



NELSON RUSCHE COLLEGE OF BUSINESS

RUSCHE REVIEW

» HIGHLIGHTS



IN REMEMBRANCE OF SFA PRESIDENT BAKER PATTILLO

Dr. Pattillo's commitment and dedication was inspiring, and his impact on our university will continue for many generations. We appreciate his tireless passion for higher education.



Tony Hawk to serve as distinguished speaker



Notes from a mentor and mentee



Students win top honors at advertising conference



Pamela Rogers elected Alpha Iota Delta president

RUSCHE COLLEGE OF BUSINESS DEDICATES RENOVATED AREAS

Stephen F. Austin State University's Rusche College of Business hosted a dedication ceremony to celebrate three new areas in the McGee Business Building: the Lou Ann Richardson Classroom, Walter E. Naymola Innovation Hub and Michael J. Hopkins Lobby.

"We want students to learn exceptionally well, launch successful careers and become leaders in their fields," said Dr. Tim Bisping, dean of the Rusche College of Business. "It is rewarding to know that this project isn't just about what we hope to do; rather, it is about us actually achieving our vision with the help of so many people."

A collaborative classroom on the first floor was named in honor of alumna Lou Ann Richardson, who is an executive

vice president and head of relationship programs for wholesale relationship strategies and insights at Wells Fargo in Dallas. She has more than 34 years of industry experience.

"It is important as alumni that we come back and assist students in becoming successful in any way we can," Richardson said. "It's a way to pay it forward. The focus on collaborative work that will take place in this classroom will help prepare students for their careers, regardless of what field they choose to pursue after graduation."

Richardson graduated from SFA in 1983 with a Bachelor of Business Administration. She was a member of the 1979 Ladyjack tennis team and played

intramural sports from 1979-83. She was a member and officer of Gamma Sigma Sigma, a resident assistant for Gibbs and Steen Halls from 1981-83, and the Ladyjack mascot during the 1982-83 basketball season.

Richardson remains an active member of the SFA community through participation in the Rusche College of Business Executive Advisory Board, where she has served as chair in the past. In 2014, the SFA Alumni Association named her a distinguished alumnus.

"Lou Ann has been an incredible asset to the college and continues to provide valuable insight and support," Bisping said. "We are so pleased to have a classroom bearing her name."



LOU ANN RICHARDSON CLASSROOM



WALTER E. NAYMOLA INNOVATION HUB



MICHAEL J. HOPKINS LOBBY

MESSAGE FROM THE DEAN



What a great fall semester we had in the Rusche College of Business, and the spring semester is off to an even better start! The result of your support is clearly demonstrated by the increasing number of students interested in studying business at SFA.

We are pleased to share some of the wonderful things that have taken place recently. Thanks to the generosity of many alumni and friends, we have completed our planned renovations of the third and fourth floors of our McGee Business Building. I hope you will soon stop by to view the Walter E. Naymola Innovation Hub, the Michael J. Hopkins Lobby, the Lou Ann Richardson Classroom and many other excellent new spaces for our students.

With your help, we continue to advance the mission of the college in many ways.

I encourage you to take some time to read about all that is happening in the college, and I sincerely hope you will accept my invitation to stop by sometime to see everything in person. I am confident you will be quite happy with what you find. The progress you will see could not have happened without you, our alumni and friends.

Thank you for your support, and Axe 'em, Jacks!

Tim Bisping, Dean

The Walter E. Naymola Innovation Hub, named after Walter E. "Loddie" Naymola, offers technology-rich areas for student research and presentations. The hub includes a conference room where students can practice in a formal meeting setting. A One Button Studio also is available for students to create video projects.

"I never dreamed I'd be able to do something like this for my school," Naymola said. "To see where SFA has gone in the past 40 years is incredible. To be able to reconnect and re-engage means so much to me. I pledge to stay involved and challenge all other alumni, if they are not already engaged, to get engaged to help our university grow."

Naymola, who played basketball for the Lumberjacks and was a member of Phi Delta Theta, received his Bachelor of Business Administration in finance in 1978. He launched his career as an entrepreneur in 1984 and soon became a recognized leader in the specialty rental industry.

During his career, Naymola has founded, acquired or scaled more than 100 businesses. In 2014, he established the Naymola Foundation, which primarily supports higher education, medical research and child advocacy programs.

"One of the attributes that makes Loddie so successful is his ability to identify needs and build companies that meet those needs, and he utilized the same thought process in his donation to create the Naymola Innovation Hub," said Dr. Trey Turner, executive director of development.

The Michael J. Hopkins Lobby creates a real-world business environment that improves student focus and cognition, cultivates leadership qualities, enhances academic proficiency and prepares students for successful futures.

Hopkins earned a Bachelor of Science in economics from SFA in 1970 and was a member of Phi Delta Theta. His career focus involves property management, leasing, construction, finance and retail development. Hopkins has served as an inaugural member of the Executive Advisory Board for the Rusche College of Business.

"We want our students to experience business and their profession before they leave campus," Bisping said. "It's because of the generosity of donors like these that our students will learn in technology rich, collaborative and professional environments."

SEE PAGE 7 FOR BEFORE AND AFTER PHOTOGRAPHS

TONY HAWK TO SERVE AS GUEST SPEAKER FOR SFA'S NELSON RUSCHE DISTINGUISHED LECTURE SERIES

A blue Fiberglass Bahne skateboard started it all for professional skateboarder and successful business owner Tony Hawk, who at 16 years old was widely considered the world's best skateboarder.

The world skateboarding champion for 12 consecutive years, Hawk continues to skate in demonstrations and exhibitions, making him among the most-recognized athletes in the U.S.

Hawk has transformed his love of skateboarding into a successful billion-dollar business and continues to pave the way for upcoming athletes. He also is passionate about giving back to the community through his Tony Hawk Foundation.

A fervent entrepreneur, Hawk will serve as the guest speaker for an event hosted by the Rusche College of Business at 7:30 p.m. April 29 in the Baker Pattillo

Student Center Grand Ballroom. Hawk is the second speaker to visit campus as part of the Nelson Rusche Distinguished Lecture Series.

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.

Through a question-and-answer format, Hawk will discuss his passion, entrepreneurship and the importance of giving back.

"The opportunity to have Tony Hawk as our speaker at the Nelson Rusche Distinguished Lecture Series will provide an especially engaging and informative opportunity for our students," said Dr. Tim Bisping, dean of the college.

"One of the many benefits of the



freedoms we enjoy is that we have the ability to both pursue our passions and utilize our successes as we choose. In many ways, Mr. Hawk has chosen to use

his success to help others,” Bisping said. “Many of our students will soon graduate and enjoy great successes of their own, and I hope this example set by Mr. Hawk is one the students will always remember.”

In 1999, Hawk teamed with Activision, an American video game publisher, to create Tony Hawk’s Pro Skater video game. During the X Games that same year, he became the first skateboarder to successfully complete a 900, the pinnacle of “vert skateboarding,” which is the art of skateboarding vertical walls.

Today, Hawk’s business skills have helped create a Tony Hawk brand that boasts a billion-dollar video game franchise and many successful businesses, including Birdhouse Skateboards, Hawk Clothing, and the Tony Hawk Signature Series sporting goods and toys. His video game series

has surpassed \$1.4 billion in sales with the most-recent version, Tony Hawk’s Pro Skater 5, released in fall 2015.

A savvy social networking marketer, Hawk’s fan base numbers in the millions on Facebook, Twitter and Instagram. He regularly appears on television and in films, and he hosts a show on Sirius XM radio’s Faction channel. His autobiography, “HAWK—Occupation: Skateboarder,” was a New York Times bestseller, and in 2010 Wiley Publishing released “How Did I Get Here? The Ascent of an Unlikely CEO.” In 2012, in partnership with Google, Hawk’s film production company, 900 Films, launched the RIDE Channel and has grown into the most-popular skateboard destination on YouTube.

Additionally, the Tony Hawk Foundation has donated more than \$5.5 million to 572 skate park projects.

throughout the U.S. The foundation helps finance public skate parks in low-income areas in all 50 states and other parts of the world through its partnership with Skateistan. Skate parks that received financial assistance from the Tony Hawk Foundation currently serve more than five million children annually.

The Nelson Rusche Distinguished Lecture Series is free and open to the public. A private reception will be held prior to the lecture at 6 p.m. To purchase reception tickets, contact SFA’s Office of Development at (936) 468-5406, or email April Smith, associate director of development, at alsmith@sfasu.edu. Reception tickets cost \$150.

For more information about the lecture series, visit sfasu.edu/rusche.



STUDENTS TO ENGAGE WITH CORPORATE PARTNERS IN NEW INITIATIVE

A new initiative involving SFA’s Rusche College of Business and corporate leaders will help support student success and provide a link between the academic and corporate worlds.

Through this new launching partnerships program, corporate partners can have a consistent and lasting impact on the College of Business’ students, programs and facilities.

“The launching partnerships initiative is special because everyone wins,” said Dr. Tim Bisping, dean of the Rusche College of Business. “Employers have new opportunities to get to know our students, and students have the opportunity to network with business professionals. As a whole, the Rusche College of Business wins because all aspects of this program advance our Learn, Launch, Lead mission.”

Building business networks for students is a key goal of the college. This partnership will provide opportunities for corporate partners to visit classes multiple times per year to meet with students, discuss job opportunities and share insight into the business world.

Additionally, the college will host corporate events dedicated to the partner company to give business leaders an avenue to meet with students one-on-one. Corporate partners also will be recognized with special signage within the college’s McGee Business Building.

Dr. Trey Turner, executive director of development, said this initiative aligns with the university’s SFA Envisioned Strategic Plan to provide transformative experiences for students and increase connections.

“The launch of the new corporate partner initiative creates an ideal opportunity to secure new sponsorships from business and industry, as well as increase the visibility of these new corporate partners on campus,” Turner said. “The additional funds and collaboration that stem from these partnerships will create exciting new experiential-learning opportunities for many SFA students.”

To learn more about this endeavor, contact Bisping at (936) 468-3101 or bispingto@sfasu.edu.

STUDENTS GAIN BEHIND-THE-SCENES EXPERIENCE IN SPORTS PROMOTION

Swapping from a sports fan to a sales person, more than 35 students in a sports promotion course taught by Dr. Jason Reese, sports business program coordinator and assistant professor, gained behind-the-scenes sales experience by working with Lone Star Sports and Entertainment and SFA Athletics in fall 2018.

In preparation for the Battle of the Piney Woods, students helped Lone Star Sports and Entertainment, which is the host of the BOPW, sell game tickets and use Fevo, a social selling platform, to make sales through social media. Students also made cold calls to prospects and presented ticket solutions to consumers in the Houston area.

“Our partnership with Dr. Reese and the sports business program at SFA is a partnership we take great pride in,” said David Fletcher, general manager of Lone Star Sports and Entertainment, the sports marketing and event production company of the Houston Texans. “We enjoy the opportunity to work alongside these students to tackle relevant business challenges that occur in the industry every day. For the students, it provides direct engagement with leading sports marketing executives and an opportunity to build their presentation skills, their network and their passion for this business through the game of football.”



Students in a sports promotion course taught by Dr. Jason Reese, sports business program coordinator and assistant professor, work in the new Walter E. Naymola Innovation Hub to gain experience selling athletic event tickets.

The Rusche College of Business and SFA Athletics also created the SFA Athletics Call Center, which provides students the opportunity to sell ticket products for all SFA Athletics events, as well as the BOPW game. Students developed the skill of selling season tickets, group tickets, mini ticket plans and single-game tickets. They used face-to-face and phone-based personal selling.

“Our partnership with the Rusche College of Business and Dr. Reese has not only been an exceptional asset for SFA Athletics, but also for the students’

future,” said Brandon Bernard, SFA Athletics marketing coordinator. “The students interact on a weekly basis with full-time employees within SFA Athletics creating mutually beneficial connections while also gaining real-world, hands-on experience gathering leads, making sales calls and completing sales to actual SFA ticket buyers. The skills learned and the connections made during this partnership provide a tremendous leg-up for these students when they begin competing for jobs post-graduation.”

STUDENTS WIN TOP HONORS AT AMERICAN ADVERTISING FEDERATION-HOUSTON STUDENT CONFERENCE AND COMPETITION

Several SFA students proved to be among the best in advertising, marketing and graphic design during the annual American Advertising Federation-Houston Student Conference and Competition.

This conference, which brings together the advertising, marketing and communications disciplines, challenged students with creating an advertising campaign for a real client. This year students created a campaign for Mattress Firm.

SFA students from the Department of Mass Communication, Department of



Students were on the first-, second- and third-place teams during the American Advertising Federation-Houston Student Conference and Competition, which brought together the advertising, marketing and communications disciplines.

Management and Marketing, and the School of Art were on the first-, second- and third-place teams.

SFA marketing students Grant Knight, Aubrey junior; and Clayton Howard, Richmond junior; mass communication students Haleigh Haupt, Kingwood senior; and Robert Breitenstein, Beaumont senior; and art student Julie McSwain, Center senior; placed first.

Mass communication juniors Coby Ward, of Logansport, Louisiana; and Jade Contreras, of Red Oak; placed second. Third-place winners

include Joshua Cliffe, Huffman mass communication senior; and Elyse Guerra, Austin marketing freshman.

Drs. Marlene Kahla, professor in the Department of Management and Marketing; Seth Bradshaw, assistant professor in the Department of Mass Communication; and Daniel Anguiano, assistant professor in the School of Art, worked with students during the semester to prepare for the competition.

While in Houston for the competition

and conference, student teams visited Houston-based advertising agencies and were given eight hours to complete an advertising campaign, which included creative, research, marketing and media plans. Teams were allotted 20 minutes to present their project to a panel of judges comprising Houston advertising professionals.

“This event teaches students to effectively work with people from diverse educational backgrounds

in new surroundings for a client requesting specific plans in a timely manner,” Kahla said.

Some of the host agencies included Freed Agency, Skyline, Lopez Negrete, iHeartRadio, CBS, Cox Media Group and Love Advertising.

The second day of the conference students attended résumé and portfolio review sessions with advertising, marketing and public relations professionals and a panel discussion.

SPORTS BUSINESS STUDENT DOES BIG DIP

Dylan Williams, a student enrolled in SFA's sports business program at Lone Star College in The Woodlands, became the first student in this joint program to participate in the Big Dip ring ceremony at SFA. Williams wants to pursue a position in operations, sales, management or marketing, specifically in basketball. This program at Lone Star College provides students the opportunity to receive a four-year degree in sports business from SFA.



COLLEGE OF BUSINESS HOSTS ANNUAL CONFERENCE

More than 40 high school and community college business teachers from around the state attended a conference at SFA for the annual Texas Business and Technology Teachers Association. SFA's Department of Business Communication and Legal Studies, housed within the Rusche College of Business, hosted the conference in fall 2018.

This year's conference focus was “On the Beam: Finding a Balance Between Humanity and Technology” and included various speakers who discussed topics such as online and face-to-face courses and online educator technology.

SFA business students, who were enrolled in a leadership communication course, assisted with the conference arrangements and delivery.

EVENING WITH EXECUTIVES FEATURES SENIOR VICE PRESIDENT OF EXOS TECHNOLOGIES



SFA's Rusche College of Business hosted an Evening with Executives with guest speaker Mikhail Cook, senior vice president of sales for Exos Technologies, a ServiceLink company.

Cook presented “FinTech and the Future: What you need to know.” He shared tips for “future-proofing” one's career in the digital economy. Cook spoke about the role of data, the implications of emerging technology and how to stay ahead.

Exos Technologies is a leader in delivering cloud-based digital technologies to real estate lenders and providing a complete digital experience for consumers.

Cook joined Exos Technologies in May 2018.

He is responsible for driving partner relationships and sales for Exos. Cook has decades of knowledge and experience, previously holding the position of senior vice president of sales and business development for Black Knight's Lending Solutions division.

He also worked for CoreIP Solutions and Downey Savings and Loan. Cook has spent much of his career specializing in mortgage technology, specifically in the areas of sales, client delivery and project management. His academic background includes finance and entrepreneurship at the University of Southern California's Marshall School of Business.



Dorothy Hetmer-Hinds, pictured, from Trinity Valley Community College discussed motivation and how to become effective educators in today's digital age.

MEANING OF A MENTOR

The Rusche College of Business started its mentorship program in 2016, pairing Rusche Scholar students with members of the college's Executive Advisory Board. Mentors and mentees scheduled times to discuss topics ranging from the SFA experience to life and career goals. As the program grew and relationships began to form, it quickly became apparent that mentorship opportunities should be extended and offered to a wider audience.

"We saw the powerful relationships cultivating and the great opportunity for our students to be mentored by experienced leaders. We reached out to the alumni office, who was eager to partner with us, and we implemented the online social media-type experience through the

Lumberjack Professional Network," said Dr. Tim Bisping, dean of the Rusche College of Business.

The LPN is an online platform that allows SFA alumni and friends and Rusche College of Business students to connect, network and participate in various ways, including the mentorship program, the main focus of the platform. The program went live in fall 2018 and continues to grow with great enthusiasm. Users can search through the participant directory and choose the mentor or mentee they feel could best meet their needs. Mentors help with résumé critique, internship and career advice, and more. As you will read in the letters below, you will learn that lifelong friendships also can form.

NOTE FROM MENTOR MIKE PARHAM

I first met Nikki in fall 2016. From the beginning, I knew she was a very smart and bright young woman. The most impressive part was her ability to listen, learn and ask questions. In addition, she was studious and took her education seriously. When she had roadblocks or tragedies, she would call and we would just talk about what was going on. She trusted me with advice, and I was very transparent during all the discussions, and we had some tough discussions about family, school, her future and her career path. Regardless of how busy either one of us were, we talked every other Friday for almost an hour and sometime in between as needed.

I can truly say Nikki has been a positive influence in my life. Her down-to-earth attitude, work ethic, belief in the "good nature" of people and her self-confidence showed me how much potential she had, yet those same strengths also expressed her vulnerabilities. My reward as her mentor at SFA was to see how she made decisions that grew her confidence, which in turn has made her a stronger person. I truly do not know or understand the impact I had in her life, all I can say is we had a trust and confidence in each other that was real, and she has blossomed as a young woman. Since her graduation, we continue to talk, have an occasional lunch or dinner, and our relationship continues to grow. She will enter law school in fall 2019, and I will be her second biggest fan behind her mother. Nikki is now considered family!



NOTE FROM MENTEE NIKKI WOOD

Two years ago, I received an email from the dean about initiating a pilot mentorship program to connect members of the Executive Advisory Board to current Business students. My first thought was "Why me?" Then I realized how great of an opportunity this could be to at least build my professional network. Little did I know the lasting impact my selected mentor would have on my life.

When I first looked at his profile, I was impressed that he was from an area close to my hometown and that he was a CEO. Then they told us that we were responsible for making contact first. Cold calling a CEO is beyond nerve-wracking because there is a high chance he's too busy to answer or he answers and there's dead silence. I remember exactly when and where I was when my CEO mentor, Mike Parham, answered my call. It was a Friday, and I was in my car taking my lunch break from teaching Spanish at a preschool. My voice was quivering because I wanted to impress him too and not let my dean down so there was a lot of pressure on this call. It wasn't five minutes into the conversation when my nerves subsided, and we were asking questions just to get to know each other. I could tell that he genuinely wanted to be a mentor in any aspect of my life, not just for a future job connection.

The bi-weekly calls became something I looked forward to because I could share all the great things I was doing as well as ask for advice on issues I wasn't so sure about. After finally meeting him face-to-face at a luncheon, I was no longer nervous, but excited for our next visit. Mike's personality is what I like to describe as the "fun uncle." He's extremely energetic, positive and kind. Just when I thought it couldn't get any better, I had the opportunity to meet his wife, whom he met at SFA. The both



of them have been such a blessing in my life.

Personally, my parents never went to college. So, it was nice to have someone I could call who would either have the answer or find it for me. When my dad passed just as my senior year was beginning, I remember having another luncheon scheduled that I didn't want to miss. I wasn't in the happiest of spirits, and Mike knew something was wrong. After knowing him for a year, I trusted him. He was one of the first few people I opened up to about my dad. Ever since that day, our mentorship turned into a friendship. Our conversations shifted from "How are classes going?" to "How are you doing, honestly?"

Mike inspires me to shoot for the stars. He knows I have big goals like going to law school, and he is still pushing me through even though I am a graduate now. He even went with me to visit a law school recently. The amount of love and support I have received from him and his wife is immeasurable. I am forever grateful for being selected to participate in this mentorship program. I am a firm believer that everything happens for a reason. Now I have a lifelong mentor and friend that I can count on for anything.

[SIGN UP TO BE A MENTOR AT SFMENTORSHIP.COM.](https://www.sfmentorship.com)

DR. PAMELA ROGERS ELECTED ALPHA IOTA DELTA PRESIDENT



Dr. Pamela Rogers, assistant professor in the Department of Management and Marketing, was elected president of Alpha Iota Delta, which is an international honor society recognizing academic excellence in decision, information, and operations sciences. Rogers joined the society in 2005 as a doctoral student at the University of North Texas and served as secretary from 2009-17. She served as first vice president this past year and was responsible for relationships with affiliated professional associations.

"It is such an honor being elected by colleagues who are highly respected in their fields. Alpha Iota Delta has played an integral role in my professional career since the late Dr. Steven Lunce inducted me," Rogers said. "My goal is for the society to continue to grow and enhance the educational experiences offered by universities through strong relationships

with our affiliated professional organizations."

Rogers joined the faculty in the Rusche College of Business in August 2017. She teaches operations management, purchasing, and other management and decision-making courses while also mentoring students regarding career and professional development. In addition to industry experience, Rogers has taught more than 15 years in higher education and four years as a civilian Air Force master instructor. Her objective is to take complicated business concepts and make them understandable for students.

"Alpha Iota Delta membership presents a unique opportunity for students who excel academically and serve their institution/community to enrich their professional development," Rogers said. "It is important that we recognize those who strive to exceed expectations to become good corporate citizens and neighbors."

Rogers earned a Bachelor of Business Administration from Midwestern State University in marketing and economics. She earned a Master of Science in computer education and cognitive systems and a doctoral degree in operations and supply chain management from the University of North Texas.



BEFORE AND AFTER

