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Rusche Review

Nelson Rusche College of Business

Summer 2015

Stephen F. Austin State University

Bisping named Dean of the Nelson Rusche College of Business

Dr. Timothy Bisping began his service as dean of SFA's Nelson Rusche College of Business on July 1. Before his SFA appointment, he served as interim dean of the College of Business at Louisiana Tech University, where he had previously served as associate dean of graduate programs and research. His career also includes serving as chair of the Department of Economics, Finance, Insurance and Risk Management at the University of Central Arkansas.

Prior to his administrative appointments, Bisping was a tenured member of the economics faculty at both Louisiana Tech University and the University of Central Arkansas. Additionally, he served as the director of institutional research and assistant professor of economics at Concordia University-Wisconsin. Both his teaching and research interests are centered on labor economics with a primary focus on disaggregating the labor market effects of macroeconomic policy.

Bisping received his doctoral degree in economics from Oklahoma State University in 1997. He earned his bachelor's and master's degrees in economics from Wichita State University in 1991 and 1993, respectively.

"I am so pleased to have the opportunity to serve as dean of the Nelson Rusche College of Business,"



Bisping said. "Our mission-driven focus on student success combined with exceptional faculty and staff members, students, alumni and friends, make the Rusche College of Business a special place to be."

Bisping added, "Providing a rigorous academic experience and combining it with real-world applications and experiential learning prepares our students exceptionally well for successful careers. I am honored to have the opportunity to provide leadership in this capacity."

Manufacturing Mavericks

Three generations contribute to Priefert family's business success

A simple motto has driven the family business for more than half a century and serves as a strong reminder of where it has been and where it is headed. The motto, "built by ranchers for ranchers," truly embodies the family's values and serves as the foundation of Priefert Manufacturing.

At the age of 12, William "Bill" Priefert '70 remembers relocating with his family from Nebraska to McAllen, Texas, to grow oranges. The Prieferts bought a grove that was ultimately destroyed by a winter freeze just days after the purchase.

Later, the family moved again. This time, they settled in the cattle-raising and farming community of Mount Pleasant. Priefert recalled that it was an "amazing picture" to watch neighbors work cattle with just a post and rope. However, being the innovator he was, Priefert's father, Marvin, set out to invent a device that would help safely secure the cattle. The invention ultimately changed the cattle industry and secured the family's future.

"My father invented the first head gate in 1964," Priefert said. "The price was \$38, and we would deliver three at

a time to some of the local veterinarian practices and feed stores. We could even ship a head gate to Oregon for about \$15 or \$20 more.”

Already a somewhat-seasoned farmhand, Priefert recalled driving the family’s bulldozer and combine around the homestead at age 3 with his uncle’s supervision. As a sophomore in high school, Priefert continued working alongside his father, further developing his skills and learning the tricks of the trade.

In the company’s early years, Priefert said his father would drink coffee each morning while mentally designing equipment before heading out to the workshop – a dirt-floored, one-room structure.

“My dad would think about how to make a piece of equipment better and then do it,” Priefert said.

Marvin’s inquisitive spirit, along with discipline and common sense, were passed down to his son and served as the driving force behind Bill broadening his knowledge and attending SFA.

While at SFA, Bill attended classes Monday through Thursday before heading back to Mount Pleasant Friday mornings to help with the family business. During his time on campus, he enlisted in the Navy Reserves and took part in weekly drills in Lufkin. He graduated from the university in 1970 with his Bachelor of Business Management and a minor in economics.

Following graduation, he returned

home and picked up where he left off – working together with his father. Priefert later took on the role of managing the purchasing, sales and equipment production.

Overall, the early 1970s marked tough times for those working in the cattle industry. However, Bill and his father were undaunted. They looked at the cattle market crash as an opportunity to diversify and grow the business.

The pair once again initiated change by working to improve products and equipment utilized by poultry, equine and canine-related businesses and even



expanded their offerings to include rodeo merchandise.

Today, Bill’s three sons, Eddie, Nate and Travis, have maintained the pioneer, can-do spirit that started with Marvin and continued with Bill.

“We’re serious about our products, and we know what it takes to get

past all the weak spots,” Priefert said. Working to this advantage, the Prieferts test their equipment prototypes on the family’s ranch before taking them forward to production.

The business attracts dealers from around the globe who attend national and regional shows to review and purchase equipment from Priefert’s product line.

After Marvin died in 1988, Bill became the company’s president. During the 1990s, Priefert Manufacturing witnessed tremendous growth and even set an industry standard when it switched from the traditionally accepted painting of equipment to power coating it instead.

In 2005, Bill stepped down as president, but he remains owner and CEO. His oldest son, Eddie, assumed the role of president. With the help of his brothers, Eddie continues to move the company forward.

What began as one man’s vision in 1964 has today grown into an empire with more than 800 employees, a one million squarefoot production facility, a trucking and brokerage firm, a custom equipment design division, and a product

inventory that includes about 1,000 items.

“Our motto has now grown to include a diverse product line,” Eddie said. “And it all originated from my grandfather’s and father’s ingenuity, integrity, honesty and incredibly dedicated work ethic.”

Message from the Dean



Greetings to our alumni and friends! I hope that you have had a wonderful summer and that you share in my enthusiasm as we begin the 2015-16 academic year. It’s an exciting time for the college, and I am delighted to begin my service as dean in the midst of so much progress.

In this issue of the Rusche Review, you will read about the many accomplishments of our students and faculty members, and you will learn about some exciting new initiatives.

You also will find an update on the renovations to the first two floors of our building, and I think you will agree that the finished product is going to be outstanding.

Although I have only been dean a short time, I have witnessed on many occasions the wonderful progress being made in many areas through the generous support of our alumni and friends. Thank you for believing in our endeavors and helping us reach our goals. Indeed, Lumberjacks make great leaders.

Sincerely,

Tim Bisping, Dean

Rusche College to Offer New Majors in Fall 2015

Pending state approval, Rusche College will begin offering two additional majors in fall 2015: sports business and human resource management.

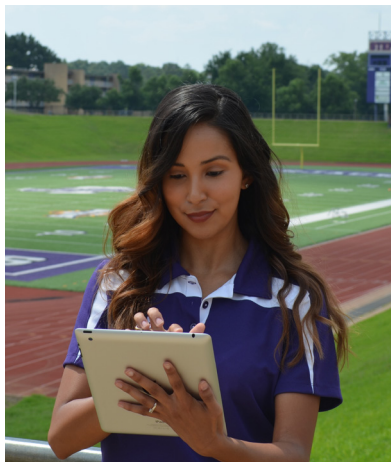
The Association to Advance Collegiate Schools of Business International, the premier accrediting body for business schools worldwide, will accredit both majors.

In addition, the Rusche College is now a member of the Alliance for Sport Business, an AACSB International organization for colleges with sport business programs. The Rusche College will be the only school in Texas to hold a membership in this prestigious organization.

Faculty members in the Rusche College believe there is a very specific need for these new majors, which will be housed in the Department of Management, Marketing and International Business.

Sports Business

“Sports business is a \$620 billion industry, and a traditional management or marketing degree doesn’t quite fit the needs of a person pursuing this career path,” Dr. Mitch Crocker, program chair, said. “The degree program includes a traditional business foundation but adds specific sports-related offerings that will benefit students who desire to work in a sport-related business.”



The sports business program will offer several areas of concentration, including sales and management, athletics administration, hospitality administration, outdoor recreation management and mass communication, which will help students create a curriculum that supports the area that best fits their career goals.

A minor in sports business also will be offered this fall.

Human Resource Management

Students majoring in human resource management will take four foundation courses: human resource management, employee and labor relations, compensation and benefits, and employment and agency law.

Students also can select 12 additional hours from courses such as training and development, supervisory management, organizational behavior, and negotiations and alternative dispute resolution. In addition, students are strongly encouraged to pursue an internship.

According to Crocker, the human resource management field is expected to grow as more and more employers seek out college graduates with this specific skill set.

For more information, contact the Department of Management, Marketing and International Business at (936) 468-4103.

Phi Beta Lambda Students Compete at National Leadership Conference

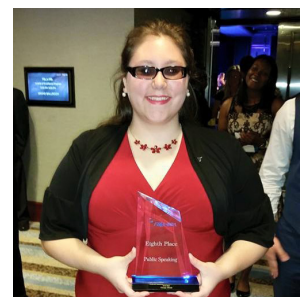


Several Rusche College students attended the Future Business Leaders of America Phi Beta Lambda National Leadership Conference in Chicago June 24-27. More than 1,600 college students from across the United States attended this year’s “Step Up to the Challenge” event and competed to win more than \$81,000 in cash awards.

Students qualify for the national competition by winning their respective contests on the state level. The following Rusche College students qualified to participate in this year’s event:

- **Samuel Howe**, Accounting Principles
- **Kristi Lynn Clifford**, Business Communication
- **Christine Frances Tieberg**, Business Presentation
- **Bryce Booker**, Financial Concepts
- **Rebecca Hoffman**, Human Resource Management
- **Becca Jean Miller**, Macroeconomics and Public Speaking
- **Caitlyn Skinner**, Marketing Concepts
- **Marcella M. Cook**, Networking Concepts
- **Jason Cuadra**, Personal Finance
- **Justin Seitz**, Microeconomics

Becca Jean Miller also earned national recognition for her eighth place finish in public speaking at the national conference. Dr. Carol Wright, assistant professor of business communication, and Henry Dunn, lecturer of general business courses, serve as faculty advisers for the SFA Chapter of Phi Beta Lambda.



SFA Students Travel to Czech Republic and Hungary

This past spring provided an opportunity for Rusche College of Business students to spend two weeks studying abroad in the Czech Republic and Hungary. Seventeen students and two faculty members participated and were exposed to a mix of culture and business while visiting the two former Eastern Bloc countries.

While in the Czech Republic, the group toured Prague and visited the Kamenicky Senov Glass Factory. Students toured the Skoda Volkswagen plant in Mlada Boleslav and went behind the scenes at the Prague Airport. They also visited the Terezin Concentration Camp and other historical sites.

In Hungary, the group toured many sites in Budapest, including the under-city cave system, a Cold War-era hospital and the Zwack Unicum Factory. During an extended layover in Amsterdam, the group had time for a bonus tour of the city.

This trip adds a long list of other international experiences provided for students in the Rusche College of Business during the past decade, which includes additional destinations in Europe and locations in the Far East.



General Business Major Named SFA Student Regent

Ryan Brown-Moreno of Plano has been appointed by Gov. Greg Abbott to serve as SFA's student regent during the 2015-16 academic year.

Brown-Moreno is pursuing a bachelor's degree in general business at SFA. She serves as the secretary of Chi Omega, is a member of Driving Jacks, a Jack Camp counselor and a lead Jack Walker providing campus tours to prospective students. She also worked this summer as a student intern for The University of Texas MD Anderson Cancer Center in Houston. This fall, she will serve as senior class senator for the Student Government Association, as well as an SFA 101 student instructor.

"It is truly an honor to be appointed student regent," Brown-Moreno said. "This university has made me who I am, and through this position, I hope to give back as much as I can. I am humbled by this opportunity."

Brown-Moreno plans to graduate in May 2016 as the first Lumberjack in her

family. Afterward, she hopes to pursue a career that allows her to continue to learn and meet people.

"I've had an incredible experience and opportunity to be involved in many ways at SFA," she said. "I have had the privilege to work with wonderful people on campus. The relationships I have formed will provide unique insight into the opinions and thoughts of SFA students, which will be invaluable during my term."



Mast Student Investment Roundtable Receives National Recognition

Students participating in SFA's Mast Student Investment Roundtable proved they have what it takes to be top-notch financial portfolio managers.

The group, comprising 15 SFA students who demonstrated exemplary performance in specific investment courses, won first place in the competition's growth category at the ENGAGE International Investment Education Symposium held in the spring.

ENGAGE is one of the largest student investment conferences in the U.S., which provides students with the opportunity to participate in discussions with leading investment professionals in preparation for their roles as tomorrow's financial leaders.

Student teams from 57 universities participated in this year's event. Universities with student-managed portfolios were invited to compete based on their financial performance in the areas of growth, value, blend/core and asset allocation styles of management. Twelve-month risk-adjusted returns from Jan. 1 through

Dec. 31, 2014, were used to identify the top portfolio team in each category.

"The growth category focused on universities with student teams that only invest in stocks," said Dr. Kyle Jones, SFA associate professor of finance, who accompanied the team to the competition. "SFA's students had a return rate of approximately 19 percent in 2014. That's incredibly impressive, especially when you consider that the Standard and Poor's 500 index return rate averaged markedly less at about 13 percent."

The children of A.T. and Patricia Mast, honoring the Mast family's longtime support of the university, established the Mast Student Investment Roundtable in 2012. The roundtable's members invest more than \$500,000 of real money, which includes funds from the SFA Alumni Foundation and the SFASU Foundation.

Retiring SFA business faculty members



Dr. Rhea Clark

Gerald W. Schlieff
School of Accountancy



Dr. Violet Rogers

Gerald W. Schlieff
School of Accountancy

Rusche Graduate Finds Local Success with Mast Motorsports



Chris Durrett graduated from the Rusche College of Business in 2009 with a major in finance. A native of Martinsville, Durrett said he chose SFA because he knew he didn't have to travel far for a great business education.

Shortly after graduating from SFA, he secured a position with Mast Motorsports as head salesperson and remained in the position for two years securing new accounts and managing vendor accounts for more than 100 dealers and customers. His territory included clients in the U.S., Australia and even Dubai.

He now serves as the company's general manager. In this position, Durrett oversees the company's accounting, finances and day-to-day operations. He also manages the company's forecasting, business planning and marketing.

Durrett attributes his success to great professors in the Rusche College of Business.

"Looking back on my time at SFA, two professors truly helped guide me to success. Dr. Todd Brown and Dr. Mark Simmons both influenced my career path in very different but important ways," Durrett said. "Dr. Simmons taught me that hard work and dedication are the keys to success. His classes were very challenging but also rewarding. Dr. Brown encouraged me to stay with finance as my major and made learning it fun and intriguing. Without their unique teaching methods and passion, I would not be where I am today."

Durrett resides in Martinsville with his wife and two children.



Texas Secretary of State Visits SFA

Texas Secretary of State Carlos Cascos recently spoke to SFA economics students about the strengths and challenges of Texas and the importance of understanding their community.

Cascos addressed the class of approximately 100 students during a stop on a statewide tour. He said the tour was to learn more about Texas' areas while educating residents about local, state and federal issues.

His message was not the typical secretary of state address encouraging citizens to vote, but a request that students work to understand the issues

facing Texas and their importance. In addition, he encouraged students to research communities when choosing a job after college, including tax rates, schools, health care and the effectiveness of local governments.

Cascos said one of his goals as secretary of state is to improve relations with Mexico, the state's largest trade partner. Cascos was born in Mexico and immigrated to the U.S. as a child. He also highlighted the state's job growth in various sectors and touted the business-friendly environment of Texas.

Student Services Renovations



The Nelson Rusche College of Business Student Services has outgrown its suite on the first floor of the McGee Business Building. Typically in charge of degree plans, graduation checkouts, transfer-student advising and academic counseling for at-risk students, the office has expanded its duties. In the past year, the department incorporated internship coordination; college marketing, promotion and recruitment; outreach to high schools and two-year institutions; graduate program admissions; and is piloting a four-year professional and career-development program this fall.

Because of the increase in student traffic based on these new initiatives, Student Services has relocated to a third-floor suite, which previously housed the economics and finance department. This move gives the Student Services staff members more office space for work and collaboration, private offices for student meetings and a conference room.

While the relocation has already taken place, the renovation will not occur before summer 2016.

If you are interested in supporting Student Services in the Rusche College of Business with a financial gift, please contact Dr. Ann Wilson at wilsonsa@sfasu.edu.

Rusche College to Lend Academic Support to Smith-Hutson Scholars

The Smith-Hutson Scholarship program has awarded 25 first-year students a full scholarship to SFA. Students were selected based on academic potential and financial need. Their scholarship packages include a housing allowance and one-on-one tutoring. The cumulative value of each scholarship is estimated at more than \$70,000.

"For an SFA student with an earnest desire to earn a degree, these scholarships will provide generous support and help eliminate financial barriers to a successful college experience," Baker Pattillo, SFA president, said.

While the Smith-Hutson scholars can select any major at SFA, they will have a special place in the Rusche College. Dr. Ann Wilson, interim associate dean for the Rusche College of Business, serves as the Smith-Hutson Scholarship coordinator. In this role, she is the students' direct contact and coordinates the academic matters related to the scholarship and the university. She also assists the students in advising and registering them for their classes.

Wilson also is serving as a member of the program's on-campus advisory council along with Interim Associate Dean Dr. Todd Brown.

Faculty Members Join Business Communication and Legal Studies



The Department of Business Communication and Legal Studies hired two additional faculty members this fall.

Dr. Chris McKenna will teach business communication courses. He comes to SFA from North Carolina State University. Prior to receiving his doctoral degree from the University of North Carolina at Chapel Hill, McKenna spent approximately 25 years as a financial technology manager for several international banking and Wall Street firms.

McKenna's research interests include 20th Century American literature, Native American literature, popular genre literature, professional writing, business composition and



communications, modernism, postmodernism and cinema studies.

Dr. Drew Thornley will teach law courses this fall. He previously taught at the University of Texas at Austin. Thornley earned his juris doctorate degree from Harvard Law School after graduating summa cum laude from the University of Alabama with a B.A. in economics. He also has served as a policy analyst for the Texas Public Policy Foundation.

Thornley is the author of a law textbook and several journal articles. He also has authored several policy papers. He has extensive knowledge in the areas of business law, environmental law and energy policy.

Faculty members receive recognition and awards

The Nelson Rusche College of Business had several faculty and staff members recognized at the annual faculty/staff awards ceremony this past spring.



CARRIE BAKER

Student Services

10 years of service to SFA



JUSTIN BLOUNT

Business Communication and Legal Studies

Outstanding Intellectual Contribution; Holmes-Cardoza Award for Best Submitted Conference Paper; Academy of Legal Studies



DR. JOE BALLENGER

Management, Marketing and International Business

35 Years of service to SFA



DR. GINA HARDEN

Outstanding Researcher



DR. PARKER BALLINGER

Economics and Finance

Award for Outstanding Excellence in Online Education; SFA Center for Teaching and Learning



CATHY HENDERSON

Teaching Innovation



MARSHA BAYLESS

Business Communication and Legal Studies

Distinguished Paper Award; 2015 Federation of Business Disciplines Best Article Award



TIM CLIMPSON

Business Communication and Legal Studies

Distinguished Paper Award; 2015 Federation of Business Disciplines Best Article Award

MARK LEONARD (recent graduate)

Faculty members receive recognition and awards

(continued)



DR. KYLE JONES

Distinguished Faculty Member



DR. MARLENE KAHLA

Outstanding Service/
Experiential Learning

35 years of service to SFA



DR. STEPHEN KOSOVICH

Economics and Finance

Stephen Kosovich, professor in the Department of Economics and Finance, and undergraduate student Chris Brown, co-authored "The Impact of Professor Reputation and Section Attributes on Student Course Selection," which was published in the journal *Research in Higher Education*, a peer-reviewed, academic journal. The research and publishing experience helped Brown earn a position in the graduate economics program at Florida State University, where he begins classes this fall on a full-ride scholarship.

10 years of service to SFA



DR. KELLY NOE

**Gerald W. Schlieff School of
Accountancy**

Outstanding Service Award;
Marlin C. Young Teaching Excellence;
Outstanding Educator Award;
Texas Society of Certified Public
Accountants



DR. MARK SCANLAN

Economics and Finance

10 years of service to SFA



DR. JASON REESE

**Management, Marketing and
International Business**

Junior Faculty Research Grant Award;
Global Sport Business Association;
Co-editor for *Global Sport Business
Journal*



JUDI WELLS

Outstanding Adjunct

Marketing Students Join in Nationwide Contest

Students in Dr. Marlene Kahla's advertising and promotions class participated in a national competition during the spring 2015 semester. EdVenture Partners teamed up with the American Petroleum Institute to sponsor the nationwide contest.

Representatives from these organizations reached out to colleges and universities and asked students to submit creative briefs utilizing a \$1,500 budget provided by API for an opportunity to help API increase the millennial generation's awareness about career opportunities in the oil and gas industry.

Universities were competing for scholarship funds and a chance for five representatives to win an all-expense-paid trip to San Francisco.

"On day two of the semester, we hit the ground running," Kahla, SFA associate professor of marketing, said. "We immediately started conducting research on the best way to reach millennials and capture their attention. Then, we began developing a way to accomplish it."

According to Kahla, the students divided into groups, which included creative strategy, finance, marketing

strategy and research. They worked closely with the Institutional Research Board at SFA and submitted their research proposal the first day of class. At the end of the second day of class, they had distributed 100 questionnaires to students participating in an organization fair on campus.



The students also networked with Fastenal, the nation's largest fastener distributor, to help the students gain more visual awareness around campus for their marketing campaign by displaying the student's campaign logo on 40 blue hard hats donated by Fastenal.

Participants also set up a small-

scale oil derrick on campus with signage designed to invite fellow SFA students to stop and engage in a game answering questions about careers in the oil and gas industry. Winners signed waivers and were featured on the SFA American Marketing Association's Facebook page. The group also utilized Twitter to promote careers in the oil and gas industry.

One goal of the competition was to demonstrate to EdVenture Partners and API that "hits" were increasing to API's Facebook page. EdVenture Partners assigned the marketing course a specific location and counter to log unique hits. Within one week, the number of hits increased from 345 to more than 7,600.

The campaign's finale featured a "Snack N' Fact" event, where guest speaker Jeff White, director of operations for SPX Power + Energy, provided insight on his career and shared information about careers in the oil and gas industry with more than 100 SFA students and faculty members.

Although the SFA students did not win the competition, the learning experiences they received were invaluable.

MMIB Professor Named to Convention and Visitors Bureau

Dr. Jason Reese, SFA professor of marketing, was appointed to the Nacogdoches Convention and Visitors Bureau Board of Directors. Reese will serve as one of seven board members, and in addition to the board's financial and personnel administration, he will assist with marketing issues regarding Nacogdoches as a tourist destination, including advertising and media. mini-reports for her team – the controller department – and also completed balance sheets daily, detailing net profits and losses for the company.

"The hands-on experience I received through this internship provided me with the growth I need," Hall said. "Although some days were hectic, I enjoyed being able to learn and expand my knowledge of the market, especially when I was able to correspond with other countries, such as Australia, United Kingdom and Singapore."

"You can only learn so much in 10 weeks," she said. "I would hang around after 5 p.m. in hopes of gaining more experience from veterans on my floor."



American Marketing Association to Host Regional Conference

The SFA Chapter of the American Marketing Association, in conjunction with the University of Houston-Downtown is co-hosting a regional conference on the SFA campus Oct. 9-10. "Amplify Simplicity" will focus on the challenges facing marketing professionals in today's industries.

Eight breakout sessions with speakers from a variety of industries and a keynote address will be offered. Speakers include Steve Stagner, CEO of MFRM & Holdings; Erika Tolar, world account representative for FedEx; and Cooper Terry, regional manager for Fastenal. There also will be social and networking sessions sponsored by area businesses for Rusche students to interact with industry professionals.

Marketing Class Hosts Steve Winfield Retired Cardinals Pitcher

Dr. Marlene Kahla's summer I MKT 475 course, which specialized in advertising and promotion, recently hosted Steve Winfield. Winfield is a retired St. Louis Cardinal's pitcher who shared information about his background in sports. He is the youngest of 13 children, and his mother was a sports writer.

Based on his extensive knowledge in the sports industry, Winfield also discussed the new sport business degree set to launch in August 2015 (pending state approval). "If sport business had been a major when I was in college, I would have taken it," he said. Kahla also has plans to host guest speaker Emmanuel Sanders of the Denver Broncos via Skype this fall.

Economics Reading Group Continues Success

The Economics Reading Group, coordinated by Dr. Ryan Phelps, gives students and faculty members a unique opportunity to dive into topics outside the classroom. Program participants engage in a book-club setting, where each semester, a new book is selected, and readers discuss the book and its relation to current economic themes. Past books include "Freedomonomics," "The Undercover Economist," "Free to Choose" and "Nudge."

In addition, the Economics Reading Group provides scholarships to its participants. This past semester, the organization awarded \$2,375 in scholarships, and to date, the group has awarded more than \$28,000.

Rusche Renovations Scheduled for Completion in August

The McGee Business Building has been home to more than faculty and staff members and students during the past several weeks. Construction workers, architects and contractors have been busily renovating the building. The finished product should be ready one week before classes begin on Monday, Aug. 31.



Rusche Outstanding May 2015 Graduates



Sabrina Burns

Gerald W. Schlieff
School of Accountancy



Patrick Harris

Business
Communication and
Legal Studies



Ryan Swor

Economics and
Finance



Bethany Williams

Management



Karissa Juhre

Marketing