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THE HUNTSMAN POST

MAY 2015 ISSUE

April showers have indeed brought May flowers to Cache Valley. It also brought the 128th USU Commencement. Graduation is filled with emotion, as those graduating reflect on their time on our beautiful campus and look forward to the next chapter in their lives. At the Huntsman School graduation ceremony, we have a tradition of ending our program with a reading of the Teddy Roosevelt quote to dare mighty things. Those three words have become a sort of motto for us, and as our outgoing Business Senator Scott Laneri read the quote on May 2, I had no doubt that our graduates would indeed go on to dare mighty things.

The very next day following our graduation ceremony, two groups of our students left for career exploration trips to Seattle and New York City. Our NYC trip is in its sixth year, and it started our career exploration program. This past academic year, 220 students visited 80 companies on 15 faculty-led trips, exploring career opportunities across different industries and different disciplines. This exploration is having a tremendous impact on what our students believe is possible, and we would love to engage with you if you are interested in hosting our students.

And finally, we have some more great news about our students. Our student ethics club was invited to compete in the National Ethics in Action Competition, and in our inaugural year of participation, our students brought home both the Grand and First Place Prizes. What a marvelous way to cap off another outstanding year!





A handwritten signature in black ink that reads "Doug".

DOUGLAS D. ANDERSON
DEAN & JON M. HUNTSMAN CHAIR

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Go and Change the World

Graduates were challenged to go and change the world at the Huntsman School graduation ceremonies on May 2, 2015. Following the general USU commencement in the morning, the Huntsman School graduated 721 students, including 162 through its China Cooperative Program and a further 207 graduate students. A total of 400 students walked during the ceremony and heard from valedictorian Tanner Boden, commencement speaker Crystal Maggelet, and Dean Douglas Anderson.



Tanner Boden, who graduated with a 4.0 in Marketing and is headed to eBay, encouraged the graduates to focus on people, even in this age of technology, because “books and computers only hold information. People hold knowledge. I define knowledge as the ability to interpret information, understand, and problem solve.” He also noted that he learned about himself in college, and that “by learning about ourselves in college we are able to mitigate our weaknesses and capitalize on our strengths.”

Crystal Maggelet, a 2008 Huntsman School Distinguished Executive Alumnus and long-time member of the school's National Advisory Board, spoke of ethical leadership and entrepreneurial spirit, two of the Huntsman School strategic pillars that have served her well in her life and career. Recalling a childhood lesson in integrity, she stated: "I remembered the mistake I had made that day and the valuable lesson my mother had taught me. The values my parents instilled in me have played an important part in my life." Speaking of entrepreneurial spirit, she recalled her first job, at age 13, harvesting potatoes. "I would stand in a potato pit by a conveyer belt and pull dirt clods and vines from the newly harvested potatoes before they were stored. It was very hard work, but I loved being productive and being paid for it. It made me happy coming home at night covered in dirt, and knowing after 2 weeks of this I would get a \$350 check at thirteen.

Productivity and hard work make us happy. In some parts of the world there are people who have nothing and walk miles each day just for water yet they are happy. They are productive. Hard work will always be a part of success. Nothing comes easy.”



Dean Anderson, in introducing Crystal Maggelet, noted that “her personal and direct involvement to take Flying J through bankruptcy and coming out the other side even stronger, while taking care of her employees and bond holders, is truly extraordinary. I am amazed every time I hear how deftly she guided the company through a massive restructuring and more importantly, her incredible ethical leadership in taking care of the company’s most important asset, the people.”

Dean Anderson closed the ceremony by imploring the graduates to go and change the world. Recounting the refreshing of the curriculum, the world-class faculty and extraordinary outside-the-classroom opportunities afforded through the Huntsman School, he noted that the foundational reason to come to the Huntsman School, and to study business, was to change the world.

Exploring Finance Careers

Data analytics and communications skills. That about sums up the advice given by employers to Huntsman School students on the 6th annual NYC Career Exploration Trip in early May. A group of 16 students, led by finance professors Ryan Whitby and Paul Fjeldsted, visited 10 firms over a span of two and a half days to find out firsthand about careers and life in New York City.



John Loffredo, '86, Senior Managing Director at investment management firm MacKay Shields, noted that he values good communications skills. "I can teach you the analytics, but you need to bring solid written and verbal communications skills." That advice was echoed by Brian Broadbent, '93, managing director at Goldman Sachs, who stated that he spends much of his day talking with clients about the impact of events around the world on their investments. Communications skills, including the ability to take in massive amounts of information and making sense of how seemingly disparate pieces of information relate to one another, to the broader economy, and to specific investment strategies, are critical to success in the investment banking field, said Broadbent.

Dustin Jones, '05, senior vice president at Macy's, told the students that he looks for three things in evaluating potential hires. "I want to see passion, curiosity, and taste," said Jones, who began his career at Macy's 10 years ago and is now on his eleventh job with the company. During a tour of the Macy's store at Herald Square, Jones showed the group the RFID tags that appear on every single item sold by Macy's, and how the massive amounts of data collected through this technology is revolutionizing the retail industry. This reliance on data was substantiated in visits with JetBlue, ABC, and Bloomingdale's, with Britton Pederson, '10, noting that almost the entirety of his job determining fares for JetBlue is reliant on interpreting data collected from thousands of flights about destination preferences, traffic patterns, competitor pricing, and scores of other data points.

In addition to the business visits, the students explored the city, including a trip to Yankee Stadium and Central Park, and some daring souls even partook of the variety of street food available in Manhattan. Parker Harris, a finance student on the trip, said that "this trip literally changed my life as it opened my eyes to the possibilities available in the city. My goals for my career have expanded and I honestly feel like my career can go wherever I want it."

During the past academic year, the Huntsman School conducted 12 career exploration trips along the Wasatch Front, with national trips to Washington, DC, Seattle, and NYC.

Student Videos Win National Competition

Each year Utah State University students get the opportunity to stretch and challenge their business ethics through an event known as the Ethics Bowl. Sponsored by the Society for the Advancement of Ethic Leadership (SAEL), this event is designed to help students understand how ethics are relevant in a variety of situations and encourages them to discuss and explore ethical questions. This year the ethics bowl took the form of a video competition where student teams made original videos on a business ethics topic.

The local competition was designed and structured in such a way in order to allow teams to submit their videos to the national Ethics in Action Video competition hosted by the Student Center for the Public Trust. The winners of the ethics bowl went on to compete against student teams from other universities and were judged on concept, originality, script and screenplay and whether or not the video conveys the spirit of Ethics in Action in a business environment.

The USU teams won Grand prize in both categories of the competition with their videos that highlight the use of social media in a professional manner and how bribery and corruption affect setting up businesses. The teams won \$1,000 and \$800 respectively. You can see the winning videos here:

<https://www.youtube.com/embed/19IbzyHpM3I?rel=05603150>https://www.youtube.com/embed/m_K0NvoDZMw?rel=05603150

SAEL President, Allison Fife says of the completion, "our students did a really good job at digging deeper and exploring ethics cases that are not the typical cliché examples of business ethics issues but are still very relevant to the workplace today." SAEL was originally set up to support the Huntsman School's pillar of Ethical Leadership and to encourage its members to debate ideas and explore various opinions, views, and beliefs that relate to ethics in the workplace and community.