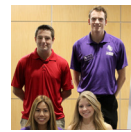
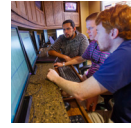




NELSON RUSCHE COLLEGE OF BUSINESS

# RUSCHE REVIEW

## » HIGHLIGHTS

**Evening with Executives****American Marketing  
Association Competition****One Button Studio****Wall to Wall Business  
Travel Program**

## NELSON RUSCHE DISTINGUISHED LECTURE SERIES, LEADERSHIP SUMMIT PROVE SUCCESSFUL

A packed house greeted former Florida Gov. Jeb Bush as he addressed SFA students, faculty and staff, and community members Nov. 3 during the inaugural Nelson Rusche Distinguished Lecture Series on the university's campus.

SFA's Rusche College of Business established the lecture series in 2016 as a biennial event designed to bring scholars and business leaders to campus to discuss timely issues.

"The launching of the Nelson Rusche Distinguished Lecture Series is a special event for the college, especially as the series helps us advance our mission," said Dr. Tim Bisping, dean of the Rusche College of Business. "We are so thankful and appreciative of the generosity and foresight of Mr. Nelson Rusche in helping us make this happen."

In 2002, the college was named in honor of Nelson Rusche, whose gift endowed the college and provided scholarships for students majoring in business. His gift also supports other educational programs, including the lecture series.

"It was great to see the Grand Ballroom



*Former Florida Gov. Jeb Bush, left, serves as the guest speaker for SFA's inaugural Nelson Rusche Distinguished Lecture Series, hosted by the Rusche College of Business. Interviewer Bob Slovak, SFA alumnus and sports anchor and reporter for Houston's KTRK-TV, discussed timely issues with Bush.*

filled with people excited to attend the event," Bisping said. "There were many takeaways on assorted topics. For instance, the importance of hard work, perseverance and integrity were emphasized throughout. It would be hard to find better advice for future leaders."

Through a question-and-answer format,

interviewer Bob Slovak, SFA alumnus and sports anchor and reporter for Houston's KTRK-TV, discussed Bush's ideals regarding leadership qualities, the political climate, career success and more.

Bush, Florida's first two-term governor, said his interest in politics stemmed from having a servant's heart and desire to solve problems.

"My interest in politics was to serve, and I was able to do that as governor of a complex state. It was eight years of incredible learning," Bush said. "I think we need to get back to campaigns being not the end but the means to get to a place where you can solve problems, help people who truly need it, change the direction of the country and unite people around shared values."

While governor, Bush and his administration focused on education reform and lowered taxes. He founded the nonprofit Foundation for Florida's Future, which joined forces with the Urban League of Greater Miami to establish one of the state's first charter schools.

"Try to live a life of virtue and meaning and leadership kind of comes naturally,"



In November, SFA's Rusche College of Business hosted the SFA Leadership Summit, which featured a panel of six distinguished SFA alumni. The panel discussed leadership principles and corporate and business issues in the Baker Pattillo Student Center Theater.



Summit panelists included, from left, Terry Bonno, senior vice president of marketing and contracts for Transocean; Chris Bagley, president and chief operating officer for BancorpSouth; Greg Arnold, chairman and CEO of the Truman Arnold Companies; summit moderator Bob Slovak, SFA alumnus and sports anchor and reporter for Houston's KTRK-TV; Michael Taff, executive vice president and chief financial officer for Chicago Bridge & Iron Company; Stacie Shirley, executive vice president, CFO and treasurer of Tuesday Morning Corporation; and Michael Calbert, chairman of the board for Dollar General Corporation.

Bush said. "Be courageous consistently. Try to show integrity. Be honest. That's the foundation for a successful life."

He also stressed having "dogged determination," being hardworking and having intellectual curiosity to be successful in life.

Earlier in the day, the college also hosted the SFA Leadership Summit, which featured a panel discussion with six successful SFA alumni about leadership principles and business and corporate issues.

"The leadership summit was a great

success. We were fortunate to be able to bring to campus a distinguished panel of accomplished alumni and have them interact with our students," Bisping said.

Summit panelists included Greg Arnold, chairman and CEO of the Truman Arnold

Companies; Chris Bagley, president and chief operating officer for BancorpSouth; Terry Bonno, senior vice president of marketing and contracts for Transocean; Michael Calbert, chairman of the board for Dollar General Corporation; Stacie Shirley, executive vice president, chief financial officer and treasurer of Tuesday Morning Corporation; and Michael Taff, executive vice president and CFO for Chicago Bridge & Iron Company.

Panelists discussed their first jobs and mistakes they have made to help lend insight into building a successful career in business; advised students on leadership principles such as hard work, intellectual curiosity, discipline and communication skills; explained how they manage stress and balance their personal and professional lives; and reminisced about their most influential professors at SFA.

"The summit made available to our students, on a first-hand basis, insights from proven leaders regarding effective leadership," Bisping said. "As students work to develop their leadership skills, the insights provided by our panelists will serve as effective guidance."

## MESSAGE FROM THE DEAN



Greetings, and Happy New Year from the Rusche College of Business!

We are looking to 2017 with great anticipation in the Rusche College of Business as we foresee many opportunities to better help our students pursue their goals. We also are in the middle of the academic year and have just recently wrapped

up a wonderful fall 2016 semester. I hope your 2016 was great as well, and that your 2017 will be even better.

As you will see throughout this newsletter, much has happened in the college since our last Rusche Review. We remain focused on our mission as we seek to help our students launch successful careers and become leaders in their fields. One major initiative in this area occurred this fall as we launched the Nelson Rusche Distinguished Lecture Series with former Florida Gov. Jeb Bush featured as the inaugural speaker. Bush provided great advice to our students, and SFA alumnus, Bob Slovak, did an excellent

job of interviewing Bush while keeping the focus on providing our students with insights into becoming successful leaders. This event capped off a day of activities associated with the new SFA Leadership Summit, where several distinguished Rusche College of Business alumni spoke with students about developing leadership skills and successful careers. It was a great day, and a wonderful example of our student-centered mission in action.

I hope you enjoy reading more about the recent happenings of the college in this edition of the Rusche Review. We remain focused on providing our students with an exceptional learning experience, helping them launch successful careers and ultimately becoming leaders in their fields. The support of our alumni and friends has been instrumental in helping our students succeed, and for this, I am grateful. On behalf of everyone in the Rusche College of Business, thank you for your continued support.

Best Regards, and Axe 'em, Jacks!

**Tim Bisping, Dean**



# BUSINESS STUDENTS LEARN ABOUT BANKING INDUSTRY DURING EVENING WITH EXECUTIVES EVENT

The McGee Business Building, Room 133, was almost at full capacity as dozens of SFA Rusche College of Business students listened to Citizens National Bank President and CEO Brad Tidwell and his executive team discuss the current and future state of the banking industry during an Evening with Executives event in September.

The executive team included David Alford, chairman of the board of Citizens National Bank; Michael Moores, executive vice president and chief lending officer; Woodie Tipps, executive vice president and chief retail officer; Jon Moore, senior vice president and regional manager; and Rep. Trent Ashby, senior vice president market chairman.

Citizens National Bank began in Henderson, Texas, in 1930 and now has 29 branches and \$1.7 billion in assets across East and Central Texas. During the evening, Tidwell discussed the history of the banking industry, consolidation trends, the effects of technology and more.

He told the crowd the industry is changing and stressed the need



*Dozens of SFA business students attended the Evening with Executives event in September to hear Citizens National Bank President and CEO Brad Tidwell and his executive team discuss the current and future state of the banking industry.*

for young talent and those who can think differently about the industry.

"During the past five years, the banking industry has seen more change than in the 50-year period between 1930 and 1980," Tidwell said.

Dr. Tim Bisping, dean of the Rusche College of Business, said the event was an opportunity for students to gain insight into the industry from an elite team of leaders.

"Having the opportunity to hear about the banking industry firsthand from such an accomplished team of executives was a truly special experience for our students," Bisping said.

Kerry Bennett, SFA adjunct professor in the Department of Economics and Finance, helped coordinate this event.

"The executive team made it clear the banking industry faces a talent gap and needs a new generation of bankers able to adapt to an ever-evolving landscape," Bennett said.

The Rusche College of Business' Student Success Passport Program sponsored this event.

## SFA RUSCHE COLLEGE OF BUSINESS STUDENT INTERNS IN SPAIN

Networking has proven key for SFA international business major Kelly Gomez, who, because of her connections, was able to intern at Green Ibérica, a shipping container company in Vigo, Spain.

For three months, the tall pines of East Texas were replaced with the sandy beaches of Spain as Gomez, a Cleburne, Texas, native, gained real-world, corporate experience handling imports, inspections and invoices for Green Ibérica, an agent of the Evergreen Line.

During the 2015 spring semester, Gomez studied abroad in France at La Rochelle Business School, where she met people from around the world. The connections she made in France helped her land the Spain internship.

"Networking is very important, and it helped me a lot," Gomez said. "I wouldn't have had this chance if I hadn't met my friend when studying in France."

In Spain, Gomez began her training in imports. "That's what I did most of the time. However, I did a little bit of everything," Gomez said. She added her responsibilities included inspecting containers for damages and translating shipping and merchandise information into English.

Gomez was a top-point earner in SFA's Rusche College of Business' Student Success Passport Program and received a \$1,000 scholarship, which she used for her airline ticket

to Spain and to enroll in an internship course at SFA. The Student Success Passport Program offers students an opportunity to build their professional skill set through workshops, conferences and online assignments while competing for scholarships.

Megan Sellers, coordinator of career success and corporate engagement in the Rusche College of Business, said the scholarship component of this program offers students unique experiential learning opportunities.

"Experiences, such as Kelly's internship, can be quite expensive, and participation in the Passport Program gives students the option to have those once-in-a-lifetime opportunities while also building their professional skills and networks," Sellers said. "I can't imagine a more rewarding experience."

As an international business major, Gomez said she loves to travel and experience different cultures. She has already used the skills she learned during her internship to her advantage during a job interview.

"I had an interview recently, and it was for logistics, which was a lot of what I learned in Spain. I explained everything I had done and talked about being in a different culture," Gomez said. "The internship experience will help me in any interview."



*SFA international business major Kelly Gomez interned at Green Ibérica, a shipping container company in Vigo, Spain, for three months. Gomez, a Cleburne, Texas, native, handled imports, inspections and invoices for the company during the internship.*

## SUCCESSFUL ALUMNUS ADVISES STUDENTS ON EMPLOYMENT



*SFA Rusche College of Business students attended a workshop in October with alumnus Jeff Wagner, partner at OneTrust Home Loans, who discussed tips on how to secure employment after graduation.*

SFA Rusche College of Business students attended a workshop in October with alumnus Jeff Wagner, partner at OneTrust Home Loans, who discussed tips on how to secure employment after graduation.

"In the Rusche College of Business, we believe it is important to augment the student experience with perspectives from outside the campus," Dr. Tim Bisping, dean of the Rusche College of Business, said. "It is vital to introduce students to professionals who can share their experiences and insight into the corporate world."

Wagner discussed life hacks and hiring tips. He advised students to surround themselves with highly successful people and those who challenge them. Wagner also encouraged students to separate themselves from the competition and be different.

During an hour-long discussion and Q&A session, Wagner shared interview tips, which included advising students to research the company before the interview and ask questions as the interview concludes.

He said students should work toward achieving balance in their lives through involvement with charities, exercise, reading and more.

The workshop was presented as part of the college's Student Success Passport Program.

## RUSCHE COLLEGE OF BUSINESS CREATES ONE BUTTON STUDIO, TESTING ROOM

SFA's Rusche College of Business has renovated a classroom on the third floor of the McGee Business Building into a One Button Studio and a 20-seat testing room.

Room 322 is now transformed into a dual-purpose area where students and faculty members can create video projects with the click of a button.

"This technology is a great learning tool for students to practice the communication skills needed for their professions," Dr. Todd Brown, associate dean of the Rusche College of Business, said. "It is easy to use, and you don't have to be tech savvy to create professional presentations."

Brown explained students can use the One Button Studio to practice presentations, interview skills, elevator pitches, video résumés and more.

"The best feedback students can receive is seeing themselves give a presentation on screen and to evaluate themselves," Brown said. "The One Button Studio gives students that opportunity."

The studio is equipped with lights, microphones and a stationary camera. To use the studio, students bring a flash drive, plug it in to the dock and push record. There's no need to position the camera or turn on the lights or microphone, as the equipment adjusts automatically. Also, recording sessions will be automatically saved to the flash drive after the student stops recording.

Faculty members also can use the studio to pre-record lectures or course introductions for online classes. Dr. Stephen Kosovich, SFA associate professor of economics, was instrumental in bringing this technology to SFA. He believes the studio also is an ideal tool for faculty members interested in "flipping the classroom," meaning students can watch lectures before class and then class time is reserved for discussion.

"The studio makes videotaping lectures and presentations so much easier," Kosovich said. "It's also great for online courses

because it makes the class more interactive and less stagnant."

All SFA students are welcome to use the One Button Studio. It is open from 9 a.m. to 5 p.m. weekdays, and a graduate assistant is onsite to assist.

Adjacent to the studio is a 20-seat testing room with computers. This room serves as a resource for students who may miss a test or online students who need to take a test in a monitored area.



*SFA graduate student Samuel Johnson demonstrates how to use the One Button Studio in the McGee Business Building, Room 322. Students and faculty members can use the studio to create video presentations, course introductions, video résumés, elevator pitches and more.*



## SFA AMERICAN MARKETING ASSOCIATION MEMBERS PLACE FIRST IN REGIONAL COMPETITION IN OCTOBER

Several SFA Rusche College of Business students in the American Marketing Association placed first in the marketing strategy and salesmanship competitions in October at the Regional AMA Conference in Houston.

Mary Morgan, Houston sophomore; Theresa Vinh, Houston junior and vice president of promotions for SFA's AMA chapter; and Jared Upham, League City sophomore; placed first among 30 teams in the marketing strategy competition, where each team had 30 minutes to determine and present the best marketing strategy for its client, James Coney Island, a Houston restaurant.

"It was a great experience," Vinh said. "This was my first AMA conference, and when they announced that we won first place, it was awesome."

Stephen Ross Jones, Cypress senior and vice president of finance for SFA's AMA chapter, and Braxton Robinson, Dallas senior and president of SFA's AMA chapter, won first among 25 teams in the salesmanship competition, which



*SFA Rusche College of Business students Theresa Vinh, Houston junior; and Mary Morgan, Houston sophomore; seated, and Jared Upham, League City sophomore; standing left, placed first in the marketing strategy competition at the Regional American Marketing Association Conference in Houston. Stephen Ross Jones, Cypress senior and vice president of finance for SFA's AMA chapter; standing right, and Braxton Robinson, Dallas senior and president of SFA's AMA chapter; not pictured, also placed first in the salesmanship competition at the conference.*

challenged students to select a product, describe the setting, and present and close the sale in two minutes.

"I'm looking to go into entry-level

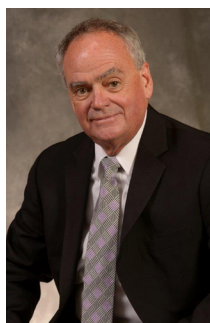
sales, so getting that experience of going to a cold-call sale really boosted my confidence," Jones said. "Winning the competition validated everything I've learned and done during college."

Dr. Marlene Kahla, AMA adviser and professor in SFA's Department of Management, Marketing and International Business, attended the conference and boasted the many benefits this event provided students.

Kahla said students had the opportunity to network with industry professionals and other university students, increase self-perceptions, develop confidence in their chosen fields, secure a win for their résumés, and represent SFA and their department.

"The students learned they are winners in a competitive marketplace," Kahla said. "They realized they are able to understand new material quickly and that they can make decisions and present them effectively to other educators and people in the industry."

## DR. TIM CLIPSON RECEIVES OUTSTANDING TEACHER-SCHOLAR AWARD



*Dr. Tim Clipson*

Dr. Tim Clipson, professor in SFA's Rusche College of Business, received the Meada Gibbs Outstanding Teacher-Scholar Award at the Association for Business Communication international meeting in Albuquerque, New Mexico.

The association is an international, interdisciplinary organization committed to advancing business communication, research, education and practice, according to the ABC website.

Clipson has been an ABC member since 1981 and said it's truly an honor to receive this award.

"To be selected as one at the top of the game is rewarding, humbling and challenging," Clipson said. "It's rewarding to be recognized for the quality and consistency of my life's work, humbling because I truly

know there are many others who are worthy, and challenging because the bar is set to constantly do and be my best."

The Meada Gibbs Outstanding Teacher-Scholar Award recognizes, encourages and rewards excellence in teaching and research in business communication and is sponsored by ABC and Pearson Learning. As the award recipient, Clipson received a plaque and monetary award and will have the opportunity to speak at the ABC conference next fall in Dublin, Ireland.

Clipson has been teaching for 45 years with 36 of those years at SFA. He is a professor in SFA's Department of Business Communication and Legal Studies.

"I think of my classroom as a learning laboratory with the concept that the more engaged the student is in the learning process the more he or she will take away and apply to life," Clipson said. "My subject matter is definitely important, my students, however, are more so."

## BUSINESS PROFESSOR LANDS DREAM JOB AT UNIVERSITY



*Dr. Rajat Mishra*

Saying he was born to teach would be an understatement. Dr. Rajat Mishra, assistant professor in SFA's Department of Management, Marketing and International Business, is at his best when he is in the classroom.

"I like the classroom environment. I enjoyed it as a student and now as an educator," Mishra said.

A firm believer in active and experiential learning, Mishra cites practical examples and draws analogies from his own industry and consulting experience to educate SFA students. Mishra joined the SFA faculty in 2014 and teaches operations management, supply chain management, special topics in management and product management — courses he deems as some of the most

challenging in business.

"Teaching at SFA has been a pleasant experience for me primarily because of the appreciation and responses I get from my students and the support I receive from my colleagues," Mishra said.

Mishra's office doors are always open, and he strives to be accessible to students, especially before exams. Dr. Robert Crocker, chair of SFA's Department of Management, Marketing and International Business, attests to the strong mentorship Mishra provides his students.

"Dr. Mishra is becoming a very popular professor in the College of Business," Crocker said. "He spends a lot of time with students outside of class to ensure they understand the principles and concepts of his courses."

Mishra offers tutoring sessions after hours in the library and is always willing to help students.

"I'm motivated when I feel I've helped my students in their careers," Mishra said. "It's wonderful to see my students succeed."

Mishra, who is originally from Nepal, has lived in Texas for several years. He received a bachelor's degree in mechanical engineering while residing in Nepal, a master's degree in industrial engineering and a doctoral degree in operations management both from the University of Texas at Arlington.

"Life at SFA is awesome. I lived in a metroplex for a long time, and when I came to Nacogdoches, I had not experienced a close-knit community before. Now, I enjoy everything this city offers," Mishra said. "This place has accepted me. This is my dream job. It's home."

## SFA BUSINESS STUDENTS, FACULTY MEMBERS ATTEND O'NEIL CENTER FOR GLOBAL MARKETS AND FREEDOM 2016 ANNUAL CONFERENCE

In November, SFA students and faculty members from the Rusche College of Business attended the O'Neil Center for Global Markets and Freedom 2016 Annual Conference: Capitalism — Curse or Cure?

Several internationally renowned speakers presented at the conference, including Matthew Ridley, author of "The Rational Optimist" and "The Evolution of Everything;" Sylvia Nasar, author of "A Beautiful Mind" and "Grand Pursuit;" W. Michael Cox, co-author of "The Myths of Rich and Poor;" Alex Epstein, author of "The Moral Case for Fossil Fuels;" Robert Gordon, author of "The Rise and Fall of American Growth;" and Marian Tupy, editor of HumanProgress.org.

Dr. Ryan Phelps,



*SFA students and faculty members from the Rusche College of Business attended the O'Neil Center for Global Markets and Freedom 2016 Annual Conference: Capitalism — Curse or Cure? During the conference, students heard presentations from internationally renowned speakers.*

associate professor in SFA's Department of Economics and Finance, attended the conference and said the speakers painted an optimistic outlook for mankind's future.

"This event provided students with a positive look at the future and encouraged them with the knowledge that there is no end to potential discovery and innovation," Phelps said. "Also, students were provided the opportunity

to expand their networks and to make connections with experts in their fields. These connections could promote their educational and career goals."

Marxism, cost and availability of nonrenewable resources, fossil fuels, industrial revolutions, innovation, and U.S. expansion and growth were among the topics discussed during the conference.

"Student experiences like this have been shown to improve learning and post-college outcomes," Phelps said. "This type of experience also expands students' horizons and introduces them to worlds beyond their own experiences."

The Nelwyn Cordell Stephens Scholarship and the O'Neil Center funded student participation in this event.

## BUSINESS FACULTY MEMBERS INTRODUCE INNOVATIVE COURSE DELIVERY METHOD

Two faculty members in SFA's Rusche College of Business will offer online courses through an innovative delivery method that will allow students to complete select three-credit-hour courses in almost half the time.

Dr. Susan Jennings, professor, and Dr. Ashley Hall, assistant professor, in the college's Department of Business Communication and Legal Studies, will each offer two online courses during a regular semester — each will offer one course during the first half of the semester and the other during the second half. The course schedule is akin to those typically offered during summer sessions.

"As far as I know, this is not something the College of Business has ever done," said Dr. Marsha Bayless, chair of the Department of Business Communication and Legal Studies. "While the eight-week schedule provides a concentrated, faster-paced course, the same content will be covered and included as in the regular 16-week course so students do not miss out on any vital information in the

accelerated format."

Jennings explained this course breakdown follows a national trend.

"Many online programs work on a revolving eight-week schedule that allows students who want to take one class at a time to take more classes during the year," Jennings said. "If this model proves successful, we will be able to offer students the ability to take seven classes in a year — one at a time."

The four classes that will be offered in this half-semester format are BCM 247: Business Communication; GBU 321: Information Technology; GBU 330: Principles of Employee Development; and GBU 310: Business Communication Technology.

"We believe this delivery method could be beneficial for distance-education students and athletes who participate in spring sports," Hall said.

For more information, contact Hall at hallaa@sfasu.edu or Jennings at sjennings@sfasu.edu.

## STUDENTS TO STUDY BUSINESS, CULTURE IN NEW INTERNATIONAL PROGRAM

For the first time, SFA Rusche College of Business students will have the opportunity to travel to Hong Kong and Shenzhen, China, as part of a unique experience facilitated by Drs. Mikhail Kouliavtsev, chair of the Department of Economics and Finance, and Matt Lindsey, associate professor in the Department of Management, Marketing and International Business.

The college's "Wall to Wall Business" travel program allows SFA students to travel from Wall Street in New York to the Great Wall of China and everywhere in between. This international study abroad opportunity is a component of the Business and Culture: Where East Meets West course. The three-hour course is designed to expose students to the business and government environments of international business with emphasis on



international operations.

Travel to China will include opportunities to experience the cultural, historical and architectural offerings of Hong Kong and the surrounding area.

Students in the course will meet six times in the spring and Maymester of 2017. Students and faculty members will travel to Hong Kong and Shenzhen, China, from May 12 through 22 for lectures and tours with companies, non-governmental organizations and other agencies involved in global business. Additionally, students will analyze the region, country, cities and businesses visited during the trip.

The trip includes a tour of Hong Kong Microsoft and meetings with the general manager, national tech manager and sales executives. Students also will visit Hong Kong Disneyland to compare it to the U.S.



*In a new Wall to Wall travel program, Rusche College of Business students will have the opportunity to travel to Hong Kong and Shenzhen, China, from May 12 through 22 for lectures and tours with companies, non-governmental organizations and other agencies involved in global business. Iconic sights such as the Great Wall of China also will be on the agenda.*

version with regards to customer service and being global while acting local.

Other study abroad programs for

business students have included trips to Scandinavia as well as Central, Southern and Eastern Europe.

## SFA STUDENTS MEMBERS OF WINNING TEAMS AT AMERICAN ADVERTISING FEDERATION-HOUSTON STUDENT CONFERENCE IN OCTOBER

SFA students were among the first-, second- and third-place winning teams at the American Advertising Federation-Houston Student Conference held Oct. 21 and 22 in Houston.

The federation is an association of advertising professionals encompassing all disciplines in the advertising, marketing and communications industries.

Twenty-three SFA students in the School of Art; Department of Management, Marketing and International Business; and Department of Mass Communication competed during the conference.

Amy Keyser, Kingwood art senior, placed first. Brooke Alverson, Nacogdoches mass communication senior; and Theresa Vinh, Houston marketing junior; placed second. Mackenna Cotten, Wimberly art senior; Jordyn Palluth, Keller mass communication senior; and Caitlin Whittington, Corrigan art senior; placed third.

More than 90 students from 13 universities competed during the competition, which tasked students with developing advertising campaign plans designed to increase registration for the city's AlertHouston emergency alert program.

"The broader goals of this competition included connecting students to industry professionals and local media organizations,"



*SFA students from the School of Art; Department of Management, Marketing and International Business; and Department of Mass Communication attended the American Advertising Federation-Houston Student Conference held Oct. 21 and 22 in Houston. Several SFA students were members of the first-, second- and third-place winning teams.*

said Dr. Seth Bradshaw, assistant professor in SFA's Department of Mass Communication.

During the competition, students were placed in groups and visited local advertising agencies, firms, and publishing and media companies to work toward developing an advertising campaign. Students worked within a deadline to create a campaign for their clients and prepare it for judging.

"It's a great opportunity for students to connect with local professionals and get their contact information,"

said Daniel Anguiano, assistant professor in SFA's School of Art. "Students learn cooperation and teamwork while developing their creative skills."

The conference also featured a panel discussion from recent college graduates about how to enter the advertising industry, and professionals offered one-on-one feedback to students regarding portfolios and résumés.

"This conference gives students the opportunity to experience what the industry wants and to prepare them to meet industry needs," said Dr. Marlene Kahla, professor in SFA's Department of Management, Marketing and International Business.



# OFFICE OF STUDENT SERVICES

The Rusche College of Business Office of Student Services provides a wide range of assistance to guide students from admission to graduation. Our team of talented advisers is excited to offer the following services in our newly renovated suite, located on the third floor of the McGee Business Building, Room 392.



*Experience Business.™*

- ✓ Advising for undecided business majors
- ✓ Advising for probation and suspension students
- ✓ Advising for first-time transfer students
- ✓ Major/minor changes
- ✓ Degree audits (required upon completion of 45 semester credit hours, including transfer work)
- ✓ Evaluation of transfer courses
- ✓ Resolution of registration issues
- ✓ Reinstatement to dropped courses
- ✓ Late adds/drops
- ✓ Intent to graduate forms (final degree audit)

## MESSAGE FROM ASSOCIATE DEAN WILSON



The door to the Office of Student Services is always open to current and prospective students. The advising team's top priority is helping SFA students in their educational journey. Our mission is to assist students in any way possible as they work toward completing their business degrees.

In the Office of Student Services, our team of talented advisers and faculty advisers helps students plan their educational career, one Lumberjack at a time. Advisers help create individual degree plans to ensure students begin and stay on the right path to graduation.

We also offer the Student Success Passport Program for students to further develop their skills and compete for scholarships. Megan Sellers, coordinator for career success and corporate engagement, coordinates the Passport Program, which provides career preparation workshops and business professional networking opportunities.

From advising students on course schedules to encouraging efficient study habits, we help Lumberjacks prepare a strong educational foundation before they launch their careers.

**Dr. Ann Wilson**

Associate Dean for Student Services

Contact: (936) 468-4654

## MEET THE NEW ADVISING TEAM



### CAROL GILLILAND

Gilliland received her Master of Arts at The University of Texas at Tyler and her Bachelor of Business Administration from SFA. She advises students majoring in general business, business communication and corporate education, and economics and finance.



### JENNIFER GODDARD

Goddard received her Master of Arts in Education at Texas Tech University and her Bachelor of Fine Arts at The University of Texas at San Antonio. She advises undecided majors and students majoring in accounting.



### MEGAN SELLERS

Sellers received her Bachelor of Arts at SFA and anticipates graduating with her Master of Arts from SFA in December 2017. She advises students in human resources management, sports business, and management, marketing and international business.



# NEW FACULTY AND STAFF MEMBERS

## DEPARTMENT OF ECONOMICS AND FINANCE



**VIJETHA KOPPA**

Assistant Professor of Economics

## SCHLIEF SCHOOL OF ACCOUNTANCY



**CALEE JO HOLCOMB**

Assistant Professor



**WAYNE TERVO**

Associate Professor



**KACIE CZAPLA**

Senior Lecturer

## DEPARTMENT OF MANAGEMENT, MARKETING AND INTERNATIONAL BUSINESS



**THEUNIS OLIPHANT**

Visiting Lecturer of Management

## OFFICE OF THE DEAN



**TIFFANY JONES**

In September 2016, Tiffany Jones was hired as director of external relations. She works directly with the dean's office; helps manage College of Business alumni and corporate partner relationships; liaises with the Executive Advisory Board and Recent Alumni Business Advisory Council; and assists with external communications via the college's social media.

"One of the most exciting things about working in the College of Business is our amazing Executive Advisory Board," Jones said. "Our students are fortunate to have such a successful, dynamic group of people working to ensure they are receiving the best possible experience and will graduate with the best possible skill set to ensure success in the work force."

Jones moved to Nacogdoches from Nashville, Tennessee, and comes to this position with a career background in nonprofit development, marketing and communications. In addition to working for the Muscular Dystrophy Association for seven years, Jones also served as the director of external affairs at Louisiana Tech University's College of Business and as a marketing and development strategy consultant to The Syria Institute.

Jones' husband, Derrick, is an assistant coach for the Lumberjack basketball team.

## STUDENT SERVICES



**MEGAN SELLERS**

Megan Sellers has been named career success and corporate engagement coordinator and also serves as a part-time academic adviser. Additionally, she serves as administrator of the Student Success Passport Program.

"The Passport Program affords students the opportunity to prepare for the workforce while they are in college," Sellers said. "Participation in this program not only builds the students' professional profiles, but it also puts students in the running for amazing scholarships."

The College to Career Conference, which features College of Business alumni speakers, is one of the most visible byproducts of Sellers' corporate engagement efforts. She stays current on job openings and employer expectations for recent graduates so we can translate those expectations into our teachings. By knowing what employers want in real time, we are able to launch our graduates into successful careers.

Sellers began her SFA career working in Student Engagement Programs as an undergraduate. After transitioning into a graduate assistantship with Greek Life, Sellers joined the College of Business in fall 2016.