



NELSON RUSCHE COLLEGE OF BUSINESS

# RUSCHE REVIEW

## » HIGHLIGHTS



College earns extension of prestigious accreditation



Professionals meet with students during conference



Students travel to Germany, Austria and Italy



Faculty members recognized with awards

## LEGENDARY TONY HAWK SPEAKS AT SECOND INSTALLMENT OF THE NELSON RUSCHE DISTINGUISHED LECTURE SERIES

Tony Hawk, professional skateboarder and fervent entrepreneur, spoke to a packed house during the second installment of the Nelson Rusche Distinguished Lecture Series in April at Stephen F. Austin State University. This series was created in 2016 to honor A. Nelson Rusche, who endowed the College of Business with a \$5 million gift to provide scholarships to students majoring in business and to support other programs.

“Tony Hawk’s story was inspirational and his advice transformative,” said Dr. Tim Bisping, dean of the Rusche College of Business. “The mission of this series is to inspire our students to achieve all they can, and in this regard, our evening with Tony Hawk was a huge success.”

Dr. Jason Reese, assistant professor and sports business program coordinator, interviewed Hawk through a question-and-answer format.

“While I prepared for the event by gathering questions and doing research,



*Pictured, from left, are guest speaker Tony Hawk; Dr. Steve Westbrook, interim university president; Dr. Tim Bisping, dean of the Rusche College of Business; and Dr. Jason Reese, assistant professor and sports business program coordinator.*

nothing prepared me for the atmosphere of being in the grand ballroom with students and community members,” Reese said. “After I gave Tony Hawk’s introduction and asked the crowd to welcome him, the room erupted with applause and shouting. It set the stage, literally, for a great event. The conversation is one I will never forget, and I don’t think students will either.”

Hawk discussed his journey to becoming a skateboarding legend and one of the most-recognized athletes in

the U.S. When focusing on the importance of perseverance and determination, Hawk took audience members back to the moment he made history by completing the first 900, the pinnacle of “vert skateboarding,” which is the art of skateboarding vertical walls. He explained how after years of practicing and failing he finally completed this trick in the height of the X Games in 1999.

With this story he encouraged the audience to “accept failures as learning experiences.” In 1999, Hawk also teamed with Activision, an American video game publisher, to create Tony Hawk’s Pro Skater video game. After landing the 900, he made sure game developers included the trick in the video game.

As a businessman, Hawk has created a Tony Hawk brand that boasts a billion-dollar video game franchise and many successful businesses, including Birdhouse Skateboards, Hawk Clothing, and the Tony Hawk Signature Series sporting goods and toys.

His video game series has surpassed

## MESSAGE FROM THE DEAN



Greetings, friends! Summer is always a great time in the college as we work to finish projects from the academic year while beginning the process of welcoming new students and their families to campus. The anticipation of the fall, with new students and the launching of initiatives, is really what makes summer special. I hope your summer is as wonderful as ours!

Looking back at the 2018-19 academic year, the accomplishments of our faculty, staff and students have been truly amazing. I hope you enjoy reading about some of them in this issue of the Rusche Review. We celebrated our building renovations and completed a successful visit from AACSB International, which resulted in the extension of this prestigious accreditation. We concluded our year hosting Tony Hawk for the Nelson Rusche Distinguished Lecture Series. Mr. Hawk delivered an impressive message to our students.

These, and other events and accomplishments highlight the many transformative learning experiences available to students in the Rusche College of Business. So much of this success is due to the generous support of our alumni and friends, and I promise you, we're not done innovating yet! With your support, we will continue to give Lumberjacks the tools to make great CEOs, accountants, marketing professionals, financial planners, bankers, managers and more.

As always, thank you for supporting the Rusche College of Business. Your efforts impact the lives of our students in a very real way.

All my best, **Tim Bisping, Dean**



*Prior to his interview, Tony Hawk hosted a private question-and-answer session with a group of 30 students from the college who had applied for a special academic reading group. Throughout the semester, the group studied Hawk's book, "How did I get here? The Ascent of an Unlikely CEO," which focused on his entrepreneurial endeavors and advice for those interested in business.*

\$1.4 billion in sales with the most-recent version, Tony Hawk's Pro Skater 5, released in fall 2015. Hawk advised students starting out in their careers to know their brand, be authentic and have self-confidence. He also encouraged students to follow their passions and be willing to learn.

"Hard work and perseverance, combined with passion and an understanding of business principles,

is a great formula for success," Bisping said. "I found it interesting and informative how Tony Hawk noted that achieving success by following your passion requires a commitment to excellence in everything related to this pursuit, even those items you may be less than passionate about. Success through passion requires passion for excellence in all regards."



*From left: Tony Hawk stays after the lecture series to meet fans and sign autographs. Dr. Jason Reese, assistant professor and sports business program coordinator, interviews Hawk during the second installment of the Nelson Rusche Distinguished Lecture Series. Hawk shares his journey to success.*

## COLLEGE OF BUSINESS EARNS EXTENSION OF PRESTIGIOUS ACCREDITATION

SFA's Rusche College of Business has successfully achieved the extension of its business program accreditation by the prestigious AACSB International – The Association to Advance Collegiate Schools of Business International.

Globally, fewer than 5% of business colleges have achieved accreditation by AACSB, which places SFA's Rusche College of Business in an elite category of business colleges worldwide.

"Maintaining AACSB accreditation affirms what we already know, which is our college of business is among the very best, and our students can successfully compete anywhere, with anyone," said Dr. Tim Bisping, dean of the college.

The college offers 12 majors, housed in four departments, in areas such as accounting, business communication and corporate education, management, marketing, sports business, banking,

economics and finance.

Faculty members strive to advance the college's learn, launch, lead mission by providing students with real-world experiences. In the Department of Economics and Finance, for example, students manage an investment portfolio of \$600,000. Management and marketing students compete and place in the American Advertising Federation-Houston Student Conference and Competition, where they create an advertising campaign for a real client. Industry professionals routinely serve as guest speakers in classes to provide insight for students.

"I am so proud of the excellent

education our faculty and staff provide our students," Bisping said. "This extension of our accreditation is evidence that their efforts have been a wonderful success and that we are poised to continue to do great things."

The college also offers the Career Success Passport program, where students attend workshops to sharpen their skills designed to help them launch successful careers, all while earning points for scholarships. Annually, the college awards approximately \$375,000 in scholarship funds.

According to the AACSB guidelines, impact, engagement and innovation are essential to achieving and maintaining

accreditation. To receive accreditation, a college of business must have a positive impact on both students and industry, its faculty and students must be engaged with industry, and it must successfully innovate in a continuous improvement process.

"We are successfully meeting these requirements as we work to help our students learn exceptionally well, launch successful careers and ultimately become leaders in their chosen career fields," Bisping said. "We have the honor and privilege to work to help students have great lives, and it is wonderful to know that we are having such success in advancing this mission."

## —zoom your way to an MBA—

With the new SFA Rusche College of Business Flex MBA you can:

- Join actual MBA classes at SFA via **zoom**, and never set foot on campus, or
- Attend all of your MBA classes in person, on campus, or
- Attend some of your classes on campus and join the rest remotely via **zoom**, and,
- For any individual class, attend all of it on campus, some of it on campus, or none of it on campus
- Regardless of the approach you choose, **It's all the same degree!**

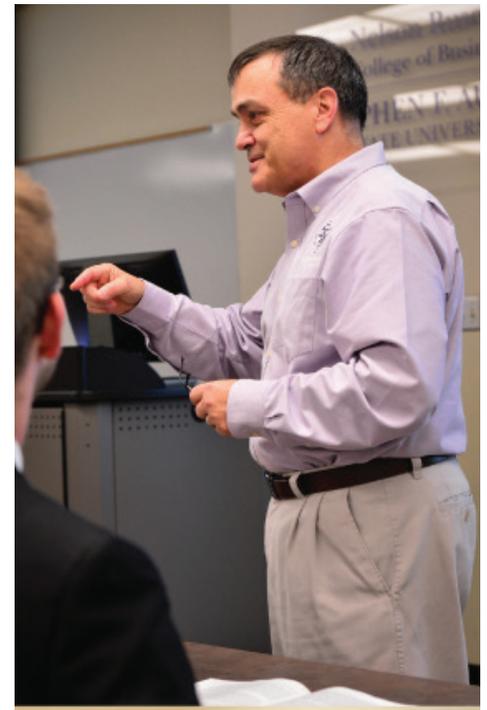
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Pictured, from left, are senior Kayla Benefield, human resources management major from Rowlett; junior Jose Gamez, accounting major from Houston; sophomore Stephanie Velez, sports business major from Houston; and freshman Aiyana Johnson, general business major from Kansas City, Missouri.

## COLLEGE AWARDS SCHOLARSHIPS TO TOP POINT EARNERS

Four SFA students in the Rusche College of Business' Career Success Passport program were each awarded \$2,500 in scholarship funds as the top point earners. A total of \$50,000 in scholarships is awarded to business students in the program each year.

During the semester, students compete for scholarship points by

attending workshops and completing professional development activities, such as mock interviews and résumé critiques. The Career Success Passport program focuses on personal and professional branding, experiential learning, leadership development, and co-curricular events and activities.

## STUDENTS PARTICIPATE IN 13TH ECONOMICS SCHOLARS PROGRAM CONFERENCE AT THE DALLAS FEDERAL RESERVE BANK

For the first time, economics students from SFA's Rusche College of Business presented research at the 13th Economics Scholars Program Conference for Undergraduate Research, hosted by the Federal Reserve Bank of Dallas.

"The event provided SFA students with the opportunity to experience a real-life academic conference," said Dr. Mikhail Kouliatsev, professor and chair of SFA's Department of Economics and Finance. "Students were taken out of their comfort zones and challenged to present their work in an unfamiliar environment, as well as interact with others working on research projects."

Miguel Silva and Seraiah Scamardo, both senior economics majors, presented their research in a poster session, while junior Madalyn Kirk and senior David Ajiga served as discussants, providing commentary on research presented by others.

Silva's presentation focused on movie box office revenues. It examined the degree to which receiving an Oscar nomination or winning an Academy Award affects the film's gross box office revenues. Scamardo's research discussed whether firearm purchases increase following news of mass shootings.

Kouliatsev attended the conference with colleagues Dr. Stephen Kosovich, associate professor, and Dr. Rebecca Davis, assistant professor.



*SFA economics students in the Rusche College of Business presented research at the 13th Economics Scholars Program Conference for Undergraduate Research. Pictured, from left, are Dr. Mikhail Kouliatsev, professor and chair of SFA's Department of Economics and Finance; Dr. Rebecca Davis, assistant professor; economics students Seraiah Scamardo; Madalyn Kirk; Miguel Silva; and David Ajiga; and Dr. Stephen Kosovich, associate professor.*

## GRADUATE STUDENTS WORK WITH TEXAS FOREST COUNTRY PARTNERSHIP



*Graduate students in a strategic marketing class collaborated with Nancy Windham, president and CEO of Texas Forest Country Partnership, to create a marketing plan. At the end of the semester, students presented their strategies to members of the TFCP board of directors and business faculty members.*

Graduate students in a strategic marketing class collaborated with Nancy Windham, president and CEO of Texas Forest Country Partnership, to create a marketing plan.

Five student teams in the course taught by Dr. Marlene Kahla, professor of management and marketing, prepared a plan to increase membership and awareness of the TFCP among the 12 counties it serves. Students created a brochure with the goal of engaging various businesses and influencing them to either maintain their memberships or join the TFCP.

"TFCP was an excellent client. Ms. Windham consistently answered students' questions and visited the class," Kahla

said. "Students produced excellent materials for TFCP and submitted marketing strategies that could work if implemented effectively."

At the end of the semester, students presented their strategies to several members of the board of directors for the TFCP, which Kahla said taught students how "understanding a client's organization is key to developing an effective marketing strategy for the client to implement."

Dr. Tim Bisping, dean of the college, was instrumental in developing a working relationship with the TFCP and is a member of the TFCP board.





Hopefully this opened the students' eyes to new cultures and different ways of operating businesses."

- Dr. Charlotte Allen, professor in management and marketing

# LEARNING ABROAD



Swarovski Headquarters, Austria



Olympic Park, Germany



Nymphenburg Palace, Germany



Bike tour, Germany

## STUDENTS STUDY IN GERMANY, AUSTRIA AND ITALY

They say the world is a classroom, and for 44 SFA business students destinations in Germany, Austria and Italy recently replaced their regular class schedules.

Trading the pineywoods for the sights and sounds of Munich, Germany; Innsbruck, Austria; and Verona and Rome, Italy; students enrolled in a marketing course focused on industry, education and sports experienced business internationally.

Dr. Matthew Lindsey, chair of the Department of Management and Marketing, said this trip helped students witness firsthand the concepts they are learning in the classroom. Before leaving for Europe, students studied management issues across cultures.

"It became clear the business culture in Germany was not the same as in Italy," Lindsey said. "The views on relationships, communication styles, time orientation and other aspects of business life greatly differ."

During the study-abroad experience, students visited with business leaders on a global scale. In Munich, visits included the BMW Welt, the Munich Olympic State Park (site of the 1972 Olympics), the Spaten-Löwenbräu Brewery and the Allianz Arena football stadium.

"The visits provided vivid examples of many business concepts discussed in the classroom," Lindsey said. "We were able to learn about the product decisions at each company, the impact of pricing on the company and gain insight regarding why company leaders chose their locations."

In Austria, the group attended an Alpine tourism lecture at the Management Center in Innsbruck, the Berchtesgaden salt mine and the Swarovski headquarters. Italy brought students to the Zeni vineyards, Cinecitta Studios and a presentation by Rome Field and Research International. The students also toured the Roman Colosseum and other tourist sites.

Along with Lindsey, Dr. Charlotte Allen, professor; Dr. Jason Reese, assistant professor and coordinator of the sports business program; and Dr. Mikhail Kouliavtsev, professor and chair of the Department of Economics and Finance, led the trip.

"Hopefully this opened the students' eyes to new cultures and different ways of operating businesses," Allen said. "Many of the businesses we visited are family run and have been in the family for generations."

# Then and Now

## ALUMNA SHARES HER AND GREAT- GRANDMOTHER'S UNIVERSITY EXPERIENCE



Determination and the Lumberjack spirit seem to run in the family of Heather Dulin, a 2009 SFA graduate whose great-grandmother, Ibbly Inez Fuller, attended SFA during the university's infancy.

"It's incredible to think my great-grandmother attended the same university I did

82 years earlier," Dulin said. "While our lives in Nacogdoches and on campus were different, I know we were in search of the same thing — a formative educational experience centered around learning and growing to be better women. And that's exactly what we achieved."

Raised by a single mother, Dulin said she didn't know how she was going to afford college, but she knew she "was destined to make it happen." Much like her great-grandmother, who attended SFA in the 1920s when it was somewhat uncommon for women to pursue higher education, Dulin was determined.

"My great-grandmother was the only woman in her family who considered attending college, and with the evolution of women's rights, I imagine she was met with opposition and confusion. Still, she persisted," Dulin said.

Moving from Corrigan to Nacogdoches, Fuller worked for a local family doing household chores and caring for the children in exchange for her room and board. She also took some classes at the high school while the SFA campus was under construction.

Fuller was involved in the formation of women's athletics at SFA as a leader in both the tennis and volleyball teams. She was active in the women's athletic association, which was organized in 1925 and promoted the idea that women should place more value on health and physical training. She studied home economics with a minor in physical education before changing her major to education.

"My great-grandmother, who passed away in March 2001, remains a legend in our family. She set the example for what it means to pursue what calls you," Dulin said. "Against the odds that many cultural and societal norms of her time placed on her, she persisted with faith and dedication throughout her 98 years of life."

Similarly, Dulin stayed the course to make her dreams of

attending SFA happen. In 2005, she opened her SFA acceptance letter and applied for financial aid.

"I was sitting on the couch with my mom, and when I opened the card, purple and silver confetti poured onto my lap. It was a milestone moment to celebrate," Dulin said. "It was a privilege to be at SFA, and I knew it. Learning about financial aid allowed me to truly appreciate the classes I took and assignments I turned in."

A Houston native, Dulin studied general business before changing her major to psychology. She was involved in clubs on campus, including Psi Chi, the international honor society for psychology, and the American Marketing Association in the Rusche College of Business. As a student, she worked in the SFA Post Office and for Johnson's Furniture Store.

Currently, Dulin serves as the human resources leader within the recruiting and talent development department for National Oilwell Varco, which allows her to mentor and speak to college students about their career journey and life after graduation. She remains an active member of the SFA community by serving on the Nelson Rusche College of Business Recent Alumni Board, which is focused on improving the student experience at SFA.

"People often think learning stops after graduation, but the truth is life is always trying to teach us something," Dulin said. "Your family, peers, professors, the early mornings, the long chapters, the small towns, they are all playing a part of shaping who you are, so enjoy the journey."



*While our lives in Nacogdoches and on campus were different, I know we were in search of the same thing — a formative educational experience centered around learning and growing to be better women. And that's exactly what we achieved."*

- Heather Dulin



Above: As a student, Heather Dulin, who graduated from SFA in 2009, was active in the American Marketing Association and Psi Chi.

Left: Ibbly Inez Fuller, Dulin's great-grandmother, was active in the women's athletic association, which was organized in 1925 and promoted the idea that women should place more value on health and physical training.

## ECONOMICS READING GROUP NAMED STUDENT ORGANIZATION OF THE YEAR

The Economics Reading Group was named student organization of the year.

“Receiving this award was a very humbling experience for both our members and me personally,” said Dr. Ryan Phelps, associate professor and group advisor. “There are so many excellent student groups doing great things for the community. It was overwhelming to think of our group receiving this honor.”

The Economics Reading Group began in fall 2011 with a focus on discussing popular books about economics and learning to think like an economist. The group has social and charitable gatherings and hopes to have social coffee meetings every other week next semester. Each semester, the group covers one book. Google “Phelps SFA” for the group’s reading list and latest meeting schedule.

During the spring semester, students read and

discussed “The Three Languages of Politics” by Arnold Kling. The book focuses on the way people tend to cluster into political groups with each group using its own language.

Kling calls on the reader to appreciate others’ political views and to carefully examine both sides of political issues. At the end of the semester, Kling held a question-and-answer session via web conference.

“This interview gave students a chance to interact with a nationally known author and economist,” Phelps said. “Arnold has experience at the Federal Reserve, the Cato Institute and Freddie Mac. He also is a regular contributor to EconLog and to his own



Members of the Economics Reading Group accept the award for student organization of the year.

blog, askblog.”

The Economics Reading Group also has a scholarship program, where students can earn one of two \$1,000 scholarships each year. There also are two \$40 door prizes at each meeting.

Membership is open to all SFA students, faculty and staff. Community members also are encouraged to inquire. Phelps said the group has loved the input of local business owners. To join, contact Phelps at [phelpsrts@sfasu.edu](mailto:phelpsrts@sfasu.edu).

## SFA RUSCHE COLLEGE OF BUSINESS HOSTS SIXTH ANNUAL COLLEGE TO CAREER CONFERENCE



Ed Pool of Charles Pool Real Estate and Blake Westmoreland of Moore Supply Company share industry insights.

It wasn’t quite business as usual as SFA alumni and industry professionals served as panelists for the Rusche College of Business’ sixth annual College to Career Conference.

The conference serves as the

annual capstone highlight for all business students and those participating in the Career Success Passport program, which helps students hone their professional skills while competing for scholarships.

With panelists representing dozens of companies, such as FedEx, Kohl’s, Walgreens, Austin Bank, Southwest Airlines, Dell, Elliott Electric Supply, Hajoca and Charles Pool Real Estate, business students swapped their normal class schedules for a day of workshops. This year’s industry spotlight was real

## KIA FISKER WINS UNDERGRADUATE RESEARCH AWARD

Kia Fisker was recognized as the Rusche College of Business Top Scholar at the SFA Undergraduate Research Conference for her paper on the European labor market policies and unemployment rates.

Fisker used regression analysis to provide evidence that the nature of unemployment compensation and a nation’s economic freedom index score can impact unemployment rates. As the recipient, Fisker received \$500 from the Rusche College of Business, \$250 from the Undergraduate Research Conference and dinner for three at the Republic Steakhouse at The Fredonia Hotel in Nacogdoches.



## AMA STUDENTS PLACE SECOND IN MARKETING CONFERENCE EVENT

Members of SFA’s American Marketing Association’s student chapter won second place in best communication of chapter events at the International AMA Conference in New Orleans.

The conference brought together more than 1,700 students to compete and network. Attendees enhanced their professional development skills and gained inspiration through marketing and sales practices.

Pictured, from left, are SFA Rusche College of Business students and award winners Brianna Baird, Jared Upham, Clayton Howard, Edward Salinas, Reece Albert and Francia Olivares.



*During the sixth annual College to Career Conference, business students heard from industry professionals in diverse fields. Through various panel discussions and small group interactions, students learned about international business, keys to starting your career, branding, marketing, social media and more.*

estate, and representatives from CB&A Real Estate and Ed Pool of Charles Pool Real Estate participated in a session related to this field.

“The College to Career Conference plays an important role as students prepare for their professional careers,” said Trish Kellogg, director of external affairs in the College of Business. “Students learn from industry experts who discuss various business-related topics to help students develop professional understanding and skills.”

Workshops covered a variety of business-related topics, including making a powerful impression, acing interviews, the first 100 days on the job, business ethics and integrity, personal branding, money management, communication, and international business tips.

“The program’s goal is to take the transferable knowledge the students have gained and help them launch into successful careers in the workplace,” Kellogg said.

Representatives from SFA’s Center for Career and Professional Development were on hand to offer students one-on-one résumé critiques and to discuss personal and professional branding. CCPD staff members also presented a professional attire display to show students what is appropriate to wear in the business world.

Alumni served as panelists in various workshops to share their business knowledge and career journey. Alumni included Mitch Fralick, a retired executive from Wood Group PSN; Lisa Anderson Goode of Southwest Airlines;

Corey Johnson of Pilot/Flying J; Brittany McBrayer, an entrepreneur; Mike Parham of Pepco Sales and Marketing; Kirk Phillips of Wintrust Commercial Finance; Lou Ann Richardson of Wells Fargo; Morgan Teltschik of Percheron; and Erika Tolar of FedEx.

Selected students attended an employer reception in the Mattress Firm Commons in the McGee Business Building to talk with panelists in a more personal setting.

“The support of our alumni and community is amazing, and it is incredibly beneficial for our students,” said Dr. Tim Bisping, dean of the Rusche College of Business. “I would like to sincerely thank everyone who helped make this such a special day in the Rusche College of Business.”

## GAME CHANGER: DR. JASON REESE CHALLENGES STUDENTS WITH INTERACTIVE PROJECTS

Sitting on the sidelines has never been an option for Dr. Jason Reese, sports business program coordinator and assistant professor at SFA.

After receiving his bachelor’s degree, Reese worked with baseball marketing and sales for the Round Rock Express, the Triple-A Affiliate of the Houston Astros. While working toward his master’s degree, Reese taught a few game-changing classes.

“It hit me, teaching a younger generation is what I am called to do,” Reese said. “I decided I wanted to pursue my doctoral degree and become a sports marketing instructor to prepare future industry marketers.”

Since joining the faculty in SFA’s Rusche College of Business in 2014,

Reese has been committed to changing lives, one Lumberjack at a time, through his interactive classes and the creation of the sports business program.

In his sports promotion course, Reese has provided students with the opportunity to work with the Houston Texans to sell individual and group tickets to the Battle of Piney Woods game each fall, which pits SFA against Sam Houston State University and is held at NRG Stadium, home of the Texans. In addition, students work with SFA Athletics to sell season, group and individual tickets to SFA football, basketball and baseball/softball games.

“This experiential learning opportunity allows students to gain marketable sales skills, such as client prospecting, cold



calling, sales presentation development and closing strategies,” Reese said.

Likewise, students also work with an online sports industry leader in sales and workforce training, IHuddle, where students compete with other universities and professional sports teams in trivia-style games related to sales knowledge and skills development.

“Our students are using the same training software as more than 60 professional teams and college athletic programs,” Reese said. “This competition has led to numerous top 10 monthly finishes during the past couple of years. In fact, one month our students earned second place, just behind the Golden State Warriors.”

Reese has been an active member of the SFA community, serving as the 2018-19 chair of the Faculty Senate. Committees on which he has been a member include the presidential screening, athletic director search, chief of police search, Mr. and Miss SFA selection, and Texas common course numbering system. He also is the faculty advisor of the Sports Business Society and co-advisor of the American Marketing Association.

An award-winning faculty member, Reese has been recognized with the Distinguished Faculty Member Award, Distinguished Service Award, Rusche Faculty Scholar Award and the Junior Faculty Research Grant Award from the Global Sports Business Association. Most recently, he was recognized with an SFA Teaching Excellence Award for being an outstanding faculty member for the Rusche College of Business.

“I feel blessed because of the support I've received throughout my career from my colleagues and mentors,” Reese said. “That is what is really being recognized.”

The Teaching Excellence Award is based on knowledge of subject matter, quality of lectures and assignments, enthusiasm for teaching, interest in and availability to students, commitment to continuous improvement, and contribution to the quality of teaching at SFA by assisting and encouraging other faculty members.

“It means a lot to me because there are so many other faculty members in my college who are great teachers,” Reese said. “They are passionate about what they do and create great learning environments for their students. To be recognized by my college is humbling.”

## PROFESSOR MAKES ECONOMICS FUN THROUGH EXPERIENTIAL LEARNING

A few years ago, a group of SFA students coined the term “Scanlanomics” in recognition of one of their favorite economics professors, Dr. Mark Scanlan.

Today, Scanlan continues to challenge and encourage students in the Rusche College of Business by making economics fun.

Through an online prediction game, Fredcast, developed by the Federal Reserve Bank, students predict four key economic variables: the unemployment rate, level of payroll employment, real gross domestic product growth rate and consumer price index inflation rate. The game then scores the students' predictions and ranks participants after the real data is available. Students compete with each other to see whose prediction is most accurate.

Taking this activity to the next level, Scanlan challenges students to sharpen their research and presentation skills by designating a day each month for them to meet in the conference room in the McGee Business Building to discuss their predictions.

“These meetings are intended to simulate a business environment where students are encouraged to learn from and disagree with one another in a professional setting,” Scanlan said. “Students explain their predictions and reasoning. Then, they debate the influence recent events in the economy should have on the predicted variables.”

The Rusche College of Business has supported Scanlan's Fredcast activity by pledging \$500 in scholarship funds to the top-ranked participants. Scanlan was recently recognized with a Bright Spot award by the SFA Faculty Senate, the Center for Teaching and Learning, and the SFA vice presidents.

Scanlan has been a member of the SFA faculty since 2005. His goal in class is to make the material



“meaningful, interesting and relevant for students.”

Scanlan invites banking guest lecturers to visit his class and discuss different topics the students have learned in his money and banking course. This collaboration has given students an opportunity to network with and learn from professionals in the field.

“These speakers are highly ranked banking officials who talk with students about how the concepts we learned are implemented in their banks,” Scanlan said. “Students have enjoyed learning from respected industry practitioners about the ways they actually deal with the issues we discuss in class.”

Dr. Mikhail Kouliavtsev, chair of the Department of Economics and Finance, said students praise Scanlan for his enthusiasm for economics and his teaching style.

“Many students express that Mark is not only great at delivering difficult material and making it relatable, but also caring, understanding and accessible,” Kouliavtsev said. “Every semester, there are at least a handful of student comments on class evaluations declaring Mark to be the best professor, and that is no small feat for someone teaching economics.”

# FACULTY AWARDS

## BETA GAMMA SIGMA FACULTY AWARDS



**DR. JASON REESE**

Marlin C. Young Teaching Excellence Award



**DR. JUSTIN BLOUNT**

Teaching Innovation Award



**DR. ASHLEY HALL**

Outstanding Researcher



**DR. WENJING LI**

Outstanding Intellectual Contribution Award



**DR. RAJAT MISHRA**

Outstanding Service/ Experiential Learning Award



**DR. JOE BALLENGER**

Faculty Undergraduate Research Mentorship



**DR. CAROL WRIGHT**

Distinguished Service Award



**DR. ELTON SCIFRES**

Distinguished Faculty Member

## RETIREES



**DR. ANN WILSON**

Professor in business communication and legal studies

16 years



**LONE WITTLIFF**

Lecturer in management and marketing

38 years

## CELEBRATING 10 YEARS OF SERVICE



**DR. NICOLE BRANTLEY**

Lecturer in the Schief School of Accountancy



**DR. CALEE JO HOLCOMBE**

Assistant professor in the Schief School of Accountancy



**DR. KEITH NEW**

Lecturer in business communication and legal studies



**JAMIE DERRICK**

Adjunct professor in management and marketing



**DR. MATTHEW LINDSEY**

Chair of the Department of Management and Marketing



**BANKER PHARES**

Senior lecturer in economics and finance

## CELEBRATING 20 YEARS OF SERVICE



**DR. PARKER BALLINGER**

Professor in economics and finance



**DR. MARSHA BAYLESS**

Chair and professor in business communication and legal studies



**DR. CAROL WRIGHT**

Associate professor in business communication and legal studies



**DR. MARLENE KAHLA**

Professor in management and marketing

## CELEBRATING 40 YEARS OF SERVICE

## RUSCHE FACULTY SCHOLARS

Dr. Marsha Bayless • Dr. Justin Blount • Dr. Ashley Hall • Dr. Gina Harden • Dr. Chris McKenna • Dr. Kelly Noe • Dr. Jason Reese • Dr. Mark Schaub • Dr. Andrew Thornley • Dr. Carol Wright



# JOIN US!

## Launching Lumberjacks

Great leaders need great mentors! Stephen F. Austin State University's Rusche College of Business in partnership with the SFA Alumni Association has launched the **Lumberjack Professional Network**. This free, interactive social media experience gives alumni and friends of the college the opportunity to mentor business students, provide internships and increase networking connections.

Visit [sfamentorship.com](http://sfamentorship.com) to learn more and to sign up!



## Launching Partnerships

Great colleges need great partners! SFA's Rusche College of Business has created a **corporate partnership program** where partners can engage with business students, display company signage in the McGee Business Building and host a promotional day in the college that is branded exclusively to their company.

To learn more, email Dr. Tim Bisping, dean of the college, at [bispingto@sfasu.edu](mailto:bispingto@sfasu.edu).



*Experience Business.*<sup>TM</sup>  
**LEARN LAUNCH LEAD**