

# The School of Business Newsletter

*For Faculty, Staff and  
Students*

*January 2012*



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Salt Lake  
Community  
College



Step Ahead.

# THE BIZ BUZZ

Issue 4

*In This Issue*

*Page 2 REFLECTIONS FROM THE CHAIR*

*Page 3 DECA BUILDS SMILES  
INCUBATOR*

*Page 4 Learning that Benefits Students...*

February Newsletter deadline for submissions  
January 26th

Send your story ideas to the newsletter staff:  
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# Reflections from the "chair":



By Barbie Willett

During January, we celebrate the life and work of Martin Luther King, Jr. as well as those who came before him and continue his work to promote understanding and change for the cause of Human Rights. We celebrate those individuals, who sacrificed their time, love, dignity, and for some their lives, to promote equality and respect for all humankind. We celebrate individuals like Mahatma Ghandi, Abraham Lincoln, Mother Teresa, and maybe even you. Let us reflect on what each of us, as individuals, can do to create an atmosphere of openness to diversity of thought and approach, acceptance of differences in race, religion, orientation, and ability. Let us work together to make SLCC known for its inclusivity, rather than exclusivity. As we reflect on the deeds and inspiring words of King and other leaders, let us commit to ways we can continue their work of building a global sense of community.

## Small deeds we can do to build "community"

Turn off your TV \* Leave your house \* Know your neighbors \* Look up when you are walking \* Greet people \* Sit on your stoop \* Plant Flowers \* Use your library \* Play together \* Buy from local merchants \* Share what you have \* Help a lost dog \* Take children to the park \* Garden Together \* Support Neighborhood Schools \* Fix it even if you didn't break it \* Have Pot Lucks \* Honor Elders \* Pick Up Litter \* Read Stories Aloud \* Dance in the Street \* Talk to the Mail Carrier \* Listen to the Birds \* Put up a Swing \* Help Carry Something Heavy \* Barter For Your Goods \* Start A Tradition \* Ask A Question \* Hire Young People for Odd Jobs \* Organize a Block Party \* Bake Extra and Share \* Ask For Help When You Need It \* Open Your Shades \* Sing Together \* Share Your Skills \* Take Back the Night \* Turn Up The Music \* Turn Down The Music \* Listen Before You react To Anger \* Mediate A Conflict \* Seek To Understand \* Learn From New And Uncomfortable Angles \* Know That No One is Silent, Though Many Are Not Heard. Work To Change This.

## Martin Luther King, Jr.

*"The time is always right to do what is right."*

*"I have the audacity to believe that peoples everywhere can have three meals a day for their bodies, education and culture for their minds, and dignity, equality and freedom for their spirits."*

## Eleanor Roosevelt

*"Great minds discuss ideas; average minds discuss events; small minds discuss people."*

*"It isn't enough to talk about peace. One must believe in it. And it isn't enough to believe in it. One must work at it."*

## Mohandas (Mahatma) Ghandi:

*"Action may not always bring happiness; but there is no happiness without action."*

*"A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history"*

*"Healthy discontent is the prelude to progress."*

## Mother Teresa

*"Being unwanted, unloved, uncared for, forgotten by everybody, I think that is a much greater hunger, a much greater poverty than the person who has nothing to eat."*

*"I want you to be concerned about your next door neighbor. Do you know your next door neighbor?"*

*"Let us always meet each other with smile, for the smile is the beginning of love."*

# DECA Builds Smiles – One Bear at a Time

The annual “Build-a-Bear and Show You Care” service project involves collecting money over the months leading into December in order to make bears at the Build-a-Bear Workshop for patients at the Shriners Children’s Hospital. “I will always help with this project, even if I no longer am a part of DECA or SLCC” This quote from SLCC DECA State VP, Cherie Beam shows the drawing power of one of the biggest events sponsored by Collegiate DECA.

“The whole process is amazing, I wish I could tell you exactly how it feels to deliver a gift to a child who has just been discharged from surgery and see their mood instantly change.” Michael Pham, SLCC DECA President stated after the conclusion of this year’s project. “It brings us all together as well, I was so glad to see former students, active DECA members, new students, and even people who just saw us collecting and decided to help.”

DECA also invited patients to come to the Build-a-Bear Workshop to make bears of their own. We had over 60 students involved with the project this year and raised \$2,442.99, and made 144 bears. “A large part of the

funds raised came from corporate donations.” Krystle Kendrick said. One of the corporate donors was employees of Schiff Nutrition.

This project brought SLCC students together, who were shown the power of teamwork, the magic of charity, and the effects of learning in motion. Giving students a chance to exercise their skills and experience real world application is the goal of every DECA project. Emily Dzialik International DECA VP and SLCC student said “I am so proud of the students involved with this project”



## Incubator

Two challenges that a student who wants to become an entrepreneur faces in starting a venture are finding adequate infrastructure and finding reliable resources.



At The Innovation Center, located at the Miller Campus, entrepreneurs can find that and more.

“The Innovation Center is a program for innovative enterprises seeking high growth,” says Tom Vollbrecht, who is in charge of this project.

With the help of SLCC and Larry Miller, this center is a place where entre-

preneurs, students and even faculty can share valuable resources, educational know-how, and community partnerships to open up business opportunities. In turn, entrepreneurs help the community by creating jobs.

The Innovation Center offers office space, workstations, conference rooms, and more that can help entrepreneurs meet the needs of a new business.

It also offers business services such as mentoring, networking, IT support, volunteers and internships. These internships are intended to help students at SLCC to gain experience in their fields.

“The Innovation Center is designed to meet the needs of entrepreneurs,” says Vollbrecht. “We have everything so the new business can succeed.”

This network helps create successful businesses, which helps Utah’s economy.

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# Learning that benefits students and the community

When Holly Langten enrolled in the BUS 2200 Business Communications class, she wasn't expecting to give her time to serve the community.

"When I found out that I was going to spend seven weeks of the semester trying to develop some kind of service for my community, I couldn't be more excited," she said.

In addition to developing critical reading, thinking, listening, speaking and writing skills for business, the Business Communications course helps students create and design a way to serve and give back to the community. The Service Learning projects for this semester has been nothing but rewarding, says Melodee Lambert, the business communication professor who taught the course.

"One of the requirements for the project is that it must be related to the Business Communications discipline. Otherwise, it is just service and not really learning," adds Lambert.

Speaking, writing, and relating to people and analyzing research are a few of the skills this class helps students learn and apply to future projects. Websites, book-marks, brochures and newsletter are also a few elements that students create to help an institution or person in the community.

Three of the service learning projects that were presented during

the fall semester were a website for Disabled American Veterans, that can help raise awareness of disabled American veterans and their needs, a mental illness support guide and emergency preparedness for businesses.

Students who contributed to the DAV project said that helping veterans was amazing. Curtis Long, a veteran and a student in the class, mentioned that creating awareness about veterans reminded him of why he enrolled in the Army in the first place.

"Helping others was, and is, my goal," Long said.

Holly Langten said this project, and this class in particular, helped her improve her reading and writing skills.

"I believe that this project made me realize that sometimes things don't come out the way we want, so we had to work harder. The final product was amazing."

The SLCC Veterans Office is picking up the students' website and will maintain it after fall semester ends, not only because it's fine work, but also because it fills a need for underserved vets who are disabled.

Those students interested in combining learning business communications skills with service to their community should enroll in BUS 2200.

**SERVE THOSE WHO HAVE SERVED US**  
Support our Utah Veterans

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### The Cost of Freedom

*Serve Those Who Have Served Us* is dedicated to the service men, women and their families who, in the interest of freedom and the protection of human liberties, have made countless sacrifices on our behalf. Now, as in the past, they face many daunting issues. Day after day our veterans heroically served our nation and served us; now, it's time for us to serve them. In honor of these brave and dedicated service members, join us in thanks and support by actively participating in the many volunteer opportunities available.

#### Devastating Effects

**True American Heroes**

- > Protecting basic human rights
- > Global 911 responders
- > Sacrifice for the greater good of humanity
- > Place all others' needs before their own

The American Marine, Soldier, Sailor

RSS feed

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Visit our blogroll websites for additional information from organizations that support our Utah veterans.

#### Blogroll

- Disabled American Veterans
- Homeless Veterans Fellowship
- SLCC Veterans Office
- Stand Up For Vets
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- Veterans Benefits
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