each element of the campaign will work to support these central themes as we work to fulfill our mission, vision and purpose to inspire all to ‘Dare Mighty Things.’”

Everyone at the Jon M. Huntsman School of Business wants to contribute in some way. There are few, however, whose contributions are as visible as those Troy Oldham has brought to USU.

He is the new executive director of marketing and branding at the Huntsman School of Business, and with Mr. Oldham that means going beyond ordering key chains and logo pens. The first day of spring semester, students arrived to see the outside appearance of the building completely transformed by giant colorful posters featuring students and the phrase, “Dare Mighty Things.” (See previous page.)

Mr. Oldham has been with Utah State University for six years as a lecturer in USU’s Department of Journalism and Communications. He started working in his new position in May of 2009 and began daring mighty things long before he made that part of the school’s culture.

“Dare Mighty Things” by Natali Naegle, contributor

Momentum is key for Huntsman graduates entering today’s competitive marketplace. That’s why the Jon M. Huntsman School of Business has hired three experienced professionals who the school is calling “career accelerators.”

As new additions to the Huntsman School of Business team, Ron Godfrey, Barry Heninger and Lynne Pettit work as career acceleration specialists. Drawing from their experience, they work one on one with students, helping them develop the skills they need to impress employers.

Landing a job takes more than just fulfilling qualifications and knowing the company, said Mr. Godfrey, Mr. Heninger and Mr. Pettit. It’s about connecting with people. While providing help for students in developing interpersonal skills and strengthening résumés, their advice is to “own the interview.”

“When someone walks through the door and begins to speak, you can tell if they’ve got leadership skills,” said Mr. Godfrey. “You can tell if they are principle-driven by how they treat others. We are looking for someone who has a motivation about them, who is internally driven, who empowers other people and enables them to do their best. That sort of inspirational behavior is easily picked up in an interview.”

Along with helping students develop the skills needed to perform well in an interview, Mr. Godfrey, Mr. Heninger and Mr. Pettit are making connections with USU alumni to create more internship opportunities.

“Career Accelerators” by Megan Starley, contributor

“Our real purpose is to inspire passion for doing something that is beyond what students may have originally considered.”

— Barry Heninger

This story “Oldham” is continued on page 39.
The Jon M. Huntsman School of Business has bestowed its highest honor on a former student who came from a small town in Utah and is now the senior vice president of human resources for the Disney/ABC Television Group.

Jon M. Huntsman presented Steve Milovich with the Distinguished Executive Alumnus Award at a banquet at Utah State University that drew more than 550 people. The Annual Awards Banquet offers friends and alumni who have funded scholarships the opportunity to meet the students they have helped.

Mr. Milovich, who was raised in Price, Utah, now oversees all of the organizational and human resource efforts worldwide at the Disney/ABC Television Group. The group includes the ABC Television Network, Disney Channels Worldwide, cable network’s ABC Family, Disney/ESPN television and several other major entities.

“Life has given each of us not only a full measure of challenges but also abundant opportunities,” said Mr. Huntsman. “Steve thrives in situations where he can build something positive from scratch or refine an operation so that it delivers better results.”

Mr. Huntsman told the group that Mr. Milovich believes business schools should teach the importance of ethical decision-making.

“He believes in teaching students to be innovative thinkers, to understand the global marketplace and to be empowered with accurate analytical skills,” Mr. Huntsman said.

Mr. Milovich, who graduated from the Huntsman School of Business in 1979 with a degree in economics, said that this award should be shared with his late father who pushed him to finish his degree. After graduating, Mr. Milovich later went on to earn his MBA at Pepperdine University in 1999, and said his focus on his personal and family life has given him the foundation for a successful vocational life.

“In my view, a focus on family and other dimensions of life beyond just a career will actually increase the likelihood that you will have sustained career success,” he said. “I really believe that a singular focus on work, your career and yourself is simply not sustainable in the long run.”

Mr. Milovich has also served in leadership positions at Walker Digital, AlliedSignal-Honeywell International, Broadway Stores and PepsiCo. During his visit to Utah State University, the executive met with students in classroom settings. There, he talked about industry trends in human resources and offered insight on how students might better succeed in the rapidly-changing global marketplace.

“We picked Steve for this honor because he is a great example of a nice guy who has finished first,” dean Douglas D. Anderson said. “Steve has a wonderful moral compass that has never failed him: treat people right, take care of your customer, focus on creating value, be honest in everything you do, work hard and continue to learn and business success will follow. He is a great example of what students at the Huntsman School of Business can aspire to become. We are enormously proud of him.”

“In my view, a focus on family and other dimensions of life beyond just a career will actually increase the likelihood that you will have sustained career success.”

— Steve Milovich
Gary Crittenden warns that continued borrowing and consuming will bring economic hardship

A former chief financial officer of Citigroup recently spoke at Utah State University about what led to the financial crisis of 2007, warning that if there aren’t changes made, the country will eventually see the dollar as the reserve currency of the world.

Gary Crittenden came to Citigroup in 2007 and left in 2009. He is now a managing director of Huntsman Gay Global Capital, a private equity firm, although he made clear he was not representing the company when he offered his insights at a Partners In Business Finance Seminar at Utah State University last year.

Mr. Crittenden said that during the financial crisis of 2007 and 2008 he witnessed the behind-the-scenes discussions that went on as the government tried to stabilize the financial markets. He said it had become “increasingly clear that we were on the precipice of what could be a truly global financial meltdown.”

He said things could have gotten much worse if the government hadn’t intervened. For the banking system to be funded, obviously, the government had to step in, he said.

“And for that, I can tell you that I’m very, very appreciative,” he said. “I’m appreciative of how hard those individuals worked, how much they tried to do the right thing, how engaged they were at trying to come to a solution that was both good for taxpayers and enabled the financial system to operate.”

However, Mr. Crittenden said the fixes are not long-term solutions to the problems the country faces. He said the country cannot continue to borrow more money overseas and consume at the levels it has been without eventual serious negative consequences.

“The best example I can think of is if you injure your back or injure your foot … and you go get a cortisone shot, you immediately feel like you are better,” he said. “You go back and you can run.”

He said the shot doesn’t really address the underlying problem.

“We’ve just gotten a gigantic cortisone shot, and the result of that is that we are out running,” Mr. Crittenden said. “The economy is getting better and things are going to feel better. But I would wager that every person here realizes that it’s not sustainable.”

He said eventually the global community will no longer see the dollar as the reserve currency of the world.

Huntsman Corporation CFO advises students to master finance and writing

The Huntsman name may already be familiar to business students on campus, but earlier this year they had the chance to learn more about Huntsman Corporation straight from its Chief Financial Officer Kuno Esplin who came to speak to the Finance and Economics Club.

Describing Jon M. Huntsman as a man with an “uncanny ability to gauge risk,” Mr. Esplin related Mr. Huntsman’s entrepreneurial story of building Huntsman Chemical from scratch. Because he did not have the money initially, he borrowed it and grew his business through debt. “What we do as managers is we take calculated risks and we make money on that,” he said.

Mr. Esplin emphasized the importance risk plays in financial management and encouraged students to work with people they can trust in an environment where they can manage risk.

In order to be a good risk manager, it is necessary to know critical finance principles, Mr. Esplin said, so he advised students to “dig into” core finance classes because those principles are real in the life of a CFO.

Along with gaining a core finance understanding, Mr. Esplin stressed the importance of writing skills. He said he spends 90 percent of his day writing, especially e-mails. He said he wishes he were a better writer, noting that he was “crushed by his competition.”

“In order to be a good risk manager, it is necessary to know critical finance principles, Mr. Esplin said, so he advised students to “dig into” core finance classes because those principles are real in the life of a CFO.”

R.C. Willey founder Bill Child visits USU, talks about his book and shares insight

When billionaire Warren Buffett tells you that you should write a book, it’s probably advice worth heeding.

At least that’s the way Bill Child saw it. The result is the book How to Build a Business Warren Buffett Would Buy: The R.C. Willey Story.

Mr. Child is the entrepreneur who led R.C. Willey Home Furnishings from a tiny operation in Syracuse, Utah, to a thriving business with 14 stores, which he eventually sold to Warren Buffett. The book was written by Jeff Benedict, an author and distinguished professor of English at Southern Utah University.

Dean Douglas D. Anderson called the book one of the great all-time business case studies he has read. He told the students at a Dean’s Convocation where Mr. Child and Mr. Benedict spoke that if they looked to the life of Mr. Child and emulated him, they would have success.

Mr. Benedict, who has written eight critically acclaimed books, including The Mormon Way of Doing Business, said he enjoyed writing the book that he called a “good, simple, clean, inspiring story.”

“Trust matters, it really does,” Mr. Benedict said. “And Bill’s story is all about that.”

“Bill Child represents the best of America. In matters of family, philanthropy, business or just plain citizenship, anyone who follows in his footsteps is heading true north.” — Warren Buffett

Mr. Child said that Mr. Buffett, who wrote the foreword to the book, told him he should write it saying, “If you can change just one person’s life in some way by writing a book, it’s worth it.” Mr. Child will give any royalties from the book to charity.

Mr. Child said that if they looked to the life of Mr. Child and emulated him, they would have success.

Mr. Benedict, who has written eight critically acclaimed books, including The Mormon Way of Doing Business, said he enjoyed writing the book that he called a “good, simple, clean, inspiring story.”

“Trust matters, it really does,” Mr. Benedict said. “And Bill’s story is all about that.”

“Bill Child represents the best of America. In matters of family, philanthropy, business or just plain citizenship, anyone who follows in his footsteps is heading true north.” — Warren Buffett

Mr. Child will give any royalties from the book to charity.

Reading two newspapers every day, Mr. Esplin stays informed about international current events. He told the students that one of the most important things they can do is expose themselves to the global environment. Many students at Utah State have international experience with a desire to work internationally, but Mr. Esplin said they can’t expect to find a job right out of college in a specialized area with immediate international opportunities.

ON THE WEB
This story is continued online at huntsman.usu.edu/esplin

ON THE WEB
Here are just a few examples of the alumni and friends of Jon M. Huntsman School of Business who have visited USU recently. Read more about speakers at: huntsman.usu.edu/speakers09-10

Eric Apple
Former USU and NFL quarterback
Professional motivational speaker

Joe Cowen
Editor of the Deseret News

Christina Buckley
CFO of Swin Coca-Cola
Professional Achievement Award recipient

Rebecca Bagam
CEO of Danfe
It is headquartered in Trujillo, Peru.

Michael Hazen
Director of the Center for Leadership and Change Management at the Wharton School, University of Pennsylvania.

Padmini Vinning
Rising Star Outreach
She leads micro-finance projects for India’s leprosy colonies.
‘50s
Ira Brachman, ’50, owns Jay W. Brachman, CPA and resides in Las Vegas, NV.
Gard Richards, ’51, a president of Salt Lake Development Corporation and its affiliated companies, Albuquerque, NM.
Bob Newell, ’51, is a partner in Deloitte, Tidewater, VA.
Bryan Cadly, ’52, works for the University of Phoenix in Fountain Hills, AZ.

‘60s
Jerry Sounes, ’60, is a franchise advisor for Wells Fargo in Arizona.
Larry Lukens, ’62, works in management for International Center Inn, NC, and also works for Alaska Foods, LLC, and makes his home in Alaska.
Roger Darrows, ’62, a senior judge for the State of Utah and resides in Henderson, UT
Keith Thompson, ’62, is the founder and executive director of Eastside Harmony Charter, Inc., and resides in Tooele, UT.
Jim Stanger, ’62, is a vice president at KCC and resides in Vail, CO.
Fred Howson, ’63, is a board member for the Layton School, and also resides in Layton, UT.
Sandy Lintz, ’63, is a seasoned importer at Meredith Products and resides in West Chester, PA.
Stephen Ridolfi, ’64, is an acoustician with H & M Metals and resides in Chandler, AZ.
Larry Harris, ’64, is a vice president for Overland Petroleum and resides in Sandy, UT.
Mark Dadis, ’65, is a partner at Dadis & Associates, and resides in Layton, UT.
Douglas Conley, ’66, owns several locations of Leathercraft Family Furniture in Layton, UT.
Jim Stansel, ’67, works for the United States Postal Service and resides in Los Alamitos, CA.
Ellen Wright, ’67, is a certified financial planner at Arbor Financial and resides in Midvale, UT.
Sarah Rieke, ’68, is a partner at Fischer Ross and resides in Provo, ID.
Narayanan Ramamurthy, ’69, associate dean at the College of Agriculture, Biotechnology and Natural Resources with the University of Nevada, Reno and resides in Reno, NV.
Steve Persse, ’70, is a partner and treasurer of NPS Investments and resides in Las Vegas, NV.
Joan Nance, ’71, is the executive director for the Davis County Attorney Office and resides in Farmington, UT.

‘70s
Caltra Crooman, ’70, owns Caltra Fun Top and makes his home in Malad Falls, ID.
Ann Moran, ’70, is a financial advisor at Morgan Stanley and makes her home in Natchez, MS.
Ken Rayner, ’71, is a vice president at Concept Corp Capital Corporation and resides in Salt Lake City, UT.
Stephen Murphy, ’72, is a senior vice president at Mutual of Omaha and resides in Clackamas, OR.
Dani Roberts, ’71, is a president and owner of W2 Direct and makes his home in La Canada Flintridge, CA.
Luke Lintz, ’72, is a seasoned importer at Meredith Products and resides in West Chester, PA.
Thomas Scarrera, ’72, is a vice president at Miller Brands of Phoenix and resides in Chandler, AZ.
Dan White Jr., ’72, works for Little Valley Properties, LLC and makes his home in Eden, UT.
Timothy Ridolfi, ’72, is an acoustician with H & M Metals and resides in Chandler, AZ.
Larry Harris, Jr., ’72, is a vice president for Kansas City Life and makes his home in Leawood, KS.
Mark Dadis, Jr., ’72, is the founder of Venture Solutions and makes his home in Los Alamitos, CA.
Bob Young, ’73, is a local estate agent at Berkshire Hathaway HomeServices and makes his home at South Gate City, CA.
Jill Brown, ’73, is a real estate agent at Berkshire Hathaway HomeServices and makes her home in Salt Lake City, UT.
Eric Milligan, ’77, works for Northern Utah University and resides in Ogden, UT.
Randy Bambrough, ’77, is a commercial real estate agent at Coldwell Banker and makes his home in Salt Lake City, UT.
Daniel Evandel, ’77, is a CPA with Utah and Idaho Bank and makes his home in Sandy, UT.
Mark Fedele, ’77, works for Banner Health and makes his home in Mesa, AZ.
James Goff, ’77, is a real estate broker at Zions First National Bank and makes his home in Ogden, UT.
Dana Burt, ’78, works for Marsh USA Risk and makes his home in Salt Lake City, UT.
Ferdie Skidmore, ’78, is a CPA with Skidmore & Hannon, PLLC and makes his home in Fruit Heights, UT.
Monte Marez, ’78, is an education leader with the Box Elder School District and resides in Kamas, UT.
Craig King, ’78, is a partner of King’s and Associates and resides in Oakley, UT.
Mountain Pass, ’78, is an owner of Digi-Data Network, Inc. and makes his home in Sandy, UT.

‘80s
Max Bailey, ’80, is a general partner with Rabbit, L. P. and resides in Provo, UT.
Daniel Treadwell, ’81, is a CPA with Treadwell and Company, and resides in Logan, UT.
Leslie Wardle, ’81, is the customer service manager for PipeLine, LLC and resides in Sandy, UT.
Cheryl March, ’82, is a CFO of AMD Air Medical Service, Inc and resides in Cottonwood, CO.
Scott Tillotson, ’82, is the vice president of Salt Lake City, UT.
Shawn Pennington, ’82, is a substitute teacher for the Jordan School District and resides in Salt Lake City, UT.
Kathleen Hoffman, ’83, is a community relations consultant at Redmond Mountain Power and resides in Draper, UT.

‘90s
Brent Williams, ’93, is a financial advisor for Wells Fargo and makes his home in Draper, UT.
Mark Warden, ’93, is an investment advisor with Westminster Wealth Management and resides in Sandy, UT.
Anil Nayar, ’93, is an investment advisor for ING, and resides in Sandy, UT.
Emma Smalley, ’93, is the director of Vintage Wine & Spirits and resides in Whittier, CA.
Jim Stanger, ’93, is a managing director at Salt Lake City Capital and resides in Sandy, UT.
Kevin Smith, ’93, is a CFO at University Heights Pharmacy and makes his home in Sandy, UT.
Tony Spath, ’93, is an operating partner at Talon and makes his home in Fountain Hills, AZ.
Joseph Cafaro, ’94, is a CFO of Windleight, LLC and resides in Pleasant Grove, UT.
Bruce Wilcox, ’94, is a national sales manager for Utah Bank and makes his home in Draper, UT.
Nathan Hall, ’94, is a lawyer at the Cache County Library and resides in Amasa, IA.
Fiona Korte, ’94, is a Goodwill bookends, and makes his home in Winterset, IA.
Ginger Lundy, ’94, is a executive vice president at CTH, Inc. and resides in Farmington, UT.
Keith Boppe, ’94, is a manager at Boy Scout Design and Consulting, LLC and resides in Salt Lake City, UT.

Indian talking stick
Dr. Corey shares how to use “Indian talking stick” communication as a method of respectful problem-solving for leaders.

2010-2019
The Blacks, the Bullens and Keith Abbott all honored as exceptional Aggies.

26 27
Dr. Covey uses an "Indian talking stick" to teach the importance of listening

Stephen R. Covey has been given dozens of awards and gifts over the years. There’s only one thing, however, that often becomes a part of what he teaches.

When he spoke to faculty at the Spring 2010 Huntman School of Business, he shared a recent experience he had with leaders of one of his companies from all over the world. During that experience he was given “an Indian talking stick,” a carved stick about the length of a cane that has a new name the group gave him written on the back of it.

“They called me ‘Bad Eagle,’ even though I’d done extra dry-blowing that morning for some more body hair,” Dr. Covey joked.

They taught Dr. Covey that their tradition states that the talking stick can be used to help people better understand one another. A person is handed a talking stick and that person is then expected to express themselves and others they understand.

Dr. Covey has said that he’d like to see Huntman students master the fifth habit, “Seek first to understand, then to be understood.” Perhaps in the future, graduates will be armed with the right skills, trained in principle leadership, and presented with their very own “Indian talking stick.”
Keep in Touch

At Task, Inc. and makes his home in Bakersfield, CA.

Gaylen Bywater, ’93, is a purchasing agent with Saunders, Wangsgard and Associates and makes her home in Ogden, UT.

Russell Wright, Sr., ’98, is the owner of Missouri Farming Director for Ag Reserves, and makes his home in Clearfield, UT.

Steven Rice, ’00, works for Diagnostics and resides in San Jose, CA.

Scott Renda, ’94, works for Era Building Services and resides in Salem, UT.

Cindy Fretz, ’96, is an administration assistant at Stampin UP! and resides in Salt Lake City, UT.

Steven Rice, ’00, works for Diagnostics and resides in San Jose, CA.

Scott Renda, ’94, works for Era Building Services and resides in Salem, UT.

Cindy Fretz, ’96, is an administration assistant at Stampin UP! and resides in Salt Lake City, UT.

31

Huntsman Alumni Magazine spring 2010

30

Huntsman Alumni Magazine Spring 2010
Huntsman alumnus honored for heroics, leadership and service

“Each wave in itself was my battle.”
—Keith Abbott

There were 312 people aboard the USS Monaghan when it was hit by the Cobra Typhoon and sank off the Philippine coast in December 1944. Mr. Abbott was one of only seven survivors.

Mr. Abbott said he was able to grab a large rope from the debris of the ship and pull himself on to a makeshift raft to ride out the 100-foot waves.

“The first 48 hours I had nothing to think about except being able to stay a hold of that float,” Mr. Abbott said.

After the storms calmed on his third and final day adrift, the waves were down to around six feet. Mr. Abbott recalled the sight of sharks swimming around his raft.

Although Mr. Abbott said he doesn’t remember what happened when he was rescued, people have told him that when the ship came, they had to pull him on board because he had suffered from exhaustion.

Mr. Abbott agrees. “I just had my 86th birthday in November, but I still feel like a kid.”

"I just had a little dehydration, a little banged up, but nothing very serious.”

Following the war, Mr. Abbott attended Utah State on the G.I. Bill and graduated in 1950 with a degree in business administration. After graduation, he moved to Southern California, where he has served as city manager for the city of Whittier. He served on the board of directors of Southern California Bank and on the board of directors of the Los Angeles College of Chiropractic.

In 2009, Mr. Abbott was awarded an Alumni Merit Citation from the USU Alumni Association.

“Throughout his life, Keith has been involved in numerous positions of leadership,” the citation reads. “He has also been involved as an Aggie, encouraging young people to attend Utah State University. For his heroics and his lifetime of service, the Utah State University Alumni Association proudly presents Keith Abbott with this Alumni Merit Citation.”

Mr. Abbott has continued to serve his community for the past 30 years on numerous city and state boards and organizations.

“I don’t think he will ever actually retire,” said Paula Abbott, his wife.

Mr. Abbott agrees. “I just had my 86th birthday in November, but I still feel like a kid.”

In 2009, the Blacks were named USU Alumni of the Year.

The Blacks weren’t looking for any special recognition; that’s not why they’ve donated. They do admit, however, that it has been rewarding to have received letters from those they have helped over the years. The couple hopes that the students they have helped will in turn desire to help others in the future.

"Many years from now, we’ll recognize people who have made great contributions in the world,” said Mr. Black, “and we’ll recognize that they came from this university.”

Mr. and Ms. Black met while attending the Huntsman School of Business at Utah State in the 1960s. Mr. Black is a member of the Old Main President’s Circle and is on the Huntsman School of Business National Advisory Board. He received the Jon M. Huntsman School of Business Distinguished Executive Alumni award in 2002.

Mr. Black is the owner of Condes Foods, which has been in business for 71 years and supplies fresh-cut vegetables to thousands of fast food restaurants in the western states. He is a member of the McDonald’s Produce Council, a founding member of International Fresh-Cut Produce Association and sits on the United Fresh Produce Association Education and Research board in Washington, D.C.

As co-owner of Condes Foods, Ms. Black serves on the company’s board of directors. She also started and ran two businesses of her own: A Basket of Treasures and Karen’s Ceramics. She is a past PTA president who has contributed her talents at The Children’s Museum of Utah, The Ronald McDonald House and Festival of Trees.

Huntsman School of Business graduates Gary and Karen Black said they didn’t have much to donate when, as a newly married couple, they decided to give $25 to Utah State University.

However, they have tried to give every year since then, and in 2005, they established the Gary Black and Karen Walton Black Endowment and Scholarship to benefit students in the Jon M. Huntsman School of Business.

In 2009, the Blacks were named USU Alumni of the Year.

The Blacks weren’t looking for any special recognition; that’s not why they’ve donated. They do admit, however, that it has been rewarding to have received letters from those they have helped over the years. The couple hopes that the students they have helped will in turn desire to help others in the future.

“Many years from now, we’ll recognize people who have made great contributions in the world,” said Mr. Black, “and we’ll recognize that they came from this university.”

Mr. and Ms. Black met while attending the Huntsman School of Business at Utah State in the 1960s. Mr. Black is a member of the Old Main President’s Circle and is on the Huntsman School of Business National Advisory Board. He received the Jon M. Huntsman School of Business Distinguished Executive Alumni award in 2002.

Mr. Black is the owner of Condes Foods, which has been in business for 71 years and supplies fresh-cut vegetables to thousands of fast food restaurants in the western states. He is a member of the McDonald’s Produce Council, a founding member of International Fresh-Cut Produce Association and sits on the United Fresh Produce Association Education and Research board in Washington, D.C.

As co-owner of Condes Foods, Ms. Black serves on the company’s board of directors. She also started and ran two businesses of her own: A Basket of Treasures and Karen’s Ceramics. She is a past PTA president who has contributed her talents at The Children’s Museum of Utah, The Ronald McDonald House and Festival of Trees.

Huntsman School of Business graduates Gary and Karen Black said they didn’t have much to donate when, as a newly married couple, they decided to give $25 to Utah State University.

However, they have tried to give every year since then, and in 2005, they established the Gary Black and Karen Walton Black Endowment and Scholarship to benefit students in the Jon M. Huntsman School of Business.

In 2009, the Blacks were named USU Alumni of the Year.

The Blacks weren’t looking for any special recognition; that’s not why they’ve donated. They do admit, however, that it has been rewarding to have received letters from those they have helped over the years. The couple hopes that the students they have helped will in turn desire to help others in the future.

“My last recollection I have is a mountain of water coming right at me,” Keith Abbott said. “The next thing I knew, I was fighting the waves.”

USU honors Bullens for years of community service

Yunru Zhang, contributor

The Utah State University Alumni Association recently awarded long-time Cache Valley residents Bill and Marty Bullen a merit citation for their continual service in the community and dedicated support of USU.

Both attended and graduated from USU. Mr. Bullen earned two economics degrees, a bachelor’s in 1965 and a master’s in 1968. Ms. Bullen earned her bachelor’s degree in English in 1966. Since graduating, they became highly involved in USU and in their own communities as well.

“Bill and Marty have each had a significant influence on the lives of many people in Cache Valley,” said Patty Halaufia, executive director of alumni relations at USU. “All of our lives are richer because of the dedication and service of people like the Bullens. We extend our heart-felt thanks to them for all they have done both for the university and for our community.”

Mr. Bullen has served as president of the Rotary Club and has been the chairman and vice chairman of the Logan Regional Hospital governing board. He received the Outstanding Ag Businessman Award from the Farm Bureau in 2001 and is president of Bullen’s Inc., an agricultural supply company in Cache Valley. He is currently serving on the national advisory board for the Jon M. Huntsman School of Business. He has been an active member of the Beaver Mountain Ski Patrol Inc. for 44 years and is one of the longest-running members of the National Ski Patrol. He is the recipient of the “Mim” Dale Award, the National Ski Patrol’s highest honor.

Mr. Bullen, a Cache Valley native, has been actively involved with many organizations. She began volunteering with Community Abuse Prevention Services Agency (CAPSA) in 1986 and was instrumental in organizing the financial and administrative functions. For more than 23 years, she has served as acting director when needed and has helped to train and mentor newly hired administrators. Because of her tireless commitment and dedication to the CAPSA organization, thousands of families in Cache Valley have found a life free of violence. She has a unique ability to bring both professionalism and an incredible sense of humor to the workplace.

She is also known for her singing, dancing and uplifting influence. In her free time, she enjoys playing tennis and reading.

The Bullens said they are most proud that their three children all attended USU.
The CEO of Deloitte Touche Tohmatsu told a group of business leaders and students in Salt Lake City last year that trust is essential for business to function effectively, insisting that there is no substitute for a strong code of personal ethics.

Jim Quigley, 74, accounting, was speaking at Utah State University’s Partners in Business Leadership Conference in Salt Lake City last fall.

Mr. Quigley focused much of his keynote address on the importance of ethics in the workplace. He explained that when a business leader has to seek out multiple opinions within a firm because of a lack of trust, that slows progress. The same is true when no business leaders trust each other.

“Trust and confidence are absolutely essential in order for a market to function,” he said. “When trust comes out of the marketplace, that is no substitute for a strong code of personal ethics.”

Mr. Quigley praised the Jon M. Huntsman School of Business for its focus on ethics and specifically said he found the Huntsman Scholar pledge to hold to high ethical standards refreshing.

“If you want to be a Huntsman Scholar, you need to accept personal responsibility for your conduct,” he said.

Mr. Quigley drew an analogy between conducting business in the French town of Troyes, France, saying that the winner is always the person who rides the strongest in the mountains. He said he uses that analogy to motivate himself and other leaders in his company to excel during tough economic times.

In his introduction of Mr. Quigley, Dean Douglass D. Anderson said that the CEO has become “a legend at USU.”

“He is one of the nation’s most recognized spokespersons for honesty, integrity and ethics in the corporate world today,” he said. “As CEO of Deloitte Touche Tohmatsu, he plays an enormously important role in setting the standards for the accounting profession and helping to raise those standards.”
Huntsman School alumni are located in 50 states and in more than 100 countries.

Huntsman School alumni are located in 50 states and in more than 100 countries.

GLOBAL ENGAGEMENT

of Huntsman students spend a second language.

Collective Huntsman students speak 47 different languages.

of Huntsman students have lived in a foreign country for at least six months.

of Huntsman students have lived in a foreign country for at least six months.

of Huntsman students have lived in a foreign country for at least six months.

of Huntsman students have lived in a foreign country for at least six months.

36 HUNTSMAN ALUMNI MAGAZINE SPRING 2010

Huntsman School alumni are located in 50 states and in more than 100 countries.

Huntsman School alumni are located in 50 states and in more than 100 countries.

GLOBAL ENGAGEMENT

of Huntsman students speak a second language.

Collective Huntsman students speak 47 different languages.

of Huntsman students have lived in a foreign country for at least six months.

of Huntsman students have lived in a foreign country for at least six months.

of Huntsman students have lived in a foreign country for at least six months.

of Huntsman students have lived in a foreign country for at least six months.

36 HUNTSMAN ALUMNI MAGAZINE SPRING 2010

Huntsman School alumni are located in 50 states and in more than 100 countries.

Huntsman School alumni are located in 50 states and in more than 100 countries.

GLOBAL ENGAGEMENT

of Huntsman students speak a second language.

Collective Huntsman students speak 47 different languages.

of Huntsman students have lived in a foreign country for at least six months.

of Huntsman students have lived in a foreign country for at least six months.

of Huntsman students have lived in a foreign country for at least six months.

of Huntsman students have lived in a foreign country for at least six months.

51 percent of Huntsman students are married.

26 percent of Huntsman students have children.

51 percent of Huntsman students are married.

26 percent of Huntsman students have children.

51 percent of Huntsman students are married.

26 percent of Huntsman students have children.

51 percent of Huntsman students are married.

26 percent of Huntsman students have children.

51 percent of Huntsman students are married.

26 percent of Huntsman students have children.
The summer study abroad program students to get an overview of a broad range of business models, management practices and the linkages of the securities services, very focused and organized fashion. "I was fortunate early in my career at Microsoft to have worked with amazing and intelligent people," Mr. Oldham said. Today I am grateful for the opportunity to work with the incredible talent here at the Huntsman School of Business and to share my experience with USU students and professionals. “Troy has inspired me to meet my challenges and rise above them, and his encouragement doesn’t simply end with words,” said Chance Murray, a senior majoring in accounting. “He is here to help me define my dreams, and does everything in his power to help me achieve them.”

"Troy has a contagious enthusiasm for the Huntsman School and what we can accomplish," said Ken Snyder, executive dean and chief administrative officer. "He has a vision of the future of the Huntsman School and is a key person in telling the story of how we will achieve that vision."

---

**career accelerators**

"There is a large untapped alumni base at Utah State," said Mr. Pettit. "They can do a lot of things for the school just by being who they are and the school can do a lot for them. A sense of belonging needs to be brought to these alumni, because they represent a great resource. Once an Aggie, always an Aggie." All graduates of USU, the three specialists have years of experience in various industries including retail, real estate and sports marketing. He has lived and worked in Japan, China, Europe and most recently, Australia. He is now a director of Global Sports Pty Ltd, which owns golf-related properties in Australia. Mr. Pettit worked in education as a teacher, high school principal and counselor before joining HyClone Laboratories in Logan. He eventually became international business development manager and worked in international business in Asia for more than 10 years. Now back at Utah State, these career specialists are driven to work with students and help them succeed.

"We can teach students basic skills to land a job after graduation," said Mr. Henger. "But our real purpose is to inspire passion for doing something that is beyond what they may have originally considered. The Huntsman School provides everything they need to become great leaders in industry. Our role is to help them realize they can compete with anyone."

"I see what the students are, and I say, you’ve got to believe in yourself because I know you, and I believe in you," said Mr. Pettit. "When you are self confident, you know you can do that, or be able to help someone and you want to contribute, then that is coming out. It’s not through memorizing what you see and practicing."

---

**continued stories**

Oldham on page 21

Prior to joining USU, Mr. Oldham spent nearly 11 years working for the Microsoft Corporation in sales, marketing and management positions. While with Microsoft, Mr. Oldham and his family relocated for three adventurous years in Australia.

"I was fortunate early in my career at Microsoft to have worked with amazing and intelligent people," Mr. Oldham said. Today I am grateful for the opportunity to work with the incredible talent here at the Huntsman School of Business and to share my experience with USU students and professionals. “Troy has inspired me to meet my challenges and rise above them, and his encouragement doesn’t simply end with words,” said Chance Murray, a senior majoring in accounting. “He is here to help me define my dreams, and does everything in his power to help me achieve them."

"Troy has a contagious enthusiasm for the Huntsman School and what we can accomplish," said Ken Snyder, executive dean and chief administrative officer. "He has a vision of the future of the Huntsman School and is a key person in telling the story of how we will achieve that vision."

---

**SUDOKU**

```
8 9 2 3 4 5 7 1 6
3 6 7 8 1 2 4 9 5
1 4 5 7 9 6 8 2 3
7 5 6 9 8 4 1 3 2
9 3 4 2 6 1 5 7 8
2 8 1 5 3 7 6 4 9
6 1 3 4 5 9 2 8 7
5 2 8 1 7 3 9 6 4
4 7 9 6 2 8 3 5 1
```

**WORD SEARCH**

```
K E I F H S W U E S U R A K Z Y J X F Y D C E O W L
R T B X M V I Z O N E S D W C R U T Q P N M L K J I H G F E D C B A
A C N E L L E C X T S Y J V M C B W R U T Q P N M L K J I H G F E D C B A
X A C Z H B K G T D O I W U
D A R E   M I G H T Y   T H I N G S
```

---

**Huntsman Education Student Association Avatars**

Huntsman Education Student Association Avatars ```

---

**huntsman.usu.edu/graduatebroad**

---

**DARE MIGHTY THINGS**

---

**huntsman.usu.edu**

---

**Huntsman Alumni Magazine Spring 2010**

---

**Huntsman College**

---

**Excellence Scholars Student Leadership Alumni Education**

---

**Huntsman Alumni**
Throughout my career, I have been able to observe that one of the major keys to success, from both a company and career standpoint, is the ability to constantly improve through an undying commitment to innovate.

Innovation is what sets good companies and individuals apart. Innovation is the lifeblood of both new and established ventures.

As Apple CEO Steve Jobs said, “Innovation distinguishes between a leader and a follower.”

I’d like to briefly outline two major ways we can innovate to enhance our careers and distinguish ourselves as coveted business leaders.

**Have A Vision**

My company makes lifelike electronic people called avatars that can be downloaded and introduced into online communities where they can be controlled to interact with other people who have also created their own avatars. Your avatar goes into a world of alter egos where life can be very different than what we know. For example, you can manipulate your avatar to make yourself instantly fat, skinny or muscular.

With the development of new technologies, avatars are becoming more lifelike. In fact, good 3D artists can develop avatars so realistic that their images can be mistaken for real photos.

Through our innovation, we will bring the use of avatars from a niche group of markets (artists, 3D hobbyists) to mainstream applications (games, virtual worlds, enterprise applications). It is our vision that someday, in the not too distant future, the majority of individuals who use the Web will have a digital identity.

Similarly, as individuals we must have a vision of where we want to take our careers. What do we truly find interesting? What gives us passion for the day when we wake up in the morning? What trends are we seeing in the marketplace that are enduring? To be truly successful, it is not only critical to immerse ourselves in solid industries that show growth and have staying power, but we must also engage in activities that are interesting and exciting.

**Embrace Change**

Change is inevitable, and because of change we must innovate. In a dynamic, fast-moving economy, those who don’t accept and manage change are doomed to failure. As GE’s former CEO, Jack Welch declared, “change before you have to.”

The importance of accepting and managing change is highlighted in the context of the major revolution the photography industry has experienced in the past decade with the advent of digital cameras. As a photographer, this technology may cause a certain amount of angst due to the wave of new, amateur photographers looking to steal market share.

While recognizing that this technology will produce change in the industry, photography professionals who innovate will realize that the potentially disruptive technology may actually provide new opportunities to differentiate services, highlight core competencies and more distinctly define competitive advantages. An innovative photographer will ask the question of how they can compete in a way that amateurs simply can’t. In short, innovators will view the technology as an opportunity to accelerate and refine their business. Those who don’t innovate will wither and eventually go out of business.

The same principle applies to professionals in all fields. Change is inevitable and may ultimately have a disruptive effect on your career. What differentiates highly successful business leaders from the ordinary ones is their ability to not only accept change, but to address it and formulate ways by which the change can actually be beneficial to them.

In a global economy, the competition among business professionals has become fiercer than at any other time in history. While this competition can be daunting, the market will always place a significant premium on business leaders who are willing to be innovative.

In our careers, if we are visionary and are willing to embrace change, we can adapt and even thrive in today’s fast-paced, competitive global marketplace.

**Innovation: The lifeblood of companies and careers**

Brian Davis, 97, finance, poses with his Aggie avatar.

**Value of a Huntsman MBA**

**EMBRACE CHANGE**

- Change is inevitable, and because of change we must innovate.
- The importance of accepting and managing change is highlighted.
- Photography professionals who innovate will realize new opportunities.
- Innovators will view technology as an opportunity.
- Business leaders who are willing to be innovative thrive.

**Vision**

- Brian Davis, Chief Financial Officer of Daz 3D.
- Vision: The lifeblood of companies and careers.

**Have A Vision**

- My company makes lifelike electronic people called avatars.
- Avatars can be controlled to interact with other people.
- Avatars are becoming more lifelike.
- Through innovation, we will bring avatars to mainstream applications.

**Embrace Change**

- Change is inevitable.
- Innovators view technology as an opportunity.
- Business leaders who innovate thrive.

**Conclusion**

- In a global economy, competition among business professionals is fierce.
- Business leaders who embrace change can adapt and thrive.

**Huntsman Alumni Magazine Spring 2010**

**The Huntsman School of Business at Utah State University**

Continue your education

**Full-time program**
- 1 year accelerated
- On-campus MBA

**Part-time program**
- Evenings and weekends
- Logan
- Ogden (admittance any semester)
- SLC and Utah Counties (apply for Fall 2010)

**Value of a Huntsman MBA**

**Huntsman MBA**

**Huntsman School of Business**

**Logan**

**Ogden**

**SLC and Utah Counties**

- Apply for Fall 2010
worth a thousand words

Suzanne Pierce-Moore, ’80, personal and industrial relations, serves as chair of the USU Board of Trustees and as a member of the Jon M. Huntsman School of Business National Advisory Board.

Her action-oriented involvement has raised awareness and funding for the Park City Education Foundation and the Junior League of Salt Lake City. She and her husband, David, are members of the USU Alumni Association Hall of Honor and oversee the David G. Moore & Suzanne Pierce-Moore Family Scholarship at USU.

YOU HAVE A STRONG FOCUS ON SERVICE. WHAT PRINCIPLES DRIVE YOUR EFFORTS?

To be successful, you need to have both the vision and the ability to listen to others. It’s also important to build a team of people where everyone works together to create excellence. I believe Dr. Covey calls this beginning with the end in mind, seeking first to understand and synergize.

WHY ARE YOU INVOLVED WITH THE HUNTSMAN SCHOOL OF BUSINESS?

I see so many exciting things happening today; we have incredible potential. Jon M. Huntsman saw it in 2007, and recently Stephen R. Covey validated our efforts by joining us to create the Stephen R. Covey Center for Leadership. If our alumni take a good look at what is going on at the school, they will be amazed.

WHAT DOES ‘DARE MIGHTY THINGS’ MEAN TO YOU?

It means having a vision, surrounding yourself with great people, then transforming your vision into reality. President Albrecht is doing this at USU. Dean Anderson is driving a vision for the Huntsman School. It is also a rally cry for the Huntsman School alumni community. Specifically, we need our alumni and friends to help raise awareness and funding for the Stephen R. Covey Center for Leadership, and to extend their talented leadership to this worthy cause.

WHERE DO YOU SEE THE GREATEST OPPORTUNITY?

The students. They arrive with a solid work ethic, a strong desire to do the right thing, intelligence to compete academically and often with international experience. The school offers incredible programs and accomplished faculty and staff. Our greatest need is for alumni to reconnect, experience this transformation for themselves and then help the next generation of leaders realize their potential.

“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
For 45 years, nationally he was the face of Utah State University. He epitomized someone who was given opportunities and was bright enough, and smart enough, to take advantage of those opportunities. He is the perfect example of what you can do if you apply yourself.

— Ross Peterson, USU vice president for advancement

I can’t think of anyone who has graduated from Utah State University who has accomplished more in a broader array of fields than Merlin Olsen. His distinctive and powerful voice will be remembered for the breadth of its influence and by the impact it has had in so many different facets of our lives.

— USU President Stan L. Albrecht

He was like a Greek god — full of grace and great physical strength but also blessed with humility and a compassion for ordinary people and a razor-sharp intellect. He could have done anything.

— Dean Douglas D. Anderson, Jon M. Huntsman School of Business

in memoriam
Merlin Olsen 1940-2010.
BS, 1962, finance, summa cum laude; MS, 1971.