



NELSON RUSCHE COLLEGE OF BUSINESS

RUSCHE REVIEW

HIGHLIGHTS



New certificate boosts banking professionals



College of Business celebrates donors at dedication ceremony



Corporations find workforce talent in College of Business



Sports business students journey to Austin

SFA STUDENTS PITCH BUSINESS IDEAS AT INAUGURAL LUMBERJACK ENTREPRENEURSHIP COMPETITION

Inspired by ABC’s popular television show “Shark Tank” and a recent visit by one of its stars, Daymond John, the entrepreneurship program in the College of Business hosted the inaugural Lumberjack Entrepreneurship Competition April 22.

The competition, which was open to all SFA undergraduate and graduate students, drew 30 entries. They were narrowed down to six for the final competition.

“The competition was really fierce,” said Dr. Raymond Jones, assistant professor of entrepreneurship and strategy. “We ended up with six finalists when we couldn’t narrow down the entries to five, and we paired each of them with a mentor from the Nacogdoches area to help fine-tune their pitches for the competition.”

Contestants were judged on the market opportunities for their businesses as well as their situational awareness, pitches, business models and go-to-market strategies.

“This competition was outstanding! The final six contestants were all well prepared and did a great job with their pitches,”



At the inaugural Lumberjack Entrepreneurship Competition, the first-place prize of \$5,000 went to Reefvita, a sea moss smoothie business developed by Stephan McLawrence, a graduate student in finance from Carriacou, Grenada (back row, left). General business sophomore Quinton Williams of Dallas (back row, middle), earned the \$3,000 second-place prize with his apparel business event QC B5 Beauty Pageant, and the \$1,500 third-place prize went to entrepreneurship major and senior Ryan Waugh of Austin (back row, right) for his educational video game Play Gov. Other finalists, pictured front row, from left, included Molly Stanfill, Joshua Finklea and Kya Caravella.

MESSAGE FROM THE DEAN



Success is the theme of this Rusche Review, and it is at the core of our identity in the Rusche College of Business.

Since the time of my last message, much has been achieved by our students and faculty members, much has been accomplished to ensure future student success, and the achievements of our alumni and their willingness to give back have been on full display.

In this edition of the Rusche Review, you will notice that our students continue to not only perform well in the classroom but also demonstrate that they are equipped to successfully engage industry, effectively compete in external competitions and launch great careers. Success!

At the same time, the College of Business continues to launch initiatives to provide students with great career preparation and job opportunities. New programs in banking and entrepreneurship, along with corporate partnerships and student professional development, continue to grow. Success!

Finally, in this and previous Rusche Review editions, have you noticed the generosity and support of our alumni and friends? This backing has allowed us to continue remodeling crucial spaces in our building, enhance professional development initiatives for our students, and ensure that we can continue to attract and retain the absolute best faculty. And have you noticed just how many of the highly successful commencement speakers at SFA have been graduates of the College of Business? We were proud to have Mike Karns as this spring's speaker, in addition to all the other wonderful business alumni who have spoken in recent years. Success!

To all our alumni and friends, thank you for your continued support of the College of Business. Here's wishing you much more success!

Axe 'em!

Tim Bisping, Dean

said Gregory Price, chief financial officer of Decisio Health in Houston, an angel investor and one of the competition judges. "It takes a lot of research, creativity and self-confidence to get up and pitch an idea to a room full of more than 75 people."

Other judges for the competition were Taylor Kovar, CEO and founder of Kovar Wealth Management in Lufkin, and Larissa Philpot-Brown, president and CEO of the Nacogdoches Economic Development Corporation.

The first-place prize of \$5,000 went to Reefvita, a sea moss smoothie business developed by Stephan McLawrence, a graduate student in finance from Carriacou, Grenada.

"I learned so much from this competition, including the dilemmas I may face and other opportunities I can explore in the industry I will be

competing in," said McLawrence, whose pitch touted the health benefits of his smoothies' main ingredient: the sea moss grown on ropes in the waters surrounding his home island. "Being able to work with a nutritionist and dietician who also runs a successful business gave me insight into the different facets of this particular type of business and helped me win the competition."

Sarah Gallander '99, owner of The Wellness Matrix, mentored McLawrence. Other mentors included Brandon Chambers, owner of Chambers Smokehouse and senior account leader at Etech Global Services; Melody Diven, owner of Clothed in Armor; Dr. Eddy Furniss, physician at Nacogdoches Health Partners; Garth Hinze, president of Ark Pharmacies Inc.; and Dr. Gerardo Saldaña, optometrist at Nacogdoches Eye Associates.

NEW CERTIFICATE BOOSTS BANKING PROFESSIONALS

Beginning this fall, the Chadwick Family Banking Program will offer banking professionals access to essential industry courses, allowing them to earn a professional certification in banking.

Designed for banking professionals who do not have an undergraduate banking degree, the 15-hour Banking Essentials Certificate can be completed via livestream and/or in person over one to two years.

"The flexibility of this program helps participants maintain a good work-life balance," said David Kaiser, director of the Chadwick Family Banking Program and an instructor for several of the certificate courses.

The certificate also can assist banking and human resources managers in providing a path for professional development and promotion to emerging leaders in banking.

"The banking industry is committed to developing skilled professionals, and some managers are willing to incorporate this type of professional development into the workday, as well as help finance professional development," said Dr. Miles McCall, executive vice president of Commercial Bank of Texas in Nacogdoches.



David Kaiser, director of the Chadwick Family Banking Program, will teach several of the courses offered as part of its new Banking Essentials Certificate.

With scholarships available through the banking program and potential tuition reimbursement opportunities through employers who want to develop emerging banking leaders, the certificate is a great investment, Kaiser added.

Courses include Introduction to Investments, Banking Fundamentals, Selling Financial Products and Services, Commercial Bank Management, and Commercial Bank Lending.

■ CORPORATIONS FIND WORKFORCE TALENT IN COLLEGE OF BUSINESS

Imagine graduating from college without pounding the pavement for a job immediately after receiving a diploma. Marketing senior Grant Lebkowsky of Flower Mound and graduate student Stephan McLawrence of Carriacou, Grenada, found themselves in that position thanks to the career resources and corporate partnerships at the College of Business.



Grant Lebkowsky of Flower Mound and Stephan McLawrence of Carriacou, Grenada, began their new jobs at Houston's Mustang Cat headquarters and Hajoca's Fort Worth location, respectively, two weeks after graduating in May.

Lebkowsky started his new job at Houston's Mustang Cat headquarters two weeks after graduating with his Bachelor of Business Administration in marketing this May. MacLawrence started his new job at Hajoca's Fort Worth location two weeks after receiving his Master of Business Administration.

Mustang Cat is a privately held Cat dealership that has offered construction and power systems equipment for 70 years. Hajoca is a privately held wholesale distributor of plumbing, heating and industrial supplies based in Philadelphia.

Neither Lebkowsky nor McLawrence had heard of their new employers before attending SFA.

"I had heard of Caterpillar products but not the specific Cat dealer in the Houston area," Lebkowsky said. "This job opportunity wouldn't have been on my radar if it wasn't for the College of Business's partnership with Mustang Cat. The partnership made the process so much less nerve-wracking, and it allowed me to interview in a familiar environment."

As part of these partnerships, the College of Business hosts events dedicated to specific corporations, in this case, Mustang Cat Day and Hajoca Day.

"This experience allowed my recruiters to meet me face-to-face and learn more about me as an individual and potential candidate," McLawrence said. "And it

gave me the opportunity to express to them my immense interest in the position, learn all about the company and their culture, and create a relationship no online recruiting app can offer."

These partnerships are a win-win for students and corporations, said Dr. Timothy Bisping, dean of the College of Business.

"Employers are seeking to hire our many talented students, and at the same time, our students are seeking career options with successful companies," Bisping said. "It is a mutually beneficial relationship, and we are honored to offer these partnerships to both companies and our students."

■ KARNs GIVES MAY COMMENCEMENT ADDRESSES

Mike Karns '86, SFA alumnus as well as founder and CEO of Dallas-based Local Favorite Restaurants and Karns Commercial Real Estate, gave the commencement addresses during the university's four graduation ceremonies May 6 and 7.

Karns received a degree in general business and finance. His restaurant company owns and operates over 50 restaurants across 10 unique brands in

four southern states as well as substantial real estate holdings. Karns bought the El Fenix chain in 2008 and has since acquired or created nine other restaurant brands, including Snuffer's, Meso Maya, Taqueria La Ventana, Village Burger Bar, WokStar and Twisted Root Burger Company.

Before owning restaurants, he worked as a real estate agent, brokering more than 400 transactions for new restaurant locations across 22 states.



Mike Karns, SFA alumnus and founder and CEO of Dallas-based Local Favorite Restaurants and Karns Commercial Real Estate

COLLEGE OF BUSINESS CELEBRATES DONORS AT DEDICATION CEREMONY

On April 22, College of Business Dean Dr. Tim Bisping, SFA Interim President Dr. Steve Westbrook, and members of SFA's Board of Regents unveiled three newly renovated areas on the first floor of the McGee Business Building, including two named for SFA donors.

The Gerald and Candace Schlief Lobby was named in honor of longtime SFA supporters Jerry and Candy Schlief. Jerry received a Bachelor of Business Administration in accounting from SFA in 1970 before serving as an innovative leader in the independent oil and gas industry in Houston and internationally. He has served on the SFASU Foundation Board of Trustees since 2008 and currently serves as chair. The Schliefs were inducted into the Stephen F. Austin Society in 2006 for their generous gifts to the university, including funds supporting the Gerald W. Schlief School of Accountancy in perpetuity, as well as the Gerald and Candace Schlief Tennis Complex.

The Jimmy D. Berry Dean's Suite was named for Berry, a 1985 graduate of SFA with a Bachelor of Business Administration in accounting and a partner and vice chairman for Deloitte & Touche. In addition, Jimmy and Chris Berry recently endowed the new Sanner-Berry Business Professorship for faculty members in the College of Business. More on that soon!

"The passion for student success demonstrated by these individuals is inspiring, and their love of SFA has been on full display in discussions leading to this day," Bisping said.



Dr. Tim Bisping, dean of the College of Business, addresses the audience at the newly renovated auditorium in the McGee Business Building



From left to right, Dr. Tim Bisping, dean of the College of Business; Nancy Windham, regent; Robert Flores, regent; Jennifer Wade Winston, regent; Candy and Jerry Schlief; Dr. Steve Westbrook, interim president; Tom Mason, regent; and David Alders, regent, dedicate the Gerald and Candace Schlief Lobby.



From left to right, Nancy Windham, regent; Robert Flores, regent; Jennifer Wade Winston, regent; Dr. Tim Bisping, dean of the College of Business; Dr. Steve Westbrook, interim president; Chris and Jim Berry; Rachel Zimmerman Berry, daughter-in-law; Reid Berry, son; Kate Berry, daughter; Tom Mason, regent; and David Alders, regent, dedicate the Jimmy D. Berry Dean's Suite.



FINANCE CLUB NAMES GIUDICI FAVORITE PROFESSOR

Dr. Emiliano Giudici, professor of economics and finance, was named Favorite Professor by the Finance Club.

“Personally, this is a particularly meaningful award because it is driven by our students,” Giudici said.

This is his third time to receive the award.

PHI BETA LAMBDA DOMINATES AT STATE

Members of SFA’s Phi Beta Lambda chapter placed in the 2022 PBL State Leadership Conference in April. Manuel Guerrero, former lecturer of business communication and legal studies, was their faculty sponsor.

Dr. Marice Jackson, BCLS assistant professor, is the new faculty sponsor.

- Kristen Baker: Business Communication, first; Marketing Concepts, third
- Olivia Escobedo: Client Service, first; Marketing Concepts, second
- Bria Jones: Public Speaking, first; Business Law, second
- Camilla Latin: Justice Administration, first
- Anayelli Márquez-Manzanares: Social Media Marketing, first
- Preston Pennington-Sahs: Macroeconomics, first
- Ashley Rodriguez: Accounting Principles, second; Management Concepts, third
- Damian Rodriguez: Entrepreneurship Concepts, first
- Martarosa Velazquez: Marketing Analysis and Decision-Making, first; Website Design, first

BETA GAMMA SIGMA NAMES DERRICK PROFESSOR OF THE YEAR



Nacogdoches accounting senior Kailyn Southerland presented Jamie Derrick, lecturer of management, with the Beta Gamma Sigma Professor of the Year Award at the accounting banquet in April.



Dr. Lorenzo Smith, provost and executive vice president for academic affairs, presents Linh Le, finance junior from Buon Ma Thuot, Vietnam, with her College of Business Top Scholar award at SFA’s Undergraduate Research Conference for her paper, “Factors That Impact the Net Expense Ratio of ETFs.”

LE NAMED TOP SCHOLAR FOR COLLEGE OF BUSINESS AT URC

Linh Le, finance junior from Buon Ma Thuot, Vietnam, was named Top Scholar for the College of Business at SFA’s 2022 Undergraduate Research Conference for her paper on exchange-traded funds titled “Factors That Impact the Net Expense Ratio of ETFs.” Dr. Emiliano Giudici, economics and finance professor, served as her faculty sponsor.

In the paper, Le says investing in a mutual fund or an ETF provides ease of transaction, diversification, professional management and other benefits — but at a cost. She advises readers to understand an ETF’s expense ratio, which expresses the amount of funds deducted from an investment as fees. The study of the net expense ratio of 347 ETFs found that it ranges between 0.03% and 1.16%. Other findings, which can help investors select investments that will maximize their returns in the long run, include:

- the larger the fund, the lower the net expense ratio
- the higher the Morningstar rating, the lower the net expense ratio
- and the Sharpe ratio, the annual turnover ratio and whether an ETF can be bought online don’t significantly impact the net expense ratio.

SPORTS BUSINESS STUDENTS JOURNEY TO AUSTIN AS THEY LOOK TO PAVE THEIR CAREER PATH

The Austin area has made a name for itself as a hub for up-and-coming sports stars. It also offers opportunities for those mastering the business side of sports, as students in the College of Business learned on an April trip to the capital of Texas.

Nearly 30 sports business students visited the Dell Diamond, home of the Round Rock Express, the Triple-A minor league affiliate of the Texas Rangers; the Q2 Stadium, home of the Austin FC soccer club, the first top-division major professional sports franchise in Austin; and the Cedar Park Center, home of the Texas Stars, the American Hockey League affiliate to the National Hockey League's Dallas Stars.

"Working in sports is tied very specifically to place and to sites of sports, such as stadiums, arenas and ballparks," said Dr. Robert McDermand, senior lecturer



Nearly 30 sports business students formed professional connections and gained industry insight during a recent visit to the Dell Diamond, home of the Round Rock Express, near Austin.

of sports business and management. "Students must understand the relationships between facilities, sports, fans, marketing, sponsorships, ticket sales and personal engagement to be successful in this type of business."

For Colby Jackson, senior from Houston, president of SFA's Sports Business Society and a huge Texas Rangers fan, the trip marked his first visit to Austin. He said he enjoyed talking shop with Round Rock Express staff members, including Reid Ryan, chief executive officer of Ryan Sanders Sports & Entertainment and son of Hall of Famer Nolan Ryan.

"They talked to us about their careers

and what it's like to work in their field," Jackson said. "They emphasized that making connections is key to survival in the sports industry."

As a soccer fan, Kaitlyn Rieke, junior from League City, was most excited to learn more about Austin FC. The visit to Q2 Stadium led to a big professional network connection for Rieke.

"I talked to Alison Roscoe, the senior vice president of corporate partnerships for Austin FC, and she emailed human resources my résumé and told them who I was for future jobs," Rieke said. "So, I now have a connection with someone inside a pro sports organization because of this Austin trip."

BUSINESS STUDENTS EXPLORE FRENCH INDUSTRIES



Nearly 25 students from the College of Business spent 10 days in France learning about the management of bakeries, champagne houses, French fashion brands, chocolate production and more through SEA's study abroad program. The Arc de Triomphe in Paris was one of their many stops along with Omaha Beach in Normandy, Louvre Museum, Versailles Palace, Sacré-Cœur Basilica, Reims Cathedral, Père Lachaise Cemetery, the Paris Catacombs, and Montmartre, the artists' quarter.

EXECUTIVE ADVISORY BOARD HOLDS SPRING MEETING



The Rusche College of Business Executive Advisory Board, a group composed almost entirely of College of Business alumni, held its spring meeting in April. Front row from left, Justin Blount, Mike Parham, Lisa Goode, Carol Wright and Mitch Fralick. Back row from left, Jason Reese, Tim Bisping, Norman Schippers, Greg Price and Sam Loughry.

ALLEN RECEIVES TEACHING EXCELLENCE AWARD

Robert Mark Allen, lecturer in the Schlieff School of Accountancy, received SFA's Teaching Excellence Award for the College of Business this year. He earned his Bachelor of Business Administration in accounting and Master of Professional Accountancy in 2016 and 2018 from SFA before returning to the College of Business as a lecturer in spring 2020.

Allen believes joining the SFA faculty just as the COVID-19 pandemic hit made him a better teacher. Moving to an online format "over a weekend" and receiving honest feedback from students that the lectures left too little time for working through problems during class inspired Allen to create a YouTube channel and post videos of his lectures and homework lessons. Students watch his lectures before class to help them digest the textbook material and solve problems during class.

A lecturer deciding to stop lecturing during class may seem odd, Allen admits.

"But the chair, assistant chair and other faculty members have been very supportive of the innovations we've wanted to try," he said. "These efforts



seem to be working. We're giving students the resources to be successful, and they're rising to the new challenges these courses are presenting."

Now Allen has more time to teach students critical thinking through the interactive problem-solving of a flipped classroom approach.



CUARENTA AWARDED FEI SCHOLARSHIP

Angel Cuarenta, a Nacogdoches senior pursuing a Bachelor of Business Administration and Master of Professional Accountancy, received a \$5,000 scholarship from the Financial Executives International Houston Chapter. The 501 (c)(3) organization provides nondiscriminatory scholarship funds to needy and deserving students attending accredited colleges and universities in the Greater Houston/Galveston area.

"The award proves to me that my hard work has paid off throughout several semesters as a student at the university," Cuarenta said. "I will use this opportunity to learn as much as I can and turn this knowledge into a good career."

SFA-AUTHORED REPORT SHOWS ECONOMIC BENEFITS OF PROGRAM

The Texas Purchasing from People with Disabilities program benefited the state's economy in several multimillion-dollar ways during 2019 and 2020, according to a report compiled by faculty members in the College of Business. These included adding approximately \$300 million to the state's gross domestic product and about 9,000 jobs during each of those years.

Requested by the Texas Workforce Commission, the report was authored by three Department of Economics and Finance faculty members: Dr. Rebecca Davis, assistant professor of economics, and Drs. Mikhail Kouliavtsev and Mark Scanlan, professors of economics.

The TWC oversees the Texas Purchasing from People with Disabilities program, which establishes the processes state agencies use to purchase goods and services from community rehabilitation programs. These CRPs then hire people with disabilities to produce and supply those goods and services.

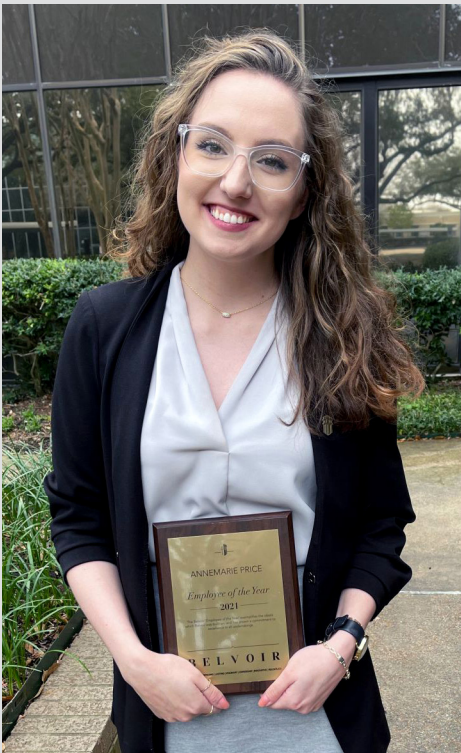
TWC Executive Director Ed Serna said the program plays a key role "in growing our Texas workforce while enhancing the lives of Texans with disabilities by providing them with employment opportunities and ways to achieve independence. The report highlights the importance and impact of this program — not just for people with disabilities, but for all Texans."

The report also shows how all areas of the state are significantly, positively impacted by program activities, Serna added.

To read the full report, visit gosfa.com/ecofin-projects.



These sports business alumni who work for the Texas Rangers were excited for Opening Day, April 11. From left to right: Isaiah Yates '18, Aaron Rangel '20, Briana Novogil '21 and Isaiah Schreiber '20.



Annemarie Price '20, marketing coordinator at Belvoir Real Estate Group in Houston, was named the group's 2021 Employee of the Year.

CAREER SERVICES HELP STUDENTS LAND JOBS

College of Business students continue to kick-start their careers through the Career Success Passport Program and annual College to Career Conference. These are managed by Gina Small, academic advisor, career success specialist and lifesaver to many students in the College of Business.

“When I work with students to help them move from the theoretical ‘future career’ to concrete strategies and opportunities, that light comes on, and they make that connection — their excitement is so tangible,” Small said. “They can see a path forward and understand it’s something at which they are capable of succeeding. They bridge that gap between student and ‘real adult’ and gain that confidence to move forward.”

The College to Career Conference in April featured more than 10 panel sessions on topics such as financial savvy, building your professional network, business ethics and integrity, and acing the interview.

For students entering SFA in fall 2022, the Career Success Passport Program will be mandatory. In addition to job search assistance,

the program offers scholarships for students who participate in personal and professional branding, experiential learning, leadership development, and cocurricular events and activities throughout their college years.



Gina Small, academic advisor and career success specialist, hosts the College of Business table at the SFA Career Fair.



Recipients of the 2021-22 Career Success Passport Program \$2,500 scholarships are, from left, Linh Nguyen, business economics freshman from Hiep Phuoc Town, Vietnam; Roman Farias, sports business sophomore from Humble; Anayelli Márquez-Manzanares, marketing junior from Dallas; and My Pham, international business senior from Buon ma Thuot, Vietnam.