



NELSON RUSCHE COLLEGE OF BUSINESS

RUSCHE REVIEW

» HIGHLIGHTS



Scholarship established for first-year accounting students



Bridges to Business offered at Lone Star College-Atascocita Center



Inaugural recipient of the Sammie Smith Professorship



Sports Business students compete in Las Vegas

'SHARK TANK' STAR AND FASHION ENTREPRENEUR SPEAKS AT NELSON RUSCHE DISTINGUISHED LECTURE SERIES



Daymond John, star of ABC's Emmy Award-winning business reality show "Shark Tank," was the guest speaker for the 2021 Nelson Rusche Distinguished Lecture Series. The FUBU founder was interviewed by Dr. Raymond J. Jones III, right, an assistant professor of entrepreneurship at SFA. After the main event, John spoke with a select group of business students.

Daymond John, the award-winning entrepreneur who founded streetwear brand FUBU, appeared before a full house at Kennedy Auditorium in October for a Q&A with assistant professor Dr. Ray Jones.

John, headlining the third installment of the Nelson Rusche Distinguished Lecture Series, talked about his life as an entrepreneur, rising from an ambitious everyman in New York City to a global entrepreneur who sees opportunities at every turn.

But before he took his seat for the session with Jones, John, clearly impressed with the crowd and the leadup to his appearance, said, "You took care of the details," a sincere nod to the combined efforts of Rusche and the Development

MESSAGE FROM THE DEAN



What a great start to the academic year and 2022! We are having a good time doing great things in the Rusche College of Business,

and I hope this message finds the same to be true for you and yours.

This fall we were able to launch an outstanding iteration of the Nelson Rusche Distinguished Lecture Series, featuring “Shark Tank” star Daymond John. It was such an enjoyable and informative program for everyone, including myself.

I’m fortunate to hold a position that is not only rewarding but also a lot of fun. The entire experience with Daymond was special and we received a lot of enthusiastic feedback. An exciting bonus to the evening was when Daymond stayed after the event to speak with our students in the college’s newly renovated auditorium.

It was so wonderful to see how engaging this program was for our students and what insightful advice Daymond had for them. As dean, it was fulfilling to not only witness this, but to see many years of planning and alumni support come together. This allowed us to bring a world-renowned entrepreneur to campus and host a Shark in our auditorium, where we plan to put on “Shark Tank”-type events of our own. It was amazing, and it was possible thanks to our alumni and friends.

As we look to 2022, we will continue to advance the mission of our college, always focused clearly on the success of our students. We’re excited for all that the future holds, and we hope you will join us in our mission to launch Lumberjacks into rewarding futures. We’ll be doing more great things, so stay tuned!

Thank you once again for all of your support, and may you have a wonderful and prosperous new year.

Axe ’em!

Tim Bispig, Dean



Office to host a quality event.

A private VIP reception was held prior to the lecture. Afterwards, John met with a select group of business students. At the time of the SFA visit, John was celebrating his 12th season as a cast member on ABC’s Emmy Award-winning business reality show “Shark Tank.” Additionally, John is also an author of five bestselling books, including New York Times bestsellers “The Power of Broke” and “Rise and Grind” and recently released the Audible Original, “Founding FUBU.”

Jones, who joined the SFA faculty in 2019 to establish Rusche’s entrepreneurship program, enjoyed his time in the limelight.

“Sitting down with Daymond was a great experience, and I’m sure those in attendance got a lot out of what he had to say,” Jones said. “As our students prepare themselves for life after college, Daymond’s sage advice will serve them well.”

While John’s origin story is well known, its central theme has remained relevant over the decades: for an entrepreneur to succeed, he or she has to gain the trust and support of others.

John’s mother agreed to take out a \$100,000 mortgage on her house and move her son’s business into the basement where he started out with jerseys, T-shirts, sweatshirts and hats. Three longtime friends joined the venture as partners, and hip-hop icon LL Cool J, who knew John from the borough of Queens where they both grew up, agreed to wear a FUBU shirt during a promotional campaign.

John’s clothing brand – and subsequently his marketing firm, The Shark Group – and his television career with “Shark Tank” have all launched into the stratosphere.

John also talked about working with the reality show “Keeping Up with the Kardashians,” where his job was to promote brands through product placement. He was ultimately “fired” by the Kardashians, which prompted him to accept an offer from “Shark Tank.”

People oftentimes tell John that they want to be millionaires. His response is always the same: Why? He said it doesn’t matter how much money you have or how much you make – if you don’t have a plan or a purpose, it doesn’t amount to much.

In a bit of a surprise, John also urged the crowd to think about their health and the health of those they love. Having been diagnosed with Stage 2 thyroid cancer after a checkup revealed a one-inch nodule in his throat – he didn’t even know it was there until it was found – John knows the importance of going to a doctor. He said he uses his personal example not to generate sympathy, but to empower people to take control of their health.

The lecture series was created in 2016 to honor A. Nelson Rusche, who endowed the college with a \$5 million gift to provide scholarships to students majoring in business and to support other programs. Previous speakers include skateboarding champ Tony Hawk and former Florida governor and presidential candidate Jeb Bush.

ACCOUNTANCY PATHWAY TO CPA AVAILABLE FOR WORKING PROFESSIONALS

Business professionals who want to reap the benefits of licensure as a CPA have the opportunity through the Accountancy Pathway to CPA, an online and online-interactive curriculum, offered through the Gerald W. Schlief School of Accountancy

Designed for experienced, working professionals interested in obtaining the courses required to sit for the CPA exam, the 30-hour program results in a Master of Professional Accountancy, a certificate in forensic accounting and analytics, and qualification to sit for the Certified Public Accountant exam in the state of Texas, with no degree in accounting required to enroll.

“This degree program is designed for those who have been in the workforce long enough to truly know what direction they want their career to take,” said Dr. Nikki Shoemaker.

“As a CPA, you become more valuable across all industries in both the public and private sectors, and you become a strong candidate for management positions.”

Dr. Nikki Shoemaker
*Associate professor and assistant director
of the School of Accountancy*

The coursework includes topics such as advanced accounting, auditing, accounting research, regulation, analysis, communications and ethics. In addition to the MPA, and eligibility to sit for the CPA, the accompanying certification in forensic accounting and analytics enables graduates to identify fraudulent activities



and understand the laws associated with fraud.

“It’s not realistic for people with families and good jobs to drop what they’re doing to come to campus,” Shoemaker said.

“Through the Accountancy Pathway to CPA, students can take a big step forward without taking two steps back.”

SCHLIEF GAVE DECEMBER COMMENCEMENT ADDRESSES

Gerald W. “Jerry” Schlief, SFA alumnus and president and CEO of Auterra Energy LLC, gave the commencement addresses during the university’s three graduation ceremonies in December.

Schlief received a Bachelor of Business Administration in accounting and served as an innovative leader in the independent oil and gas industry in Houston. He has served on the SFASU Foundation Board of Trustees since 2008 and currently serves as chair.

Schlief and his wife, Candy, were inducted into the Stephen F. Austin Society in 2006 for their generous giving to the university, including funds to support the Gerald W. Schlief School of Accountancy in perpetuity, as well as the Gerald

and Candace Schlief Tennis Complex and the Gerald and Candy Schlief Lobby in the McGee Business Building.



Gerald W. “Jerry” Schlief, SFA alumnus and president and CEO of Auterra Energy LLC



Dwayne Hallman’s father, Dr. Leon Hallman, former director of international studies at SFA, and Dr. Lana Comeaux, SFA development officer.

SCHOLARSHIP ESTABLISHED FOR FIRST-YEAR ACCOUNTING STUDENTS

A scholarship benefiting first-year accounting students has been established in the name of the late Dwayne D. Hallman, who earned a degree in accounting at SFA in 1984. He served as executive vice president and CFO at Horace Mann, a multiline insurance company focused on the financial needs of educators based in Springfield, Illinois. The scholarship was established by Hallman’s wife, Lee, and their daughter, Anna, with support from family and friends.

DR. STEPHANIE ROSS NAMED AS THE INAUGURAL RECIPIENT OF THE SAMMIE SMITH PROFESSORSHIP

The Sammie Smith Professorship was awarded to assistant accounting instructor Dr. Stephanie Ross. The new position was created through an endowment by Professor Emeritus Dr. Sammie Smith, a Regents Scholar and former chair and director of the Gerald W. Schlieff School of Accountancy.

The purpose of the endowment is to retain and attract quality faculty to the accountancy school. Dr. Kelly Noe, program director, says it will also have a positive impact on students.

“Awarding this honor to Stephanie helps our school retain valuable talent by offering a more competitive salary, and this in turn assures the best student experience,” Noe said. “We are so grateful for the continued support of our programs. Sammie’s endowment has made this professorship possible.”

Smith – who spent 46 years in higher education, 26 of them at SFA and 15 of



Gerald W. “Jerry” Schlieff, SFA alumnus and president and CEO of Auterra Energy LLC

those as chair and director of the program – gifted the endowment with the goal of providing opportunity for professors.

“I firmly believe that the most important asset that any university has is its faculty, and I will do anything I can to help in recruitment and retention – and encourage others to do the same,” said Smith.

Ross said she is grateful for and appreciates the award, adding that her teaching style and goals demonstrate the quality of professors the endowment works to retain.

“Accounting isn’t just math,” she said. “My goal as a professor is to increase the students’ motivation and learning abilities by showing them that accounting is more like solving a puzzle. By incorporating critical drivers such as concern, competence, and clarification into my teaching style, I am able to structure the class in a manner that allows for the comprehension of a subject that is often considered dry and difficult.”

Smith is also working on funding another professorship in accountancy in the name of his wife, Beverly, who is an SFA accounting alum and current university employee in the office of the vice president for finance and administration. Smith’s goal is to fully fund that award by January 2023.

DONATIONS ENABLE ATTENDANCE AT ANNUAL TEXAS BANKERS ASSOCIATION CONVENTION

A trio of students from the Chadwick Banking Program attended the annual Texas Bankers Association convention in Austin. Their attendance was made possible by last year’s donations by both Commercial Bank of Texas and the Texas Bankers Association totaling \$10,500.

Program director David Kaiser said he plans on taking students to the convention each year moving forward. The convention, attended by about 800 professionals, provides a good look at what takes place beyond the teller’s desk. The student attendees were Cameron Shepherd, Tom Nguyen and Brook Jester.

“The convention was a neat experience for me to see the behind-the-scenes activities that banks and their executives deal with on a day-to-day basis,” Jester said. “I also learned about how

crucial cyber security is, about bitcoin and cryptocurrency, and about what’s happening in our economy.”

SFA was the only university that brought a group of students that stayed for the duration of this year’s convention at the Hilton Austin Hotel. Next year’s event is scheduled for May in Round Rock at the Kalahari resort.

Collegiate banking programs have sprouted up across the state, and they did so at the right time. The leadership in the banking industry is getting older and needs to be replenished by a new generation of executives, said Brent Cox, a vice president with the Texas Bankers Association.

“We need to make sure banking’s future is taken care of,” he said. “Bankers want access to these students because it’s important to engage tomorrow’s bankers.



TexasBankers Association

Here’s the industry. Here’s the opportunity. This prepares students for the next steps.”

Nguyen, both a student and a mortgage processor at Commercial Bank of Texas, embraced the convention.

“It was a great opportunity to start building the professional network as I move into my professional career,” he said.

BRIDGES TO BUSINESS OFFERED AT LONE STAR COLLEGE-ATASCOCITA CENTER

Students with little or no experience in the online learning environment will receive the coaching and mentorship needed to succeed outside the traditional setting of a brick-and-mortar campus through the Bridges to Business program.

The three-course Bridges to Business sequence, a mix of online and in-person instruction meant to transition students from the classroom to a fully online business degree program, is now being offered at the Atascocita Center, which is affiliated with the Kingwood campus of Lone Star College.

The program is designed for working students who have already completed their associate's degrees. Courses in business ethics, marketing and business law, led by a team of established SFA



professors, will launch students into a structured yet flexible curriculum that accommodates work and family.

“If you are a student who’s looking to enhance your value in the marketplace, this is the program for you,” said Dr. Tim

Bisping, dean of the college of business. “Through Bridges to Business, you can improve opportunities for advancement with your current employer or increase your chances of being hired by a company of your choice.”

SPORTS BUSINESS STUDENTS COMPETE IN LAS VEGAS



From left to right, Sports Business majors Elena Bleicher, Veda Mize, Chance Evans and Alexander Ornelaz attended the Sport Marketing Association’s annual conference. A student competition is part of the event. Students are given a case study for a real business in the sports industry, and each year it’s relevant to the geographical region of the conference. This year the conference was held in Las Vegas, so the case was over hockey in Las Vegas, specifically, the minor league team Henderson Silver Knights. The students were asked to create a marketing plan for the business, utilizing data and other analytical tools. Their solutions were then presented to a panel of judges, typically those from the business, giving students an opportunity to apply what they learn in the classroom to a real-world scenario.

FALL MEETING FOR EXECUTIVE ADVISORY BOARD



Rusche’s Executive Advisory Board met on Oct. 29 for their fall board meeting, which led into SFA’s homecoming weekend. Front L to R: Tom Heslep, Mike Parham, Jeff Rhame, Mitch Fralick, Julie Sullins, Lou Ann Richardson and Wendy Buchanan. Back L to R: Justin Blount, Jason Reese, Timothy Bisping, Cory Beasley, Chris Cromwell, Lisa Goode, Norman Schippers and Sam Loughry.



Gina Small, career success specialist, and Trisha Kellogg, director of external relations, handed out cotton candy during homecoming.



Dr. Laurie Rogers, a lecturer in the Department of Business Communication and Legal Studies, interviewed old friend Dr. Maria De Leon, a neurologist specializing in Parkinson's Disease who was diagnosed with the disease herself. The interview was conducted for the nonprofit StoryCorps.

PROFESSOR LAURIE ROGERS INTERVIEWS 'UNIQUE BIRD' FOR POSTERITY

Dr. Laurie Rogers, a lecturer in the Department of Business Communication and Legal Studies, interviewed old friend Dr. Maria De Leon, a neurologist specializing in Parkinson's Disease who was diagnosed with the disease herself.

The interview was conducted for the nonprofit StoryCorps, creator of an enormous archive of human-interest stories preserved in recorded conversations from around the United States and the world. The full collection is housed at the American Folklife Center at the Library of Congress in Washington, D.C. The interview is also hosted on the website of the Adira Foundation, which supports health initiatives.

The conversation between Rogers and De Leon was selected because it's a unique story that has relevance for a lot of people. Around one million in the U.S. are living with Parkinson's, a progressive nervous system disorder that affects movement. As the disease plays out over the course of time, those who suffer from it – and their friends and families – must live with it for years.

De Leon, under the title Parkinson's Diva, chronicles her journey on a blog, and also published a 2015 book of the same name. She and Rogers knew each other professionally through conferences and speaking engagements, but became close personal friends about 15 years ago when they decided to meet for coffee.

De Leon, who describes herself in the recorded conversation as a "Unique Bird," started showing symptoms when she was 36 years old. She said it took as long as five years for some of her loved ones to come to grips with the fact that she had a degenerative disease. Yet even with a condition like Parkinson's, it's important to continue to live the fullest life possible.

"I've become so truthful once I got Parkinson's" she said. "I like to encourage people to be genuine with themselves."

While Rogers did not include the interview in her fall course curriculum, she did share it with her students.

"This is a perfect example of how you can bring the humanities into a business classroom," she said.



SFA'S PHI BETA LAMBDA CHAPTER EXCELS AT NATIONAL CONFERENCE

A team of eight from Rusche's Phi Beta Lambda chapter participated in the virtual Phi Beta Lambda National Leadership Conference last year. The conference consisted of 704 competitors. SFA's Phi Beta Lambda Pens and Axes Chapter had five members who placed nationally. Pictured are Olivia Escobedo, lecturer Manny Guerrero and Martarosa Velazquez.

- **Camilla Latin**
– First in Business Law and second in Business Sustainability
- **Johanna Bruhn and Brittney Upstill**
– Third in Digital Media
- **Olivia Escobedo**
– Fourth in Information Management
- **Martarosa Velazquez**
– Ninth in Marketing Concepts

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For more information contact Nikki Shoemaker at 936-468-3105 or shoemakenl@sfasu.edu.

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