

The School of Business Newsletter

*For Faculty, Staff
and Students*

April 2016
Issue 8



Visit us online at:

www.slcc.edu/schoolofbusiness.com

Salt Lake
Community
College 

THE BIZ BUZZ

In This Issue

- | | |
|----------|---|
| Page 2 | Message from the Dean |
| Page 3 | Graduate of Excellence
Outstanding Students |
| Page 4-7 | Outstanding Students Continued
Important Dates |
| Page 8-9 | Retiring Faculty & Staff |
| Page 10 | \$6000 Grant
Food Drive |
| Page 11 | Service Learning Project |
| Page 12 | Study JAM |

Send story ideas to sharsten.thompson@slcc.edu

A Message From the Dean

April: A Time for Celebration

April is one of my favorite months. It is the month when we transition from winter into spring with the anticipation of summer and all of its warm-weather activities. It is also the final month of the spring semester and the traditional academic year. In April we begin to celebrate successes of students, faculty and staff. This month we will recognize Fabrynn Soonalote as the School of Business Graduate of Excellence. One of Brynn's noteworthy attributes is her passion for service, evidence of her sincere desire to provide guidance and support to others. Brynn is the first School of Business Graduate of Excellence who participated in the Diverse Students in Business program as a part of her business degree. On April 27th we will recognize the outstanding student for each degree program in the School. The following students will be recognized: David Chidester Accounting AAS, Ivan Covarrubias Economics AS, Melanie Collins Finance and Credit AAS, Hyunsub Yeom Business AA, Heather McGuire Business AS, Vera Loveless Business Management AAS, Jonathan Valdivia Marketing Management AAS, Ragini Agarwal Paralegal Training AAS, Christopher Mackay Computer Information Systems AS, Aaryn Goodwill Computer Science AS, Gisela Chodos Computer Science & Information Systems AS, Gary Christensen Computer Science & Information Systems AAS, Deiny Godoy Network Systems AAS, and Tulia Ibanez Ramirez Culinary Arts AAS. This luncheon will be held in the Culinary Institute on the Miller Campus and will be catered by Culinary Arts students. The Finals Jam for Spring Semester will be held on April 29 and will, among other things, showcase many of the projects students have completed throughout the semester.



Dr. Dennis Bromley, School of Business Dean

Also, April is a time to recognize colleagues for the service they have rendered to SLCC and our students. Please join me in congratulating the following individuals for their service and contributions to SLCC: Bob Burdette (15 years), Ed Engh (15 years), Phil Nielsen (15 years), Jim Bielefeld (5 years) and Heather Schumacker (5 years).

On Professional Development Day we were presented with the Vision, Mission, and Values that were developed over the past several months. A few days ago we received the SLCC Strategic Plan from President Huftalin. In her President's Message she encouraged us to "review the vision, mission, and goals and consider the work of your department, and you individually, as it relates to our future." We have an opportunity to come together and engage in conversations about how our work can align with the future direction of SLCC. A School of Business Strategic Planning Day has been scheduled for May 11 to begin the work of developing a School of Business Strategic Plan that aligns with the goals set forth in the SLCC Strategic Plan. All faculty and staff are invited to participate. We will examine the SLCC goals, identify initiatives underway that are in alignment, explore ways to advance appropriate initiatives and redirect those that are out of alignment. The agenda for the day is ambitious but it promises to be a rewarding day as we collaborate to define our roles and the contributions we can make to advance the mission of SLCC.

As this is the last issue of the BizBuz for this academic year, I want to take this opportunity to thank each of you for your continued support and dedication to our students and our purpose in higher education. This has been a highly productive year. We have made terrific strides in improving our programs, creating streamlined pathways for transfer, and worked to meet acute industry demands for workforce in IT and retail management. This has truly been a successful year. I hope you take time to enjoy the many celebrations as they are the product of your excellent work.

Graduate of Excellence 2015-2016



Fabrynn Soonlate

My name is Fabrynn and I go by Brynn. I moved here from Auckland, New Zealand earlier this past decade, I'm currently living in Salt Lake City and enjoying the wonderful snow that I didn't much get to experience back home. My plan after graduating from Salt Lake Community College is to transfer to the University of Utah in order to pursue a Bachelors in Business since my vision is to eventually start a business of my own. My end goal is to combine my love for food, coffee and business and open up a restaurant by utilizing my skills, abilities and education to get my foot in the door and hopefully success at what I love to do.

School of Business 2015-2016 Outstanding Students

Deiny Godoy- Network Systems AAS

Aaryn Goodwill - CS AS

Vera Loveless- Business Management AAS

Throughout my life, I have had a passion for learning. Many of my interests have lead me to study at BYU and SLCC. Here at SLCC, I have earned Certification in Small Engine Repair, a License in Motorcycle Safety, and Associate of Science Degrees in Surgical Technology, Nursing and Business Management. I have had the great opportunity to work professionally in all of these fields of study. After Graduating, I plan to return to SLCC for a Degree in Finance. With my Degree in Business Management, I plan to manage my own businesses and the businesses of other people as well.

While working toward my Associate Degree in Business Management here at SLCC I have learned many new and valuable concepts that are helping me in my every day and professional life. Concepts such as computer skills, networking, team work, negotiating, management essentials, statistics, marketing, supply chain management, accounting, employment law, entrepreneurship and taking chances on big dreams. The Professors here at SLCC, are very knowledgeable and have amazed, helped, and inspired me. They have challenged me to be more professional in my attitude, in my writing, and in dealing with people in general. Thank you to the Presidents, Deans, Professors, Tutors and other supportive staff here at SLCC, who make these experiences possible for so many students in our Community. I am grateful that we have such a wonderful, affordable institution in which to learn and grow.



Outstanding Students Continued



Jonathan Valdivia- Marketing Management AAS

I was born and raised in Utah and have lived here all my life. I attended SLCC for a very long time working on a General Studies degree when I discovered marketing. I took a marketing class by chance and I really enjoyed it. This led me to change my major and pursue a degree in marketing management.

The marketing program at SLCC was a major stepping stone in my personal development and career. I was introduced to DECA which led me to find a job. I was able to work on real marketing projects for companies and organizations. I am really grateful to SLCC and the marketing professors for providing these opportunities and helping me reach my full potential.

Ragina Agarwal - Paralegal Studies AAS

My name is Ragini Agarwal, and I am graduating with an AAS degree in Paralegal studies. I am from India originally; my husband's job brought us to the United States. Due to his job I have travelled around the world. I have a small family with two beautiful kids. They have been my biggest support through this journey.

I had always wished for a great career, which didn't happen earlier due to various personal reasons. Salt Lake Community College, gave me that chance. I was anxious and apprehensive about being back at school. But to my surprise against all odds I managed to get through with a 4.0 GPA. I have been on the President's list for every semester. I never thought my journey would start at a positive note like this; SLCC has given me great confidence and a promising path to look forward to.



Heather McGuire- Business AS

Heather Patrice McGuire is a full time student, entrepreneur, and fitness enthusiast. Her aspirations include owning her own personal training business and managing other small local businesses. After Fall Semester of 2015, she graduated from SLCC with an AS in Business. As recognition for her hard work and dedication, Heather was awarded the President's List Honor Roll twice during her time at SLCC. She was also chosen, by the faculty of the Business department, as an Outstanding Student. Since leaving SLCC, Heather's focus has been on obtaining her Personal Training Certification through The American Council on Exercise (ACE). As soon as she is certified through ACE, Heather plans to begin helping people reach their health and fitness goals. Heather will begin coursework at Utah State University in May 2016 where she will work to obtain her BS in Business Administration. Heather McGuire currently resides in West Jordan, Utah with her wife and two dogs.

Outstanding Students Continued



Christopher MacKay - CIS AS

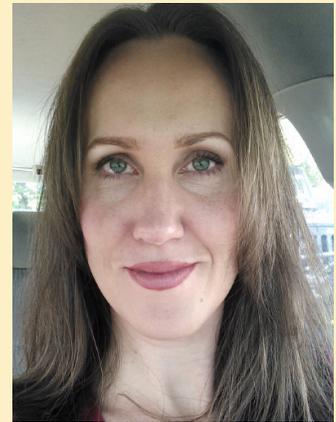
Chris MacKay is a professional in his chosen field of education, and considers himself a lifelong student. Chris has been pursuing his educational goals in Computer Science and Computer Information Systems for sometime now, and wondered if he would ever finish. His career and family life have made it difficult to be a traditional full-time student, but Salt Lake Community College has always made the journey easier. Over the past ten years circumstances have made it necessary for Chris to enroll in other schools to continue his education, but he has always come back home to SLCC. The faculty and staff have been wonderful to work with and are always the spark that has gotten Chris excited to continue in his education and pursue his goals. When Chris isn't glued to a computer screen for work or school, he enjoys spending time with his family, being outdoors, and sharing his passions with others.

Gisela Chodos- CSIS AS

Gisela Chodos earned an AS in Computer Sciences and Information Systems from SLCC in Fall 2015, graduating with a 3.98 GPA. Her studies continue at Weber State University, with an expected Bachelor of Science degree in Computer Science at the end of 2017. In a previous lifetime, before marriage and two children, Gisela completed a Bachelor of Music degree in Piano Performance from California State University, Northridge.

Piano is the first-on-the-scene Luke Skywalker to Gisela's Princess Leia, while software development has turned out to be her dashing and destined Han Solo. She will always love the piano and freelances as an accompanist, but at SLCC she discovered that sparks also fly when she programs. Gisela is excited by the prospect of employment in web and mobile development after she graduates from WSU.

In case anyone wonders, the first syllable of Gisela's name sounds just like "geese," the plural of "goose."



Gary Dean Christensen- CSIS AAS

Gary Dean Christensen, started as a part-time student since 2011 and will graduate with AAS degree in Computer Sciences & Information System Program this year 2016. There is one thing you will quickly identify how he is different from others, he's deaf! Throughout 5 years of schooling, he felt no different from other students and staff because of his deafness. Dean wanted to share a few words with his teachers and staff,

"I want to thank many of my teachers and staff for taking the time to make sure captioning were added and provide other modifications to ensure I have equal access. This alone has contributed to my success and given me 5 wonderful years at SLCC."

While attending school over the 5 years his family expanded with 2 more boys. SLCC allowed him the flexibility to work, study, and support his family. "My family has been my greatest support to my success in completing my associate degree."

Outstanding Students Continued



Melanie Collins- Finance & Credit AAS

I started working for First Security Bank back in 1994. I was eighteen years old and I had nothing but a promise of a GED to place on my resume. I worked my way through many mid-level team leader positions with First Security, and then with Wells Fargo once they merged. In 2002, I earned a certification through SLCC in Medical Office Management, and a Limited Practical Radiologist License through the state of Utah. I worked both banking and medical positions for a while. Eventually, the pay in banking won out and I went full time again with Wells Fargo.

After having my second child, I felt like I wanted more confidence when I sent out my resume when applying for positions, even inside Wells Fargo. I had more than fifteen years experience in various positions within the bank, but my highest level of education was a high school equivalent and some college that didn't even apply to my field of work. So I decided I was going to get a degree in finance. I had a six year old daughter, and a six month old boy. It took double the time it should have, but I was determined I was going to get my degree. Thank you for selecting me for this award. I cannot tell you how hard I worked for this.

Ivan Covarrubias- Economics AS

My name is Ivan Covarrubias, and I graduated from SLCC with an Associate's degree in Economics. I love learning about different economic theories, especially trade theory, but my interests are better aligned in the Marketing sector. I am currently pursuing a Bachelor's degree in Marketing at Utah State University. I hope to one day become a successful marketer and I know that everything I learned at SLCC will help pave the way to reaching that goal. I enjoy playing and watching soccer games, and I am an FC Barcelona enthusiast and I hope to be able to watch a game live in Barcelona, Spain one day. I managed an O'Reilly Auto Parts store while going to school at SLCC, but I currently just work part time as a parts salesman in the same company while working towards my Bachelor's degree.



David Chidester - Accounting AAS

David Chidester has been working towards his degree in SLCC's Accounting program since fall of 2013. While at SLCC, David has worked part-time or full-time at a variety of jobs. The past year has been busy and full of change. He recently celebrated his first wedding anniversary. He also started working for a wholesale distributor doing billing and fulfilling miscellaneous administrative responsibilities. He plans to take a few more general education classes at SLCC and then transfer to a four-year university to continue his education. He strives to do his best on whatever he works on, all while balancing work, school, and family.

Outstanding Students Continued



Hyunsub Yeom - Business AA

My name is Hyunsub Yeom. I am from South Korea. I graduated from Salt Lake Community College with a Business AA and transferred to the University of Utah where I will major in accounting. Currently, I am an accounting tutor. I currently serve in the U.S Army Reserve as a financial management technician. I am also looking for internship opportunities in public accounting firms.

Tulia Ibanez Ramirez- Culinary Arts AAS

Tulia was born in Columbia to parents who taught her to love animals and to serve people. As she studied electrical engineering at the Industrial University of Santander in Bucaramanga, Columbia she became a perfectionist and this desire shows in everything she accomplishes. In thinking about how she came from studying engineering to culinary arts she said, "I learned from my grandmother to love food and the kitchen, so here I am, studying Culinary Arts".

While a Culinary Arts student Tulia has many accomplishments. She has maintained a 4.0 GPA. Tulia opened a food truck and brought her fully furnished trailer to the Miller campus and gave us the grand tour of her mobile kitchen. After graduating from SLCC she hopes to travel the world and open her own restaurant in Colombia.



Important Dates

Last day of classes	April 28
School of Business Study Jam	April 29 6 pm - midnight
Reading day	April 29
Finals	April 30- May 5
Grades due	May 10 11:59 pm
Grades available	May 11
Degrees begin to be awarded	May 6
Commencement	May 6
Registration for Summer Semester	Open now
Summer Semester classes begin	May 16 or June 13
Summer Tuition due	June 1 or June 14
Registration for Fall Semester	April 11- September 1
Fall Semester classes begin	August 24

More details for the final exam schedule can be found online at:

<http://www.slcc.edu/schedule/final-exam-schedule.aspx>

Curtis Youngman Retiring

Thank you for 37 years of service

As of June 30, 2016, Curtis Youngman, long-time Marketing Professor at Salt Lake Community College, will have a very different life. He will no longer be getting in his car before dawn, and driving from Layton, down Legacy Highway, and pulling into the School of Business faculty parking area at 6 a.m. He will no longer teach classes until 10 p.m., then making the drive back to Layton, to arrive home at 10:30 p.m. or later. Now his days will be filled with time spent with his sweetheart Karen, his wife of 45 years, 5 children and 16 beautiful grandchildren, all of which he loves and adores. His long days will now be filled with hockey, soccer, and volleyball games.



Curtis Youngman, Marketing Professor

Curtis received his AAS degree from Weber State College (now University) in 1972. He went on to obtain his BS in 1974 and his MS in 1977 from Utah State University in Marketing Education. He started teaching at Utah Technical College of Salt Lake (now SLCC) 37 years ago. Prior to that he taught at Weber State for 3 years. He has also served on various committees during those 37 years.

When asked what he liked most about working at SLCC, he replied, "I thoroughly enjoyed my association with the students. As a faculty member and an advisor for the DECA student organization I had the great opportunity to associate with students and become very close to them. Seeing them accomplish their career goals was a great experience. Being a part of the student's career journey was priceless."

Curtis' most proud moments are, "I am proud to hear, through the years, of the many students I was able to associate with and their great successes in the various employment opportunities. I am proud that now they are not just my students, but many continue to be my friends. I am proud that I was able to serve on the National DECA Board of Directors for 5 years, as the State Collegiate DECA Advisor for 11 years and as a Local Chapter Advisor and Co-Advisor at SLCC for 40 years, and to serve on the American Vocational Association-National Marketing Education Policy Planning Committee 5 years.

Over his 37 year career at SLCC, Curtis has received many honors and awards. This recognition includes the Honorary Life Time DECA Member, SLCC Outstanding Teacher Award, Outstanding Marketing Teacher of the Year (both at SLCC and within the state of Utah), Hall of Fame DECA Advisor – Utah, State and International Outstanding DECA Advisor, National Outstanding Community Service Award – DECA, Who's Who Among University and College Teachers (for 2 different years.)

When asked what he will miss after leaving SLCC, Curtis responded, "I will most miss my association with the faculty and helping students achieve their career goals."

Curtis has made a huge impact on the college, the School of Business, and especially the Marketing Management program. He, and his loud laugh and lectures, will be missed within the halls of the Business Building.

Bob Burdette Retiring

Thank you for 15 years of service

It was a warm July morning of 2000 when Mary Perez called to ask if I could pick up an accounting class in the middle of the semester to finish teaching it. My wish to join the adjunct faculty at SLCC was coming true. I met the class and explained why I was there and promised they would get my best efforts to make sense out of the debits and credits.

One of my goals upon being hired full-time was to be prepared to teach every accounting class we offered. I wanted to be ready and able to cover for any colleague in any class. This included taking the ACCT 2050 – Governmental Accounting class because I had never been trained in this unique accounting discipline.

Early in my teaching at SLCC the Accounting Department ran the Volunteer Income Tax Assistance program (VITA) under the direction of Scott Symes. Electronic filing was new in those days and for the first time our VITA site was filing tax returns electronically. This required our software to link up with the IRS in very specific ways. The IRS called SLCC to complain about the quality of tax returns being filed electronically from our site. This created an opportunity for me to step into the program and resolve each tax preparation issue. The following year I took over the administration of the VITA program at SLCC. For the next several years we prepared and successfully filed hundreds of tax returns electronically for members of the community using students who completed our Federal Income Tax course.

Utah was one of a few states in the United States to not have a federally funded tax clinic to assist low income individuals in resolving complaints. I filed for a grant from the IRS to fund the establishment of the first Low Income Tax Clinic in Utah. For two years, I ran the tax clinic resolving income tax issues and teaching courses throughout Utah about individuals' rights and responsibilities under the Internal Revenue Code.

Over the past 15 years, I have served on many committees and accepted many assignments that have taken me all across the Country. One of the assignments I accepted was to become a Baldrige Examiner. At that time the School of Business was looking to apply for a Baldrige Performance Excellence award. I was a member of the Baldrige Evaluation Study Team. In 2005, I received the Region VII Teaching Excellence award from the Accreditation Council of Business Schools and Program (ACBSP). In 2006, I was awarded the Teaching Excellence Award from Salt Lake Community College Foundation. In 2008, I was elected Treasurer of the Faculty Association and served in that capacity for three years. In 2011, I was elected President of the Faculty Association and served a two-year term. This experience gave me insight into many other programs outside of the School of Business. It also provided experience working with the senior leadership at SLCC. From this experience I was invited to participate with the Red Rock Relay and the Saints to Sinners teams as a support person.

After teaching for 13 years I was asked to take the position of director of the Culinary Arts department. I was determined to do my best to make this department equal to the other great departments within the School of Business. Over the past few years we have accomplished building a greenhouse, purchased a compost machine as part of our sustainable food system efforts, developed ProStart tuition waivers to attract excellent students, and modernized the curriculum for students to specialize as a savory chef or a baking/pastry chef. We have accomplished much more than can be highlighted in this article.

I am the father of five sons and one daughter and grandfather to three. Five of my children are graduates of SLCC. I give all the credit for the accomplishments of my children to my wife, Conna Lee. She has been the backbone of the family and has encouraged me in every endeavor I have attempted.



Bob Burdette, Culinary Arts Director

Business Students Receive \$6000 Grant

Congratulations to Crystal Ellertson, Marcus Chan, Brylee Stone, Vera Loveless and Makayla Carroll, who are the recipients of a \$6000 grant approved by The Community Engagement Award Committee. The grant money will be split among the five students to cover travel, lodging and insurance for their upcoming service trip to India.

SLCC students will be working with a group of women in a rural village in India, where they will be taught microfinance by the students. Each village participant will be given \$200 seed money to launch their own business with the help of Salt Lake Community College students.

This is an incredible opportunity for SLCC students to make a socioeconomic difference in the fastest developing country for 2016.



Donations Needed!

Non-Perishable Food Items for the SLCC Bruin Campus Cupboard

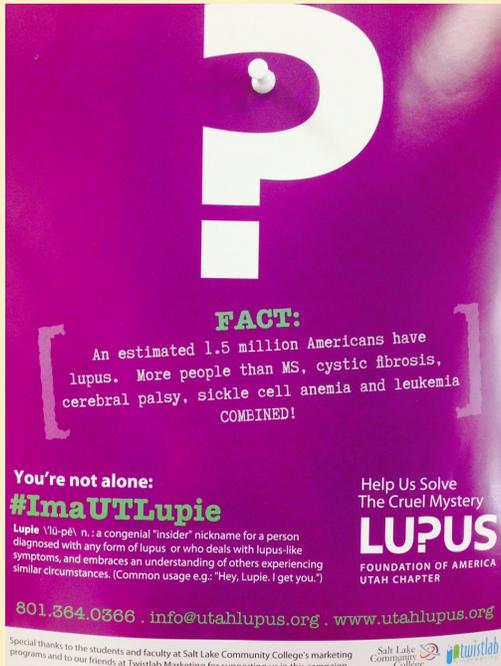


The Diverse Business class is holding a food drive for the Bruin Campus Cupboard from now until April 29th. The Bruin Campus Cupboard is a food pantry for SLCC students in need and is located on the South City Campus in Room 2-152.

For mor information, send questions to: bruincampuscupboard@gmail.com

This food drive ends on April 29, 2016

Faculty Member, Ahmad Kareh, Incorporates Social Media Into Service Learning Project



During the Spring semester, Ahmad Kareh, Associate Professor of Marketing, took a Social Media and Branding class from Harvard University. The concepts taught in the class, inspired Ahmad to incorporate social media into the service learning project in his Introduction to Marketing course. The results were overwhelmingly positive!

The service learning project was developed around Lupus awareness. This partnership with the Lupus Foundation. The Lupus foundation in Utah is a small organization, and does not possess the funds to allow them to spend money on an awareness campaign. Therefore, the Intro to Marketing class had an opportunity for hands-on experience and providing service to a non-profit, charitable organization.

By utilizing social media, the class was able to expand the reach, open the door for community engagement, and gather measurable results for the Lupus Foundation.

Lupus showed their support by fine tuning the flier produced by the class, and printing it quickly. Ahmad wanted to get the campaign off the ground as quickly as possible and for that, he needed the support of colleagues and students. Lucy Smith at the Service Learning

Department in Salt Lake Community College, who offered tremendous support and helped Ahmad navigate through the college policies regarding Service Learning. Lucy also offered many ideas and reflection prompts to help maximize student learning.

Ahmad brainstormed with several staff and faculty members, including Missy Counter and Jennifer Klenk, who helped him simplify the project by splitting it into three manageable assignments throughout the semester. He was very impressed with the commitment and contribution that came from SLCC students including Allison Stoker, Mateo Tobia and Amanda Mabe who played a major role in developing the details of the project and helped Ahmad see it through in a very short period of time.

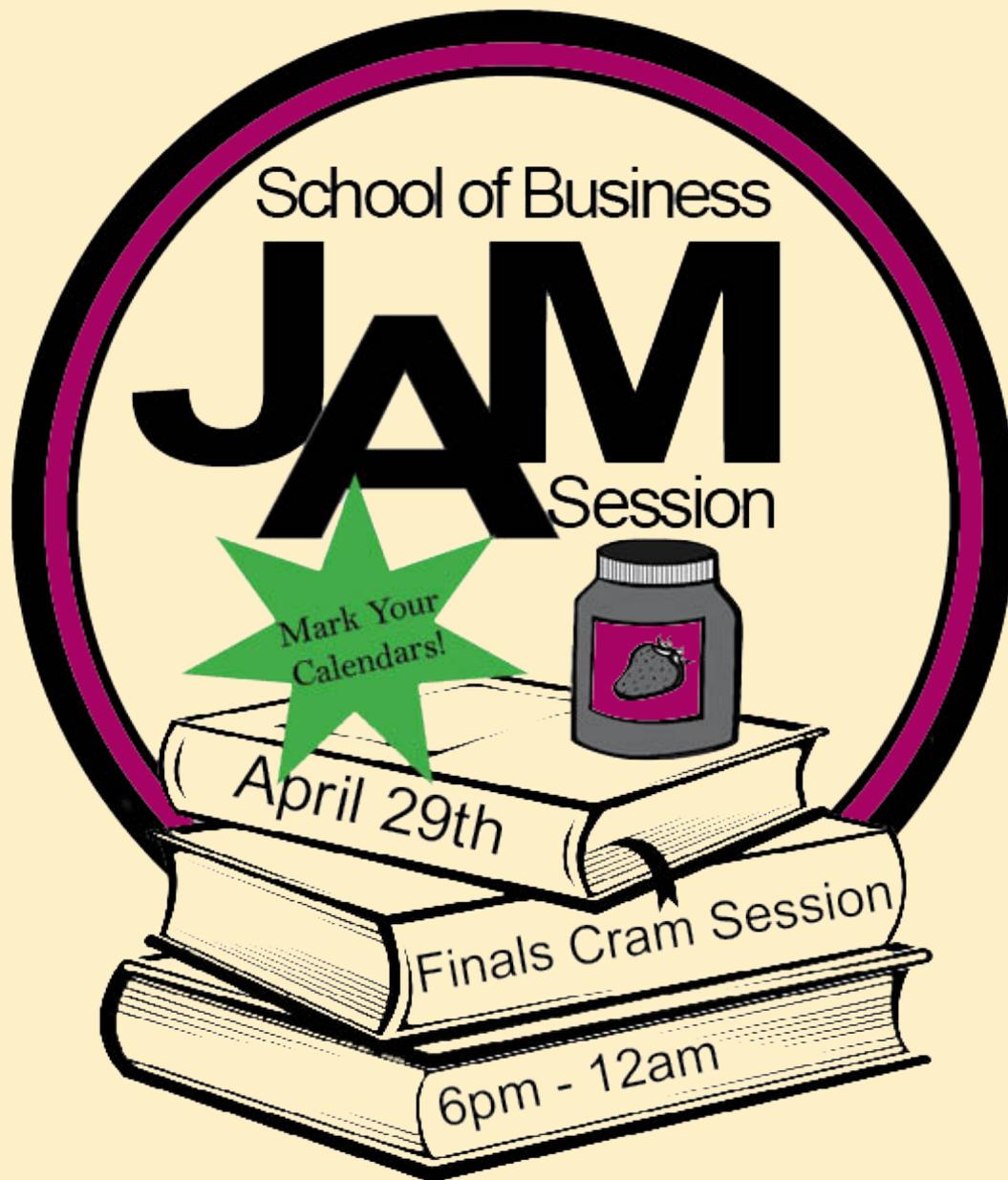
In this project, students used community boards to post 20 fliers in the city and take a selfie with the poster in the background. They then post the selfies on Twitter, Facebook or Instagram and thanked the business for their support for #UTLupus. Twistlab Marketing, a local digital creative agency, tallied the results and shared them with the students so they could see the effect they created and to help the students reflect on the process.

The results were more than 90 students from multiple sections at Salt Lake Community College, SLCC DECA, and concurrent enrollment students from Summit Academy High School chose to participate in this project, and together they were able to generate a total of 118 people to engage with the Lupus Foundation in Utah. The exposure and reach was 73,671, this means that over 70K people were exposed to the Lupus Foundation because of our students' efforts.

“This service learning project gave me an idea of what marketing actually is by using social media, advertising, and the research that followed. This was an excellent experience and I think this will definitely help me as I continue working toward my goal of becoming a Marketing Manager. I think this had an impact on the community by raising awareness and raising their curiosity.”

-Kylee Bowden, Marketing 1030 student, Salt Lake Community College

You are invited to the School of Business JAM Session



To show appreciation and support of our students, the SLCC School of Business faculty and staff will provide a space for individual or group study in the Business Building from 6 p.m. to 12 a.m. on the night of reading day. Some of our faculty have volunteered to provide test reviews and tutoring for those students who would like a little extra help in preparing for their finals. Ask your Accounting, Economics, Finance, CSIS, Management, Marketing, Legal Studies, and Culinary Arts faculty if they will be there to review or answer questions. Don't miss out on this opportunity to "Take care of business" while having fun in the School of Business.