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## The Huntsman Post, March 2018

USU Jon M. Huntsman School of Business

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The following is a historical representation of Huntsman Post Issues. Not all original issue content is still available online. Where content is available it is included on the pages following the email layout.

# THE HUNTSMAN POST

## Entrepreneur Shares Guatemalan Culture Through Handwoven Wallets



Andy Thunell's eyes gleamed with passion as he recounted his recent visit back to Guatemala. He's now making a difference in the lives of people he loves, as this important part of Guatemalan culture is now being passed on to the next generation of female artisans due to the opportunities created by WeaveSleeve.

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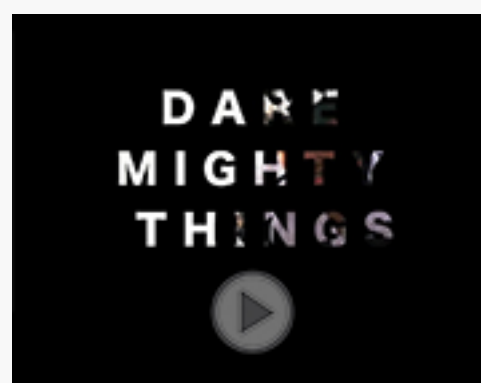
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Huntsman School  
Students "Dare Mighty  
Things"

[Watch Video](#)

Spring 2018

# ENTREPRENEUR

## LEADERSHIP SERIES

Mar 28

RISING TO THE TOP OF AN INDUSTRY

Paul Belcher: Owner of Mountain Crane Services

Apr 4

SHARK TANK NIGHT: AGGIES CHASING SUCCESS

Amy Anderson: Founder of MediConnect Global, Founder and  
Managing Partner of Rees Capital

Paul Woodland: Former CFO of Dryers Grand Ice Cream, Inc.

Steve Peterson: General Partner of Millrock Capital

Brad Oldroyd: Founder and CEO of TeamONE Management Group

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# Carrying a Culture: Huntsman Entrepreneur Brings Guatemala Home with Hand-woven Wallets

January 2018

Andy Thunell's eyes gleamed with passion as he recounted his recent visit back to Guatemala.

During that visit, Thunell was approached by a mother and her 3-year-old daughter, who had just finished her very first weave. The little girl proudly held up the art piece for Thunell to see.

"She was holding onto it and was so, so proud...I just imagined my 3-year-old son and just thought 'no way that he can do that'," Thunell said.

Thunell, program coordinator for the Huntsman School of Business, has had many experiences like this one, ever since he made it his mission to preserve the culture and art of weaving -- a practice that is central to Guatemala.

He regularly travels to Guatemala to collect colorful wallets and laptop sleeves handwoven by female artisans. The textiles are then brought back and sold as a product of his startup company, WeaveSleeve.

Thunell started WeaveSleeve after graduating with a dual major in business and Spanish from Utah State University. He said it was all just a matter of figuring out how to take the raw materials and make them into something that people can use on an everyday basis. Thunell had previous experience starting another company, Rapid Progression Kayaking School, but WeaveSleeve was another entrepreneurship endeavor that he wanted to pursue. He saw it as a way for him to give back.

"I realized that I might not be able to make a huge difference, but I can still make a small difference in the world with the people within my reach," Thunell said.

He's already making that difference, as this important part of Guatemalan culture is now being passed on to the next generation of female artisans.



*Left: A mother teaches her two daughters how to weave. The girls' father died more than five years ago and the girls never had the opportunity to learn to weave since they focused their time on things that would provide income for their family. Weaving wasn't something that they could make money doing at that time.*

*Below: WeaveSleeve Wallets and Laptop Cover*





# The Online MBA Checklist: How to Pick the Winning Business School in Utah

April 2018

According to the Financial Times, 2017 marked the [highest salary increase in a decade](#) for MBA graduates three years after their return in the workplace, and global average salary increase numbers are holding strong in 2018, where almost two-thirds of alumni cohorts more than [doubled their salaries](#).

We live in the “golden age” for MBA jobs, but that doesn’t mean all of them are created equal. The market is saturated with for-profit “instant degrees,” and employers are worried about the knowledge gap between alumni of respected universities and those of opportunistic institutions. Companies want students who left business school with an education, not just a diploma.

Before you enroll in your [online MBA](#), make sure your university of choice packs a punch on your resume using this checklist.

## Five Traits of a Winning Business School

### 1. Institutional Prestige

Imagine being at a job interview where it’s going great. You start talking about your MBA, but your future manager isn’t sure what to make of it. Your resume goes into the “maybe” pile. That’s because when an employer can’t take your education seriously, they won’t take you seriously.

If you only had one criteria to go off of in your MBA decision making, pick prestige. Look for universities that have a good standing among local and state-wide employers, and a proven track record in graduates’ job placement, like Utah State University (USU)’s Jon M. Huntsman School of Business. The [online Huntsman MBA’s](#) prestige will set you apart in the job market and help you land competitive jobs.

### 2. Online Flexibility

Real-world application is an intrinsic part of the MBA learning experience, and working professionals are at an advantage when they’re able to successfully balance schooling with family commitments or the requirements of their full-time jobs. With the advent of online education, long gone are the days when candidates had to spend every waking moment in class or commuting to/from campus.

Programs like USU’s 100% [online Huntsman MBA](#) allow you to fit classes around your schedule, and strike the right balance between personal and professional life. For employers, this translates into candidates who didn’t rush school but took the time to experience an immersive education.

### 3. World-renowned Faculty

The practical nature of an MBA degree demands that faculty have exponentially more real-world industry experience than their students. Only a handful of universities manage to attract expert faculty like Utah State’s own [Scott Hammond](#) – professor, radio host, author, and accomplished consultant. Providing students with access to industry-savvy educators, leaders, and professionals enriches their learning experience and provides a greater array of practical references, case studies, and personal examples.

### 4. Engaging Curriculum

It doesn’t do a student any good to memorize material for a test only to forget it afterwards. Using the “Recall-Learn-Teach” learning model, [online Huntsman MBA](#) students draw on past experiences to learn new business concepts and master a variety of subjects: strategy, leadership, marketing, finance,

entrepreneurship, and more. They simplify and clarify these notions by presenting them to their peers, then demonstrate mastery through assessment and proven ability. This way students get to practice concepts in safe learning environments and receive feedback on how to improve, enhancing their learning experience.

## 5. Academic Rigor

Well-rounded business professionals understand all aspects of running an organization, and are able to quickly uncover processes that expand beyond their area of expertise. The [online Huntsman MBA](#) is designed to help students master the art of selling a concept, understand how to grow and maintain a thriving business, and hone leadership skills, through a variety of projects, discussions, case studies, and real-life applications. An academic environment that sets clear timelines, goals, and expectations, that encourages applied group work and cross-industry interaction, is conducive to gaining interdisciplinary ground fast and thorough.

If you are considering the Jon M. Huntsman School of Business, you can rest assured it checks off all boxes in the MBA checklist. When it comes to setting yourself apart in the workplace, the program's cutting-edge education and experienced faculty attracts students from around the world to Utah State in Logan. That same program is available 100% online.

## A Perfectly-paced Degree for Working Professionals

Whether you are looking for a promotion, new career, or simply more education, finding the time to do it can be difficult. The 100% [online Huntsman MBA](#) is designed for professionals who want to balance a full-time job with a part-time course load, master core business skills in a paced environment, and still have time to pursue their passions. It really makes living and learning possible.

By spreading out the course work over a two-year period, only taking one class at a time, you can master the content without being overwhelmed, and experience the convenience of Utah State's award-winning online programs, recognized as fifth best in the nation by U.S. News & World Report's preeminent college ranking system. Witness real-world experienced educators bring textbook principles to life in the classes they teach, and mentor you to solve today's problems with tomorrow's solutions.

Earn your MBA the Huntsman way. Visit [USUonlineMBA.com](http://USUonlineMBA.com) or call (435) 797-3624 to talk directly to an advisor.

## USU's 100% Online Huntsman MBA



**2**

**Years to graduate with your MBA**



**12**

**Classes, totaling 36 credits**



**2**

**Classes per semester, one at a time**



**7**

**Weeks per class, any time of day & night**

Sources:

- Ortman, Laurent. Moules, Jonathan. "[MBA graduate salaries increase by record amount.](#)" *Financial Times* 29 Jan 2017. Web. 3 Apr 2018.
- Ortman, Laurent. "[An MBA is still a great boost for salaries.](#)" *Financial Times* 3 Jan 2018. Web. 3 Apr 2018.



# Huntsman School Investigates Bank Discrimination in Small Business Lending

February 27, 2018



Sterling Bone is part of a research team that has received a \$1.2 million grant to support "mystery shopper" testing of small business lending practices in banks across the United States.

Utah State University's Jon M. Huntsman School of Business announced that it is part of a research team that has received a \$1.2 million grant to support "mystery shopper" testing of small business lending practices in banks across the United States. The three-year grant was made from the W.K. Kellogg Foundation and will support researchers from USU, Brigham Young University, Rutgers University-Newark and the National Community Reinvestment Coalition to conduct investigations and training to educate both banks and borrowers about discrimination in small business lending.

USU's Sterling Bone, associate professor of marketing at the Jon M. Huntsman School of Business, was part of a team last year convened by the NCRC's Center for Civil Rights to conduct a pilot study that tested small business lending practices of banks in two cities. The results of the study showed that bankers were three times more likely to invite follow-up appointments with white borrowers than better-qualified black borrowers. Banks were twice as likely to offer white entrepreneurs help with their small business loan applications compared to black entrepreneurs.



"We cannot accept marketplace discrimination in small business lending," said Bone. "We have the responsibility, as academics and public policy advocates, to discover and test solutions to eradicate these ills in our society and everyday lives. This grant will allow us to work toward solutions for the welfare of all."

According to the NCRC, discrimination experienced by minorities seeking home ownership has been studied and addressed in a variety of federal laws designed to prevent it, this new research focused on how discrimination affects minorities seeking business loans, which has not been documented as thoroughly. The \$1.2 million, three-year grant received by Bone and his colleagues is aimed at systematically examining lending practices by banking institutions to racial, ethnic and gender minority customers and to address issues uncovered by the research.

"Entrepreneurship and economic development success hinge on ensuring that small businesses have access to capital," said Bone. "Unfortunately, if the small business is a black-owned, Hispanic-owned, or is a women-owned business, then access to capital may be more difficult to obtain. We hope to help banks and other lending institutions identify ways to de-bias and rid their employees and practices of the implicit biases that enter into the way they treat and interact with minority customers."

Bone is a recognized expert in marketplace constraints for minority entrepreneurs and his work has been published in the *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Service Research*, *Journal of Public Policy & Marketing*, *Harvard Business Review* and other notable journals.

"This grant will provide the means to conduct on a larger scale, the rigorous testing of small business lending practices in the United States," said Bone. "While we are pleased to receive this important research support, I hope to see the day where our research is history only and not the current state of business and society."

The mission of the Jon M. Huntsman School of Business at Utah State University is to develop leaders of distinction in commerce and public affairs. The school, with nationally ranked curricular programs and award winning faculty and students, is located in beautiful Logan, Utah, regularly recognized as among the best places to live in the United States.

NCRC and its grassroots member organizations create opportunities for people to build wealth. They work with community leaders, policymakers and financial institutions to champion fairness in banking, housing and business.

The W.K. Kellogg Foundation (WKKF), founded in 1930 as an independent, private foundation by breakfast cereal pioneer, Will Keith Kellogg, is among the largest philanthropic foundations in the United States. Guided by the belief that all children should have an equal opportunity to thrive, WKKF works with communities to create conditions for vulnerable children so they can realize their full potential in school, work and life. The Kellogg Foundation is based in Battle Creek, Michigan, and works throughout the United States and internationally, as well as with sovereign tribes. Special emphasis is paid to priority places where there are high concentrations of poverty and where children face significant barriers to success. WKKF priority places in the U.S. are in Michigan, Mississippi, New Mexico and New Orleans; and internationally, are in Mexico and Haiti. For more information, visit [www.wkkf.org](http://www.wkkf.org).