

The  
School  
of  
Business  
Newsletter

*For Faculty, Staff and  
Students*

September 2013



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Salt Lake  
Community  
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Step Ahead.

# THE BIZ BUZZ

Issue 1

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October Newsletter deadline for submissions:  
September 27th

Send your story ideas to: [Lisa.McFadden@slcc.edu](mailto:Lisa.McFadden@slcc.edu)

## A Message From the Dean:

# Welcome To An Exciting New Year

I am excited about the positive energy that comes with the beginning of each academic year. This year could almost be characterized as a new beginning as we welcome three new administrators (all be it two of them are seasoned School of Business faculty) to the School of Business Leadership Team. A new beginning as we embark on new ventures to support student access and success as well as quality higher education, all the while building on the positive accomplishments of last year.

In early August we held an administrative retreat to discuss ways to advance the priorities that came from the Academic Planning Day and the strategic priorities that emerged from the Provost's Staff Retreat. We began our day with a discussion about issues that repeatedly consume our time. Our aim was to develop some strategies that would address the issues in a positive manner and would be consistent with the strategic priorities of the institution while supporting the priorities that emerged from the Academic Planning Day. Armed with a conceptual framework that was developed by Barbara Grover's office, we devoted a day to this work. The following initiatives, in no particular order, emerged from our discussions:



**Dennis Bromley, Dean, SLCC School of Business**

- *Develop capstone courses that serve multiple disciplines as appropriate.*
- *Increase integrated certificates (Small Business Management, Investment & Trading, Accounting & Finance, Accounting Information Systems, Finance Information Systems, Banking, Restaurant Management, Customer Service, Sales, Social Media, and Mobile Marketing).*
- *Continue to expand alternative modes of delivery like flipped classroom, block schedule, project based program delivery, weekend programs, and online programs.*
- *Enhance and standardize online course delivery and instruction in accordance with eLearning policy.*
- *Develop and implement a plan for adjunct training and accountability.*
- *Expand the use of technology and infuse adaptability and flexibility into instructional space.*
- *Student retention initiative.*
- *Each division to identify one external entity to develop a mutually beneficial relationship.*
- *Enhance relationships with other institutions and business entities. Expand USU partnership (CSIS, Accounting, and Culinary Arts), increase PAC membership, and develop internships.*

## A Message From the Dean (continued)

Some of the initiatives may be completed this year. Some initiatives actually began last year and will continue this year. Others will begin this year and receive focused attention over the next few years. Each provides opportunity to become involved. We got off to a great start with the in-service session on Friday, September 6 that was devoted to the “flipped classroom.” My thanks go to Dave Alldredge for organizing the event and to each of you who engaged in the sessions. Some terrific information was presented and we will follow up with additional support for those of you who want to learn more and begin to enjoy “flipping.”

We are committed to holding in-service sessions that will support your needs for professional development, particularly as it pertains to the initiatives. Barbie Willett has already begun to organize our next in-service that will focus on the ePortfolio. The ePortfolio is a high impact practice directly aligned with multiple initiatives and that has gained national attention. Through a Lumina-funded project connected to our AAC&U-sponsored Quality Collaboration with the University of Utah, we have the opportunity to develop what could become the standard for an AS Business degree ePortfolio that embraces the Degree Qualifications Profile developed by AAC&U. (More on this later.) In the meantime, please plan to join us on Friday, October 4 at 1:00 p.m.

Here’s to an exciting year!



# MEET THE ASSOCIATE DEANS

## Kim Cosby, Associate Dean

COMPUTER SCIENCES & PARALEGAL STUDIES

Kim Cosby is serving as the Associate Dean for Computer Sciences and Paralegal Studies. She has been with SLCC for almost 4 years and has thoroughly enjoyed her time here thus far. Her educational background includes a BA in Political Science/Social Science/Secondary Education and an MS in Business Information Systems and Education.

Kim brings over 15 years teaching experience in both face-to-face and online environments. She has a passion for education, and after spending 6 years in industry, is thrilled to be back to her first love.

On a personal note...Kim is a wife, and mother to two daughters. She enjoys playing the piano, water skiing, traveling, shopping, and for those who know her...SMART COOKIES!

In the upcoming year, she is looking forward to working with the CSIS department in fine tuning and marketing their newly developed certificates. Kim also is excited to collaborate with other departments in the School of Business to develop certificates that can stack to provide students with customizable AS and AAS degree options.

Kim looks forward to working with the Paralegal department to develop alternate modes of delivery that will fit within the ABA accreditation standards and provide expanded access to students.

She plans for a GREAT year of collaboration, program and course development, and innovation.



## Jason Talcott, Director

CULINARY ARTS INSTITUTE

The new SLCC Culinary Institute Interim Director, Chef Jason Talcott, comes to us directly out of the industry with a career as a military food service sergeant and chef to Secretaries of Defense Cohen and Rumsfeld. In addition, he has a background as an executive chef. He has a wealth of new ideas and we are pleased to welcome Jason aboard.

Chef Talcott has recently held positions as a resort sous chef and a food and beverage director at Park City's Sky Lodge. He has been corporate executive chef for Flying J, Inc. and an operations sergeant while deployed to Iraq. He has owned his own catering and concessions company, and acted as a private consultant. He spent a year helping the Utah National Guard update its food service program.

In the coming year Jason hopes to revamp the current culinary curriculum offering stackable certificates of proficiency, and a one-year certificate of completion as well as a two-year AAS degree. Future plans for the Culinary Institute include offering Utah's only two-year hospitality management degree, a baking and pastry degree and expanding professional development opportunities for secondary culinary educators.

Jason has been married to his wife Melissa for 16 years. They have two children, two dogs, two cars but no white picket fence. In their free time they enjoy travelling, volunteering, cooking and eating.



## Dave Alldredge, Interim Associate Dean

ACCOUNTING, FINANCE & ECONOMICS

Dave Alldredge is serving as the Interim Associate Dean of the Division of Accounting, Finance and Economics. Previously he was a tenured faculty member in the Accounting Department at Salt Lake Community College with the rank of associate professor. He received his BBA in Accounting and an MBA from Boise State University. Over the past nine years, he has taught a variety of introduction and intermediate accounting courses. He regularly teaches courses online, blended and on campus. These diverse experiences have led him to focus and develop delivery methods which improve student retention and overall course performance. His most recent success has come from teaching using the flipped classroom model.

Dave has given presentations at various regional and national conferences on the flipped classroom model and was the 2013 NISOD Teaching Excellence Award recipient as well as receiving the SLCC Teaching Excellence Award.

Personally, Dave has two kids – Davis, 18, freshman at Boise State and Reagan, 16, sophomore in high school. He has season tickets to Boise State football and frequents Boise often in the fall to spend time with his kids and attend games. Furthermore, you might see him in the LAC where he enjoys the fitness courses taught at the college like basketball, boot camp, and tennis.

Stop by and say hi if you'd like as his door is always open, figuratively speaking.

## Barbie Willett, Associate Dean

MANAGEMENT & MARKETING

Barbie Willett began in her position as Associate Dean for Management and Marketing in Salt Lake Community College's School of Business in July 2013. She is a tenured Professor of Marketing at Salt Lake Community College, where she has been employed since Fall 2000. She was selected as the Post-Secondary Teacher of the Year for 2002-2003, by the Utah Marketing Educators Group. In 2010 she was named at both the state and international level, the Outstanding Collegiate DECA Advisor. At SLCC, she served as the Department Coordinator for 7 years. She was also recognized as the 2009 ACBSP Region 7 Teaching Excellence recipient.



Previous experience included Coordinator for the Department of Hospitality Management at the University of Southern Mississippi. She was responsible for the marketing and recruitment duties for the department from May 1999 to June 2000. Prior to joining the staff at The University of Southern Mississippi, Ms. Willett worked at William Carey College as an adjunct business instructor and in the student service positions of Registrar and Assistant Director of Student Marketing and Financial Aid. She taught business courses for two years at a private business school and worked for several years in retail, credit, and collections. She received her MBA from William Carey College in Gulfport, MS, her M. Ed. in Business Education and BSBA in Marketing Management from the University of Southern Mississippi's Hattiesburg, MS campus. She also earned an A.S. in Marketing and Distribution Technology at Pearl River Community College, located in Poplarville, MS.

Barbie was born and raised in Mississippi. She and her family moved to Utah in 2000. She has been married to Evan, a Unix Systems Analyst/Programmer, for 25 years. They have two children, Vicky 18, a freshman at Salt Lake Community College, and Ryan 15. She enjoys cooking southern food, vacations on the beach, chocolate, laughing and spending time with friends and family.

## NEW FACULTY SPOTLIGHT

### Tammie Neeley

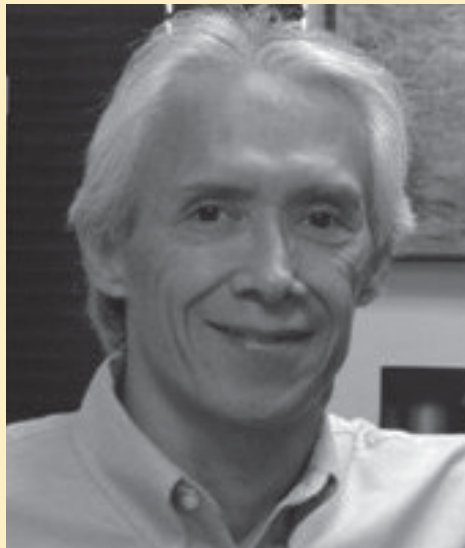
Welcome Tammie Neeley to the SLCC School of Business as a new Faculty Member and as an Assistant Professor of Accounting.

Tammie earned both her BS degree in Accounting and MBA from the University of Utah. Since finishing college, she has worked in the accounting field as a Regional Accountant and Assistant Controller. Tammie has seven years of experience teaching accounting, finance, and business courses at Westminster College, LDS Business College, Eagle Gate College and Neumont University.

In her free time, she loves to travel to exotic places, read great books, play volleyball, run races and go backpacking in the mountains.



### Martinez Elected as UBAAN President



Lee Martinez

SLCC Academic Advisor, Lee Martinez, was recently elected by his business advisor peers to be the President of UBAAN (Utah Business Academic Advisor Network) for the next 3 years. In essence, UBAAN is a network of business school advisors from the various Utah institutions' business schools. Membership in UBAAN is extended to schools that are accredited by the Northwest Association of Schools and Colleges of Business, in the state of Utah.

Lee Martinez has worked at SLCC for 5 years as an Academic and Career Advisor.

Lee has previously worked for 5 years as a Program Manager for the Center for International Business Education & Research (CIBER) Center at the David Eccles School of Business.

# DECA... off to a great start!

Salt Lake Community College Collegiate DECA Chapter appears to be moving toward another very successful year for students and the institution. The Collegiate DECA leadership team has spent most of the summer and this semester planning powerful events and activities that will move our student delegation forward in their career path. DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management. DECA's Comprehensive Learning Program includes four major principles that are focused on during the year:

1. *DECA Integrates into Classroom Instruction: It is an integral component of classroom instruction and activities.*
2. *DECA Applies Learning: Puts knowledge into action through rigorous project based activities.*
3. *DECA Connects to Business: Partners with businesses to provide DECA members realistic insight into the industry.*
4. *DECA Competition: Competition drives DECA members to excel and improve their performance.*

DECA Advisor, Curtis Youngman said, "This year's team brings some extra energy and focus to the table. They are very interested in strengthening our local delegation and helping them reach their career goals."

The current DECA president, Natalie Callahan arrived from Washington DC just a few days before the Fall Semester began. She spent the summer as an intern for Senator Hatch. She was selected from hundreds of students to work with our State Senator. She is eager to share those experiences with faculty and students.

The 2013 SLCC Collegiate DECA team consists of:

Natalie Callahan	President
Tim Atzet	Vice President of Finance
Preston Brown	Vice President of Chapter Development
Victoria Willett	Vice President of Public Relations
Joseph Knight	Vice President of Communications
Emilie Callahan	Vice President of Management
Jesus(Beto) Suberville	State Vice President Utah Collegiate DECA representing SLCC
Bryant Carpio	State President Utah Collegiate DECA

A large majority of this year's officers participated in Collegiate DECA this last year and attended both the State and International Career Development Conference. Those experiences certainly provides some great strength to the team.

This Fall Semester they are looking forward to two Leadership Conferences in November. The State Fall Leadership Conference will be held in Park City and the next leadership experience is in New York City. Curtis Youngman said, "We would like to invite all interested individuals to visit with anyone on our student officer team, Rolayne Day or myself."

SLCC DECA meets in Business Building Room 222 at 12:00 p.m.on Monday. We encourage faculty and students to join us.





## 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.

Sep 4	Zac Nugent	Scalar Partners, Business Valuation Firm
Sep 11	Jodi Vawdrey	Northwest Mutual CLU, CASL
Sep 18	John T. Nielsen	Member, Utah State Liquor Commission
Sep 25	Robert Bonnemort	Director, Mazuma Leasing, MBA-Dartmoth

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