

The  
School  
of  
Business  
Newsletter

*For Faculty, Staff  
and Students*

**March 2017**  
Issue 5

Salt Lake  
Community  
College



# THE BIZ BUZZ

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## Star Student Recognition



### Kentita Norsworthy

Kentita was selected as the School of Business Star Student because she is a fearless student. She will take on any task and do whatever it takes to accomplish it. She believes in people and has formed friendships that will last beyond her time at SLCC. She has championed the marketing department and helped the teachers increase their enrollment.

“My time here at SLCC has been amazing. Previously, I attended a university, but I feel the culture and organization of SLCC makes for a better experience. I originally decided to become a marketing major after taking a summer class with Jennifer Klenk. Her passion and drive coupled with her knowledge had me sold. Since that summer, I have not looked back. The faculty and staff that we have in the business building are nothing short of extraordinary. They believe in what they

do and also believe in the students. I will be finishing up my AAS in Marketing Management Spring 2018. Once I am done I plan on attending the University of Utah to pursue a bachelor’s degree in Marketing.” - Kentita Norsworthy

## Marvelous Employee Recognition

### Jen Klenk

Jen Klenk was chosen as the School of Business “Marvelous Employee” due to her work in building a study abroad to India program in partnership with Westminster College, her work to bring industry professionals on campus for the Business Leaders Forum, and adding the “Shark Tank” event to the School of Business Jam Session. Thank you, Jen for all of your efforts in bringing exciting events to our students.

“My career in marketing and multimedia started in the fifth grade. It was the 1980’s and schools had psychologists, which would use students for social/educational experiments. Instead of attending school, we did all our coursework at home, and spent our class time learning through real world experience: To learn aerodynamics, we went to an airport and boarded a plane; to learn the justice system, we attended court sessions, but the crux of our experience was lobbying and passing a bill to put a statue of Philo T. Farnsworth, the inventor of television, as Utah’s representation in Statuary Hall, Washington D.C.

As a fifth grader, my job was marketing. We had to create and set up events, call senators to arrange dinner parties, and talk to the press. We sent out invites, created posters and brainstormed strategies to market our bill to lobbyists. It was the best experience of my education, which is probably why I love experimenting with the flipped classroom model. Our external classroom experience not only succeeded in cementing Philo’s place in Statuary Hall, but it provided practical application skills and instilled a deep passion for multimedia.

At 18, I attended Salt Lake Community College on a Presidential Leadership Scholarship, followed by a cheer squad tuition waiver. I was the Bruin mascot for the squad. I relished my time at Salt Lake Community College. Since SLCC has so many resources geared toward the success of the student, I found it to be the perfect training ground for experimentation and innovation. My best college memories are at SLCC. I met new, diverse people every day and formed friendships that have lasted a lifetime. The diversity at SLCC helped me expand my mind and become a better person. While still a SLCC student, I also started my first multimedia production company.

Owning my own business launched my career on a management fast track. My experience includes over 20 years in management, marketing and sales in the entertainment and retail industries. I have opened and operated multimillion dollar facilities, trained over 1000 employees, won international awards for my marketing/production work and built a client list that included top tier celebrities for music and television and film. Out of all my work history, my favorite experience is teaching at Salt Lake Community College.” - Jen Klenk



## New Culinary Arts Associate Dean



### Jeffrey Coker

Jeffrey Coker is the newest administrator in the School of Business, serving as the Associate Dean of Culinary Arts. Jeffrey's academic credentials include a Master's Degree in Education Technology Learning from Azusa Pacific University, a Bachelor's degree in Business Administration Hospitality from Sullivan University, and an Associate of Occupational Studies from the California Culinary Academy. For the past 16+ years Jeffrey worked at Le Cordon Bleu College – Los Angeles, holding job titles showing steady progression in responsibility. He began as a Chef Instructor then became the Executive Chef and, for the past 3 years, served as Director of Education. His industry experience includes working as a Sous Chef at Sherwood Country Club. We are excited to welcome Jeffrey to the School of Business and confident that he will provide terrific insight that will benefit SLCC, the School of Business, and the Culinary Arts Department.

Please welcome Jeffrey Coker to Salt Lake City and SLCC.

## New Secretary in CSIS Division Office

### Ermina Mustafic

Ermina is the newest team member in the CSIS division office. She previously was a Card Member Assistant at Discover Financial Services. She is the youngest of three children and the first attending a university in her family. She was born in Bosnia and came to the states in 1998 as a refugee, along with her family. She treasures her education and is very grateful to get the chance to continue. She is currently a student at SLCC and will be transferring to Utah Valley University this fall to study human behavior.

Outside of work and school she enjoys spending time outdoors or in a dance studio. Since she was born overseas she has had the privilege of revisiting her homeland and through those experiences has been able to find a passion for travel. Ermina expressed, "I'm looking forward to getting to know everyone and I'm very happy to be surrounded by plenty of great coworkers and faculty." We are happy to have Ermina on our team and look forward to her contributions to the CSIS division office. Stop by BB112 and welcome Ermina to SLCC.



## New Secretary in MGT, MKT, LS Division Office



### Isabelle Sanaty-Nya

Isabelle is new to the School of Business, having recently been hired as Secretary to Barbie Willett. Isabelle is a native of Germany, where she lived until she moved to Utah until 2001. In 2014, she made the move back to Germany, where she participated in a two year apprenticeship program. After her apprenticeship, Isabelle made the move back to Salt Lake City. Isabelle loved her experience in returning home to Germany, where she had the opportunity to improve her German language and communication skills. In her free time, Isabelle loves cooking, finding new ways to be active and spending time with her friends and family. She is currently pursuing her Associate's Degree in Marketing Management, and she is very excited to be a part of the School of Business. Isabelle is looking forward to meeting new people, and is very excited to be working at Salt Lake Community College. Stop by BB-109 and welcome Isabelle to the School of Business.

# American Economic Association Conference Report

Pook Carson from the Economics Department, attended the 2017 American Economic Association (AEA) Conference in January. AEA is the largest conference for economists and draws thousands of participants.

For the second year in a row, behavioral Economics was a major theme. Behavioral Economics is an area dedicated to the study of how real individuals (homo-sapiens) make economic decisions, as opposed to the highly stylized, perfectly rational decision makers of neo-classical economic theory (“homo-economicus”). To complement the shift toward more behavioral theorizing, this year there was a large emphasis on the use of field studies. The major keynote speaker was Esther Duflo of MIT who spoke about a series of very interesting field studies on the subject of eliminating poverty and creating desirable social outcomes for the poor in third world countries.



One really informative session was on student loans and the impact of for-profit Universities. There were five papers in the session. The first paper investigated whether borrowers who do not complete their degrees face financial hardships in areas such as home ownership and household financial instability. They do! The second paper found that borrowing increased educational opportunities, but (1) low income families do not go to college so they can avoid student loans; (2) the longer students are in school, the more debt they accumulate; (3) African-Americans have more debt and tend to stay in school longer; (4) higher income families carry more debt (which parents pay off) and are more likely to obtain debt forgiveness; and (5) graduate students have more debt but receive more debt forgiveness, so they can misuse their loans, increasing the burden for tax payers. The third presentation showed that the GI Bill after WW II provided more access to all educational levels than the current student loan system. The fourth presentation looked at the rise of for-profit universities which can have up to 90% of their students on federal financial aid. The outstanding current student loan debt is \$1.3 trillion. The fifth talk examined whether 529 plans designed to encourage low and medium income families are a better way to save for college. The presenter claimed that 529 plans provide greater benefits to the rich than the poor, since the rich are able to get a higher tax break. The fee is also high, which can prevent the poor from participating. So, 529 plans give more benefits to the wealthy, which is inconsistent with their goal.

## DECA

*By: Kaitlin Hofer*



Salt Lake Community College’s club, DECA, has an exciting semester coming up! Shortly, we will be sending some of our best students to compete at Utah’s State DECA competition, which is also known as SCDC. It will be held at Weber State University Feb 17th and 18th. The students will be competing in a variety of categories that include case studies for the students to work through. Some of the categories that our students have chosen are: Sports and Entertainment Marketing, Event Planning, Finance, and Entrepreneurship. It is here that these students will be able to put their business knowledge and skills to use. We are confident that we come home with some wins!

We are also excited to announce our 3 on 3 Basketball Tournament that we are hosting in March! This fundraiser is meant to support our students and hopefully send them to compete at the nation level in Anaheim, CA in April. The tournament will take place at SLCC March 25th from 10am-4pm. Individuals can create a team of 5 and the cost will be 10\$ per person. This is a great opportunity for our club so we hope that you will come and support us and that you will tell your

friends to join us as well!

Lastly, it’s never too late to join DECA! If you want to build your resume, expand your network, excel your learning, and gain some experience, then DECA is the place for you. Come by Monday’s at 12pm in room BB222 and see how you can do just that. Our door is always open!