

NEWSLETTER OF THE UVSC SCHOOL OF BUSINESS

MESSAGE FROM THE DEAN



On November 15 Eugene Seeley and I met with the Jorge Basulto, Business Dean at UADY (University of Yucatan in Merida, Mexico). The new dean is excited to continue an exchange program similar to the one set up by Eugene under a grant previously. We expect to see a draft agreement by the end of this month. Our intention is to make this an ongoing exchange program for students and faculty.

As previously announced, Kelly Forbis is setting up a meeting time and date for all interested faculty to discuss implementation of our international strategic initiative. All faculty members who are interested in participating in our international programs and those who would like to share input are invited to attend. Watch for an announcement of the meeting time and place.

Stanley Earl Jenne, Dean

EVENTS

November 21-24	Faculty Thanksgiving Holiday
November 22-23	Staff Thanksgiving Holiday
Dec 5, 3 p.m.	PBA (SC 206 A,B,C)

DEADLINE DATES

December 5	Department Goals
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INTERVIEW WITH MARK STODDARD, ENTREPRENEUR IN RESIDENCE

Are you a business consultant outside of UVSC?

Yes I do consult on marketing, business plans and general business planning.

What are some notable accounts or businesses you have worked with?

As either a CEO, executive director, or consultant: Target Publishing, Free the Eagle, Heritage Schools, Universal Syndications, Classical Singer magazine and conventions, VMT Ventures, ImSar Radars, and have taught special writing, and marketing classes at numerous universities around the world including UCLA, USC, San Francisco Conservatory of Music, BYU, UVSC, U of Calgary, U of Moscow, Russia, Havana Polytechnic, New York University, and more.

What, exactly, does the "Entrepreneur in Residence" do?

As EIR I am available to students and professors alike to discuss business concepts and advise on business plans, marketing and consulting. Next semester I'll also be teaching a class on Business Plans and conducting the Entrepreneur Lecture Series.

Tell us about your free consulting service.

Each Tuesday at 12:30 PM in the Woodbury 2nd floor Conference Room we hold an open forum for anyone associated with the University -- students and professors alike. The purpose is to let people have an open review board of business ideas. I'll be there along with other entrepreneurs to listen and advise. Our purpose is to try and increase the chances of success for that business.

Give us an example of a business that was improved due to your services.

At the Jefferson Institute for Entrepreneurship we held hundreds of "hot seats" or open forums where entrepreneurs could explore a new idea, check out a current business, or come and listen to others. In nearly every case we can see the trees in their forest a little more clearly than they can. They walk away with some better ways to start or expand a business. Dr. John Iams, a vet, came to us many moons ago with a dog food idea. He wanted to offer some strange concoction for dogs but never considered competing with Purina. We discussed boutique alternatives that could be mainstreamed. He's done well.



A number of students and practicing entrepreneurs pitched their ideas and we simply asked questions. They soon found out they had some more thinking to do. Those people may have gotten the most value.

What is your opinion of the ideas you have heard from local entrepreneurs?

I haven't heard too many creative business ideas yet. Too many copy cat ideas where insignificant effort has been applied. But, they have seen, I hope, that there are ways of improving the idea and making it work. We'll see more soon.

In your opinion, is the Woodbury School of Business adequately preparing entrepreneurs for the real business world? Which classes are especially beneficial for entrepreneurs?

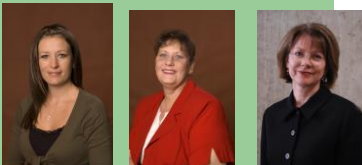
The Woodbury School of Business is founded right. Most professors have a "real-world" bent. They want the students to succeed. Frankly, all of the classes can be beneficial but the accounting, entrepreneur and general business classes I've attended can be enormously beneficial. Better to think it out now than on-the-job trial and terror.

Marketing classes that teach entrepreneurial advertising will be the most beneficial. That is all IRA—Immediate Response Advertising is the only appropriate advertising to teach entrepreneurs. They haven't the time nor the budget for 90% of advertising—DRA—Delayed Response Advertising. It's valid advertising (and what virtually every school teaches) but it just isn't right for a guy or gal trying to get his small business started. Branding is way overstressed for them.



How can people make an appointment to discuss their marketing, business plans and general business questions with you?

They just need to contact Sylvia Lobendahn at 863-7296 or lobendsi@uvsc.edu. Faculty should tell students about this service.



By Kelly Forbis



SPOTLIGHT ON ADVISEMENT

During the week of October 29 - November 5, the Advisement Center logged in over 700 students, answered over 500 phone calls, and the advisors responded to several hundred e-mails, all assisting in registration for Spring 2008.

PRELAW ADVISOR, EILEEN CRANE

UVSC has a new prelaw advisor, Eileen Crane. She is working part time to help students learn about law school and how to apply successfully. One of her assignments this year will be to help structure a pre-professional advisement center. If funding is made available, this center would advise all students wishing to attend professional graduate schools (law, business, medical, dental, etc.) and would be a joint project among several of the schools at UVSC (or colleges at UVU).

Ms. Crane has a J.D. from Brigham Young University and was the prelaw advisor there for 14 years. She has visited 90 law schools throughout the country and has contact in many others. She served as the President of WAPLA, the Western Association of Prelaw Advisors, for six years and as the Chair of PLANAC, the Prelaw Advisors National Council for two years.

Eileen is currently an adjunct in the Legal Studies Department where she receives excellent reviews from the students. If you have students who are interested in attending law school, please be sure that they contact her. She can help them.

Her office is LA 026b, her email is craneei@uvsc.edu, and her phone is 863-6779. Because she is working part time this year, students will need to contact her for an appointment. There are also sign-up sheets for appointments outside of her office. This is a GREAT opportunity for our students.

By Janice Gygi

CONFERENCE PAPERS

Harry Taute has had a paper accepted for both presentation and inclusion in the proceedings for the 2008 Association of Collegiate Marketing Educators (ACME) conference. His paper "**The Changing Nature of Controversial Advertising: A Content Analysis Study**" will be presented at the conference in Houston, TX this coming March. Proceedings will be posted on the ACME website (www.a-cme.org).

TRIP REPORT

Exchange Program in Mexico

By Eugene Seeley



Dean Jenne and I went to Merida, Mexico where we visited the University of Yucatan (also called UADY which stands for Universidad Autónoma de Yucatán). We met with Jorge Basulto, the Dean of the School of Accounting and Administration, and several professors. After a tour of their facilities, we discussed renewing an exchange program that we had done before with a federal grant. Under this grant about 12 students were exchanged over three years. We agreed to continue to exchange four students a year: UADY will send us two each fall, beginning next year; and we will send UADY two of our students each spring, beginning in 2009.

We also discussed the possibility of exchanging professors for a week or so at a time. The proposal is each year to send a UVSC professor or two to UADY. Our faculty would give lectures in their classes and could collaborate on research. UADY was invited to send their professors to us to do the same.

The business school at UADY has about 2,000 students and 50 full-time faculty, so it is comparable to our business school. Their fall semester begins and ends around the time our does, but the spring semester runs from February to the end of June with a two-week spring break (Cancun is just four hours away by bus).

Our students have had wonderful experiences in Mexico and have an excellent reputation at UADY. Earlier this year one of our students returned to Merida to marry a local, something the UADY International Students Director was proud of. Many of you have had UADY students in your classes or have worked with our students going abroad. Thanks to all who have supported our program and we look forward to continuing these successful exchanges.



ABOUT THE B SCHOOL BLOG

Eugene Seeley is the editor en chef of the newsletter. We solicit material for the newsletter as well as your comments, suggestions, and concerns. Tell us about your conferences, publications, projects, and club activities. Give us announcements that may be of interest to faculty, staff, and students. Photos are always welcome. Email Eugene at seeleyeu@uvsc.edu.

The B-School Blog is posted on the web at the following address: <http://www.uvsc.edu/business/infoforfaculty/blog.html>