

The
School
of
Business
Newsletter

*For Faculty, Staff and
Students*

January 2014

Salt Lake
Community
College



Step Ahead.

THE BIZ BUZZ

Issue 4

In This Issue



Page 2 - A MESSAGE FROM THE DEAN

Page 3 - DECA NEWS

Page 4 - FACULTY & EMPLOYEE SPOTLIGHTS

Page 5 - CULINARY ARTS HAPPENINGS

Page 6 - FORUM SPEAKERS, LUPUS EVENT

Page 7 - STUDENTS LAUNCH LOCAL COMPANY

Page 8 - LEADERSHIP FORUM

Visit us online at:
www.slcc.edu/schoolofbusiness.com

February Newsletter deadline for submissions:
January 27th
Send your story ideas to: Lisa.McFadden@slcc.edu

A Message From the Dean:

HAPPY NEW YEAR

Welcome back! Hopefully you enjoyed the holiday break and return with a high level of optimism as we begin 2014. We begin the spring semester following a successful fall term. Highlights from the fall include the launch of an in-service program, continued progress with the “flipped” classroom initiative, progress in the Quality Collaboration project with the University of Utah, hosting a highly successful ACBSP Region 7 Conference, and receiving accolades from ACBSP regarding the Quality Assurance report that was submitted this past September. ACBSP recognized our approach to student learning outcomes assessment as a “Best Practice.” All of these achievements are a result of the combined efforts and contributions of so many of you.

With everything that happened in the fall, I am sure you wonder what to expect in the spring. Here is a preview. We will continue with the in-service sessions on the first Friday of each month. I believe the next topic is Service Learning. The Strategic Planning Committee will work on the School of Business Strategic Plan, revisiting our vision, mission, core values, guiding principles and tagline “Your School of Choice.” Please let me know if you have an interest in joining the Strategic Planning Committee and engaging in this work.

On a side note, and related to the strategic priority to expand access to underserved populations, is the notion of offering the accelerated business program at the Taylorsville Redwood Campus. These conversations began toward the end of the fall semester. This semester we will continue to explore the feasibility of offering an accelerated schedule model that makes completion of the AS Business degree possible in 12 months. There are two major advantages to offering the program from Taylorsville Redwood. First, we are able to start new cohorts more often, thereby increasing access to higher education to underserved populations. Second, with a shorter time-to-completion we hope to increase the program completion rate.

Faculty office space became available as general education faculty moved from the Business Building to the new Instructional/Administration Building. Some faculty are in new offices, so be sure to check the updated School of Business Directory if someone appears to be missing in action. Speaking of the Business Building, we continue to make progress with improvements. Upgrades to our wireless capabilities will provide better support for technology-enhanced instruction. Soon we will have monitors in the hallways that will be useful for keeping all of us, as well as students, informed about the happenings in the School of Business and SLCC. Look for more information about how to get your announcements to stream on the monitors.

Finally, with the start of the new semester, you will notice some new faces and some old faces in new roles. All of the Division offices are now fully staffed. Bob Burdette has stepped into the Interim Culinary Arts Program Director role while we conduct an extended national search for a permanent director. I appreciate Bob’s willingness to set aside his passion for teaching to meet an acute leadership need.



Dennis Bromley, Dean, SLCC School of Business



Join, Compete, Win! Utah DECA State Competitions Feb 22

By DECA Officers, Natalie Calahaan & Victoria Willett

Salt Lake Community College Collegiate DECA is gearing up to compete in the Utah Collegiate DECA State Conference (SCDC). SCDC gives students the opportunity to compete with other Utah College students in many different areas of business and marketing.

The competitive areas are: *Accounting, Banking and Financial Services, Corporate Finance, Fashion Merchandising and Marketing, Hotel and Lodging, Restaurant and Food Service Management, Retail Management, Travel and Tourism, Business Ethics, Business-to-Business Marketing, Human Resource Management, Marketing and Management, Sales Management Marketing, Sports and Entrepreneurial Marketing, Business Law, Business Research, Emerging Tech Marketing Strategies, Entrepreneur (Starting a Business), Entrepreneur (Growing Your Business), Financial Statement Analysis, Online Business Plan, Professional Sales, Project Management.*

By winning top positions at the State competition, students will qualify to compete at the International Career Development Conference in Washington D.C. in April. This year SCDC will be held at Weber State University on February 22-24, 2014.

If interested in participating in the conference, please stop by room 222 in the Business Building, Mondays at noon or contact DECA@SLCC.edu.



FACULTY SPOTLIGHT

Get to know your Faculty . . .



Lorna Wells

Lorna Wells has been a full-time instructor at Salt Lake Community College for 31 years. She is currently a professor in the Computer Science and Information Systems Department and has served as the Department Coordinator on three separate occasions. She is currently teaching Computer Essentials, Business Computer Proficiency, and Beginning Keyboarding classes, in traditional, hybrid, and on-line formats. She has been involved with curriculum development, distance learning, and many faculty committees, at both the college and state-wide levels.

Lorna received an Associates Degree in Secretarial Training from Ricks College and was a secretary for the Corporation of the President of the L.D.S. Church for 4 years. She received both a Bachelor's and Master's Degree from Utah State University. In 2006 she received the International Teaching Excellence Award for Region 7 from the Association of Collegiate Business Schools and Programs. Lorna said, "I believe that while teaching, I have taught courses in at least 35 different versions of software programs. The second year I taught, we were excited to get Wang Word Processors with 5¼ inch floppy disks replacing the big 8 inch ones." Lorna said she really enjoys teaching and especially loves it when she sees students get excited about learning.

Lorna has been married for 30 years and lives in Bountiful. Her oldest son is married, and has a 6-month old baby boy. He is in the Linguistics program at Brigham Young University. She has another son studying Electrical Engineering at Utah State University and a daughter in the 7th grade. Lorna said "for fun" she works at the State Capitol for 45 days during the Legislative Session. She enjoys spending time with her family, traveling, all types of music and going to plays as well as the Utah Shakespeare Festival.

WELCOME . . . New School of Business Employee

The School of Business would like to introduce Jonathan Pratt as the new Secretary in the Division of Management and Marketing. Jonathan is a currently a student at Salt Lake Community College and is working towards the completion of an Associates of Arts Degree in Business. He has the goal of obtaining a Bachelor's in Business Administration from USU and a Masters of Business Administration from the U of U.

Jonathan was previously involved with the Utah Capitol Store as a Manager Intern. Jonathan commented that he enjoyed working with Associate Dean, Barbie Willett, and Dean Dennis Bromley with his involvement at the Capitol Store. "Since I began working in the School of Business, I have been welcomed by everyone as if I've been a part of the team for a long time. I like how everyone is kind and helpful, and I look forward to working with everyone" Jonathan said.

Jonathan said an interesting fact about him that occurred at a previous job, was he was able to hold a million dollars cash in his arms. He said he has been working for quite awhile, as he began working a paper route at the age of six to help his family get by financially.

Jonathan has been married to his wife Laura for 6 years. He has a great passion for classic cars, classical music, and oil painting.



Jonathan Pratt

CULINARY ARTS Happenings



Fall Semester Highlights



These are a few of the momentous Fall Activities with the Culinary Arts program:

- Participated in the ACF Chef and Child event benefitting Big Brothers, Big Sisters of Utah
- Said goodbye to our involvement at the State Capitol and handed over the reigns to Auxiliary Services
- Executed a luncheon at South City Campus for President Bioteau and Utah Business Leaders
- Participated in Local First Utah Celebrate the Bounty Event
- Re-invigorated and held elections for the Student Culinary Club
- Hosted the ACF student Team Competition
- Associate Professor, Leslie Seiferle, received the Chef Professionalism Award from ACF Beehive Chefs Association
- Hosted a BBQ Dinner for the ACBSP Region 7 Conference
- Participated in The March of Dimes charity event with students providing support for local celebrity chefs



Forum Entrepreneurship - Provides Benefits to Students

By Joseph Clagherty, SLCC Student

Starting your own business can be a daunting task for anybody, let alone a college student. SLCC instructor Rick Lambert, host of the Entrepreneurship Forum, believes the School of Business Entrepreneurship Forums can help provide educational benefits as well as professional networking for those who attend. "We bring in speakers that have experience in the business world, both good and bad, and let them share those experiences with the students," said Lambert.

The forum is open to anyone who wishes to attend but it is also offered as a business, finance, or Accounting elective to those who wish to earn credit for their attendance. For those that want to participate in the forum, the discussion is held every Wednesday from 12:00 to 1:00 pm in room 119 of the Business Building at the Taylorsville Redwood Campus. In addition, each meeting is recorded and later broadcast on public access television and posted online.

The education and work experience that the guest speakers have acquired is incredibly diverse, allowing for students interested in pursuing a career or starting a business to learn something, no matter what direction

they plan on taking with their business ideas. Some notable public figures that have spoken to students at past meetings of the Entrepreneurial Forum include: Bill Child, the founder of R.C. Willey, Josh England of C. R. England, Jack Emery of IBM, Jeff Brazell of the Modellers, Pete Ellison of Ellison Ranches and Jeff Flamm of EyeQ.

While some of the speakers are retired and consider themselves to be strictly mentors, many of the speakers are still active business professionals. Even with their hectic schedules, these professionals are just that, professional. They take the interaction with the students very seriously. Often the guest speaker is willing to network with students and provide them with their contact information, should they wish to develop a professional relationship. "The speakers are willing to contribute to the furthering of the students' education. They view this as public service and a way to stay in tune with a younger generation," said Lambert.

If you are interested in registering for the Entrepreneurship Forum you can find the course on MyPage listed as Accounting 2950, Management 2950 and Finance 2950.

Marketing Students Sponsor Lupus Event

By Ahmad Kareh, Marketing Adjunct Instructor

Students in the Event Marketing course (MKTG 1910) held an event for the Lupus Foundation in November. Throughout the term, students met with Lupus Foundation staff members to determine the scope of the event and plan it from start to finish. The students were also responsible for creating the media advertisements for the event and for publicizing it in the community. The marketing campaign included a guest spot on X96's morning show and advertisements on KUTE radio.

The event itself was an educational fair informing local citizens about the importance of flu shots, particularly for lupus patients. Noelle Raymond, President of the Utah Chapter of the Lupus Foundation, was a guest speaker at this event and shared her personal connec-

tion to lupus. Nurse Arlene England was also a guest speaker and spoke about the flu and the importance of flu shots in general.

Students generated raffle prizes and food for the event and arranged for flu shots to be administered on site. The event was held at the Student Event Center on Friday, November 22. A survey sent to attendees of this event confirmed that the students did a fantastic job putting the event together and that 66% of those who attended received a flu shot at the event. The students were pleased with the results, and felt that the experience of running this event was valuable both from a personal and professional standpoint.

SLCC Students Launch Local Company

By Joseph Claugherty, SLCC Student

Sophisticated Hustle, a local production and promotion company, is more than meets the eye. While the company is focused on promoting their events, they have a strong passion for helping those in need and promoting the Arts. Landon Hale, a SLCC student, is the founder of Sophisticated Hustle. Hale's vision for the company first manifested itself last spring as he and a group of friends realized that their lifestyle was based around positivity and helping others.

That unique message and mentality is a focus of the company and what Hale believes separates them from other similar companies and groups. Unlike a typical startup or small company, growth is not an immediate concern for Hale. The desire to work with likeminded individuals and companies impacts the client. "We don't work with somebody just because they're popular right now, we seek them out to find out if they share our values," said Hale.

Over the course of last year, Hale has seen his company expand to a variety of platforms and mediums. As part of the company's initial push, a signature clothing line was rolled out that included hats and t-shirts. While the merchandise helped raise awareness for the brand and its message, Hale realized he needed to look to the outside community for a larger platform. Hale found it in the form of KidLabs, a unique organization that focuses their efforts on helping children and even adults find

their potential. John Hansen, the founder of KidLabs, agreed to provide a workspace for Sophisticated Hustle in exchange for their help in preparing the building for events that KidLabs would be hosting. "KidLabs is a community center for kids and single parents. We met John and he loved my idea for the company, and how we're focused on positivity and change. We've been working with him every day since we met," said Hale.

Hale was introduced to Hansen through Tommy Bronkowski and Taylor Reid, who both both have been welcomed into the family of Sophisticated Hustle. Other members of the company include Conley Watts, Mitchell Swift, and Shadeau Christensen; all are also fellow SLCC students.

This unique group of SLCC students have big plans for the next year that include filming and producing snowboard videos, working on additional community outreach programs with KidLabs, and accompanying a school on a trip to Ghana to help build and maintain a medical clinic. Hale and the rest of Sophisticated Hustle are not your typical entrepreneurs. Instead of being focused on money they are focused on promoting their message. "We'd love for it to take off, and make money, but right now it is just about our message and making a difference," said Hale.





Leadership Forum Speakers

SLCC students, faculty and staff are invited to learn from the experts at the School of Business Leadership Forums, held each Wednesday from 12:00 - 12:50 p.m. in the Business Building Room 119.

Jan 15	Steve Price	Small Business Administration
Jan 22	Richard Jaffe	University of Utah
Jan 29	Devon Hansen	Affinity Auto

Receive College credit for the forums by registering for:

Accounting 2950 CRN: 25456

Finance 2950 CRN: 25935

Management 2950 CRN: 23486

