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## The Huntsman Post, May 2013

USU Jon M. Huntsman School of Business

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Charlie Denson of Nike told graduates his story.

One of the best known alums of the Jon M. Huntsman School of Business, Charlie Denson, told USU graduates on to be curious, keep their options open, follow their passion, and change the world.

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Vishal Patel, left, Eric Schnell, and Danaea Ward.

Two teams from the Jon M. Huntsman School of Business recently placed first and second in an information systems competition in Bentonville, Ark., that pitted 82 teams from top universities around the world against each other

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Jordan Phillips was deployed twice to Iraq.

Before attending Utah State University, recent Huntsman graduate Jordan Phillips gained a less formal education — one that involved Howitzer guns, a journey to Iraq, and proved to be every bit as valuable as his business administration degree.


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## ETHICAL LEADERSHIP

# Three Students and Huntsman Scholars Earn Robins Awards



Brooke Siler won a Robins  
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Utah State University honored three Huntsman students and the Huntsman Scholar Program with Robins awards this year, recognizing them for their scholarship, contributions, and trips to the end zone.

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## ANALYTICAL RIGOR

# Students Compete Against MIS Professionals, Win First Place



Aghababayan, left, Baldazzi,  
Johnson, and Lewis.

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

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# Huntsman Post

## Charlie Denson, President of Nike Brand, Asks Graduates to Change the World

By Steve Eaton

One of the best known alums of the Jon M. Huntsman School of Business, Charlie Denson, told USU graduates to be curious, keep their options open, follow their passion, and change the world.

Mr. Denson, '78, marketing, is the president of the Nike Brand and was the commencement speaker for Utah State University the morning of May 4. The president of Bangkok University, Mathana Santiwat, spoke at the Huntsman School's convocation ceremony the afternoon of May 4.

They both received honorary doctorates during USU's 126th Commencement Ceremony along with: Samuel Alba, retired United States Magistrate Judge for the District of Utah; and Orrin Hatch, Utah senator and the most senior Republican in the United States Senate. USU graduates for the class of 2013 earned 3,633 bachelor's degrees, 821 master's degrees, 93 doctorates, and five became educational specialists. There were more than 800 Huntsman students who graduated this spring.

Mr. Denson, who is responsible for leading the strategy of the world's most distinctive, authentic, and connected brand in sports, told the students that they will never have more freedom than they have right now to make choices about their life. He suggested they not be too specific in planning out their lives at this point. He said they should stay open to new ideas and options.

"I have been fortunate enough to have traveled from the jungles of Africa, to the urban jungles of the world's biggest cities," he said. "I have seen hope in the faces of children living in conditions that you would find hard to imagine. I can assure you the human spirit is alive and well. Find a way to tap into it and you'll learn a lot about yourself. You're smart — smarter than any generation before you. But you're not wise, not yet. Wisdom will come with time, so respect it."



Charlie Denson greets Doug Fiefia, Huntsman Student and ASUSU president.

Photo by Donna Barry

Mr. Denson talked about his vocational career and admitted he turned down the first chance he had to join Nike when it was a "small company, run by a bunch of ex-jocks." Even when he did join the company, he planned to only stay for five years and then go get a "real job."

"I can now honestly say I never had to go get that real job, and the career thing — it's turned out okay," he said. "Thirty four years later I have lived and traveled all over the world, been to every major sporting event there is, met and worked with some of the smartest, most creative people on the planet. I've met with presidents, prime ministers, and world leaders, and call some of the greatest athletes of our time close friends. I have a pretty good gig, to say the least."

He asked the graduates to lead the next "evolution" of the earth.

"I hope that you want to change the world," he said, "Make it a better place. We can't continue the way we have. We're running out of natural resources, we're altering ecosystems, and slowly destroying our planet. Our planet is big, but it's not infinite. It's not

about using less. It's about doing things differently. That's where you come in. Look for new ways to create things, new ways to use things, different ways to dispose of things. Our planet has its limits, but limits create opportunities to innovate, to get to a different place."



President Mathana Santiwat told graduates to think like entrepreneurs. Photo by Yin Tang

President Santiwat came on a scholarship from Bangkok College to Utah State University in 1976, where she completed a master's in accounting degree. At the Huntsman Convocation Saturday afternoon she talked of the four pillars of the Huntsman School: global vision, analytical rigor, entrepreneurial spirit, and ethical leadership.

She said a focus on entrepreneurial thinking can transform someone from within.

"Once fully internalized, this kind of (entrepreneurial) spirit readily encourages you to give your best to everything you are committed to," she said.

She called the ethical leadership pillar a "precious gem."

"Leadership is not always the same thing as leader, and we all know that anyone can have leadership although they may

not have a position," she said. "To lead is to serve, as wise men say."

She said that Bangkok University shares a vision with the Huntsman School when it comes to its four pillars and encouraged Huntsman students to become life-long learners, with a global vision, and to be ethical, happy leaders.

Dean Douglas D. Anderson said Huntsman faculty members encourage students to exemplify the four pillars.

"We like to encourage our students to learn as much as they can from what we call 'outside the classroom' experiences, as they do from inside the classroom, and so many faculty members are there with our students every step of the way, spending countless hours mentoring them for academic competitions, leading career exploration trips, and global learning experiences," he said.

Dean Anderson quoted from the song "Forty Years On," which is sung by the students and alumni of the Harrow School, the London school for boys, whose most famous graduate is Winston Churchill.

Forty years on, when afar and asunder  
Parted are those who are singing today.  
When you look back, and forgetfully wonder  
What you were like in your work and your play.  
Then, it may be, there will often come o'er you,  
Glimpses of notes like the catch of a song ...  
How will it seem to you, forty years on?

He told the students that it has been 40 years since he graduated and warned them that time would fly.

"The Harrow song asks us to reflect from the point of view of the future back on our experience today," he said. "Are we using our time wisely and well? Are we devoting our energies to things that matter most?"

Huntsman Valedictorian Zach Maxfield compared USU to "the loveable uncle that stays out of the family fights, who all the cousins love to hang out with, and has the most fun while still



being surprisingly smart.”

He said USU draws a certain type of person to the school.

“I think that this is what differentiates us the most,” he said. “It is this unique character that I’ve loved being a part of. It makes the school what it is.”

He thanked the teachers, professors, business leaders, entrepreneurs, and students who he said made his educational experience so valuable.

“I’d like to think I can speak for most of the students when I say the whole Utah State experience has been one of the best times in my life,” he said.

At the Graduate Commencement and Hooding Ceremony on May 3, Mark

McLellan, vice president for research and dean of the School of Graduate Studies encouraged students to succeed and choose their own path. More than 1,000 Utah State graduate students completed their programs this year.

“We believe that you can win and create that future path for all of us,” he said. “Now go and make it happen and when someone says it can’t be done, you just laugh in their face because anything is possible when you believe.”

In the Undergraduate Commencement Ceremony President Stan Albrecht said that there are now nearly 30,000 students at USU, compared to 137 some 125 years ago. He said USU conducts its teaching, research, and outreach programs in 629 buildings and that the campus now draws students from 50 states and 82 foreign countries.



Chelsea Herrmann, left, Jake Anderson, and Annie Smith walk to Graduate Commencement.

Photo by Steve Eaton

# Huntsman Post

## Two Huntsman Teams Take Top Honors at Walmart IT Summit

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By Steve Eaton

Two teams from the Jon M. Huntsman School of Business recently placed first and second in an information systems competition in Bentonville, Ark., that pitted 82 teams from top universities around the world against each other, testing their IT skills and their ability to find innovative solutions.

The Utah State University students took the top honors at the 2013 Walmart IT Summit and AIS Student Chapter Leadership Conference. The Association of Information Systems (AIS), the organization that hosted the competition, is a professional group for individuals and organizations that lead the research, teaching, practice and study of information systems worldwide. Teams from 17 universities entered the contest and just six teams in each of four different categories made it to the finals.

A team of three Huntsman MIS students, which included Vishal Patel, Dannaea Ward and Eric Schnell, entered the "IT risk identification category" and took first place. They were asked to do a case study for a fictional health care company that was trying to decide if it should store private patient data in an online secure cloud storage system or on a more traditional protected system. The team took first place on a regional level to qualify for nationals where it was further tested and asked to come up with a more detailed plan to mitigate the risks of its recommendation.

"In the IT risk identification competition we were up against students from Arizona State University, Carnegie Mellon University, University of Alabama, and Temple University, all of which are ranked among the top 20 MIS programs in the United States," Dannaea said. "By placing in both categories we competed in, we were able to gain great recognition for our MIS program. We as Huntsman Students take great pride in the education we are receiving and this was the perfect opportunity to show off the skills we have learned."

The other team of three Huntsman management information systems (MIS) students, which included Gina Baldazzi, Kristen Tenney and Kyle Bell, submitted a training video they created and the team took second place in the "interactive learning module" category. The video, which a former student, Marielle Sanchez, helped them create before she graduated in 2012, is aimed at helping people learn how to create an "entity relationship diagram," which Gina described as "the blue prints for a database." She said they wanted to create something that was not too technical so that even those who are not MIS students could understand it.

David Olsen, who heads the Management Information Systems Department, said it is impressive that the Huntsman students competed so well in this premiere international MIS competition.

"The hallmark of a great MIS student at USU is hard work, productivity and camaraderie," Dr. Olsen said. "Our students were just so determined to bring home awards and I am so proud of them. To see them excel like this when competing against some of the brightest students in the country is gratifying."



(From left) Vishal Patel, Eric Schnell and Dannaea Ward took first place in the IT risk identification category.

Photo by Steve Eaton

One competition broke students up into new teams made up of a mix of students from various schools. The team Gina was on took second place in that competition.



# Huntsman Post

## Huntsman Graduate, Jordan Phillips, Gets Education at USU and Iraq

By Allie Jeppson

Before attending Utah State University, recent Huntsman graduate Jordan Phillips gained a less formal education — one that involved Howitzer guns, a journey to Iraq, and proved to be every bit as valuable as his business administration degree.

For the last 10 years, Jordan has served in the Army National Guard. His decision to enlist in the military was one that was made at a young age, shortly after high school graduation.

“It was a good way to pay for college,” Jordan said, “but more importantly, I felt that I had been blessed with a lot and wanted to give back.”

Not long after he enlisted, during his time in basic training, Jordan was notified that his unit would shortly be mobilized to Iraq. Five months later, after the completion of his training, Jordan found himself in a different country during the height of the Iraq war.

Jordan said that his mission in Iraq involved many convoys and route clearances because one of the biggest problems at that time was roadside bombs.

“It was unconventional warfare,” he said.

“There was a lot going on and I was just a young kid, but it helped me grow up a lot and it was eye opening.”

Jordan said his experience taught him how to adapt and overcome obstacles.

“At a young age, learning that (lesson) kind of helped me in the future with school too,” he said. “When you feel like you’re overwhelmed with assignments, ultimately if you just push through it, you’re ok, but if you think about giving up it’s just going to get you in trouble.”

Jordan’s deployment lasted a year and a half after which time he worked at a car dealership for two years and then decided to attend Utah State in fall 2008.

Two years after that, in August 2010, Jordan postponed his schooling as he was sent to Iraq a second time.

During his second deployment, Jordan served as a leader within his unit over a team of seven other men. His mission this time was

to work alongside Special Forces in helping with things like training Iraqi Security Forces, and targeting and pursuing high value insurgents. His service lasted one year, after which he returned and finished school. Though it



Jordan Phillips wanted to "give back" by joining the military.

Photo by Allie Jeppson



Jordan Phillips poses with a young Iraqi girl during his first deployment to Iraq.

Photo courtesy of Jordan Phillips

took him a little longer than usual to earn his degree, Jordan said that the experiences he had in Iraq are invaluable to him.

"My experiences in the military helped me be a better student and my education at USU helped me become a better soldier," he said.

Particularly, Jordan noted that his second deployment helped him to become a leader and discover what type of leader he wanted to be.

"There's a saying in the military that states, 'you can push your men into battle or you can have your men follow you into battle,'" he said. "You want to be the type of person people can respect and that they want to follow."

Jordan stated that he found this lesson to be applicable in classroom settings where he needed to work effectively with other students and group members. He believes it will also be an important component in his upcoming job as a corporate sales development specialist with Workday where he will help corporations implement Workday's software.

"The job requires excellent communication skills and the ability to listen to assess client needs," Jordan said. "Both skills that were developed from the military and my schooling at USU."

Though his experiences in the military were valuable to his scholarly and professional success, Jordan said that there are many other ways that students can gain school-enhancing experiences.

"I chose the military," he said, "but that's not to say that is the best route for everyone. Students can still gain their own unique and valuable experiences through community service, club involvement, student body activities, internships, etc., to help them become better students.

# Huntsman Post

## Huntsman Students, Faculty, and Staff Recognized for Contributions

By Allie Jeppson

Utah State University honored three Huntsman students and the Huntsman Scholar Program with Robins Awards this year, recognizing them for their scholarship, contributions, and trips to the end zone.

### Robins Awards Winners

It was only running back Kerwynn Williams, however, who was recognized for his accomplishments on the football field. Kerwynn, who majored in marketing, was recently drafted to play for the Indianapolis Colts. He was named this year's Male Athlete of the Year.

Each year the eight colleges nominate one student for the Scholar of the Year Award and this year, biochemistry and economics major Brooke Siler won that top honor.

Steve Gould, a business administration major, took home the Man of the Year Award — an honor that recognizes a male student for his accomplishments and contributions to the university.

The Huntsman Scholar Program was also honored with the Organization of the Year Award recognizing the group for its service to students and the university.

The Department of Economics and Finance has been recognized as the recipient of USU's Department Teaching Excellence Award in recognition of achievements in education and instruction, as well its "exemplary devotion to student success."

Other Huntsman students, faculty, and staff have been recognized by the Huntsman School of Business this year for their contributions at USU.

### Huntsman Faculty and Staff Honored

The university honored professor Daniel V. Holland, an assistant professor of entrepreneurship, as the Huntsman Teacher of the Year.

Assistant professor of finance, Ben Blau, was selected as this year's Huntsman Researcher of the Year for his research that revolves around the efficiency of financial markets, the effects of regulation, and the flow of information into asset prices.

John Gilbert, professor of economics, was named as the Huntsman International Professor of the Year.

Chad Albrecht, assistant professor of management, was awarded the Huntsman Undergraduate Research Mentor of the Year and Tyler Brough, assistant professor of finance, was named Graduate Research Mentor of the Year.

Frank Shuman, accounting lecturer and faculty advisor for the Institute of Management Accountants, earned the Faculty Advisor of the Year award.

Taci Watterson-Balls, who is the senior staff assistant in the Management Information Systems Department, was honored as the Classified Employee of the Year and Ruth



Former running back for the USU Football Team, Kerwynn Williams, was named Male Athlete of the Year.

Photo by Donna Barry

Harrison, director of undergraduate programs, was awarded Professional Employee of the Year.

### **Student Scholars and Leaders**

Luis Patino, an accounting major, was honored with the Legacy of Utah State Award for the Huntsman School of Business. This award is given to a student at each college who "represents the heart and soul of the university," and "perseverance during times of adversity, and contribution behind the scenes," according to USU.

Zachary Maxfield, who recently graduated in accounting, was named this year's Huntsman valedictorian. During his time at school, Zachary was involved in many organizations such as the Finance and Economics Club and Beta Alpha Psi, and he worked at the Space Dynamics Lab.

Mike Burnham, a graduate in international studies and economics, was named the Undergraduate Teaching Fellow of the Year. His primary research interests include nationalism, ethnic conflict, identity politics, and security studies.

As a double major in economics and international studies, Megan Hansen was recognized as the Undergraduate Researcher of the Year. Megan has conducted research in the fields of international relations, economics, and energy policy.

Gina Baldazzi, a graduate student in management information systems, was named Graduate Assistant of the Year. She is customizing a cloud-based customer relationship management system to improve the communication between the Huntsman graduate programs and interested students.

### **Other awards**

Carli Brianne Campbell, an accounting major and student athlete, was named Utah State University's Whitesides Scholar Athlete of the Year. Brianne is on USU's women's track and field team and competes in the high jump.

Accounting student and chapter president of the Institute of Management Accountants, Mike Bills, was recently awarded the \$5,000 Stuart Cameron McLeod Society Scholarship. This is the top scholarship given by the IMA organization.



Brooke Siler earned the Scholar of the Year Award.

Photo by Donna Barry



Business administration major, Steve Gould, was named Man of the Year.

# Huntsman Post

## All-Woman Team Takes First Place in a Backcountry.com “Hackathon”

By Steve Eaton

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

It was called a “hackathon” and they excelled in a category that pitted all-women teams against each other. A hackathon has nothing to do with illegal computer hacking but is instead a term that has evolved to describe a gathering where teams or individuals tackle extreme programming challenges.

Backcountry.com’s website described its hackathon this way, challenging teams to: “Collaborate and build something awesome in 24-hours – at the end of the event the best, most inspiring hacks will receive prizes. It doesn’t have to be helpful to anyone, or even remotely sane. Just something you are excited as hell about doing. Hackathons are meant to be fun.”

The team included Huntsman students Ani Aghababayan, Gina Baldazzi, and Meghan Lewis. Britney Johnson, a Huntsman graduate, was a critical part of the winning effort, according to team members. Britney is part of a start-up company, PoliticIt, that is made up of current and former Huntsman students. She brought some unique programming experience to the table.



Ani Aghababayan, left, Gina Baldazzi, Britney Johnson, and Meghan Lewis took first place in Backcountry.com’s Hackathon competition.

Photo by Tracii Haynes

“Britney stayed up nearly all night programming,” Meghan said. “Her focus was amazing.”

Britney said that she went to the event not searching for a job but networking so that she’ll be better aware of the programmers who might be available were she to want to hire someone. She said people often come to her looking for help but her work at PoliticIt keeps her very busy. She said she likes to be able to refer people to talented programmers.

She said she learned, for example, of the strong work ethic that Gina, Meghan, and Ani have as she watched them push their limits all night long working on the project. She said at the Huntsman School she learned programming basics more importantly, learned how to work with a team and tap individual strengths of each member to make accelerated progress. The hackathon gave her the ability to see how others work in a taxing, intense team setting.

“What you go to school for is to develop the ability to work hard, and learn to work as a team,” she said. “You learn that each person has strengths. You value those who have focused on specific skills and developed an expertise in those areas. You also learn how to motivate those who aren’t performing well to do better.”

The contest drew about a dozen teams and most of them were employees of Backcountry.com. The Huntsman team built what it called a “gift-able application” in Facebook that, once fully developed, would help people buy gifts for their Facebook friends who have an interest in outdoor recreation. Each member of the team won a \$100 gift certificate to Backcountry.com but Meghan said the certificates were not the incentive to compete.

"It was definitely for the experience," Meghan said. "We also hoped it would prove a good addition to our resumes."

Gina believes the company created an all-women category because firms want to encourage more women to go into management information systems and to increase exposure to their own outdoor product offerings to women. The contest was not a way to get some fast low-cost programing but it was held in hopes it would spark new ideas for the company, she said.

"They didn't take any of our code," Gina said. "They were just looking for ideas."