

SLCC Collegiate DECA Wins Big at State Conference

On Feb 20th and 21st, 38 of our finest students traveled to Utah Valley University in Provo to show the other DECA members from around the state what they were made of. These students represented Salt Lake Community College and our DECA chapter well by walking away with 20% of the 1st, 2nd, and 3rd place awards in their competitive events.

The 2012 Utah Collegiate DECA Career Development Conference provided students the opportunity to read their case study, analyze what is written, conduct some critical thinking activities and then present their analysis to a panel of expert judges. Students had not seen the case study prior to entering the preparation room and in 30-60 minutes they were in front of the judges presenting their case analysis.

Students were also asked to create some prepared presentations (like advertising campaign and sales presentation) then present them to another panel of judges. What a great opportunity for students to engage in such a valuable educational experience. There were 20 events the students could compete in and 144 students throughout the state in attendance. SLCC brought home six 1st place winners and five 2nd and 3rd place winners with several honorable mentions.

These student winners will be invited to participate in the International Career Development Conference, this April in Salt Lake City. We are very proud of our students and wish them the best as they compete with college students from around the U.S. and Canada.

We would like to recognize:

1st place winners

Landon Bowden – Advertising Campaign
Jeremy Moran – Retail Management
Kate Conrow – Fashion Merchandising
Aubrey Thomas – Restaurant and Food Service
Nicolas Acord – Sales Management Meeting
Kate Conrow – Marketing Management

2nd place winners

Alisha Hadden – Travel and Tourism
Alisha Hadden – Marketing Management

3rd Place winners

Adria Cappell & Chad Williams – Financial Statement Analysis
Richard Higgins – Retail Management
Jenna Politi – Fashion Merchandising

Honorable Mention

Scott Dean, Rebecca Larsen, and Diana Ballesteros – Advertising Campaign
Michael Pham & Jessica Miller – Entrepreneurship
David Tutt – Travel and Tourism
Karen Jorgensen – Retail Management
Nicolas Acord – Retail Management
Steffi Powers – Retail Management
Spence Bailey – Retail Management
Tony Archuleta – Restaurant & Food Service
Peter Wankier – Restaurant & Food Service
Cherie Beam – Hotel & Lodging
Yeong Joon Lee – Hotel & Lodging
Spence Bailey – Marketing Management
Aubrey Thomas & Jenna Politi – Business Ethics
Adria Capell & Cherie Beam – Business Ethics
Burgundy Waller & Scott Dean – Business to Business Marketing
Peter Wankier & Jeremy Moran – Sports & Entertainment Marketing



The School of Business Newsletter

For Faculty, Staff and Students

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

Salt Lake Community College  Step Ahead.

THE BIZ BUZZ

Issue 6

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April Newsletter deadline for submissions
March 26th

Send your story ideas to the newsletter staff:
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Barbie Willett barbie.willett@slcc.edu

A message from the Dean: Friday Afternoon Reflections

As I gaze out my window on this sunny, Friday afternoon I see a gorgeous blue sky, bright sunshine, and beautiful, snow-capped peaks. It is truly a magnificent view, in many ways like the magnificent view of the future of the School of Business. We have many exciting initiatives underway. Each, in its unique way, will provide new opportunities to our current and prospective students. It is worth noting that each initiative comes as a result of a change that has impacted the School of Business. For example, the University of Utah made some changes to the lower-level requirements in their business degree. This provided us the opportunity to modify the AS Business degree and build in some flexibility that was not possible before. The net result is that students will leave here with an associate degree that more closely fits where they go and the specific bachelor's degree they intend to complete.

Another example is the recent change regarding computer literacy. We now have the opportunity, and will engage in conversation with faculty at the University of Utah, regarding the content in a computer literacy course for business students. In similar fashion, we will collaborate on Foundations of Business Thought, Business Statistics, and accounting. The opportunity to collaborate with the University of Utah and other bachelor-degree granting institutions in these disciplines represents significant progress in our working relationship with them. In addition, we are poised to play a leadership role in the State of Utah regarding the delivery of the Associate of Science in Business degree.

We continue to explore and develop opportunities for students to earn a credible and highly respected bachelors degree at one of our campuses. Options have been available through private, for-profit schools but now we have engaged in conversation with Utah State University and are moving forward aggressively to partner with USU to make the Bachelors in Business Administration degree available. Stay tuned for more information on this one.

Finally, one of the strategic priorities of SLCC has been to expand access to underserved populations. To this end, we are actively moving forward with a class schedule that will enable students to earn an associate degree through a combination of online and weekend classes. The Accelerated Business Program has been running at the Miller Campus since 2008 and has enjoyed increased

success. Opportunity exists to expand the concept of an accelerated program through strategic schedule development. With the upcoming launch of the Center for Independent Learning we have yet another opportunity to deliver a quality education in a unique way to an underserved population, that being working adults whose work experience has outpaced their education.

The School Strategic Planning Team has organized and taken on, with great interest, the pursuit of these initiatives as well as others related to where we want to be in 3-5 years. It is not too late to sign up for one of the most rewarding opportunities for school service. Please let your Division Chair know if you are interested in joining the Strategic Planning Team



"Dennis Bromley, Dean, SLCC School of Business"

Students Working in the Mist (cont.)

As the day wore on many more chefs arrived to jump in on the preparations. At one point there were ten of us working literally shoulder-to-shoulder preparing the components of each dish for the presentation stage. There was hardly any space to move.

Amidst scarcely controlled chaos, we feverishly chopped herbs for garnish, soaked and cut shallots, ran baked potatoes through sieves, and assisted guest chefs in the preparation of their artful creations. All this was done while stealing moments to help Chef Gavin rearrange equipment, supplies, and tables.

In spite of working at such a fast pace in a close environment with numerous egos and opportunities for tempers to flare, by early evening the team had bonded. We prepared dinner for the team and a few guests, and then sat down for an intimate meal replete with storytelling and networking. Our break was short, for there was much more work to be done before the evening ended. So what did I learn from The Mist Project that I can apply to future endeavors? Bring your own equipment (side towels, knife set, tool box, gloves, pens/markers, etc.)



Don't be afraid to ask questions.

Be creative. Don't be afraid to try something new.

Think on your feet and be prepared to solve unanticipated problems at any time.

Be tidy, respectful of others, and patient with your colleagues. The overall experience was eye-opening, and the work was both exhausting and exhilarating.

After Salt Lake City, The Mist Project moved to San Francisco, then to other cities for four weeks at a time. For more information go to www.themistproject.com or follow The Mist Project on Facebook or Twitter.

"The Mist: Salt Lake" took place at 173 W. Broadway in the space formerly occupied by The Metropolitan. The guerilla restaurant was open for five weeks, from January 20 to February 26, 2012 in Salt Lake City, Utah. Tickets were priced at \$150 per person for 16 courses. Alcoholic beverages were not available, but guests were allowed to bring their own. Tickets were limited to 36 guests per seating for this unique dining experience..

SLCC Culinary Students Working in “the Mist”

By: Kathleen Carter, SLCC Culinary Arts student

In January, the SLCC Culinary Arts department gathered with division chair, Andreas Fleckenstein, for his first open forum with us at the Miller Campus. He shared his experiences that led him to SLCC, and he spoke of potential growth and opportunities for SLCC and its students. He then introduced the guest speaker Chef Gavin Baker, the head of “The Mist Project.”

The Mist Project is a multi-course, multi-sensory dining experience created by world-trained Chef Gavin Baker. Baker is known for his edible landscapes (such as “Sunrise From My Plane Window”) and for his recent work at The Fat Duck, the award winning and Michelin 3-Star restaurant in London, England.

Chef Gavin told of his experiences as a student, traveler, and budding chef, and of his desire to share his vision in a film documentary to be presented at Sundance next year. He encouraged all culinary students to come to his guerilla kitchen to be a part of “an experience of a lifetime,” not just to taste the creations, but especially to add to the skills in culinary science. A “guerilla” restaurant is a trendy new breed of high-end eateries that exist for only a few weeks, usually in a non-traditional location. Chef Gavin invited several guest chefs to participate in the event.



As part of the SLCC Culinary Arts/AAS requirements, students must earn 2,000 hours of industry work credits. The Mist Project qualified for these credits and many students vied for the coveted times when they could work with the guest chefs. The Mist Project was my first culinary volunteer experience.

When I arrived at 10: 30 A.M., the kitchen was already crammed with food deliveries, visiting well-wishers, and chefs calling out “behind”, “above”, and “hot” as they were bustling through the crowded space. I found Chef Gavin, who graciously welcomed and introduced me to the team. I was immediately put to work under the wing of Collin, his Executive Chef

My first task was to set up my work area and to chop a pile of white fluffy popcorn into pea-sized chunks. As we bantered about this course, we laughed at how fun it was to play with our food!

Transfer help can be found at The University Center

Transferring to a 4 year college can cause hassles and stress or some SLCC business students. Salt Lake Community College and the University Center make this process a smooth and simple task.

The University Center is a partnership with select four-year universities and colleges that will allow students to complete bachelor degrees and even some certificates and master degrees. While staying on SLCC campuses.

Kathy Hurd, director of the Center says, “the best thing about doing this job is being able to see many business students achieve their goals to get a BS degree after completing their AS in SLCC.”

Hurd says there are a few things to consider before thinking about transferring to another institution:

- Find out what you want to do
- Meet with the advisors
- Choose the school or schools to which you can potentially transfer
- Have fun in the learning process

Along with Hurd, academic advisors meet with students to help them make decisions about transferring to a different school. Andrea Scott, one of the transfer advisors said: “Meeting with students is always rewarding because they can see their options.”

“One of the most important things to do to in order to transfer to a different institution is to not wait until the very last minute. Coming to the University Center and meeting with the advisors are the keys to success,” she said.

University Center Location:

Taylorsville/Redwood Road Campus.
Construction Trades Building, Rm. 272

SLCC has partnerships with:

Westminster
U of U College of Nursing
Utah Valley University
Utah State University
Bismarck State College
Franklin University
Weber State University



Andrea Scott and Kathy Hurd

It's a HIT (Health Information Technology, that is!)

Did you know there is a 'quiet evolution' taking place in the Business Building that is changing healthcare for the better?

The Health Information Technology for Economic and Clinical Health (HITECH) Act was signed into law in 2009, to promote the adoption and meaningful use of health information technology. This means that by 2014, all doctors, clinics and hospitals are required to update patient records from paper-based files to an Electronic Health Record (E.H.R) system. It's been estimated that approximately 50,000 jobs would be needed to use E.H.R. systems nationally.

In April, 2010, SLCC was awarded a grant to train the workforce needed to manage E.H.R. systems throughout Utah. Two non-credit, Health IT certificate programs were launched in the School of Business, through the CSIS Department under Division Chair Kim Cosby. A staff of five has been coordinating and instructing students with a background in either healthcare or information technology. Initially, instruction was on-line, using curricula provided by Columbia University, Duke and Johns Hopkins, among other institutions. Then the

Health IT team began providing customized instruction specifically for healthcare clinics and employees working for medical software companies.

To date, over 400 students statewide have been recruited for training, almost 300 completed the instruction, and almost 200 returned letters confirming they can use the instruction in their work. The Health IT program has surpassed all its goals at over 230%. The Health IT team included: Program Manager Carol Smedley, Instructors Dan Lowrance and Dave Giles, Marketing and Recruitment Specialist Scott Dean, and Retention Specialist Adria Capell. The funding for this grant ends in March.

Next steps? SLCC's School of Health Sciences, Division of Allied Health plans on offering both a credit bearing certificate program and an AS program in Health Information Technology, pending approval from the Board of Regents. For updates, search Health Information Technology on the SLCC website in late spring.

On your next visit to a physician or clinic, check to see if they're already using an E.H.R. system or still using paper. Some of the professionals at your clinic could have been trained at SLCC.



Scott Dean, Carol Smedley, Adria Capell and Dan Lowrance

SPOTLIGHT ON *MARY PEREZ*

When Mary Perez first started working at Salt Lake Community college, 32 years ago, she instantly knew great things were in store for this school and for her.

Mary Perez is the Administrative Assistant for the School of Business, Division of Accounting, Economics, and Finance. She couldn't be happier she says. "I studied here at this school and now I've been working at the college for most of my life."

Mary completed a diploma and Certification in Stenography, then an A.A.S. in Executive Secretary/Shorthand orientation. At the age of 20, she utilized those skills to obtain a secretarial position, working for a dean and two associate deans in SLCC's Electronics Department. She recalls being nervous but excited in her first day at work. "Meeting the staff members and getting a tour around this campus was amazing. I knew almost everyone. My teachers were now my co-workers," she recalls.

During her 32 years at the college, Mary has worked for a dean, two associate deans, four division chairs, and 5 interim division chairs. She has provided much needed continuity within the School of Business. "If you need answers to your questions, Mary has them. If she doesn't know, she can quickly contact the right person or department to find answers for you," says Barbie Willett, Mary's current interim division chair.

Perez was born and raised in Salt Lake City. Her parents are from the Midwest and her grandparents from Mexico. She is proud of her Mexican heritage. She speaks perfect Spanish and strives to teach her children the language and traditions of her ancestors. Mary has three boys, Paul 25, Daniel 18, and David 13. She recently renewed her vows to her husband Robert, for their 25th anniversary. "He does what I tell him to do, he doesn't talk back, he doesn't make a mess, and he does his tricks," says Mary. You might think she was talking about her husband, but in fact these comments were made about her spoiled Siberian Husky, Tito. With 5 males to take care of, Mary might find her job at SLCC easy in comparison.

One of Mary's favorite things to do is learning. She says "I believe that we should never stop learning." In December, Mary passed four tests to become a Certified Administrative Professional with a specialty in Organizational Management.

"The interaction between the faculty, staff and students at SLCC is Mary's favorite part of working at the school."

What's next for her? Mary is looking for something new to study.

"Persevere and never stop your learning experience," is Mary's advice for the staff and students at SLCC.

