

Fall 2011



NEWS FROM THE College of Business



COB Students Win CAPSIM Challenge—Again!



Tyler Melugin and **Robert (Kyle) Stricklin** of Montana State University Billings, have proved they are world class CEO material by winning the 2011 Fall Foundation® Business Simulation Challenge – an international competition with entrants from more than 280 universities on five continents.

Tyler and Kyle are studying Business Management and first used a simulation in Professor Pat Holman's class. They were announced as one of six teams to reach the finals and competed in the 48 hour, high pressure playoffs to win the competition with 725 points out of 1000 on the Balanced Score Card.



"This isn't reading my book and remembering definitions," Kyle said, "it is real world analyzing of what is possible, implementing a strategy to make my business as profitable and efficient as possible." He said he entered the Challenge because "competition is the key motivator for me, along with the fact I feel it has relevance toward my area of education." Winning was an added bonus, "I got a sense of accomplishment and something I can put on my resume." "It was confirmation that my knowledge of this game is relatively high compared to most and that I am able to look at the big picture and recognize an effective strategy."

The Foundation® Business Simulation Challenge is a global online competition held in the spring and fall semester each year. It is hosted by Capsim Management Simulations, Inc® of Chicago, Illinois, a global leader in developing and delivering business simulations that prepare students to run profitable businesses. Brendan Langen, Capsim's Challenge Coordinator,

said, "The competition finalists may still be at university, but they have already learned what it takes to be able to balance a company's operational, financial and sales goals under pressure. The Challenge gives business students the chance to pit their business skills against top competition around the world and see if they have what it takes to compete in an intense, time constrained management experience." "While most students do their first iteration of the simulation over a whole semester, the Challenge rounds are completed in a week and the finals demand a weekend of focused decision making. Decisions on their company's production schedules, new product offerings, marketing, pricing, forecasting, and finances are contracted into hourly rounds so there is very little time to analyze the competition and the pressure is intense."

COB Graduate Selected as New President of First Interstate Bank

Ed Garding has been selected to take over First Interstate Bank as its new president and CEO beginning April 1, 2012. Mr. Garding is a 1971 graduate of Eastern Montana College and is a long-time supporter of the College of Business. He is a member of the College of Business Advisory Board and was its chairman for many years. After graduating from Eastern Montana College (now Montana State University Billings), Ed tenaciously pursued a job at First Interstate. After his initial interview with the bank president, he announced that he would show up at the bank each Friday until they hired him. Five Fridays later he was introduced to Homer Scott Sr., the founder of First Interstate Bank, and was subsequently hired as the organization's first management trainee.

According to Tim Wilkinson, the Interim Dean of the COB, "Ed Garding is a great businessman and an example of a true community leader. He embodies the idea of the *steady hand*. I can see why he was chosen as the next president of First Interstate." Ed takes over from Lyle R. Knight, who will retire after 14 years at the helm. Like Ed, Mr. Knight has also been a great friend to the COB over the years. The faculty of the College of Business congratulate Ed Garding and wish him well in his new position.



Dr. Johnson Wins Top Accounting Teaching Award in Montana



Dr. Debra Johnson, an associate professor of accounting and business law at Montana State University Billings, was honored by the Montana Society of Certified Public Accountants as the top accounting educator in the state. Johnson, who has been teaching at the MSU Billings College of Business since 2003, was awarded the 2011 Jack Kemper Outstanding Educator Award at the society's 98th annual meeting in Billings. The award is presented "to an

educator who exemplifies the impact educators have on our profession." A CPA and attorney who teaches upper-level accounting and business law at MSU Billings, Johnson was noted in nomination material for her rigor and fairness in the classroom. She reaches beyond the classroom, however, to work on community service projects and research.

In addition to Johnson's award, a recent MSU Billings graduate and a current student were honored. **Amy Marcotte** of

Billings, who was the 2011 Outstanding Graduate in the College of Business, was selected as a MSCPA Medallion Award Winner and **Karson Rosander**, an MSU Billings senior from Colstrip, was awarded the Anthony Gerharz Scholarship.

This fall, the entire accounting program will be offered online, making it easier than ever for place-bound students, working professionals or other students to put an accounting career within reach.

Marketing Class Sets New Record



Three MSU Billings' areas partnered on a successful venture. The Professional Selling Class, instructed by **Ms. Brenda Dockery**, the MSU Billings Foundation Annual Giving division, supervised by **Jill Krueger**, and the Center for Applied Economic Research (CAER) directed by **Dr. Scott Rickard** joined forces to give 32 students an experiential learning opportunity in

telephone sales. This is the second year the class has helped the MSU Billings Foundation Annual Giving division. Krueger provides the class with potential prospects for the students to call and ask for pledges. Students use their cell phones during class time to complete the necessary assignment. Dr. Rickard opened the CATI lab to students allowing them to complete the

exercise in the evening during class hours.

The Professional Selling class collected over \$10,600 in pledges for the Annual Giving Fund. This was a successful partnership for all three divisions at Montana State University Billings.

College Welcomes New Faculty



The College of Business is pleased to welcome **Dr. Adrian Robertson** as an assistant professor of accounting. Dr. Robertson comes to the COB from North Texas University, where he recently completed his Ph.D. According to Dr. Robertson, "As a committed student-centered institution, the MSUB College of Business is

exactly the kind of place where I want to build my academic career."

Long-time Montana resident and friend of the College of Business, **Dr. Emil Erhardt**, was hired as the sabbatical replacement for Dr. Rakesh Sah, who is spending the year conducting research in India. Dr. Erhardt has years of

experience working in the banking sector and as a consultant for the Department of the Treasury. According to Interim Dean Tim Wilkinson, "We are fortunate to have such a highly qualified and knowledgeable individual take over the finance classes during Dr. Sah's sabbatical."

Entrepreneur-In-Residence Presents to COB Students

Ron Basini, the CEO of the West Virginia Angel Fund, served as Entrepreneur-in-Residence from October 13-19. During that time he attended meetings of the Business Advisory Board and the Montana Business Incubator, gave three lectures, met with the leaders of two Angel Groups, and worked with two inventors on possible funding options for their start-up companies. "The only thing that I didn't get to do in Montana was ride a horse," said Basini, an avid horseman. A native of New York City, Basini has spent 40 years building a balanced approach to founding, funding, and growing new

companies as well as teaching courses in new venture strategies and business plan writing at universities in the United States and Europe. In the last 10 years, Basini has also lectured on business plan writing and starting technology-based companies in China, India, and Russia.

Basini has raised millions of dollars — from every source of capital — to found and develop four companies during the 1980s and 1990s. The companies operate in import/export, manufacturing, medical network development, and medical

software development. He is now using his experience to assist small population states to form integrated statewide Angel Investor/Capital networks and to participate in the founding of the Romania Angel Capital Network in Bucharest, Romania.

He has held faculty positions at Queens University in Charlotte, N.C., the University of North Carolina and has served as director of Rahall Technology Center Business Incubator and Entrepreneurial Studies Program at Concord University in West Virginia.



Students Consult with Brewer Dental

A hallmark of the College of Business is student consulting projects with business and community organizations. This semester **Dr. Otjen's** Integrated Marketing Communications class, along with students in **Ms. Anna Talafuse's** market research class, worked on a joint project for Brewer Dental. This project involved putting together focus groups and a mail survey as well as

secondary research, as a basis for developing a marketing plan for the new Heights location of Brewer Dental. Integrated marketing projects, such as the two class project for Brewer Dental, is one of the advantages that the COB offers to students. Rather than learning only from textbooks, MSUB students get to "try on" what they have learned with real clients.



Retirements and Departures

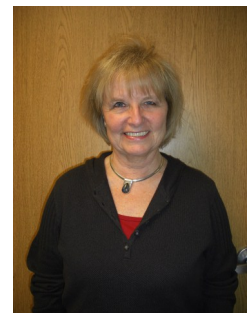
Former COB Dean **Dr. Gary Young** retired from MSUB at the end of September. For the previous year he served as the Interim Provost for MSUB. Gary was noted for his southern drawl and enjoyable management style. Gary was the "key man" in getting the COB accredited by AACSB.



Interim Provost **Barbara Wheeling** has accepted a position as Associate Dean in the School of Business at Emporia State University in Emporia,

Kansas. Dr. Wheeling, an associate professor of accounting, managed the assessment process and coordinated all of the activities that resulted in AACSB accreditation. As a result of her hard work, Barb became a world-class expert in assessment and assurance of learning. She will be greatly missed.

Ms. Pat Holman is retiring after many years of service to the College of Business. Pat created the course, Applied Business Decisions, which serves as a bridge between lower and upper division courses. She has coached five student teams to 1st place finishes in the CAPSIM Challenge, an international business simulation competition. According to Interim Dean Tim Wilkinson, "Pat Holman has always been an example of what it means to truly care about student success."



The College of Business (COB)
at
Montana State University Billings

is quickly becoming the premier business school in the upper Rocky Mountain region.



Visit our website:

<http://www.msubillings.edu/cob/>



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