



# Rusche Review

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Nelson Rusche College of Business

Fall 2013

Stephen F. Austin State University

## Rosie's Hope

**R**osie didn't get mad when she was three months pregnant and doctors diagnosed her husband, Ted, with leukemia. Six months later, when their son, Joseph, was born, Rosie brought him home from the hospital and began to care for him and his older sister, while at the same time helping her husband deal with the effects of chemotherapy. She changed her baby's diapers and her husband's IV bags and did not question her faith in God.

When Ted died the day before their son's first birthday, she did not lose heart. The next day, with relatives gathered near to assist with funeral arrangements, they served Joe's birthday cake, opened his presents and were thankful for the gift of family.

But there was anger three months later, when a doctor told Rosie that Joe had a tumor, that it was an aggressive form of cancer related to the leukemia that had taken her husband. There was fury when the doctor said she should prepare herself because, in all likelihood, her baby would die.

"I stood up and said to him, 'How dare you say that? You are not God, and you can't know that for sure. Don't you dare take my hope.'"

Lumberjack football player Joe Minden



knows his mother faced two of the worst nightmares of every wife and mother.

"It had to be tough," the Coppel native said. "It's amazing how strong and courageous my mom is - just to go through that and still be the loving and happy person she is. It's pretty cool that she faced adversity and it's like she just stomped all over it. She kept going and found the brighter things in life. She got through it, and I look up to her for that."

Rosie had help from her teaching colleagues. One wanted to introduce her brother to Rosie, but the brother, Michael Speanburg, had different ideas. "The

whole group of teachers at the school was trying to fix me up with Rosie. I knew she had lost her husband, but I didn't know the details," he said. "I was young and traveling a lot, so I told my sister, 'I like being single; I don't want a girlfriend.'"

Everything changed when Michael met Rosie in person.

"One of the things that I really loved about Rosie was how strong she is. She is very determined and just has a very big heart; and I was thinking, 'If she can go through all these hurdles in life, then she can put up with me.'"

So the guy who wanted to be single became a husband and father of two. He helped Rosie deal with Joe's cancer treatment, driving him to Houston for doctor's appointments.

"Michael was right there through the whole thing," Rosie said. "Somebody else would have turned around and run, but he helped me get through it, along with my mom and dad. My brothers and sisters helped me with my daughter, Elaine. We all stuck together."

Michael has no regrets about ending his bachelor days sooner than planned.

"As the relationship got stronger, some of my friends were looking at me like I'd been hit in the head with a 2-by-4," Michael said. "At the end of the day, I'm the luckiest one

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of all; I'm the one who's blessed because they came into my life."

Joe is equally grateful that Michael was willing to be a dad.

"He's one of my best friends. He is always there to support me, and he's the person I get my competitive spirit from. We are always playing games, always competing with each other. He taught me to throw the football. He's been a huge influence."

## A DEVASTATING INJURY

Joe's brush with cancer, conquered with surgery and chemotherapy, is not the only medical battle he has faced. During a junior high football game, he suffered a knee injury that could have been career-ending.

"I was playing receiver in seventh grade and blocking the corner in front of me," Joe recalled. "I knew the running back was coming behind me, but I didn't know how close he was. The pile to tackle was going on behind me and my leg got rolled on. I couldn't feel it, but I knew something was wrong with my knee. They got me to the bench, and I was sitting there trying to figure out how much longer it would be until I could get back in that game."

It would be more than a year before Joe got back in the game. His kneecap was broken, and the tendon that connects the kneecap to the tibia was torn. "The doctor told me that, unless I had surgery, I would not be able to play sports again, at least not the same way I did beforehand," Joe explained. "He said that my knee might not ever be the same."

After surgery, Joe used an ice machine for two weeks, then for six weeks, a machine bent his leg continuously - 18 hours daily - gradually and painfully increasing the range of motion. "I would just sit there and watch my leg go back and forth, back and forth," Joe said. "I would constantly tell myself, no matter how badly it hurt, that I wanted to get back to where I was. I didn't want my story to be that an injury kept me from playing. I didn't want to quit."

Joe was on crutches for two months and missed 34 days of school. "It was like taking care of a 150-pound infant," Rosie said. "He couldn't get up or down, and the doctors pretty much told him he wasn't going to be able to play sports again. Try telling that to a 13-year-old boy."

Nine months after the accident, Joe was released to run again, but not for contact sports. When he finally was allowed to return to the field, Joe wore a brace to protect his knee. "I wasn't as fast as I had

been, and I wasn't strong," he admitted.

"The biggest obstacle I had to face was keeping a positive mindset, looking on the bright side and knowing that eventually I was going to get back to where I wanted to be. It took a few years, but eventually I got to the point that I was confident in my ability and what I was able to do on my knee."

Joe led his Coppell High School football team to the state playoffs his senior year, receiving first-team all-district honors and setting the single-season record for passing yards and touchdown passes. The quarterback was named the 2010 ESPN Rise Most Improved Player.

## THE NEXT LEVEL

As a Lumberjack, Joe played in five games during the 2012 season, completing 61 of 108 passes for 569 yards and two touchdowns.

"We load up in the car all decked out in purple," Rosie said of the family's SFA game-day routine. "We are probably the first ones to get out to the field because I don't even want to miss warm ups. They call me 'stalker' because I just watch Joseph, and I'm going to stare him down until he waves at me. Whether he's on the field or on the sideline, I'm just excited to see him."

The Speanburgs said what attracted them to SFA was honesty during the recruiting process and the emphasis placed on academics.

"The coaches were very honest, and that won my wife's heart over," Mike explained. "Coach (Chris) Truax said Joe probably wouldn't play his freshman year; he would probably be redshirted. He was honest, and we knew we couldn't say that about recruiters from other schools. When we left Nacogdoches, my wife had peace."

According to Rosie, that sense of peace remains.

"I have had nothing but a sense of safety with him being at SFA. If I have a question and call up, they are going to put me through to someone to answer my questions. If Joseph is sick, I know he can go to the trainer, and they will take care of him. I miss him, but I don't worry because I know they are looking out for him."

## SUCCESS IN THE CLASSROOM

With a 3.9 grade-point average, Joe, who recently was named the SFA finance department's outstanding student, said he approaches classroom assignments with the same attitude he has on the football field. "I do the best I can, even if it's just a minimal assignment," he said. "In football you have

to do the little things right, whether you're working out or on the field. Those little things can make a difference between winning and losing - between doing well and not doing well."

Most people who meet Joe don't know about his medical history. But even the casual observer may discern that there is something different about Joe, something that compels him to set goals and meet them.

"I don't tell people about any of this because I don't want anyone to expect less from me," Joe said. "It's not that I don't want people to know - I just want them to know me for who I am now. I feel accomplished, but I am not done yet. There's a lot more I want to do."

The same spirit is evident in the Speanburg household. Where there could be anger, self-pity or a lack of confidence, there is joy, hope and resilience. Personal fortitude and accountability are unspoken expectations.

"I think the experience my family and I have gone through is in our hearts; it's in our core," Joe said. "When I face a challenge, I don't sit back and have a pity party for myself and think that I've already been through so much. How can you not be happy about life? It is a precious thing."

Joe is not the only standout athlete in his family. His older sister, Elaine, played volleyball at Southwestern University, and his younger sisters, Maddie and Morgan, are athletes at Coppell High School.

"Rosie's strong educational background has a lot to do with this," Michael said. "They know that if their academics aren't taken care of, they are not going to go out and play, and they are sure not going to play sports. They have a great balance because of Rosie; she really is the anchor of this team."

Although Rosie's hope dates back to before the birth of her son, she credits Joe with her spirit and positive attitude.

"Joseph has been my hero. If I ever feel like I'm a failure, I look back and think of all the things he's overcome, and he's done it with a smile on his face and determination. And I just think, 'You know what? I'm going to be like that, too.' So he's my hero, my role model; he's my miracle baby. And I thank God for all the blessings that I've had. When there's adversity that we have to get through, something good always comes of it. Sometimes it's difficult, and I don't understand why, but I know that when I look back, there will be a reason. This just helps us all to grow and see something that's part of our plan."



## In Memoriam: Albert Nelson Rusche



Albert Nelson Rusche, the benefactor for whom the College of Business is named, passed away Tuesday, Sept. 17, in Houston. Rusche was a lifetime member of the SFA Alumni Association and served on the SFA Board of Regents from 1986 to 1989. He endowed

a gift of \$5 million to SFA in 2002 to benefit students majoring in business.

Rusche was born in Appleby on Dec. 9, 1924, and graduated from Nacogdoches High School in 1943. He served in the U.S. Army during World War II and earned a Purple Heart during his service with the 43rd Infantry Division in New Guinea, the Philippines and Manila. After returning to East Texas, he enrolled at SFA and graduated with a bachelor's degree in business administration in 1949 on the same day that his mother received an education degree. Rusche's father was a contractor and was involved in the construction of several buildings on campus.

In 1951, Rusche purchased his first Gulf Oil service station and later became a commissioned agent. During the day, he worked at the station, and at night, he hauled diesel to construction locations and filled bulldozers and other heavy equipment with fuel. In 1956, he bought out another commissioned agent who was retiring. His new combined territory covered an area from the Houston Ship Channel to Katy Freeway, Tomball, Magnolia and North Harris County. The A.N. Rusche Distributing Co. grew to be a 250-million-gallon-a-year distributor – the largest customer of Gulf Oil.

In 1968, Rusche expanded his business to include automated Mister Car Wash facilities, and in 1978 he began operating Handy Plus convenience stores in conjunction with many of his service stations.

Rusche served as president and received numerous honors from the Texas Oil Marketers Association, now known as the Texas Petroleum and Convenience Store Association. He was honored with the E.K. Bennett Award in 1996, making him the association's "Man of the Year." He also served as the president of the Galena Park Rotary Club and on the board of directors of Airline Commerce Bank and Universal Savings Bank.



### The start of a new academic year

Faculty and staff members from the Nelson Rusche College of Business pose for a beginning-of-the-year photo in front of the Stephen F. Austin statue.



### T.L.L. Temple Foundation endows SFA scholarships

The T.L.L. Temple Foundation has established a Stephen F. Austin State University scholarship in honor of Wayne Corley, who recently retired after 14 years as executive director of the foundation. The A. Wayne Corley Scholarship will provide full scholarships to two students each year in the Gerald W. Schlieff School of Accountancy beginning fall 2014. Corley, a Garrison High School graduate, earned an accounting degree from SFA, where he played football for four years, lettering for three years and serving as co-captain his senior year.

From left: Buddy Zeagler, executive director of the foundation; Jill Still, SFA vice president for university advancement; Buddy Temple, chair of the foundation board; and Wayne Corley.

## College offers new B.B.A. degree

A new program offered by Stephen F. Austin State University's Nelson Rusche College of Business is attracting students who desire a degree focused on communication, leadership, technology and employee development in organizational settings.

The Department of Business Communication and Legal Studies launched the new major in business communication and corporate education in fall 2013, and students already are enrolling in the first-of-its-kind program.

"The growing demand in the corporate world for individuals with extensive knowledge in communication and employee-related training and development helped influence us to develop this program," said Dr. Ann Wilson, SFA professor and

chair of the Department of Business Communication and Legal Studies. "No other college or university offers this precise combination."

Students graduating with a bachelor's degree in business communication and corporate education will be prepared to enter the growing fields of training and development/human resources development, business and corporate communication, digital and social media, and events management, to name a few.

The U.S. Department of Labor predicts that the public relations, management and human resources specialist fields will grow 21 percent faster than average between 2010 and 2020. Overall, the outlook for business communication-related careers is expected to see above-average growth,

making this newly created degree program attractive to college students.

"The foundation of the program is in the College of Business," said Dr. Gail Weatherly, SFA assistant professor of business communication. "In addition to the business foundation courses students will take, the department has developed a new cornerstone course, GBU 330 - Principles of Employee Development, that will support the degree and better prepare students for careers in an organizational setting."

The new degree entails 41 hours in general curriculum, 42 hours of foundation courses in business and 27 hours specifically in business communication and corporate education courses. The student also selects 10 hours of electives.

## SFA offers 100-percent online B.B.A. Completion Program

A 100-percent online degree program is being offered through Stephen F. Austin State University's Nelson Rusche College of Business to help students complete a general business degree. The online Bachelor of Business Administration Completion Program launched in fall 2011 and currently has 76 students working toward degrees.

According to Dr. Ann Wilson, SFA professor and chair of the Department of Business Communication and Legal Studies, the completion program typically enrolls students who began college and finished their core and lower-level business foundation courses but, due to various life circumstances, have not yet completed their upper-level business foundation and general business major requirements.

"Today, many college students find themselves unable to complete their education in a traditional classroom setting," Wilson said. "Obligations to family, work and other time restraints have made it impossible to travel to campus and finish their degree. This program allows the student to receive the same quality education while still being able to meet other responsibilities."

Courses are offered on a rotating



schedule each semester, and, depending on the student's schedule, he or she can select to enroll in as few as three credit hours or as many as 15.

"The majority of students in this program are already in the workforce," Dr. Susan Jennings, SFA professor of business communication and B.B.A. online completion program coordinator, said. "They are completing their degree because of a personal goal, in hopes of a promotion, or to move to a new career focus. Because of the flexibility of this program, each student can personalize

his or her degree to help in moving toward extended career goals."

Jennings points out that the program's main advantages include: the degree is fully online, allowing fulltime workers to continue their employment while reaching their education goals; students receive the same degree taught by the same faculty members as face-to-face SFA business classes; and the program prepares students for a wide range of

business-related careers and promotion opportunities.

"This program is fully customizable to the student's schedule and focus of his or her career goals," Wilson said. "With the ever-increasing use of technology to support higher education, this program helps make it possible for students who otherwise would not have the opportunity to spend hours commuting and sitting in a traditional classroom to still achieve their dream of receiving a college diploma."



# College of Business hosts academic convocation, Dream Lift



The Nelson Rusche College of Business held New Student Academic Convocation Sept. 5. More than 200 students participated in the events, which included an Involvement Fair where students learned about different departments, organizations and honor societies within the Rusche College; a presentation from Interim Dean Geralyn Franklin; and a student panel where new students had the chance to ask upperclassmen about their experiences as SFA business students.

In addition, the college hosted the first-ever "Dream Lift" next to Surfin' Steve where students envisioned their professional and career goals and released purple helium-filled balloons to represent their individual aspirations.

The college also gave away multiple prizes during the event, including Rusche College of Business gear, two \$150 cash awards sponsored by the SFA president's office and gift cards sponsored by Brookshire Brothers. All participants also received a Rusche College of Business T-shirt.



## AMA highlights 2013 accomplishments

SFA Student Chapter of the American Marketing Association's points of pride for 2013:

- Hosted four professional meetings with speakers, including Candace Hartsell, Aramark marketing manager, and Jose Piñones, director of development for the Catholic Diocese of Tyler
- Submitted completed chapter plans to AMA headquarters located in Chicago, Ill.
- Conducted Marketing Week activities in October, including participating in SFA's 90th anniversary activities, facilitating a Résumé Writing Workshop and Bowling Social
- Facilitated a Career Fair
- Submitted entries for American Advertising Foundation-Houston during October
- Participated in fieldtrip to R&K Distributors in Nacogdoches
- Consistently working on entries for AMA International Case Competition
- Planned canned food drive for Harvest House Food Pantry
- Participated in Thanksgiving Homebound Sponsorship
- Provided sponsorship for East Texas Women's Shelter
- Conducted T-shirt sales to sponsor AMA members at AAF-Houston competition





## Beta Alpha Psi awarded Superior Chapter

The incoming SFA Beta Alpha Psi officers attended the annual meeting in Anaheim, Calif., in August. The Epsilon Mu Chapter was awarded Superior Chapter. Andrew Falcon, Charlyne Heydon and Samantha Roberts presented at the meeting in an Operations Session. The officers also attended meeting sessions that related to Beta Alpha Psi and improving their chapter.

Group photo: Pictured, from left, faculty members Dr. Kelly Noe and Dr. Treba Marsh, and students Sarah Sykes, Andrew Falcon, Samantha Roberts, Megan Neal, Damon Nolan, Charlyne Heydon, Christina Milburn, Sarah Wood and Wayvalon Johnson.

Presentation photo: Pictured, from left, Samantha Roberts, Charlyne Heydon and Andrew Falcon.

### OFFICERS:

Sarah Sykes, Treasurer  
Andrew Falcon, VP of Best Practices  
Samantha Roberts, Historian  
Megan Neal, VP of Fundraising  
Damon Nolan, Reporter  
Charlyne Heydon, President  
Christina Milburn, VP of VITA  
Sarah Wood, VP of Membership  
Wayvalon Johnson, VP of Community Service  
Dr. Kelly Noe, Faculty Adviser  
Dr. Treba Marsh, Chapter Advocate



## Coming fall 2014 ... with your help



Since 1975, the R.E. McGee Building has been home to SFA's Nelson Rusche College of Business. Although the building's "bones" are adequate, the building is showing its age,

and improvements are needed to better serve today's business majors.

Plans are under way to transform the first floor to a more business-oriented, professional environment with the addition of updated wall coverings, ceilings, lighting and modified flooring. To learn more about this project, access [sfasu.edu/cob/renovations.asp](http://sfasu.edu/cob/renovations.asp).



## About the college's SAC group

Student Advisory Council serves as a liaison group between the students in the Rusche College and the administration, faculty and staff members.

SAC membership includes students from every department in the Rusche College and every class level from freshman to graduate students. Student members of SAC play an integral role within the college, including:

- Providing input on Rusche College decisions
- Serving as ambassadors for the Rusche College
- Assisting with Rusche College events and programming
- Networking with faculty, staff, alumni and other business students

The organization also provides free Scantrons to business students during dead week each semester.

SAC meets formally once a month, but the members also help with numerous university events, including homecoming, convocation and Showcase Saturday.

## Rusche alumni recognized as Distinguished

The SFA Alumni Association annually recognizes alumni who have made outstanding contributions to their professions and communities, committed themselves to advancing the values and goals of SFA and ensured a better quality of life for future generations.

From left: Distinguished Alumni recipients, Cory Beasley, B.B.A. in finance; Cody Corley, B.B.A. in management; and Ryan Emmons, M.P.A. and B.B.A. in accounting.



## Student travels to leadership forum

Kaitlyn Georgette represented the SFA chapter of Beta Gamma Sigma at the Student Leadership Forum in Tampa, Fla., in November.



## School of Accountancy hosts 17th annual golf tournament

The Epsilon Mu chapter of the Stephen F. Austin State University Beta Alpha Psi sponsored the 17th annual Gerald W. Schlieff School of Accountancy Alumni Golf Tournament in November. This tournament presented an excellent opportunity for both accounting and other business students at SFA to meet and network with prospective employers from accounting firms in the Texas area.

Many firms that chose to host a team also paid for students to play with them. This helped students connect with the employees in a more relaxed setting. Throughout the day, students learned more about the accounting firm, as well as what to expect in the life of an accountant.

This event also allowed Beta Alpha Psi to raise money for professional, educational and social events. Last year's golf tournament helped raise enough money to send the officers to Anaheim, Calif., to attend the Beta Alpha Psi Annual Conference.

This year, Beta Alpha Psi was able to raise about \$3,900. The breakdown of these earnings can be attributed to the 11 four-player teams, 14 sponsored holes and numerous "mulligans" purchased by team members.



## AMA gives back during holidays

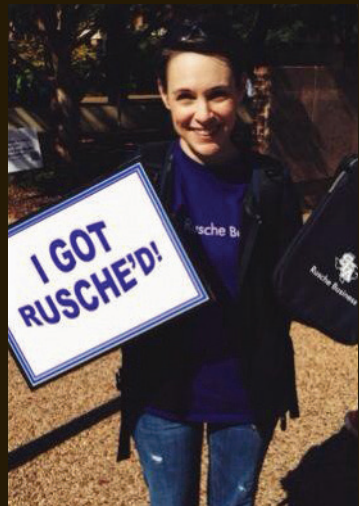
The SFA American Marketing Association, through the Jack's Council on Family Relations, sponsored a Thanksgiving dinner for a local family and provided a gift card for holiday gifts.





## Faculty members honored at conference

Drs. Marlene Kahla and Mitch Crocker were recognized at the Allied Academies fall 2013 International Conference in San Antonio in October. They received the Distinguished Research Award from the International Academy for Case Studies for their work titled, "Koch Country Store: A House Divided."



## I Got Rusche'd!

The Nelson Rusche College of Business initiated Rusche Days during the fall semester. On any given day, students who are observed on campus wearing their Rusche College T-shirts "GET RUSCHE'D" and win prizes. Winners are photographed and spotlighted on various social media outlets.

## AMA donates to academics during SFA's 90th anniversary



## Accountancy hosts career fair, luncheon

The 5th Annual Gerald W. Schlieff School of Accountancy Accounting Career Fair was held in September. This event provides students the opportunity to connect with potential employers.

This year, 46 recruiters from 22 companies traveled a combined 2,600 miles to recruit SFA students for internships and professional staff positions. More than 100 students participated in the event. Students and recruiters networked during lunch before interviewing between 1 and 3 p.m.

The Gerald W. Schlieff School of Accountancy is looking forward to the 6th Annual Accounting Career Fair to be held Sept. 24, 2014. For more information, please call (936) 468-3105 or email [acc@sfasu.edu](mailto:acc@sfasu.edu).

