



NELSON RUSCHE COLLEGE OF BUSINESS

# RUSCHE REVIEW

## » HIGHLIGHTS



Students learn economics, manufacturing, trade abroad



College awards \$50,000 in scholarships to students



Rusche renovations are underway



Bonno recognized as Beta Gamma Sigma Honoree

## SFA'S RUSCHE COLLEGE OF BUSINESS LAUNCHES ONLINE MENTORING PROGRAM, EXPANDS LUMBERJACK NETWORK

With the click of a button, Stephen F. Austin State University Rusche College of Business students have access to hundreds of professional mentors and contacts through the Lumberjack Professional Network. Through the recent purchase of the Graduway software platform, the network now has a social media home providing valuable new networking opportunities, said Dr. Tim Bisping, dean of the Rusche College of Business.

With this software, current students can connect with alumni who are willing to serve as professional mentors. Alumni and friends of the university who choose to join the network can serve as mentors to current business students.

"The Graduway platform provides Rusche College of Business alumni an exclusive social media gathering place to stay abreast of what's going on here, as well as keep with current and former acquaintances," said Dr. Robert Crocker, associate dean of the college. "Our main purpose is to use this site to give alumni a way to serve as mentors to our current

undergraduate students, which will help us attract and educate future business leaders for East Texas and beyond."

After two years of a successful mentorship program on campus, the College of Business partnered with the SFA Alumni Association to launch a networking site through Graduway with the financial support of the Rusche College of Business Executive Advisory Board.

This site extends the SFA Alumni Association's Lumberjack Professional Network by bringing that community online so current students can connect with them. Craig Turnage, executive director of the alumni association, said the association is proud to partner with the college to offer this mentoring and networking opportunity.

"We grow Lumberjack Pride, and the goal of the association is to engage our more than 100,000 alumni," Turnage said.

The screenshot shows the homepage of the Lumberjack Professional Network. At the top, it says "Welcome to Lumberjack Professional Network". Below that, there are sections for "JOIN NOW" (with options to connect via LinkedIn or Facebook) and "Why is it safe to register with LinkedIn / Facebook?". There are also sections for "Mentor a Student", "Reconnect", "Expand", and "Advance". A "Recently Joined" section shows a grid of profile pictures for various users. On the right side, there is a sidebar with the SFA logo and the text "Stephen F. Austin State University RUSCHE COLLEGE OF BUSINESS".

To view the site, visit [sfamentorship.com](http://sfamentorship.com).

"Research shows alumni are looking for ways to give back their time, talent and treasure. Mentoring students is a great way to plug in those alumni."

The site helps enhance mentorship capabilities by offering access to

professional networking, internships, career advice and job opportunities in a social media-type experience. The online presence boasts the combination of useful technology that builds mentor/mentee relationships into the thousands. Graduway features also allow alumni to host social networking groups, post events and pictures, and reconnect with the university.

"The Lumberjack Professional Network presents an amazing opportunity for

Rusche College of Business students and alumni, as it allows those involved to leverage the loyalty and expertise of fellow Lumberjacks in order to enhance career success," Bisping said. "Whether by working to ensure a successful career launch for new graduates or by assisting Lumberjacks as they develop as leaders, the Lumberjack Professional Network will impact the lives of students and enhance the effectiveness of the college."

The launching of the Lumberjack

Professional Network on Graduway is a collaborative effort between the SFA Alumni Association, the Rusche College of Business, the Center for Career and Professional Development, the Office of Development, alumni, the Project Management Office and Information Technology Services.

"It's amazing what can be accomplished when a group of Lumberjacks pull in the same direction," Bisping said.

## MESSAGE FROM THE DEAN



It's been an amazing summer in the Rusche College of Business with new initiatives, innovations and renovations. It is definitely an exciting time to be a Lumberjack! We are in the middle of freshman orientation, and we are having a great time introducing new students to all the college has to offer. In many ways, this incoming class will be the first to experience the full impact of our Learn, Launch, Lead mission.

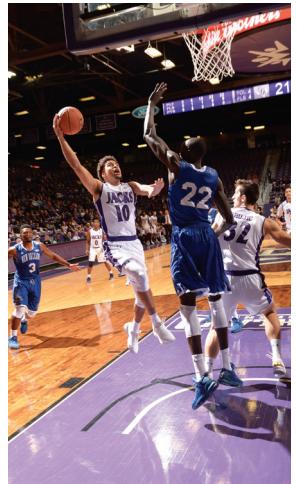
An innovative approach to our mission has been established with the launch of the online social network and mentoring site, the Lumberjack Professional Network. This new tool is an outstanding asset to the college, as it serves both our current students and alumni by allowing them to stay engaged with SFA and connect with fellow Lumberjacks. This network allows our alumni to serve as mentors to current business students, as they seek to launch their careers. To sign up for the Lumberjack Professional Network, visit [sfamentorship.com](http://sfamentorship.com). I hope you will consider joining us.

Thanks to the support of generous alumni, the third and fourth floors in our McGee Business Building are being modernized with new assets for our students. These renovations are the culmination of years of planning as we advance into this new era for the college. I hope you will visit our renovated spaces and check out the numerous innovative features. For those who cannot visit in person, we will be sure to feature our renovations in an upcoming Rusche Review.

There are many good things happening in the college, and all of them are possible thanks to our loyal alumni and friends. As dean, witnessing the dedication of our alumni, faculty and staff is both rewarding and humbling. Your support of a dedicated Rusche College of Business team, together with the campus community, makes a difference in the lives of our students and will surely benefit them for years to come.

Thank you for your support, and Axe 'em, Jacks!

**Tim Bisping, Dean**



## SFA PARTNERS WITH LONE STAR COLLEGE TO OFFER SPORTS BUSINESS PROGRAM

SFA is partnering with Lone Star College to offer students in the Houston area an opportunity to earn a Bachelor of Business Administration in sports business from SFA without having to relocate. The two institutions also signed an articulation agreement to ensure a smooth transition for Lone Star College students to attend SFA.

Students at Lone Star College will be able to enroll in SFA's sports business program beginning in fall 2018. Classes will be offered face-to-face at the Lone Star College University Center in The Woodlands and will be taught by SFA faculty members. Students must complete the required core curriculum before entering the program. Business foundation courses will primarily be offered online through SFA's Rusche College of Business.

Dr. Jason Reese, sports business program director and assistant

professor at SFA, has been instrumental in establishing this program and is looking forward to the opportunities it will provide to SFA and Houston students.

"Some Houston-area students have a desire to attend SFA, but for various reasons are unable to move to Nacogdoches," Reese said. "This program will allow them the opportunity to complete the program and earn a bachelor's degree without relocating."

Reese added that through this partnership, Houston students will be able to take classes while benefiting from already-established relationships that SFA has with area sports organizations, including professional sport teams like the Houston Astros, Houston Texans, Houston Rockets and Houston Dynamo.

For more information, contact Reese at (936) 468-1465 or [reesejd1@sfasu.edu](mailto:reesejd1@sfasu.edu).

# BEST COLLEGE REVIEWS RANKS SFA'S BACHELOR OF BUSINESS ADMINISTRATION IN ECONOMICS AMONG 50 BEST IN NATION

SFA ranks as one of the top 50 universities in the nation for its Bachelor of Business Administration in economics, according to Best College Reviews.

An organization dedicated to helping students discover the best college for them, Best College Reviews utilizes college rankings, reviews, blogs and informational graphics to educate potential students.

Best College Reviews considered more than 250 accredited schools to discover the best bachelor's degree programs in business economics. SFA was in the top five Texas institutions listed and 29 in the nation. Best College Reviews considered tuition, data from U.S. News & World Report and program information in determining the rankings.

SFA students can receive either a Bachelor of Business Administration in economics, which is a business degree and shares foundational courses with other business majors in the Rusche College of Business, or a Bachelor of Arts in economics, which is a liberal

arts degree better suited for those not pursuing business.

"Our business economics program provides students with the solid foundation of a business curriculum and challenging coursework in economics," said Dr. Mikhail Kouliavtsev, professor and chair of the Department of Economics and Finance. "Students graduating with this major are equally well prepared for careers in industry or the public sector, as well as advanced study in economics, business, data analytics or law."

Recent SFA economics graduates have been successful in the workplace, securing employment at companies such as Alliantgroup, Fidelity Investments, TD Ameritrade and Lockheed Martin, and many have been accepted into prestigious graduate programs across the nation.

Kouliavtsev credits much of the program's success to the faculty members in the Department of Economics and Finance.



## Top Bachelor's Degrees

"Our economics majors benefit from having faculty members who are involved in their students' education beyond the classroom," Kouliavtsev said. "Faculty members work on undergraduate research projects, supervise internship experiences, organize field trips to conferences and actively participate in student-run organizations."

To learn more about this program, visit [sfasu.edu/ecofin](http://sfasu.edu/ecofin).

## STUDENTS ATTEND INTERNATIONAL AMERICAN MARKETING ASSOCIATION CONFERENCE



Students from SFA's American Marketing Association attended the organization's national conference in April in New Orleans.

This conference was part networking and part competition. Students attended several meetings to increase their knowledge of how chapters throughout the world plan and grow their memberships and professional development activities.

"This experience was great for our students to build professional contacts," said Dr. Marlene Kahla, professor in the Department of Management and Marketing. "They learned there are more than 30,000 members of AMA who are truly interested in networking and advancing careers."

SFA students Jared Upham and Brianna Baird competed in a marketing strategy competition. Participants were allotted 30 minutes to prepare a strategy for increasing awareness and sales of a



*During the AMA conference, students attended meetings to increase their knowledge of the organization and network.*

self-playing piano invention and present their idea to a panel of judges.

During the international conference, the AMA chapter at SFA received an award for hosting the regional conference, which was held at SFA in September 2017. The University of Houston-Downtown served as co-hosts for this event, and the conference was free for students and faculty members to attend due to funding from ABM International Inc. and Hajoca.

*Students attended the American Marketing Association national conference in New Orleans. Pictured, from left, are Clair Woolsey, Jared Upham, Jocelyn Paz, Jennifer Adams and Brianna Baird.*



*While studying abroad, students toured Saint Patrick's Cathedral in Dublin, Ireland, as well as many international companies.*

# DESTINATION: BUSINESS

## STUDENTS LEARN ECONOMICS, MANUFACTURING, TRADE ABROAD

Living out of a suitcase may seem like a dream for wanderers at heart. For 24 SFA students this idea became a reality as they traveled for 12 days to three countries, staying in seven hotels and making countless memories.

Students in the Rusche College of Business studied abroad in Iceland, Scotland and Ireland to better understand the history of economics, manufacturing and trade in international companies.

Before flying overseas, the class studied "Managing Across Cultures: The Seven Keys to Doing Business with a Global Mindset" by Charlene Solomon, who identifies how managers need to be culturally aware when dealing with international teams and projects. Drs. Matthew Lindsey, professor and chair of the Department of Management and Marketing, and Mikhail Kouliavtsev, professor and chair of the Department of Economics and Finance, led this trip and course.

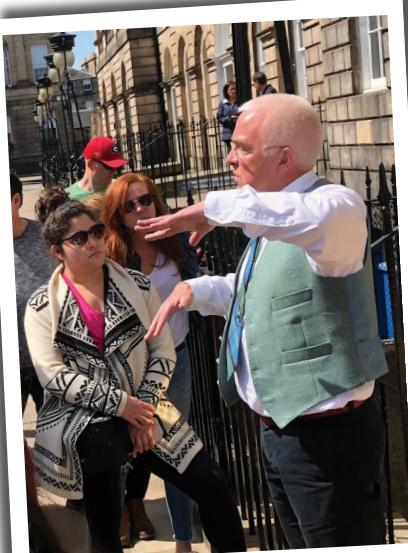
Each stop the class made during the trip provided an opportunity to identify key points from the book. Students learned how to separate culture from personal style, and how different cultures view groups, relationships, communication styles, time orientation and change, as well as motivation and work-life balance.

"It is one thing to read that different

cultures perceive time, personal space or ambition differently, but it becomes very real when you see it in person," Lindsey said. "These trips show our students they can travel and interact with business people around the world and that they are not limited to the boundaries they previously placed on themselves."

### Iceland

After multiple flights, students arrived in Iceland and began their trip by meeting with representatives from the Promote Iceland Council, a public-private initiative established to lead the



promotion and marketing of Iceland and stimulate economic growth. Lindsey said the council discussed how it uses analytics and social media to promote Iceland tourism and exports.

While in Iceland, students also enjoyed the country's natural beauty. At Thingvellir National Park, the group toured the Golden Circle where they saw the famous Gullfoss Waterfall. They also visited the Blue Lagoon, a geothermal spa, and snorkeled between the North American and Eurasian tectonic plates in Silfra, which has some of the world's clearest water and is about 35 degrees Fahrenheit. Business management junior Kelsey Bowers of Lufkin said this was her favorite experience.

"It was an incredible experience, and I would highly recommend it to anyone traveling to Iceland who needs an adrenaline rush," Bowers said.

### Scotland

In Scotland, the class toured locations in Glasgow and Edinburgh, including Bothwell and Alnwick castles, Holy Island, the Edinburgh Royal Mile and Glengoyne Distillery.

At the distillery, representatives demonstrated how to make scotch, and the group learned how the distillery developed a lasting brand since 1833.

"The supply chain for the product was discussed from the barrel and barley selection process to determining how much of the product becomes the single barrel namesake and how much is sent to blenders," Lindsey said. "They stressed the importance of being true to the brand."

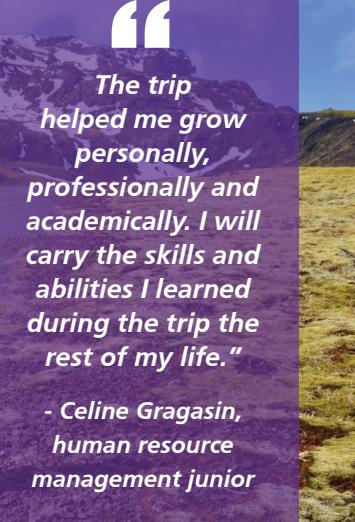
## Ireland

Ireland's itinerary was packed with several tours, castles and sightseeing as students visited Belfast, Shannon, Waterford and Dublin.

A private tour of the historic Harland and Wolff Shipyard that produced the Titanic demonstrated how an industry can adapt, Lindsey said.

"We learned about the ship-building process and how the 'Titanic' movie provided an opportunity to capitalize on the historic interest in the Titanic and transform the shipyard into an active movie studio," Lindsey said. "The next season of 'Game of Thrones' was being filmed on site. The extent HBO goes to keep the production private was very interesting. They went as far as renting any rooms that provided access to the film location to prevent people from peeking into the set."

While at Avoca Woolen Mills, students learned how to make wool linen by hand and with automation, as well as how the company has transformed since 1723 from a local cooperative to a national supplier of woven products and retail stores across Ireland. Similarly, at Waterford Crystal Factory, representatives discussed the brand and provided a factory tour to explain the process of producing world-renowned glass.



"The plant we visited produces custom pieces, like the People's Choice Awards, the PGA Tour of America trophy and the Waterford Times Square New Year's Eve Ball," Lindsey said.

## Lessons

In each country, the group experienced a traditional dinner, sometimes in a castle. SFA graduate student Tyler Fisher from Spring, Texas, said the dinners were one of the trip's highlights.

"In Iceland, we ate at a traditional Icelandic restaurant where we tried fermented shark and other Icelandic food. In Scotland, we attended a Scottish dinner, complete with a bagpipe player, dancers and traditional Scottish food. In Ireland, we ate in a castle and participated in a play. The entertainment acted as if we were in medieval times, feeding us four courses without utensils and showing us how people dined in those times," Fisher said. "These

experiences were the highlight for me because I was able to learn about the culture in each place while being able to try traditional foods from these countries."

Upon returning from the trip, students wrote a paper summarizing what they learned. Lindsey said a common theme among responses was that it enabled them to learn about other cultures and see the business world from an international perspective.

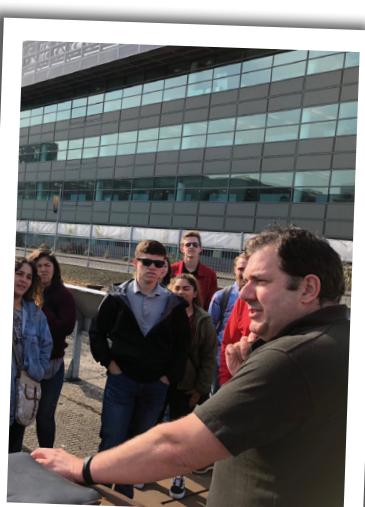
"Some now aspire to work internationally, while some realize that might not be for them," Lindsey said. "Visiting businesses allows them to see things we discuss in the classroom in person and in an international setting."

For human resource management junior Celine Gragasin from Prosper, Texas, this trip helped broaden her mind.

"The trip helped me grow personally, professionally and academically. I will carry all the skills and abilities I learned during the trip the rest of my life," Gragasin said. "I highly recommend SFA students study abroad. Not only did I learn an abundance of information regarding all the businesses and tourist attractions we visited, but it also encouraged me to travel more."

Fisher agreed this trip was a great learning experience.

"Traveling with people I didn't know before this trip was challenging but rewarding. I made many new friends and gained a better global perspective," Fisher said. "I would tell students at SFA to study abroad before they graduate. You will learn a lot about yourself, other countries and meet people at SFA you wouldn't otherwise."



# STUDENTS LEARN PROJECT MANAGEMENT ALONGSIDE INDUSTRY PROFESSIONALS

Through a real-world project, students experienced business in a professional format.

For the second year, Dr. Rajat Mishra, assistant professor in SFA's Department of Management and Marketing, tasked students in his project management course with creating a project as if they were implementing their plans in real life. Projects ranged from building a new disc golf course to constructing a laser tag arena in Nacogdoches.

"This class is about mentorship and community involvement," Mishra said. "My goal with this project is to help students learn and launch their careers so they can become leaders in their fields."

The class was divided into groups to research and plan throughout the semester. Each group was assigned an industry mentor. Mentors included Janet Watson, vice president for strategic sourcing at Baylor Scott and White Health in Dallas; Rob McCaughey, district sales manager for ArcBest in Houston; and AJ Dhakal, senior lead engineer at Schlumberger in Houston.

"This course brings the community and class together," Mishra said. "It is a great experience for students to have access to these professionals."

In researching their plans, groups worked with local businesses and contractors to receive advice from experienced professionals. A few students had the opportunity to work with the Nacogdoches mayor's office to better understand how to work within city policies and gain insight on



*Students created plans for real-world projects that ranged from building a disc golf course to constructing a laser tag arena.*

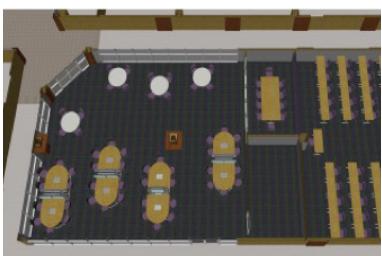
how city projects unfold.

"We always enjoy partnering with SFA students. As these students know, local ordinances and state laws are a part of doing business," said Nacogdoches Mayor Shelley Brophy. "Hopefully, we allowed them to see that the permitting process and zoning ordinances are not difficult and how our offices assist with the ins and outs for any private citizen, company or developer wanting to open a new business in Nacogdoches."

Senior economics major Chris Hinton worked as the manager for his group's disc golf course project.

"We had to get true numbers and meet with people from the field," Hinton said. "It was a lot of fun, and we learned more of what you would do in the real world as a project manager."

After working all semester and providing three status updates to Mishra and project mentors, students presented their final projects to a panel of mentors and Rusche College of Business professors. Mishra added students learn communication skills, how to budget, negotiation tactics and more in this course.



## RUSCHE RENOVATIONS ARE UNDERWAY

Renovations to the third and fourth floors of the McGee Business Building are underway.

"Thanks to the generous support of alumni and friends, we are able to renovate our building into a modern business environment that enhances the learning experiences for our students," said Dr. Tim Bisping, dean of the college.

In 2015, the college renovated the first and second floors. "This summer, we complete the third and fourth floors adding areas such as an innovation hub and various technology rich collaborative spaces," he said.

The innovation hub will allow students to utilize the One Button Studio, a dual-purpose

## BETA GAMMA SIGMA EARNS HIGHEST HONORS ACHIEVEMENT

SFA's local Beta Gamma Sigma chapter won the Highest Honors achievement from the BGS board for its Collegiate Chapter Honor Roll.

BGS is an organization with about 600 chapters across 190 countries. The program grants awards to active collegiate chapters that demonstrate their membership's involvement in BGS activities and events.

Recognition is based on a point system that includes service projects, speaker events, leadership and more. There are three levels of achievement: Honors, High Honors and Highest Honors.

Cathy Henderson, lecturer and BGS sponsor, attributes the honor to the high organization participation rates of SFA students.

"Collegiate chapters need at least an 85-percent acceptance rate and must participate in many events that equate to earned points," Henderson said. "We have nearly a 100-percent acceptance rate, and our top students are engaged and eager to be involved. This adds value to our organization and specific projects, but it also earns us points, which leads to the highest designation possible within the BGS organization."

SFA's chapter earned points for participation in events that included the college's Career Success Passport Program, Toys for Tots, hurricane relief efforts and speaker engagements.

One SFA student will be chosen and receive free registration to represent the university during the annual Global Leadership Summit in November 2018.

area where students and faculty members can create video projects with the click of a button. They then can discuss their projects in an inviting, technology rich area or in a private, conference-style space.

The fourth floor will consist of specialized areas, including a lobby that will offer students professional meeting environments. Students can collaborate or study in a space that offers a modern corporate environment.

"Students taking classes in the college will walk into an experience, not just a building," Bisping said. "Come fall 2018, those experiences will be taken to a new level, and we are more than excited."



## COLLEGE AWARDS \$50,000 IN SCHOLARSHIPS THROUGH CAREER SUCCESS PASSPORT PROGRAM

SFA's Rusche College of Business awarded 44 scholarships totaling \$50,000 to students in the Career Success Passport Program. The college awarded four \$2,500 scholarships to top point earners and 40 \$1,000 runner-up scholarships.

This academic year, approximately 400 students participated in the program, which aims to help students hone their professional skills through workshops, conferences and online assignments while competing for scholarships. Students work to earn points during the fall and spring semesters before scholarships are awarded in May.

For top point earner Jacob Cook, a finance freshman from Plano, this was his first year participating in the program. Cook, who is a member of the Accounting and Finance Clubs and American Red Cross, said this program helped him with career readiness.

"I learned I wasn't prepared at all. This program helped me get everything organized that I need for a career, like a LinkedIn profile and résumé," Cook said. "It also taught me hard work pays off. I'm very thankful because I know the college doesn't have to do this, but rewarding students motivates us to work harder and put extra effort into bettering ourselves."

The program works on a point system. Program activities are designed to help develop students in personal and professional branding, experiential learning and leadership development through engagement in college activities and events. Assignments include developing a personal mission statement,

attending an etiquette presentation and completing an internship.

Sophomore Jose Gamez, an accounting major from Houston, is a second-time scholarship winner. He received a \$2,500 scholarship this semester and a \$1,000 scholarship as a freshman.

"When I found out that I had won a top scholarship I was in my accounting class," Gamez said. "I thought it was for a different scholarship, and as I was putting the letter in my backpack, my professor was encouraging me to open it. It made my day."

Gamez is a member of the Organization of Latin Americans and the Accounting Club. He said his favorite passport program event was the résumé critique and the smart money week. The main lesson he learned from participating in this program was "strive for greatness. Don't just settle for less."

Another favorite Career Success Passport Program event among scholarship recipients was the College of Business' College to Career Conference. During the conference, speakers representing companies from across the state, such as Kohls, Wells Fargo, Wintrust Commercial Finance, Commercial Bank of Texas and Austin Bank spoke with students during various sessions and executive panel discussions.

Francia Olivares, a marketing junior from Dallas and member of the Organization of Latin Americans, American Marketing Association, Beta Gamma Sigma and Dancers Against Cancer, was a top point earner and said

the career conference was one of her favorite events.

"The conference had a lot of workshops in one place, and it was a really important event," Olivares said. "I was invited to the reception, and it was a great networking opportunity."

Senior top point earner Karen Johnston, an accounting major from East Bernard and treasurer of both the Accounting and Tennis Clubs, agreed the conference was a program highlight.

"A lot of employers attended, and they had a wealth of knowledge. The best thing they told us was you could know more than anyone in the room but you have to be personable," Johnston said. "It's really helpful attending all of the events; they help you become a better business person."

In addition to the workshops, the college hosted various speakers. Janet Watson, vice president for strategic sourcing at Baylor Scott and White Health, presented on purchasing and vendor relations in supply chain management, and Corey Johnson, recent alumnus and former passport program scholar, discussed his current position as a manager and recruiter for Pilot/Flying J Travel Centers. Additionally, Cooper Terry, SFA alumnus, offered job-search advice based on his experience as a district manager of Fastenal, a major employer of SFA business alumni. Current student Jalind Calhoun shared a video series on "Jackpreneurs," which focuses on student entrepreneurship at the university.

# PHI BETA LAMBDA STUDENTS MAKE HISTORY AT TEXAS STATE LEADERSHIP CONFERENCE

Members of SFA's professional business student organization Phi Beta Lambda made history and won nine awards at the Texas State Leadership Conference.

John Cohen, organization president and senior accounting major from Mesquite, was named Who's Who for PBL and became the first SFA student to receive this honor.

"I've been a member of this amazing organization since my freshman year, and I've been in leadership roles from the get-go," Cohen said. "Having a physical object to memorialize my accomplishments, the friends I've made and the mentors I've learned from is something I'll always treasure."

During the conference, students from the Rusche College of Business competed against universities from all over Texas in events that tested their business knowledge and skills. These competitive events included objective tests and/or performance-based activities. SFA students brought home wins in various categories.

First-place winners include Christopher Weir in contemporary sports issues; Mia Branch in desktop publishing; and Mark McLean in macroeconomics,

who also placed second in financial concepts.

Second-place winners include Miguel Leeroy Silva in microeconomics and Bertha Bailey in retail management. Shaye Smith placed second in job interview and third in public speaking. Aaron Lee placed third in sports management and marketing.

"I'm proud of all the students for their hard work and dedication. They are great students, and these accomplishments not only reflect highly upon them, but also on the college and university," said Manuel Guerrero, lecturer in the Department of Business Communication and Legal Studies and PBL advisor.

Students attended workshops to help them better understand business and to network with industry professionals.

This summer, SFA students who placed either first or second at the state conference competed in the national conference in Baltimore, Maryland.

PBL is a nonprofit educational association for students preparing for careers in business, entrepreneurial or business-related fields. It is open to all business majors.



Members of the professional business student organization Phi Beta Lambda won nine awards and made history by one member winning the first Who's Who award for the university at the Texas State Leadership Conference. Pictured, from left, are members Mark McLean, John Cohen, Sandra Ramos, Mia Branch and Chris Weir.

# ALUMNA TERRY BONNO RECOGNIZED AS BETA GAMMA SIGMA HONOREE



Terry Bonno is an SFA alumna and senior vice president of industry and community relations for Transocean.

Honoree, an award reserved for someone who has achieved distinction primarily in business and administration, and who possesses qualities the society fosters, including honor, integrity, pursuit of wisdom, earnestness and service.

Bonno accepted the award and served as a speaker at the Beta Gamma Sigma induction ceremony at SFA.

"Terry Bonno serves as an excellent role model for our students and a great example of what graduates of the Rusche College of Business can accomplish," said Dr. Tim Bisping, dean of the college. "We were so pleased to have her on campus and appreciate her sharing valuable insights with our students."

Before being named to her current position in 2017, Bonno served as senior vice president of marketing at Transocean. She has served in management positions globally in accounting, corporate planning and marketing, and has more than 35 years of industry experience.

She is a director of DistributionNow, one of the largest distributors of products such as valves and pipes to energy and industrial sectors, and is on the board of directors for Tampnet, the largest offshore, high-capacity communication network in the North Sea and Gulf of Mexico.

A member of the International Association of Drilling Contractors and National Ocean Industry Association board of directors, Bonno was appointed by Homeland Security as a representative to the National Offshore Safety Advisory Committee.

Bonno graduated from SFA with a Bachelor of Business Administration in 1980 and is a certified public accountant. She played basketball for the Ladyjacks for four years and in 2012 was inducted into SFA's Basketball Hall of Fame.

Beta Gamma Sigma is the international honor society serving business programs that are accredited by the Association to Advance Collegiate Schools of Business International. BGS membership is the highest recognition a student in an accredited business program can receive.

A former Ladyjack basketball player who has served in international accounting and marketing positions, including as a Homeland Security representative, was honored by SFA's Rusche College of Business.

Terry Bonno, senior vice president of industry and community relations for Transocean, was named the SFA Beta Gamma Sigma

# FIFTH ANNUAL COLLEGE TO CAREER CONFERENCE A SUCCESS

SFA alumni and industry professionals from more than a dozen companies shared their expertise with current Rusche College of Business students during the fifth annual College to Career Conference at SFA.

This conference serves as the annual capstone highlight for business students in the Career Success Passport Program, formerly the Student Success Passport Program. This program helps students hone their professional skills while competing for scholarships.

"This event allows our students to practice the career preparation skills they've learned through our unique passport program," said Gina Small, academic advisor and career success specialist for the college. "It also offers all SFA students the opportunity to learn from experts in the field."

Throughout the day, students attended workshops covering a variety of business-related topics and learned best practices for entering the workforce, including how to dress professionally, how to stand out from the competition and what to expect in the first 100 days on the job. Students also participated in one-on-one résumé critiques and discussed personal and professional branding.

Dr. Tim Bisping, dean of the Rusche College of Business, said this year's conference was a success. "We have seen



*During the College to Career Conference, students attended workshops related to a variety of business topics. Selected students also were invited to an employer reception to meet with panelists in a more personal setting.*

continued growth in both employer and student participation, making this year's conference perhaps the largest in the event's history," he said.

Alumni served as panelists in various workshops to share their business knowledge and career journey. Kirk Phillips, president and chief executive officer of Wintrust Commercial Finance, discussed the equipment leasing

and financial industry and career options. Representatives from Austin Bank, Lockheed Martin, Commercial Bank of Texas, Wells Fargo, Southwest Airlines, Walgreens, Rockwall Automation, Pepco Sales and Marketing, Kovar Capital, Kohls, Southside Bank, Wintrust Commercial Finance, Tom F. Pruitt and Reynolds/Reynolds were present.

"This event gives our students a chance to hear from successful friends of the college regarding current professional development issues while also giving students networking opportunities with individuals who may recruit them for future employment," Bisping said. "The C2C event is one way in which we can help our students gain an edge in the job market."

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

"The employer reception gives our students a great opportunity to network with business professionals," Bisping said. "It allows our students to hone their networking skills in a supportive environment. As we work to help our students launch successful careers and become leaders in their fields, this skill development is vitally important."

## RICHARDSON, PARHAM RECEIVE AWARDS FOR SERVICE

Dr. Tim Bisping, dean of the Rusche College of Business, presented Lou Ann Richardson with a special award in appreciation for her leadership and service as Executive Advisory Board chair during the spring EAB meeting. Richardson serves as executive vice president and region head of U.S. sales for Wells Fargo Global Financial Institutions.

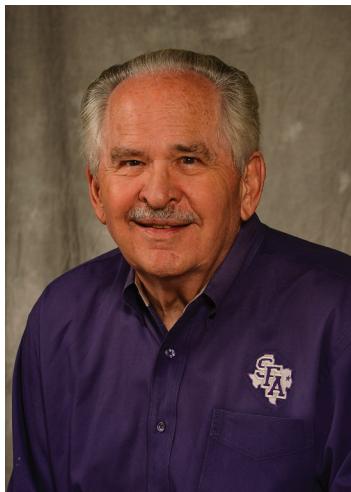
Mike Parham, chief executive officer of Pepco Sales and Marketing, was honored at the Rusche Alumni Business Advisory Council for his contributions as EAB vice chair and representative of RABAC.

Richardson and Parham facilitated meetings and managed and provided leadership for both groups.



*Dr. Tim Bisping, dean of the Rusche College of Business, honored Lou Ann Richardson, left, and Mike Parham, right, for their service to the college's Executive Advisory Board and Rusche Alumni Business Advisory Council.*

# FACULTY ACCOMPLISHMENTS



*Dr. Banker Phares*

## PHARES WINS CHARITABLE PLANNING ADVISORY FIRM OF THE YEAR AWARD

Dr. Banker Phares has been recognized on the global level for his professional work.

As an attorney specializing in estate planning and probate law, Phares' firm was honored with the Charitable Planning Advisory Firm of the Year award, which is one of Finance Monthly's Global Awards.

These global awards recognize and commend financial advisors and organizations who have excelled in their work and have performed at the highest level, according to the organization's publication.

"It is pleasing to receive such an award, but my satisfaction is from knowing I have provided assistance to my clients. They are the ones who

looked beyond themselves to help others. They deserve the credit," Phares said.

Phares is a senior lecturer in SFA's Department of Economics and Finance and is the director of the Marleta Chadwick Student Financial Advisors, a student organization assisting individuals with financial literacy and smart money management. He teaches estate planning and taxation, risk management and insurance, personal finance, and personal financial planning.

Phares has designed charitable estate plans, which include gifts to universities and public and private foundations, and he has created public and private foundations, according to the Finance Monthly Global Awards' firm profile.

## MISHRA NAMED EDITOR-IN-CHIEF OF ONLINE JOURNAL

Dr. Rajat Mishra, assistant professor, has been named editor-in-chief of the Modern Project Management Journal by Modern Business Press, an online network of business, technology, computing and education journals.

The Modern Project Management Journal features the latest research on various areas of project management from scholars and practitioners around the world. Mishra explained the journal will "target papers from academicians and practitioners aimed toward bridging the gap between theory of project management and its implementation in the real world."

Mishra has been teaching at SFA since

2014, and his research interests include strategic management, operations strategy research using panel data analysis, econometric models, corporate social responsibility and more.

Mishra also serves on the editorial board and is a reviewer for the International Journal of Business Management and Business Quest. He is a reviewer for the International Journal of Quality and Reliability Management and is on the editorial board for the International Journal of Modern Management Sciences.

"I believe research should inform teaching at multiple levels. Therefore, my



*Dr. Rajat Mishra*

association with these journals as editor, reviewer and editorial board member helps me inform my students about the current state of art and literature in the field," Mishra said. "It also helps motivate students to research and ultimately pursue studies beyond their current level."

## FACULTY MEMBERS FEATURED ON WALLETHUB FOR EXPERTISE

Two faculty members were featured as experts on WalletHub.com, the first website to offer free credit scores and full credit reports that are updated daily.

Dr. Mark Scanlan, associate professor of economics, provided his knowledge about unsecured credit cards for bad credit. In a question-and-answer format, Scanlan provided insight on unsecured credit card expenses, advised on whether or not it is a good idea to get an unsecured



*Dr. Mark Scanlan*



*Dr. Mikhail Kouliavtsev*

credit card and discussed the biggest mistakes people make when selecting credit cards.

Dr. Mikhail Kouliavtsev, professor and chair of the Department of Economics and Finance, was featured in an article about the federal reserve's rate hike report. Kouliavtsev offered his expertise on if the federal reserve rate should increase or not and predicted how many rate hikes there would be in 2018.

# FACULTY AWARDS

## BETA GAMMA SIGMA FACULTY AWARDS



### DR. GINA HARDEN

Marlin C. Young Teaching Excellence Award and Outstanding Intellectual Contribution Award



### DR. CAILEE JO HOLCOMBE

Outstanding Service/ Experiential Learning Award



### DR. TREBA MARSH

Distinguished Faculty Member Award



### DR. JASON REESE

Distinguished Service Award



### DR. MARK SCANLAN

Teaching Innovation Award



### DR. CAROL WRIGHT

Outstanding Researcher

## CELEBRATING 10 YEARS OF SERVICE



### DR. EMILIANO GIUDICI

Associate professor in economics and finance



### MANUEL GUERRERO

Lecturer in business communication and legal studies



### DR. KELLY NOE

Director and associate professor in the Schlierf School of Accountancy

## RUSCHE FACULTY SCHOLARS

Dr. Marsha Bayless • Dr. Justin Blount • Dr. Ashley Hall • Dr. Susan Jennings • Dr. Treba Marsh • Dr. Rajat Mishra • Dr. Jason Reese • Dr. Mark Schaub • Dr. Andrew Thornley • Dr. Carol Wright

## RETIREEs



### DR. SUSAN JENNINGS

Professor in the Department of Business Communication and Legal Studies

18 years



### DR. LARRY O'NEAL

Associate professor in the Department of Management and Marketing

35 years



### DR. TREBA MARSH

Professor in the Schlierf School of Accountancy

26 years

### DR. JACK ETHRIDGE

Professor in the Schlierf School of Accountancy

35 years

## BAYLESS, WRIGHT RECOGNIZED BY EDUCATION ASSOCIATION

The Mountain-Plains Business Education Association recognized two faculty members from the Department of Business Communication and Legal Studies. Dr. Marsha Bayless, department chair, was named the Mountain-Plains Administrator or Supervisor of the Year, and Dr. Carol Wright, assistant professor, was named the organization's Teacher of the Year.

Bayless encourages the development of online programs and courses within the college. She has been instrumental in creating a new advising system utilizing electronic documents.

Bayless has organized a formal mentoring system for senior faculty members to work with junior faculty members on issues related

to research and teaching.

"Dr. Bayless' leadership has been nothing short of exemplary," said Dr. Tim Bisping, dean.

Wright joined the SFA faculty in 2002, is a three-time SFA graduate, and teaches business communication and general business courses.

"I believe hard work and dedication are the backbone of all industries," Wright said. "When applied to learning and practice, anything can be achieved. All of our students are capable of learning and excelling, and it is up to educators to find ways to motivate and inspire these students to succeed."



Pictured, from left, are Drs. Marsha Bayless and Carol Wright.

The Mountain-Plains Business Education Association is an affiliate of the National Business Education Association, the nation's largest professional organization devoted to serving individuals and groups engaged in instruction, administration, research, and dissemination of information for and about business, according to the organization's website.