

Your source for news and information  
on the Southern Utah University  
School of Business

# SUUUCCESS

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## Moving ahead:

### Message from Dean Carl Templin

Dear Alumni,

This year has been both challenging and rewarding. On the challenging side, the School of Business had to take a 4% budget cut on our base budget plus the loss of two faculty and one staff positions. We have worked hard to minimize the impact of the cuts through fundraising, the establishment of program fees to supplement appropriated budgets and, of course, some belt tightening. On the positive side, we have had some great successes, some of which you will read in this newsletter. I will highlight a few.



**Carl Templin**

**Student Honors.** In addition to the student awards reported in this newsletter, business students have been recognized elsewhere in the University. Emmeli Bulloch, an Accounting Major and the Outstanding Scholar from the School of Business, is on the SUU Tennis Team and recently received the top female scholar award by the Athletic Department. Student Support Services recently named two business students as TRIO Achievers. Federal TRIO programs are educational outreach programs to motivate and support students from disadvantaged backgrounds. Shauna Johnson, an Accounting Major and a first generation college student, was recently named one of three 2009 TRIO Achievers, as was Chip Sanders, a Management Major. He also was awarded the Frank Behunin Scholar, which recognizes a student for overcom-

ing challenges. Chip overcame learning disabilities to be successful in the classroom. He will graduate in December 2009.

**Entrepreneurship.** We are completing our third year of Best Business Idea and Business Plan Competitions. We also are completing our first year of our Entrepreneur Speaker Series which is held in conjunction with our Entrepreneurship Class. This features entrepreneurs who share their experience and insight with our students. This coming fall, we will begin a new program - the Entrepreneurship Integrated Core. Students

will study marketing, finance and operations management, which will be taught from an entrepreneur perspective, and will form small 15-person companies organized around a business idea. They will develop the idea, conduct market research, develop a business plan, obtain funding from our Thunderbird Venture Capital Fund and then start up and operate the company during the semester. Students will directly apply their knowledge and business skills in a competitive business environment using real money and products. There will be more about this in our next newsletter.

Thanks for staying connected with the School of Business. I hope you enjoy the achievements of our students and faculty.

# Updates from the Business Departments

## Accounting

After several years of careful preparation and dialog among faculty and students, the School of Business has established the first honor system at Southern Utah University. It consists of values, honor pledges, and procedures for encouraging academic integrity at the School.

This semester, Dr. Donald McCabe, a nationally-recognized expert on academic integrity, met with faculty and students for three days. Dr. McCabe has done extensive research on college cheating, surveying over 170,000 students at more than 165 colleges and universities in the U.S. and Canada, including SUU. The results of his national survey show that about 50 percent of undergraduate students and 30 percent of graduate students report that they have cheated at least once during their academic careers, and that business students cheat more than students in other disciplines.

Dr. McCabe stressed that reduced cheating is only one benefit of a culture of academic integrity. Other benefits include increased long-term commitment to values central to academic integrity, including honesty, trust, fairness, respect, and moral courage. It is our hope that promoting these core values in the School of Business will help students learn to manage the strength of their own characters in their academic careers at SUU and later in their professional careers.

Consistent with these values, faculty and students have agreed to sign the following integrity pledge:

*As a member of the School of Business community, I will pledge, on my honor, that I will not lie, steal, cheat, or tolerate those who do.*

Student senators presented the honor system in a special convocation for the School of Business on April 2, 2009. You may

review their presentation, "An Orientation to the Honor System at the School of Business," at the School's webpage at <http://www.suu.edu/business>. Some of your favorite professors appear in the presentation.

The Accounting Department is continuing their research, publications, & presentations. We have Robin Boneck, David Christensen, Jeff Barnes, Joe Merrill, Tim Lewis, & David Rees who have had publications and presentations in the last year.



David S. Christensen, Ph.D.  
Department Chair

## Economics/Finance

Kim Craft replaced Joe Baker as department chair as of July 1, 2008.

Members of the Economics and Finance department took part in a panel discussion on the current economic crisis, sponsored by the School of Business as part of its Wells Fargo Lecture Series, on October 23, 2008. The event was open to the public and drew an overflow crowd. The panel included SUU finance professors Steve Harrop and Steve Evans, SUU economics professor David Tufte, and was moderated by Professor Joe Baker. Rob Kerry, Chief Credit Officer for ADB Bank, also participated as a representative of the banking industry. The panel examined and discussed causes of the current credit crisis, effects of the crisis on the macroeconomy and stock and bond markets, and implications for bank lending and borrowing.

The department welcomes David Berri as a new faculty member. Professor Berri

has a Ph.D. in economics from Colorado State University and has taught a variety of economics courses at Colorado State, Northern Colorado, Coe College and, most recently, California State University-Bakersfield. Dr. Berri's research focus is on the economics of sports. He has authored or co-authored 26 research papers in academic journals, including some of the top journals in economics. Professor Berri is married and has two daughters, ages 11 and 8.

Professor Berri is about to finish his second book on the economics of sports, *Stumbling on Wins*, which outlines ways in which coaches, managers and executives in professional sports systematically overlook or mischaracterize pertinent facts about players and team management. The book is due to be published Fall of 2009 by Wharton School Publishing/Financial Times Press. Dr. Berri also has three peer-reviewed journal articles coming out in 2009. One particularly intriguing paper,

which was discussed in an article in New Yorker Magazine, examines the effect of race on the salaries of NFL quarterbacks.

Professor Joe Baker was on Sabbatical leave during Spring Semester 2009. He worked with former colleagues at the Oak Ridge Institute for Science and Education examining the effect of foreign national scientists and engineers on the US labor market. Professor Baker presented the SUU Distinguished Faculty Lecture in September, 2008 on "Class, Ability, Mobility: is it better to be rich or smart." He was also recently awarded a research grant from the Alfred P. Sloan Foundation to examine job satisfaction of Ph.D. scientists and engineers.



R. Kim Craft, Ph.D. Department Chair

# *Updates from the Business Departments*

## *Management and Marketing*

The Department of Management and Marketing continues to grow in terms of both students and program offerings. Management and Marketing is now the largest department in the School of Business, in terms of both the number of students and the number of faculty. The recent addition of Dr. Azmi Ahmad (who replaced retiring Professor Art Porter) has been a great benefit. His main teaching responsibility is Production and Operations Management. Also, Dr. Sophie Sukalakamala has been a wonderful addition to our HRHM faculty.

The recently created Hotel, Resort and Hospitality Management program also continues to grow impressively. Dr. Lisa Assante, in her first year with us in the HRHM program, won the prestigious 2008 Thunderbird Award for Professor of the Year and has also received several grants.

The quality of the department's offerings

continues to improve, as well. In response to input from the School of Business National Advisory Board, our curriculum was overhauled, courses modified, and electives added. The excellence of our Management faculty continues to impress, with Professor Greg Powell winning the 2008 SUU Outstanding Educator Award.

The faculty continue to lead out in terms of research and publications. Drs. Assante, Ahmad, Hamlin, Calvasina, Moore, Roberts and Sukalakamala all had journal articles published in the past year. Dr. Amy Moore continues as Associate Editor of an academic journal.

Further, Dr. Emmett Steed, Dr. Sophie Sukalakamala, and Dr. Dennis Vredenburg had peer-reviewed published proceedings at academic venues. In recognition of the talent in the department, Dr. Lisa Assante was given

the SUU Outstanding Educator Award for 2009, and Dr. Gerry Calvasina was awarded the SUU Outstanding Scholar Award for 2009. Dr. Emmett Steed won the department award for Outstanding Educator. Dr. Wayne Roberts was promoted to the rank of Full Professor of Marketing.

Lastly, Dr. Dennis Vredenburg will be retiring this year after 17 years of dedicated service in the Marketing program, and will be missed.



Dr. Alan Hamlin  
Department Chair

## **VITA—2009**

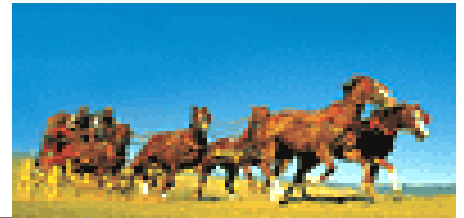
### **Volunteer Income Tax Assistance Program**

The School of Business Accounting Department has been administering the VITA program since January of 2000. The program provides free income tax assistance to qualifying taxpayers in our local community. Currently, Asst. Prof. Robin Boneck serves as advisor and Assoc. Prof. Jeff Barnes serves as co-advisor to the program. Each year a Master of Accounting student serves as the manager of the program and enlists the assistance of several other graduate students to provide daily supervision of accounting students (undergraduate and graduate) who provide the daily volunteer service to our local community.

The VITA program was incredibly successful this year. Justin Crofts, along with assistance from several other MAcc students serving as supervisors (Derek Anderson, Steven Reese, Megan Whatcott, Brooke Tasker, and Cara Wrigh), managed the program. 937 tax returns were filed this year which is around 200 more than last year. More than 70 accounting students volunteered to prepare tax returns for qualifying taxpayers residing in the Cedar City area. Over 1,000 hours of volunteer service were provided by these students from late January until April 9th. All tax returns were prepared and filed at no cost to the taxpayer. We estimated that providing this service saved the citizens in our community approximately \$112,000 in tax preparation fees. More impressive is the fact that the community received over \$1,133,000 in income tax refunds through our service.

# Wells Fargo Speaker Series

WELLS  
FARGO



On Wednesday September 3, 2008 Dr. Kelly Matthews of Wells Fargo Bank spoke as part of the Wells Fargo Executive Business Speaker Series. Dr. Matthews shared his views on the current housing and crude oil crisis and its effects on the Utah economy. Dr. Kelly Matthews is responsible for local, regional and national economic analysis and fore-casting. He is also the Wells Fargo Government Affairs Officer in Utah.

His research and opinions are widely read by the financial and business community, and he is regularly quoted in newspapers, radio and television news coverage.



*Kelly Matthews*



*Alan E. Hall*

Alan E. Hall, one of the most influential business people in the state of Utah (perennial top-10 according to *Business Connect Magazine*), shared his message of "Grow America" on Wednesday, November 19, 2008.

Alan E. Hall is the founder of Ogden-based MarketStar which began as a basement business funded by a second mortgage, and latter long-locked his success when in 1999 it sold to the largest advertizing company in the world. He also founded Salt Lake City-based Mercato Partners and Kaysville-based Grow Utah Ventures. Hall has never rested on his laurels, aggressively evangelizing entrepreneurial growth throughout Utah.

*Diane Dutton*

Another great addition to the Wells Fargo Business Executive Speaker Series was the CEO and ESO of Business Advisory Services Int'l and author of "A Woman's Ladder To Success is Paved With Broken Glass Ceilings", Ms. Diane Dutton. On Tuesday, March 3, 2009 Diane spoke on "A Woman's Career; Leadership Beyond the Glass Ceiling" as part of the Wells Fargo sponsored speaker series and in conjunction with SUU Women's Week and SUU Convocations. Ms. Dutton has published articles and appeared on TV and radio discussing her findings in the area of gender bias in the workplace.

She is a CPA, MBA, member of the NSCPA, and an AICPA Ambassador speaking on behalf of the CPA Profession. She has been CFO for several \$100 Million Public and Private Companies in Southern Nevada. Ms Dutton is a member of NAFE, NAWBO, TMA and Women and Network.







***Renee West***

Renee West finished up the spring semester as the final presenter for the Wells Fargo Business Executive Speaker Series with a presentation called “Success in a Crisis Economy” on Monday, April 20, 2009.

Renee West is President and Chief Operating Officer for Excalibur, a 3,991-room resort. She is responsible for all property operations as well as a series of major capital improvements at one of the city’s most iconic and best-known destinations. Prior to joining Excalibur, West served as President and Chief Operating Officer for Primm Valley Casino Resorts.

Known for her ability to strategically align operations, instill vision at all ranks in a company and improve profitability, West has enjoyed an extensive career in the hospitality industry. She has held senior positions with Caesars Palace and Station Casinos and provided organizational strategy design for a number of other organizations.

West is a board member of the Las Vegas Chapter of the Young Presidents Organization and is a trustee on the board for the Culinary Training Academy. She also serves as the Secretary Treasurer of the Nevada State Board of Medical Examiners. Chief among her many certifications and degrees is an honorary doctorate from Southern Utah University.

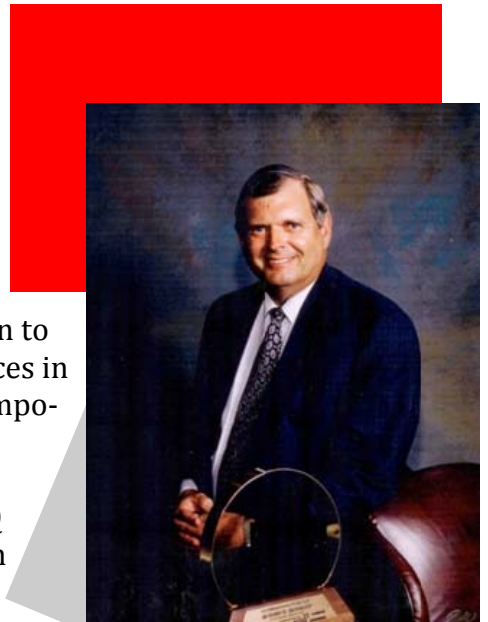


On Thursday, April 9, 2009, Dick Reinhold, Founder of SOS Staffing Services, shared his views on “The American Workforce and Changing Employment Opportunities” as part of the Wells Fargo Business Executive Speaker Series. Richard D. Reinhold is originally from the Chicago area and graduated with a degree in business from the University of Kansas.

After early jobs as a market research analyst, commercial banker and salesman, he started in the temporary staffing business in 1965. After working for national companies in the staffing industry for several years at the upper management level, he founded SOS Staffing Services in 1973 in Salt Lake City, Utah. In just a few years, SOS had grown to be the largest staffing service in Utah. By 1995 it had grown to 43 offices in 5 western states employing over 700 staff employees and 100,000 temporary workers annually.

In 1995, SOS became a public company and was listed on the NASDAQ stock exchange. By early 1998 it had grown to have over 100 offices in 12 states with sales of 200 million dollars. SOS received many awards including “One of the Best Small Companies in America” presented by Forbes Magazine. Mr. Reinhold retired in 1998 as Chairman of the Board.

***Dick Reinhold***



## Small Business Development Center

# Best Business Idea Competition

The results of the 3<sup>rd</sup> Annual Best Business Idea Competition are in, and the winners have been determined! The event was sponsored by the SUU Small Business Development Center and School of Business, the Cedar City Chamber of Commerce and Iron County/Cedar City Economic Development. Prize money was donated and sponsorship provided by USTAR, the Quantum Development Group, and ADB Bank. Over 50 imaginative and promising business ideas were submitted for judging. Ten finalists were chosen to present their business idea orally to the panel of judges. Based upon those presentations the five winners were chosen. And the winners are. . .

	<u>Recipient</u>	<u>Nature of Business</u>	<u>Prize Money</u>
1 <sup>st</sup> Place	Marlon Stones & Brent Hasty	Alternative fuels development using algae	\$5,000
2 <sup>nd</sup> Place	S. Mark Florence, Lenn Florence, Piete Florence & Steven Florence	Classroom instruction in renewable energy technology	\$3,000
3 <sup>rd</sup> Place	Craig Corry & Scott Albrecht	Trough heater for farmers	\$1,000
Honorable Mention	Leesa Ricci	International news network	\$500
Honorable Mention	Elayna & Paul Wightman	Interactive calendars	\$500

As can be seen, the winners' ideas covered a wide range of business possibilities. All represent very practical and innovative business ideas, with very bright prospects for the future. Two of the five awardees are SUU students.

The mutual purpose of each of the sponsors of this competition is to support the development of small businesses in the Tri-County area (Iron, Beaver and Garfield Counties), and to promote healthy economic development with more jobs and an increased tax revenue base. With the integration of community resources and the talent of our own successful entrepreneurs, we can help more and more small companies get started and successfully grow. In the not too distant future, we will be opening a "one-stop-shop" business resource center and incubator that will provide necessary support and counseling services for smaller businesses. Ultimately, such a center would not only provide support services, but help with financing alternatives (including a micro loan or an "angel"/venture capital fund), business partnering facilitation, as well as legal and human resource services.

Craig Isom, Director of the SUU Small Business Development Center and Procurement Technical Assistance Center said, "It is very rewarding to see the response to the competition challenge. There's lots of talent in our community and many untapped ideas and opportunities. We're happy to get the creative juices flowing and have so much interest in this kind of event. What's most rewarding is see-

ing so many different resources come together (university, public and private) for a very important and common cause. We extend our thanks to all who participated. Now we just have to keep the ball rolling and support the launch of new, successful businesses, and build upon this start to a new community partnership.”

Contact information of winners and others involved is available upon request for follow-up interviews and additional information.



## ***Southern Utah University Business Resource Center (BRC)***

The Southern Utah University Business Resource Center (BRC) has opened its new doors at 77 North Main Street in Cedar City. It is a “one-stop” business assistance and support center conveniently located on Main Street and openly visible to the public. The SUU BRC provides an array of business services – including training, counseling and one-on-one mentoring – delivered by a team of highly qualified service providers.

Some of the participating partners include: SUU Small Business Development Center; SUU Procurement Technical Assistance Center; Cedar City Area Chamber of Commerce; USTAR; SUU School of Business; Utah Center for Rural Life at SUU; Iron County Economic Development; Custom Fit; and many more. The BRC will also draw upon the faculty and students at Southern Utah University as well as public and private sector entities to help address the challenges of regional entrepreneurs.

Contact information: SUU Business Resource Center (435) 865-7707

# Public Accountancy Club

We had a very active year for the PAC. Starting in the Fall, several CPA firms sponsored PAC socials on or around campus, including Deloitte Touche, McGladrey Pullen, Tanner LC, Hinton Burdick, and Jensen Keddington. The PAC took students up to Salt Lake City to visit the offices of Tanner LC, Jensen Keddington, and H & J Associates. In the Spring we had three events where speakers came to talk to the PAC about writing effective résumés and cover letters, interviewing skills, and various things the students should know about the expectations of their future employers. All who attended were richly rewarded. We made office visits to four firms in Las Vegas: Deloitte Touche, McGladrey Pullen, PBTK, and Bradshaw Smith. The VITA (Voluntary Income Tax Assistance) program processed over 900 tax returns as a great public service to the community.



# Excellence in Scholarship Banquet: An Evening to Honor Top Students

The top students in the School of Business were honored at the Excellence in Scholarship Banquet April 3, 2009. Students, family members, faculty, scholarship donors, and award sponsors braved the snowy weather to celebrate the scholastic achievements of the students being honored. As the master of ceremonies, Greg Powell added sparkle and humor to the elegant evening. The program included recognition of scholarship donors, presentation of the outstanding student awards, and a Beta Gamma Sigma Induction.

Awards were given to the following students:



Amy Hancock Marshall  
Valedictorian 2009

Awards	Students	Sponsors
<b><i>Outstanding Juniors:</i></b>		
Accounting	Melissa Johnson	McGladrey & Pullen
Economics	Kelsi J. Adams	Clark & Linford
Finance	Rhett E. Shipp	
Management	Dennis Frandsen	Small Business Development Center
Marketing	Casey J. Bywater	Clark & Linford
Hotel, Resort, & Hospitality Management	Robyn L. LaLumia	
<b><i>Outstanding Seniors:</i></b>		
Accounting	Cara Wright	HintonBurdick
Finance	Kendell J. Fowler	State Bank of Southern Utah
Economics	Patrick A. Bell	
Management	Lindsay L. Holyoak	Allegiance Direct Bank
Marketing	Bryan A. Allen	Target
Hotel, Resort, & Hospitality Management	Melanie A. Merrill	
<b><i>Graduate Students:</i></b>		
National Advisory Board Award (Outstanding Graduate Student)	Angela R. Templin	National Advisory Board
CPA Key Ward	Jana Reeves	UACPA
Outstanding MBA Graduate	Trent Douglas	Leavitt Group
<b><i>Special Awards:</i></b>		
Valedictorian	Amy Hancock Marshall	President's Office
Outstanding Scholar for the School of Business	Emmeli Bulloch	Provost's Office
Wall Street Journal Ward	Christopher R. Empey	Wall Street Journal





## BETA GAMMA SIGMA

*The Honor Society for AACSB Accredited Business Programs*

Beta Gamma Sigma is an international honor society in business. The scholars inducted into the society hold academic standing in the top 10 percent of juniors and seniors majoring in business and the top 20 percent of graduate students. Dr. Azmi Ahmad, Associate Professor of Management, is the faculty advisor for Beta Gamma Sigma.

The SUU chapter of Beta Gamma Sigma reached a climax in its activities of the past year on April 3, when it welcomed a total of 24 new members, and 1 professor (Kim Craft), into the ranks and privileges of the esteemed business honor society. The event took place during the School of



Business Awards Banquet in the Great Hall of the Hunter Conference Center. Qualifying inductees were previously invited to join Beta Gamma Sigma through a "Tapping-out Ceremony" executed by the society's Advisor Professor Azmi Ahmad, along with a few other faculty members of Beta Gamma Sigma. On the evening of April 3, those invitees who had accepted the invitation to join the honor society stood together in a uniform line in the Great Hall, as society officers presented the ideals and symbolisms underlying each Greek symbol that gives the society its name. Dean Templin, the president for BGS SUU chapter, then proceeded to formalize their membership through an oath to uphold the ideals and principles of the society. Newly inducted members then received certificates, cords, and keys to certify their official belonging to Beta Gamma Sigma and closed the symbolic night with in the company of associates, friends, and family.

The following students were inducted to the prestigious honor society: : Jared Brader, Allen Butt, Casey Bywater, Cassidy Carter, Paxton Catten, Corban David Christensen, Stephanie Dischbein, Trent B. Douglas, Bryant Flake, Jerry Scott Jensen, Melissa Johnson, Benjamin Joslin, Dagan Paul Leavitt, Jonada Munk, Jason Norris, Daylen G. Perkins, Ryan Shepherd, Jonathan Smith, Ashley Soper, Sara Staheli, Janice Lynn Stewart, Calire C. Stratton, Meagan Ann White, and Danielle C. Wright.



Thirteen SUU students competed at the State Career Development Conference in St. George in early February. Kim Smedley took first place in Travel and Tourism, while Beth Bosshardt took 3<sup>rd</sup> and Colleen Olsen took 9<sup>th</sup>. Lisa Iler took second in Hospitality, and Jake Mellor took second in Internet Marketing.

In International Marketing Rhett Gillins and Sharlene Witt took second place, followed by Beth Bosshardt and Colleen Olsen in third place, and Kim Smedley and Ashley Stevenson in fourth

place. Michael Garrard and Charles Busch placed 8<sup>th</sup> in that event. In Financial Services Jake Mellor took fifth place, and Greg Curley came in ninth. In the competition for Retail Management, Michael Garrard came in eighth and Charles Busch twelfth.

In the prepared events Lisa Iler placed fifth and Greg Curley sixth in Design, while the team of Tanya Lamb and Katy Smith placed sixth in Entrepreneurship. On Tuesday, April 21, DEX will be traveling to Anaheim, California, to compete at the International Career Development Conference. Travel money was obtained through fund-raising events, a grant from the Child's Fund, and from student money obtained through student government.

# HRHM Site Visits & Career Opportunities

The applied nature of hospitality management encourages student trips to industry locations. For the third year in a row, HRHM students visited Stations Casinos, where they received presentations on operations analysis and human resources, and tours of food and beverage facilities, meeting rooms, and guest rooms. Stations Casinos hosted SUU students for breakfast at Palace Station, where students were so impressed they returned to eat a late lunch at the Palace Station buffet. The next stop for SUU students in Las Vegas was the Hilton Grand Vacation Club on the Strip. Alumnus Whitney Johnston greeted us and accompanied us on the tour of the property.

A few weeks later, SUU hospitality management students visited the Grand America Hotel in Salt Lake City. EVP Bruce Fery invited SUU students to lunch after the extensive tour. Students enjoyed witnessing the customer service culture and the upscale furnishings. SUU students went on to the Marriott Vacation Club International reservation center for the U.S. and Canada, that is located in Salt Lake City. After a presentation of Marriott's approach to interval ownership, students received a tour of the facility, which has grown from less than 50 to over 400 employees in the last nine years.

On November 13, students visited Park City to hear from the developer of the new St. Regis Deer Valley Resort. The newly appointed general manager of the St. Regis was on hand to talk to SUU students about Starwood Hotels and about employment opportunities for the new resort.

HRHM Guest Service students conducted an in-depth guest service analysis of Ruby's Inn. With the cooperation of the owners and managers, SUU students are conducting a service learning project that will facilitate student learning and enhance the guest service at Ruby's Inn.

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## Navigating the Current Economic Crisis

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A panel discussion on the current economic crisis was sponsored by the School of Business on October 23, 2008. The event was open to the public and drew an overflow crowd. The panel, which was moderated by SUU economics professor Joe Baker, included SUU finance professors Steve Harrop and Steve Evans, SUU economics professor David Tufte, and Robb Kerry who is Chief Credit Officer for ADB Bank.

Each discussant provided his perspective on the crisis. Steven Evans attributed the primary cause of the crisis to the government's encouragement of relaxed lending standards. David Tufte addressed the macro-economic implications of the crisis, indicating that while the U.S. economy is performing badly, it is not time to panic. Mr. Kerry discussed effects of the crisis on banking and lending. Steven Harrop discussed the implications of the crisis to the stock market, indicating that while excessive bad debt has weakened our financial systems, government efforts to correct the problems will be successful. You may view their comments at the School's webpage at <http://www.suu.edu/business>.

# **"Engaging the Student"**

## **Fundraising Campaign 2008-2009**

### **Nearing our Goal of \$100,000 in New Scholarships**

Southern Utah University's School of Business has moved into a new era. After having achieved the highest national academic programmatic accreditation, AACSB, we are setting out to raise resources to continue and to grow the School of Business "Engaging the Student" initiatives. We sorely need scholarship monies and other resources. We can only do this with your support.

The 2007-2008 Engaging the Student Fundraising Campaign has a goal of \$100,000 for new scholarship money. We have nearly raised our stated goal! Much of this new scholarship money has come from individuals and corporate matches that have committed to be ongoing in their giving efforts. We are asking you to please donate to the "Engaging the Student Campaign." Thank you again for helping us continue graduating highly competent and appreciative students!

To access our contribution website follow the succeeding instructions:

1. Go to [www.suu.edu/givenow](http://www.suu.edu/givenow)
2. Click on Scholarship or Other
3. You must specify "School of Business" (see cut away donation card below for specifics choices)
4. Click on "Gift"
5. Fill out the necessary information about your Credit Card
6. Fill out the necessary demographic information.

To contribute via mail, make check payable to:

**Payee, School of Business Scholarship Fund.**

Address: **School of Business, SUU  
351 West University Blvd.  
Cedar City, Utah 84720**

## **YES! I WILL SUPPORT SOUTHERN UTAH UNIVERSITY'S SCHOOL OF BUSINESS**

### **GIVING OPTIONS**

#### **SUU School of Business Scholarships**

- ☐ Accounting
- ☐ Economics/Finance
- ☐ Management/Marketing
- ☐ Named Scholarship \_\_\_\_\_
- ☐ Dean's Priorities
- ☐ Other \_\_\_\_\_

### **SELECT GIFT AMOUNT**

- ☐ \$50      ☐ \$1,000
- ☐ \$100    ☐ \$2,500
- ☐ \$250    ☐ \$5,000
- ☐ \$500    ☐ Other \_\_\_\_\_

### **CONVENIENT WAYS TO GIVE**

**ONLINE:** [www.suu.edu/givenow](http://www.suu.edu/givenow)

**PHONE:** 1-877-233-8356 or 1-435-586-5401

**MAIL:** Check, payable to Southern Utah University

**Credit Card** ☐ Visa ☐ Mastercard ☐ Discover

Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Today's Date \_\_\_\_\_

Send to: SUU School of Business, 351 W. University Blvd. Cedar City UT 84720

**IN PERSON:** Please visit us on campus.

Will your employer match your gift? ☐ YES ☐ NO

Your e-mail address: \_\_\_\_\_

Five percent of this donation will be directed to the Institutional Enhancement Fund.

**SUU**  
SOUTHERN  
UTAH  
UNIVERSITY



EARNED EXCELLENCE:  
THE BEST BUSINESS  
SCHOOLS IN THE WORLD