



NELSON RUSCHE COLLEGE OF BUSINESS

# RUSCHE REVIEW

## » HIGHLIGHTS



College unveils sculpture



Senior Kevon Harris receives national recognition in wake of Duke upset



Students compete at advertising competition



Faculty members recognized with awards

## I COLLEGE UNVEILS SCULPTURE REFLECTING SUCCESS

A new sculpture outside the McGee Business Building on the SFA campus is a reflection of the work being conducted within the walls of the Rusche College of Business – offering educational opportunities that will “launch” students into successful business careers.

Made possible by a donation from Norman Schippers, a 1990 graduate of the college and current Executive Advisory Board member, the sculpture is 8 feet tall and stands directly outside the front entrance of the building with a purple arrow pointing up and away from the building. The structure is a representation of the mission statement of the college.

“We are so grateful to Mr. Schippers for donating this beautiful piece to the college,” said Dr. Timothy Bisping, dean of the college.

As an SFA student, Schippers was a member of the Lumberjack Basketball team. After a successful consulting career, he founded Alodia Sports Academy in 2008 with a goal



“  
*Implementing our Learn, Launch, Lead mission has been transformational for the college, and this sculpture serves both as a testament to its success and its visual representation to all who pass by our building.*”

- Dr. Timothy Bisping, dean of the Rusche College of Business

of developing a new generation of leaders through sports. According to its website, the organization offers a safe environment where children can experience the joy of competition and learn the true meaning of sportsmanship.

The sculpture was crafted by local artist Jeffie Brewer, a former SFA faculty member in the School of Art. With a five-month construction timeline, the artwork will help reinforce the college’s mission both locally and outside of East Texas.

## MESSAGE FROM THE DEAN



Greetings, friends!  
I hope your 2020 is off to a great start.

I appreciate you taking a few minutes to read the Rusche Review and catch up on the latest happenings in the Rusche College of

Business. Our students, faculty and staff continue to accomplish great things, while our Learn, Launch, Lead mission remains central to it all. Among the many things happening in the college, you will notice continuing efforts to not only advance our mission but also to establish and enhance our brand. It is the generosity of our alumni and friends that allows us to succeed in so many ways, as you will see in our lead article. If you haven't stopped by to see our new sculpture, I hope you will soon. It's a great place to take a picture and share your Rusche College of Business pride!

As we look to the decade ahead, we remain focused on providing transformative learning experiences for our students, and our ability to do this is due to the generous support of our alumni and friends. With your help, we will continue to launch Lumberjacks into successful and rewarding careers.

As always, thank you for all you do for the Rusche College of Business. Your support makes a difference for us all.

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

"I am honored to give back to Stephen F. Austin State University and the Rusche College of Business," Schippers said. "The education I received at SFA was instrumental in allowing me to launch into my professional career and various

leadership roles. I'm pleased to support Dr. Bisping's vision for this project, in which the sculpture serves as a daily reminder of the powerful mission statement and an opportunity for students to capture photos and create lasting memories."



*SFA's Rusche College of Business student chapter of the American Marketing Association hosts leadership conference.*

## STUDENTS IN SFA'S RUSCHE COLLEGE OF BUSINESS HOST MARKETING CONFERENCE

Students from Stephen F. Austin State University's Rusche College of Business attended a conference hosted by the student chapter of the American Marketing Association, learning from and networking with area professionals and participating in a poster presentation contest.

"The American Marketing Association is a nationally known organization enriched

with collegiate and business professional members all over the world," said Brianna Baird, president of SFA's chapter of the AMA. "There are thousands of business development opportunities exclusively available to AMA members. These opportunities include jobs, internships, scholarships and many more tools for success."

Hearing from successful alumni allows students to learn the steps to develop their own careers and future businesses, said Dr. Marlene Kahla, professor in the Department of Management and Marketing.

"Other than being a huge résumé booster, SFA's AMA club offers numerous perks that members won't want to miss out on," Baird said.

## MENTORSHIP PROGRAM PROVIDES LIFE-CHANGING EXPERIENCES

By Emily Deluca, senior marketing major

William Hughes of Whitehouse graduated from SFA in December prepared for the future, thanks to the experience gained during his time in the Rusche College of Business' mentorship program, which connects current students with successful alumni who are interested in sharing their experiences and industry knowledge.

Through the program, Hughes, a business economics major, was paired with Michael Bieler, vice president of Capgemini, a global consulting technology services and digital transformation company. Bieler, a member of Rusche's Executive Advisory Board and a 1980 alumnus with a business finance degree,

chose to participate in the program out of a love for giving back.

"The mentorship program is an excellent opportunity for alumni and students," Bieler said. "It's been wonderful mentoring Will. He is a great young man and is very focused and very easy to talk to."

Initially, Hughes was hesitant to join the

program but later became more open to the idea.

“When I learned there aren’t weekly mandatory lectures or anything like that, but instead when I needed advice it was just a phone call away, it sounded manageable,” Hughes said.

Hughes and Bieler’s relationship soon began to grow, and Hughes was invited to join Bieler at a fish fry at his house at Cypress Springs Lake. There, he introduced Hughes to several of his friends who are business leaders.

“It was cool seeing successful people are just normal, and it showed me the side of the business world that is a little less formal,” Hughes said. “I wouldn’t have had this opportunity if it weren’t for the mentorship program. It doesn’t necessarily get your foot in the door, but it opens you up to a different side of the business world.”

Hughes also was introduced to the power



*Through the college's mentorship program, William Hughes (left) connected with Michael Bieler, (right) vice president of Capgemini.*

of networking and leveraging relationships and common interests. Sitting in a boat on the lake with Bieler, the two began to discuss their affinity for bass fishing. Hughes, a member of the SFA Bass Club, shared information about the team’s need for resources to continue the program’s success. Together, they developed a strategy to increase awareness and potential

revenue for the program, meeting with several leaders at SFA about their ideas.

“If I were to have tried this on my own, it would’ve taken endless hours,” Hughes said. “Mr. Bieler helped put me in touch with the right people through the right channels, and I have learned a lot through this process.”

Hughes is now training to become an independent insurance adjuster with State Farm. While he is busy beginning the new chapter in his life, he maintains a strong connection with Bieler.

“We don’t talk every week, but he’s there when I need him,” Hughes said.

“He knows what kind of person I am and how I communicate, as well as my likes and dislikes. We have a strong relationship that will go far past my recent graduation.”

The mentorship program is available to all Rusche College of Business students and alumni through the Lumberjack Professional Network. To sign up, visit [sfamentorship.com](http://sfamentorship.com).

## SPORTS BUSINESS STUDENTS BEST PINEY WOODS RIVAL IN TICKET SELLING COMPETITION

Students in the sports business program at SFA prevailed in an annual competition against their counterparts at Sam Houston State University to sell tickets to the annual Battle of the Piney Woods football game.

The group of students, under the guidance of Dr. Jason Reese, sports business program director and assistant professor at SFA, sold tickets by phone, online and in person for several weeks leading up to the rivalry game between the two teams on Oct. 5 at NRG Stadium in Houston.

The competition between the two groups started in 2018 as a friendly venture designed to teach marketable skills to students that will help them throughout their careers. Reese partnered with SFA Athletics, which provided the students with access to better resources and customer relationship management software.

“The competition goal is to sell the most tickets,” Reese said. “The real goal from an educational standpoint is to provide students with real-world sales training. We can talk about sales methodologies and theories all day in the classroom, but students can better understand those things if they are able to actually do it.”

Students involved in the competition learned the skills necessary to conduct a sale, namely making an introduction, asking questions, presenting product solutions, overcoming a prospect’s objections and obtaining a commitment, Reese said. They will continue to hone these skills while working to sell tickets to SFA basketball, baseball and softball games throughout the year.

“Selling is a very important skill in business and something everyone should get experience in,” said Brett Holland, an SFA junior involved in the competition. “Getting real hands-on sales practice showed me that communication skills are very useful.”

The competition was an initiative of Lone Star Sports and Entertainment group, a third-party event marketing company in partnership with the Houston Texans.



*Drs. Tim Bisping and Jason Reese of the Rusche College of Business pose with the top eight ticket sellers of the Battle of the Piney Woods competition. Pictured are, from left, Reese, Lilly Harris, Kacey Carter, Kenneth Peters, Stephanie Velez, Brackton Bennett, Ilsa Hargrove, Grant Knight, Karlie Cook and Bisping.*



*SFA students recently took part in a competition for the American Advertising Federation, placing in the top group. Pictured, from left, are Nia Brooks, mass communication junior from Atlanta, Georgia; Misty Boggs and Connor Payne, mass communication seniors from Diboll and Frisco, respectively; and Sarah Bone, art junior from Richmond. Not pictured is Kennedy Jones, marketing major from Houston.*

## STUDENTS COMPETE AT ADVERTISING COMPETITION

Students from SFA's Department of Mass Communication, School of Art, and Department of Management and Marketing recently took part in a competition for the American Advertising Federation in Houston.

Approximately 40 students from SFA participated in the competition, joining groups from the University of Texas, Texas A&M University, the University of Houston and others to form 10 teams.

The client for the competition was 76, a gas station chain with locations across the U.S. Teams were tasked with creating a complete advertising campaign for the client within two days, which they then

presented to a panel of three judges. Winners received a crystal trophy and were encouraged to apply for AAF-Houston Education Foundation scholarships, with the added opportunity to continue on to compete in the National Student Advertising Competition in spring 2020.

SFA was well represented in the competition, as the top three teams all contained SFA students, and the winning group included five students from SFA, including Nia Brooks, mass communication junior from Atlanta, Georgia; Misty Boggs and Connor Payne, mass communication seniors from Diboll and Frisco, respectively; Sarah Bone, art

junior from Richmond; and Kennedy Jones, marketing major from Houston.

Catherine Huh, assistant professor of mass communication; Peter Andrews, professor of art; and Dr. Marlene Kahla, professor of marketing, worked together to guide and support the students in the competition.

In addition to presenting their campaigns to the judges and hearing feedback on their work, the students also were given the opportunity to learn more about the upcoming NSAC competition and hear from a panel of young, successful professionals involved with the AAF in Houston.



*Cory Beasley, executive vice president of Citizens 1st Bank, visits with a student during mentorship week.*

## RUSCHE'S SOCIAL MEDIA GROUP HOSTS MENTORSHIP WEEK EVENTS

Representatives from the Rusche College of Business's social media group hosted the inaugural Connect with a Mentor week this semester, helping to foster relationships between alumni and current students. The program consisted of five separate events with the aim to help grow the Lumberjack Professional Network.

The week's events kicked off with an informal information session and a candy giveaway on Monday, a "Taco Tuesday" event the next day, and a presentation

on the Lumberjack Professional Network by Trisha Kellogg, director of external relations for the college on Wednesday. Thursday's event was coffee and donuts with Cory Beasley, chair of the Rusche Alumni Business Advisory Council and executive vice president of Citizens 1st Bank. The week culminated in an opportunity for students to gain points for the college's Passport Program by connecting with a mentor and sharing the experience on social media.

The Connect with a Mentor Week was started to educate students about the benefits of the Lumberjack Professional Network, which connects professional alumni with Rusche College of Business students to create meaningful connections and mentor relationships.

“It can be difficult for students to really grasp how beneficial having a mentor can be, but when they learn more about the program and hear testimonials from other students, they begin to see the value, and their hesitation turns into excitement,” Kellogg said. “Overall, the week was

successful, and our goal is to continue to promote the Lumberjack Professional Network and the mentorship connections that can foster life-long relationships.”

For more information, contact Trisha Kellogg at (970) 903-0574 or [kellogettj@sfasu.edu](mailto:kellogettj@sfasu.edu), or visit [sfamentorship.com](http://sfamentorship.com).



*It felt good to shock the world when everybody doubted us coming in.”*

*- Kevon Harris, senior sports business major*

## SENIOR KEVON HARRIS RECEIVES NATIONAL RECOGNITION IN WAKE OF DUKE UPSET

For Kevon Harris of Ellenwood, Georgia, a victory over top-ranked college basketball “blue blood” program Duke was a monumental moment in his life. Not only was it a historic win for the Lumberjack basketball program and a testament to the parity of college basketball, but it was a bright stage for the NBA hopeful to showcase his basketball skillset and leadership qualities. Harris and company passed all tests in the night, overcoming improbable odds to beat the Blue Devils on their home court and shock the world.

While it was teammate Nathan Bain’s buzzer-beating layup that provided the decisive margin and sparked

overwhelming national support for hurricane relief in his native Bahamas, it was Harris’ body of work that earned him Lute Olson National Player of the Week honors.

“We were overwhelmed with excitement (after the victory),” Harris said. “It felt good to shock the world when everybody doubted us coming in. We felt like we have overcome a lot this season with losing one of our coaches heading into the season and with coach Wade’s (Mason) cancer battle continuing through the season. This win was way bigger than just us.”

Harris’ swan song with the Lumberjacks continues, and the senior has high hopes for how he’d like to go out, culminating in

a Southland Conference Tournament title and a berth in the NCAA March Madness. From there, Kevon and the Jacks know anything is possible for any team.

Harris hopes to foster a professional basketball career after his collegiate days are over but will have the knowledge and experience gained as a Rusche College of Business student in hand as well to guide him in the world of sports business.

“It has been challenging yet inspiring to get this business degree,” Harris said of his SFA education. “I have learned how to manage business and sports together, specifically how they can go hand in hand. I have gained a lot of connections from the Rusche College of Business.”



**BRADY NICHOLS**



**KRISTINE PAWLIK**



**MARISSA MONREAL**

## STUDENTS EXPLAIN THEIR PASSION FOR THE DRIVING JACKS ORGANIZATION

By Rachel Lederer, senior marketing major

Brady Nichols learned a hard lesson in life at an early age when he lost two close friends in a drunk driving accident. The students from Bonham were just sophomores in high school when the incident happened. Nichols was devastated and knew at that point he wanted to do something to honor the memories of his friends. It was when he enrolled in SFA's Rusche College of Business and began looking for organizations to join that the opportunity presented itself.

Nichols first heard about Driving Jacks in his SFA 101 class. Learning about it in class sparked his interest, but it wasn't until he talked with representatives from the Driving Jacks information booth outside of the student center, that he decided this was an association he was meant to join.

Driving Jacks is an SFA organization committed to giving free and safe rides home to students and the Nacogdoches community. Over the past 12 years of operations, Driving Jacks has given over 35,200 safe rides.

In 2004, Amy Shields, a student at SFA advocated for and worked toward the creation of a student organization to provide safe rides home to intoxicated students. That same year, Shields was hit in her car by a drunk driver and passed away. Her friends decided to carry on her legacy and created Driving Jacks in her honor. The first ride given was on Jan. 25, 2007.

Nichols is now a junior majoring in accounting and serves as the treasurer of Driving Jacks. "After high school when my two classmates died as a result of a drunk driver, it hit close to home. I wanted to continue my friends' legacies and prevent this from happening again," Nichols said.

In addition to participating in the organization to keep his friends' memories alive, Nichols' favorite part about Driving Jacks are the people within the organization. He explained that Driving Jacks is "a broad group, they're great and they're friendly. It's a second family; you feel welcomed by everyone."

Kristine Pawlik, a senior marketing major, and Marissa Monreal, a December graduate with a management degree, also believe in the mission of Driving Jacks. "There is a good sense of community with nice people and it's a well-structured organization," stated Pawlik, who serves on the Driving Jacks board as a sponsor relations representative.

Monreal agrees and, while reminiscing about her decision to join Driving Jacks, she said, "I joined Driving Jacks because it makes me feel good that I get to save multiple lives in just one night with one simple ride."

Driving Jacks operates on Thursday through Saturday during the fall and spring semesters from 10 p.m. to 3 a.m.

# NEW FACULTY MEMBERS

## DR. RAYMOND JONES

Assistant professor, Business Communication and Legal Studies

## DR. JANET JONES

Assistant professor, Accounting

## STEPHANIE ROSS

Assistant professor, Accounting

## DR. LUCIA SIGMAR

Associate professor, Business Communication and Legal Studies

## DR. BEVERLY MENDOZA

Associate professor, Economics and Finance

## DR. JAMIE HUMPHRIES

Assistant professor, Business Communication and Legal Studies

## DR. OSCAR GONZALES

Lecturer, Management and Marketing

# PROMOTIONS

EFFECTIVE SEPT. 1, 2019

## DR. GINA HARDEN

Associate professor, Tenure Awarded

## DR. MARCUS COX

Associate professor, Tenure Awarded

## DR. JASON REESE

Associate professor, Tenure Awarded

## DR. STEPHEN KOVOVICH

Professor, Already Tenured

## DR. MARK SCHAUB

Professor, Already Tenured

# ADJUNCTS WHO ARE NOW FULL TIME:

Dr. Rob McDermid, senior lecturer in Management and Marketing

Keith New, lecturer in Business Communication and Legal Studies

# FACULTY AWARDS



*Dr. Jason Reese, associate professor of management and marketing, received the 2019 Faculty Achievement Award for Teaching during the 31st annual SFA Gala. Pictured, from left, are Brigette Henderson, SFA regent; Dr. Scott Gordon, SFA president; Reese; Jane Green, SFASU Foundation Board of Trustees chair; and Jill Still, vice president for university advancement.*

## REESE RECEIVES 2019 FACULTY ACHIEVEMENT AWARD FOR TEACHING AT SFA GALA

Dr. Jason Reese, associate professor of management and marketing, received the 2019 Faculty Achievement Award for Teaching during the 31st annual SFA Gala.

The award recognized Reese for his focus on incorporating experiential learning and encouragement into the classroom.

“Dr. Reese’s talents and his commitment to excellence are skillfully applied in the classroom and beyond,” said Dr. Timothy Bisping, dean of the Rusche College of Business. “His work is inspirational to his students, who benefit from his effective leadership.”

Reese received his Bachelor of Science in sport management from the University of Mary Hardin-Baylor in 2008. He continued his education at Texas A&M University, where he graduated with both his master’s and doctoral degrees in sport management.

In 2014, Reese began teaching at SFA as an assistant professor and was promoted to associate professor in 2019. During his tenure at SFA, Reese has been the recipient of multiple awards, including the College’s Distinguished Faculty Member Award in

2017 and Distinguished Service Award in 2018.

Reese has served on the SFA Faculty Senate and was chair during the 2018-19 academic year and chair-elect the year prior. However, Reese said one of the greatest honors he has received at SFA is the confidence his peers and administrators placed in him to develop the sports business program, which was approved by the Texas Higher Education Coordinating Board in 2015.

“It is my belief that using an experiential learning approach gives students the ability to critically analyze problems our industry is facing daily,” Reese added, “and better prepares them for the challenges they will face after graduation.”

Reese has published 12 peer-reviewed journal articles since 2013 with two others at press, and he also has published three book chapters and six abstracts. He has taken part in 39 peer-reviewed conference proceedings, and he has been invited to present twice at the German Sport University in Cologne, Germany.



*Marsha Bayless, right*



*Debbie DuFrene, right*

## PROFESSORS RECOGNIZED BY ASSOCIATION FOR BUSINESS COMMUNICATION

Two professors from the Rusche College of Business were recognized by the Association for Business Communication at its international convention in Detroit, Michigan.

Dr. Marsha Bayless, professor and chair of the Department of Business Communication and Legal Studies, was awarded the 2019 Distinguished Member Award. The award recognizes members of the ABC who “exemplify friendliness and openness to both newcomers and current members,” according to the ABC website. Bayless has received the award 13 times since its inception in 2002.

Dr. Debbie D. DuFrene, emeritus professor of business communication and legal studies, was awarded the 2019 Distinguished Member Award by the ABC. The award recognizes long-term service to the ABC and to the discipline.



*From left, head men’s basketball coach Kyle Keller stands with Krista and Manny Guerrero and Jeremy Cox, assistant head coach.*

## FACULTY MEMBER NAMED HONORARY FACULTY COACH BY MEN’S BASKETBALL

For Manny Guerrero, an opportunity to cross the line from casual fan of the SFA men’s basketball program to something more was realized in one of the Lumberjacks home games this season. Prior to the Lumberjack’s game against Louisiana-Monroe on Dec. 14, Guerrero, a lecturer in the Department of

Business Communication and Legal Studies, was named a faculty coach by the team. The honor came as part of a new program intended to recognize faculty working with student-athletes across campus. Guerrero was also recognized at the game for his service as a United States Marine.