

BUSINESS *Bulletin*

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Introducing The ISU College of Business Fellows



From left, with majors and hometowns: visiting executive-in-residence and retired Bank of America executive Mark Abrams, B.B.A. Accounting and Information Systems '71; Brian Ellis, Accounting, Rupert; Heather Varez, Accounting, Delano, Calif.; Amanda Williams, Management, Biloxi, Miss.; Whitney Norman, Accounting/CIS, Rigby; Jason Christiansen, Accounting, Rupert; Doug VanOrden, Finance, Blackfoot; Dmitry Beresnev, Accounting, St. Petersburg, Russia; Oana Iacovita, CIS, Cluj-Napoca, Romania; Todd Jensen, Accounting, Pocatello; Laura Thompson, Accounting, Shelley; Dr. Ken Smith, dean of the College of Business, and Fellows Advisor Dr. Steve Byers.

Not pictured: Anthony Martinez, Marketing, Grace; Brandon Lemmon, Accounting, Pocatello; Nikki Howard, CIS, Quincy, Wash.

Meet the highest achievers, the College of Business Fellows. Fellows are chosen by the college's executive committee based on faculty recommendations. They represent the very best of undergraduate business majors based on three dimensions: academics, leadership and attitude. Of 1,200 business majors at ISU, the 12 Fellows represent the best one percent of undergraduates.

Welcome to the spring, 2010 edition of the College of Business Bulletin.

You may have noticed that the U.S. economy has been somewhat slow recently and you have probably heard that higher education budgets everywhere are being cut. You may have even heard that there is a lot of turmoil at ISU with rumors that the faculty is at war with the central administration. The facts are that many people are concerned about changes that are in process due to the approximately 20% budget cuts that we have suffered in recent years. However, we are all working to ensure that we emerge from this period as a strong and vibrant institution.



Dean Ken Smith

That is certainly true of the College of Business. We have been fortunate to maintain the high morale of our faculty members and students. Our faculty members are not leaving and our enrollments are increasing. As described in the article about our Center for Business Services (page 8), we have redirected our goals to provide support for economic development in Idaho. Our curriculum has been slightly modified to enable our best qualified students to apply their knowledge to real problems while also helping real businesses. We will continue to provide the best possible education for our students who want

to enter the various professions in the traditional fields of business, but we will also be a major force in economic development efforts for our broader community.

This year is the first time that ISU has scheduled separate graduation ceremonies for each of its colleges. Therefore, the College of Business is planning its own very special commencement ceremony on Friday, May 7 in Frazier Auditorium, followed by a celebratory picnic for our graduates and their families. Peter Kole, an ISU alumnus and very successful entrepreneur from Cleveland, Ohio will be our inaugural speaker to kick off the first annual College of Business commencement celebration. Our College of Business Advisory Council will be meeting that morning and we hope to entice them to stay to help us congratulate our new alumni at the ceremony and the picnic. If you would like to be part of this celebration, send us a note so that we can include you in the guest list.

As I have said many times before, it is a pleasure to be part of your College of Business. I cannot imagine working in a better environment populated by true professionals. I hope you enjoy the articles. We are interested in your comments and would love to have you visit with us next time you pass through Pocatello.

Kenneth A. Smith

Join the college on Facebook

Our Facebook page has become the place to see breaking news of interest from the College of Business and ISU. We hope you'll become a fan to see postings appear in your Facebook profile and that you visit the page often.

It's easy to become a fan. Just enter <http://tiny.cc/isucobnow> in your Internet browser to go directly to the page. Or, place "Idaho State University College of Business" in your Facebook search window.

We look forward to having you as a Facebook fan and welcome your postings and comments there.



EMBA PROGRAM PROPOSAL

Wood River Valley welcomes EMBA program proposal



Dean Ken Smith explains how a proposed executive MBA program could attract visiting executives to join ISU faculty for online and on-site instruction.

A team of representatives from the College of Business visited the Wood River Valley on December 2 to meet with community and business leaders about a proposal to establish an executive master's degree in business administration program to serve the educational needs of the valley.

The visits were hosted by the Wood River Economic Partnership (WREP) and the Sun Valley Co. and coordinated by Wendy Jaquet, District 25 Idaho state representative, and Doug Brown, executive director of WREP.

Kenneth A. Smith, Ph.D., CPA, dean of the ISU College of Business, led presentations on the academic program proposal to meetings of Sustain Blaine and the Sun Valley/Ketchum Chamber and Visitors Bureau.

Smith also met individually with other interested valley residents throughout the day.

The proposed EMBA program would hold classes online and on-site during weekends, likely sharing facilities with the College of Southern Idaho's satellite location in the valley. Outstanding College of Business faculty will offer formal instruction, augmented by visiting executives from time to time to share their high-level, real-world experiences.



At the evening presentation to chamber members at the Sun Valley Inn, Smith reviewed potential curriculum options, time frames and costs. He noted that the proposed program in part would help further educate business owners who live in the area, many of whom could choose to sponsor key employees as students.

Smith also pointed out that once established the program could have the potential to draw people from other states who are interested in learning in the internationally-famous resort destination that is the Wood River Valley.

"I think the programs presented are a great match for the Wood River Valley, both for local businesses and individuals living here who want to increase their skills," said Doug Brown, WREP executive director.

Informational presentations were also made in Twin Falls April 7-8.

The Johnathan and Jane Doe
EXECUTIVE
MBA
IN SUN VALLEY
IDAHO STATE UNIVERSITY
COLLEGE OF BUSINESS

Chris Martin is first Health Care Information Systems Management graduate



Adam Waldron, left, manager of information technology at Pocatello Family Medicine, and Chris Martin, the first graduate of the Health Care Information Systems Management program.

After a transcript review, Martin discovered that at that point a one-semester load would fulfill requirements for his B.B.A. in health care information systems management. He minored in psychology, graduating in December 2009.

Martin served his practicum at Pocatello Family Medicine, under the guidance of Adam Waldron, manager of information technology for the clinic.

“Chris took the lead to design electronic medical forms with full input and guidance from

all our user groups,” Waldron said. “These forms could easily be used by other facilities wishing to implement the same types of programs or interventions and will eventually be published in peer-reviewed medical journals and presented at health care conferences,” he said.

Martin’s performance in the unpaid practicum has led to a compensated position with Pocatello

Family Medicine, which he currently holds.

The first graduate of the Health Care Information Systems Management program is precisely poised to help lead the massive conversion from paper to electronic health records now underway and supported heavily by recent federal stimulus legislation. The new major is jointly administered by the College of Business and the Kasiska College of Health Professions.

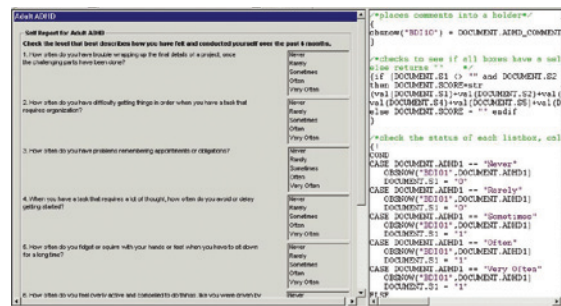
The graduate, Chris Martin, describes his future as “where preparation meets opportunity.”

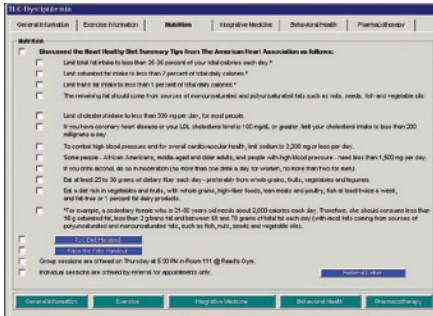
Martin’s “opportunity” is the fact that more than 51,000 additional jobs in the health care information systems field will be created over the next five years, according to the Bureau of Labor Statistics, the U.S. Department

of Education and independent studies.

Martin, of Idaho Falls, first entered ISU in 1997 and attended sporadically over the years as he balanced work and family life, experimenting with a number of majors before settling on his chosen course.

“I learned of the new major in a class taught by Dr. Ken Trimmer, then saw a presentation at the ISU annual health care conference. That interested me and I now see my life’s work out there in front of me,” he said.





The Health Care Information Systems Management degree was born from research by professors John

Beachboard, Lela “Kitty” Pumphrey, Ken Trimmer, and Carla Wiggins beginning in 2005.

Their paper, “Entrepreneurial IT Governance: Electronic Medical Records in Rural Healthcare”, published in the International Journal of Healthcare Information Systems and Informatics, contained research findings indicating an apparent need for a new degree program.

A review of existing programs then revealed a distinct lack of potential competition and ISU likely had the courses and resources to package a new degree program.

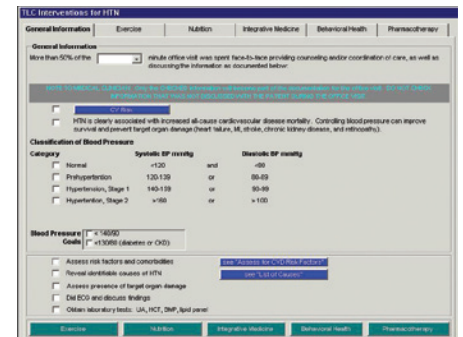
Trimmer then interviewed leading medical administrators throughout the eastern Idaho region, asking them to describe the perfect candidate to fill information technology roles at their facilities. Their near-unanimous responses indicated a person with a sound business education with an emphasis in information technology, augmented with series of courses focused on health care administration and organization. A component of hands-on experience in a health care facility would cinch a candidacy, the administrators said.

Trimmer and Wiggins then conducted a thorough review of existing courses that would be blended well to create the new major. Courses in computer information systems provide a strong foundation in systems development, database, network administration, computer security and project management. Courses in health care administration cover the U.S. health system in depth, operations and quality, and the role of information systems in the health care industry.

For the only missing element – the experience component – the colleagues added the one-semester practicum, then began the lengthy internal process toward program approval.

Finally, a paper by Trimmer, Wiggins and Beachboard, “The Introduction of a Healthcare Computer Information Systems Undergraduate Program,” was published in Communications of the Association for Information Systems and presented at the Americas Conference on Information Systems in 2007, fully explaining the genesis of the new major.

The major was approved for a Fall 2008 offering. Nine undergraduates are on track to become valued professionals in health care organizations of all sizes and to join Chris Martin in rewarding careers.



Added funding for IRI

An additional \$273,455 has been received by the Informatics Research Institute (IRI) from the National Science Foundation. The new funding will allow a doubling of students in the “Scholarship for Service” program.

The IRI is an interdisciplinary academic program at ISU established by the university and the Idaho State Board of Education to foster sharing and research synergy across campus. It is currently supporting research in computer security, information assurance, anthropology and education, among other disciplines.

Students in the “Scholarship for Service” program receive a full scholarship for two years; participate in specialized learning opportunities and spend at least one semester in an internship, usually in Washington, D.C.

Faculty member Howard Schmidt named White House cybersecurity coordinator by President Obama

Technology industry veteran to help improve nation's military and civilian cybersecurity

Howard A. Schmidt, research professor of information assurance policy at Idaho State University, has been appointed White House Cybersecurity Coordinator by President Barack Obama. In this role, Schmidt will report to the National Security Council and closely support the National Economic Council on cyber issues.

Schmidt is an integral member of the Informatics Research Institute (IRI) faculty whose continued input into curriculum and policy in the IRI and the College of Business is essential. He guides the students in the nationally-recognized academic and research program at ISU and works with students in the CyberCorps program on a regular basis.

Corey Schou, Ph.D., university professor of informatics, director of the ISU Informatics Research Institute, and associate dean of information assurance at the ISU College of Business lauded Schmidt's appointment. "Howard brings a breadth of experience to the administration. He understands both the government and industry needs. More importantly, he recognizes that academia is essential to the success of the United States in the cyber environment," Schou said.

Schmidt also serves as the chief executive officer of the Information Security Forum, a nonprofit computer security trade association based in London. He has served as chief information security officer at eBay and chief security officer at Microsoft. In the Bush administration, he was the vice chairman of the president's Critical Infrastructure Protection Board and a special adviser for cyberspace security. He also served in the Air Force and the Army in computer security roles and led a computer forensics team for the Federal Bureau of Investigation at the National Drug Intelligence Center.

The Information Assurance program at Idaho State University defines new directions and leads students to the beginning of a life-long learning process. Graduates of the program are information systems professionals with a broad spectrum of both technical and managerial skills.



Howard Schmidt accepts the congratulations of President Barack Obama upon his appointment as White House cybersecurity coordinator.

They use these skills to integrate information from seemingly disparate disciplines (national security affairs, information systems, computer science, business, and operations analysis) into a coherent plan to support enterprise operations.

In 1999, ISU became one of the first seven centers of academic excellence schools (CAE/IA) and has been recertified each year hence. The program has grown to recognize nearly 100 universities including Georgia Tech, Purdue, Carnegie Mellon, The National Defense University, Texas A&M, the Naval Post Graduate School, and George Washington University. These schools, as CAE/IA institutions, represent the first line of defense for information assurance for the U.S. government.

ISU is one of only three schools nationwide authorized to offer information assurance certification in all areas of certification at the advanced level.

George Bernstein visits as Executive-In-Residence

George H. Bernstein, president and chief executive officer of Nobel Learning Communities, Inc., visited ISU Nov. 9-12 as a special guest lecturer for the College of Business Executive-In-Residence program.

During his ISU visit, Bernstein shared experiences from his distinguished business career, focusing on the education, retail and services industries, as well as his experience in turnaround situations. He spoke to and interacted with classes in operations and production management, policy and management, managerial and cost accounting, entrepreneurship and entrepreneurial finance.

Bernstein earned his juris doctor, cum laude, from Harvard Law School in 1986 and his bachelor of science in business administration, summa cum laude, from Bucknell University in 1983.

His career began in 1986 when he joined the management consulting firm of Bain & Co., in Boston, where he was a senior consultant and team leader. In 1989 he was appointed vice president-marketing and real estate for N. Hess' Sons, Inc. of Baltimore, a footwear and accessories retailer. He became president and chief executive officer at Hess' in 1989.

In 1996, Bernstein became president and chief executive of AVC/nuVision of Flint, Mich., which was acquired by Cole National Corp. in 1997. Cole's consumer brands included Things Remembered, Pearle Vision, Sears Optical, Target Optical, B.J.'s Optical and Cole Managed Vision.

He was appointed senior vice president and general manager of Cole's Things Remembered unit in 1997. After a successful turnaround at Things Remembered, he moved to Cole's Optical division, serving in a number of roles, including president of vision operations in 1999. In this role, he was responsible for finance, merchandising and manufacturing for five Cole units: Pearle Vision, Sears Optical, Target Optical, B.J.'s Optical and Cole Managed Vision.

In 2000 Bernstein was named president of Pearle Vision, with full profit and loss responsibility for this national optical retailer and franchisor, with system-wide retail sales of \$625 million and manufacturing and wholesale

distribution sales of \$40 million through 840 stores.

In 2003 he was recruited by the Nobel Learning Communities, Inc. board and private equity investors and named president, chief executive officer to develop and execute a turnaround, stabilization and growth strategy and then develop and execute a long-term strategic plan. Significant to this turnaround was the complete rebuilding of the management team, executing a portfolio analysis of its business units to identify and invest in the most viable businesses, reconfiguring the board of directors and guiding the company to Sarbanes-Oxley compliance.

Based in West Chester, Pa., Nobel Learning Communities, Inc. is a \$220 million, NASDAQ-traded company (NLCI) that operates 185 private schools, including preschools, elementary schools, middle schools and online K-12 distance learning programs. Nobel Learning Communities operates a network 185 private schools in 15 states and the District of Columbia, employing more than 4,700; its Laurel Springs online K-12 program educates students in all 50 states and over 40 countries.

Bernstein received the Ernst and Young Entrepreneur of the Year® for the Business Consumer services category for Greater Philadelphia in 2008. He serves on the Bucknell University business advisory board and is often a guest lecturer in marketing and strategy at Bucknell. He was formerly a member of the board of advisors for the MBA fellows program, Sellinger School of Management, Loyola University, Baltimore.



George H. Bernstein

Momentum building for student consulting services



Dean Ken Smith reviews the College of Business Center for Business Services in an interview with Bill Kotoski of KPVI-TV news.

Idaho has a long tradition of self-reliance. The ISU College of Business Center for Business Services epitomizes this enduring spirit.

For many years, the Center has conducted professional development workshops for the business community. It has also helped guide student internships.

The Center has now added more depth to its mission of student experiential learning and regional economic development through affiliation with the Eastern Idaho Entrepreneurial Center (E Center). An all-new component conceptually called “Bengal Solutions” is being added to work with regional business or economic development organizations by providing short-term, low-cost professional consulting services.

Economic development is happening through engagement of teams of graduating seniors who are supervised by MBA program interns who work for the E Center. Other teams are made up of students enrolled in an MBA program capstone course. All teams offer one-semester consulting services for local businesses or other organizations.

“Bengal Solutions” will begin in fall, 2010 and expand the concept through consulting teams of

graduate students and faculty members. These teams tackle projects not tied to a course or semester, offering packages from as small as two weeks to a full year. MBA students and graduate students from other ISU programs such as engineering or health care join faculty members to constitute the teams.

Team members receive scholarship support and are directed by ISU faculty and volunteer mentors from the community. Quality control of the process and outcomes are rigorously assured through continuous oversight by faculty, who impose deadlines and require several presentations of potential results as prospective solutions take shape for clients.

This emphasis on experiential learning was started in 2006 when the E Center was founded by Robert Pothier at Brigham Young University – Idaho. The ISU pilot semester of fall 2008 cinched the feasibility of joining forces and extension of the successful E Center concept to the ISU College of Business.

The E Center at ISU has performed 14 projects for 11 businesses and engaged 52 students. Area business executives, elected officials and university

administrators have proclaimed the E Center “a win-win venture,” “a progressively forward-looking process” and a way for “Idaho graduates to launch their dreams without crossing state lines.”

The ISU – BYU-I collaboration allows the blending of strengths and synergies that could not be achieved as individual institutions. For example, BYU-I has highly qualified undergraduate students who attend school year-round, making project completions possible at any time during the year. Alternatively, ISU not only has highly qualified undergraduates, it also adds graduate students who already have years of experience in the work force. The powerful combination adds great strength and perspective in drafting recommendations for clients.

Here’s how the student consulting process works:

First, a local business submits a request for a project. The board and administrators assess the needs of the project and assign it to an appropriate student team, consisting of a team manager, a supporting manager, and three or four students.

Faculty, venture capitalist groups and other community resources, including the Small Business Development Center, oversee and mentor the teams. Teams may be strictly BYU-Idaho students, ISU students or a mix from each university, depending on the needs of the project. Team members are majoring in marketing, management, finance, accounting, supply chain, computer information systems or engineering.

These teams work for 16 weeks on the business project, meeting three times a semester with the client to assure the work in progress and the expected results are consistent with client needs. Teams present all recommendations and deliverables to the client at the end of the semester.

Sam Peterson, M.B.A., director of the Center for Business Services, sees the business community’s response to the consulting services as “near overwhelming.”

“We are very appreciative of the confidence shown in our students and their capabilities to provide business analysis, planning, strategy formation and tactics for growing businesses throughout the region,” Peterson said. “Projects completed and delivered thus far have met our every expectation for students and provided clients with solid, meaningful recommendations

for future growth,” he said. Premier Technology, the Idaho National Laboratory and Pleasant Valley Biofuels are among those receiving recommendations from project teams.

The Center is also now linked directly to the health care mission of Idaho State University with the addition of Ann Swanson, M.H.A., to the staff. Swanson, formerly marketing director at Portneuf Medical Center, is integrating health care and aging services projects into the E Center model. Her part-time position has been funded by a friend of the university.

Students are now working on projects for Health West Clinics, the Pocatello Children’s Clinic and Tetridyn Solutions, analyzing and advising in areas such as patient flow models, behaviors in the elderly population and projected business growth.

Swanson’s work represents the first categorical segmentation of services with more to come.

“We expected a modest amount of organic growth in center services,” Peterson said. “But it’s now clear we have an immediate need to provide more specialized expertise categorically and at the project intake point. Ann’s work in health care is well underway and we are firming up plans and seeking funding to add staff for advanced energy projects, including solar energy and windmill technology” he said.

Far beyond an “academic exercise,” the Center for Business Services is providing platforms for stimulating projects with real and measurable results while positively contributing to regional economic development.

Eastman authors book

Phil Eastman II, B.B.A. Management and Organization ‘82, and a member of the college’s advisory council, has authored “The Character of Leadership: An Ancient Model for a Quantum Age.” The book explores the relationship between character and leadership and makes the case for the active development of character to enhance leadership ability. Learn more at www.characterofleadership.com



Phil Eastman II



Susan Bithell, B.B.A. Marketing '83, has been appointed vice president and chief underwriting officer for the Farmers Insurance Group of Companies.

Bithell

In her new role, Susan will oversee the continued alignment of the company's underwriting strategy, processes and methodology across a number of business units.

"We're fortunate to have someone with Susan's broad experience and insight," said Jeff Daily, president of personal insurance for Farmers and to whom Susan will report. "As we continue to focus on improving our customer and agent experience, her analytical skills and her field experience will be integral to our overall success."

"I look forward to improving the experiences of our key stakeholders, both internally and externally, while maintaining the strong underwriting fundamentals that Farmers is known for," Susan said. "Driving this key initiative for Farmers, one whose success will assure the company's future for years to come, is an opportunity that I am thrilled to undertake."

Susan began her career with Farmers in 1983 as an auto underwriter in the Pocatello regional office. In 1984 she moved to the regional marketing department where she held several positions including life representative, division agency manager, and regional marketing education manager. She was promoted in 1991 to zone life marketing manager in the home office. In 1993 she received a promotion to division marketing manager in Colorado and in 1996 she was promoted to regional marketing manager in Merced, Calif.

Her next promotion was to director, forecasting research and financial analysis in 1997, where she oversaw catastrophe modeling, personal lines financial reports, and data reporting. In 2000 she moved to the newly created position of director of customer advocacy.

In 2001 Susan returned to field operations as the state executive director in Nevada. During her tenure there Farmers grew to the leader in market share. Susan's most recent assignment was as vice president and state executive director of Washington state.

Susan earned her M.B.A. with distinction from California State University – Fresno in 1998. She is an avid skier and motorcyclist and will be relocating to the Southern California area with her three dogs, Sam, Ajax and Daisy.

Britney Baker, B.B.A. Management '04, has been promoted to Pocatello area manager at Ireland Bank. A Malad native, Britney has five years banking experience, including work as a teller, new accounts representative, loan officer, assistant manager and manager. She will be managing and dividing her time between the bank's Pocatello Yellowstone office and Pocatello Pole Line office.

Sean C. Blacker, B.B.A. Management '09, son of John K. and Mary D. Blacker of Idaho Falls, graduated from Officer Candidate School Phase III training in North Fort Lewis, Tacoma, Wash., and was commissioned as a second lieutenant in the U.S. Army National Guard. He has served in the military for five years.

Brad Robert Coleman, B.B.A. Computer Info Systems '00/B.B.A. Finance '00 is now vice president of quality assurance and innovation at Dickinson Frozen Foods. Brad has been with Dickinson Frozen Foods for three years, most recently leading

the design and implementation of a new IT environment. He began with Dickinson Frozen Foods as customer resource manager and has a broad business and technical background, including private label merchandising with a national grocer. Brad is a native of Mud Lake.

Lyle Cook, B.B.A. Marketing '88 is vice president and relationship officer for Syringa Bank, based at the Orchard Place branch in Boise. The location of the Orchard Place branch was misstated in the last issue of The Business Bulletin and we regret the error.

Monte Gray, B.B.A. Accounting '96, an attorney with Service, Spinner and Gray, Pocatello, was recognized by the The Idaho State Bar Board of Commissioners with its Pro Bono Award. Monte was nominated by the 6th District Court Appointed Special Advocate (CASA), program for his dedication to the program over the past 19 years. The CASA staff said that Monte always goes beyond the call of duty. "He is always willing to help and educate the guardian ad litem on legal issues and provide the necessary legal support," the staff said.

Diane Kiehn, B.B.A. Finance '90, an office brokerage specialist with Thornton Oliver Keller Commercial Real Estate, has received the Certified Commercial Investment Member designation. Kiehn joined Thornton Oliver Keller's commercial real estate team in 2008. Diane also earned her master's degree in international management from the Thunderbird School of Global Management. She is a licensed real estate agent.

Brandi Townsend, B.B.A. Finance '97, is the 2010 Mrs. Idaho International. She will next compete in the Mrs. International competition slated for July 16-17 in Chicago.

New leaders at economic development agencies in Pocatello

Samantha Damron has been named executive director of the Eastern Idaho Development Corporation (EIDC) and Thomas Maydew has been appointed



executive director of the Region V Small Business Development Center (SDBC).

Damron has been the corporation's business consultant and loan officer since 2005.

In her new role she will lead and manage the activities of the certified development company, with operating responsibility for all aspects of operations, marketing and management. Prior to joining EIDC she was branch manager for CitiFinancial in Pocatello. She will report to the 15-member EIDC board of directors.

Among her duties will be to work with area banks to arrange small business loans through one of the agency's three loan programs, funding for which comes from a

U.S. Small Business Administration 504 loan, a small City of Pocatello revolving loan fund and a US Department of Agriculture revolving loan program for rural clients.

The EIDC has funded more than 200 loans since 1983 in southeast Idaho to purchase or construct buildings for their businesses. The corporation's focus is on capital formation, job growth, and economic development.

Maydew, a trainer and consultant with the Region V Small Business Development Center since 2003, will oversee operations, marketing and management for the center, which is funded in large part by the U.S. Small Business



Tom Maydew

Administration, the State of Idaho, and Idaho State University. He will report to Kenneth A. Smith, Ph.D., CPA, dean of the ISU College of Business, and to the state SDBC office in Boise.

Prior to joining the SBDC, Maydew owned and operated Frontier Foto, Inc. for more than 20 years. He held earlier positions with Conrads, Inc., Kmart and Western Marine Electronics.

The SBDC mission is to provide direction, solutions, and impact to start-up and existing businesses through confidential no-cost consulting and low-cost training opportunities. The Pocatello office serves the seven counties of southeastern Idaho. SBDC clients consistently out-perform the average small business in Idaho in sales growth.

The SBDC also delivers the nationally recognized NxLevelL Entrepreneurship Training Course twice yearly with classes starting in March and September. A free, three-hour Small Business Start Up Seminar is hosted the second Thursday of each month at the center site on Alvin Ricken Drive in Pocatello. Each August, the SBDC sponsors the all-day Working Women's Business Symposium held at the ISU Pond Student Union.

Brookman selected for Fulbright specialists roster

Jeff Brookman, Ph.D., associate professor of finance, has been approved for the Fulbright specialist roster by the J. William Fulbright Foreign Scholarship Board, the bureau of education and cultural affairs of the Department of State and the Council for International Exchange of Scholars.

The roster is an active list of all approved candidates who are eligible to be matched with incoming

program requests from overseas academic institutions for Fulbright specialists.

Professor Brookman will remain on the roster for up to five years, subject to continued funding for the program.



Jeff Brookman

Let us know what is happening with you

Have you changed jobs, launched a new business, authored a publication or added to your family? Please take a moment and let us know. An e-mail to fredjose@isu.edu will do it. Send us your news and photos so we can share them in future issues of The Business Bulletin.

Bulletin Editor
921 S. 8th Ave., Stop 8020
Pocatello, ID 83209-8020
(208) 282-4402

Executives discuss “the truth about entrepreneurship”

Doug Sayer, George Bernstein offer insights on business startups, strategy



Professor Neil Tocher, Doug Sayer and George Bernstein address more than 100 students at “The Truth About Entrepreneurship” event on Nov. 9

“You’ll know it inside.”

That’s Doug Sayer’s answer to the question posed by Professor Neil Tocher about when a person is ready to start a new business.

Sayer, founder and CEO of Premier Technology, Inc., Blackfoot, and George H. Bernstein, CEO of Nobel Learning Communities (NASDAQ: NLCI), were panelists at a luncheon event entitled “The Truth About Entrepreneurship,” held November 9 in the Pond Student Union.

Responding to questions framed and asked by Tocher, both executives shared sweeping views from their perspectives as chief executives of privately-held and publicly-traded companies.

More than 100 students, faculty and staff attended the event.

Sayer advised full consideration of a radically changed lifestyle before making the commitment to start a business. “Write down everything you want to give up – your dog, your cat, your Sunday

afternoons and everything else – all the way up to your spouse and family - to put you 24/7 into the business,” he said. “That’s what it will take if you believe you’re ready.”

Bernstein noted that in his role as a public company CEO, his job is to take “people’s



The Wood River room at the Pond Student Union was packed for the panel discussion

ideas and visions and put them in place to serve customers.” A CEO’s role is to build morale and show confidence, he said, and good decisions and

PROFESSIONAL ACHIEVEMENT AWARD

a high risk tolerance are critical because “the risks I take affect other people’s lives.”

“I run a public company,” Bernstein said. “That means I must lead the generation of long-term value for shareholders. I must grow the top and bottom lines satisfactorily, generate cash flow and seek access to capital. To balance those needs with growth strategies is the most difficult balancing act a manager ever has to make,” he said.

Sayer said that without a growth strategy “everyone is held back.”

“It all begins with a good plan. We choose projects with high barriers to entry and provide what our clients think is impossible. Then we never let our clients down.”

Addressing the human resources dimension, both executives shared common views on employee attraction and retention.

“You need to absolutely know the skill sets you need,” Bernstein said, and to “quickly identify those with the best and to say goodbye to those who are lacking.”

Sayer said his company values “honesty, integrity and a strong work ethic. We honor and respect people and challenge them constantly and the key is to keep people like that challenged all the time. If we don’t grow we hold everybody back.”

“You’re allowed to make ten mistakes a day at our company, but not the same one twice,” Sayer said.

Both companies also share common stakeholder traits. Bernstein’s are students, parents and teachers and “if I keep them happy, I don’t worry,” he said.

Sayer’s stakeholders live in “neighborhoods” populated by employees, clients, vendors and those in the supply chain. “We give all equal weight,” he noted. “We also do our best to strongly support the community in which we’re located, to give back for the privilege of doing business there. It’s a moral obligation.”

Sayer is the 2009 Idaho Business Leader of the Year. Bernstein, of suburban Philadelphia, was on campus as an executive-in-residence.



Nancy and Peter Kole

Peter C. Kole receives ISU College of Business Professional Achievement Award

Manufacturing executive lauded for career and humanitarian achievements

Peter Kole is *the* American success story and role model for what many might call “a man in full.” The president of Paramount Metals of Cleveland, Ohio and long-time philanthropist and friend of Idaho State University is the 2010 recipient of the College of Business Professional Achievement Award. Mr. Kole will be the featured speaker at the college’s special “graduation celebration” event at Frazier Hall on May 7 and will lead the procession of College of Business students at graduation on May 8.

Born in the district of Pogradec, Albania, he arrived in the U.S. with his mother, Athina, in 1938. He attended public schools and graduated from Cleveland’s West Tech High School, majoring in college preparatory work. He earned his B.S. in accounting and finance from ISU in 1963. Most of his high school friends attended large colleges in Ohio, but he looked through a number of college catalogues and thought ISU looked “interesting.”

After graduation, he worked in various accounting positions for Republic Steel, advancing to the position of financial controller. He purchased an Elyria, Ohio-based manufacturing company, Farco, in 1978 and in 1981 moved the company to Cleveland, Ohio and started another company, Paramount Metal Products, that manufactured steel automobile seat frames.

Mr. Kole returned to his native Albania in 1990 to tour the country and visit his Pogradec birthplace, meeting his many cousins and taking part in a large family reunion over the course of the three-week visit. Deeply moved by the experience, Mr. Kole and members of his tour group formed the New England Albanian Relief Organization (NEARO). He became a director with responsibility for collecting humanitarian aid from everyone west of Jamestown, N.Y. to the Pacific coast.

The organization’s work has provided hundreds of thousands of books, hundreds of hospital beds and other medical and dental equipment, tables for schools, chairs, desks, computers, blackboards and other teaching aids. It also was instrumental in furnishing the

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SPEAKERS

The College of Business sincerely thanks the many professionals who take time from their busy schedules and visit the college to offer insights into the business world. Here are some who visited in late 2009.

Phil Meador, Meador Automotive Dealerships, Pocatello

Kymberly Mowery, Michael Pryor and Blake Johnson of Cooper Norman, Idaho Falls

David Hermanson, Varsity Contractors

Ralph Cottle, Citizens Community Bank

Mark Buckalew of D.A. Davidson & Co., center is welcomed by Carl Brydon and Dr. Philip Nitse

Brett Brewerton, Idaho National Laboratory



Hermanson



Meador



Brydon, Buckalew, Nitse



Cottle



Mowery, Pryor, Johnson



Brewerton

POKAPALOOZA WARPED

Tenth annual “Pokapalooza Warped” raises funds for Marketing Association



No economic stimulus seems needed for the alternative rock, metal, and punk music market.

The ISU Marketing Association staged its annual “Pokapalooza Warped” in November and attracted a record turnout of fans. Above and Below, Edessa, Madison Lights, Associates, Crimson Overcast and Sidelined entertained more than 200 patrons.

Judging was conducted by on-air personalities from radio station K-BEAR 101 FM. Sponsors included Syringa Wireless, Stuart’s photo/graphic and The Edge 92.1 FM.

Funds raised help finance student travel to conferences and other marketing-related pursuits.





Allen Dykman named “Idaho Business Leader of the Year”

Owner and president of Dykman Electrical, Inc. is 51th anniversary honoree

Allen Dykman, owner and president of Dykman Electrical, Inc., Boise, was recognized as “Idaho Business Leader of the Year 2010” at the showcase event of the Delta Upsilon Chapter of Alpha Kappa Psi, the professional business fraternity at Idaho State University.

The dinner event was held in the L.E. and Thelma E. Stephens Performing Arts Center at Idaho State University on Thursday, March 11. The award presentation capped a two-day visit to ISU by Dykman and members of his executive team, who spoke to classes, interacted with students and faculty, and participated in a panel discussion to an audience in the Bengal Theater. The visiting executives were Jim Elledge, DJ George and Jarred McKenzie.

In his remarks to an audience of more than 200 at the dinner, Dykman cited honesty and integrity as keys to the growth of Dykman Electrical. “Trust is everything,” he said. “Be honest and practice what you preach. When you go into business you should have only one thing on your mind – helping the customer. If you do that, the money will come. If you don’t, you will never have it. And remember – if you don’t take care of your customer, someone else will!”

“Every morning in Africa a gazelle wakes up and it knows it must run faster than the faster lion or it will be killed,” Dykman said. “Every morning a lion wakes up and knows it must run faster than the slowest gazelle or it will starve to death. It doesn’t matter if you are a lion or a gazelle. When the sun comes up, you’d better be running,” he said.

“Ever since the inception of Dykman Electrical we have run a little faster and been a little more

deliberate than our competition, like the gazelle out of fear or the lion out of starvation. So, rethink, redesign and rebuild. That’s what we do every day,” Dykman said.

The award annually recognizes an Idaho business leader who has demonstrated outstanding business and professional ethics while contributing significant support to worthwhile community, civic and education activities. Awarded by the ISU College of Business fraternity since 1959, previous honorees have included a congressman, former governors, entrepreneurs, and leaders of some of Idaho’s largest companies. The recognition program is the longest-standing such program in Idaho.

Dykman attended Boise State University on a football scholarship and was a member of Alpha Kappa Psi. He earned his Bachelor of Science degree in Economics in 1975, then worked for the family business, Dyke’s Poleline Electric of Pocatello, selling electrical equipment before deciding to start his own business.

Dykman Electrical, Inc. was founded in 1981 by Allen Dykman and his wife, Dixie. Beginning as a two-person operation selling electrical motors from the family garage, Dykman Electrical now has presence in nine states and ships product to distributors, equipment manufacturers and end-users throughout the world. The company stocks the West’s largest inventory of electric motors, drives, controls and reducers and is an exclusive manufacturer’s distributor for such internationally-known brands as Toshiba, Siemens, General Electric, Benschaw, Teco, Westinghouse, ABB and Yaskawa. The company now employs more than 50.

His lengthy and distinguished record of community service includes support of and active participation in the work of Boise State University, Rachael’s Challenge, the YMCA Horsethief Camp Project, Fellowship of Christian Athletes, Lift Up America, St. Luke’s Children’s Hospital, the Boise Rescue Mission, the Make A Wish Foundation and local churches.

Dykman and his wife, Dixie, have long supported education in Idaho through a wide variety of charities in addition to endowing scholarships at Boise State University, Idaho State University, Lewis-Clark State College and the University of Idaho.

Dykman currently serves on the executive committee of the Roady's Humanitarian Bowl and is a past president of the BSU Alumni Association, the Bronco Athletic Association and the Boise State Foundation. He also served as president of Hillcrest Country Club. He was awarded BSU Distinguished Alumni award and received BSU's Silver Medal Award for his service to the university and the community. He is a member of the Pocatello's Highland High School Hall of Fame and the Idaho Football Hall of Fame.

Idaho "Business Leader of the Year" Award Recipients			
1959	M.T. Deaton	M.T. Deaton & Company	Pocatello
1960	Ralph R. Comstock, Sr.	First Security Bank	Boise
1961	Clarence Garrett	Garrett Freightlines	Pocatello
1962	Harry W. Morrison	Morrison-Knudson	Boise
1963	J.R. Simplot	J.R. Simplot Company	Boise
1964	C. Ed Flandro	Flandro Ford	Pocatello
1965	Robert V. Hansberger	Boise Cascade Company	Boise
1966	Thomas E. Roach	Idaho Power Company	Boise
1967	Dr. Frank Seelye	Dean, ISU Col of Business	Pocatello
1968	Curtis Eaton, Sr.	Twin Falls Bank and Trust	Twin Falls
1969	Ralph R. Comstock, Jr.	First Security Bank	Boise
1970	J. Grant Bickmore	Idaho Bank and Trust	Pocatello
1971	Cecil Andrus	State of Idaho	Boise
1972	Albert Carlsen	Idaho Power Company	Boise
1973	John Dahl	J.R. Simplot Company	Boise

1974	Sy Block	Blocks, Inc.	Pocatello
1975	Robert D. Bolinder	Albertson's, Inc.	Boise
1976	J Allen Jensen	KID-TV	Idaho Falls
1977			
1978	Fred C. Humphreys	Idaho First National Bank	Boise
1979			
1980			
1981	Ted E. Ellis	Key Bank of Idaho	Boise
1982	Dale Dunn	J.R. Simplot Company	Boise
1983	Robert C. Hammond	Jensen Oil Company	Idaho Falls
1984	Harry F. Magnuson	H.F. Magnuson Company	Wallace
1985	Warren E. McCain	Albertson's, Inc.	Boise
1986	Jon H. Miller	Boise Cascade Company	Boise
1987	Park Price, III	Park Price Motor Company	Pocatello
1988	Sybil Ferguson	Diet Center	Rexburg
1989			
1990	Curtis Eaton, Jr.	First Security Bank	Twin Falls
1991	Keith Hinckley	Basic American Foods	Blackfoot
1992	Walter Minnick	T.J. International	Boise
1993	Don Aslett	Varsity Cleaners	Pocatello
1994	Gordon C. Smith	J.R. Simplot Company	Boise
1995	Sam H. Bennion	V-1 Oil Company	Idaho Falls
1996	Michael M. Mooney	Key Bank of Idaho	Boise
1997	Gary G. Michael	Albertson's, Inc.	Boise
1998	Frank L. Vandersloot	Melaleuca	Idaho Falls
1999	William C. Glynn	Intermountain Industries, Inc.	Boise
2000	Carolyn Ticknor	Hewlett-Packard	Boise
2001	Theodore Crumley	Boise Cascade Company	Boise
2002	ISU Centennial, all past winners honored		
2003	James Rogers	Sunbelt Communications	Pocatello
2004	Chris King	AMI Semiconductor	Pocatello
2005	Ed Dahlberg	St. Luke's Regional Medical	Boise
2006	Duane B. Hagadone	Hagadone Corporation	Coeur d' Alene
2007	James Johnston	Home Specialists	Pocatello
2008	Arlo D. Luke	Varsity Contractors	Pocatello
2009	Douglas A. Sayer	Premier Technology, Inc.	Blackfoot
2010	Allen Dykman	Dykman Electrical, Inc.	Boise



Members of the Delta Upsilon Chapter of Alpha Kappa Psi and their advisor with the 2010 honoree. From left, Spencer Bagshaw, Kandi Sistrunk, Natalie Lemmon, Ashlie Voight, Clint Ross, Mickenzie Bringhurst, Christopher Messick, Dr. Philip Nitse, Dixie Dykman, Allen Dykman, Colin Carr, Karl Maeser, Laura Polkinghorne, Matt Moury, Christopher Herzinger, Brandon Thurman, Daniel Christman, Tyler Leatham, Alan Bodily, Whitney Boyles, Alex Aslett, Ashlie Crew

College faculty, programs continue making a difference



Gary A. Olson, Ph.D.

Provost and vice president Gary A. Olson contributes a column each Saturday in the Idaho State Journal. This column appeared October 31, 2009. Reprinted with permission.

Did you know that Idaho State University's tax accounting program is a leader in the field of tax accounting, ranking 14th among top-level research institutions, based on citation counts in top peer-reviewed journals over the past six years? This is a high distinction, indeed.

Department of Accounting faculty are working with top

national and international firms to solve some of industry's most pressing issues and to develop knowledge that serves both the corporate and academic worlds. Department Chairman Bob Picard, accounting professor Priscilla Reis, and management professor Dennis Krumweide, for example, have collected preliminary results from a field study of the influence of culture on management control systems. The study began with AMI Semiconductor (now ON Semiconductor) as a comparison between the company's facilities in the United States and Belgium, and it has continued with a study of farm equipment manufacturers in Germany and the United States.

The findings help highlight differences in management strategies for companies in different countries, and this information will help companies become more effective and competitive at an international level by taking culture into account when developing management control systems.

Their colleague, professor Peter Frischmann, has published his scholarship in the prestigious Journal of Accounting and Economics, and the Journal of the American Taxation Association.

His current research focuses on an economic approach to the study of how taxes impact the behavior of both individuals and businesses. His research in the debt/equity area has been used and cited by the Ford Foundation, the United States Government Farm Credit Administration, and attorneys and academic colleagues across the nation.

Two other colleagues, professors Richard Boes and Frank Plewa, recently published an article in the well-respected Journal of Accountancy about inflation-protected securities that CPAs can recommend to their clients for investing.

Professor Reis is also working on case studies involving corporate social responsibility. She is studying how companies report on issues such as environmental and human rights practices, and is she helping to develop an accepted reporting framework for the future. In her studies, she is working with both domestic and international companies. Often, ISU's work with national and international corporations is mutually beneficial.

Professor Picard and his colleague Frank Plewa recently worked with the chief financial officer for a national real estate development company to solve some difficult accounting problems in the company. In exchange, the professors were able to write case studies on some of the scenarios for students to use as real-world learning tools.

Professor Picard also worked with management senior lecturer Cathy Peppers on a case study with Bruce Nelson, former CEO of Office Depot and an Idaho State University College of Business alumnus. The two were able to analyze and use Nelson's business experiences in a Fortune 100 company to offer students examples of real-world business situations.

Clearly, ISU's accounting faculty are continuing to make a difference, assisting corporations with their expertise, adding new knowledge to the field, and providing current, relevant information to their students.

Idaho State Tax Institute fills continuing education need

The 51st conference of the Idaho State Tax Institute was held November 5 - 6 in the Amethyst room of the Holiday Inn at 1399 Bench Rd. in Pocatello. The event was sponsored by the Idaho State University College of Business, the Idaho State Bar Section of Taxation, Probate and Trust Law and the Idaho State Society of Certified Public Accountants.

More than 80 accountants and attorneys from throughout Idaho attended and earned continuing professional education credits for their participation. Peter Frischmann, Ph.D., CPA, professor of accounting, was conference director.

Program sessions included "Nuances of Form 1041" by Mike Blackburn of Blackburn & Stoll LLC; "The Potential Demise of the Idaho Business LLC" with Winston Beard

of Beard St. Clair, P.A., and a session on ethics conducted by Blackburn.

Tom Ochenschlager, vice president of taxation for the American Institute of Certified Public Accountants, led a three-hour session on current developments in taxation law.

Other program sessions included "Troubled Times: Restructuring for Individuals, Real Estate and Partnerships" by Stanley Blend of Oppenheimer, Blend, Harrison and Tate, and "Loss Harvesting for the Real Estate Developer," from Brad Borden of the Washburn University School of Law.

The 52nd Idaho State Tax Institute is set for Nov. 4-5, 2010 in Pocatello.



Top: Mike Blackburn of Blackburn & Stoll LLC speaks at session.

Above: Peter Frischmann, Ph.D., CPA, professor of accounting, was conference director.



Peter C. Kole receives ISU College of Business Professional Achievement Award

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offices of Albanian ambassador Roland Bimo upon his appointment.

NEARO's work continues through the continuing establishment and stocking of libraries throughout the country and the support of Albanian orphanages and nursing homes.

Mr. Kole's generosity to ISU is legend. He and his wife, Nancy, have supported many scholarship endowments in the ISU Colleges of Business and Education, at Miami University and Clark University. The various Kole scholarships extend support to students in good standing who are single parents or the children of single parents. The 100th Kole scholarship will be awarded this year.

In 2003, Mr. Kole received an Honorary Doctor of Humane Letters degree for

a Lifetime Record of solid integrity and honesty with his business employees and business associates, and his service to the human community. He was recognized with the 1998 Distinguished Alumnus award.

The ISU College of Business warmly congratulates Peter Kole for his impressive record of career and humanitarian achievements and for being recognized with the 2008 Professional Achievement Award. We greatly look forward to his return to ISU in May.

Native American program expands collaborative efforts

The college's Native American Business Administration (NABA) program, headed by Doyle Anderson, Ph.D., has expanded its scope by providing guidance for the creation of the Indigenous Nations Institute at ISU.

Anderson and Larry Murillo, DrPH, assistant professor in the Kasiska College of Health Professions, have led a six-month effort among stakeholders to create the institute, which will provide a "gathering place for integrated learning, sharing, teaching, development and scholarship," according to planning documents. The institute also aims to foster collaboration among tribes and the university on issues such as renewable energy initiatives, health and business.

A comprehensive presentation on the proposed work of the institute was given to Larry EchoHawk, the U.S. Department of Interior assistant secretary for Indian affairs, during his visit to ISU in February. Secretary EchoHawk lauded the planning group and pledged his support in any way possible to advance the work of the institute.

The organizers believe that the institute has the potential to forever alter the way intercultural higher education is perceived and delivered. The institute will provide:

- a nurturing environment for Native students

- effective student mentoring and other student support services
- culturally-based curricula across a variety of disciplines that encourage student participation and learning
- integration of the educational experience with community needs and culture
- an emphasis on bridging the cultural divide to promote

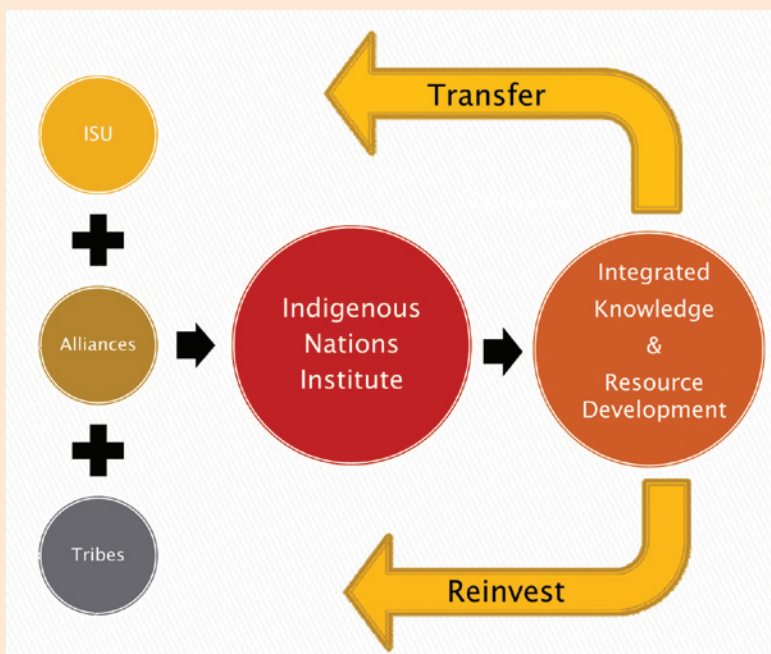


Larry EchoHawk, the U.S. Department of Interior assistant secretary for Indian affairs

of ISU's world-renowned Native languages program that has literally saved many Native languages from extinction; the university's successful Native teacher education program, and the effective and highly-regarded Native student support services arm.

EchoHawk was also briefed in detail on the Native American Business Administration program itself, now in its fourth year, and posting success in a key discipline in which Native American people are greatly under-represented.

Key to that success is the extensive individual support students receive from faculty and



two-way learning, understanding and collaboration

Secretary EchoHawk was reminded during the presentation

Nitse named dean at Missouri Western State University

Philip S. Nitse, Ph.D., professor of marketing at Idaho State University and past chair of the ISU College of Business marketing department, has been named dean of the Steven L. Craig School of Business at Missouri Western State University, St. Joseph, Mo. His appointment is effective July 1, 2010 and he will be the first permanently-appointed dean for the Craig School of Business.

“We’re pleased to welcome Dr. Nitse to the Western family,” said Dr. Jeanne Daffron, provost and vice president for academic affairs. “He is an outstanding scholar and teacher with a history of developing innovative curricula and programs, and has worked well with the business community. I’m certain he can build on our strong partnerships between the business world and academic world, expanding options for student internships while enabling Western to serve as the regional leader in business.”

A widely-published researcher, author and co-author of international scope, Nitse joined Idaho State University in 1993 and earned his Ph.D. from the University of Memphis the following year. He also received his M.B.A. from the University of Memphis in 1988 and his B.S. from Arizona State University in 1970.

At ISU, Nitse also served as advisor for the professional business fraternity, Alpha Kappa Psi; advisor for the ISU Marketing Association, and

he served on a wide variety of committees and task forces, including the Association to Advance of Collegiate Schools of Business International (AACSB) reaccreditation task force. He also led search committees for key university administration positions in alumni relations, marketing and strategic communications.

Nitse’s professional affiliations include The Academy of Marketing Science, the Association of Collegiate Marketing Educators, the Society for Competitive Intelligence Professionals and the American Marketing Association.

His academic achievements are grounded in sales and sales management experience in retail, service and industrial organizations, having served in those roles for United Technology Carrier, Mass Merchandisers, Inc., Georgia Pacific Corp. and Value Fair Discount Stores prior to pursuing his advanced degrees.

Nitse’s research interests are in competitive intelligence, health care marketing, knowledge management, e-commerce, environmental scanning and marketing education.



Philip S. Nitse, Ph.D.

support staff, along with an effective student-peer support system. Indigenous course content and teaching methods also contribute. Native students who might struggle in mainstream business programs thus have the opportunity to flourish.

Economic diversification is another key aspect of the NABA program’s mission, largely through partnering with Native communities. NABA students are currently engaged in building business plans for a holding company and a wind energy project for local tribes.

The program also collaborates with other academic units across campus to help foster tribal economic diversification. One strong example – and as pointed out in the presentation to Secretary EchoHawk – is a collaboration with the

ISU Department of Geosciences and the Idaho Geological Survey to help the Northwestern Band of the Shoshone Nation with its diversification into geothermal energy. The Band currently holds a small interest in three geothermal development projects in the region.

The NABA program has taken its place as a national leader to demonstrate that a culturally-relevant and integrated approach to education is viable, with its model now being replicated at ISU on a university-wide basis. It is helping develop a new generation of business leaders for Native communities.

Advisory council member John Spicer leads ON Semiconductor in Pocatello



John Spicer

Reprinted from the Idaho State Journal, December 9, 2009

John Spicer was an Idaho State University business student who needed a fulltime job to support a pregnant wife when he joined AMI Semiconductor as a janitor in 1981.

He's a man who knows what it means to climb a corporate ladder. A few weeks ago, the former janitor was named site manager of the local plant, now owned by Phoenix-based ON Semiconductor.

Starting work with AMIS equated to a full-ride scholarship for Spicer; the company started paying for all of his schooling. "The cool thing about when I was a janitor is it gave me an opportunity to really get across the entire company," said Spicer, who was born and raised in Pocatello and graduated in 1975 from Pocatello High School. "I learned the product flow from the front end all the way to the back end in the first six months I was here. There's a lot of really neat people here, and I was able to pick brains and find out what was what." Spicer, 52, takes over ON's local operations at a time of flux. ON's Fab 9, which accounted for virtually all of the plant's production capabilities during the decade spanning from the late 1980s to the late 1990s, will be shut down by the middle of this month. When plans to close Fab 9 were announced after ON acquired the local plant about 18 months ago, roughly 170 people were assigned to the line. Thanks to attrition and strategic personnel moves, Spicer said the number of workers who will be forced out due to Fab 9's closing has been whittled down to 19. "We worked pretty hard here to save jobs and keep people going here," Spicer said. "I think it's a really positive outcome."

ON has actually hired some new people for the Pocatello plant. About a dozen new engineers have joined the company within the past few months. And by no means has Fab 9 been idle in recent weeks. On the contrary, an increase in demand has led ON to maintain production at maximum capacity throughout the past six months.

But ON's more modern production facility, Fab 10, is much more efficient, and based on the investments ON has been making and contemplating lately to bolster it, Spicer sees a bright future for the Pocatello plant.

So many semiconductor plants have gone under that ON has numerous opportunities to buy equipment to increase production at Fab 10 for pennies on the dollar. And while many speculated after the sale that ON would move product lines from Pocatello to its Phoenix headquarters, quite the opposite has happened. Products and customers are moving in to Pocatello. "Our headquarters in Arizona has almost shut down all the facilities there. They'll complete the last fab in June," Spicer said. "There were a lot of question marks about what they were going to do with the Pocatello facility when they bought it. I think ON wasn't sure when they bought it exactly what they had. I think now we have a clear future; it looks really good.

"We're talking about different product lines they can move over here. We have products that are built in other fabs throughout the world, and they're talking about transferring some of those here.

New customers and new products are coming." Spicer believes affordable power, availability of water and a strong pool of qualified employees have made Pocatello competitive.

He believes it's possible that the space left vacant by the pending closure of Fab 9 will eventually be filled by the expansion of Fab 10.

Though he's pleased with the status of the company and the local plant, even Spicer admits it's been a tough year for ON regarding sales. "Last year, we suffered a pretty big slowdown and have been able to manage our way through,"

Spicer said. But currently, he said ON has less debt than at any time in its history, and he said the company now has the strongest cash position in its history, as well. Of ON's U.S. locations, the Gresham, Ore., plant, which can make the same products as Pocatello's Fab 10, has the most space. The local plant, however, employs the most ON workers. ON is Bannock County's largest property tax payer and employs just under 700 workers.

The key difference between Fab 9 and Fab 10 is in the size of the wafers they produce. Fab 9 produces 5-inch wafers while Fab 10 yields 8-inch wafers. Larger wafers don't cost much more to manufacture than the smaller ones, but they contain much more surface area on which to place circuits. Once the chips are cut out of the wafers, the end product is identical.

"The higher end stuff is now at 12 inches," Spicer said.

Many of the Fab 9 products have already been moved to Fab 10. Spicer anticipates a lot of the equipment from Fab 9 will be used for parts, and some of it may be converted for Fab 10 production. AMIS opened its Pocatello manufacturing plant in 1970. When Spicer started work in 1981, the plant was building devices on 3-inch wafers. Spicer, who went on to be promoted to engineering technician, line supervisor and finally a section head, was instrumental in leading the effort to switch production from a 3-inch to a 4-inch wafer in 1983. In 1985, AMIS built Fab 9 and consolidated everything into the 5-inch line.

Business suffered at the local plant immediately following the switch. The bulk of AMIS' business at the time involved making circuitry for Atari games and game consuls. "We had three fabs cooking that stuff out of here, and overnight that industry fell off the table," Spicer said. A

year after Fab 9 opened, Spicer left for a position with Advanced Micro Devices in Austin, Texas. He worked there for six years before a head hunter recruited him back to AMIS in January of 1993. "Japan Energy had just purchased AMIS. We were trying to work with the Japanese and come up with better manufacturing methods," Spicer said.

In 1997, Japan Energy decided to reinvest in the Pocatello plant and started construction of Fab 10. "I was responsible for finishing the construction and beginning to ramp (up production) for the 8-inch line," Spicer said, adding the shiny, newer buildings were added to the plant's western portion. Spicer replaces Bob Klosterboer as site manager. Klosterboer assumed the position when ON acquired the plant and AMIS Chief Executive Officer Christine King's position ended in March of 2008.

Klosterboer, Spicer and others with the company lobbied diligently for the company to maintain a strong presence in Pocatello. Klosterboer has moved his family to Phoenix but

retains an office in Pocatello, where he plans to work for about a week each month. In his new position, Spicer said he feels a strong sense of responsibility to the company, its employees and the city to make the manufacturing site a success. The community holds a special place in his heart, and he's grateful for the continued opportunity to live here with his wife, Robbie. His family enjoys snow skiing, hunting, fishing and mountain biking, and all four of his children have enrolled at ISU — two of them have graduated from the local university and gone on to medical school, his daughter is enrolled in the ISU pharmacy program, and his son is on leave from ISU on a mission with the Church of Jesus Christ of Latter-day Saints. "Growing up in Pocatello, I've watched this plant go from literally raising up out of the dust to what it is today," Spicer said. "I really enjoy the people that are here. A lot of the people have been here so long I feel like we've grown up together. I've had a lot of good mentors teach me. It's been really a great place for me."

Park Price named CEO of Bank of Idaho

College of Business advisory council member Park Price III has been named chairman of the board and chief executive officer of the Bank of Idaho. Price, who had been president, succeeds William F. Rigby, an original founder of the bank.

Price moved to Idaho Falls after selling Park Price Motor Company in Pocatello to assume the president's position. He's been with the bank for ten years, serving as a director for the first five years. His banking background includes service as Idaho's representative to the Advisory Board of the Federal Reserve Bank of San Francisco. He also served as director of WestOne Bank and U.S. Bank.



Park Price III



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Roger Akers, B.B.A. Accounting '75 and MBA '78, his wife, Carole, and son, Scott, graciously hosted an alumni tailgate party and provided tickets for all to the ISU-Sacramento State football game at Hornet Field on October 10. More than 50 attended the get-together.



Dennis Shorrock, B.S. Engineering '72 and Patrick Shorrock, B.B.A. Management and Organization '72



Gregory Teeter, B.B.A. Management and Organization '89, and Kelli Teeter

EARNED EXCELLENCE



THE BEST BUSINESS SCHOOLS
IN THE WORLD

Use of this seal is granted by the AACSB International, the Association to Advance Collegiate Schools of Business, to those schools that have received professional accreditation of their business programs. All business programs in the Idaho State University College of Business have been accredited since 1975 and separate accreditation of the accounting program was first awarded in 1998. Only 555 of 11,700 business schools worldwide are accredited. Only 169 have separate accounting program accreditation.