



UTAH VALLEY UNIVERSITY'S

WOODBURY
SCHOOL *of* BUSINESS
CONVOCATION

MAY 6, 2022



MESSAGE FROM THE DEAN

Greetings to you, graduates of the Woodbury School of Business.

I expect most of you are excited to be graduating with your degree — and you deserve it. This is a significant accomplishment that sets you apart. Only 35% of adults in the United States earn a bachelor's degree in their lifetimes, and only 8% of adults earn a graduate degree, so congratulations.

I'm sure it has been a long, difficult road. Every student faces challenges in college, and some face extreme hardships. In addition, all of you have faced a global pandemic while you earned your degree. I commend you for your hard work, sacrifice, and perseverance.

Remember, however, that none of you did this alone. Many of you had support from your family, friends, and loved ones, and all of you had some level of support from faculty, staff, and administrators here at UVU. I encourage you to reach out to those who made a difference for you in this journey and express gratitude for their efforts on your behalf.

As you continue your journey from UVU, I encourage you to make a difference. I encourage you to serve those around you, your community, and the world. Remember that you should never stop learning. Set aside time every day to continue learning, growing, and improving yourself. We are constantly creating opportunities for you to continue your lifelong education. I encourage you to explore what we provide in terms of certificates, graduate degrees, and other innovative offerings to support you in lifelong learning. Most of all, I encourage you to stay humble, be kind to those around you, and treat everyone with dignity and respect.

This advice applies to all of you, whether you are a first-generation student, a traditional student, or a nontraditional student. I hope and expect that you'll go out and do great things, live fulfilling lives, and make a difference in the world. And while you're making that difference, I encourage you to come back to UVU and find ways to make a difference for those who come after you.

But for now, you have accomplished something great. This week, take some time to decompress and celebrate with the people you love (while staying safe, of course). I wish you a fond farewell, and whether you come back as a student, recruiter, volunteer, employee, instructor, speaker, donor, or leader, I hope we'll see you again soon at UVU.

Steven Huff
Interim Dean
Woodbury School of Business

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TAYLOR STEVEN CRITTENDEN

Bachelor of Arts, *Finance*

Taylor is from Kamas, Utah, and attended South Summit High School before coming to UVU. Taylor is receiving a bachelor's degree in finance with a minor in business management. He will graduate with a 4.0 GPA and has made the Dean's List every semester at UVU. Taylor's career goals include continuing his education at law school, becoming a corporate lawyer in the tech industry, then starting his own firm one day. He says the best part about attending UVU has been the network of individuals students are able to develop with professors and fellow classmates. "The professors at UVU made my time unique," he says. "Many of them were very passionate about the course material and really took an interest in their students' lives." To his fellow students, Taylor's advice is to never stop learning: "Remember that learning is a lifelong process. It doesn't stop when class is over or when you receive your diploma. There is no growth in the comfort zone and no comfort in the growth zone." Taylor's other interests include hunting, snowboarding, and golfing.



JACOB ERIK EGAN

Associate of Science, *Business Management*

Jacob Egan is from Flower Mound, Texas, and attended Marcus High School. While at UVU, he has competed as a distance runner on the cross country and track and field teams. Being a student athlete and trying to balance time in the classroom with time spent practicing has been a challenge, but he loves competing for UVU and representing the university wherever he races. He has maintained a 4.0 GPA and has been on the dean's list each semester. To Jacob, the best part about attending UVU has been the student events and the professors — he says they do a really good job at getting to know their students on an individual level. After graduation, Jacob will continue studying at UVU in order to work toward a bachelor's degree in marketing and he plans to attend grad school.

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PATRICK WEEKS

Bachelor of Science, *Accounting*

Patrick Weeks is from Orem, Utah. During his nine semesters at UVU, Patrick made the dean's list with a 4.0 GPA. According to Patrick, the best part about attending UVU is the amount of experience its teachers in the accounting department have and that the classes tend to focus on the aspects that will be relevant in the real world. After graduating, Patrick hopes to start working in a governmental auditing position, then go back to school after two years and work toward the credit requirement for the CPA exam. Upon earning the CPA licensure, he would like to work as an auditor for the IRS.

STUDENT AWARDS

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<i>Accounting Outstanding Student</i>	Jared Michael Eaton
<i>Accounting Achievement Award</i>	Taylor Booke Viertel
<i>Finance and Economics: Economics Outstanding Student</i>	Mitchell Austin Brown
<i>Finance and Economics: Finance Outstanding Student</i>	Taylor Steven
<i>Finance and Economics: Finance Achievement Award</i>	Henry Anderson
<i>Finance and Economics: Personal Financial Planning Outstanding Student</i>	Morgan Snow
<i>Finance and Economics: Personal Financial Planning Achievement Award</i>	Alisa Nguyen
<i>WSB Marketing: Digital Marketing Outstanding Student</i>	Tri Trang
<i>WSB Marketing: Digital Marketing Achievement Award</i>	Lena Gillies
<i>WSB Marketing: Marketing Outstanding Student</i>	Nicole Renee Johnson
<i>WSB Marketing: Marketing Achievement Award</i>	Keaton Christopher Billeter
<i>Organizational Leadership: Hospitality Management Outstanding Student</i>	Megan Millie Cloward
<i>Organizational Leadership: Hospitality Management Achievement Award</i>	Brittany Re Eatough
<i>Organizational Leadership: Human Resources Outstanding Student</i>	Luke Jenkins
<i>Organizational Leadership: Human Resources Achievement Award</i>	Arianna Williams
<i>Strategic Management & Organization: Business Management Outstanding Student</i>	Nichole Hunt
<i>Strategic Management & Organization: Business Management Achievement Award</i>	Evan Korte Young
<i>Strategic Management & Organization: Entrepreneur Achievement Award</i>	Tyler Bruce Cook

<i>Master of Accounting: Outstanding Student - Full-Time Program</i>	Bryce Lawrence
<i>Master of Accounting: Achievement Award - Full-Time Program</i>	Hannah Rosell
<i>Master of Accounting: Achievement Award - Full-Time Program</i>	Arianne VanDerWatt
<i>Master of Accounting: Outstanding Student - Part-Time Program</i>	Jayci Allen
<i>Master of Accounting: Achievement Award - Part-Time Program</i>	Max Sharmov
<i>Master of Accounting: Achievement Award - Part-Time Program</i>	Ben Amundsen
<i>Master of Accounting: Utah Association of CPAs</i>	
<i>Outstanding Student</i>	Tayler Anderson
<i>Master of Business Administration: Outstanding Students -</i>	
<i>Part-Time Program</i>	Griffin McGinn
<i>Master of Business Administration: Achievement Awards -</i>	
<i>Part-Time Program</i>	Kareena McEwon
<i>Master of Business Administration: Outstanding Students -</i>	
<i>Full-Time Program</i>	Tapley Mitchell
<i>Master of Business Administration: Achievement Awards -</i>	
<i>Full-Time Program</i>	Elmer Pineda
<i>Master of Financial Planning Administration:</i>	
<i>Outstanding Students</i>	Jordan Bromley
<i>Master of Financial Planning Administration:</i>	
<i>Achievement Awards</i>	Brennon Bowen

FACULTY & STAFF AWARDS

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A. DALE JOLLEY

Professional in Residence, *Research and Sales*; Director of UVU SMARTLab

Ian Wilson Community Engagement Award

Dale Jolley is from Salem, Utah. He earned a master's degree in human resources with a minor in instructional technology and a bachelor's degree in business management with a minor in accounting and economics. As an expert in biometric testing and neuromarketing, he's been in his current positions for over seven years. He worked for 25 years in the pharmaceutical and biotech industry in middle and senior leadership roles. The UVU SMARTLab is a Best of State B.O.S.S. winner and five-time Best of State winner for the "Best Analytical Lab" in Utah. Dale previously won the Dean's Award of Excellence. He and his wife, Corene, have five grandchildren and are excited for another on the way.



MIKKI O'CONNOR

Assistant Dean, *Woodbury School of Business*

Ian Wilson Community Engagement Award

As assistant dean of the UVU Woodbury School of Business, Mikki O'Connor is every student's greatest champion. She places a high priority on ensuring that business students from underserved communities complete their education and earn degrees. In 2017, she was recognized as a tireless candidate for the Women in Education Utah Women's Walk. Mikki, who has a master's degree in organizational behavior, has devoted more than 20 years of her life to UVU and believes encouraging students to achieve their full potential is the greatest reward of her career. Mikki is married to her wonderful husband, James, and together they share a beautiful family of seven children and 20 grandchildren.



DAVID STRATTON WAITE

Lecturer, *Accounting*

Dean's Award of Excellence for Teaching

From Bunkerville, Nevada, David Waite graduated from Brigham Young University with an accounting degree and spent 13 years practicing accounting. He worked as an auditor in public accounting for many years, and later became a CPA and CFE. He earned a master's degree in accountancy from Southern Utah University, and in 2013, began his teaching career at Brigham Young University-Hawaii. In 2019, he joined Utah Valley University, where he teaches introduction to financial and managerial accounting. He's a certified public accountant and certified fraud examiner. His favorite part of working at the university is teaching accounting to the amazing students of UVU.



LAURA C. RICALDI

Assistant Professor, *Finance & Economics*

Dean's Award of Excellence for Teaching

Originally from Flower Mound, Texas, Laura Ricaldi received a bachelor's degree in accounting from Texas Tech University in 2004. She was a mutual fund accountant and received an MBA in 2008 to become a leader in the corporate world. In the last semester of her MBA, she took a personal financial planning (PFP) course, and it changed her life. She decided to pursue a Ph.D. in PFP and teach others about the field that she loves so much. After graduating with her Ph.D., she was hired by UVU to teach financial planning courses. In 2021, she won the Best Online Course Design award from the Office of Teaching and Learning for her course "Finance 3060: Introduction to the PFP Profession." She was awarded Higher Education Academy (HEA) Fellow status in 2021. Laura's hobbies include reading, exercising, embroidery, and traveling with her husband, Marco, and their children, Cristiano and Celia, in their RV.



MELINDA BASH

Administrative Assistant, *Accounting*
Dean's Award of Excellence for Staff

Melinda Bash is from Lawrence, Kansas. She earned her Bachelor of Science in education from Brigham Young University in 1996. She was a preschool teacher for 10 years and a Golf Course Superintendents Association of America receptionist in Lawrence, Kansas, for three years. She's been working at UVU for three years. She and her husband, Jeremy, have four boys named Joshua (Nonnie), Caleb, Joey, and Spencer. Melinda says that the best part about UVU is the people she gets to work with. To UVU graduates, she says, "You got this; the best is yet to come!"



MICHAEL TAYLOR

Area IT Director, *Woodbury School of Business*
Dean's Award of Excellence for Staff

Michael Taylor is originally from Fruitland, Idaho. He attended Boise State University before transferring to UVU (then Utah Valley Community College) and graduated with a Bachelor of Science in business management. He has proudly worked at UVU for 25 years, where he started in a part-time position as a lab assistant at UVCC. He was later hired as a part-time technician for IT services. He worked as a full-time area technician at MATC before accepting a full-time position with the Woodbury School of Business, where he was previously honored with the Staff Excellence Award. He and his wife, Shawna, live in Lehi with their son, Luke, and two very large lap dogs, Luna and Gus.



JOSHUA CIESLEWICZ

Associate Professor, MAcc Director, Accounting
 Dean's Award of Excellence for Scholarship

From Heber City, Utah, Joshua Cieslewicz earned a Ph.D. in international management from the University of Hawaii, and a Bachelor of Science in accountancy and Master of Accountancy from Brigham Young University. Between his master's and doctoral degrees, he worked for six years in auditing, corporate accounting, and finance-related positions. He then explored international aspects of business and accounting through a Ph.D., focusing on corporate governance, reporting, supervision, culture, abuse of power, and institutional influences. He won the UACPA Educator of the Year Award in 2021 and the Faculty Excellence Award in 2020. As the MAcc director, he recently led an effort to update their curriculum in response to changes in the accounting profession. Joshua and his wife are the parents of six children, with three still at home.



MARITZA SOTOMAYOR

Associate Professor, Finance and Economics
 Dean's Award of Excellence for Scholarship

Originally from Lima, Peru, Maritza Sotomayor has been teaching at UVU since 2009. Her professional journey started in the financial banking system of Lima where she was a financial credit analyst for a private bank. After receiving a bachelor's in economics, she decided to earn a master's degree and from there got a position as assistant professor at El Colegio de la Frontera Norte (El Colef). She completed her Ph.D. dissertation about NAFTA and its effects on the Mexican manufacturing sector at Universidad Autonoma de Barcelona (UAB). Before coming to UVU, she was an adjunct instructor for the University of Utah and Weber State University. She lives in Salt Lake City with her husband, a violist for the Utah Symphony and Opera. They have a daughter graduating this spring with a double major in intelligence analysis and statistics.



XANTHE FARNWORTH

Lecturer, *Marketing*

Dean's Award of Excellence for Service

Xanthe Farnworth is from Vineyard, Utah. She earned an MA in rhetoric and composition from Brigham Young University in 2010 and a BA in English with a minor in editing from BYU in 2007. She became an HEA Fellow in 2021. She has been teaching at the university level since starting her graduate program at BYU in 2008. After teaching advanced technical writing for a few years, she transferred to UVU and taught marketing as an adjunct professor, then became a lecturer. In 2017, she began running the business school's writing lab. She and her husband, Randy, have been married for over forty years. They have two sons, two granddaughters, and three grandsons.



KEVIN RHOADS

Assistant Professor, *Strategic Management & Operations*

Dean's Award of Excellence for Service

Kevin Rhoads is from Orem, Utah. He received a BA from Brigham Young University and an MBA and Ph.D. in strategy from the University of Oklahoma. Over the past 27 years, Kevin has gained a unique blend of experience in senior-level sales and consulting, operations, and strategic development. His work with global Fortune 500 companies specializes in sales transformation, strategy, and leadership development. While working with clients such as The Boston Consulting Group, ExxonMobil, Hunt Oil, HP, StorageTek, NASDAQ, and Prudential, he designed strategic sales and marketing plans, managed long-term complex business relationships, and helped increase sales with established clients. He and his wife, Debbie Rhoads, have three children: Whitney, Madison, and Jacob.



AMIR KIA

Professor, *Finance & Economics*
Faculty Senate Award of Excellence

Amir Kia is from Provo, Utah. He earned a Ph.D. in economics from Carleton University and an MA in economics from the University of Ottawa. Before joining UVU, he taught economics and finance for several years, first at Emory University as a visiting assistant professor, then at Carleton University as a visiting associate professor. Amir also worked at the Bank of Canada for many years, holding several operational and research positions. Amir's wife, Diane, is a translation professor at the University of Ottawa. To graduates, he says: "Don't settle for second best; always aim higher."



R. DUSTIN HARDING

Assistant Professor, *Marketing*
Faculty Senate Award of Excellence

From Orem, Utah, Dustin Harding earned his Ph.D. and master's degree in marketing from Grenoble Ecole de Management and his bachelor's degree in statistics from Brigham Young University. Dustin is now head of research at UVU's award-winning Shaduf Biometrics Lab and assistant professor of marketing in the Woodbury School of Business. He previously worked as a market research insight analyst at Nu Skin Enterprises, a consumer researcher and lecturer on consumer behavior at Grenoble Ecole de Management, and a marketing research lab manager at Brigham Young University. His research has been published in some of marketing's highest-ranking academic journals, including the *Journal of Consumer Research* and the *Journal of Consumer Psychology*.

