



NELSON RUSCHE COLLEGE OF BUSINESS

# RUSCHE REVIEW

## » HIGHLIGHTS



**Student First to Receive  
Prestigious Scholarship**



**Industry Professionals  
Speak with Students**



**Business Students Travel  
to Boston for Conference**



**Faculty Members  
Recognized with Awards**

## SFA'S RUSCHE COLLEGE OF BUSINESS' FALL ENROLLMENT NEARS 15-YEAR HIGH

Enrollment in Stephen F. Austin State University's Rusche College of Business continues to increase with fall 2017 enrollment at its highest level in nine years and coming within one student of reaching a 15-year high.

According to data supplied by SFA's Office of Institutional Research, the college's enrollment increased by approximately 7 percent during the past two years.

During the past five years, the college has seen a 34 percent rise in first-time undergraduate enrollment with fall 2017 marking a 5.7 percent increase from fall 2016.

Dr. Timothy Bisping, dean of the Rusche College of Business, attributes the enrollment success to the efforts of

faculty and staff members along with alumni support.

"Our faculty and staff members not only serve our students exceptionally well, but their dedication also is a foundational component of our ability to advance our college's mission," Bisping said. "Those efforts, along with the invaluable support of alumni, are paving the way for continued growth and success in the Rusche College of Business."

Enrollment numbers have been adjusted to allow for the transfer of the Department of Computer Science to another college. For information on additional enrollment numbers and trends, visit [sfasu.edu/jackfacts](http://sfasu.edu/jackfacts).



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## MESSAGE FROM THE DEAN



Greetings from the Rusche College of Business!

I hope 2018 is off to a great start for our alumni and friends. We are

certainly off to a great start in the Rusche College of Business, and we are excited about the year ahead.

While our forward momentum continues to build, it is nice to look back at the happenings in our college and the recent accomplishments of our students and faculty members. In this edition of the Rusche Review, you can learn more about some of these endeavors and successes. I hope you enjoy reading more about the many good things that have taken place in recent months.

Perhaps the most important thing I can convey to you is my sincere appreciation for the strong support of our alumni and friends. It's amazing what can be accomplished when a group of Lumberjacks all pull in the same direction! Thank you so much for helping our students Experience Business™.

All the best, and Axe 'em, Jacks!

**Tim Bisping, Dean**

## STUDY-ABROAD EXPERIENCES AVAILABLE

SFA's Rusche College of Business offers students the opportunity to study abroad in France and Austria through partnerships with two business schools.

Since 2013, SFA business students have had the opportunity to study at either Groupe Sup De Co La Rochelle in France or MCI Management Center Innsbruck in Austria, which are both business schools accredited by the Association to Advance Collegiate Schools of Business.

Lone Wittliff, lecturer in SFA's Department of Management and Marketing, was instrumental in bringing these partnerships to fruition and continues to work as a liaison in helping SFA students enroll in this exchange program.

"Our students meet others from all over the world and gain cultural understanding and experiences," Wittliff said. "For many of them, this is the highlight of their college experience with memories to last a lifetime."

Since its inception, 21 SFA students have studied abroad with 18 studying in France and three in Austria. SFA also has hosted nine French students.

During this semester long program, SFA students enroll in various courses abroad that count toward their SFA degree plan.

"Students not only learn the essential business skills that will help them advance in their careers, but they also gain cultural experiences that will help them stand out to employers," Wittliff said. "Much of the student body at both schools in Europe is international. This gives our students incredible insights to cultural differences and understandings,

and provides them with the opportunity to make lasting friendships."

All College of Business students, except accounting majors, are eligible for the program. Students must have at least a 2.5 GPA and have completed various introduction business foundation courses. Students meeting the criteria may be eligible for a \$1,200 scholarship from SFA's Office of International Programs.

Those with a 3.0 GPA may receive an additional \$1,000 scholarship from the College of Business. Participation in the college's Student Success Passport Program also may provide additional scholarship opportunities. For this program, students pay SFA tuition, and room and board fees are approximately the same or less in France and Austria than in Nacogdoches.

For more information, contact Wittliff at [lwittliff@sfasu.edu](mailto:lwittliff@sfasu.edu).



*SFA business student Lawrence Moore studied abroad in Austria during the fall 2016 semester. Moore is one of many SFA business students who has taken advantage of the college's partnership with two business schools in France and Austria.*

## STUDENTS CO-HOST, COMPETE IN REGIONAL CONFERENCE

More than 130 people attended the Regional Fall Student American Marketing Association Conference in September on the SFA campus.

Students in SFA's AMA student chapter and the University of Houston-Downtown co-hosted this event.

Since the conference, membership in SFA's AMA student chapter has doubled, according to Dr. Marlene Kahla, professor in the Department of Management and Marketing.

Conference participants competed in either the marketing strategy competition, where teams formed a marketing plan and

analyzed SFA's Office of Development's strengths, weaknesses, opportunities and threats, or the salesmanship competition, where teams created a sales pitch to sell their client to judges.

Judges for the salesmanship competition were Douglas Durbin, general sales manager at Tipton Ford, and Barbara Bieber-Hamby, retired SFA faculty member and R.J. Reynolds retiree.

April Smith, SFA associate director of development, Shelley Brophy, Nacogdoches mayor, and Candace Bell, marketing manager for ARAMARK at SFA, judged the marketing strategy competition.

Participants heard from various guest speakers, including Brophy; Jim Iyob, chief customer officer of Etech Global Services; Garret Altier, marketing coordinator for SFA's Department of Athletics; Maci Dover, director of marketing for Whataburger; and Stephanie Schubert, Texas region recruiter for Hajoca.

Discussion topics included the vision for the industry for the next five years, selecting the right first job, how to evaluate job offers, preparing for a career, how to build a résumé and how to prepare for interviews.

# SFA BUSINESS STUDENT FIRST TO RECEIVE PUBLIC COMPANY ACCOUNTING OVERSIGHT BOARD SCHOLARSHIP

Lufkin native Skylan Graham, senior accounting major at SFA, is the first student in the Rusche College of Business' Schlieff School of Accountancy to be awarded the prestigious Public Company Accounting Oversight Board scholarship.

"To be recognized by such an organization is an award in and of itself. This generous endowment to my education is such a blessing because of the financial relief it has given me," Graham said. "I am passionate about accounting, and this recognition only serves to further drive me in my studies and career."

The PCAOB scholarship program provides funding to encourage outstanding undergraduate and graduate students to pursue a career in auditing, according to the organization's website.

Each year the PCAOB selects educational institutions and invites them to nominate a student recipient for the scholarship. The student must be enrolled in a bachelor's or master's program in accounting at a regionally accredited U.S. college or university; demonstrate interest and aptitude in accounting and auditing and high ethical standards; and not be a PCAOB employee, child or spouse.

Graham transferred to SFA from Angelina College



*Lufkin native Skylan Graham, senior accounting major at SFA, is the first student in the Rusche College of Business' Schlieff School of Accountancy to be awarded the prestigious Public Company Accounting Oversight Board scholarship.*

and quickly adapted to college life. Currently, she works as associate auditor for Axley & Rode, LLP, a certified public accounting firm.

"At one point, I doubted if I was fit for college, but I decided to take the risk and quickly found myself at ease with my studies," Graham said. "Every step of the way my professors from both Angelina College and SFA have encouraged me to set higher goals for myself and helped me see my potential. In fact, it was because of the nomination by the Schlieff School of Accountancy that I was eligible for this scholarship."

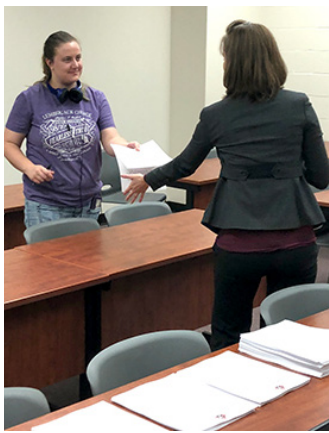
Dr. Kelly Noe, director of SFA's Schlieff School of Accountancy, has worked with Graham while she studied at Angelina College, and Noe served as Graham's internship supervisor.

"Skylan was impressive from the start, and she has continued to perform at the highest level. She has maintained a 4.0 GPA while working close to full-time hours," Noe said. "Her dedication and academic aptitude made her a great candidate for the scholarship."

Graham is enrolled in SFA's five-year master's accounting program and hopes

to graduate in December 2018 with a Bachelor of Business Administration and Master of Professional Accountancy.

# BUSINESS, AMERICAN MARKETING ASSOCIATION STUDENTS ASSIST ABM INTERNATIONAL IN MARKETING STRATEGY



*Students provided feedback on a new sewing machine branding and marketing campaign while serving as focus group members for ABM International, an industrial quilting machine manufacturing company.*

Business students provided feedback on a new sewing machine branding and marketing campaign while serving as focus group members for ABM International, a manufacturing company of industrial quilting machines that has expanded into the home quilting market with a line of longarm quilting machines.

Students enrolled in management and marketing courses taught by Dr. Marlene Kahla, professor of marketing, and students in SFA's chapter of the American Marketing Association met with ABM International representatives and provided feedback on various sewing machine packaging options.

Theresa Currey, ABM International's marketing associate, said the company was utilizing the focus group's feedback as a tool to get into the minds of millennial shoppers and find out what they are looking for when purchasing a sewing machine.

"We are looking into several demographics to find the best avenue, or to see if there is any

avenue at all, into the current sewing machine market, as it already is heavily dominated by several other brands," Currey said.

Kahla said the students' participation helped the sewing machine company and provided an opportunity for students to practice skills and concepts learned in class.

"This project enabled our students to take concepts in marketing research and product and marketing development, and apply them to real life," Kahla said.

ABM International was pleased with its experience working with the students.

"We felt the focus group was a big success. We walked away with some great information and a better, albeit surprising understanding of the thought process of this generation of buyer," Currey said. "We are incredibly grateful to SFA for allowing us to meet with its students and for offering its students' valuable class time to help ABM International in our efforts."

# STUDENTS ATTEND SPORT MARKETING CONFERENCE IN BOSTON

Business students traveled to Boston to participate in the Sport Marketing Association conference.

During the conference, students competed in the Aspire Group Case Study Bowl where they were assigned a real-world client and tasked with solving the client's marketing problem. This year's client was a Division I basketball program in Boston, and students needed to address the program's low attendance, low return of first-time attendees and poor fan experience at games. SFA competed against various universities from across the nation.

Dr. Jason Reese, sports business program director and assistant professor at SFA, led the trip and explained many of the SFA students who attended were members of the Sports Business Society.

"This was the first case-study competition students in the Sports Business Society, or any sports business student for that matter, have competed in," Reese said. "They learned how to take a problem facing the industry and find realistic, innovative and effective solutions."

To kick off the competition, students created a "war room" the day before the project was due to brainstorm and strategize. They submitted their project and presented solutions to a panel of judges who are professionals in the field.

Along with competing, students attended workshops and research presentations, as well as visited local attractions, including a social at Fenway Park. Students also received tickets to a Boston Celtics game and to the Harvard University versus Yale University men's hockey game.

"As the leading association for



*SFA students Erica Wiggins, Taylor DuRee, Gabrielle Jones and Marcus Brown traveled to Boston to participate in the Sport Marketing Association conference. Students competed in the Aspire Group Case Study Bowl where they were assigned a real-world client and tasked with solving the client's marketing problem. Students also attended a social at Fenway Park and visited local attractions.*

sport marketers, the Sport Marketing Association is dedicated to developing mutually beneficial relationships between professionals, academicians and students around the world through the creation,

distribution and implementation of sport marketing knowledge via networking, scholarly activities and career opportunities," according to [sportmarketingassociation.org](http://sportmarketingassociation.org).

# COLLEGE NOW OFFERING BUSINESS COMMUNICATION AND CORPORATE EDUCATION MAJOR ONLINE

SFA's Rusche College of Business now offers a business communication and corporate education major online as a completer program. Students who have completed 60 hours toward their degree can finish their final 60 hours online through this program.

Dr. Marsha Bayless, chair of the Department of Business Communication and Legal Studies, said this delivery method will open

opportunities for students.

"By offering this major online, students who would not normally come to campus or are geographically isolated can have the opportunity to complete one of our newest majors," Bayless said.

This major focuses on increasing business communication skills in business settings and providing opportunities to learn about training and employee development. Many large companies

are involved in internal corporate training, and this major will help graduates interested in training and communication, Bayless added.

"We decided to offer this major online because it was unique and not a major found at other public universities in Texas," she said.

The business communication and corporate education major provides students a specialized degree option.

## INDUSTRY PROFESSIONALS LEND INSIGHT TO SFA STUDENTS

During the fall semester, business students had the opportunity to hear from a variety of professionals to gain insight on the industry.

Bank of America's Senior Vice President Kelley B. Hall provided essential personal branding information during an Evening with Executives event.

Hall's discussion titled "Building Your Brand" included information on how individuals can build and maintain a personal brand. Hall emphasized the relationship between one's brand and career success while advising students on key steps they can take today to help brand themselves professionally.

"The students in SFA's Rusche College of Business clearly demonstrated their commitment to achieving academic success during this year's event," Hall said. "Due to their active engagement and self-awareness, the students are now better prepared to create a personal brand they can be proud of as they move closer to their chosen career fields."

Hall also participated in a question-and-answer session. Dr. Tim Bisping, dean of the Rusche College of Business, said Hall's presentation was aligned with the college's student-centered mission.

"As young professionals seek to launch successful careers and become leaders in their fields, effective personal brand management is a must," Bisping said.

Kirk Phillips, president and CEO of Wintrust Commercial Finance and SFA alumnus, also spoke to business students about keys to a successful career.

In his "So you want to be a CEO?" discussion, Phillips recalled the various jobs he held before achieving his current position. Phillips has spent more than 25 years in the commercial finance industry beginning with ITT Commercial Finance. He has experience with credit analysis, underwriting, sales and marketing.

"It is exciting to come back to SFA and interact with students. If even one student can benefit from my experiences since graduating from SFA, then I consider it a success," Phillips said. "The education and experiences I had as a Lumberjack definitely helped me during my career."

Phillips explained to attendees how he had always wanted to travel, but although his path was not the one he had originally imagined, he was able to reach his goals and be successful by following opportunities.

"Mr. Phillips' presentation was an exceptional example of our dedicated alumni helping our students learn how to achieve career success," Bisping said.

Phillips also advised students on keys to success, including never stop learning, attitude is everything and always look for opportunities.

Additionally, Nacogdoches Mayor Shelley Brophy spoke to students about her career, life as mayor and updated students on city happenings. Before elected mayor, Brophy owned and operated Shelley's Bakery Café in downtown Nacogdoches and shared her business acumen with students.



*Kelley B. Hall, senior vice president of Bank of America*



*Kirk Phillips, president and CEO of Wintrust Commercial Finance and SFA alumnus*



*Shelley Brophy, Nacogdoches mayor*

## SFA'S RUSCHE COLLEGE OF BUSINESS RENOVATES BOARDROOM, EXPANDS EXPERIENTIAL LEARNING



SFA students in the Rusche College of Business have another avenue to engage in experiential learning.

In order to further its efforts in creating a corporate-like atmosphere, the

Rusche College of Business renovated a boardroom in the McGee Business Building, Room 443, to provide students a meeting area typical of those used in the business industry.

"This new boardroom takes experiential learning to a new level in the Rusche College of Business," said Dr. Tim Bisping, dean of the Rusche College of Business. "While it is a boardroom, it also is a classroom. Here, students become familiar with working in a boardroom and have the opportunity to make presentations to professionals in a corporate setting."

Students in upper-level business courses and in the Master of Business Administration program utilize the room. The room also functions as a meeting space for the college's Executive Advisory Board.

The boardroom includes a large conference table with 20 chairs, a 12-foot credenza, upgraded technology, and built-in speakers, projector and powered screen. Additional upgrades include new paint and lighting as well as a shadowbox display dedicated to Nelson Rusche, the college's namesake.

## DR. STEPHEN SHREWSBURY BRINGS 30-YEAR MILITARY EXPERIENCE TO THE CLASSROOM

The past and present blend inside Dr. Stephen Shrewsbury's office to simultaneously give visitors a glimpse into his 30-year military career and a look at his new role as assistant professor in SFA's Department of Business Communication and Legal Studies.

Casually sitting on the shelf, a Spartan helmet reminds him of his first overseas assignment in Athens, Greece. A framed photograph marks the moment he became a "tailhooker" by landing a plane on the aircraft carrier George Washington. His collection of coins symbolize the many relationships he formed during his career and pays tribute to the military tradition of coin presentations.

Shrewsbury held many ranks and positions in the Air Force, including fighter controller and colonel, but he spent the majority of his career as a lawyer.

As an undergraduate, Shrewsbury enrolled in an aviation law course taught by a professor from the University of Denver. After doing well in the course, his professor offered to write Shrewsbury a recommendation for law school or a graduate program. This encouragement prompted Shrewsbury to consider

practicing law as a profession.

"That was the first time I ever considered law, and from that time forward, it was always in the back of my mind," Shrewsbury said. "When I found out the Air Force had a program where officers could transfer into the Judge Advocate General's Corp, I applied. It took me three years to get into the program because it's exceedingly selective."

After working for the JAG Corp for six years, Shrewsbury studied international law at the Judge Advocate General's Legal Center and School in Charlottesville, Virginia. Upon graduation, he moved with his wife and 7-month old daughter to Athens, Greece.

"I was interested in working at an embassy, and they had an opening in Athens, which was a fairly dangerous place at the time," he said. "I was there for three years working on bilateral issues between Greece and the U.S., especially security preparation for the 2004 Olympics."

During the past 15 years, Shrewsbury also has lived and worked around the world in Guam, Germany, Japan, Hawaii and the United Kingdom. In Germany, he was the deputy staff judge advocate for the U.S. European Command that handled all U.S. military in Europe. He also was deployed two times — once to Afghanistan for a few months in 2011 serving as the deputy staff judge advocate for the International Security Assistance Force (NATO) and once to Turkey in 1999 for Operation Allied Force.

While his shelves provide a backdrop of his military career, his desk filled with stacks of student papers represents a new challenge and chapter in his career.

"Teaching was something I had been looking at for a long time because I really enjoyed training and instructing when I was in the

## NEW FACULTY MEMBERS



**NICOLE BRANTLEY**  
Visiting accounting faculty member



**DR. ALAN CAMPBELL**  
Assistant professor of accounting



**MANUEL GUERRERO**  
Lecturer in business communication and legal studies



**DR. LAURIE ROGERS**  
Assistant professor in business communication and legal studies



**DR. PAMELA ROGERS**  
Assistant professor in management and marketing



**G.W. SCOTT**  
Lecturer in management and marketing



**DR. STEPHEN SHREWSBURY**  
Assistant professor in business communication and legal studies



service," Shrewsbury said.

This semester Shrewsbury brought his field experience into the classroom where he taught a graduate course in transnational law and courses on business government and ethics.

"My strength is I can bring in 30 years of real-world experience into the classroom to demonstrate some of the concepts being taught in the course material," he said.

For example, when discussing the basics of environmental regulation, he relies on his experience practicing environmental

law in Guam, or when studying societies and cultures, he relates the class discussion to global perspectives he gained while living abroad.

He believes in emphasizing written, analytical and presentation skills. He also encourages students to broaden their thinking.

"I emphasize the importance of exposure to possibilities," he said. "I try to give students a sense of what the world is like so they can consider possibilities for work or careers outside of Texas or the U.S. that they have not considered."

# FACULTY AWARDS

## MUIR RECEIVES 2017 PEARSON AWARD FOR INNOVATION IN TEACHING WITH TECHNOLOGY

Dr. Clive Muir, associate professor in SFA's Rusche College of Business, received the 2017 Pearson Award for Innovation in Teaching with Technology at the Association for Business Communication international meeting in Dublin, Ireland.

This award recognizes Muir for his use of technology in enhancing learning and engagement in business communication courses.

"It's an honor to be recognized for my philosophical view and pedagogical approach to using technology," Muir said. "My approach is based on the idea that technological tools should be used only to the extent that they enhance teaching and learning outcomes, not for mere exposure to cool software or to play 'app scotch' to excite students."

Muir has been part of the SFA faculty since 2012 and credits the staff members in the Center for Teaching and Learning for training and supporting his technological endeavors.

Muir approaches his courses with a design challenge — meaning he considers the purpose of the course and selects the tasks and tools he should use.

"We have many options in the teaching and learning process, and we have less time and attention spans than ever before. I strive to be astute in developing the courses," Muir said.

Another way Muir utilizes technology is by creating a reader-friendly syllabus and teaching students design principles in Microsoft Word and PowerPoint.

"Students learn to take control of their documents because formatting is important for making a good impression these days," Muir said.

He designs online courses that are easy to navigate and created in modular form. He also employs interactive sites, discussion boards, business databases, annual reports and more to help his



*Dr. Clive Muir*

online students better understand the curriculum.

SFA senior Lori McCulloch said she appreciated the way Muir used technology in class and connected the course material to everyday life.

"Dr. Muir went the extra mile to help students be successful and was always prompt in replying to requests for assistance," McCulloch said.

Additionally, Muir uses podcasts and YouTube videos to showcase the diversity of speakers and presenters in the business environment.

"It is great when we can find examples of effective presentations students can use to guide their own presentations," Muir said. "To improve their listening and speaking skills, students access various corporate podcasts and then create their own using free online tools. They also create 'expert' videos, where they speak with confidence about a workplace issue they've researched."

In both online and face-to-face courses, Muir emphasizes brainstorming, critical-thinking, problem-solving, decision-making, writing, presenting and teamwork skills.

## BLOUNT NAMED BETA GAMMA SIGMA PROFESSOR OF THE YEAR

Dr. Justin Blount, assistant professor, was named the Beta Gamma Sigma professor of the year.

The college's top performing students selected Blount for this award.

"For me, awards from students are always the most meaningful because educating students and preparing them for successful careers is my overarching goal as a faculty member," Blount said. "Thus, receiving awards such as these are



*Dr. Justin Blount*

very meaningful because they indicate that the students in this group think I am performing that task well."

Blount, who teaches courses on business law, ethics and society, has been a part of the SFA faculty since 2013. Additionally,

Blount has been a member of BGS since he was a graduate student.

## WRIGHT RECEIVES REGIONAL AWARD

Dr. Carol Wright, assistant professor in the Department of Business Communication and Legal Studies, received the University Professor of the Year Award for the Texas Business and Technology Educators Association.

Wright has been part of the SFA faculty since 2011 and received her undergraduate, graduate and doctoral degrees at SFA. She teaches business communication and introduction to business courses. Prior to joining the SFA faculty, she held several accounting positions in the industry.



*Dr. Carol Wright*