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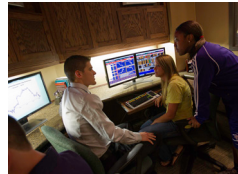
Rusche Review

Nelson Rusche College of Business

Stephen F. Austin State University

Fall 2012

Mast Student Investment Roundtable



A center in SFA's Department of Economics and Finance that provides students with valuable hands-on investing experience has been named in honor of a local family's generous financial support of SFA.

The newly named Mast Student Investment Roundtable is a business course that gives students real-world experience, both in investing in the stock market and reporting to clients about monetary gains and losses. Office and classroom space for the Mast Roundtable is located on the first floor of the R.E. McGee Business Building.

"Association with the Mast family

adds a level of integrity and character to the investment roundtable," said Dr. Todd Brown, SFA associate professor of finance and chair of the Department of Economics and Finance. "That's an important aspect of investing, and the importance of reputation is something we focus on with our students."

The A.T. Mast family has endowed funds that benefit SFA academic and art scholarships, the School of Nursing, and SFA's Mast Arboretum. A fourth-generation native of Texas, the late A.T. Mast was prominent in the East Texas ranching and timber business. His son Travis Mast is a retired

Nacogdoches pediatrician, and his son John is active in timber and ranching endeavors in Texas and in New Mexico. Both are graduates of SFA. Their sister, Tricia Mast George, attended SFA, Sweet Briar College in Virginia and the University of Texas at Austin.

The Mast Student Investment Roundtable invests more than \$350,000 from sources including the SFA Alumni Foundation and the SFASU Foundation, and the earnings reports are shared with the organizations' boards of directors. A portion of the proceeds from the investments are used for Alumni Association scholarships.

Save the Date

**Lumberjack Football
Battle for Chief Caddo**
6 p.m. Saturday, Nov. 17
(time may change to 3 p.m.)
Nacogdoches



Accounting students provide free community tax assistance

Accounting students provided 120 community residents free assistance in preparing income tax returns last spring. With the Internal Revenue Service's Volunteer Income Tax Assistance program, SFA students use the knowledge and skills developed in their accounting classes to prepare tax returns free of charge for low-income taxpayers.

The VITA program is a partnership with the IRS that allows members of Beta Alpha Psi, the honor society for financial information students, to volunteer in the Nacogdoches community for income tax return preparation.

The service is offered at the Nacogdoches Public Library each spring on Fridays and Saturdays during the peak tax season. Student volunteers are trained and certified by the IRS.

While the advantage to the community is obvious, students also benefit tremendously from the community service project. "Students gain self-confidence through responding to taxpayer concerns and frustrations and solving problems for real people," said Dr. George Hunt, faculty VITA coordinator. "Successes in preparing individual income tax returns provide students with confidence to tackle more complex

returns such as corporation and partnership tax returns."

"The VITA program has allowed students to reach out to the Nacogdoches community and provide a much needed service," said Randall Wright, accounting student and VITA volunteer. "We were able to prepare tax returns for many people from Nacogdoches and surrounding communities, many of whom were return customers from previous years."

The university recognized the significant service-learning impact of the VITA program by awarding Hunt with the 2012 Teaching Excellence Award for Service Learning.

Rusche Leadership Changes for 2012-13

Dr. GERALYN McClure Franklin, interim dean

Dr. Michael Stroup, interim director of the Gerald W. Schlieff School of Accountancy

Dr. Todd Brown, chair of the Department of Economics and Finance

Dr. Mikhail Kouliavtsev, MBA director

Dr. Jack Ethridge, MPA director

Dr. Ryan Phelps, director of assessment

Laura Turner, lead academic adviser

Marie Kelly, internship coordinator

Dukes named SFA student regent



Jourdan Dukes of Dallas has been appointed by Gov. Rick Perry to serve as student regent for SFA during the 2012-13 academic year.

Dukes is pursuing a bachelor's degree in general business at SFA. She previously served as sophomore class senator for the Student Government Association and as historian for the SFA Chapter of Phi Eta Sigma National Honor Society.

2011-12 BRAGGING POINTS

- Twenty students majoring in accounting gained real-world experience working in paid internships in public accounting, industry and government.
- Two general business majors presented academic papers at professional conferences.
- Changes were made to the computer science curriculum that will allow students to obtain industry certifications in addition to academic credit.
- The Student Investment Roundtable continued to provide a unique opportunity for SFA students majoring in finance to manage a portfolio of real money, using funds contributed by the SFA Alumni Association and SFASU Foundation. In April, the Mast family provided additional financial support for the fund, and it was named the Mast Student Investment Roundtable Fund in appreciation of their support.
- Marketing and management students participated in a number of competitions, winning awards for marketing and advertising campaigns, as well as excellence in marketing and management student organizations.
- Several faculty members were recognized by external organizations for teaching, research or service, as well as by internal award mechanisms.

Business students take national awards at conference



From Left: Julie Suarez, Andrew Falcon, Justin Wright, Joseph Walter, Andrew McClintock, Sean Choate (seated) and Joseph Stewart (not pictured)

Several members of the Phi Beta Lambda business student organization garnered top honors at the recent national conference in San Antonio.

The PBL awards program recognizes excellence in a broad range of business knowledge. Students first compete at the state level, with top state winners eligible to compete at the National Leadership Conference held each summer. In addition to the competitive events, the four-day conference provides student members with opportunities to learn new ideas about shaping their careers through speaker sessions, workshops and exhibits, as well as network with business students from across the United States.

Throughout the year, the local PBL chapter hosts various events and activities designed to involve student members with business professionals and expose them to a variety of career enrichment activities. “Interviewing skills, business etiquette and business behavior are heavily emphasized in our chapter activities,” said Henry Dunn, chapter adviser and faculty member in the Department of Business Communication and Legal Studies. Membership is open to students with a major or minor in any area of business.

National competition winners included Andrew McClintock, 10th place in financial concepts, and Andrew Falcon, seventh place in macroeconomics and ninth place in microeconomics. State winners who qualified for national competition include Julie Suarez in computer concepts; Andrew McClintock in financial concepts; Sean Choate and Joseph Waters in information management; Andrew Falcon in microeconomics; Joseph Stewart in marketing concepts; Justin Wright and Andrew Falcon in microeconomics; and Andrew McClintock in statistical analysis.

Information technology certificates available for all majors

The Department of Computer Science is offering two new certificate programs for students who desire to demonstrate proficiency in a technology skill area. The Computer Application Technology certificate and the Web Development Technology certificate may be pursued by students majoring in any subject area who have an interest in computer technology.

According to a recent U.S. News & World Report ranking, five of the Top Ten Best Jobs of 2012 are in computing. “In addition, the level of computing skills required by all jobs continues to increase. Unfortunately, many students don’t realize until late in their college career that they need some demonstrated computer competency,” said Dr. Mike Pickard, chair of the Department of Computer Science. “The certificates provide a way for students in any major to sharpen their technology skills and validate their competency.”

The Computer Application Technology certificate is designed for students interested in computer application technology, and the Web Development Technology certificate is designed for those interested in web development. Each certificate requires the completion of 12 semester credit hours of specific computer science courses. Application for a certificate can be made during the semester in which a student is completing the final course requirement for the certificate.

For more information about the certificates or about pursuing a major or minor in computer science, computer information systems or information technology, contact Pickard at cscoff1@sfasu.edu or (936) 468-2508.



The Rusche College of Business leadership team is pictured in front of new mural welcoming students to the college’s Student Services Center. Front row, from left: Dr. Mike Pickard, Dr. Debbie Dufrene and Dr. Mitch Crocker. Back row, from left: Dr. Todd Brown, Dr. Geralyn Franklin, Dr. Ann Wilson and Dr. Mike Stroup.

Management, marketing students recognized nationally

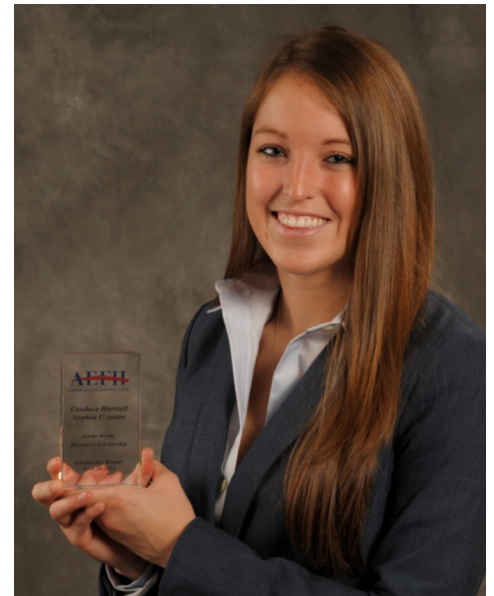
Student members of the Society for Advancement of Management and the American Marketing Association have proven once again that they can compete well at the regional and national levels.

Student members participated in the SAM International Case Competition in Las Vegas, Nev., in March, with the assigned case focusing on the presentation of a creative plan for addressing the urgent needs of Tesla Motor Company. Students participating in the competition included Nana Agyemen, Felicia Beam, Leanna Davis and Nathan Jones. Agyemen, Beam and Jones were recognized as outstanding regional SAM members, and Cathy Henderson and Dr. Robert Crocker received recognition as outstanding faculty advisers for their work with the local SFA chapter.

SAM offers students a variety of opportunities to become involved in activities above and beyond the classroom. Field trips to local businesses give students a behind-the-scenes view of company

operations and create opportunities to interact with managers in their work locations. Recent field trips include visits to Atkinson Candy Company and Lockheed Martin in Lufkin and R&K Distributors in Nacogdoches. Members are provided with various opportunities to develop friendships, as well as professional networks.

SFA's AMA team successfully competed in the American Advertising Federation completion in Houston along with students from numerous other universities. Two SFA students were part of the team that placed first for its presentation to Cadbury-Scheppe's, Sunkist Brand Beverage company representatives. An SFA team also competed against teams from 24 other universities in the National Student Advertising Competition in Shreveport, La., in April and was named third runner up for its client presentation to Nissan North America. AMA member Candace Hartsell (pictured) was awarded a \$2,000 Lock Bryan Director's Scholarship from the Advertising Education Foundation of



Houston, competing against students from a four-state area.

Other activities of the AMA chapter included hosting a number of well-respected speakers and field trips to Anheiser Busch, the Dallas Trade Center and the Houston Toyota Center—home of the Houston Rockets, where members interacted with the CEO and account executives and enjoyed VIP game tickets. Both SAM and AMA students recently had the opportunity to make presentations about their extra-curricular experiences at a meeting of the Rusche Executive Advisory Board for the Rusche College of Business.



New classroom construction completed during summer

The R.E. McGee Business Building has a newly renovated large lecture hall that seats 100. Two smaller classrooms were renovated to create the larger instructional and meeting space equipped with smart technology. A variety of classes are being taught in the new lecture hall this fall. Two other classrooms received new furnishings during the summer, and several upgrades were made to instructional technology and software in classrooms.