The Trades Are Flourishing at UVU

Hands-on Learning Pays Off in the Workplace

UVU's Inclusivity Initiative
SAVE the DATE!

UVU Donor Appreciation Banquet
March 19, 2015

**Keynote speaker:** Emmy Award-winning reality TV host and producer Todd Hansen

**Front Cover:** Curtis Blair, UVU Foundation Board member, UVU Board of Trustees member, president of the UVU Alumni Board, and founder and general manager of Froghair, hires UVU graduates and provides internship opportunities for UVU students.
Dear Friends,

I am thrilled to have been elected chair of the Utah Valley University Foundation Board last spring, and I’d like to thank you all for your support of UVU, no matter what form that support takes. UVU is an exciting school for so many reasons; it focuses on the needs of its students and the needs of the community while integrating the two beautifully to help Utah thrive. I am delighted to be a part of an institution that is improving the lives of so many Utahns.

The stories in this issue of Foundation Today provide a glimpse into what’s taking place at the University right now. UVU’s remarkable strength in the trades, its renewed focus on ensuring that students receive the support they need, along with some recent milestone gifts, make this the most exciting place for learning in higher education.

Succeeding Debbie Bingham will be difficult. During her tenure she led the Foundation through significant fundraising efforts for the new Science Building and the Wee Care Center. She saw the President’s Scholarship Ball grow significantly in both attendance and dollars raised.

As we reflect on the past five years of President Holland’s leadership, I am pleased to report that the Foundation has made significant strides in our efforts to support the University. We have increased the number of annual donors by 112 percent, have grown the number of gifts over $10,000 from 31 to 82, and have increased the number of new donors by more than 200 percent. I am also pleased to report that since July 1, 2009, the endowment has grown from just over $31 million to almost $60 million—very nearly doubling in size.

On behalf of everyone involved with UVU, I want to thank Debbie for her leadership during her years as chair and wish to express my gratitude for being chosen to serve as the current chair of the UVU Foundation.

Sincerely,

James N. Clarke
UVU Foundation Chair
This year’s First Lady’s Luncheon put the spotlight on women in the arts. More than 400 guests joined hostesses Jeanette Herbert, Nancy Peery Marriott, Barbara Barrington Jones, Elaine Dalton, and Patti Edwards in Utah Valley University’s Grande Ballroom and enjoyed a performance by acclaimed vocalist Nancy Peery Marriott and performances by UVU School of the Arts students. The First Lady’s Luncheon brings together community women to address the challenge of increasing higher education graduation rates for Utah women.
Above: Mike Rowe of the television shows “Dirty Jobs” and “Deadliest Catch” attended SkillsUSA and chose UVU student and commercial-baking gold-medal winner Paul Smith for a segment of his new show, “Somebody’s Gotta Do It.” Smith was filmed with Rowe in a head-to-head cake decorating competition, which he handily won.

SkillsUSA National Championships, held in Kansas City, Mo., are a showcase for the best career and technical students in the nation. Against nearly 6000 students from around the country, UVU won in audio/radio production, collision repair technology, commercial baking, engineering technology/design, and related technical math.

Utah Valley University’s Ryan Greenwood claimed the gold medal in construction at the 2014 SkillsUSA National Championships. Greenwood was one of nine UVU students who won gold. With an additional eight silver-medal winners and three bronze-medal winners, UVU tied Florida’s Manatee Technical Institute for first place in the nation, and it has ranked among the top three for the past 14 years.

Competitors for the carpentry medals were asked to construct a small wall and dormered roof to precise specifications, and Greenwood’s work was judged as demonstrating the finest craftsmanship. “I was confident going in, but you never know what you’re getting into,” said Greenwood, who maintains a 3.9 grade-point average.

“At UVU I feel like the professors and even the staff are all engaged in the same cause; they want to see students succeed,” said Greenwood, who was encouraged by Associate Professor of Construction Management DeWayne Erdmann to take part in SkillsUSA. Contestants must first win a UVU competition, then win the Utah state competition in order to advance to nationals.

“I was impressed with Ryan’s knowledge of construction procedures and ability to help his peers understand complex concepts the first time I worked alongside him,” said Erdmann.

This year Greenwood received the Utah Valley Home Builders Scholarship and the M. Verl & Marion Peter Johnson Scholarship, and the extra funds are making it possible for him to take the credits he needs in order to graduate in 2015. “I cannot even begin to express what a blessing this scholarship is for my family,” said the father of three.
UVU Foundation Today

UVU Grads a Boon to Utah's Economy

UVU graduate Jared Maruji shows the variety of corporate gift items available from Froghair.
UVU Grads a Boon to Utah’s Economy

Utah’s economy is one of the strongest in the nation. Small businesses cropping up all along the Wasatch Front, as well as technology leaders on Utah’s new Silicon Slopes, need a well-trained workforce. Service industries such as teaching and healthcare are expanding rapidly in response to Utah Valley’s burgeoning population—Intermountain Healthcare alone expects to hire 400 Utah Valley University graduates this year. With more than 85 percent of UVU graduates remaining in the state at least one year post-graduation, UVU plays a crucial role in Utah’s economic success. Its strategic programs and its emphasis on real-world learning experiences ensure that UVU grads are well prepared to join the workforce and to make significant contributions in their careers.

Zylun, a relative newcomer offering global staffing solutions, has hired several UVU interns and alumni, including Kyle Clark, who graduated in 2011 from UVU’s marketing program and is now vice president of sales. “Kyle impressed us from day one,” said Zylun CEO Brigham Tomco. “He was very mature and already had workplace management experience. I see that a lot with UVU graduates—they may take a year or two more to get through school, but when they come out they’ve already worked or managed people. If I found 100 Kyles, I’d hire every one.”

Although many graduates find positions at big companies, most of the hiring going on in Utah is with small businesses, says Curtis Blair, founder and general manager of Froghair, which produces high-end corporate awards, gifts and retreats. He says a lot of these businesses are just getting started and don’t have all their processes in place. They need people who can jump in and figure things out as they go, and UVU graduates can do that. “I can’t speak enough about the passion, persistence, and creativity that’s coming from our UVU students,” said Blair. “They are prepared in such a way that they are ready on day one to make a contribution in the workplace. They do not have a sense of entitlement. I couldn’t be more pleased to hire students out of UVU.”

Steve Smoot of Intermountain Healthcare, which has hired several hundred UVU-trained nurses and dozens of other UVU alumni, says that UVU graduates are particularly good at talking with patients and putting them at ease, and because so many of them come from the local area, they have a strong commitment to the community. “As our market has grown and our population grows, we’ve needed more and more nurses to be able to provide the high-quality care that we’re known for. And we couldn’t do it without UVU, without the incredible nursing program and all the other programs—the pre-med students, the lab students, respiratory therapy and all the other programs we’ve been able to rely on.”

With new programs such as a professional sales track in marketing, a graduate certificate in cybersecurity, a graduate certificate in regulatory affairs for science, and the only four-year biotechnology program in the state, UVU is responding directly to industry need and is giving students a leg up in the job market.

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Michael Whiting  
EMT certification, associate of science in general studies ’13  
Technician in inpatient psychiatry at Utah Valley Regional Medical Center  
“Without the basic training and certifications I got at UVU, I wouldn’t have been able to apply for a job at Utah Valley Regional Medical Center.”

Shanda Pratt  
Personal financial planning student  
Premium relationship associate at Fidelity Investments  
“In a lot of my classes we do hands-on case studies of situations that we could potentially encounter in our careers. I’ve been able to bring what I’ve learned in school into my conversations with clients.”

Callen Barton  
Information Systems ’13  
Business intelligence developer at Fishbowl Inventory  
“The business intelligence classes that I took gave me an understanding of the latest techniques and technologies. While I was still in school I was actually able to apply them in my daily work here at Fishbowl.”

Jared Maruji  
Business management; international business emphasis ’13  
Senior account manager at Froghair  
“Probably the best thing I learned at UVU was to think outside the box, to analyze all the issues and be able to put things together.”
The Library at Utah Valley University will soon be a destination for art enthusiasts and scholars alike. A stained-glass art installation called “The Roots of Knowledge” will stretch the entire 200-foot length of the library. When lit at night, the 80 stained-glass windowpanes, each nine feet high, will be viewable from I-15. The first of a series of installments was marked with a celebration April 3, 2014, and the entire work will be completed and installed in time for UVU’s 75th anniversary celebration, 2016-2017. UVU faculty members are developing a class based on the events depicted on the windows.

Conceived by Tom Holdman and Cameron Oscarson of Holdman Studios in Lehi, Utah, the series of windowpanes aims to portray the human quest for intellectual advancement and progress from the dawn of humankind to the present day. Holdman, who offered to contribute the work as a gift to the University, began his artistic career as a humble UVU student making signs for events.

Roots Media is producing an eight-episode film series about the Roots of Knowledge project, and several UVU student interns are assisting them with a website, technology management, and social media marketing. Another intern is making stained glass with Holdman and Oscarson, and more interns will be involved in the project in the coming years.

“It is a wonderful experience to have the interns working with us on this project,” said Ross Wolfley of Roots Media. “It demonstrates the ultimate goal of the artwork being useful in educating students. For an intern to work with someone like renowned filmmaker Lee Groberg and equally well-known scriptwriter Ken Chowder is extremely rare and will, I hope, be an exceptionally wonderful experience for the interns. For UVU art students to actually work on the stained-glass windows under the direction and tutelage of Tom and Cameron is an equally great opportunity.”

“When we first began discussing this effort and how Tom might approach it and what might be included, I wondered how he would do artistic justice to the rich intellectual heritage our world has to offer,” said President Matthew S. Holland. “I wonder no more—the work is stunning!”
Angel Paredes wanted to go to college when he graduated from high school, but he didn’t know how to go about it. His family, originally from a small town in the state of Puebla, Mexico, hadn’t been living in Utah for long, and they didn’t know how to help him. When Angel learned how much college would cost, he gave up the idea and got a job.

Angel’s younger sister, Janeth, was much more fortunate. When she was a freshman in high school, she learned about Utah Valley University from UVU’s Latino Initiative. Representatives from UVU went to her Provo high school and engaged interested Latino students in a program called Latino Educators of Tomorrow, which helped them prepare to attend UVU’s School of Education.
“We got our feet wet on how college worked, the homework, the rigor of it,” said Janeth. “And they taught us that we could get scholarships and that we could apply for other types of financial aid. Ever since I was young I had wanted to teach, and Latino Educators of Tomorrow created a network of support to help me get there.”

UVU’s Latino Initiative was created in 2007 when then-President William A. Sederburg tapped Kyle Reyes to create an initiative to expand educational and career opportunities for Latino students. The initiative includes outreach to Latino parents and students in elementary and high schools to encourage them to consider higher education, programs to connect Latino students with mentors on campus and in the community, and an annual celebration of Latino culture and academic success that welcomes the Latino community to UVU.

Within five years Latino student enrollment at UVU tripled—to more than 3,000. Last year UVU’s Latino Initiative, now directed by Yudi Lewis, was recognized by the national organization Excellencia in Education as one of six baccalaureate programs in the U.S. that have demonstrated outstanding outcomes for Latino student success.

UVU strives to be welcoming and supportive of all who wish to pursue an education, and the Latino Initiative is part of those efforts, but until recently the University lacked a campus-wide, strategic plan for advancing inclusiveness. Last year President Matthew S. Holland turned to Reyes again and asked him to spearhead the development of such a plan.

“I want to make sure we equip students to handle the complexity of a diverse, globalized society,” said Dr. Kyle Reyes.

“We’re looking at what we can do as a university to make this campus more inclusive.”

Janeth Paredes is enthusiastic about the new Inclusivity Initiative. “I think it’s wonderful that the University is doing this, because we have the Latino Initiative and we have support for our Polynesian students and our Native American students, we have the Women’s Success Center, but each service is isolated. A centralized initiative will bring together the best of each office and make those services available to all underrepresented students.”

Janeth will graduate next spring with a bachelor’s degree in elementary education, and she plans to go directly into a master’s program. “I just want to work in the education field and help improve how our teachers are trained, how we teach our students, and the education system in the U.S. overall,” she said. “Of course I would like to get a doctorate in education, too, but we will see where life takes me.”
The Utah Valley University School of the Arts has blossomed on the Utah landscape as a locus of creativity and talent. Its students and faculty in art and visual communication, music, dance, and theater have been recognized for their proficiency with several national and international honors.

- UVU’s popular Ballroom Dance Team has won national collegiate championships four years straight and was selected to represent the United States at the China Ninth International Folk Art Festival.
- UVU art and visual communications students have won 12 national student awards in graphic design as well as national awards in illustration.
- UVU’s theater department has won the Kennedy Center American College Theater Festival in Washington, D.C., the past two years.
- The UVU Chamber Choir took top honors at the National Collegiate Choral Organization conference.

Utah’s new economy seeks graduates who not only are trained in technology, medicine, education, and other professional fields but also are creative and able to innovate. The School of the Arts is helping students in all majors to develop creativity; during a typical semester, about 10,000 students take arts courses. Students who explore their interest in music, theater, dance, or visual arts at UVU benefit enormously from an excellent faculty and the high standards set by their talented classmates.
Chelsea grew up dancing, singing, and playing the piano. By the time she was in high school she was already performing with the local college and dreaming of becoming a music teacher. She enrolled at Brigham Young University-Idaho but shortly afterward left college to join a prestigious musical group with which she travelled and performed for the next three years. During that time she met and married the man with whom she hoped to spend the rest of her life. Everything was going according to her dreams.

Shortly after the couple was married, however, Chelsea discovered that her husband was beset with addictions. After eight years of emotional turmoil and increasing financial stress, she enrolled in Utah Valley University’s Music Education program to prepare herself to support her three children.

Because Chelsea is still married—and hoping to salvage her marriage—she failed to qualify for much financial aid. Faced with having to drop out of school, she approached the dean’s office at the School of the Arts and told them of her predicament.

To help Chelsea finish her education, the school provided financial assistance for her through the School of the Arts Opportunity Fund. “The staff was so kind, and I felt like they cared about me as an individual,” said Chelsea. With the money she received, she was able to send her children to the Wee Care Center and to continue her studies.

“I believe that Chelsea has a very bright future in music education,” said Voice Instructor Heidi Slezak. “Her fun-loving outlook on life will surely motivate her students to do their best. She is also very creative and willing to use her musical gifts to serve and uplift others.”

School of the Arts Opportunity Fund

The School of the Arts Opportunity Fund helps students in two ways: it elevates excellence and it provides emergency assistance.

Unexpected opportunities such as an invitation to a premier competition, an opportunity to invite a world-renowned mentor to campus, or an important programmatic enhancement that needs seed money on short notice can lift the school, its students, and its programs to a higher level. The School of the Arts Opportunity Fund can help the school to take advantage of unforeseen opportunities that really matter.

Individual students are sometimes faced with financial challenges that threaten their ability to complete their college education. Some are good students in the arts whose search for financial assistance has not been successful. A fund for emergencies gives the dean and department chairs the flexibility to compassionately assist those with pressing needs.

UVU accepts you as who you are, then lifts you to a higher place.

– Chelsea
Ambassadors at UVU

Cody Brown, from Orem, transferred from Western Wyoming Community College and is majoring in deaf studies, with an emphasis in interpreting. He hopes to combine passions and interpret American Sign Language for musical theater—ultimately on Broadway.

Audrey Butler, from Orem, is majoring in biology. She plans to become a physician-scientist so she can treat patients and also do wide-reaching research.

Zack Dearing, from Vernal, Utah, is majoring in communications with an emphasis in public relations, minoring in German and marketing. He wants to plan and execute large-scale events for big corporations and start a marketing company.

Lacey Farley, from Willard, Utah, is majoring in behavioral science with an emphasis in sociology.

Shadlan Gale, from Ely, Nevada, transferred from an eastern university and is majoring in psychology and minor in marketing. He plans to get a master's degree in organizational behavior.

Aubree Hill, from Las Vegas, Nevada, transferred from Dixie State University and is majoring in physical education. She wants to teach physical education and coach high school volleyball for a few years before earning a master's degree in school counseling.

Cameron Ketch, from Houston, Texas, and Alpine, Utah, is majoring in business management with a minor in biology. He is pursuing his dream of becoming a dentist.

Kiana Shaffer, from Boise, Idaho, transferred from Salt Lake Community College and is majoring in American Sign Language. She hopes to work in educational interpreting and would love to have a job that involves travelling.

Nicole Stead, from Houston, Texas, transferred from Snow College and is majoring in communications with an emphasis in public relations. She would like to work in event planning or at an institution of higher learning.

Yulia Yevdokimova earned degrees in English and French in her home country of Ukraine. She is majoring in behavioral science and minoring in French and wants to pursue a career working with families.
Three rising stars have joined Utah Valley University’s top administration. All three bring proven skills to the job, and all three share the goals of achieving student success and of helping the University and the community to thrive.

Jeffery Olson, Senior Vice President for Academic Affairs

“My ancestors were among the original settlers of Utah and Utah County. There is no place I would rather be or people I would rather serve. My primary goal is to determine the needs of the people of UVU’s service area and to see how UVU can help address them through educational programs, research and related service.”

Previous positions: associate provost for academic assessment, director of the division of library and information science, and associate professor in the department of administration and instructional leadership at St. John’s University, Queens, New York.

Daniel Fairbanks, Dean of the College of Science and Health

“I look forward to building on the foundation of excellence that Dean Sam Rushforth established as the college promotes student success through excellence in instruction, premier hands-on experience in undergraduate research and internships, and an inclusive environment that is supportive for all.”

Previous positions: associate dean of the College of Science and Health and professor of biology at Utah Valley University; department head and professor of plant, soil, and insect sciences at the University of Massachusetts, Amherst; dean of undergraduate education at Brigham Young University; highly regarded sculptor and painter.

Forrest G. Williams, Dean of University College

“My efforts will be focused, ultimately, on serving UVU’s whole reason for being: the individual student. My goal is to foster authentic student success, to create an environment where students can succeed. I strive for open and effective communication, and I welcome productive innovation.”

Previous positions: faculty member and chair of the department of basic composition/English as a second language, member of the University College Task Force on Assessment, and coordinator of basic composition digital literacy at Utah Valley University.
Lance Black
Lance Black is co-founder and CEO of Eli Kirk, a Provo-based, full-service marketing agency with an in-house team of strategists, designers, writers and Web developers. He previously worked as a Web developer for Novell.

Mary Crafts-Homer
Mary Crafts-Homer is the CEO and president of Culinary Crafts caterers in Salt Lake City, an 11-time winner of Best of State for catering. She has hosted a KBYU Public Television cooking show, is a repeat guest on the television shows “Good Things Utah” and “Good Morning Utah,” and has been featured in Catering Magazine. She writes a monthly restaurant review for Utah Valley Magazine.

Tyler Brklacich
Tyler Brklacich is the UVU student body president. He graduated from Woods Cross High School in North Salt Lake, Utah, and is studying political science with an emphasis in international relations. He has served as senator for the College of Humanities and Social Sciences and as vice president of Academic Senate. He plans to graduate in 2015, apply to the Peace Corps, and attend law school.

Duane Madsen
Duane Madsen is retired vice president and executive director of Goldman-Sachs Private Wealth Management. He has served on the National Advisory Council for the Woodbury School of Business and has chaired the International Advisory Council for the J. Reuben Clark Law School at Brigham Young University and the International Advisory Council of the International Center for Law and Religion Studies.

Cord Christensen
Cord Christensen is CEO of True Science, a veterinarian-grade animal health and wellness company founded in 2010. Previously he has served as CEO of BroadSign, a digital signage and software solutions company, and as president of Polaroid during the company’s sale and restructuring following bankruptcy proceedings.

Kris McFarland
Kris McFarland has nearly 30 years of experience in human resources in the education, construction, insurance, and high-tech sectors and currently works for the Workers Compensation Fund. His extensive board service includes service on the Associated General Contractors Education Committee, the Teamsters Health Insurance Trust, and the Operating Engineers Health Insurance Trust.
This year’s Outstanding Community Partners, recognized at the third annual Business and Economic Forum, were Rona Rahlf of Fishbowl; Kevin Simister of Hawkins, Cloward & Simister CPAs; and J. Brent and Kathryn Pryor Wood, founders of Clear Horizons Academy. Now in its second year, the award recognizes professionals who have distinguished themselves through their exceptional effort, expertise, and wise counsel to Utah Valley University and through their support of its mission.

Rona Rahlf
Rahlf chairs the Woodbury School of Business’s National Advisory Council and has brought in significant funding for the school. A frequent guest speaker in UVU business classes, she takes a personal interest in students and advises them on business degrees, careers, and how to prepare for success.

Kevin Simister
Simister recruited members of his firm to mentor UVU students and has served on a number of committees for the Woodbury School, including 12 years on the National Advisory Council, where he chaired the faculty development board. He regularly supports UVU’s entrepreneurship initiatives and encourages others to support the school.

J. Brent and Kathryn Pryor Wood
After one of their grandchildren was diagnosed with autism, the Woods founded Clear Horizons Academy, a nonprofit organization dedicated to increasing the educational opportunities for Utah children with autism. They were instrumental in establishing UVU’s autism studies program and have been participants in and supporters of the annual UVU Conference on Autism.

At the Business and Economic Forum May 27, 2014, Ron McMillan, author of the New York Times bestseller “Crucial Conversations” and recognized expert in influence, leadership, and workplace communication, gave the morning keynote address. Utah Valley University President Matthew S. Holland gave the luncheon address on UVU’s initiative for engaging and partnering with the local business and professional community. And Rust Tippett, partner at Bennett Tueller Johnson & Deere and author of Utah’s new asset protection trust law, explained opportunities available under the new law.
A combined $2-million gift from Vivint Inc. and its CEO, Todd Pederson, is launching one of the premier sales programs in the country at Utah Valley University. In response to demand from the business community for trained sales professionals, UVU has established the Todd Pedersen Professional Sales Track with a $1-million gift from Pedersen. Students in any major may take the track.

“Sales are the lifeblood of every business,” said Paul Dishman, chair of the UVU Marketing Department. “The skills our students learn in the classroom will serve them well in their professions. Utah has such a strong economy because of its orientation to build businesses, and what builds businesses is sales.”

An additional $1 million from Vivint enhances UVU’s Business Resource Center with a sales and marketing research center, including a laboratory with eye-tracking equipment and facial coding technology—the only one of its kind in the region. The gift will also fund a research director position and a scholarship program, and will partially fund an additional faculty position.

Elder Dallin H. Oaks, a member of the Quorum of the Twelve Apostles for The Church of Jesus Christ of Latter-day Saints, spoke at Utah Valley University at the Constitutional Symposium on Religious Freedom, sponsored by UVU’s Center for Constitutional Studies. In Oaks’ speech, titled “Hope for the Years Ahead,” he expressed concerns about the freedom of religion, but concluded by saying that he is convinced that this is ultimately a time for hope, and that, “Such hopes can only be realized by concentrating on what we have in common, by striving for mutual understanding, by treating all our neighbors with goodwill, and by exercising patience.”

Also speaking at the April 16, 2014, symposium were The Honorable Thomas B. Griffith of the U.S. Court of Appeals, D.C. Circuit, and his wife, Susan Griffith.

The center has brought a number of high-profile guest lecturers to speak at UVU, including Utah Speaker of the House of Representatives Rebecca Lockhart, State Senators Margret Dayton and Mark Madsen, celebrated author David McCullough, and George Washington University law professor Jonathan Turley. The Center for Constitutional Studies is a resource for students, faculty, and community members seeking a greater understanding of constitutionalism and its applications in contemporary society. All its events are open to the public.
Make a Difference!
Your donations, whether big or small, can help make a difference.
Visit our website at www.supportUVU.org