State-of-the-Art New Huntsman Hall To be Built For School of Business

Alums Lemon and Aoki Win Prestigious “Sells Award” for Top CPA Exam Scores
Alums to Receive Honorary USU Doctorates: Nike President Denson, and Bangkok University President Santiwat

Research on “Sin Taxes” Finds Costs Often Outweigh Benefits
Accounting Program Ranked in Top 6%
In the Nation, at #46 out of 800
Logan Ranked #1 Small U.S. City For Technology and Business
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Correction: The article on Dr. Abdinassir M. Abdulle, in the Fall 2012 issue of the Huntsman Alumni Magazine, incorrectly listed the name and credentials of his wife. It should have listed her name as Habiba Nur, with the following credentials: two master’s degrees from Utah State University in Agricultural Systems and Technology in 1993 and in Nutrition and Food Science in 1997. Currently she is an adjunct professor on the faculty of the Salt Lake Community College. The Abdulle’s have three children, Mounir, age 19; Ladan, age 16; and Liban, age 14. We regret the errors.

MAY 6 - 10, 2013

Huntsman Hall: A New Era for the Huntsman School. Building Rendering by LMN Architects.

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A message from Dean Douglas D. Anderson

Recently, I read a speech by Mitt Romney in which he quotes lines of the song, “Forty Years On,” sung by the students and alumni of ‘The Harrow School, the London school for boys, whose most famous graduate is Winston Churchill’. Here are a few lines from that song:

Forty years on, when ajar and asunder
Parted are those who are singing today,
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?

The lyrics captured the moment I realized that I am now 40 years on from my graduation from Utah State University in 1973. At that time the George S. Eccles Business Building was just three years old. Like so many before me—and, I suspect, many after—I wonder, “where did the years go, forty years on?” It is not only the notes of a song like “The Scotsman” that bring these thoughts to mind. They come in a walk across the Quad, the roar of a crowd in the Spectrum, a glimpse of Mr. Logan or, as is the case today watching out my office window, the sight of Lund Hall being demolished to make way for the construction of the newest addition to the USU campus: Huntsman Hall. My mother has told me stories of Lund Hall. She lived there in the 1940s as an upper-class “resident” when it was a dormitory for freshmen women. Here was the west corner room on the top floor. That was precisely the spot where the demolition began today. When I was a student at USU, Lund Hall was the dorm for the football team. More recently, it has served as the home of the math and statistics department.

We will miss Lund Hall, but we will be fortunate to have this new building. It will be a great asset for the college and for the entire University. Huntsman Hall will be the physical manifestation of our brand—excellence in everything we do! What stories, I wonder, will it tell forty years from now?

The name, “Huntsman Hall,” was selected by the University to honor Jon M. Huntsman, Sr., who has done so much for our college of business, and who has provided the lead, private gift for the new building. In coming issues of this magazine, we want to recognize all those whose support is making this wonderful new edifice possible. We deeply appreciate their generosity.

This is an exciting moment in the history of Utah State University. We are at a critical “point of inflection.” Building on the legacy of those who have gone before, we are laying the foundation of a truly great business school. Those of us who are actively involved in the effort can sense the momentum of positive change, and feel fortunate to contribute to the University we love at this time. But there is still much to be done to fully realize our ambition. Huntsman Hall will give us the space we need to expand student opportunities in entrepreneurship, leadership, and international programs. But without a permanent endowment to grow and sustain these programs, we will fall short of our vision. So we are continuing to seek out visionaries among our alumni and friends who will help us realize that dream. We hope you’ll join us. Just think of what we can become—forty years on!

USU to Award Honorary Degrees to Nike President Denson and Bangkok University President Santiwat

Utah State University will honor two Huntsman School alumni with honorary degrees at the 120th commencement on May 4, 2013. Charlie Denson, ’78, business administration, president of Nike, Inc., will receive an honorary degree and will also serve as the commencement speaker. As president of Nike Brand, Mr. Denson is responsible for leading the strategy of one of the world’s most distinctive companies in sports. He oversees Nike’s major global categories, including action sports, basketball, football (soccer), men’s training, women’s training, running, and sportswear, as well as the Jordan Brand and Nike Golf.

“Charlie serves at the pinnacle of brand and marketing, for arguably one of the best known brands in the world,” said Dean Douglas D. Anderson. “He is such an inspiration to our students looking to create similar careers of their own.”

Mr. Denson began his career with Nike in 1979, starting as an assistant retail manager at Nike’s first retail store in Portland, Oregon, where he learned the business from the ground up and the importance of creating and maintaining a strong connection with consumers. After more than three decades, he has developed a deep expertise in the athletic consumer products industry and has been instrumental in leading Nike to become one of the world’s biggest brands.

He also has been engaged with his alma mater, helping students interested in marketing careers as well as leading a 15-month rebranding campaign that resulted in USU’s unveiling of its new athletic logo in the spring of 2012.

Bangkok University. Besides her active work with the university, President Santiwat is also engaged in several Thai government-related committees, including her position as a National Quality Assessor for Thai Higher Education Institutions and as the president of the Association of Private Higher Education Institutions of Thailand. She is a long-time supporter of the rights of Thai women and is a member of the executive board of the Thai Women Watch.

President Santiwat is a loyal Aggie who remembers her time studying accounting at USU under Larzette Hale and living in Merrill Hall. She served as the president of the alumni chapter in Thailand for several years and gets together at least once a year with the more than 200 Aggies in Thailand.

“She remains a loyal Aggie despite the thousands of miles between us, and I am honored that she will provide the convocation at our graduation.”

— Dean Anderson

“Charlie serves at the pinnacle of brand and marketing, for arguably one of the best known brands in the world. He is such an inspiration to our students looking to create similar careers of their own.”

— Dean Anderson

USU will also honor Dr. Mathana Santiwat, ’73, accounting, with an honorary degree. Dr. Santiwat will address graduates during the Huntsman School convocation following the university’s commencement activities. Since her graduation from USU, Dr. Santiwat has worked in a variety of positions at Bangkok University, starting as a junior lecturer in accounting and moving on to dean of the school of accounting, and then vice president of academic affairs, a position she held for 19 years. Since 2007, she has served as the president of Bangkok University.

“She remains a loyal Aggie despite the thousands of miles between us, and I am honored that she will provide the convocation at our graduation.”

— Dean Anderson

Charlie Denson with Aggie athletes donned in their newly designed uniforms

Mathana Santiwat with an award from Bankok University

Dean Denson photo by Donna Barry

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huntsman.usu.edu
School of Accountancy Ranked in Top 6% in the U.S. at #46 out of 800, By Public Accounting Report

The School of Accountancy’s undergraduate program at the Jon M. Huntsman School of Business has been ranked #46 in the nation by Public Accounting Report. The publication, which bills itself as the “leading provider of competitive intelligence for public accounting firms and the profession,” prepares the rankings based on a survey of accounting professors across the country.

Larry Walther, who heads the School of Accountancy at the Huntsman School, said there are nearly 800 undergraduate programs that are eligible for the list, putting the Huntsman School of Accountancy in the top 6% of programs nationwide. In addition, the Forbes list of top jobs for 2013 put accountants and auditors in the number 2 spot. The Bureau of Labor Statistics estimates that jobs for accountants and auditors are expected to grow 16% from 2010 to 2020.

“The appreciation and recognition we have received from the Public Accounting Report,” Dr. Walther said. “We take even more satisfaction, however, in seeing our students excel once they enter the job market and effectively compete with graduates of top schools from around the country.”

Two Huntsman Graduates, Anthony Lemon and Jill Aoki, Earn Prestigious “Sells Award”

Just 39 people out of more than 92,000 candidates who took the Uniform CPA Examination in 2012 scored above 95.5, and two of those high scorers were graduates of the Jon M. Huntsman School of Business at Utah State University. The American Institute of Certified Public Accounts recently released the names of those who will be receiving the prestigious Elijah Watt Sells Award, given only to people who average above 95.5 on all four tests candidates must take to become certified public accountants. Jill Aoki and Anthony Lemon, who graduated with master’s degrees in accounting from USU in 2012, were on that list. Larry Walther, the department head for the School of Accountancy, said it is extremely unusual for a school the size of the Huntsman School of Business to have two students win the Sells Award.

“I think it says something about us either being really lucky or, at least having the right curriculum in place,” he said. “I hope it says we have the right curriculum in place and the right kind of students.”

Scott Nixon, who is a partner at PricewaterhouseCoopers where Lemon now works, doesn’t think there has been a change.

“This is unheard of,” he said. “That just says a whole lot about the program at Utah State.”

Lemon said his classes introduced him to the basic concepts he would need to understand for the test, and the good study habits he developed in school helped him prepare for it.

Aoki, who was the Huntsman valedictorian last year, agreed that the classes she took and professors she worked with helped prepare her for the test. She said she took a course to prepare for the exam and tested herself constantly with electronic flash cards before the exam.

Tracy Christmas is an audit partner at Ernst & Young where Aoki had been offered a job after she completed a summer internship more than a year before graduation. Christmas said she was pleased to see Aoki get top scores.

“I think it’s absolutely outstanding,” she said. “I know from personal experience that passing the exam is a huge milestone, but to be able to do so in such spectacular fashion, it’s just amazing to me.”

Logan Ranked #1 Small U.S. City For Technology and Business

For the second year in a row, Logan was named as the best-performing small city in the country for technology and business, by the Milken Institute, a nonprofit, nonpartisan think tank. The ranking is based on a survey of 178 cities, and credits Logan with having a “thriving technology sector.” The study evaluates job growth, wages, salaries, and technology output.

In addition to the Milken Institute’s ranking, CD Press ranked Logan as the safest metropolitan area in the United States in 2012.

Brian Carver, community and economic development director for the Bear River Association of Governments, said, “The university gives us a highly educated, highly skilled work force. People from out of state are always telling us that our employee base is not only a little higher educated than normal but they have a good work ethic, too. We’ve got great assets here.”

Department of Economics and Finance Awarded USU’s Teaching Excellence Prize

Utah State University recently awarded the Economics and Finance Department at the Huntsman School of Business with the 2013 Department Teaching Excellence Award.

This award is the highest honor given to academic departments, and recognizes department cultures that meaningfully value learning excellence. The award selection committee includes faculty, students, administrators, and a member of the Board of Trustees.

“Our economics and finance faculty have demonstrated tremendous leadership in creating a culture that is rigorous and student-centered, and we see the fruits of this labor every day through the success enjoyed by our students,” said Dean Douglas D. Anderson. “I am so proud of Tyler Bowles and his entire team.”

Huntsman MBA Program Ranks in Top 25 For Social Media Activity

The business organization Online MBA Page.com recently ranked the Jon M. Huntsman School of Business as one of the top 25 schools in the country in social media activity. The Huntsman School was ranked 25th in the organization’s “Top 100 Most Social Media Friendly MBA School Rankings for 2013.” Online MBA Page.com describes itself as a “social education community.” For the rankings, it measured social media impact in five categories: Facebook, Twitter, YouTube, LinkedIn, and Google Plus.

Eric Schulz, senior lecturer and co-director of strategic marketing and brand management, oversees the Huntsman School’s social media efforts. He said much of the credit goes to students and former students who have spearheaded the school’s social media efforts.

“These students helped us build a vibrant and engaged online community of students, alumni, and friends,” Mr. Schulz said. “There is always something going on, and we have a very active student body.”
Huntsman Students Win Skullcandy Case Competition By Developing Training Metrics

In February, Huntsman students helped Skullcandy find a quantifiable way to measure the results of a planned marketing push that will be carried out through the company’s new “college ambassador program.” Skullcandy is a publicly traded company based in Park City, Utah, that markets headphones, earphones, hands-free devices, audio backpacks, MP3 players, and other products, all targeted at outdoor action sports enthusiasts.

It was all part of the Huntsman Marketing Case Competition, a contest that gives teams of students 48 hours to find solutions to a real business problem. In this example, a challenge facing Skullcandy.

Cohen Summers, Huntsman School of Business alumnus and Skullcandy global training manager, explained that the company was specifically looking for a tangible way to measure its marketing efforts.

Students Jon Edwards, Ace Bechircoa, Spencer Hall, and Brad Cannon took the first-place prize, winning an overnight stay in Park City, Utah, near Skullcandy headquarters, a day on the ski slopes, and a tour of the company.

The team helped Skullcandy by developing an equation that measures several components of an event hosted by one of the ambassadors of the new program — such as attendance, website visits, and sales — in different layers while still allowing the variables to be adjusted for each event, Ace said.

Huntsman Students Doug Deakin and Matt Brown Awarded in Top 25 Utah Student-Founded Businesses

Two Huntsman students, Doug Deakin and Matt Brown, were among the 25 winners of the Top 25 Student-Founded Businesses in Utah. The awards were given by the new start-up division of the Utah Economic Development Board, which administers an awards program to recognize top student-founded businesses in the state of Utah. The goal of the organization is to encourage growth and entrepreneurial activities in the state.

“Huntsman Students Trevor Lund
Job-Shadow Coop PricewaterhouseCoopers’ U.S. Chairman in NYC

When Trevor Lund applied for an internship at PricewaterhouseCoopers in Salt Lake City he hoped to gain valuable experience in public accounting and secure a job. He didn’t think, however, he’d end up flying to New York City to learn directly from the company’s U.S. chairman and senior partner Bob Moritz.

Huntsman Student Trevor Lund
Job-Shadows PricewaterhouseCoopers’ U.S. Chairman in NYC

Trevor submitted three essays and his resume, and was one of two interns from the U.S. market selected for this highly competitive program that allowed him to spend a day job-shadowing Mr. Moritz, who is essentially the CEO of the company. This was the first time someone from the Salt Lake office had been chosen to participate in this event. During his visit he was able to attend meetings with the PwC board of directors, regulators from Europe, and PwC clients. He also attended a live interview Mr. Moritz did with Fox News.

He said that Mr. Moritz was familiar with the Huntsman School of Accountancy and was very interested in learning about Trevor’s experience as a Huntsman Scholar in Europe and the time he spent in India serving an LDS mission.

“Trevor said, ‘He was an open book and gave us some great advice.’

During the visit, Mr. Moritz had been chosen to participate in this event. During his visit he was able to attend meetings with the PwC board of directors, regulators from Europe, and PwC clients. He also attended a live interview Mr. Moritz did with Fox News.

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Huntsman Students Dear
Research Highlights Why Chinese Students
Choose U.S. Universities

Chinese student Ran Duan interviewed 15 Chinese students at Utah State about why and how they chose a U.S. university, for his marketing intelligence class project. Ran conducted the interviews, asked students to complete a web-based questionnaire, and carried out secondary research on the topic, in the library, and online.

Ran concluded that with rising incomes in China, parents are “acutely aware that the Chinese educational system focuses too much on rote memorization and doesn’t give students enough training in morally and critical thinking, nor many choices for extracurricular activities.”

Ran identified five top factors that influence Chinese students’ choices:

1. Location
2. Tuition and fees
3. Location
4. University rankings
5. Professors’ expertise

The two factors were most important, and most students preferred an urban setting. The students couldn’t learn much about the fourth and fifth factors until they arrived.

Only about 10% of Ran’s interviewees plan to stay long-term in the U.S., for three reasons: they aren’t willing to leave their families, “they can’t get used to the food,” and they think it may be harder to find a job here. Still, about 80% said they want to acquire a U.S. graduate degree before returning to China.

Huntsman Student Doug Fiefia
Elected USU Studentbody President

In the 2013 ASUU elections, junior Doug Fiefia took his education in business and leadership beyond the classroom, and as a result was elected ASUU president.

“I felt I could help ASUU out and help improve it,” Doug said. “It was also a way to give back to the school that has done so much for me.”

Doug said the skills he has learned through his business administration major helped him market himself and organize an efficient, successful campaign.

After a rule change which banned “couponing” — a practice in which candidates hand out campaign flyers printed on coupons to local businesses, Doug chose to target friends and leaders in other key organizations to gain their support, and then solicit other help campaigning within those organizations.

In the same election, Steven Mortenson, a junior majoring in business administration and marketing, was elected as the new Jon M. Huntsman School of Business senator.

Huntsman Students Create New Marketing Approach Called “The Flash”

It all started with an idea — an idea that then became a reality.

First senior Kevin Schmidt and two other Huntsman students created an approach that allowed companies to advertise more effectively to college students, and then the Flash Marketing Group was born.

Kevin, an entrepreneurship major, said they are able to market to USU students rapidly and effectively using business kipp-tee-shirts, gators, and prizes.

“We cut给我们 thousands of free shirts on campus and then have all the students wear them on the same day — that’s what we call the flash,” Kevin said. “We have created a new and exciting way to market.”

The Flash Marketing Group held its first campaign in October for Firehouse Pizzeria. Kevin said the campaign’s success showed the effectiveness of their approach to advertising, and led to an unexpected increase in the Flash Marketing Group’s business sales.

The Flash Marketing Group’s work became more visible after it conducted a successful campaign for the Huntsman MBA program, Kevin said.

Two Huntsman Teams Make it to Finals in Global Information Systems Competition

Two teams of Huntsman students have made it to the finals of an information systems contest that drew 82 teams from some of the best universities in the world.

The students will be going to Bentonville, Ark., to participate in the 2013 Walmart IT Summit and AIS Student Chapter Leadership Conference, April 16 – 18. The Association of Information Systems (AIS) is hosting the competition.

Of the 17 universities that entered the contest, just six teams in each of four categories made it to the finals. One Huntsman team, Gina Baldazzi, Kristen Tenney, and Ayla Ball, submitted a training video. The other team, Vishal Patel, Danneea Ward, and Eric Schnell, did a case study.

“We have very talented students here, and many companies are recognizing that,” said David Olson, who heads the Management Information Systems Department. “They now seek out our students because of what they can offer.”

The School of Accountancy Continues to Rack Up Accomplishments

• Graduating accounting seniors scored at or above the 90th percentile on all nine business topics in the nationally scored Educational Testing Service Major Field Tests.
• More than 90% of recent accounting master’s degree graduates secured meaningful employment.
• The School of Accountancy’s student chapter of the Institute of Management Accountants (IMA) achieved the Gold Level Award of Excellence for the seventeenth consecutive year, which is now the longest streak in the nation.
Accomplished Alum Sachin Pavithran Appointed to Federal Disabilities Board by President Obama

“It’s not often one gets appointed by the President,” said Sachin Pavithran upon being appointed by President Obama as a member of the U.S. Access Board—officially the Architectural and Transportation Barriers Compliance Board. “It is a big responsibility,” he said.

He was telephoned in April 2012 by the Office of Presidential Appointments, and then thoroughly vetted for seven months, before being officially appointed to a four-year term in December 2012.

A STELLAR AGGIE BACKGROUND

Sachin graduated from Utah State with degrees in Business Information Systems and Marketing, and a Master’s in Vocational Rehabilitation Counseling. He was born in India, grew up in Dubai, and came to the U.S. when he was 17 to start college at Utah State. And he is blind. But that has not slowed him down.

He has over 12 years of experience working in the disability field and with individuals with disabilities. He is currently Program Director of the Utah Assistive Technology Program (UATP), and Disability Policy Analyst for the highly regarded USU Center for Persons with Disabilities. He is also working on a Ph.D. in Disabilities Disciplines.

Starting in October 2000 he was a Training and Development Specialist on the innovative WebAIM Project (Accessibility in Mind), that developed WAVE, the Web Accessibility Evaluation Tool, a free service that has been used to evaluate the accessibility of millions of web pages.

His challenging new assignment

Sachin’s appointment to the U.S. Access Board will require time in Washington, D.C., and in Utah, helping develop and maintain design criteria for electronic and information technology and telecommunications equipment. The Board represents the public, particularly people with disabilities, and it acts as a coordinating body among Federal agencies.

Sachin has been named Chair of two Board committees, the Information and Communications Technologies Committee and the Salt Service Transaction Machines Committee. His technical skills include knowledge of many assistive technology tools, such as Screen Reading Software, Kurzweil 1000, Ordutext, and Braille Note, as well as programming languages Visual C++, COBOL, SQL, Visual Basic, and HTML.

International experience and 5 Languages

Sachin also has worked internationally, in Egypt, Syria, the Philippines and Turkey, helping implement the requirements of the United Nations Convention on the Rights of Persons with Disabilities. His international work is supported by his ability to speak Hindi, Malaylam, Urdu and Arabic.

Newly Hired Football Coach Matt Wells Brings a Football Education to Work on the Field

Coaching a football team is not unlike running a business for newly hired head USU football coach Matt Wells. The former Huntsman student says it gives him and his team an edge others may not have.

“It requires leadership,” he said. “It requires vision. Business was my background, and I think a lot of what I learned has helped me in this world of coaching football. Whether it’s managing people, setting up systems and functions, or following through, it’s all business and process related.”

There are now 10 members of the team who are Huntsman business students. Coach Wells said the experience they have on the football team will beneficial for their future business careers, as well as in life.

A strengthened work ethic, goal setting, dealing with failure, and recovering are all skills his students can gain through his football program, Coach Wells said. “Football so closely resembles life,” he said. “It gives these students an advantage to be a Division I student-athlete.”

Football players enrolled in the Huntsman School of Business include Nick Chronister, Paul Clark, Kyler Fackrell, Chuckie Keeton, B.J. Larson, Alex Maresw, Michael Okonkwo, Travis Seafield, Brian Suite, and Josh Thompson.

Huntsman Alum Travis Hess Dies of Cancer After Asking His Brother Brad to Lead the Hess Cancer Foundation

Even as Travis Hess was taking on his most difficult cancer battle ever, his thoughts were about helping others facing similar challenges, especially those families who have lost children to cancer.

Mr. Hess, 31, business, heat skin cancer seven times and fought off colon, brain, and chest cancer. Cancer finally took him on Friday, April 5, 2013. He’d had grandparents, uncles, and aunts die of cancer. His father died at 49, and one of his brothers died at 19 of cancer. His sister was diagnosed with the disease, and his daughter Alexis died at age three from a rare childhood cancer. When Alexis died Mr. Hess had trouble finding the money to pay for the funeral. Family and friends donated some money, and an anonymous donor contributed $1,000 that helped the family make it through that difficult time.

After he established the Hess Cancer Foundation, a non-profit organization that has helped about two dozen families in need pay for funeral costs for their children. Brad Hess said it brought his brother to tears when he told him he would continue on the work of the foundation.

“If we can put it together and help this thing grow, I think it is something that can continue to help families at a time when they really need the help,” said Brad, who is now president of the foundation. “As you can imagine, families will do anything to cover the medical expenses of the child. Then when it doesn’t work, they don’t have any money, and they have stacks and stacks of medical bills they will be paying for the next 20 years. That’s when they have to come up with thousands of dollars to show proper respect for their kids.”

Huntsman Alumni Travis Hess Dies of Cancer After Asking His Brother Brad to Lead the Hess Cancer Foundation

Chris Stewart ran successfully on a conservative reform platform, and in January he was sworn in as the Republican congressman representing Utah’s Second Congressional District.

Rep. Stewart, ‘94, economics, voted in favor of the Republican budget in March, and joined a group of bipartisan freshmen members that outlined some basic principles to address spending reforms and social security. He serves on the Homeland Security, Natural Resources, and the Space, Science, and Technology committees. He also has been named chairman of the Subcommittee on Environment. When sworn in, he said his top priorities would include “restoring fiscal sanity, ensuring national security, and establishing energy independence.”

Before becoming a congressman, Rep. Stewart was president and CEO of the Shiley Group—an energy and environment consulting company that provides anti-terrorism training, corporate security, and executive preparedness consulting. He is also the author of several books, including “Seven Miracles that Saved America.”

Business Insider and PayScale have ranked the Huntsman Corporation as the third best Fortune 500 employer to work for in 2012, behind justCelline, a biopharmaceutical company, and Google.

Among the list’s top 20 were MasterCard (15), Chevron Corporation (17), Yahoo!, Inc. (18), and DuPont Company (20). PayScale’s list of 50 Best Employers in America was based on a survey of topics, including cash compensation, job satisfaction, job stress, work schedule, high job meaning, and salary data.

Huntsman Corporation is a global manufacturer of differentiated chemicals. It employs 12,000 people at 75 locations worldwide, with headquarters in Salt Lake City, Utah.

Huntsman Corporation Ranked #3 Best Employer to Work For by Business Insider

In January Sen. Wayne Niederhauser was elected president of the Utah State Senate. He has bachelor’s and master’s degrees in accounting from the Huntsman School, is a CPA, and is an owner of real estate development firm Niederhauser Corporation.

Elected to the Senate in 2006 representing Sandy and Draper, Sen. Niederhauser sponsored the State Financial Transparency website, giving people access to financial information.

A Salt Lake Tribune article called him the Senate’s “resident outdoor manicurist,” who engages frequently in backcountry skiing, night skiing, climbing, and tubing. He says his “upbring in Logan” helped create his love of the outdoors.

A STEM NEWS BACKGROUND

USU Alum Wayne Niederhauser Elected President of Utah’s State Senate

Christopher B. Wells

Coach Matt Wells with his Aggies
Tyrone Couey Named in Top 50 US/International Business Execs by Minority Enterprise Advocate Magazine

Although Tyrone Couey graduated with a degree in history from Utah State in 1971, it was for business accomplishments that he was honored recently, by Minority Enterprise Advocate Magazine. Mr. Couey was named by the magazine as one of the “50 Powerful US/International Business Executives” at a gala event in Washington, D.C., on March 27, not far from where he lives in Silver Spring, Maryland. He is best known in Apps for playing football in the late 1960s and being drafted by the Dallas Cowboys in 1971. His recent work at two organizations, though, was what brought him the latest honor—first, as president of the National Organization of College Parents (NOCP), and second, as a founding member of the group National Historically Black Colleges and Universities (HBCU) Alumni Association.

The National Organization of College Parents, under Mr. Couey’s leadership, establishes Parents’ Clubs near the nation’s 100 historically black colleges and universities to provide support in a variety of ways—improving retention and graduation rates, carrying out political advocacy, and connecting both students and universities to twenty-first century opportunities. Mr. Couey also is one of 11 founding members of the National HBCU Alumni Association, that encourages alumni to support those institutions and help position them for opportunities in the national and global marketplace.

The gala event featured dignitaries such as Susan Rice, U.N. Ambassador, and honored companies from industries such as energy, IT, cybersecurity, and telecommunications. The keynote speaker was David Hinson, national director of the U.S. Department of Commerce Minority Business Development Agency.

Huntsman Alum Ajay Krishnan Managing New Wasatch Advisors Fund

Early this year, Huntsman School of Business alumnus Ajay C. Krishnan was appointed co-founder and co-manager of the Wasatch Emerging Markets Select Fund. This new fund was launched by Wasatch Advisors, an employee-owned investment advisor firm that has $13.1 billion in assets under management as of November. The fund invests in 30 to 50 emerging-markets companies that are beyond a small-cap level.

Mr. Krishnan, who earned his MBA from the Huntsman School of Business in 1995, manages the fund with Roger Edgley. Together, they also co-manage the Wasatch Emerging India Fund and the Wasatch Global Opportunities Fund.
Congratulations to this year’s Huntsman School Award Recipients

Women in Business Association
Formed at the Huntsman School
In January, two Huntsman MBA students, Naomi Haigh and Annie Smith, launched the Women in Business Association, with advisor Jamie Andrews, associate director of Partners in Business. The goal of the group is to help women succeed in business education and in business careers, through networking and sharing critical knowledge. All women students, faculty, and staff are invited to join, by sending an email to: Naomi.Haigh@usu.edu.

Grad Students Travel the World
Eight MBA students and two professors from the Huntsman School of Business traveled to Brazil in March as part of the MBA Global Learning Experience. The students participated in a service project, providing dental hygiene kits to children at a school in Rio de Janeiro. The Huntsman students also visited companies in São Paulo and São José dos Campos, a city about 50 miles from São Paulo.

New MSHR Online Program Now Available
The Master of Science in Human Resources (MSHR) program at the Jon M. Huntsman School of Business is now available online. The new online MSHR program will offer 12 seven-week courses that can be completed in as little as one year.

Six-Week Entrepreneurship Minor Offered During Summer Semester
In the upcoming summer semester, the Jon M. Huntsman School of Business will offer students a new opportunity to earn an entrepreneurship minor in just six weeks. Six two-credit classes are offered, and students will identify a business opportunity to develop throughout the six-week period. The classes include new venture fundamentals, management, marketing, financing, planning, and social responsibility. These courses will guide students in learning to identify and develop new products and services; start, launch, and manage a new business venture; and develop entrepreneurial leadership skills. The minor will begin May 6 and end June 10.

Nine Bloomberg Terminals Are Available to Huntsman Students
Knowing how to use a Bloomberg Terminal is access all kinds of real-time financial, economic, and business news information is something that can set a student apart. Why? More than 350,000 finance professionals use Bloomberg Terminals every day to access news, analytics, charts, liquidity information, functionalities, and execution services. The Huntsman School has invested in nine Bloomberg Terminals, located in the downstairs computer lab, and all students are encouraged to use the tutorials on the system to become Bloomberg certified. “This is the same service that many of our students’ potential employers use,” says Paul Fjeldsted, senior lecturer in the Huntsman School of Business. “Bloomberg training and certification is another way Huntsman School students can differentiate themselves in the marketplace.”

AACSB Accreditation Renewed For Business and Accounting Degree Programs
After a rigorous examination by the Peer Review Team of the Association to Advance Collegiate Schools of Business, accreditation was renewed for the Huntsman School’s business and accounting degree programs. The AACSB accreditation is the hallmark of excellence in business education, and has been earned by fewer than 5% of the world’s 13,000 business programs.

Huntsman School’s Curriculum Recognized by the CFA Institute
The Jon M. Huntsman School of Business is one of only 28 schools in the United States recognized by the Chartered Financial Analyst (CFA) Institute for the work it is doing to prepare its students to qualify for the CFA designation. The CFA Institute is a global association of investment professionals.

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New Edition Published of Dr. Shughart’s “Elgar Companion to Public Choice”

The latest research on public choice issues is included in the new edition of the “Elgar Companion to Public Choice,” published in April 2013. The book’s 30 essays were edited by Michael Resekukal of Georgia Southern University, Laura Razzolini of Virginia Commonwealth University, and William F. Shughart, II, of Utah State’s Huntsman School of Business, where he is the J. Fish Smith Professor in Public Choice. The book lays out a comprehensive history of the field, and includes five additional sections exploring topics from the study of the origins of the state to the behavior of international organizations facing transnational terrorism.

2nd Edition Published of David Stowell’s Investment Banking Book

Eliswur’s Academic Press has published a second edition of “Investment Banks, Hedge Funds, and Private Equity,” by Utah State’s professor David Stowell. The book’s first edition was published in 2007, and it was written by Utah State’s J. Fish Smith Professor in Public Choice.

April 2013 Issue of Public Choice Tackles Some International Issues

The new issue of the journal Public Choice, edited by the Huntsman School’s Dr. William F. Shughart, II, examines some particularly interesting international issues.

- An essay by Cristina Bodea, for example, examines the fiscal performance of independent central banks in post-communist countries, all filtered through the prism of “regime type.”
- Another essay, by William Pyle and Laura Solanko, studies Russia’s business lobbies, particularly their composition and interests.
- Inequality in developing economics is dissected by Adaligio Amendola, Joshy Easow, and Antonio Savoia, specifically to understand the impact of institutional development on that inequality.

At USU TEDx Talk Professor Ronda Callister Advocates Reducing Barriers to Women’s Contributions

Two thirds of the illiterate people in the world are women—500 million women, to be exact. Building on that stark fact, Huntsman School of Business Professor Ronda Callister spoke at the very first TEDx event held at USU, in November of 2012. She used her requisite “18 minutes of innovative ideas” to describe the powerful, world-changing changes that could result from enabling women to become full contributors to human wellbeing and progress.

Dr. Callister, a professor of organizational behavior, also led a six-year, $3 million National Science Foundation grant-funded project “to improve the recruitment and advancement of women faculty in the sciences and engineering.” The work resulted in documented significant improvements in both recruitment and advancement of women at Utah State over six years, from 2003-2009.

Selected Faculty Publications

**ACCOUNTING**

**ECONOMICS AND FINANCE**

**MANAGEMENT**
- Alison Cook and Chrissy Gleson authored, “Glass Ceilings and Organizational Satire: The Impact of Organizational Climate and Leadership on Women’s Organizational Performance,” published in the 2013 edition of the “Elgar Companion to Public Choice.”

**Management Information Services**

**ECONOMICS AND FINANCE**
Historical Beginnings

The oldest continuously operating business school west of the Mississippi had humble origins. Old Main was home to the business school for several decades, starting with a small space for the Commercial Department in 1889.

1. Old Main, Experiment Station, President’s Residence, from the early 1900s
2. Dr. Vernon Israelsen typing class in the 1950s
3. Business students admiring a new gizmo, 1950s
4. School of Commerce Agathon display, 1955
5. Business faculty discussing the ever-important trends in real estate, February 1959
6. First student body and faculty photo, April 1891
7. Students working in the College Bank, a mock bank at the School of Commerce, located on the third floor of Old Main, early 1900s

The George S. Eccles Business Building

Construction of the Eccles Business Building began in 1968, and in 1970, the building was dedicated and the school was renamed the College of Business.

1. George S. and Dolores Doré Eccles with USU President Glen Taggart and business school Dean Robert P. Collier at the dedication of the George S. Eccles Business Building, 1970
2. Huntsman student athletes in front of the Eccles Building, 2009
3. The George S. Eccles Business Building, 1970
4. Legendary Professor Vern Buehler with accounting students circa 1987
5. Laptops replace notebooks for many Huntsman students
6. Professor Paul Fjeldsted teaches students in a renovated classroom, 2010
“People retain information better when learning in memorable environments. We have designed Huntsman Hall to create effective learning environments and encourage lasting memories.”

— Mark Reddington, Design Partner, LMN Architects

“Huntsman Hall will be the physical manifestation of our brand—excellence in everything we do.”

— Dean Douglas Anderson
Launching a New Era

The Eccles Building was created at a time when student enrollment was 1,016. Today, enrollment just for the Logan campus is over 2,200. Every space available throughout the Logan campus and the USU Regional Campuses has been used to provide classrooms and office space will more closely resemble those in the business community. It will be emblematic of our vision and values and promote interaction just through its very design. It will be a place for people to be involved with others, for active learning, for interaction, collaboration, teamwork. It will be student-centered. Most of all, we envision the physical space as one that promotes community.

Huntsman Hall will provide the space to bring all of our students into a common experience and to expand programmatic quality and scope. New classrooms, labs, and office space will more closely resemble those in the business community. It will be emblematic of our vision and values and promote interaction just through its very design. It will be a place for people to be involved with others, for active learning, for interaction, collaboration, teamwork. It will be student-centered. Most of all, we envision the physical space as one that promotes community.

Opening Fall 2015

Watch the progress of our new addition live:
HuntsmanHallwebcams.usu.edu

23 117,000 22

new classrooms

square feet

new student meeting rooms

Stephen M. R. Covey Pays Tribute to His Father

BY CHRISTINE ARRINGTON

Dr. Stephen R. Covey, a worldwide best-selling author who held the Jon M. Huntsman Presidential Chair in Leadership at Utah State University, passed away on July 16, 2012, in his 80th year. Just three months later, on what would have been Dr. Covey’s 80th birthday, his eldest son, Stephen M. R. Covey, addressed a packed hall at a Special Commemorative Dr. Albrecht Convocation at the Huntsman School, to share his memories and thoughts about his father.

Stephen M. R. Covey thought back many years to when he was seven years old and his father gave him the responsibility for keeping the yard “green and clean”—“results words,” he said. He described how his father taught him to take responsibility for the lawn and how he was tasked with figuring out what to do to make it look as nice as their neighbor’s yard.

“I realized my dad trusted me, and I didn’t want to let go of that,” the son said. “My dad helped me find my voice. He would say, ‘Son, take responsibility. Use your own initiative. Make it happen. Be persistent.’

“Dad had a very specific definition of leadership—it’s communicating people’s value and work so clearly that others are inspired to see it in themselves and then rise up from that.” His father would say, “I know what I want to do—unleash human potential.”

Stephen M. R. Covey personally led the strategy that propelled his father’s book, “7 Habits of Highly Effective People,” to become one of the two most influential business books of the 20th century, as described by CEO Magazine.

myfavoriteprofessor

USU Grad Nick Bahr Recalls Working on Research Projects with Dr. Chad Albrecht

BY NICK BAHN

My experience with Dr. Chad Albrecht was life changing in a literal sense. I was privileged to collaborate with him on several research projects while working on my undergraduate degree at USU.

One project, on how management styles are shifting, led to a presentation at the Mountain Plains Management Conference in Pah. It was based on a theory from Simon L. Dolan at ESADE Business School in Barcelona, where I am now studying. Dr. Albrecht and I researched how management styles are shifting from “managing by instruction” to “managing by objectives,” to the current and future method, “managing by values.”

Another project, on financial fraud prevention, led to publication in a scholarly journal. In each case Dr. Albrecht listened to my ideas and allowed me to choose what I wanted to work on with him. Working with Dr. Albrecht is like an ongoing pep talk peppered with enlightening flashes of learning. He treated me like an equal and rarely took credit for the things he did for me. For instance, we decided that my name should appear as the lead author in the article we published. All along the way he spent time:
• explaining how the research process works
• guiding me and my student peers through how to cite authors correctly
• teaching us how to use research tools such as surveys and coding.

He also spent time and money drinking hot cocoa with us and discussing our futures.

Dr. Albrecht has a contagious enthusiasm for learning, and never made us feel we were wasting his time.

I can’t thank you enough, Dr. Albrecht, for your time.
Jonathan Hughes is described respectfully as “the dean of American economic historians” by Huntsman School of Business Professor Dwight Arrington. Hughes, a 1950 USU graduate in economics, became a Rhodes Scholar and got his Doctorate of Philosophy degree in economics in 1955 at Oxford University. His book “The Vital Few” was published in 1966 by Houghton Mifflin, and then in paperback and in an expanded second edition in 1988 by Oxford University Press. The full title is “The Vital Few: The Entrepreneur & American Economic Progress.”

The book touches on a number of issues central to the raging political debates that have bedeviled the American system in recent years, and the book also relates to the intense newfound interest in the history of capitalism, especially the history of the capitalists, “the bosses, bankers and brokers who run the economy.” Hughes’s book is wonderfully written, and a new read offers many insights for us today.

Hughes wrote his book to help readers “understand the American economy’s development and prime motive force.” He set out to “come to grips with the dog-eared problem of ‘the role of the individual in history,’” since he views the American economy as resulting from “the past actions, successes, and failures, of individuals engaged in economic enterprise of all sorts.”

Brigham Young’s Economic Missions

In his description of “the taking of the Continent,” Hughes writes that Brigham Young and the Mormons were “a kind of distortion of several main strains of American utopianism. These included the New England village, the Puritan millennium, the social experimentation of Oneida, Brook Farm, New Harmony, and a hundred other frontier settlements.”

Just one small example among many of Brigham Young’s creative economic innovations was that, “Economic missions were sent to grow cotton and flax; to erect and operate textile mills; to dig and smelt iron. He [Brigham Young] especially recruited workers from Britain’s industrial districts—textile workers from Lancashire, miners and iron workers from Wales and the Midlands. In the 1850’s dozens of his pet manufacturing projects were set going throughout the length and breadth of Zion.” (p. 105)

Andrew Carnegie and J. Pierpont Morgan

Hughes reminds us that Andrew Carnegie didn’t invent anything in the technology of steel, yet “he was a mighty pioneer in the steel industry and his pioneering paid off in astronomical figures.” J. Pierpont Morgan, the investment banking genius, on the other hand, “acted partly as a lover of order (mathematics) using the rules of an ancient art (finance) to change a world of vigorous activity created by men of elemental and sometimes undisciplined force.”

Andrew Carnegie and J. Pierpont Morgan

The author himself grew up in Twin Falls, Idaho, the same home town as Leonard Arrington, the USU economic historian who became Hughes’s mentor. After Hughes graduated from Utah State and went to Oxford as a Rhodes Scholar, he worked for the Federal Reserve Bank of New York, for Purdue University, Columbia University, the University of California at Berkeley, and then he spent 30 years as a professor of economic history at Northwestern University in Evanston, Illinois. He published a dozen books and more than one hundred professional articles.

On top of all that, he was a Guggenheim Fellow, a Ford Foundation Faculty Fellow, Fellow of All Souls College at Oxford, and president of the Economic History Association. In 1990 he was awarded an honorary doctorate from Utah State. In that same year, his former students and colleagues published a celebration of his work called, “The Vital One: Essays in Honor of Jonathan R.T. Hughes.” He died in 1992, in Evanston, Illinois, and Leonard Arrington presided at his funeral in Twin Falls, Idaho.

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Research on “Sin Taxes” Finds Costs Often Outweigh Benefits

BY CHRISTINE ARRINGTON

William F. Shughart, II, and Michael D. Thomas, two economics professors at the Huntsman School, partnered recently with economist Adam J. Hoffer from the University of Wisconsin-La Crosse on a working paper on “sin taxes.” The paper was published in February by the Mercatus Center at George Mason University. The authors make the case that the costs of “sin taxes” often outweigh the benefits. So-called “sin taxes” are applied to a variety of things, such as alcohol, tobacco, gambling, and more recently, soda. The paper garnered widespread media coverage, in U.S. News & World Report, Atlantic Business, Forbes, Newsweek, and more.

The public debate, particularly on the costs and benefits of a tax on sugary soda, has been extensive. Drs. Hoffer, Shughart, and Thomas explained in their recent find needed revenue, state and federal governments are burdened by ever coffers.

revived “an old but not necessary of raising traditional taxes. This goes beyond simple patronel grandstanding into shifting monetary resources from politically unpopular groups in order to keep tax rates low for groups with a stronger political voice.

2. A REGRESSIVE TAX BURDEN FALLS MOST HEAVILY ON POOR PEOPLE

“Like consumption taxes in general, the burden of sin taxes usually falls disproportionately on low-income households,” the authors write. As the U.S. News article states, “singers are not very sensitive to increases in the prices of the sinful goods and services they buy. They reduce their purchases, of course, but not by much.”

3. TRIGGERS WASTEFUL SPENDING ON LOBBYING

The expanding list of goods taxed in this way triggers socially wasteful lobbying by the affected producers. The beverage industry, for example, spent $57 million in 2009 alone, lobbying against the soda tax that New York Mayor Michael Bloomberg and Dr. Richard Daines advocated.

Bio of authors: Adam J. Hoffer is an assistant professor of economics at the University of Wisconsin-La Crosse, specializing in political economy, public choice, and public finance. William F. Shughart, II, is J. Fish Smith Professor in Public Choice at the Huntsman School of Business at Utah State, a senior fellow of the Independent Institute, editor in chief of Public Choice, and a past president of the Southern Economic Association. Michael D. Thomas is clinical assistant professor at the Huntsman School of Business at Utah State, specializing in transportation economics, regulation policy, and welfare economics.

Another Perspective on the “Soda Tax”, From USU Alum Dr. Richard Daines

BY CHRISTINE ARRINGTON

Dr. Richard F. Daines, health commissioner for the state of New York from 2007-2010, and a USU alumus, worked under then Governor David Paterson in support of a proposed New York state public health policy to add the tax to sugary soda. Dr. Daines spoke and wrote on the subject, up until his untimely death at age 60, in February 2011.

A headline in the New York Times back on April 4, 2010, read, “Health Official Willing to go to the Mat Over Obesity and Sugared Sodas.” That health official was Dr. Daines. (see his bio in sidebar)

Dr. Daines was defending a proposed penny-anounce tax on sugared sodas. The article continued, “the state budget office estimates such a tax would raise $1 billion a year when fully in effect, and reduce consumption by 15 percent, an estimate based, Dr. Daines says, on industry price elasticity models.” The tax proposal was supported by the health care workers’ union and the Greater New York Hospital Association, partly because the earnings were designated to be used to stave off health service cuts.

People in the soft-drink industry had argued that the link between soda consumption and obesity hadn’t been proved. Dr Daines replied, “It’s obviouly scientifically plausible that if you reduce consumption of excess calories, you reduce obesity!”

The proposed tax failed to pass, and a revised version of the bill changed the sales tax to an excise tax that would have brought in some $450 million to help stave off imminent health cost cuts. The revised bill also failed to pass.

Today, in 2013, 33 states have a soft drink tax, but New York isn’t one of them. In addition, one third of U.S. adults are considered clinically obese, along with 20% of kids. Some 24 million Americans have type-2 diabetes, often related to poor diet, and 79 million have pre-diabetes symptoms. A group of health advocates asked the FDA in February, “to regulate the amount of caloric sweeteners in sodas and other beverages, arguing that the scientific consensus is that the level of added sugars in those products is unsafe.” The medical cost of obesity in the U.S. was estimated at $190 billion for 2005, in the Journal of Health Economics. Most recently, in February 2013, New York State Supreme Court Judge Milton Tingling struck down a separate law formulated in May 2011 that would have banned the sale of sugary soft drinks larger than 16 ounces in New York City. The ruling overturned the law one day before it was to be implemented, with Justice Tingling calling the proposed limits “arbitrary and capricious.” The ruling came in response to a lawsuit filed against the law by the American soft-drink industry.

ON THE WEB

The 48 page working paper for Drs. Hoffer, Shughart, and Thomas can be viewed online at [link for “Sin Taxes”]

think before you drink

How many teaspoons of sugar would you add to sweeten your beverage? 17 tsp?

• 1 can of cola contains 18 teaspoons of sugar.
• A 20 oz. bottle of cola contains 18 teaspoons.
• A 22 oz. fountain drink (including ice) contains more than 24 teaspoons of sugar.

• An ounce of chocolate contains 10 teaspoons of sugar.

• A medium order of french fries contains 25 teaspoons of sugar.

• A small order of buttered popcorn contains 10 teaspoons of sugar.

• A small order of side rice contains 6 teaspoons of sugar.
Have you written a book or climbed a mountain? Had a baby or run for office? Gotten married or started a new job? We would like to know—and we would love your stories! Share your news by scanning this code or submitting your classroom online at huntsman.usu.edu/keepin touch.

Don’t miss out—let your fellow alumni know who you are up to.

Huntsman Alumni Brian Tarbet Honored at USU’s 125th Founder’s Day Celebration

Maj. Gen. Brian L. Tarbet was honored with a Distinguished Service Award by Utah State University during its annual Founder’s Day Celebrations in March for making significant contributions to the community and university. Mr. Tarbet graduated in 1987 with a bachelor’s degree in both political science and business. He served in the military for 24 years and was appointed in January as General Counsel to the Utah Attorney General’s office.

‘70s

Richard Hendry, ’72 is the COO for the Federal Housing Finance Agency in Washington, DC.
Scott Peterson, ’72 works as a VP at AT&T in San Diego, CA.
Kevin Gunson, ’72 is a Controller at OpalQ in Logan.
Dr. Terri Scanlon, ’72 is a Vice President at Johnson & Johnson in New Brunswick, NJ.

‘80s

Gregory Johnson, ’82 is a Captain in the United States Navy in Texas.
Bob South, ’82 works as a Financial Officer Title VI-P for the Indian Health Service in Roseburg, OR.

‘90s

Paul Dahl, ’91 was the CFO for Destination Vacation in Key West, FL.
Richard Naderly, ’91 is the CFO for AutoMotive Services in Kearney, NE.


Huntsman alum Jane Mathews owns the consulting firm Mathews Consulting in Woods Cross, UT.

Brian Rinehart, ’91 works as a Director of the Huntsman Alumni Association in Logan, UT.

Brandon Butterfield, ’92 works as an Operations Supervisor at Bank of America in Logan, UT.

Joshua Bateman, ’91 is a Vice President ofats in Logan, UT.

‘60s

Barry Jordan, ’61 is the President/ Owner of Jordan & Associates in West Jordan, UT.

Ron Kendall, ’61 is a Director at Green Dot Corp in North Salt Lake, UT.

Jay Phillips, ’61 is a CPC in St. George.

Kay Taylor, ’61 is the Owner for Paradise in Ogden, UT.

‘70s

Alan Falmuth, ’71 is the Owner of Napa Auto Parts in Logan, UT.

Doyne Smith, ’72 is the Owner of Dryleaf 3 Sweets CIT in Salt Lake City, UT.

Scott Stinsonfley, ’72 works as a Director of Field Operations for TransportCo in Kaysville, UT.

Robert Benich, ’73 is the CFO/President for CloudVu in Lake, IA.

Joseph Callahan, ’73 works as a Regional Sales Manager at Intel in Santa Clara, CA.

Karen Fergusson, ’73 is an Executive VP at Questar in Woods Cross, UT.

Brent Low, ’87 is the President at Coastal Chemical in Bountiful, UT.

Craig Adams, ’95 is an Investor at Capital One in New Orleans, LA.

Jeffrey Hansen, ’93 is an Analyst at First Americans in Lehi, UT.

William Campbell, ’93 is the CFO of Finance at Inland, WA.

Wendy Erdenbrack, ’01 works as an Attorney at Olson, Bakke, Nelson, and Orange in Salt Lake City, UT.

Jeffrey Hornsby, ’81 is the COO/Owner at First Americans in Lehi, UT.

Lance Haywood, ’81 is an Operations Manager at Hunt’s Air Force Base in Roy, UT.

David Brugge, ’81 works as a Partner at Tamarack & Company in Bonneville.

Richard Hornsby, ’81 is the CFO at AIDE in娟宁, UT.

David Funk, ’86 is a Broker/Owner at Wells Fargo in Bountiful, UT.

Lance Haycock, ’88 is an Opera -Lyric Tenor at Utah Lyric Opera in Salt Lake City, UT.

David Baugh, ’88 works as a Director of Marketing for Autonomous Solutions, Inc in Logan, UT.

Phillip Rinehart, ’91 is the Founder for Professional Auto Control in Henderson, NV.

Mark Water, ’91 is a Director at Huntsman Futures in South Jordan, UT.

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Philippe Starke, ’92 works as an Attorney at Schenk, Willard & Ruston in Logan, UT.

Mallory Waterman, ’92 as a Director of Marketing for Global Finance at Markel, VA.

Perry, GA.

Kathy Brown, ’94 works as a Director of Finance at FHL Bank and Myron in Cumming, GA.

Danish Rasmussen, ’94 is a Director of Finance at Markel, VA.

Kendall Evans, ’94 is a Partner for Autonomous Solutions at Huntsman in Lehi, UT.

Corinna Anderson, ’94 is a Client Relationship and Compliance Manager at BFB Branch in South Orange, CT.

Jennifer Black, ’94 works as a Sr. Business Fundamentals in Salt Lake City, UT.

Richard Rinehart, ’91 works as a CFO at VPI in Salt Lake City, UT.

Brian Rinehart, ’91 works as a Partner for KPMG in Salt Lake City, UT.

David Moench, ’03 is a Director of Marketing for Gibbs Smith in Logan, UT.

Kelly Bryson, ’01 works as an Assistant Vice President for Rio Tinto Minerals in West Jordan, UT.

Keith Williams, ’01 is an Attorney at Keller & Heckman in Pittsburgh, PA.

Steven Kendall, ’91 is a VP at Analysts for Digital Solutions in Utah City.

Brad Rasmussen promoted to Vice Pres of Administration for Questar Gas

Alicia Brum Rasmussen, ’96, accounting, has worked at Questar for 18 years. Now he has been promoted to yet another management position, this time a Vice President of Administration for Questar Gas. Rasmussen has been a general manager of accounting, and he has worked in various accounting, supervisory, and management positions at Questar since the start of his employment.

Gregory Peterson, ’97 is a CEO at On Point Trust Services in Richfield, UT.

Hale Bold, ’97 is the Chief Information Officer at Admiral Group of companies in Spokane, WA.

Markstein, ’97 is a CEO at Koi Communications in Las Vegas, NV.

Gary Olson, ’97 is a VP of Business Development for VPI Engineering in Virginia Beach, VA.

Craig Symons, ’97 is the Executive VP at Coastal Chemical in Springville, UT.

Zane Ackleson, ’98 is a VP of Print Management in Logan, UT.

Kyle Coleman, ’92 works as a Business Development Specialist at Juniper Systems in Orem, UT.

Corinne Anderegg, ’99 is a Client Services Manager at Bank of America in Logan, UT.

Jacob Bingham, ’99 works as a Sr. Manager at Eversoft Fibre and Foam Ltd in Logan, UT.

Julie Farr, ’89 is President at Ranches, Inc. in Preston, ID.

Michael Noice, ’98 is a Sr. Manager at Questar in Salt Lake City, UT.

Curtis Herrin, ’01 is the CFO for Perryfork, UT.

Kelly Bryson, ’01 works as an Assistant Vice President at Questar in Salt Lake City, UT.

Justin Robinson, ’97 is President for Eversoft Fibre and Foam Ltd in Logan, UT.

William Campbell, ’93 is the CFO of Finance at Inland, WA.

Wenning Rowes, ’93 is a Financial Officer of Taulor in Paradise Valley, AZ.

David Rinehart, ’80 works as CEO/GM WILL Brands in Grand Junction, CO.

Jeffrey Heiman, ’80 is the International Product Country Manager at Stride Rite in Logan, UT.

Michael Cook, ’00 is CEO for Applied Concepts Corp in Spanish Fork, UT.

Matthew Wells, ’00 is the Head Coach for the Football Club at Utah State University in Logan, UT.

Jeremy McLinn, ’00 is a Director at Juniper Systems in Orem, UT.

John Gutke, ’01 is an Attorney-Specialist at Fox & Hawn in Logan, UT.

Beth Wixson, ’83 is the President as the Owner at Win & Associates, LLC in Salt Lake City, UT.

Kent Urso, ’83 is the Executive Director at the Connor Foundation in Cedar City, UT.

Aubin Logan, Sr., Jr. a National Account Manager for Century in Kirkland, WA.

Joshua Boggs, ’86 is the Manager of Business Intelligence for Huntsville in Greenville, SC.

Michael Funk, ’86 is a Broker at CWR in Logan, UT.

David Hornsby, ’86 is the Manager of Operations at Alpine, UT.

Richard Burns, ’86 is the Director of Business Development for GPS Capital Markets Inc. in Alpine, UT.

Tal Singh, ’86 is a Regional Sales Manager at Software.com in Las Vegas, NV.

Jeffrey Boe, ’86 works as a President at First Americans in Bountiful, UT.

David Hornsby, ’86 is the VP of Operations at Title IV-E in Salt Lake City, UT.

Tara Noice, ’86 is the Manager of Business Development for GPS Capital Markets Inc. in Alpine, UT.

Tal Singh, ’86 is a Regional Sales Manager at Software.com in Las Vegas, NV.

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"I give to honor a friend, mentor, and colleague who always knew I could be a powerful example to me."

Ruth Richardson (B.S., Marketing, ‘90, M.S. Human Resources ’04)

"I gave to come together in support of all students, education in that way may develop the skills and creativity that they need to make a profound contribution to our community and our world."

Dan and Caroline Hall

"We agree with economist E. F. Schumacher, who said, ‘You don’t make a mark if you just say, ‘I want to help with the work at Utah. How could you not return the favor?’ I want to help provide students with all the opportunities that will benefit them for the future. We will use our contributions to maximize the benefits to students. Even the small donations help!’"
State, “Hey, Aggies All the Way” - can all become Huntsman School and across USU in a new light.

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Old Main, the Quad, balmy winters, Utah State, “Hey, Aggies All the Way” - can all become Huntsman School and across USU in a new light.

Fundamentals of Success in Business and in Life

I grew up in the shadows of Old Main in Logan and was an Aggie by the time I was four or five. I attended public schools in Logan and without a second thought enrolled at USU.

I began working at the age of nine mowing five neighbors’ lawns. I moved up to working at a grocery store at the age of fourteen, and from the age of sixteen until graduating from USU I worked at Smith’s Food King in Logan. I am not certain why I began working so young, but it just seemed to be the right thing to do. The work ethic instilled in me by my parents has carried on throughout my life. As an adult I have often worked multiple jobs developing my career and expanding my knowledge. And I suspect I will end up dying with my work boots on.

I grew up in a home where fundamental principles of success were taught, and those principles helped me develop a skill set and an attitude that started me on the right path in life. It was common to hear my father make some of the following statements:

- If anything in life is worth doing, it is worth doing well.
- If you can’t think of anything nice to say about someone, don’t say anything at all.
- Be part of the solution, not part of the problem.
- You can do and be whatever you want to be. Only you can limit your destiny.
- Always treat others the way you would want them to treat you.
- Stand for something.

- Stand for something.
- Establish short, medium, and long-term goals in your life. Without a clear destination in life it won’t matter which way you go.

Upon graduating from USU, I began my career in mortgage banking with the largest bank in Utah at the time. In July of 1988 I opened the doors of Academy Mortgage and began the journey of building my own company. Owning one’s own business brings a whole new perspective to a person’s life. One must control, balance, and develop an infrastructure to deal with risk, vision, business model, accounting, sales production, technology, workforce, expenses, controllable growth, etc. etc. etc. It is a never ending balancing act as a company grows and is generally a result of taking “baby steps.”

There are a number of fundamental business principles that I have learned along life’s journey:

1. Everyone in the world is a salesman. Always be aware of who your customers are. It may surprise you.
2. Choose to do something that you truly enjoy and are passionate about or success will be much harder to come by.
3. Always give more than you receive.
4. Always be worth more than you are paid.
5. No matter what you are doing, see it as a career and not a job.
6. Always be available and ready to help others in need.

Academy Mortgage has grown steadily and weathered the 2008 financial crisis, because from the start, we had focused on quality and integrity. The last five years have brought unexpected opportunities to Academy Mortgage. We have been given the opportunity to employ and integrate into our corporate family incredibly talented people from all across the country. Vision? Yes. But vision can really be broken down into a group of smaller pieces.

1. Maintaining a proper balance as a company
2. Refining a business model continually for peak performance
3. Being prepared to weather the storms
4. Anticipating and embracing opportunities
5. Employing the right people in the right positions

Luck? Yes. I was lucky enough to grow up in Logan, Utah, in a wonderful home and family. I was lucky enough to attend USU. I was lucky to have chosen a career that I loved. I have been fortunate to have surrounded myself with very talented employees. And I have been lucky enough to have the skills and vision to build such a business.

ABOUT ACADEMY MORTGAGE CORPORATION:
- In 2012 the Largest Independently Owned Mortgage Banker in America
- $4.7 Billion in Loans Funded in 2012
- Over 26,000 Loans Closed
- $427 Million Gross Income

Duane Shaw, ’73 Owner/Founder/Chairman, Academy Mortgage Corporation
“For 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

WHAT RESONATES THE MOST FOR YOU FROM YOUR TWO DECADES ON WALL STREET?

In my years on Wall Street I have seen many people do extremely well and others who have not found success. A couple of phrases that come to mind when I think about this are: 1) There is no such thing as luck; rather, luck is when hard work meets opportunity, and 2) It takes a lot of work to become an overnight success.

I believe it takes a lot of commitment, desire, and need to be successful at anything you set out to do, and this is true whether it includes your career, family athletics, or hobbies. You have to put yourself in the position to excel when the opportunity presents itself by being prepared. It is also important to remember to not only work hard, but also work smart. It doesn’t do a lot of good to just put in the hours if you aren’t strategic about it or heading in the right direction. Otherwise, you will just be running in place.

Find a career for which you have a passion. I have worked in jobs where I have “watched the clock.” Nothing can make for a longer day or career. No matter what you do, you most likely will have to dedicate significant hours to become successful at it. If you choose something you enjoy so much, at the end of the day it doesn’t even feel like work.

Lastly, you need to find something that challenges you and keeps you sharp. Try to continue to learn and grow. At the start of any career the learning curve can be very steep. The key is to try to keep it steep. Always try to stretch yourself, keep things interesting.

WHAT ARE SOME GUIDING PRINCIPLES THAT ANCHOR YOUR LEADERSHIP PHILOSOPHY?

Most of these are going to be principles that you have heard about since grade school but they still hold true:

Honesty… You have to be honest with yourself, teammates, and clients. Always put the interest of your clients first. Wall Street has had a tough few years in the press, and there will be conflicts of interest in almost any career you choose. You have to earn clients’ trust and always do the right thing.

Teamwork… It is critical in any business. You have to lead by example. Don’t be afraid to get your hands dirty. I remember boarding a flight where I saw the CEO of the airline company helping load the bags. That has always stood out in my mind.

Loyalty… Clients and teammates need to understand that I am there for them and vice versa. I have their backs and can be relied upon. This helps build great unity.

Listen… A lot of the time it is better to just listen instead of doing all the talking. You can learn something from everyone.

WHAT DOES “DARE MIGHTY THINGS” MEAN TO YOU?

The first thing I think about is getting outside of your comfort zone. Embrace and seek out opportunities that may seem uncomfortable at the time but will put you in a position to gain new experiences. These are the times in my life when I have learned and grown the most, through successes and failures.

The second thing I think about is that it is necessary at times to take risks in life. Hopefully they can be calculated risks. You may not always know with certainty the outcome, and it may come down to a leap of faith, but occasionally you need to try to seize opportunities that will make you stretch.

Try to learn from your decisions, good and bad, but always “Dare Mighty Things…”

Guiding Principles of Leadership

Brian Broadbent, ’93
Managing Director
Private Wealth Management, Goldman Sachs

Did you know?

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

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

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

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

Did you know?

39% of Huntsman students work 10+ hours a week while attending school

huntsman.usu.edu/hire

From Goldman Sachs and Honeywell to ICON Health & Fitness and Zion’s Bank, companies find that our students demonstrate success working in small and large, public and private enterprises in Cache Valley and beyond.
The Huntsman Alumni Network Stretches Around the World

The Huntsman School of Business has alumni in all 50 U.S. states and in 47 countries around the world. This fits nicely with the fact that 47% of our students speak a second language fluently. The school’s international reach continues to grow. While China and Hong Kong are ranked number two and three, there are also 28 Huntsman School alums in South Korea, and even one in North Korea.

**Top 10 Huntsman School Alumni by Country:**
1. United States
2. China
3. Hong Kong
4. Canada
5. Malaysia
6. Japan
7. South Korea
8. Thailand
9. Dominican Republic
10. India