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Spring is in bloom in Cache Valley, meaning we swing back and forth from summer-like weather one day to snow the next. It is also a time for a variety of student competitions, and our students are making a name for themselves.

Huntsman students won a slew of awards at the Utah Entrepreneur Challenge, including Best Technology Award, Best Bootstrapped Award, Best Social Impact Award, and Best Beehive Startup Award. This competition brings together student entrepreneurs from across Utah, and this year's results are another indication of the Aggie entrepreneurial spirit.

Six Huntsman students also competed in the Marketing Analytics Summit hosted by Wake Forest University and came away with the Undergraduate Fan Favorite award. In our first year of competition at this summit, our team was selected as one of only six semifinalists from across the US and Mexico, and went head-to-head with teams from Wharton, Yale, Maryland, Universidad Panamericana, and Wake Forest.

We are so proud of all of these students.



Doug

DOUGLAS D. ANDERSON
DEAN & JON M. HUNTSMAN CHAIR



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Huntsman Marketing Team Climbs Summit

By Sheii Lindley



We each have a few defining moments in our lives; moments that shape and change us in ways we can't predict or quantify. The Marketing Analytics Summit created one of those defining moments for my team and I. We spent the last month working long hours analyzing data, pushing ourselves to the limit, and stretching our minds to new bounds as we prepared our strategy and presentation for the summit. We learned more in that time than we ever had in our cumulative years of undergraduate education. We were able to pull concepts and frameworks from our various courses and experiences and apply them to a real business case, testing our ability to strategize on a far higher level.

As we took the long flight out to North Carolina we were filled with nervous energy and excitement, hoping that we would be able to compete on par with the top business schools in the nation. The Summit began with a bang, starting early and ending late. We were able to mingle with both the undergraduate and MBA teams, making new connections and building relationships. We were amazed at the kindness the other teams and Summit staff showed us and were happy to know that we would leave with a much larger network of colleagues and friends. We immediately felt welcome and were surrounded by an atmosphere of collaboration and learning.

The presentations themselves were quite intimidating, but left us feeling confident in our ability to compete on a global stage. Although we did not make it to the final round, we were able to glean an incredible amount of insight from observing and connecting with the teams that did. In addition to watching the undergraduate and MBA presentations, we were able to take part in breakout sessions and keynote presentations highlighting research from all over the world. These incredible speeches filled us in on the latest in marketing analytics from the mouths of industry experts.

We left on a high note, taking home the win for undergraduate fan favorite, thanks to the overwhelming support of our friends, family, and the Aggie Nation. Regardless of the awards we left with, the experience was well worth the work we put in and more. It was a defining moment. A moment in which we realized we were capable of more than we had ever imagined. Our confidence in ourselves and the education we had received at USU was strengthened and we gained the knowledge and direction we needed to improve ourselves and our future teams in order to achieve greatness going forward.

The Wake Forest University School of Business Marketing Summit is a student led competition focusing on real-world marketing solutions. Teams initially compete in a rigorous pre-summit case application process for entry to the semi-final rounds held at Wake Forest University. The final competition case is sent a week before The Marketing Summit giving

teams the opportunity to prepare their case strategy solutions and presentations. This year for the first time The Marketing Summit partnered with Inmar, a global technology company that operates intelligent commerce networks, headquartered in Winston-Salem, North Carolina. The final rounds of the Summit were integrated into the annual Inmar Analytics Forum; a 3-day conference featuring multiple industry experts and executives sharing their knowledge and insights regarding Big Data and business. The students were given the opportunity to participate in all aspects of the Inmar Analytics Forum.

This year The Jon M. Huntsman School of Business applied and achieved entry into the semi-final rounds of The Marketing Summit at Wake Forest University in Winston-Salem, North Carolina. The team consisted of six Huntsman students from various disciplines including economics, marketing, accounting, and business administration. The team members included Trevor Gonzales, Emily Munk, Kyle Spackman, Dan Meszaros, Chris Vaughan, and Sheii Lindley. They competed against a number of undergraduate teams from prestigious schools such as University of Pennsylvania, Universidad Panamericana, University of Maryland, Wake Forest University, and Yale University. They were also able to observe and connect with the MBA competitors including teams from Carnegie Mellon University, Northwestern University, Michigan State University, Purdue University, University of Chicago, University of Southern California, Wake Forest University, and Yale University.

Utah State University Entrepreneurs Among Utah's Best



The past month has been a busy and profitable one for a few Utah State University student entrepreneurs who have competed for money and investment in entrepreneurship competitions.

On Saturday, March 28, five awards were won by two student entrepreneurs who competed against other student entrepreneurs from colleges across the state as part of the Utah Entrepreneur Challenge at the University of Utah. Cody Pickering, who started Align Skate Decks, a company that manufactures aluminum skate decks, won Best Technology Award, Best Bootstrapped Award, Best Social Impact Award and Best Beehive Startup Award. Spencer Finch of Rental On Me, a company that specializes in giving users the ability to rent a number of personal items, won Best Social Impact Award and Best Beehive Startup Award. Each of these awards had cash prizes associated with them totaling nearly \$10,000.

The following Wednesday, April 1, Cody Pickering and Spencer Finch also participated in USU's own 'Shark Tank' along with Seth Christensen, founder of Christensen Genetics and Danny Noall, founder of Infuze. These four entrepreneurs presented to four 'Sharks' vying for cash prizes to help with the growth of their fledgling businesses. The Sharks were successful entrepreneurs and business professionals: Amy Rees Anderson, founder of MediConnect Global; Brad Oldroyd, founder and CEO of TeamONE Management Group; Paul Woodland, former CFO of Dryer's Grand Ice Cream; and Steve Peterson, general partner of Millrock Capital. An additional \$6,000 was distributed among the four student entrepreneurs with potential of additional investment from the Sharks.

ABOUT THE STUDENT BUSINESSES

Align Boards founded by Cody Pickering is a skateboard company that manufactures skate decks made of aluminum. By using aluminum, the longevity of the board is prolonged as it can't be warped from the moisture or humidity that ruins the life span on a traditional wood deck. Cody's unique board design has specifically piqued the interest of Carver Boards, a skateboarding brand based out of California.

Rental On Me founded by Spencer Finch is a website that allows users to connect and rent their personal belongings. The idea of this website is to allow everyone to participate in experiences they might not otherwise be able to afford if they had to buy the equipment themselves. Finch said that he's had a variety of posts from hammocks and projectors to things as crazy as a \$100 magic show.

Christensen Genetics founded by Seth Christensen works in the cattle industry artificially inseminating cows. Seth can make his profit by charging for the artificial insemination to impregnate the cows, leasing bulls, and by providing clients to buy the calves after they've been born. Seth has extensive experience with cattle, having worked with them since he was 11 years old.

Infuze founded by Danny Noall is a flavoring system that attaches to the mouth piece of a water bladder (such as CamelBak) and allows flavored concentrate to flow out of the mouthpiece at the same time as the water from the bladder of the pack. This allows the user to switch from water to flavor as desired, without leaving a flavor stain in the water bladder.