

*Faculty, Staff and  
Students*

# THE BIZ BUZZ

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Visit us online at:  
[www.slcc.edu/schoolofbusiness](http://www.slcc.edu/schoolofbusiness)

Send story ideas to [Angela.Nelsen@slcc.edu](mailto:Angela.Nelsen@slcc.edu)



# Stay on Track to Graduate

## Schedule to See Your Academic Advisor

*Lee Martinez, Advisor*



### *Lee Martinez*

**Academic Advisor over:**

- Business AS and AA Transfer
- Business Management AAS
- Marketing Management AAS
- Legal Studies AAS



**To book an appointment go to:**

<https://lmarti61.youcanbook.me/>



### *Jewly Harris*

**Academic Advisor over:**

- Accounting
- Finance and Credit
- Computer Science and Information Systems



**To book an appointment go to:**

<https://jharr275.youcanbook.me/>

As most are already aware, class registration for the Spring semester is now open. Academic Advising can assist you with your schedules but the sooner you reach out to us, the better. General Advisors are available for all and can assist, but for more specific advice on your major, Jewly Harris and Lee Martinez are your advisors within the School of Business. John Wiemer is the advisor for Culinary Arts at the Miller Campus. Jewly advises for Computer Science & Information Systems, also AAS degrees and Certificates in Accounting and Finance & Credit. Lee advises in all Business, Marketing and Management Degrees and Certificates, as well as Paralegal Studies. We both have among the heavier caseloads between all advisors.

The more you wait, the fuller our schedules, and the less likely you'll find an open slot. We both have open, walk-in times for unscheduled appointments. Jewly offers times in the afternoon and Lee most mornings. Similarly, we have alternate appointments times, Jewly in the mornings and Lee in the afternoon.

If you want assistance picking out your classes, please schedule an appointment or stop the BRIC. We each have close to 3,000 students to help - your patience is greatly appreciated. Often we can help you by email, particularly if you use your BruinMail account. And often, some of your questions are answered by Lee's automatic email response. Keep in mind that we have three holidays coming up that will also impact your registration. If you choose to wait until January to register, you will have only 6 days to do so before the semester begins. Register early. As you know, the earlier you register, the better your choices are for classes.

We are now heading into a very busy time. Our schedules for the month of November are available outside our offices and at the entrance of BB 226, but please keep in mind — monthly schedules are fluid and can change.

*Thank you for being a student at Salt Lake Community College. Have a happy and safe Thanksgiving!*

## IMPORTANT FALL DATES

<b>Thanksgiving Holiday</b>	<b>November 23–25</b> <i>(No Classes, College Closed)</i>
<b>Last Day of Classes</b>	<b>December 7</b>
<b>Reading Day Study Jam</b>	<b>December 8</b>
<b>Final Exams</b>	<b>December 9 – 14</b>
<b>Grades Available</b>	<b>December 20</b>
<b>Spring First Day of Class</b>	<b>January 8</b>

# PATHWAYS TO PROFESSIONS

*Barbie Willett, Management & Marketing Associate Dean*

The School of Business was well represented at the Pathways to Professions event, held at the South Town Expo Center on October 25th and 26th. Faculty, staff, administrators and students had the opportunity to speak to over 10,000 middle and high school students from across the Salt Lake Valley about their Career & Technical Education (CTE) programs. Busses filled with students arrived throughout the two day event. There were booths with representatives from all of the business-related AAS programs. In addition to the School of Business CTE programs, there were representatives from other SLCC CTE programs, four year universities, and over 70 employers.



The purpose of the Pathways to Professions event is to show secondary students the various technical jobs available in the area, as well as the “Pathway” to take to achieve that “Profession.” The pathway to a particular career field could be a 4 year degree, or can be obtained through one of the high school applied technology centers, through a certificate or Associate of Applied Science degree. Our School of Business faculty and staff were there to answer students’ questions and provide information that would assist the students in choosing the correct path to their desired career.



This was the second year this event was held. It was organized through a joint effort between the Utah Board of Education, Department of Workforce Services, Wasatch Front South Consortium, Utah Governor’s Office of Economic Development, and Talent Ready Utah. Thank you to all of the School of Business volunteers, who helped us reach out to those attending the event!



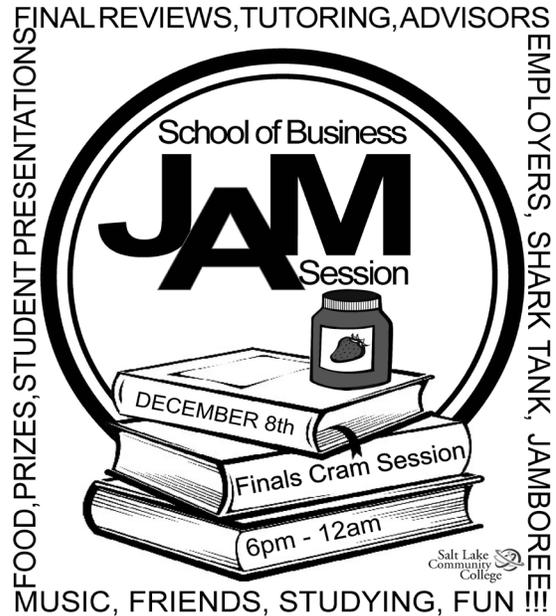
JOIN US!

## School of Business JAM Session, December 8th!!!!

Barbie Willett, Management & Marketing Associate Dean

Once again, it is time for the School of Business Jam Session, which will be held on Friday, December 8th from 6:00 p.m. to 12:00 a.m. The Jam Session is an event planned to help our students prepare for their final exams, projects, and presentations. To show our appreciation for our students and to help them be more successful during their final exams, faculty and staff members volunteer their time to provide final exam reviews, tutoring, and other services. Some of the great activities that will be offered at the Jam Session are:

- **Final Exam Reviews** – check with your business faculty members to find out if they will be offering a review.
- **Tutoring Services** – tutors will be available to help you with Accounting and CSIS.
- **Shark Tank** – bring your business or product idea to present to the Shark Tank judges. Winners will receive funding to start their business. Contact [jen.klenk@slcc.edu](mailto:jen.klenk@slcc.edu) to register.
- **CSIS Jamboree** – CSIS students present their projects simultaneously on multiple large screens while attendees browse between games, web applications, Arduinos, simulations, and more.
- **Money Machine** – catch “flying” Bruin Bucks to spend in the SLCC Bookstore or win a prize.
- **Food** – to keep up your energy level for studying, food and beverages will be provided for FREE!
- **Ping Pong** – relieve your “test stress” by playing a game or two of ping pong.
- **Academic Advising** – our academic advisors, Lee Martinez and Jewly Harris, will be available in the BRIC to answer your questions about your degree program or your Spring semester class schedule. We will also have some transfer advisors from the Utah 4 year universities available to answer questions.



- **Employers** – local businesses who want to hire our students will have tables in the BRIC.
- **Game Night** – participate in a business trivia game. Winners receive gift cards! For more information contact [Kristi.grooms@slcc.edu](mailto:Kristi.grooms@slcc.edu)
- **Study, Study, Study** – there will be areas for quiet individual study, group collaboration, open computer labs, etc.

**Join us for an hour,  
an event, or the  
whole evening!**

# School of Business

# TRIVIA NIGHT<sup>2</sup>

**During Finals Jam!**

**Dec. 8th 6:00PM -7:30 PM in BB 213**

**Email Quiz Master [jeff.davis@slcc.edu](mailto:jeff.davis@slcc.edu) to sign up.**

**Teams of 3-6. Don't have 3? Sign up and we'll find a team for you!**

**Prizes throughout the night,  
and for the winning team!**

**Over \$150 in prizes to give away!**

## **Rounds Include:**

- **Peanut Butter Jelly Time!**
- **My Garage: A Business Origin Story**
- **All Signs Point to Maybe**
- **We Won't Charge You \$10 for the Popcorn**

**And a super-serious round reveal you could actually study for:  
Round One is on Business Current Events**

# American Culinary Federation

## Culinary Student Takes Gold

*Jeffrey Coker, Culinary Arts Associate Dean*



SLCC Culinary Institute is proud to recognize one of our outstanding students, David Chen. David recently participated in an American Culinary Federation sanctioned competition in a student hot food category and earned a Gold Medal. His Roasted Pork Loin with Butternut Squash Puree and Seasonal Vegetables was a favorite among the ACF judges, including the ACF National President, Stafford DeCambra. David is currently employed as a Chef at the University of Utah hospital and is completing his Associate of Applied Science in

## ProStart Program

*Jeffrey Coker, Culinary Arts Associate Dean*

Associate Dean, Jeffrey Coker, M.A., CCE, CCC had the opportunity to conduct training for approximately 350 high school students from 23 different schools throughout Utah, October 3 - 6, 2017. The training event was hosted by the Utah Restaurant Association's ProStart program. The students had the opportunity to learn various plating techniques, knife skills, workplace safety, and chicken processing.

On October 13, 2017 we paired a few of the Bonneville High School ProStart class students with some of our SLCC Culinary Institute students to put together a fun competition with four different teams. Special thanks go out to Alyssa Bennett and the Bonneville High School team as well as our SLCC Culinary Competitions class including Assistant Professor, Chef Franco Aloia and Culinary Arts students David Chen, Maria Walker, Dave Zitting, and Eliana Tuero!



# Culinary Arts — A Cut Above the Rest

*Jeffrey Coker, Culinary Arts Associate Dean*



The local American Culinary Federation Beehive Chefs Association held their annual Chef and the Child fundraiser dinner on Saturday, October 28, 2017. All proceeds support the Big Brothers and Big Sisters organization in Salt Lake City. Two Culinary Arts students volunteered their time to support the event: David Chen and Maria Walker. They had the opportunity to work with local chefs to prepare a tasting and dine around menu. David and Maria are pictured with Chefs Jack Jones, ACF Chapter President; Leslie Seiferle, SATTs Culinary Instructor; and Chef Peter Hodgson, Executive Chef, University of Utah.

## Congratulations!

*President Leadership Institute*

Salt Lake Community College President's Leadership Institute will provide faculty, staff, and administration with an opportunity to learn more about themselves, others they work with, and how they can work together to become better leaders. While the College possesses many solid leaders across campus, this Institute is designed to assist in expanding those leadership characteristics and guiding others who are interested in developing stronger leadership skills.



**CINDY BRIGGS & JEFFREY COKER**

# FBI Regional Computer Forensics Laboratory Field Trip

*Rod Buhler, Associate Professor*

The Computer Hacking Forensic Investigator (C|HFI) class enjoyed a field trip to the FBI's Intermountain West Regional Computer



Forensics Laboratory (IW-RCFL) on Friday, November 3, 2017. The group included 3 professors and 14 students. All attendees were required to submit and pass an FBI background check prior to the field trip.

The cyber security profession has seen tremendous growth over the past 10 years. Study and experience in Network Defense, Ethical Hacking, and Penetration Testing have proven to be the pillars of cyber security teams across the globe, and Digital Forensics is no exception.

The (C|HFI) course at SLCC prepares students to pass EC-Council's industry certification as they pursue a career in Cyber Security and Digital Forensics. Areas of study covered during this course

include:

Crime Scene Response;  
Evidence Handling Procedures;



Digital Evidence Forensics Gathering Techniques; Advanced Forensic Tools and Techniques; Password Cracking Techniques; Network, Web, and Wireless Attacks; Search and Seizure Warrants; and Providing Expert Witness Testimony.

The FBI's IW-RCFL is a one stop, full service forensics laboratory and training center devoted entirely to the examination of digital evidence in support of criminal investigations throughout Utah, Idaho, and Montana. As their literature states: "Every type of crime involves digital evidence."

These crimes include: Terrorism; Child Pornography; Crimes of Violence; Trade Secret Theft; Theft or Destruction to Intellectual Property; Financial, Property, and Internet Crimes; and Fraud.

All of the services at the lab are provided free to all local, state, and federal agencies.

Special Agent Cheney Eng-Tow was our host.

He shared the history of how digital forensics

requirements have

changed over the past

20 years with the rapid growth of digital devices

and digital crime. He

also detailed several

interesting cases in which

digital forensics played a

pivotal role.



The walking tour started with evidence intake, where evidence is meticulously logged and matched to the warrant. Next came a special kiosk, complete with computers, forensics tools, and software, where local police can walk in and do their own forensic work. Then the group toured the work spaces of agents and professional support staff. These included special areas to work on cell-phones, hard-drives, video editing, and more. The lab can retrieve any data from any digital device.

During this tour, the students were shown firsthand many of the digital forensics tools and procedures used by the FBI. Students taking CSIS2350 were familiar with many of the tools and procedures from classroom lectures and labs. The tour concluded by walking through the computer room, which contains two separate networks: classified and non-classified, neither of which can be accessed via the internet.

Special Agent Eng-Tow also shared his personal experiences and trials of becoming a FBI Agent. He encouraged the students with the desire to work for the FBI to get the education, gain work experience, and, most of all, to persevere through all phases of the process. Working for the FBI as a Special Agent or as Professional Support staff are two examples of where these SLCC students may find themselves in the future.

# Vikings: Great Business Leaders of the Middle Ages.

*Ed Engh, Assistant Professor*

No one should miss the Utah Museum of Natural History's exhibit called "Vikings—Beyond the Legend," especially students in Foundations of Business (BUS-1050). In a recent essay, one student described Vikings as "cavemen". This is very far from the truth! This exhibit will do much to dispel such nonsense. Medieval accounts actually describe the Vikings as the best-dressed men in any marketplace (and the cleanest). Go to the exhibit; see for yourselves the exquisite jewelry worn by every Norseman.

The Vikings were merchants, first and foremost. Most Viking ships were cargo vessels, and it was not uncommon to organize them in convoys to protect each other at sea. Consider the following events: a lone Norse ship inexplicably descends from the mists of the arctic North Sea and visits a port somewhere in Europe, Russia, or Byzantium; it returns home to Scandinavia (Norway, Sweden, Denmark) with the discovery, the following spring an entire convoy of several hundred ships arrives all at once, on the same day. A typical knarr or Viking merchant ship had fifteen tholes or oarlocks on each side, so adding both sides together yields a crew of thirty rowers. Viking vessels had large sails, and relied on oars only when the winds, tides, and currents did not serve their purpose. The ships also brought women and children, horses, oxen, pigs, sheep. Vikings brought with them prefabricated sheds and houses, which were constructed in the North, disassembled, and brought on ship in kit form, carried across the sea, and reassembled in the new land. Of course, with so many ships, they must build a harbor, which must be protected with a wall: and so it was done with the kits they brought with them. The concept of ownership, especially of land, was not obvious to all people. The Viking notion was: ". . . if we are here, in this place, then this part is our space, all things must be discussed, not assumed, if you do not like us, then why do business with us?"

Englishmen were astounded by the Norsemen's comradery and lack of respect for central authority. Viking leaders were elected; they had no tradition of kings until they were Christianized. There is a famous account of Danish Vikings who, under their leader Rollo, settled themselves in northern France; indeed modern Normandy is named after them. "



One might conclude that the Vikings were irreligious, immoral, or atheistic: but such a judgement assumes the Vikings had no religion of their own. All civilizations and cultures have their own systems of belief. The ancient people of Scandinavia had a deeply religious system of beliefs, very old, possibly dating back to the end of the last Ice Age, almost ten-thousand years ago. Go to the museum and see actual images, jewelry, weavings, embroidery, ceramics bearing images of Odin, Thor, Frey, Frigg, Freya, Loki, and Balder; gods of the Norsemen. These artifacts are found wherever Vikings traded. In many lands the days of the week are named after Viking gods; Tuesday is named after Tiu, Wednesday after Odin, and Thursday for Thor, and Friday for Frey.

At the museum, you can see aerial photographs and maps of Viking towns, seaports, and walled fortresses. There is ample evidence of metallurgy, a helmet, many swords, axes, and ship-rivets, but also jewelry, saddle work, horse bits, bridals, and stirrups, all requiring extensive knowledge of ores and their thermal properties. How should one respond to or appreciate the contention "Vikings were ambitious, avaricious, covetous, greedy, materialistic, and acquisitive"? Traits like these were also associated with business. Were Vikings capitalists? Of course, the word "capitalism" was unknown in their day, but profits were not. Vikings were familiar with the concepts of market share, inventory, trademarks, balance of trade, finance, cost-of-capital, working capital, interest, debt, and even sunk-costs. They founded corporations, trusts, and syndicates, with investors who expected a share of corporate profits. They valued concepts such as liens and titles. Go to the museum exhibit and see it all first hand.

# DECA

## Fall Leadership Conference

*Kaitlin Hofer, VP Communication*

SLCC DECA students competed in this year's collegiate DECA Fall Leadership Conference, held at LDS Business College in downtown Salt Lake City. Several students from SLCC attended and performed extremely well. Those in attendance were: Nicolas Collins, Nhat Nyguen, Gerson Lucas, and Jesse Mbu. Nhat Nyguen competed with his team, which placed first, while Gerson Lucas competed with his team and they placed second.

Better known as FLC in the DECA world, Fall Leadership Conference is an opportunity for DECA students to gather with students from all over the state to develop life and career skills. At the conference, students are given a real life case study produced from an actual business. For this particular FLC, members from the Utah Grizzlies hockey team helped create the case study and then acted as judges for the student presentations. The case study focused on marketing, and the teams of 3-5 students had to come up with plans that included the following: pricing structure, support for existing fan base (while bringing in new fans), and ties within the community. They then met with a member of the Utah Grizzlies team and presented their well-prepared plans as if it were an actual business meeting. After all the teams presented, the judges handed in their score cards and there was a presentation of awards that allowed the students to see how well their team performed. The teams were also given the judge's scoring cards at the end of the conference so they could see what they scored in each of the areas that they were judged on.

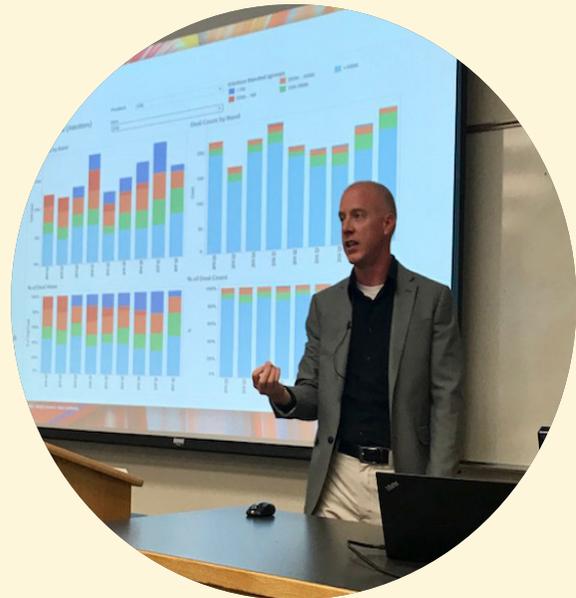
FLC truly is an incredible learning experience, and everyone who participated really enjoyed this conference. If you are interested in DECA and the conferences that we compete in, please feel free to join our club meetings Mondays from 12-1pm in the Taylorsville Campus Business Building room 222. If you can't make it to the meetings, reach out to us via email: [slcccollegatedeca@gmail.com](mailto:slcccollegatedeca@gmail.com) and we will keep you up to date on any upcoming events. We would love to have you as part of the team!



# Business Leaders Forum-The Best in the Business

Whitney Wilkinson, Marketing Faculty

The SLCC Business Leaders Forum has featured highly engaging and informative business executives this semester. Students have had the opportunity to learn from seasoned professionals including a corporate litigator, the Regional Business Manager of Rocky Mountain Power, an Assistant Vice President from Zions Bank, and, most recently, the Senior Manager of Finance at Adobe. Students in the class are looking forward to hearing from upcoming speakers, including the CEO of Lunt Capital Management and the President of MHTN Architects.



Planning for the spring semester series is well underway and I've confirmed executives from Chevron, DOMO, Dominion Energy, and the COO of the Salt Lake Chamber of Commerce. I'm actively recruiting speakers, and would appreciate names of prospective speakers from various industries and diverse backgrounds.

## Upcoming Business Leaders Forum

Location: BB-119

Wednesdays, Noon-1:00

For more information contact Whitney at [Whitney.Wilkinson@slcc.edu](mailto:Whitney.Wilkinson@slcc.edu)

<b>Date</b>	<b>Speaker</b>	<b>Title</b>	<b>Company</b>
11/15	Mario Colosimo	Vice President, Digital Marketing Manager	Zions Bank
11/29	Nancy Carruthers	Assistant Professor, Culinary Arts	Salt Lake Community College
<i>*Speakers and dates subject to change</i>			

**Everyone is Welcome to Attend!**

LEARN ABOUT A NEW PATH. FIND A NEW PASSION. ENGAGE IN YOUR WORLD.

# Nonprofit Management Course (MGT2990\_401)

SPRING 2018

HYBRID—3 CREDITS:  
MONDAY & WEDNESDAY  
10 AM – 10:50 AM



FOR QUESTIONS CONTACT: DR. CINDY BRIGGS, [CINDY.BRIGGS@SLCC.EDU](mailto:CINDY.BRIGGS@SLCC.EDU), 801.957.4358

## India Night

Learn how to explore India  
and earn college credit!

Friday, December 8th 6:00 PM  
Business Building Room 119  
Redwood Campus

FREE  
FOOD!

