

The
School
of
Business
Newsletter

*For Faculty, Staff
and Students*

January 2016

Issue 5



Salt Lake
Community
College



THE BIZ BUZZ

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Send story ideas to sharsten.thompson@slcc.edu

*February Newsletter deadline for submissions:
January 26, 2016*

A Message From the Dean

Happy New Year



*Dr. Dennis Bromley
School of Business Dean*

Welcome back! Hopefully you enjoyed the holiday break and return energized and ready to embark on an exciting spring semester. A couple of really exciting things happened towards the end of the fall semester. Construction on the much anticipated Business Student Resource Center began around the middle of November. Now, as we begin the spring semester, the construction phase is essentially complete. There is still finishing work to do in terms of carpet, furniture, etc. but I am really excited about how the space has turned out and all of the great things that will happen in that space. As we get closer to completion we will plan an open house to celebrate the newly remodeled space.

At the conclusion of the fall semester we held the 3rd Finals Jam. The event was a tremendous success. My thanks to the faculty committee of Jen Klenk, Kristi Grooms, and Margaret Posch who, working with Bob Burdette, organized the event. The event continues to grow and improve as each one is better than the previous. We have seen increased numbers of faculty, staff and student participants. More and more faculty are using the Finals Jam as a place where their students can showcase the products of their learning. The projects completed by many of our students are very impressive and illustrate

the quality of the instruction they receive and the rigor of the courses and programs they complete.

I am very pleased with the way the Finals Jam has evolved. Finals Jam started out as a way for administrators to serve and interact with students while affording them a place to “cram” for finals. Interestingly, it has produced many unintended, but very positive, outcomes. In many ways, it has become a “showcase” for the teaching and learning that transpires in the School of Business. As such, Finals Jam provides an opportunity to inform various audiences about our courses and programs. By seeing the projects completed in the various courses, new students gain an understanding of the courses they will take thereby enabling them to come into the class better prepared, more excited, and with greater anticipation of what they will learn. In addition, the projects students prepare for Finals Jam also make excellent artifacts for a professional portfolio. Finally, employers who visit the Finals Jam see, first hand, exhibits that characterize the knowledge, skills, and abilities our students develop as they progress through our programs. The evidences of student work serve to raise the image of our programs and the students who complete them.

I am excited about spring semester and the events that will transpire. I encourage all faculty to begin the semester with the “end in mind,” that being course-specific final projects that could become interactive and engaging events during Finals Jam. Projects of this type will be of particular interest to prospective students, PAC members, potential employers, and others in the private sector.

Culinary News

On Wednesday, December 16, 2015 Chef Cynthia Uberty shared her baking talents with the hosts of The Place television show on Fox 13. This is nothing new for the Culinary faculty to appear on television. During 2015 four of our Chefs have appeared seven times on this show in addition to a cooking competition filmed in our Culinary lab on the Miller campus. All for a good cause; to show the residents of Utah that SLCC has a Culinary program.

The one thing new about today's article is the link to the program. Just click the link to watch the creation of the finest cinnamon buns.

<http://fox13now.com/2015/12/16/recipe-cynthias-christmas-cinnamon-buns/#oid=81dTJreTrHq1eyVF2I0NRJ9qUE8F3k3E>

If you would like the recipe to make these at home here it is:

Cynthia's Christmas Cinnamon Buns

Dough

1 cup warm water (100 degrees F)
1 1/2 tablespoons yeast
1/2 cup sugar
1/3 cup soft butter
1 cup warmed milk (110 degrees F)
3 eggs
1 1/4 teaspoons salt
7 cups flour

2 cups soft butter
3 cups brown sugar
3 ounces cinnamon
3 ounces chopped nuts (optional)

Cream Cheese Frosting

1/2 cup soft butter
4 ounces soft cream cheese
1 3/4 cups powdered sugar



Dough

1. Combine warm water, sugar and yeast and proof for 5 minutes.
2. Heat milk and add soft butter to melt in warm milk, cool to 110 degrees.
3. Add milk to yeast mixture, add eggs and salt and add to flour.
5. Knead in mixer with dough hook until smooth and elastic.
4. Spray a bowl with pan spray and place dough in bowl, cover with plastic.
6. Proof in warm area until dough is double in bulk and springs back

Filling

1. In mixing bowl with paddle beat soft butter, brown sugar and cinnamon until smooth.

Frosting

1. Combine cream cheese, soft butter and powder sugar in mixing bowl, beat with paddle until frosting is smooth

Assemble

1. Roll dough to rectangle approximately 10"x15" or 1/8" thick
2. Spread filling onto dough with palette knife leaving a 1" strip at the top clean, brush top 1" with egg wash (this will seal roll), sprinkle nuts if desired.
3. Begin rolling dough from bottom right up halfway. Continue rolling left bottom of dough to meet right side. Continue rolling upward until a cylinder or log is formed. Doing one side at a time helps keep log even.
4. Divide dough evenly into desired amount of rolls.
5. Place flat on parchment lined baking sheet, leaving some room between rolls so they can rise. Cover with sprayed plastic and proof until rolls increase by 1/3 in size. Preheat your oven to 350 degrees F.
6. Bake in preheated oven until golden brown 25-30 minutes.
7. Remove from oven and cool slightly.
8. Spread frosting on rolls while they are still warm.
9. Serve and ENJOY!

Welcome to the School of Business

Faculty & Staff Spotlight



A.C. Cox

Ashley Cox, Marketing Management Assistant Professor

Distinguished as the first African-American graduate of PGA Golf Management in the United States, Ashley “AC” Cox was raised in Pass Christian, Mississippi and is relocating to Salt Lake City from Aurora, Colorado to begin teaching at SLCC Spring 2016. He is currently pursuing a Doctorate of Business Administration in marketing at George Fox University. AC completed his MBA at Campbell University, and his BBA in Professional Golf Management at Mississippi State University.

A recognized 15-year veteran in the golf industry and past member of the Colorado PGA Section Board of Directors, AC most recently was Manager of Educational Development and Recruiting for GolfTEC Industries, the nation’s leader in golf instruction. There, he recruited, hired, and trained new certified personal coaches for corporate and franchise GolfTEC Improvement Centers. Prior to joining GolfTEC, AC served as assistant director of the PGA Golf Management Program at Campbell University, where he was also an accomplished Marketing Instructor. He also worked as the Director of Instruction for the PGA Golf Management Program at North Carolina State University.

AC’s area of research interests includes Consumer Social Identity Theory and Sport Participation. An avid golfer, he has also competed in Crossfit and worked as a coach at Mile High Crossfit in Centennial, Colorado. When not golfing or working out, AC spends time with his wife of three years and his two year old daughter.

Miranda Indra, Culinary Arts Administrative Assistant

Miranda Indra is the new Administrative Assistant to The Culinary Arts Director, Bob Burdette. Miranda goes by Mia and is originally from Indonesia. Mia has started with us this January and we welcome Mia to the School of Business.

Before coming to the Culinary Arts Institute Mia was an Administrative Assistant to Beth Colosimo at the Miller Business Resource Center. Mia started working at SLCC on February 1, 2013 with TRiO Programs. She then transferred to the Miller Business Resource Center on September 8, 2014. Mia previously worked for AmeriCorps VISTA with Salt Lake City Mayor’s Office of Diversity and Human Rights from January 2011- 2012. At AmeriCorps VISTA Mia provided support to refugees along with secretarial support. Mia was also, a Public Relation Officer for the Jakarta Metropolitan Government of Indonesia from August 2004 to December 2008. As a Public Relation Officer she assisted visitors, and developed historical preservation plans in Indonesia. We are excited for Mia’s knowledge to contribute to the progress in the Culinary Arts Institute.

Mia has many interests including; dancing, singing, listening to music, reading and movies. She also enjoys volunteering in humanity and animal programs. She is involved with the Project Management Information Northern Utah Chapter as a Director of Social Media. Keeping with her heritage she likes to cook Indonesian food which is diverse with rich culture as well as many varieties of culinary delights.

For Mia the best part of working at SLCC is seeing the students succeed. She said, “I like to work with students to help and encourage them to graduate since I used to be a student and I know how it feels to struggle to finish.”



Mia Indra

Investing in our Professors

Curriculum Design and Assessment Training at University of California Berkeley



Ahmad Kareh

The Marketing Management Department recently sent Ahmad Kareh to a training course at UC Berkeley to learn about curriculum design and assessment. The training was held at UC Berkeley in Berkeley California on October 10, 17, 24, and 31, 2015. In this class, Ahmad learned about strategies to communicate the expectations of the course with students through writing effective syllabi and building lesson plans around the primary objectives of the course. The training also discussed several assessment strategies that help assess the student's understanding of the core concepts through a variety of homework assignments, class activities, and presentations.

Ahmad is currently applying this knowledge into his existing classes and in his redesign of our MKTG 2810 Digital Marketing course. Ahmad has sent his Syllabus, Home Page, and 3 weeks of lessons to the Trainer who taught the course at UC Berkeley. Ahmad connected the lessons and broke them up into prep, homework, lecture and class work. The Trainer's response was encouraging! She said, "Wow!!!! This is really fabulous

Ahmad. I've taken on-line courses before but none of them were as well structured as yours. I think what you've done here is very thorough and provides clear information about the course and your expectations. I really can't see anything missing that I would want to see if I were a learner in your class. Bravo!" Ahmad will continue to use these concepts in his classes.

The School of Business and the Marketing Management Department are very supportive of providing professional development opportunities for faculty. The training received by Ahmad will not only help him in the development of his courses, it will also benefit the School of Business and college as a whole. Ahmad has been invited to share his training with his colleagues during a faculty forum to be scheduled during the spring semester.

Diverse Business Student's Children Book Drive Success

By Barbie Willett, Management, Marketing & Legal Studies Associate Dean

The SLCC Diverse Business Students collected books throughout the month of November to donate to Valley Crest Elementary School. The class delivered approximately 400 books, suitable for K-6th grade students. Valley Crest Elementary is the most ethnically diverse and financially needy elementary school in the state. The Diverse Business Students were really excited to have the opportunity to collect books that will benefit the students at Valley Crest.



Diverse Business Class sorting the books according to reading level

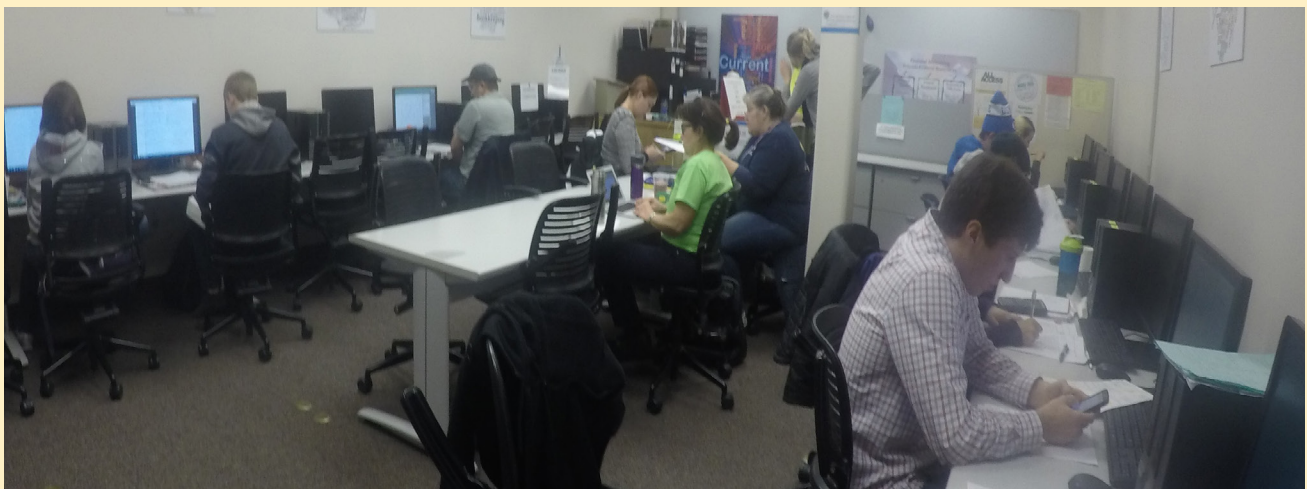
Fall Semester Study Jam

The School of Business sponsored the Fall Semester “Study JAM” on December 10th. The event was held from 6:00 p.m. to 2:00 a.m. The purpose of the event was to help students prepare for finals or work on group projects. Several group and individual study/tutor sessions were held throughout the Business Bldg. The Computer Sciences & Information Systems department showcased many of their students’ programming projects. The Study Jam Committee, Dean, Associate Deans, and Staff/Faculty interacted with students and ran the different activities. Students were treated to snacks, karaoke, ping-pong, yoga, and professional chair massages. The College Store participated by having the Burin Bucks Air Machine and other prizes for the students. An estimated 165 students, 32 faculty, and 16 staff participated throughout the evening.

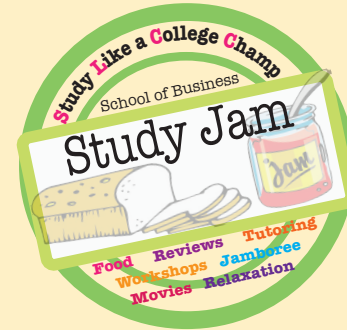


Featured Workshops & Finals Preparation

- BUS 1010 Reviews
- Accounting Tutoring
- MGT 1600 Review
- Government Accounting Review
- CSIS Tutoring
- CSIS Jamboree
- Human Resources Brainstorming
- Paper Reviews
- Organized Economic Presentation Boards
- Web Resume Workshop
- Acct workshop



Fall Semester Study Jam Continued



A special thanks to all the Faculty & Staff that attended & contributed towards the Study JAM



Support Staff

| | |
|---|---------------------------------|
| Jim Bielefeld, CA | Dennis Bromley, Dean |
| Zahra Atashi, CSIS | Bob Burdette, CA Director |
| Rod Buhler, CSIS | Barbie Willett, Assoc Dean |
| Howard Fish, CSIS | Paul Benner, Assoc Dean |
| Darren Hunter, CSIS | Kim Cosby, Assoc Dean |
| Jon McGowan, CSIS | Angie Nelsen, Admin Asst |
| Lorna Wells, CSIS | Sharsten Thompson, Secretary |
| Elizabeth Stallworth- Allen, CSIS Adjunct | Missy Counter, Admin Asst |
| Basil Chelemes, MGT | Jessica Giver, Admin Asst |
| Lisa Fowler, MGT | Stephanie Mahina, Secretary |
| Kristi Grooms, MGT | Angelica Garcia, Secretary |
| Jen Klenk, MGT | Lee Martinez, Academic Advising |
| Eric LeDuc, MGT | Karen Klassen, CSIS Tutor |
| Lon Schiffbauer, MGT | Lew Olsen, Acct Lab Aide |
| Ahmad Kareh, MKTG | Deborah Overall, Acct Lab Aide |
| Curtis Youngman, MKTG | Delan Jensen, Lab Coord |
| K.C. Jensen, LS | |
| Sharee Laidlaw, LS | |

Faculty

| | |
|--------------------------------|--|
| Wendy Gunn, ACCT | Bookstore/Bruin Bucks Air Machine |
| Shauna Hatfield, ACCT | Susan White |
| Paige Paulsen, ACCT | Paulette Fotheringham |
| Javaid Majid, ACCT Adjunct | Richard Allred |
| Joseph Moratalla, ACCT Adjunct | Connie Myers |
| | Gavin Jensen |
| | Lisa Bradshaw |

Construction on the Second Floor

Coming soon, the Business Resource Center!



We thank you for your patience dealing with the construction and noise on the second floor of the business building. After a year of planning the School of Business will have a Business Resource Center (BRC). The BRC will be a one stop place for many of your School of Business students. The BRC will have resources such as academic advisors, the accounting lab, computer lab, technical support, and group rooms for study/tutoring. Available advisors will be from SLCC's School of Business Program Advisors as well as from four year university partnerships such as Utah State University. The BRC goal is to have the School of Business resources all in one place and for students to be able to collaborate in the BRC for their assignments.



Utah State University
Jeff Cook, Academic Business Advisor



Are you planning to transfer with your SLCC Business AS to Utah State University to complete your Business Administration Bachelors? If so or interested, make an appointment with Jeff Cook to ensure you are taking the correct classes to transfer. Jeff Cook is currently the academic advisor of Utah State University Salt Lake. Jeff is on campus on Tuesdays 9:00 a.m. – 1:00 p.m. in room BB132 or you can meet with an USU advisor on Thursdays in the student center at the transfer table. Make an appointment by emailing Jeff at jeff.cook@usu.edu.

Jeff received his BS in Business Marketing from USU. He is preparing himself to apply for the USU MBA program. While in school Jeff constantly maintained a job. Jeff worked production for five years at Nature's Sunshine. He went on to work as an Account Manager at Conservice, an utility billing company for one year. Jeff's first experience as an Academic Advisor was at the University of Phoenix for one year. And most recently he was the Academic Advisor at Utah State University Eastern in Price, Utah for one year. At USU Eastern he lectured the College success skills class for new freshman.

What Jeff is enjoying most about working with SLCC is meeting students interested in Business from a different school. He is excited to talk to lovers of business or anyone interested in business. Over the years Jeff has connected with business mentors and many people in the business field. All his experience has been building his knowledge and expertise which he will use to help SLCC students reach their business goals.