

IN THIS ISSUE:

- In memoriam: Dr. George Hunt
- Students visit Scandinavia
- Rusche social media interns
- A visit to the Toyota Center
- Eastern Europe Maymester trip
- Two faculty members retire
- New interim leadership
- Faculty member awards
- Q&A: Cole Tomberlain



Rusche Review

Nelson Rusche College of Business

Fall 2014

Stephen F. Austin State University

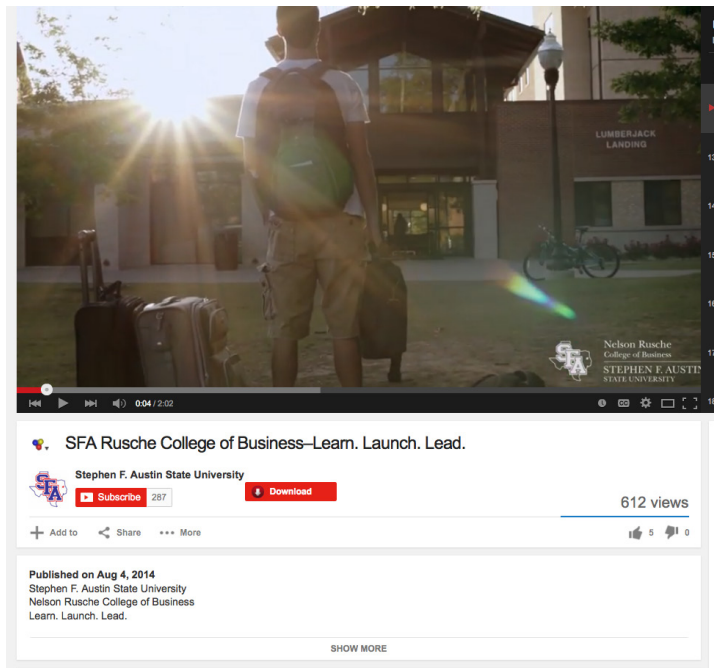
Rusche College releases recruitment video

During the spring semester, Rusche College began a large-scale video project to be used for recruitment and promotional purposes. The college hired SFA general business student, Josh Milligan, to create the video. Milligan owns Broken Pine Outdoors, which shoots television commercials and productions. The High Group hired him to produce two nationally televised productions, “Deer and Wildlife Stories” and “The High Road.” Both productions will be televised in January on the Pursuit Channel.

Milligan worked with Chelsea Heidbrink, an adviser and marketer in the

Rusche College, to design an innovative video for the college that would inspire and excite prospective SFA students. The pair worked with several alumni and current students who are featured in the video. Eventually, two videos were created: a long version and a short version. The long version is posted on the Rusche College website’s home page and is intended to recruit prospective students to attend Showcase Saturday and current students to take part in convocation. The short version was created for future use as a television commercial.

[View the long version by clicking on the screenshot image.](#)



Business student hits ground running

When athletics apparel giant Under Armour was preparing for the biggest running shoe launch in its history, the company knew it needed to enlist the help of its most successful employees to get the job done.

That’s where SFA junior Christine Tieberg, an economics major from Houston, came in. Tieberg, who works in Houston as an Under Armour sales representative during

continued on page 3

In Memoriam: Dr. George Hunt



Rusche College of Business lost a valuable educator and friend, Dr. George Hunt, interim director of the Gerald W. Schlieff School of Accountancy, this past October. Hunt was born Nov. 25, 1950 in Texas City to George and Wilma Hunt. He was a graduate of Parkway High School in St. Chesterfield, Missouri. After graduation, he joined the United States Air Force and served four years during the Vietnam War.

Hunt attended Texas A&M University and graduated magna cum laude with an accounting degree in 1978. He continued his education and earned his Bachelor of Science degree from Texas State University in 1990, a Master of Professional Accountancy degree from Texas State University in 1995 and his doctorate from Texas Tech

University in 2006. In addition, he held certifications as a CPA, CIA, CMA and CFE.

Hunt had a love for teaching and people. He was always learning something new and enjoyed sharing that information with his students and friends. Many of his peers and students admired and considered him a compassionate teacher.

Hunt never met a stranger, and people were often drawn to him and his outgoing personality. He appreciated the simple things in life, and in his free time, he enjoyed fishing, observing wildlife and traveling to the beach.

After their nest was empty, Hunt and his wife, Dree, often traveled to visit with friends and family members. Hunt will be greatly missed and leaves behind a legacy of learning.

SFA accounting graduate relocates across the pond



Matthew Stone has accepted a transfer to London with Deloitte's accounting division. Stone began a full-time position with the company in September 2008 after graduating with his bachelor's degree in accounting and Master of Professional Accountancy degree from SFA.

He spent six years with Deloitte and was promoted to a managerial position after five years. In June, Stone transferred to the London office as part of a two-year global rotation. He specializes in real estate and infrastructure companies and serves as a manager on listed global audits.

Stone commented that he had two strong influences as a student within the Gerald W. Schlieff School of Accountancy.

"Dr. Violet Rogers took a vested interest in my success. She was key in helping me stay focused on achieving my goals, and I will be forever grateful," Stone said.

"Dr. Treba Marsh also played a major role in helping me achieve success. My first accounting course was taught by Dr. Marsh. Up to this point, I honestly had no clue which direction I would go in business. I still remember Dr. Marsh pulling me aside toward the end of the course and telling me about the accounting program SFA offered and soon after, I changed my major. Throughout my time at SFA and even after graduation, I have seen tremendous growth in SFA's accounting department under her leadership."



RUSCHE STUDENTS VISIT SCANDINAVIA: Several students from the Rusche College of Business visited Scandinavia

this summer. The group had the opportunity to learn business practices and culture in Sweden and Denmark with a special focus on non-profit organizations. Students toured the global headquarters of UNICEF's Supply Division in Copenhagen and saw firsthand the robotic warehouse system where they also met with managers to discuss logistics and managerial issues facing the company.

They also were able to discuss operational issues with Andreas Kamm, the secretary general of the Danish Refugee Council. Other companies the students visited included Danmark Nationalbank and Carlsberg Brewery in Copenhagen, the Marine Biological Laboratory in Helsingor, the Volvo Museum in Gothenburg, the Brunnsta Gard farm in Balsta, the Electrolux Group headquarters, the Design House Stockholm, and the Operakallaren restaurant in Stockholm. Students also experienced the area's culture by enjoying a traditional smorgasbord in Tivoli Gardens, visiting the fishing village of Gilleleje in Denmark, touring Kronborg Castle (from the play "Hamlet"), and sightseeing in old-town Stockholm. The tour was developed and led by Lone Wittliff, SFA lecturer of marketing, and Dr. Charlotte Allen, professor of marketing.

summers and semester breaks, was selected to submit a video that might lead to the opportunity of a lifetime.

While working at the company's outlet store last winter, Tieberg's assistant store manager, Nate Newman, pulled her aside and told her that executives at corporate headquarters in Baltimore had asked store managers to choose an employee to produce a mock-training video introducing the new SpeedForm Apollo shoe to sales staff.

Executives would view the approximately 150 videos and select the best. The winners would get to travel to headquarters and spend several days learning about the SpeedForm Apollo before bringing their knowledge back to share with employees who would sell the shoe at area stores. Newman informed Tieberg that the Houston store managers had chosen her to represent their store.

"Christine's passion for the brand is what stood out," Newman said. "She was selected to be our store's SpeedForm Apollo specialist, which is an honor because not every Under Armour store has one. She took her position to heart and put everything she had into learning about the shoe and its benefits."

Newman said the decision to ask her to produce the video was made during a meeting at which managers and employees discussed the company's weekly newsletter.

"Often, the newsletter includes questions for team members," Newman said. "That week, one of the questions was about the SpeedForm Apollo's benefits. Christine impressed us with her response, and we knew she was the right employee to complete the video and send it forward to corporate."

With little time to prepare, Tieberg went to work. "My video was about the first shoe in the SpeedForm line, the SpeedForm RC or racing shoe. I gave a quick, 40-second rundown of the shoe's features. Then, I packaged the video and sent it to Baltimore."

Several weeks passed with no word. Then, while sitting in class at the end of January, Tieberg noticed she had a missed call from Newman. After class, she contacted him, and he simply told her, "They picked your video."

Realizing she would have to miss class for three days to make the trip to Baltimore, Tieberg contacted her professors,



and they altered her class schedule so she could participate in the once-in-a-lifetime opportunity.

"We highly encourage our students to involve themselves in internships or some other type of work-related experience before graduation," said Dr. Todd Brown, SFA associate professor of finance and chair of the Department of Economics and Finance. "It enhances their classroom learning experience and advances their future careers."

Once in Baltimore, Tieberg connected with other video winners and soon learned she was one of only 30 selected for the trip. The group visited Under Armour's Brand House, which was packed with merchandise not yet released to outlet stores. The winners later met with company representatives for dinner and

bowling. The next day, training began at corporate headquarters.

Tieberg said a highlight of the experience was meeting Under Armour co-founder Kip Fulks. "We walked into the conference room to hear Kip speak, and we were so excited. The room was set up like a small gym with product displays everywhere," she said. "Kip began walking us through the company's origins and the brand's vision. It was so inspiring, and I knew it would really help me market the products."

During the next three days, Tieberg and her fellow finalists spent hours learning about the SpeedForm Apollo. They returned to their stores ready to hit the ground running, introducing the new shoe to sales representatives. Tieberg was assigned to visit various athletic and sporting goods stores in East Texas. She says she incorporated what she learned in Baltimore with lessons taught in her SFA business classes to bond with her audience. "This opportunity gave me new insight on what it's like to run a successful business," she said. "I also was able to use this experience toward class credit for my marketing minor at SFA."

When she's not interning or working for one of America's fastest-growing companies, Tieberg serves as president of the SFA Economics Reading Group, vice president of the Finance Club and an officer in Phi Beta Lambda, a student organization for future business leaders. She recently competed in Phi Beta Lambda's annual national competition in Nashville, Tennessee, where she placed fourth with her Under Armour sales presentation.

STUDENTS TOUR FACILITY: Dr. Gina Harden, assistant professor in the Department of Management, Marketing and International Business and faculty adviser for the Society for the Advancement of Management Club, took the club's members to Center, Texas this past fall to visit the Port-A-Cool headquarters and manufacturing facility. Port-A-Cool is the industry leader in evaporative cooling solutions for agricultural, industrial and residential markets. The company also has offices in the Middle East and South America and employs approximately 300 people. Thomas Morrison, a 2014 SFA Master of Business Administration graduate, serves as the sales/marketing operations manager for Port-A-Cool. He met with the group and led them on a tour of the manufacturing facility while sharing information about operations management, quality control, waste minimization, workplace safety, marketing and distribution. The students asked questions and witnessed firsthand how the products are manufactured.



Beta Alpha Psi inducts candidates, continues excellence



Comprised of students who always want to do more, Beta Alpha Psi recently hosted an event for guest speakers to discuss their company and detail what a career in accounting, finance or information systems can offer SFA graduates.

Each semester, prospective members of Beta Alpha Psi attend a meet-the-candidate event to learn more about the organization. After prospective members' grades have been verified, students who meet the qualifications are invited to join Beta Alpha Psi as candidates. Candidates are required to perform more professional and community service hours than regular members. At the end of the semester, candidates are divided into teams and present a "True Blood" case, created by Deloitte, the world's largest professional services network, in front of BAP members and Deloitte representatives. Students are inducted into BAP as official members after the presentations.

Additionally, BAP members help the community in many ways, including hosting bingo at assisted living facilities, helping with Habitat for Humanity, picking up trash for Adopt-A-Highway and making Christmas cards for children who are admitted to hospitals during the holidays. The group also hosts a golf tournament as a fundraiser.

Clipson receives Mystery Dipper honor

Dr. Tim Clipson, professor of business communication, was selected as this fall semester's Mystery Dipper at the Big Dip Ceremony where SFA students receive their official SFA Rings and have their hands dipped in purple dye.

A faculty or staff member who has demonstrated dedication to students is chosen to be the Mystery Dipper and he/she also receives an SFA Ring. In addition to teaching business communication, Clipson also serves as the program coordinator for SFA 101, SFA's first-year experience course.

Student Advisory Council donates food to Godtel

Members of the Rusche College of Business Student Advisory Council held an event to donate food items to Godtel, a local charity.

As students pack their belongings and prepare to head home for the winter break, they often leave unopened food items behind. Leila Luquis, a sophomore accounting major, came up with the idea of donating the food to Godtel.

In addition to organizing and hosting this event, members of the Student Advisory Council assist with recruitment events, professional development workshops and other leadership opportunities within the College of Business.

Rusche College hires its own for social media internships



In August 2014, two interns were selected to serve as administrators for Rusche College's social media. Marketing students, Taylor Davis (left) and Ryan Foster, were hired and charged with increasing traffic on the college's social media pages, including Facebook, Twitter, Instagram, LinkedIn and Pinterest.

Davis and Foster worked with staff member Chelsea Heidbrink and Dr. Charlotte Allen, professor of marketing, to find innovative ways to increase the social media

presence. First, Foster and Davis worked with Rusche students to create a more interactive environment. Throughout the semester, the pair asked social media users questions such as "What is your favorite class this semester?" and initiated contests for students to submit pictures with the SFA Lumberjack for a chance to win prizes and coupons from local restaurants. Other student involvement included the continuation of "GET RUSCHED," where students wear their Rusche College of Business shirts on specified days of the week for prizes.

Foster and Davis also have worked to engage professors on social media. Several professors have been declared Professor of the Week, and short biographies and a few pictures of each have been posted on the social media sites. This gives the college an opportunity to highlight faculty members and gives students and stakeholders an insight into the professors' life outside of class.

Since starting the internship, Rusche College has increased its followers by 30 percent on its Facebook page. The Instagram page, which had only 40 followers at the end of last semester, now has 209. Twitter has increased from 80 to 525 followers.

Click on icons to connect with us!





Sports marketing/promotions students travel to see Houston Rockets

In October, students enrolled in sports marketing and sports promotion courses in the Nelson Rusche College of Business had the opportunity to attend a Houston Rockets preseason game against the Memphis Grizzlies at the Toyota Center.

While there, they met with Rusche College of Business alumnus Josh Randall, who is a group sales representative for the Houston Rockets. He led the students on a tour of the facility that included an on-court tour during the pregame warm up.

Throughout the facility tour, Randall shared advice for entering the sports industry, and he encouraged students to volunteer or intern with a sports organization to help them stand out among job applicants after graduation.

Trip to Eastern Europe set for Maymester 2015

Students in the Rusche College of Business will travel to Eastern Europe (Prague, Budapest and Vienna) during Maymester 2015 to learn about conducting business in the former Eastern Bloc. Scheduled businesses include Kamenicky Senov Glass Blowers, Aero Vodochody Aircraft Manufacturing, the Skoda Car Company and the Pilsner Urquell Brewery in Prague; the Zwack Unicum production facility in Budapest; and the OPEC Secretariat in Vienna.

Students also will experience the cultural aspect of the region with a dinner cruise on the Danube, visits to the Budapest House of Terror (museum exhibiting relics related to the fascist and communist regimes that ruled Budapest), the KGB Museum, a ghost tour of Praha, and a tour of old-town Prague. Scholarships are available from the Office of International Programs and Rusche College of Business to qualified SFA students. The tour was developed and will be led by Drs. Matt Lindsey and Mikhail Kouliavtsev, associate professors from the Nelson Rusche College of Business, in conjunction with the Mississippi State University College of Business.



American Marketing Association co-hosts regional conference

The SFA Student Chapter of the American Marketing Association co-hosted a Regional AMA student conference with the University of Houston Downtown AMA Student Chapter in October on the UHD campus. Thirty-four SFA AMA

members were among the 130 representatives from other colleges and universities in attendance. Plans are underway to co-host next year's event on the SFA campus.

Members and sponsors from both chapters worked throughout the summer to plan the event. Guest speakers included Mattress Firm CEO, Steve Stagner; Fastenal regional manager—Gulf Coast, Steve Diekman; Houston Sports Authority and Houston Texans public relations and marketing manager, Stephanie Weaver; Houston Dynamo marketing manager, Alicia Vanghel; and Baker Hughes Inc. quality manager and lean leader, Paul Randall Donnelly.



BAYLESS NOMINATED FOR 2014 MINNIE STEVENS PIPER FOUNDATION PROFESSOR RECOGNITION: Dr. Marsha Bayless, professor of business communication, was selected as SFA's nominee

for the 2014 Minnie Stevens Piper Foundation Professor Recognition.

Each academic year, the foundation honors 10 professors selected from Texas universities for their dedication to the teaching profession and outstanding academic, scientific and scholarly achievement.

Retiring SFA business faculty members



Dr. GERALYN FRANKLIN
*Management, Marketing
and International Business*



Dr. GAIL WEATHERLY
*Business Communication
and Legal Studies*

DR. JUSTIN BLOUNT ACHIEVES SUCCESS WITH CONFERENCE PAPER



Dr. Justin Blount, assistant professor in the Department of Business Communication and Legal Studies, received the Holmes-Cardozo Award for Best Submitted Conference Paper at the annual conference of the Academy of Legal Studies in Business held in Seattle.

The article, titled, "Social Enterprise, Corporate Objectives and the Corporate Governance Narrative" has been conditionally accepted for publication by the "American Business Law Journal." The article was co-authored with Patricia Nunley of Baylor University.

KEITH NEW AWARDED 2013-14 ADJUNCT TEACHING EXCELLENCE AWARD:

Keith New is the recipient of the 2013-14 SFA Adjunct Teaching Excellence Award. New has been teaching in the SFA Department of General Business since fall 2009, and he also has been a full-time business/office administration faculty member at Angelina College since 2004. As an expert in business, New has been a presenter at the East Texas Regional Policy Forum, Early Childhood Development Conferences and the Texas Conference Preschool Teachers Workshops. He also was selected in 2010 as a participant in the Great Teacher Roundup sponsored by the Texas Community College Teachers Association. In addition, he has published several policy and procedure manuals for private-sector businesses.



JONES EARNS CFA:

Dr. Kyle Jones, associate professor of finance, completed the three levels of exams required to obtain the title of chartered financial analyst. The CFA charter is one of the most respected designations in finance.



New interim Rusche College leadership

Dr. Steve Bullard
Interim Dean

Dr. Todd Brown
Interim Associate Dean

Dr. Ann Wilson
Interim Associate Dean

Dr. Treba Marsh
Interim Director,
Gerald W. Schlieff
School of Accountancy

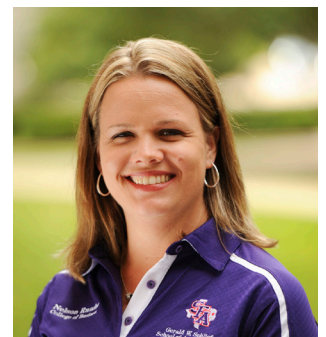
Dr. Matthew Lindsey
Interim Chair,
Department of
Business Communication
and Legal Studies

Dr. Michael Stroup
Interim Chair,
Department of
Economics and Finance

Dr. Kelly Noe recognized as Outstanding Educator

In 2014, Dr. Kelly Noe received the Texas Society of CPAs Outstanding Educator Award. The award recognizes Texas' accounting educators who have demonstrated excellence in teaching and distinguished themselves among their peers through active service to the accounting profession.

Noe is an assistant professor in the Rusche College of Business. She has worked in private industry, governmental and non-profit accounting.



Q&A

WITH COLE TOMBERLAIN

Cole Tomberlain, an SFA 2010 general business graduate, is the featured alumnus from the Business Communication and Legal Studies Department. After his SFA graduation, Tomberlain joined his family's business, Charles Tomberlain Insurance Agency, in Longview, Texas. Charles Waymon Tomberlain, Cole's grandfather, founded the agency in 1958.

WHAT IS YOUR EDUCATIONAL BACKGROUND?

I graduated from Spring Hill High School in Longview in 2007. Then, I started my journey at SFA where I majored in general business. After graduating from SFA, I put graduate school on hold to focus on our company. I am currently taking classes through The Institutes to earn my associate degree in Insurance and Accredited Insurance Advisor designation.

WHAT CAREER ACHIEVEMENTS ARE YOU MOST PROUD OF?

I became a licensed insurance agent as a freshman in college. I purchased my first investment property as a sophomore. I graduated early, per my grandfather's request, to learn the family business from him before he passed. At the age of 24, I began running our company.

Before I joined the agency, we had received Safeco's coveted President's Award four times. This prestigious award is presented to the top 8 percent of agencies in the United States.

I am proud to say, we have won this award all four years since I have been involved. This past year, I earned a Producer Development Award. Since coming on board, I have updated the office technology, hired two producers, expanded our service area to include Louisiana and implemented new marketing techniques. As a result our new business proposal, numbers are up 333 percent, and our new business growth is up 60 percent.

WHY DID YOU CHOOSE TO ATTEND SFA?

Both my parents are alumni and heavily involved in the Alumni Association. I grew up attending SFA athletic events and alumni functions. Although I had been brought up to bleed purple, I wasn't sure if I wanted to attend a university so close to home.

To appease my family, I agreed to take an SFA campus tour, which highlighted all of the wonderful features of the beautiful campus. Afterward, I was convinced that SFA is where I belonged.

WHY DID YOU CHOOSE TO MAJOR IN GENERAL BUSINESS?

I knew I would eventually be running my own businesses, and I felt I would need to take a wide variety of business classes.

WHY WOULD YOU RECOMMEND SFA?

Many of the professors at SFA have incredible backgrounds outside of teaching, which enables them to share real-life experiences. The small class sizes allow you to get to know your professors one on one so you can learn their story and they can help you create yours.

Also, the majority of my classes in the College of Business were hands-on learning rather than listening to lectures, which I loved. Serving on the College of Business Advisory Council also has opened my eyes to the vast number of high-profile alumni who have earned their degrees at SFA.

WHAT IS YOUR MOST MEMORABLE SFA EXPERIENCE?

My favorite memories on campus were through my role as executive director of the Student Foundation. Being in charge of Lumberjack Alley, Mud Bugs & Mud Balls and getting the opportunity to meet so many incredible alumni made that position my favorite job on campus.

HOW HAS YOUR DEGREE ASSISTED YOU SINCE YOU GRADUATED?

You soon realize when you're running a business how many diverse responsibilities are involved with making it successful.

I have probably used at least one lesson I learned from all of my business classes, but when something comes up we didn't cover, I call Dr. Tim Clipson, professor of business communication, to get his advice and humorous outlook on the situation.

DID YOUR DEGREE ASSIST YOU IN OBTAINING YOUR PRESENT POSITION? IF SO, HOW?

Yes! My father told me he wouldn't hire me until I had a degree from SFA.

continued on page 8

WHICH HOBBIES DO YOU ENJOY?

I enjoy hunting, fishing and pretty much anything outdoors. When I was younger, I would get bored if I wasn't enjoying the rush of catching a big fish or harvesting a record buck. Now, I have learned to enjoy the peacefulness of these activities, as well. There is nothing like sitting in a deer blind on a nice cool morning watching the world wake up around you.

If you ask my friends which hobbies I enjoy, they would probably say fundraising and volunteering. I'm on a long list of committees and advisory boards in key roles. Two of the most recent I've joined are Young Professionals of Longview and Bourbon & Bowties, which benefits the Longview World of Wonders children's museum.

YPL was created by SFA alumna, Melanie Northcutt Crocker, and many of the other founding board members are SFA alumni, as well. I am the founding chairman of Bourbon & Bowties and agreed to serve for three years. My first event raised \$28,000, and I hope to bring even more donations to the children's museum this year.

WHAT IS YOUR FAVORITE MOVIE, BOOK AND MEAL?

"Lonesome Dove," which is six hours worth of life lessons for any young man. My father and I burned up at least three sets of VHS tapes before they came out with the DVD version. I have yet to convince my wife to watch the full series. Book: I am constantly reading new business books, but I am more of a two-

minute business article kind of person with my schedule.

WHAT'S YOUR FAVORITE MEAL, AND WHO ARE THREE PEOPLE YOU'D LIKE TO SHARE IT WITH?

Hot rib eye steaks and cold beverages at Crawford Ranch with T. Boone Pickens, Warren Buffett and George W. Bush.

WHAT ARE YOUR IMMEDIATE AND LONG-TERM GOALS?

My five-year goals include opening a second location for our business, acquiring a list of insurance designations and receiving my master's in management. My 10-year goals include opening a third location, publishing my first book and launching my speaking career.

