



# Rusche Review

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Nelson Rusche College of Business

Summer 2014

Stephen F. Austin State University

## Fit to be Tied Track athletes' bow tie business gaining speed

**J**amal Peden (pictured right) and Cass Brown Stewart are Stephen F. Austin State University seniors and track and field athletes who certainly have hit their strides. Peden, a sports marketing major from Wylie, Texas, and Stewart, a double major in economics and business management from Fort Worth, each played an important role in helping the Lumberjacks win the 2013 Southland Conference Outdoor Track and Field Championship in Lake Charles, La.

Peden is a 2012 Olympic trials qualifier in two events – the long and triple jumps – and Brown Stewart holds five SFA records – two in the 400-meter dash, one in the 4x100-meter relay and two in the 4x400-meter relay. The men are not only SFA track and field champions but also are on their marks when it comes to another talent – sewing.

“We started our business last fall,” Brown Stewart said. “A friend of ours is involved in the Fashion N’ Motion organization, so we decided to start making bow ties.”

Eventually, Peden and Brown Stewart began making the bow ties on their own in their apartment near campus. They named their business Demeanor,



which they say reflects their desire to make each bow tie customized to the wearer’s unique personality and style. They debuted their creations during the Fashion N’ Motion 2012 spring fashion show at SFA, and since then they have been steadily designing and sewing bow ties, which sell for between \$15 and \$30.

“As an economics major, I did some research and calculated that students,

who are our main patrons, can generally afford to make a purchase in this price range without having to save and plan,” Brown Stewart said. “We can make most designs in about an hour. The more embellishments and the more time that is involved, the costs goes up accordingly.”

Recently, the athletes/fashion designers were blessed with the addition of a sewing machine. On a visit home, Brown Stewart told his aunt about his and Peden’s new business venture and how difficult it was sewing the bow ties by hand. That discussion resulted in Brown Stewart’s aunt purchasing the sewing machine and gifting it to the two entrepreneurs.

“It speeds up the process dramatically,” Peden said. “Cass got a quick lesson on how to use the machine from the saleslady at the fabric store. He came back and taught me.”

The pair buys most of their materials at craft stores, but say they also frequent thrift shops where they find vintage fabrics, faded jeans and other unique supplies to make their one-of-a-kind creations.

“Every bow tie is 100-percent designed to reflect the wearer’s demeanor,” Peden said. “We’ll talk to the person and get an

idea of their personality type—whether he or she has a strong or more subdued personality. This helps us determine fabric choice and also whether or not we will recommend embellishments.”

For example, Brown Stewart says someone on the demur side might choose a wool, corduroy or canvas fabric, while a more outgoing person might select satin or a patterned silk and also may add rhinestones or sequins.

Brown Stewart also points out that many more bow ties are sold to women than to men—approximately 60 percent of total sales. “We make a style especially for females,” Brown Stewart said. “It’s more like a necklace. We can attach the bow tie to a ribbon or chain.”

The duo also said that making bow ties for females is much easier than for males. “Females generally purchase a bow tie and

make it work with an outfit they already have. Men want a tie to go with a specific shirt or suit to wear to a formal occasion, so they are much more selective about style and color,” Peden said.

Recently, the pair was contacted by coaches of the SFA Lumberjack basketball team about making bow ties for the male players to wear to away games. “We’re still working out the details on that,” Peden said.

Soon, the entrepreneurs say they hope to launch a website to help market their bow ties and also have plans to establish a store on Etsy. In the meantime, they say most potential customers contact them through word-of-mouth. “We’re known as those two guys on the track and field team who make the bow ties,” Brown Stewart said.

- Donna Parish



## SFA chapter of Beta Gamma Sigma honors distinguished alumna



SFA alumna Lou Ann Richardson, an executive vice president and regional head of U.S. sales for Wells Fargo Global Financial Institutions, was recognized as the 2014 Beta Gamma Sigma Chapter Honoree during an on-campus April ceremony.

The annual induction ceremony provides an opportunity for the chapter to honor an individual who has achieved distinction in business and administration and who possesses the qualities fostered by Beta Gamma Sigma, the international honor society serving business

programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

Richardson presented the keynote address before being inducted as a member of the organization along with 38 students and four faculty members. Membership in Beta Gamma Sigma is the highest academic recognition one can receive in a business program accredited by AACSB International.

Based in Dallas, Richardson manages four business development officers, who cover the United States, and also is responsible for managing cross-sell for GFI-U.S. GFI is a relationship-focused business that provides products and services to financial institutions that use credit, trade, international payments, foreign exchange, financial risk management, corporate trust, and treasury and investment management services.



SFA's University Professional Women presented Laura Turner with the 2013-2014 UPW Woman of the Year Award at

the annual awards luncheon April 9. Turner is an academic adviser in the Nelson Rusche College of Business.

The award was presented by Kristina Sage, chair of the Woman of the Year committee.

Turner's nominators described her as "exemplary, admirable, excellent, commendable, perfect, praiseworthy, committed and dependable."



Representatives from the Civil Air Patrol meet with Rusche student interns in a program coordinated by Dr. Marlene Kahla, associate professor of marketing.





Congratulations to these students who hold the top 10 GPA's in the Department of Business Communication and Legal Studies.

Back row (L to R): Travis Johnston, Patrick Harris and Iris Harris

Front row (L to R): Haleigh Smith, Nancy Small, Savannah Dodds and Jessica Gilligan

Not pictured: Laura Flores, Janette Malecha and Jeffrey Sutton

## 2013-14 Outstanding Graduate Award Winners

**BLAKE REESE** awarded the Margaret Chancey Morgan Outstanding Business Graduate

**KELSEY KANE** awarded the S.D. Redfield Outstanding Accounting Graduate

**LYDIA ELSETH** awarded the Verlon McKinney Outstanding Economics and Finance Graduate

**SAVANNAH DODDS** awarded the Outstanding General Business Graduate

**TODD LAIRD** awarded the Beatrice Jones Bess Outstanding Management Graduate

**REBEKAH FURSTENFELD** awarded the B.L. Deming Outstanding Marketing Graduate



### College hosts career conference

The Nelson Rusche College of Business hosted a College to Career conference on March 26 and 27 to engage students with business professionals. The purpose of the C2C conference is to help students effectively bridge the gap into the professional world.

More than 50 business practitioners served on panels during the two-day conference, addressing a variety of topics, including professional behavior, personal wealth management, business ethics and personal branding.

### Career fair

Eric Miller, vice president of AXA Advisors, LLC, participates in the SFA career fair. Miller is a member of the Rusche Executive Advisory Board.



### Beta Gamma Sigma chapter recognized with Silver Award

The SFA Chapter of Beta Gamma Sigma has a long history of excellence, achieving recognition as a premier chapter for the past 17 years.

Beta Gamma Sigma provides each premier chapter with a \$500 scholarship that is matched by the dean's office to provide a \$1,000 scholarship to a deserving student. In addition, the local chapter has been recognized as an outstanding chapter for 13 of the last 16 years.

This year's Silver Award recognition, the organization's second highest award, provides an additional \$1,250 scholarship to a chapter member.

The recognition results from submission of an online "scrapbook" of sorts that was spearheaded by Chapter President Cathy Henderson with the assistance of Chapter Vice President Esther Bunn.

Chapter officers, from left: Dr. Keaton Grubbs, vice president; Cathy Henderson, president; and Esther Bunn, vice president





## Rusche outstanding faculty award winners for 2014

From left: Dr. Stephen Kosovich, Marlin C. Young Teaching Excellence; Dr. Tim Clipson, Teaching Innovation; Keith New, Outstanding Adjunct Teaching and SFA Adjunct Teaching Excellence; Dr. Gina Harden, Outstanding Intellectual Contribution; Dr. Justin Blount, Outstanding Researcher; Dr. Marsha Bayless, Outstanding Service; Dr. Kelly Noe, Distinguished Faculty Member and Distinguished Service Learning.



Dr. Justin Blount, Dr. Kyle Post, and Dr. Keaton Grubbs (from left) received the Best Article Award for Volume XXIV, Spring 2014, of the Southern Law Journal at the annual conference of the Southern Academic of Legal Studies in Business, held in April in San Antonio. All of these excellent professors teach business law courses in the Department of Business Communication and Legal Studies.



## Rusche faculty organization advisers for 2014

From left: Dr. Kelly Noe, Beta Alpha Psi; Cathy Henderson, Beta Gamma Sigma; Dr. Larry O'Neal, Epsilon Chi Omicron, Mu Kappa Tau, and Sigma Iota Epsilon; Dr. Dale Spradling, Accounting Club; Dr. Marlene Kahla, American Marketing Association; Dr. Ryan Phelps, Economics Reading Group; Dr. Emiliano Giudici, Phi Alpha Kappa (Finance Club); Henry Dunn, Phi Beta Lambda; Chelsea Heidbrink, Student Advisory Council; Not pictured: Dr. Mitch Crocker, Society for Advancement of Management.



## Professors earn doctoral degrees this spring

From left: Dr. Nikki Shoemaker, Dr. Marcus Cox and Dr. Carol Wright

## SAM, AMA at Zip Nac



## Accounting awards banquet

The Gerald W. Schlieff School of Accountancy held its annual accounting awards banquet in April, hosting more than 185 attendees. Approximately 40 accounting firms, private organizations and individual donors were in attendance.

Approximately \$162,000 in scholarships were awarded to more than 70 students.

Next year's event is scheduled for April 30.



## Retiring SFA business faculty members



**Dr. Deborah D. DuFrene**

Business Communication  
and Legal Studies



**Dr. Joseph Ormsby**

Management, Marketing and  
International Business



## Mattress Firm employees give back

Employees of Mattress Firm continued their long-standing support of the college by participating in various events and activities with students and faculty and staff members. In the spring, company

personnel interviewed for interns and full-time employees and sponsored a thank-you luncheon for faculty and staff members. Mattress Firm has hired several hundred SFA graduates over recent years.



## Accounting student awarded a \$4,000 scholarship

Haley Doss, Treba Marsh and Kelly Noe attended the Financial Executives International-Houston Chapter Academic Honors Day. Doss was awarded the Financial Executives International \$4,000 scholarship. Those attending were able to tour the Federal Reserve Bank in Houston, as well.

From left: Randall Houston, Haley Doss, Kelly Noe

## Coming fall 2015 ... 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 students.

Plans are underway 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).

## Beta Alpha Psi regional meeting in San Antonio



SFA Beta Alpha Psi members attended and co-hosted the 2014 Beta Alpha Psi Regional Meeting in San Antonio. The Epsilon Mu chapter and Texas State University's chapter worked closely together to organize a successful meeting. More than 200 members were in attendance.

The members volunteered to coordinate events and directed guests before the meeting. During the meeting, the members assisted with registration, welcomed the other chapter members, and competed in two categories: Best Practices for Collaboration and Strategic Planning Best Practices. SFA members presented on some of the chapter's strong points, such as working with the BAP chapter from UT Tyler and installing a card reader for meetings to speed up the sign-in process. The Epsilon Mu Chapter placed third in the collaboration competition.

The Beta Alpha Psi members were given the opportunity in informational sessions to gain knowledge of financial planning and CPA information, as well as hear from a panel consisting of recently hired employees at the Big Four accounting firms.

After the meetings, the co-hosting chapters organized a scavenger hunt for all attendees. The conference provided opportunities to compete with other chapters, gain professional knowledge and explore the sites of San Antonio.



## Nelson Rusche College of Business celebrates its successful extension of accreditation from AACSB International

Founded in 1916, AACSB International, the Association to Advance Collegiate Schools of Business, is the longest-serving global accrediting body for business schools that offer undergraduate, master's and doctoral degrees in business and accounting. AACSB accreditation is the hallmark of excellence in business education and has been earned by less than five percent of the world's business programs. For more information, please visit [www.aacsb.edu](http://www.aacsb.edu).



## College recognized for continuous improvement by AACSB ICAM 2014 in Singapore

Pictured from left: Robert D. Reid, executive vice president and chief accreditation officer for AACSB International; Robert S. Sullivan, chair of the board of directors for AACSB International; Barb Higel, SFA's staff liaison for AACSB International; Dr. Geralyn Franklin, interim dean of the Nelson Rusche College of Business; and John J. Fernandes, president and chief executive officer for AACSB International



## Local SFA business student lands internship with U.S. Treasury



Stephen F. Austin State University junior Chase Jackson says taking the initiative proved to be the most important step in acquiring his “dream internship” with the U.S. Department of the Treasury in Washington, D.C.

The Marshall native never imagined that completing an application through usajobs.com would open so many doors of opportunity and allow him to further his education in human resources and records management.

“I was fortunate and learned a lot,” Jackson said. “Even though my internship was unpaid, I am still glad I pursued it.”

Jackson, a business management major in SFA’s Nelson Rusche College of Business, was on staff with the U.S. Department of the Treasury for most of the summer in 2013. While stationed in Washington, D.C., he devoted his time and efforts to records management.

Jackson was encouraged to attend numerous trainings and demonstrations on records management. He also was chosen to conduct and serve as lead trainer on various software systems, including SharePoint and InfoPath, for all summer interns.

“I appreciated the knowledge I gained by being able to get out of my office and attend these sessions,” he said. “They pushed me to pursue an education in any field I was interested in.”

While working with the records management department, Jackson said he was able to broaden his education by entering files, making sub sites and presenting his facts and findings at scheduled meetings. “They allowed me to convert their paper files over to electronic forms, which allowed for the department to mainstream the information.”

Also, he spent a good amount of his internship working on e-discovery – legal discovery for Internet use. Jackson said this type of work included utilizing different search tools that grouped items from the most to the least relevant for the purpose of easier searching.

## Business student interns with Goldman Sachs

When Stephen F. Austin State University student Lindsey Hall visited with representatives of Secondary Education Opportunities, she did not realize the meeting would lead to an internship of a lifetime.

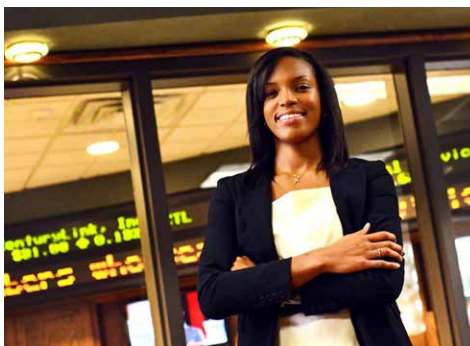
“American culture is changing,” Hall said. “An internship is the new pre-requisite for any job, especially in the highly competitive industries of business and finance.”

According to Hall, an internship was imperative for her education. She applied for numerous positions, and finally, after meeting with SEO, she received an outstanding opportunity. Following four rounds of interviews, Hall was offered a position with Goldman Sachs.

“I would like to obtain a career in investment banking one day, and I knew an internship with Goldman Sachs would definitely help me break into the industry,” said Hall, a dual major in finance and economics.

For 10 weeks, Hall lived in the historic all-women’s dormitory Webster Apartments, and worked in the finance department in the Manhattan office. Hall said she worked daily assisting with reconciling commodities for the firm.

“This internship was the perfect use of my dual major,” she said. “I utilized the finance aspect to understand their financial products,



## Economics Reading Group service project

The Economics Reading Group gave back to the community and helped with a Habitat for Humanity service project in Nacogdoches, which was organized by SFA business student Lydia Elseth—an officer in the organization.

and the economic side of my degree helped me with the commodity market.”

According to Hall, she was able to fully grasp the company’s day-to-day operations because of her coursework at SFA. She said most other interns only had expertise in finance, but the university has allowed her to expand her knowledge in both economics and finance. Hall said the faculty in the Nelson Rusche College of Business has inspired and challenged her to retain information essential for

a career in this industry. She said she monitored the markets hourly in order to complete mini-reports for her team – the controller department – and also completed balance sheets daily, detailing net profits and losses for the company.

“The hands-on experience I received through this internship provided me with the growth I need,” Hall said. “Although some days were hectic, I enjoyed being able to learn and expand my knowledge of the market, especially when I was able to correspond with other countries, such as Australia, United Kingdom and Singapore.”

“You can only learn so much in 10 weeks,” she said. “I would hang around after 5 p.m. in hopes of gaining more experience from veterans on my floor.”

## Phi Beta Lambda SFA chapter at the 2014 state conference



The 2014 Phi Beta Lambda (PBL) Texas State Leadership Conference & Competitions (SLC), hosted by the SFA chapter of PBL in the Rusche College of Business, was held April 11-12, 2014 and was a resounding success! There was a 33 percent increase in registered student participants from the 2013 SLC, also hosted at SFA. Students from across the state attended workshops and competed in events across a wide range of business disciplines. In the advisers' meeting Friday evening, the Texas PBL State Chair commented on the conference saying "This is an example of how a state conference is run the right way." State winners qualify for the PBL National Competitions held in June in Nashville, Tennessee.

## Phi Beta Lambda SFA chapter conference winners



Front row from left: Christine Tieberg, second place - Sales Presentation; Xueya Xu, second place - Business Presentation; Rebekah Furstenfeld, first place - Management Concepts and third place - Public Speaking; and Joseph Sherrill, third place - Management Concepts

Back row from left: Jennifer Nicely, second place - Job Interview; Rubidscell Antonio, second place - Management Concepts; and Tiburcio Garcia, first place - Project Management and second place - Public Speaking

Not pictured: Franz Limeta, first place - Accounting Principles



## Rusche College of Business hosts inaugural Junior College Transfer Day

The Nelson Rusche College of Business hosted 12 individuals from three junior and community colleges during the spring semester at an inaugural event in an effort to increase the number of students transferring to SFA as business majors.

The event was planned by the college's Recruitment and Marketing Committee under the leadership of chair Dr. Marlene Kahla.

Dr. GERALYN McClure Franklin, interim dean, commended the faculty and staff on the committee along with others providing support for the event as follows: Carrie Baker, Todd Brown, Mitch Crocker, Henry Dunn, Chelsea Heidbrink, George Hunt, Marie Kelly, Mikhail Kouliavtsev, Clive Muir, Larry O'Neal, Laura Turner, Ann Wilson and Jamie Wood.

She also thanked Brittany Green from admissions and graduate student Federickia Washington for their participation. Because of the overwhelmingly positive feedback and recommendations from the attendees, the Rusche College plans to again host the event and expand it to include other community colleges.





Student Advisory Council gave out free Scantrons for business students to use during finals week. In addition to this event, SAC also helped with Showcase Saturday and the C2C Conference in March.



The SFA chapter of Society for Advancement of Management won first place in the Campus Chapter Performance Program in the Large Chapter Division.

Regional outstanding SAM student awards went to Lauren Fohl, Rebecca Vann and Gabrielle Collins-Berry. National outstanding SAM student recognition went to Rebecca Vann.

Pictured from left: Shelby Wakefield, Alison Thomson, Lauren Fohl, Larissa Burrige and Trenese Cook

**Gerald W. Schlieff School of Accountancy students interned at more than 17 accounting firms this past year**



**Economics and finance students attend the 2014 Redefining Investment Strategy Education conference in Ohio**



## Business scholarship established at SFA

The newly established Marla D. and William A. Murphy Scholarship is awarded to deserving SFA students who are majoring in business.

Born and raised in Garland, Marla graduated from SFA in 1973 with a B.B.A. and was an active member of Delta Zeta Sorority. In 1977, she earned her Master of Science in nutrition from North Texas State University and later earned two degrees from Texas Woman's University: a Master of Science in health care administration in 1984 and a Ph.D. in nutrition in 1993.

Marla spent most of her career in the

field of nutrition, notably directing the clinical and food-service programs at Cook Children's Medical Center.

Bill, a Houston native, graduated from Robert E. Lee High School. He earned his B.B.A. from SFA in 1973 and was an active member of Tau Kappa Epsilon fraternity.

He started his career in Dallas at Texas Instruments in the supply division and has spent 41 years in industrial electronic distribution. He currently serves as a vice president at Mouser Electronics.

The couple live in Granbury and have a son, Blaine; daughter-in-law, Heather; and two grandchildren, Briggs and Blakely.



## Business student chosen as Mr. SFA

Blake Taylor of Rowlett was chosen as the 2014 recipient of the Mr. SFA Award, presented by the Stephen F. Austin State University Alumni Association.

The Mr. and Miss SFA title is presented each year to exemplary students who best represent and promote the university. The Mr. SFA Award was established in honor of the late Stan McKewen, a 1934 SFA graduate.

Taylor is a senior business economics major and the current Lumberjack mascot for SFA. He is the son of Ken and Mary Ann Taylor and a 2010 graduate of Rowlett High School.

Taylor is a member of the SFA Traditions Council and a Jack Walker for

the Office of Admissions. He has served as a counselor and student director for Jack Camp and was a member of the SFA Rugby Team from 2010 to 2012. Taylor enjoys participating in community service through The BIG Event and helping with the MLK Day of Service. He assists with Showcase Saturdays and Kids Fitness Day with the United Way. Taylor is the recipient of an Academic Excellence Scholarship, Large Co-ed Spirit Teams Scholarship and First United Methodist Church of Rowlett Scholarship.

Mr. and Miss SFA recipients are selected based on their scholarship, participation and leadership in academic and co-curricular activities, citizenship, and service and loyalty to SFA.



## Award recognizes one of the top female bowlers in the nation

SFA business student Melanie Crawford has been selected to receive the 2014 Alberta E. Crowe Star of Tomorrow Award. Crawford is a sophomore marketing major with a concentration in sports marketing and has been a key contributor to the Ladyjack bowling team each of the past two seasons.

The award, which provides a \$6,000 scholarship, annually recognizes a female USBC Youth bowler for star qualities, including distinguished bowling performances, academic achievement and extracurricular activities. The award is named in honor of the seven-term

president of the Women's International Bowling Congress.

"Being selected as The Alberta E. Crowe recipient is such an incredible honor, and without a doubt it earns a spot at the top of the list of things I have been blessed with in my life," Crawford said. "Bowling really carried me through some rough times in the past, and I have had so many people push me and support me, so it's incredible to see the hard work and support of others pay off. And the fact that it has paid off on a scale this high, just makes it so much more meaningful and surreal."

