

UVU magazine



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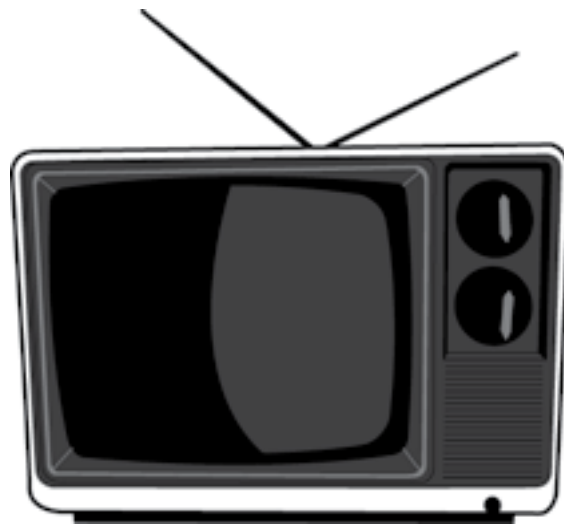
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FEATURED: MAKING A SPLASH

Lead photographer Jacob Scott dives into his work to get the perfect shot. Here, staff designer Landon Larsen assists as a human weight while Scott executes an underwater photo shoot for our feature story, "Making a Splash," pg. 26.



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Students from around the world have learned that enrolling in ESL programs at U.S. institutions can pay big dividends in an increasingly global economy.

Eye on the Future



PHOTO BY GLEN RIGGS PHOTOGRAPHY

AS YOU MAY KNOW, UTAH IS WORKING toward a big goal in education. Leaders in the educational, government and business arenas have united in unprecedented fashion around the aim of getting 66 percent of Utahns a college degree or skilled trade certificate by 2020. Given Utah's historical rate of less than 40 percent, this is no small feat. However, we absolutely must get there if the state is to stay competitive and avoid falling behind in a global community

where knowledge is increasingly becoming the common currency.

At Utah Valley University, we have been aligning our institutional infrastructure with an eye to the future. These strategic adjustments will help UVU improve academic quality while simultaneously remaining open to any student, putting UVU on a path of strong, sustainable, and quality growth that will aid the state in reaching its goal by decade's end. In fact, based on projections in UVU's service region and the current tide of students moving through the public school system, our conservative estimates suggest that UVU's headcount will reach 46,000 students by 2020.

Now, as in our storied past, perseverance is the price required for growth and progress at UVU. The campus community is committed to continuing on a course we truly believe in, and I have no doubt that we will realize our 2020 vision with the help of our state and industry partners and supporters like you, our proud and dedicated alumni. Together, we will help the state reach its critical participation goals and empower more Utahns through higher education.

Sincerely,

Matthew S. Holland
President

Cameron Martin Tapped as Vice President for University Relations



PHOTO BY AUGUST MILLER

FORMER UTAH SYSTEM OF HIGHER Education administrator Cameron Martin joined UVU in October as the new vice president for university relations. Martin, who succeeds Val Hale — who left UVU in July to become president and CEO of the Utah Valley Chamber of Commerce — was selected by President Matthew S. Holland following an extensive national search.

Martin left his post of four years as USHE's associate commissioner for economic development and planning, which was preceded by 10 years at UVU, where he held various positions in administration, alumni relations and what was then the McKay Events Center. His new role will include overseeing institutional marketing and communications, economic development and federal and state government relations. Martin also takes the reins as UVU's primary liaison with the Utah Legislature.

"I am honored by the trust being placed in me by President Holland, and I am excited to work with the faculty, students and community to advance the great cause of UVU," Martin says. "I am pleased that my relationships with the Regents, commissioner and other key governmental, business and educational leaders will continue as I move into this new role at an institution that I know so well and for which I have a great deal of love and admiration."

First-Ever Freshman Convocation Welcomes New Generation at UVU

STUDENTS IN UVU'S CURRENT freshman class began their UVU educations much in the same way it's hoped they'll end — with a convocation in their honor.

More than 1,000 incoming freshmen and their families gathered at the UCCU Center in August for the inaugural Freshman Convocation, a book-end of sorts to their eventual graduation. The event aims to give incoming students a taste of the community, tradition and significance of the university experience.

The convocation introduced attendees to President Holland, UVUSA representatives, Athletics/spirit groups and other UVU officials.

“Convocation is students' first opportunity to really feel like they're a part of the UVU family,” says Martha Wilson, UVU First Year Experience coordinator. “This is a special place, one that students can take pride in being a part of. Convocation is about getting excited about being a Wolverine.”



PHOTO BY AUGUST MILLER

U.S. Rep. Ron Paul Visits UVU Campus



PHOTO COURTESY UVU REVIEW

FORMER REPUBLICAN PRESIDENTIAL candidate and U.S. Rep. Ron Paul drew a crowd of thousands during his visit to Utah Valley University in October. The Texas congressman was invited by the Young Presidents' Organization, an international professional network, to speak to the campus community at the UCCU Center.

It was Paul's first visit to Utah since his stopover in 2007 preceding his 2008 presidential bid. At the time of his latest visit, Paul was no longer in the running for the 2012 election, but his speech was nonetheless one of the most popular campus attractions of the year.



PHOTO BY ADAM EVANS

UVU Cuts Ribbon on Renovated Aviation Science Facility

ON THE HEELS OF THE FORMATION of its new College of Aviation & Public Services, UVU celebrated in September the completion of renovations to the aviation science facility at the Provo Municipal Airport.

Renovations include an expanded operations area — comprising a vestibule, dispatch area and common area for students — as well as new exterior architectural elements. The hangar bay doors were also upgraded. The upgrades are key for UVU aviation science faculty and staff to better serve students and provide enhanced security to flight line access points.

UVU's eighth academic college was created July 1 and is helmed by new dean Wayne Dornan, who comes to UVU from Middle Tennessee State University, where he oversaw flight training, maintenance and dispatch programs.



PHOTO BY JACOB SCOTT

Golfer Mason Casper Collects School-Record Third Tournament Victory

ALREADY ONE OF UVU'S ALL-TIME most decorated athletes, golfer Mason Casper notched his third career individual victory at the Boise State Dash Thomas Memorial in September. The victory earned him the lone spot atop the Wolverine record books for most career tournament wins.

"It's a pretty special day for Mason," says UVU men's golf coach Chris Curran. "To have the most wins in school history shows how talented he is."

Casper burst onto the scene in 2010 with his first win at the Pat Hicks Thunderbird Invitational — his very first collegiate event. He followed that with a victory at the Battle in the Tetons in 2011.



PHOTO BY AUGUST MILLER

UVU CTE Director Wins Women Tech Educational Excellence Award

UVU HAD TWO FINALISTS UP FOR awards at the 5th annual Women Tech Awards in September. Susan Thackeray, director of UVU's Career & Technical Education Department, was honored with the Educational Excellence Award, presented by the Women Tech Council.

Thackeray and Shauna Theobald, director of the Entrepreneur Institute at UVU's Woodbury School of Business, were among 15 finalists selected from more than 65 nominees. Just six finalists came away with awards.

Thackeray's winning résumé includes managing the institution's programs in several high-demand fields, including digital media, technology management, accounting and nursing. Ian Wilson, UVU's vice president for academic affairs, called Thackeray "a leader in expanding technology education at UVU as well as throughout the state."

Annual Scholarship Ball Highlighted by Wee Care Donor Doubling Pledge to \$2 Million



PHOTO BY AUGUST MILLER

AFTER PREVIOUSLY COMMITTING \$1 million to the expansion of Utah Valley University's Wee Care Center — an on-campus child care facility on which hundreds of parent-students desperately rely — local donor Barbara Barrington Jones upped the ante with an additional \$1 million at the school's annual Scholarship Ball in September.

"We are so thrilled with Barbara's heartfelt generosity that will directly

impact the lives of countless UVU students," says President Holland, whose administration is determined to improve Utah's low college completion rates for women. "Her gift will help provide students, particularly women, with the affordable child care support that they need to complete their studies successfully while raising their families." Ground will be broken on Jan. 10 for the new facility.

HAPPY STUDENTS

UVUwear for Guys

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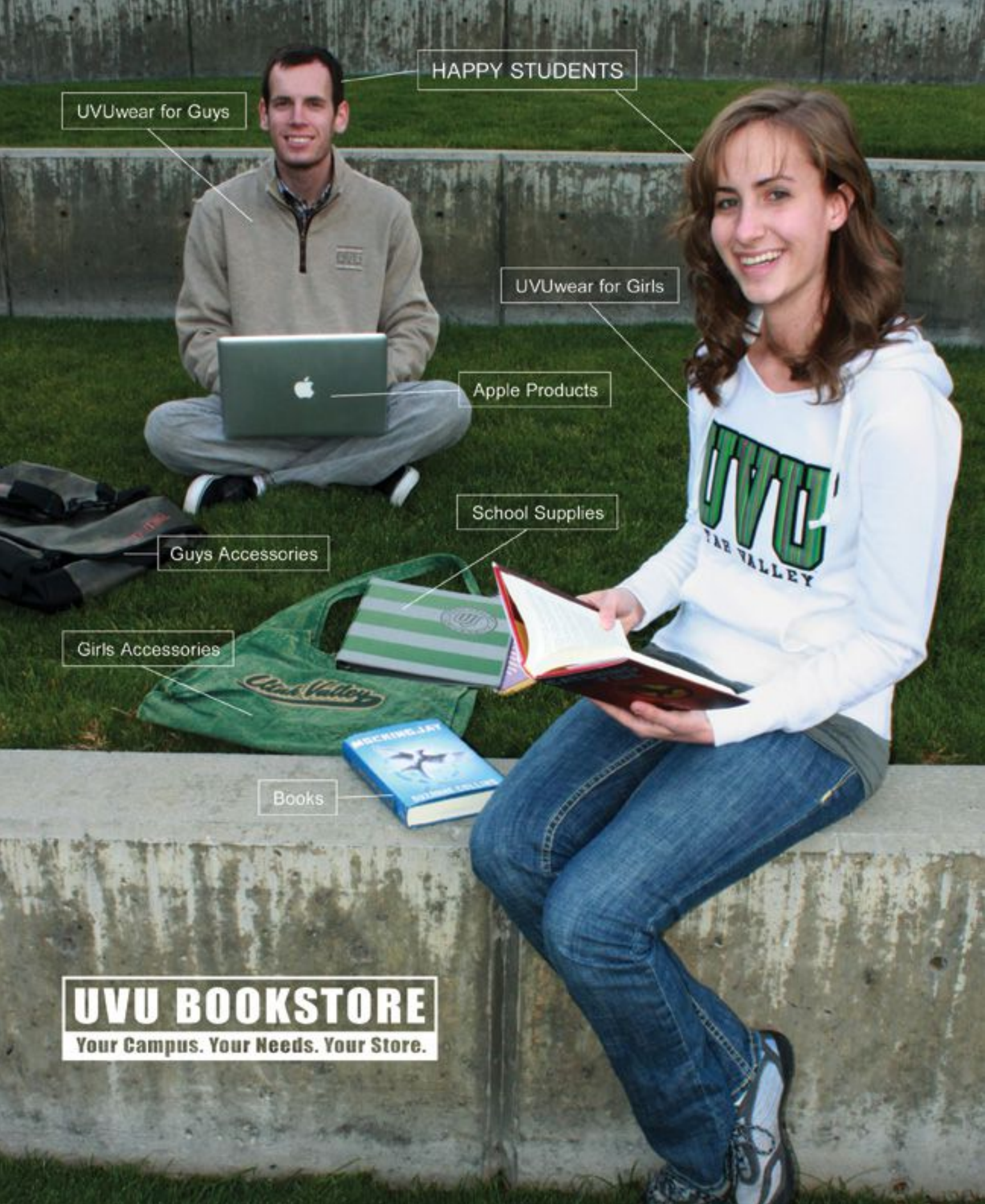
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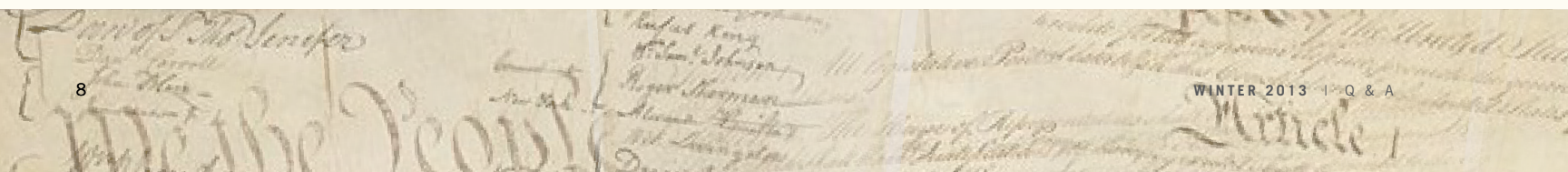



The Historian

One of the most pre-eminent authors of American history talks about the Constitution, the Founding Fathers and the state of education in the 21st century

By Michael Rigert

Photography by Jacob Scott





avid G. McCullough, an author and historian adored the world over for his titles including “1776,” “John Adams” and “Truman,” on Sept. 17 presented the keynote address titled “The Genius of the Founders” during Utah Valley University’s annual Constitution Day Program. Earlier that day, the two-time Pulitzer Prize and National Book Award recipient was also a central participant in the grand opening of UVU’s Center for Constitutional Studies, an academic institute and non-partisan resource for the University and the community on a wide variety of subjects and issues dealing with the U.S. Constitution and constitution-related studies. He was presented with the inaugural Honorary Fellow Award at the center’s grand opening.

Q: What is the potential of UVU’s Center for Constitutional Studies? What impact can it have on students and the community?

A: I don’t think that there can be too much emphasis on the Constitution and all that stems from it, all we really ought to understand. I was told once that there are four, maybe five institutions of higher learning in the U.S. that require one term on the Constitution, and three are our (military) service academies. Officers in the military should understand the Constitution, but what about the rest of us? I’m particularly honored to have taken part in (the grand opening). There have been some hilarious things about what people think the Bill of Rights includes, such as the right to own a dog. I think it’s a form of amnesia, but it’s dangerous. It’s creeping like a virus and you’ve got to stop it. The consternation ought to begin in grade school. You should come out of grade school and have a pretty good

understanding of the Constitution. All it takes is a great teacher. I truly think that’s the key. Infectious enthusiasm comes from the power of the classroom.

Q: How did you develop such a keen interest in American history and our nation’s founding?

A: I think it began, as an awful lot in life can, with a good teacher in grade school, and partly, in high school. We were encouraged to read books that were not a trial, not a burden, but were well written. The realization that books need not be boring, as when I read Walter Lord’s “A Night to Remember,” was not just a realization, it was a revelation. I was an English major in college but didn’t know what to write or if I was even good enough to be a writer. Later, in my professional work in Washington, I was editing for Arab World News, and I came upon some information in the Library of Congress about the Johnstown Flood. No one had written a book about it that was satisfactory. I took that, and I wrote the book I wanted to read because it didn’t exist. That’s been the guiding motivation for me for every one of my books. There was no definitive biography of Harry Truman, and I wanted to read one. The same proved true once I got into the 18th century and my first big undertaking, “John Adams.” As always, the inspiration comes from the material. I write to find out.

Q: What are some of the key lessons Americans have learned throughout the nation’s history?

A: Consistently, we understand something about which the Founders made no qualms — that education counts immeasurably. Jefferson said, “If a nation ex-

pects to be ignorant and free, in a state of civilization, it expects what never was and never will be.” If we’re concerned about the state of education, that’s wonderful. We should be. It’s the key to freedom. The Founders had a sense of honor and character; you don’t do dishonorable things. You don’t lie, you don’t cheat, you don’t let greed carry you away. You remember your fellow human beings and try to help the community. You work. The pursuit of ideas isn’t just about education, but an attitude that learning is a life-long adventure. The phrase “life, liberty and the pursuit of happiness,” I’m convinced, they didn’t view as vacations or more stuff. It was about personal development, progressing in your work, standing up to something in the threat of evil and making your country strong in a fundamental founding.

Q: Throughout your own education, who have some of your mentors been?

A: I guess one would have to be Vincent Scully, the great architectural historian at Yale who is one of the most engaging and inspiring speakers I’ve ever heard or anyone who’s heard him has heard. He opened our eyes. I say “our” because it was a big lecture hall with 300 to 400 students. It was packed every time. Even engineering students came to hear him. It didn’t matter if he was talking about pre-Columbian styles in Mexican architecture or Frank Lloyd Wright, he was thrilling. Another less well-known one was John Hubbard, an instructor of European history (who later became president of the University of Southern California). As a graduate student, he led our discussion group. At the start of the term, he told us he wasn’t going to hold us accountable for dates or quotations. He said that is what books are for. Honestly, it was just liberating. It’s like he said, “Here are some wings. You can fly.”

Between a Rock and a Hard Place

UVU geomatics students rediscover historical boundary markers

The methods and technologies used to determine and mark land boundaries have changed drastically over the years. But occasionally there's still a need to do surveying the way it's been done for centuries.

In any case, a group of Utah Valley University geomatics students has the skills and expertise to assist. The students, led by Dan Perry, UVU associate professor of geomatics, spent several days in eastern Utah locating and identifying century-old monuments that determined the original boundaries of the Uintah Indian Reservation.

The historical research gave the students hands-on experience that few modern surveyors gain, and experience that could come in handy in their surveying careers.

"Faculty and students spent many hours researching — at the BLM office in Salt Lake City — maps, original field notes, monument descriptions and special instructions."

The students' task was to locate the monuments used in 1904 by the General Land Office (now the Bureau of Land Management) to mark the reservation boundaries, which were determined by treaty in 1864. The history and education committees of the Utah Council of Land Surveyors believe verified coordinates of the historical markers will improve the accuracy of future land surveys in the region.

Faculty and students spent many hours researching — at the BLM office in Salt Lake City — maps, original field notes, monument descriptions and special instructions given to the field surveyors who worked on the bound-



UVU GEOMATICS PROFESSOR DAN PERRY (RIGHT) LED A GROUP OF UVU STUDENTS IN EASTERN UTAH LOCATING HISTORICAL BOUNDARY MARKERS FROM THE ORIGINAL UINTAH INDIAN RESERVATION.

PHOTO COURTESY UVU GEOMATICS

aries in 1904. The project group used clues from these original documents, current digital topographic maps from the U.S. Geodetic Survey and computer-aided drawings to formulate a best-guess location of the four key monuments marking the northeast, northwest, southwest and southeast corners of the boundaries.

On four separate trips, donning backpacks and hiking into Utah's wilderness, the UVU groups set out to locate the original monuments. After two weeks of searching, the group located the southeast and northeast monuments, chiseled in sandstone more than a century ago, but were unable to locate the other two corner markers near Bald Mountain in the Uinta Mountains and Soldier Summit near the Utah County/Carbon County

border. The group did, however, locate 25 of more than 600 other monuments marking every half-mile and every angle point of the boundary.

The research group documented for the BLM the approximate coordinates of the markers using handheld GPS devices, photos of the monuments and written directions on how to get to the monuments. The BLM may eventually install modern boundary markers where some of the original monuments were discovered.

With two key original monuments and hundreds of remaining half-mile monuments left to locate, it could take several more years for students in UVU's new geomatics program to complete the project — which is not only a rediscovery of historical survey monuments but a part of U.S. history as well.

Lights, Cameras and Press Conferences

UVU public relations grad handles the promotion for his own film



PHOTO BY JACOB SCOTT

Joseph James is an up-and-coming independent filmmaker. His latest project, “Templar Nation,” was released this past fall. Previously, he was an associate producer of the film “Hillbilly Highway” and director of “The Masonic Map.”

In spring 2012, James also became a public relations professional when he graduated from Utah Valley University with a Bachelor of Science in Communication, with an emphasis in public relations.

James’ time at UVU benefited him with more than just a degree.

The hands-on curriculum at UVU not only led to a full-time public relations job but also taught him the skills necessary to handle all of his films’ promotional and marketing duties himself. This put him at the forefront of how many independent filmmakers operate these days, without the assistance of outside publicity sources.

James learned these skills as part of UVU’s public relations case studies course, in which he had to create and execute a strategic communication and public relations plan. Rather than do it for a non-existent or

imaginary business, James did it for his film company. He created a 10-step strategic approach, which he learned in the course, and applied it to the creation, editing, promotion and debut of the film.

As part of his course curriculum, James conducted research to determine the film’s potential target audiences and their demographics to help determine how best to promote the film. He then established an action plan comprised of goals, objectives, strategies, tactics, a calendar of the film from start to finish and a budget. He established an evaluation process that reviewed criteria he set forth in his objectives and evaluation tools that measured the success of his tactics.

"James learned these skills as part of (a UVU class) in which he had to create and execute a strategic communication and public relations plan."

During the filming of “Templar Nation,” James held and directed a press conference in Salt Lake City where two of the lead actors, Erik Estrada and Richard Dutcher, promoted the new film. James developed a press kit for the movie, scheduled and managed all press conferences and actor interviews, produced the documents used in seeking investors and created and managed a website for the movie and his filmmaking company.

James completed his UVU experience as a public relations intern for Black Diamond Electric of Orem, where he currently works full-time applying the same public relations and marketing skills he learned at UVU and still uses to promote his films.

Rocking the Boat

PHOTOGRAPHY BY AUGUST MILLER & JACOB SCOTT



Before its first birthday, the Utah Valley University Bass Team had already made a name for itself.

With first-place finishes in two of the four FLW annual tournaments – unheard of for any club, much less a rookie squad – the club qualified for the FLW National Guard College Fishing Series Western Regional Championship in September.

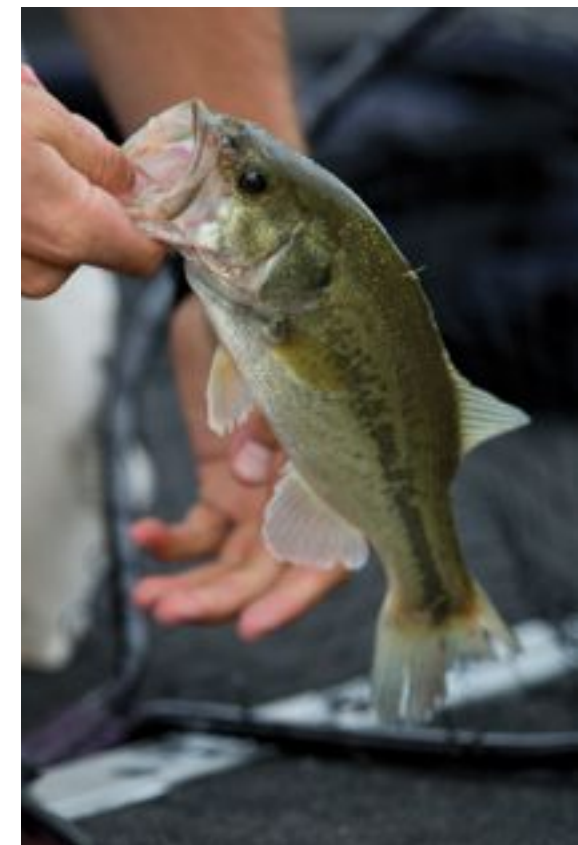
Not only that, the anglers got to host the competition at their own Utah Lake.

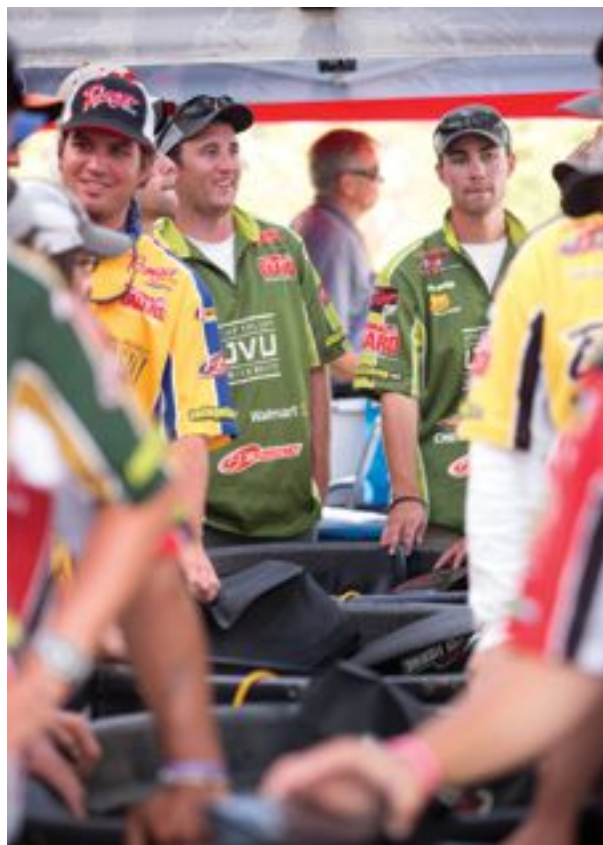
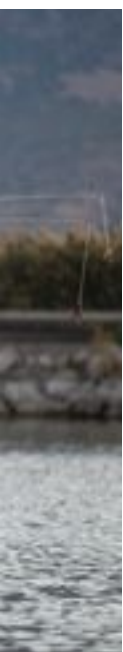
“Our fellow competitors were flabbergasted,” club adviser Clinton Martinez says of the club’s debut. “We put our names on the map.”

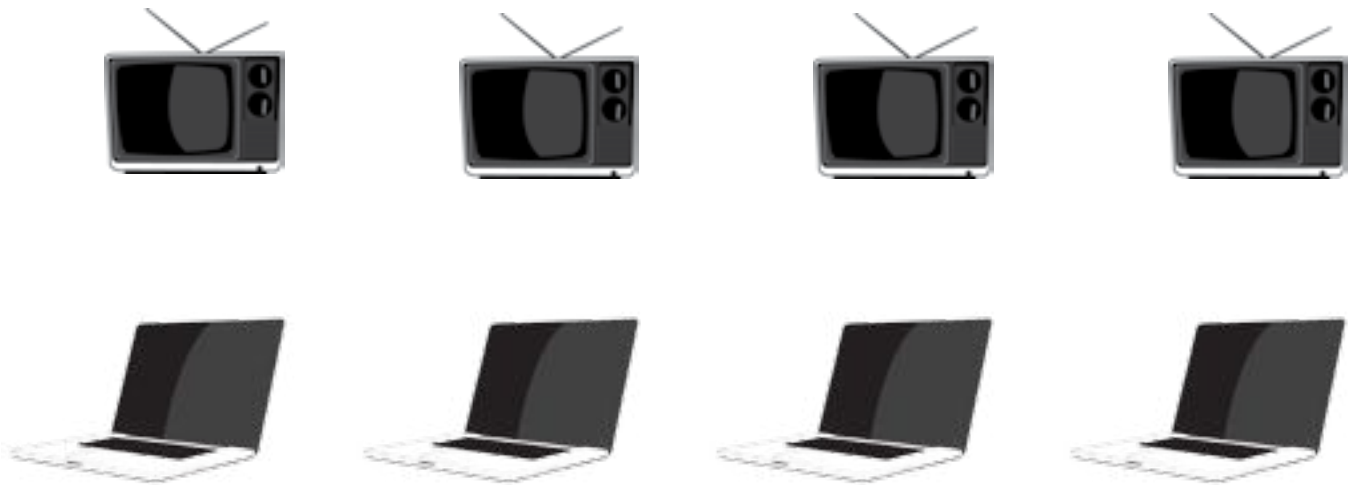
Unfortunately, the bass weren’t biting at regionals – UVU finished 8th, missing nationals by three spots – but the club got to *“represent UVU in a way that’s never been done before,”* says club president Aaron Warner.



Members of the UVU bass team participated in the FLW National Guard Challenge Fishing Series Western Regional Championship in September 2012 at Utah Lake. As the tournament's hosts, team members were afforded the opportunity to spotlight UVU on a national stage. The competition aired across the country on Nov. 4 on NBC Sports.







EDUCATION

UVU IS TAKING AN INNOVATIVE APPROACH TO TECHNOLOGY-ENHANCED LEARNING

By Brad Plathow

For centuries, the American academy has been modeled on the Harvard ideal – an institution steeped in tradition, with ivy climbing its walls and wizened lecturers delivering eloquent discourses in packed halls. This “sage on the stage” approach is still relevant and, in many cases, is the best way to teach large groups. But academia is starting to accept that it’s not the only way.

Utah Valley University has emphasized teaching excellence for generations, particularly through its focus on the “engaged learning” teaching model. Beyond this innovative approach to teaching and learning, UVU is leading out in delivering higher education in unique ways by emphasizing evening, weekend, summer and, especially, distance education.

This is partly a practical imperative — UVU operates with the fewest physical resources in

the state relative to its size, and as such must squeeze every ounce out of its infrastructure. But distance education, in particular, is about so much more than space.

“We are providing flexibility, opportunity and access to higher education,” says Dan Clark, senior director of distance education at UVU.

UVU’s state-mandated mission is to serve as a point of access to higher education to a diverse array of people in one of the country’s fastest-growing regions. That means growth — and lots of it — is anticipated in coming years for an institution that already has more than 30,000 students. Even in ideal economic times, UVU wouldn’t be able to build fast enough to keep up with projected growth.



President Matthew S. Holland, a former professor who firmly believes in the “magic of the classroom,” is also a believer in the idea that distance education can be a powerful tool in breaking bottlenecks and improving access. In fact, UVU envisions 25 percent of full-time equivalent enrollment being delivered via distance education technologies (currently 21 percent). At that ratio, UVU’s total classroom space savings would approach 1 million square feet. UVU will never be an online-first university, but technology is seen as a strategic tool in the institution’s long-term plans.

“As we refine and implement a strategic plan for managing growth, it is clear,

and abundantly so, that distance education is a tool we must use in a way that exponentially expands both the capacity and quality of our educational services to our students,” President Holland said at recent meetings with faculty. “As we move forward, distance education will be integral to the way UVU does business.”

Whereas many institutions use distance education to attract students nationally, UVU uses it as a strategic tool to expand existing programs.

“It’s not about taking programs online; it’s about access,” Clark says. “There’s nothing worse than telling students they can’t get into classes they need to graduate.”

Plus, Clark believes, distance education can actually improve instruction and learning when implemented thoughtfully.

“We’re trying to partner with faculty in taking a purposeful look at new ways to achieve course goals,” he says. “When it’s done right, the process of creating and delivering a technology-enhanced course can really lead to more deliberate focus on the best ways to impact learning.”

Through a campus resource called the Innovation Center, Clark’s team helps UVU faculty use technology to enhance teaching and learning. Courses under distance education’s umbrella typically follow one of three formats: hybrid, online and live interactive.

THE “HOT BUNK”

Barton Poulson just finished a year in his students’ shoes. An associate professor of psychology at UVU, Poulson enrolled as a freshman art student at a local university during a one-year sabbatical to learn the Adobe Photoshop software, among other things. He was surprised by how difficult it was to keep pace as the lecturer demonstrated processes in quick succession.

“If you missed a single step, before you knew it the instructor was three steps ahead and you were lost,” Poulson recalls.

With a new appreciation for the student’s plight, Poulson is all the more eager to help pioneer hybrid courses at UVU. In fact, prior to launching his own hybrid course, Poulson participated in the Innovation Center’s “hybrid boot camp,” a summer workshop for UVU faculty [more information at the “hybrid” link at uvu.edu/innovation].

The hybrid format makes roughly equal use of in-class and online instruction, leading to the nickname “hot bunk,” a military reference to two soldiers being assigned the same bed but sleeping at different times based on their shifts.

Similarly, UVU can use a single classroom to serve two courses under the hybrid model. Poulson’s Behavioral Science 3010 class is on a Tuesday–Thursday schedule, but only one day is held in a physical classroom. Poulson uses in-class time for “guided practice,” which consists mainly of reviewing key concepts or difficult material. The online curriculum includes standard readings and assignments, but also screen casts and video demonstrations, allowing students to soak up the material at their pace and not miss a step.

For Poulson, an 18-year veteran of traditional teaching methods, it has been an eye-opening experience.

“I really love it. I think it maximizes the students’ use of time, and I would say they’re learning at least as well as those who take the class completely in person,” he says.

EDUCATION ON THE INTERWEBS

If diving into the digital world was tough for Poulson, it was all the more alien to Glen Clark, a professional faculty member who taught face to face in public schools for 35 years. In 2010, Briant Farnsworth, dean of the School of Education, asked Clark to teach an online-only version of “Foundations of American Education,” a required class for education majors at UVU.

“The state wanted all education students to take at least one online course so they became familiar with alternate delivery methods,” says Glen Clark, who collaborated with UVU’s instructional designers to create his course.

The course wasn’t independent study — it followed the semester timetable and included deadlines for assignments, exams and online discussions. Surprisingly, Clark found it was easier to coax participation out of his students, since he could quantify who was contributing to discussions and who wasn’t.

After the course ended, Clark was again taken aback by student reviews that suggested the course gave them more access to classmates and the instructor.

“I’ve never interacted with a teacher so much,” read one student review.

Clark still prefers in-class teaching, but he is now an apologist for the advantages of online as well.

“I still personally enjoy face-to-face teaching more, but online forces students to write more, which focuses thinking and compels everyone to participate,” he says.

REACHING OUT

While not a primary role, regional outreach is one goal of distance education at UVU. Steve Bule, professor of art, teaches the required class “Introduction to Art” to 240 students each semester via a live video stream that is transmitted to various locations that act as satellite UVU classrooms for the course.

The live interactive format is especially popular with high school students looking to get a head start on college [about half of Bule’s students are concurrently enrolled from Utah high schools].

One of live interactive’s limitations is that the lecturer can only be in one place at a time, physically. Bule has traveled all over the state — from Coalville to Kanab, and some rural spots that aren’t even on the map — to give everyone a shot at hearing the lecture in the flesh.

While UVU’s live interactive courses are offered in a more limited regional way now, one of Bule’s most memorable experiences came during a site visit to Kanab, Utah, which is located on the state’s southern border. After giving the lecture, Bule picked up some pizzas and spent a few hours chatting with a collection of Kanab High students about their educational goals and life in general. It was a life-changing experience for at least one student, who based her decision to attend UVU in part on that meeting.

“That was the first time I really understood how distance education can really benefit these excellent students,” Bule says. “We are providing a very important service to students who otherwise may not have access.”



STEVE BULE
Professor of Art & Visual Communications

GOING THE DISTANCE | UVU'S GROWING DISTANCE EDUCATION PROFILE, BY THE NUMBERS

Utah Valley University is using technology-enhanced course delivery to break scheduling bottlenecks, maximize space resources and increase access to higher education in a strategic way. **UVU** will never become an online-first institution, but strategic use of technology allows students to experience both the *magic of the classroom* and the benefits of *21st-century learning platforms*.

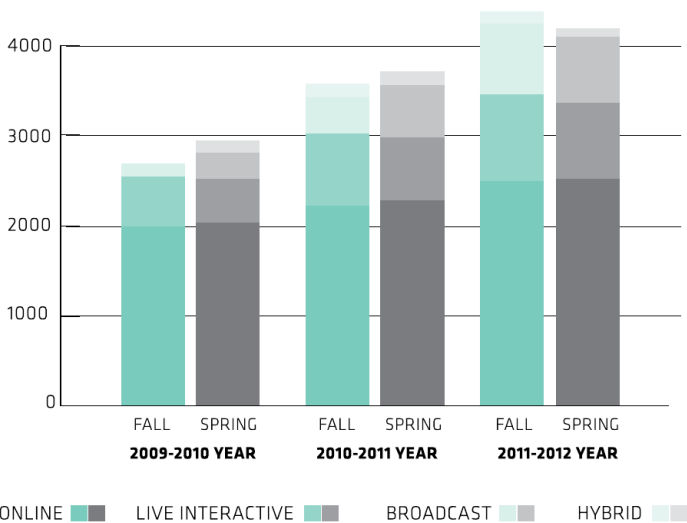
UVU is increasing the availability of **technology-enhanced courses**



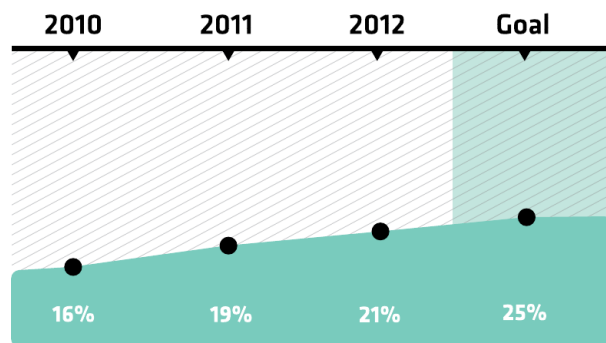
UVU is moving toward a goal of 25 percent of full-time enrollment delivered through distance education

More and more students are using distance education as part of their educational mix

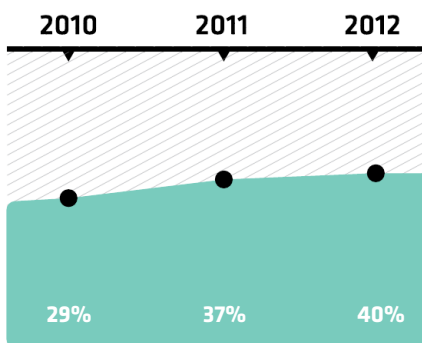
GROWTH IN TECHNOLOGY- ENHANCED COURSES



FTE THROUGH DE



STUDENTS WHO TOOK AT LEAST ONE DE COURSE



FAST FACTS:

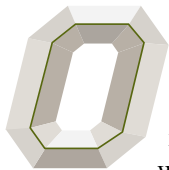
- Hybrid and online courses both grew by about 20 percent between 2011 and 2012.
- In 2011-2012 alone, 65 new hybrid courses resulted in 24 additional class periods for university scheduling.
- At 25 percent of full-time enrollment, distance education will deliver a course load approaching the equivalent of 1 million square feet of classroom space.



THE

WVAC

ERA BEGINS



ON TUESDAY, OCT. 9, HUNDREDS OF STUDENTS, FACULTY AND STAFF AT Utah Valley University filed into the UCCU Center to hear “a major announcement regarding UVU Athletics.” While no additional information was given about the nature of the announcement, there was no shortage of conjecture about what was coming. The previous Friday, speculation was stoked by a story in the Daily Herald that predicted UVU would be joining a new athletic conference. The article, which cited an anonymous source, rippled through social media over the weekend.

At the outset of the Tuesday event, UVU President Matthew S. Holland took the microphone and confirmed the rumors: “I am pleased to announce that Utah Valley University has accepted an invitation to join the Western Athletic Conference.”

The crowd erupted into cheers, with members of the audience rising to their feet and chanting “U-V-U! U-V-U!” Banners bearing the WAC logo were unveiled in the arena, and President Holland slipped on a white ball cap bearing the WAC and UVU logos and then gave the crowd a big smile and thumbs up.

“I can’t tell you how thrilling it is to see these two great logos side by side. This is a historic moment for the University, and I couldn’t be more personally thrilled or institutionally proud,” Holland said.

The October announcement marked the latest milestone for a UVU Athletics program that has been moving forward in leaps and bounds in recent years. Now, as the WAC era begins at UVU, coaches, fans and student-athletes alike are looking forward to forming regional rivalries, fighting for conference titles that lead directly to postseason play, and competing in a conference with a storied history.

A NEW CONFERENCE MEANS REGIONAL RIVALRIES, POST-SEASON PROSPECTS AND A NEW LEVEL OF COMPETITION FOR UVU ATHLETICS

BY BRAD PLOTHOW

PHOTOGRAPHY BY AUGUST MILLER

RISE TO LEGITIMACY

Perhaps no one took more pleasure in the WAC announcement than UVU Athletics Director Mike Jacobsen. When he became UVU's AD in 1984, the athletics department consisted of him, four part-time coaches and a work-study administrative assistant. The program had no indoor athletic facilities, no scholarships and a renovated custodial closet as its only office.

When the University celebrated affiliation with the WAC nearly three decades later, Jacobsen felt a sense of pride and accomplishment in how the program had matured.

"By joining the WAC, it's really a recognition of the many years of effort that have gone into building what has become an excellent athletics program here at UVU," Jacobsen says. "We really are entering a new era for UVU Athletics, and I am so excited for the opportunities that await us and our student-athletes."

Now in his 29th year at UVU, Jacobsen joined UVU after 19 years as a coach and administrator at Springville High School. A California native, Jacobsen came to Utah in 1961 to study and play football at Brigham Young University. He married his high school sweetheart, Alice, and promised that the couple would move back to the San Diego area as soon as an opportunity presented itself. Just such an opportunity arose with an offer to coach at Escondido, but it came just after Jacobsen had accepted the job at SHS. He turned it down and stayed in Utah.

"I had already met the players (at SHS), and I've always been a very loyal guy," Jacobsen says. "I told my wife we'd stay at Springville for three years and then go back to California."

Three years passed, and then 16 more. The plan of retreating to California faded, and Utah County became home. Then, as Jacobsen was looking for his next professional challenge, his brother, who was the baseball coach at Dixie State College at the time, tipped him off to a new AD opening at what was then called Utah Technical Col-

lege. Jacobsen won the job, and then-President Marvin Higbee was quick to offer the vision of a new athletics program that would be consistently at the top of the heap among regional junior colleges.

That goal became reality within a few years, but UVU's teams only competed against in-state junior colleges. By about 1990, UVU was rolled into the Scenic West Athletic Conference, a collection of junior colleges from Utah and Idaho that competed as a traditional athletics league with a playoff at the end of the season.

"One of our teams was winning a championship every year," Jacobsen recalls. "It was our first experience with a real conference, and we adapted well."

The move to conference play was followed by expansion of the athletics program. UVU hired a full-time administrative assistant, started hiring full-time coaches and added new athletics teams.

By the late 1990s, UVU had NCAA status on its radar. In 2002, UVU applied for provisional Division-I status — a probationary period in which an institution proves its mettle — but the stakes were high and there was a long arc on full acceptance. The NCAA had just doubled the entry fee and extended the provisional period from five to seven years.

The odds seemed long that UVU could become the only program in the history of collegiate sports to make the jump to full NCAA D-I competition directly from the junior college ranks. In 2007, however, an NCAA committee came to review the program's progress and left impressed.

"Until you see what Utah Valley is firsthand, you don't know what it's all about. I see it time and again that people who experience this place can't believe how incredible it really is," Jacobsen says.

By 2008, UVU had moved to university status and was experiencing significant surges in enrollment, and UVU Athletics was following a similar upward trajectory, having grown to include 15 strong teams and alumni competing as professional and Olympic athletes. Finally, on July 7, 2009, UVU was officially granted full NCAA D-I status, a technicality that nonetheless brought a myriad of benefits in scheduling and recruiting. "We were relevant," Jacobsen says.



WATCH THE WAC ANNOUNCEMENT

Go to youtube.com/utahvalleyuniversity and search "WAC."



THE POWER OF POSTSEASON

In 2012, the UVU baseball team pulled off a season for the record books. The Wolverines led Division I in key categories such as wins (47-12 record), scoring margin (+4.0), batting (.350), slugging (.523) and runs (532). The team rattled off a nation's-best 32-game winning streak that included victories over BYU, the University of Utah and a University of Arizona team that was ranked No. 4 nationally at the time and went on to win the College World Series. The Wolverines' success was lauded far and wide, including by Orem Mayor Jim Evans dubbing July 10 "UVU Baseball Day."

In spite of their success, the Wolverines weren't invited to compete in postseason play. UVU capped a season of unprecedented success by winning its third-consecutive Great West Conference title, but that didn't matter much because the GWC doesn't carry an automatic berth to national tournaments. It was an anticlimactic ending to a wildly exciting season.

"To do what we did in a conference with automatic qualification, we would have been in the postseason for sure," says Goose Kallunki, a consensus All-American from the 2012 team who was drafted by the San Diego Padres organization. "Still, it was an incredible experience, and I feel like we played a role in UVU getting into the WAC."

One of the key advantages in joining a conference like the WAC is the promise of postseason play for any team that wins the conference crown. As a founding member of the Great West Conference, UVU won more league titles than any other program and collected four straight Commissioner's Cup awards. But even the most impressive season left UVU at the mercy of the at-large selection process, which doesn't favor upstarts from relatively young programs.

The national tournament issue looms large for all of UVU's teams, not just baseball. In 2012, the UVU men's



STUDENT INVESTMENT

The UVU student body has been investing in the move to a regional athletics conference since 2006, when student government established the Conference Affiliation Fund. The fund is financed by an incremental increase in student fees that was approved by the students and ratified by UVU Athletics and then-President Bill Sederburg.

"The Conference Affiliation Fund was a vital step in making WAC membership possible. It demonstrates a genuine commitment from past and present students who invested in the future of UVU athletic success and, ultimately, acceptance into regional conference membership," says Jared Sumsion, student body president at the time and a current employee in UVU Athletics.

basketball team got its first taste of postseason play with an at-large bid to a new tournament called the CIT (sponsored by CollegeInsider.com). The Wolverines had to travel to Ogden, Utah, to face a Weber State University team led by Damian Lillard, one of the nation's top scorers who went on to be drafted No. 6 overall by the Portland Trail Blazers in the 2012 NBA Draft. The Wildcats edged the Wolverines, 72-69, in spite of UVU All-American Isiah Williams outdueling Lillard with 26 points to the WSU star's 21. The CIT

"My first couple seasons, we just ended with a regular game, no tournament. I remember that being really hard to fathom."

experience was an important evolutionary step, but now UVU could send teams to national tournaments every year.

In the wake of the WAC announcement, postseason play was on the minds of past UVU greats such as Ryan Toolson, who set a record among Utah D-I basketball players with 63 points against Chicago State during the 2008-2009 season.

"It would have meant everything to me to be in a conference with automatic qualifying for March Madness," says Toolson, who is playing professionally overseas. "UVU is on the up and up. When I signed my letter of intent in 2003, we were still UVSC. Now, just eight years later, we're in an

AQ conference with the opportunity to make an immediate impact in conference play."

Toolson's sentiments were echoed by Robyn Fairbanks, who was a three-time All-American and D-I independent player of the year while playing for the women's basketball team from 2005-2009.

"My first couple seasons, we just ended with a regular game — no tournament. I remember that being really hard to fathom," she says. "To be able to compete knowing there was a chance to play in the tournament, I think it would have definitely added that extra motivation."

In addition to a clear path to the postseason, the WAC offers fans and players the intrigue of developing regional rivalries and upping the level of competition. As a member of the GWC, UVU was traveling to places like Chicago, Houston and Newark, N.J., to play conference foes with no connection to the region. Now, the WAC factor is already piquing interest among fans and prospective athletes on the recruiting trail.

"Our being in the WAC really erases a lot of roadblocks for athletes who like who we are and where we're going but want the benefit of automatic qualifying," says UVU men's basketball coach Dick Hunsaker. "I can say that in the past, the AQ issue has been an absolute deal-breaker for some, so this really opens doors."



“Our being in the WAC really erases a lot of roadblocks for athletes who like who we are and where we’re going but want the benefit of automatic qualifying.”

As it has done over and over throughout the years, the WAC is currently reinventing itself after a period of transition. The conference is not participating in football for the time being and has added new members such as California State University at Bakersfield, Grand Canyon University, Chicago State University and the University of Seattle. The WAC is also investigating additional expansion.

“We are excited to begin the process of rebuilding the WAC and will continue to work to re-establish the league as one of the top Division I conferences in the West,” says WAC interim commissioner Jeff Hurd.

At UVU, the WAC era officially begins on July 1, 2013, and Jacobsen expects the Wolverines to find a way to adapt to the higher level of competition and push to win conference titles right away. That will require a lot of grit and focus from everyone involved in UVU Athletics, so Jacobsen has no delusions about kicking back and soaking up the moment. There’s work to do.

“You don’t rest,” he says. “There are always new opportunities, and right now ours is to be competitive in our new conference. We need to rise to the challenge and make sure we keep building something that is really great for our fans, the community and our student-athletes. The future is bright.”

THE WAC TRADITION

For many Utah collegiate athletics programs, the path to national relevance has gone through the WAC. Both BYU and the U of U were founding members and competed in the conference from 1962 until both left to join the Mountain West Conference in 1999. BYU won a national title in football as a member of the WAC in 1984, which still stands as a benchmark for mid-major success in NCAA athletics, and the Utes made it to the Final Four and championship game in the 1998 NCAA Tournament. Utah State University joined the WAC in 2005 and is transitioning to

the MWC. Each institution achieved a measure of national prominence while in the WAC.

“My hope is we can follow in their footsteps and represent Utah in a prominent way,” Jacobsen says.

As the nation’s sixth-oldest Division I-A conference, the WAC carries a strong brand and rich tradition. Since 2000, a total of 43 football teams have been invited to bowl games, including three BCS bids since 2006. In men’s basketball, the WAC has sent at least two teams to the NCAA Tournament in 24 of the past 29 seasons, and in baseball the WAC has produced two national champions since 2003.

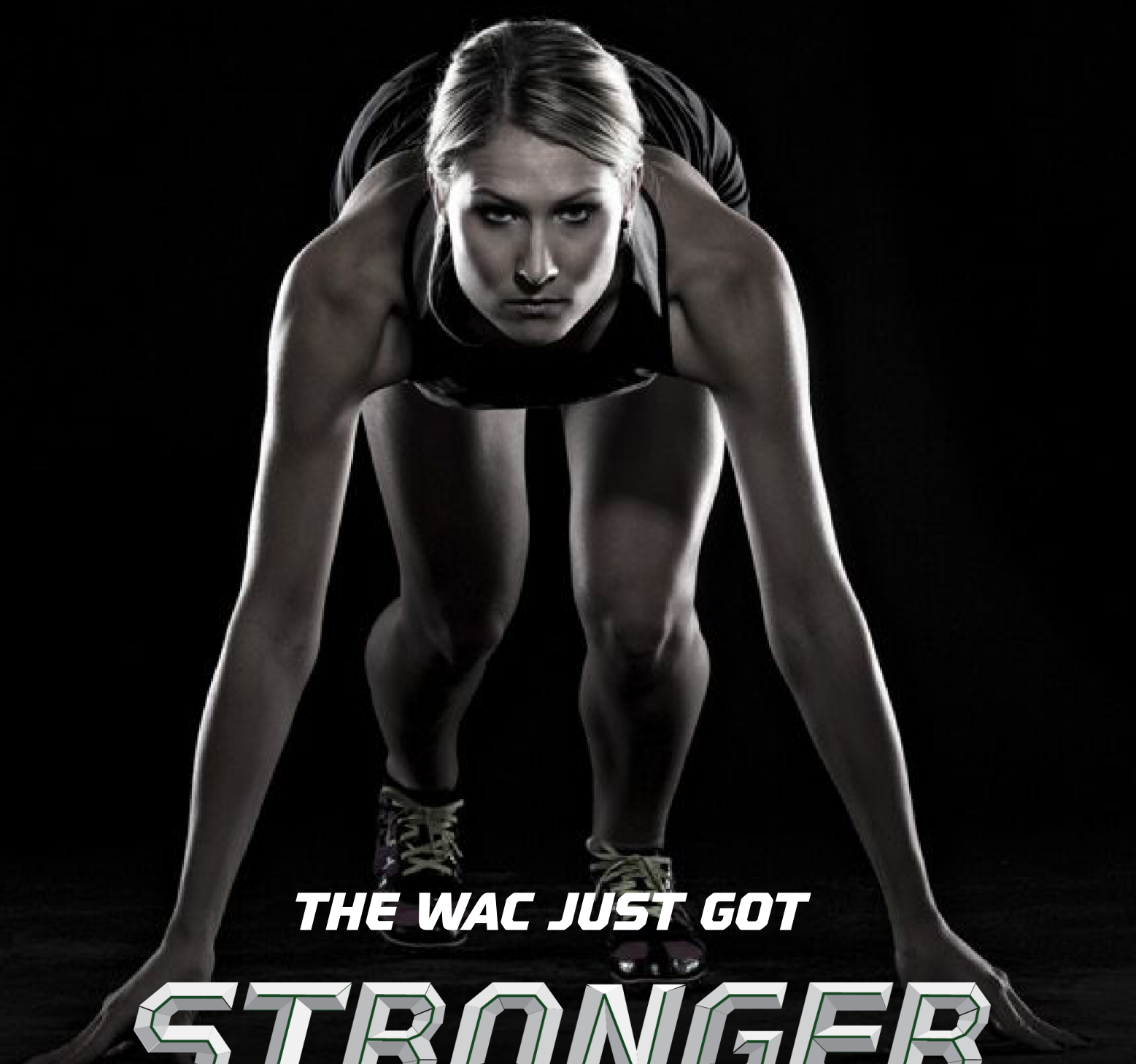
WHAT ABOUT FOOTBALL?

With the move to the WAC, the first question to emerge was, “When will UVU add football?” The short answer is, “Not yet.”

“I have said for a long time our next big goal in athletics is to get into a stable, accomplished and regionally focused athletic conference, and we’ve done that,” UVU President Matthew S. Holland said at the WAC announcement event in October. “Football teams are a very expensive proposition, (but) I’ve never taken it off the table. It has to be a consideration.”

For now, UVU is working toward adding men’s soccer to its existing portfolio of athletics teams. To learn how you can help get men’s soccer off the ground, contact Jared Sumsion at 801-863-7291 or jared.sumsion@uvu.edu.





THE WAC JUST GOT

STRONGER

A NEW ERA BEGINS 2013







MAKING
A SPLASH

How UVU helped two students turn a fresh
concept into a million-dollar enterprise

BY MICHAEL RIGERT
PHOTOGRAPHY BY JACOB SCOTT

Business is said to be a dog-eat-dog world. And sometimes there are sharks, too.

In 2012, Dallas Robinson and Mike Buonomo found themselves swimming in dicey waters. As young entrepreneurs, they were attempting to lure celebrity millionaire investors into ponying up seed money for their start-up on the hit ABC television program “Shark Tank.” Indeed, the green room wait may have been the longest and most tense 60 minutes in the lives of the two Utah Valley University business management students.

“The first part was the most intense, when they’re all staring at you,” Robinson says. “It felt like the most important meeting I’ve ever had.”

Despite the pressure, the pair stepped it up and gave a humorous spiel in which they successfully got sharks Barbara Corcoran and Kevin O’Leary to “test” their product, a lip balm with two complimentary flavors that combine and react when users kiss. The gambit literally paid off in March of 2012, when Mark Cuban, a billionaire investor and owner of the NBA’s Dallas Mavericks, warmed to their heady pitch to the tune of a \$200,000 investment.

Since then, Robinson and Buonomo continue to rack up further accolades, first as winners of the National Small Business Association’s video contest, and more recently in August when Robinson was named one of nine All-Star Entrepreneurs by Forbes Magazine. The duo says Kisstixx will total close to \$1 million in product sales by the end of 2012.

Yet notably, through every phase of their company’s meteoric rise, the two students credit their business management education at UVU and the opportunity to network with and be mentored by the University’s faculty, staff and students as key to their success. As an economic development hub in the region, UVU reaches out to community entrepreneurs and businesses in an effort to help them start or grow their en-



1 As a teen, Dallas Robinson, plagued by chapped lips, hatched the idea for a flavored lip balm for kissing.

terprises. Robinson and Buonomo’s Kisstixx story illustrates the University’s abundant engaged learning opportunities and business start-up tools at the disposal of both students and small business owners in the region.

“It’s a really scary thing to go out the first time and start a business and not know what you’re doing,” Robinson says. “UVU faculty and staff mentored us and gave us confidence.”

INCEPTION AND EUREKA

Years before Robinson envisioned attending UVU or running his own company, his concerns centered on more fundamental matters — impressing members of the opposite sex. As a teen growing up in Riverton, Utah, Robinson spent his time in active outdoor sports — wakeboarding, moto-cross and the like. Problem was, he would return from a day of burning up trails on motorcycles in Utah’s hot and dry climate with dry, chapped lips, not the most ideal enticement for canoodling with a prom date.

Products then on the market for parched lips tasted awful, he says.

“I thought, ‘How cool would it be to have two flavors, one for me, one for the girl, that would change flavors when you kissed and would last all day,’” Robinson says.

Five years later, Robinson, whose grandfather founded and father owns and manages Utah-based Quality Tire Company, was a UVU student recently returned from church service in Argentina. Enrolled in a business course in which students research and develop a

presentation for a product, whether real or fictitious, Robinson revisited his high school a-ha moment. He presented the mythological lip balm as if it actually existed, going so far as to mock up actual samples.

“The students went nuts,” Robinson says. “I was thinking, ‘Wow, this is something that would really sell.’”

During the summer of 2010, things got serious. Robinson brought on board a gung-ho business partner with sales expertise, fellow classmate Buonomo, and the two consulted with UVU faculty like Peter Robinson (no relation), the Morris Professor of Entrepreneurship in the Woodbury School of Business, who mentored them in developing a business plan, creating a marketing strategy and securing an SBA loan. They hired a chemist to formulate a lip balm that tasted great and worked how they envisioned it would.

UVU graphic design and computer science students were commissioned to create the Kisstixx logo, packaging and the company’s initial website.

“The individuals involved with the first look of Kisstixx were all UVU,” Robinson said.

The lip balm began flying off the rack at local trade shows, and the budding business owners upped the ante, cutting a deal with UVU student government to sell Kisstixx at student activities. To get more experience and capital, Dallas and Mike entered area business plan competitions, including UVU’s Opportunity Quest, Buonomo says.

“When starting out a brand-new company, even \$2,000 in winnings goes a long way,” he says.

2 Robinson and Buonomo utilized the talents of UVU students, such as logo design, to launch their company.





3 The owners of Kisstixx ink an SBA loan in 2010, a key step in growing their business.



4 Robinson and Buonomo secured a \$200,000 investment on ABC's "Shark Tank" in 2011.



5 The pair put in 90-hour workweeks, in between studies and family, to make Kisstixx a success.

Dallas Robinson and Buonomo credit Professor Robinson and Shauna Theobald, director of UVU's Entrepreneurship Institute, which is part of the business school, as key members of their UVU support network who provided them with advice, coached them on marketing pitches and introduced them to other successful entrepreneurs who also gladly imparted their wisdom to the enterprising newbies.

"They helped us eliminate learning curve mistakes that are extremely pricey and, sometimes, can completely kill a business," Buonomo says.

Still, lacking the kind of funding required to infuse Kisstixx with the quantity of product they would need to net a retail distribution contract, they remained small fish in a large pond.

BIG BREAK IN BIG D

In July of 2011, our heroes found themselves slogging door-to-door in 115-degree temperatures near Dallas, Texas, to hawk home security systems for business capital. Drenched in sweat and physically drained, Robinson and Buonomo, both married and working the summer away from their wives, perched on the griddle-like sidewalk for a break and agreed that they needed to find a more efficient way to generate capital and publicity for Kisstixx. One of their brainstorming was reality television. Quite serendipitously, they discovered in a local newspaper that "Shark Tank" was holding auditions in Dallas that very weekend.

"We felt like that was the sign we

needed to try out," Buonomo says.

They scripted a pitch that would make the Kisstixx product stand out from others and had product samples, signs and T-shirts shipped overnight to the Lone Star State. For eight hours, they stood in line with thousands of other entrepreneurial hopefuls, much like on auditions for "American Idol," but mindful to keep the nature and details of their product close to the vest.

Producers liked what they saw and heard as Dallas and Mike proceeded to advance through several phases of try-outs.

"They recognized that we were young and inexperienced but that we had a fun and cool idea that could scale, and we were energetic," Dallas Robinson says. "We were extremely excited about our product, and that showed through in our presentation."

In September, with little notice, the twosome was flown to Los Angeles to record an actual segment of Shark Tank in front of the five vaunted investors. The students cast their pitch, \$200,000 for 20 percent ownership, and Cuban offered \$200,000 in return for 40 percent ownership of their company, an offer Robinson and Buonomo couldn't turn down.

"I think you could be fun, hip, innovative and kind of a bit edgy, which is cool," Cuban said on the telecast. "But the other good news is, as you grow, I'll be there to help you finance all that inventory without asking you for more equity."

The investment and exposure on Shark Tank didn't turn Dallas Robinson and Buonomo into instant millionaires, but it gave Kisstixx priceless national exposure. The publicity resulted in a

significant spike in product sales, and more importantly, opened up new possibilities with regional and national retailers while providing the owners with the seed money needed to fill large retail inventory orders.

"It was absolutely huge," Professor Robinson says. "It validated their company big time, but also gave them the capital to make a huge leap forward as opposed to growing slowly. For weeks afterward, their phones were ringing off the hook in sales and with opportunities for national and international distribution. If not for 'Shark Tank,' their company still might be very small."

START-UP NIRVANA

True to their passion, Robinson and Buonomo continue to make large personal sacrifices to grow their business — both their wives work full-time jobs while the tandem each put in 80- to 90-hour work weeks, and neither has taken a vacation in two-and-a-half years. Neither partner took home a salary the first two years of their company's existence.

"For the first four or five months, Dallas and I worked Kisstixx 9 to 5, and then both stocked cereal boxes at Winco Foods from midnight to 7 a.m. We got four hours of sleep a night," Buonomo says. "Just thinking about that gives me chills."

They continue to live frugally, refusing at this point to enjoy the fruits of their labors, Buonomo says. Both have



also passed on lucrative job offers to stay the course with Kisstixx.

“We’ve found that when you go with-out, you push harder, you’re hungry. We’re pushing hard and fast, and the payday will be later,” Robinson says. “It would be a lot easier to get a job. But that’s something that I feel that I need to sacrifice because I want to do something great. But yeah, it’s a sacrifice. It’s the hardest thing that I’ve ever done.”

Nor are they resting on their laurels, but continue to network with entrepreneurs, consult with Professor Robinson, Theobald and other UVU faculty and staff at UVU and at the University’s Business Resource Center, where they lease office space to run Kisstixx. The BRC also houses UVU’s Technology Commercialization Office, Small Business Development Center and a host of other one-stop shop resources, tools and advisers at the disposal of area entrepreneurs and businesses.

“Dallas and Mike are the quintessential entrepreneurs: innovative, driven, disciplined and always learning,” Theobald says. “In spite of their rapid ascent into the national spotlight, they remain committed to connecting and collaborating with other startups and with proven mentors. They’ve demonstrated the power of leveraging the resources and networks of the UVU startup community.”

And their give-it-all attitude continues to pay substantial dividends. In May, the Kisstixx pair was one of four entrepreneur winners of the national U.S. Small Business Administration video contest, in

which, in typical Kisstixx fashion, they told the fun, quirky and successful story of their company’s founding. Spoils for the honor included their video being featured during National Small Business Week in May and participating in a Google+ Hang-out hosted by the White House.

In addition, Robinson was named one of nine All-Star Entrepreneurs by Forbes Magazine in its September 2012 issue. The accolade recognizes college entrepreneurs who have started a business with at least \$100,000 in sales while still full-time students.

“Being featured in Forbes is one of the biggest triumphs for a business,” Robinson says. “To be thrown in with the likes of Harvard and Yale is a super big pat on the back for UVU, and that’s exactly what we’re trying to do with Kisstixx.”

But all the honors pale in comparison to what Dallas and Mike have achieved through their company. The business surpassed \$850,000 in sales by the end of 2012, and its owners will soon have distribution deals with eight foreign countries. Kisstixx is in the process of adding three new product lines that will include a high-end formula lip gloss for women, a double-ended lip balm stick and adhesive designs that can be applied directly to fingernails and toenails called Tat-Toes.

“Next year, our goal is to do over \$10 million in sales,” Robinson says.

For now, Robinson, a senior at UVU, and Buonomo, a sophomore, will continue to eke out their Spartan-like existence as they forge new alliances with national distribution chains, consult weekly with their über mentor, Cuban, crank out new product lines and collaborate and network with UVU faculty, staff and students. Oh yeah, and cram for that exam in Professor Robinson’s class.

DALLAS AND MIKE'S TIPS FOR ENTREPRENEURIAL SUCCESS

1. Creativity

Think differently and see the world in a unique way.

2. Become a problem solver

Learn to get things done, whatever it takes.

3. Sacrifice

Make your own hours; pick any 90 hours a week you would like.

4. Be grateful

No matter how cool you think you are, remember you didn't get there alone.

5. Do what you love

Choose something you can get excited about.

PRIDE THE
= Ride =

“With your support
we will sustain our
collegiate license plate
program and fund
student scholarships
for years to come.”

Matthew Holland

President, Utah Valley University



Easy to order:

- 1 Go to uvualumni.org/PlateOrder
(enter vehicle registration information and pay annual \$25 donation to student scholarships)
- 2 Pick up plate at **UVU Alumni Center**

world population =
7 billion

1 in 4
speaks English

4.83%
of the world
population
speaks
English
natively

150
world states
use English
to some degree



The English Language Leverage

How UVU's ESL program can give international students a critical advantage in the global economy

By Matt Reichman
Photography by August Miller

MODERN TELECOMMUNICATIONS have introduced shortcuts between the most remote corners of the world. Pockets of earth's inhabitants, heretofore disparate, are suddenly next-door neighbors; two teenagers in, say, Brazil and Norway, bypass the Atlantic Ocean with a Skype call, Facebook chat or game of "Call of Duty" on Xbox LIVE.

But the technological infrastructure only gets us halfway — now that we can talk to each other, how do we talk to each other?

For many, English has emerged as the de facto bridge across the language divide. There are several factors at play, including American pop culture, but it's rooted in English's inauspicious colonial past, says UVU languages professor Bryan Eldredge. During coloniza-

tion, Great Britain installed English as the official language in many territories divided by various indigenous dialects.

In other words, the language that coalesced countless tribes is now doing the same for world nations.

This trend is plainly evident in Utah Valley University's English as a Second Language program, through which hundreds of international students flow each year. The program does not result in a degree, but prepares non-English speakers with the language skills needed to study at an American university. For some, the two- to five-semester curriculum is a means of American integration, but for many it's a stopover en route to an international career — a global competitive advantage in a world where, absent a common global tongue, it still pays to know English.



Languages:
Bambara, French and English

LOST IN TRANSLATION

Bakary Camara, a freshman UVU accounting major, hails from Bamako, Mali, where Bambara is the lingua franca, and French the official language. Camara speaks both, but the aspiring mogul doesn't like his chances of closing deals in either language. He watched the movers and shakers of Bamako expend a lot of money and effort

“I want to be a legend for my people and my country.”

on translators in, say, China and Dubai, and figures English would empower him to cast a much wider net on the world.

His hunch is spot-on, according to a recent article in *Harvard Business Review*¹: “The fastest-spreading language in human history, English is spoken at a useful level by some 1.75 billion people worldwide — that’s one in every four of us,” the author writes. The article details how the CEO of Rakuten, a Japanese Internet services giant, made English the company’s official language in 2010, despite a workforce of more than 7,000 Japanese employees.

So Camara moved to the United States in 2011 purely for the education and English training, arriving at UVU at the recommendation of his cousin. His first months were shaky, he says, but his ESL teachers showed him unflinching encouragement. “Don’t worry, you can do it,” they kept telling him, he says, right up to his graduation from the ESL program in August.

Now he’s focused on getting his bachelor’s degree and MBA at UVU as well, and hopes to hang out his shingle back in Mali as soon as he can.

“My goal is to own a famous business; for people to know me around the world, to know my hard work,” Camara says. “I want to be a legend for my people and my country.”

Even for students with less grandiose aspirations, it’s difficult to market oneself without at least a rudimentary grasp of



Languages:

Ukrainian, Russian, French and English

English, says Yulia Yevdokimova, a Ukrainian student who graduated from UVU’s ESL program in spring 2012. She says in

Ukraine students are required to study English in high school and college — even if you can’t truly converse, you’re expected to at least be familiar with it, she says. Already fluent in Ukrainian and Russian, she focused on French for her bachelor’s degree back in Ukraine. She loved the language, but in retrospect she thinks English would have been the savvy move.

“It’s easier for people that majored in English to get jobs,” she says, noting that she came to UVU purely for ESL training and the opportunity to better her employment prospects. “English is better for the résumé. I haven’t found much use for French.”



Languages:

Mongolian, Russian, German, Czech and English

SECOND LANGUAGE? HOW ABOUT A FIFTH?

Oddly, native English speakers sometimes assume a lack of education, or even intelligence, when they hear somebody stumbling over their language, says Forrest Williams, associate dean of UVU’s University College (which oversees the ESL program, accredited by the Commission on English Language Program). “Nothing could be further from the truth,” he says.

“I love accents,” Williams says. “To me, they immediately signify strength and courage and determination because each person with an accent — no matter how slight — has such an interesting story.”

In fact, “ESL” can be a misnomer because English is often simply the most recent in a whole stack of languages a student has

mastered. Take Rentsenmydag “Erika” Sodnomtseren, a UVU international business major from Ulaanbaatar, Mongolia. She’s already conquered Russian, German and Czech, in addition to her native Mongolian. She picked up the languages along the way as a means to obtain the best education possible, including medical school in the Czech Republic and marketing/management training in Germany.

Incredibly, Sodnomtseren lacked options in her career path in medicine (histology) in Mongolia, where salaries at public hospitals are very low, she says.

“The more advanced jobs required English,” she says. “I had never studied English before. Somehow I didn’t have time.”

This led her to Washington, D.C., where she bluffed her way onto the hostess staff at a Japanese restaurant using the little English she’d learned out of a Czech-to-English primer years ago. She picked up vocabulary by day — chopstick, fork, knife, napkin — then buried her nose in English workbooks by night.

Read that again: a Mongolian who learned English from a Czech book and a Japanese restaurant.

“I was a little upset at the time,” she recalls. “I said to myself, ‘Why do I have to do this? I’m a doctor.’ I told the manager once and he didn’t believe me, so I decided it was better to not tell anyone.”

Eventually, Sodnomtseren made her way to Utah with her husband and enrolled at UVU. She graduated from the ESL program alongside Camara this summer and is currently brushing up on studies on medicine. In the near future, she wants to establish an international business, possibly in pharmacology, with her husband, who also speaks a handful of languages — none more marketable, she says, than English.

As for the English-as-a-first-and-only-language speakers, they might want to take a page out of her playbook, according to UVU languages professor Bryan Eldredge:

“Eventually speaking only English will catch up to us. If we’re not doing something to expand our own wealth of resources, we will fall behind.”

References

1. “Global Business Speaks English,” *Harvard Business Review*, May 2012



PHOTO BY MARIA CORONA

Community Support

Central Bank supports UVU scholarships

By Julia Stowe

Amie Jacobson wanted to be a nurse since she was a little girl, but as the youngest of a blended family with 13 children, she couldn't expect financial help for college from her parents. Thanks to a private scholarship from Utah Valley University, she is realizing her dream. Jacobson's scholarship was funded by Central Bank, a community bank in Utah Valley since 1891. For the past 20 years, Central Bank has provided annual donations toward UVU scholarships.

The scholarship covers half of Jacobson's tuition, plus fees and books, and she works as caregiver for an elderly patient to make up the difference.

"I'm so grateful for the scholarship – it's making it possible for me to get an education and to dedicate my life to a career that's service-orientated," she says. "I really like the nursing program, and I'm just excited to be at UVU."

Bank President Matt Packard has been with the bank since 1976. "We support

the University because it does so much to support Utah Valley, and scholarships are a very personal, direct way of helping individual students," he says. "Providing scholarships is kind of like the old saying about teaching someone to fish – when they have a good education, they can become better breadwinners and contributors to society."

ABOVE, BANK PRESIDENT MATT PACKARD WITH SCHOLARSHIP RECIPIENT AMIE JACOBSON

THINKING

SMALL

A UVU PHYSICS PROFESSOR'S MUSINGS ON THE GROUNDBREAKING DISCOVERY OF THE SUBATOMIC
HIGGS BOSON PARTICLE

Editor's note: The following commentary comes from Steve Wasserbaech, professor of physics at Utah Valley University. In 2009–2010, Wasserbaech was one of only a handful of U.S. scientists invited by the world-renowned CERN particle physics lab for a visiting position at the lab's sprawling campus in Geneva, Switzerland. One of the top priorities of the experimenters at CERN's Large Hadron Collider is the hunt for the Holy Grail of particle physics – the Higgs boson, a subatomic particle predicted to exist as part of a model describing how particles acquire mass. Wasserbaech has continued his involvement in one of the experiments that finally found the elusive Higgs boson in July 2012. The finding, which passed scholarly peer review in August, is considered one of the most significant scientific discoveries of our time. Wasserbaech was one of the editors of the peer-reviewed article.

At 1 a.m. on July 4, 2012, while the rest of my family was sleeping, I was in my basement, connecting to a live webcast from the CERN laboratory in Geneva. The latest results on the search for the Higgs boson were to be presented by the experiment teams from the CMS and ATLAS detectors (both of which observe particle collisions at CERN). I am a member of the CMS Collaboration, and I knew what our spokesperson was going to say: we had discovered a new particle fitting the description of the long-sought Higgs boson. It was a thrill to be witnessing the historic announcement, and also something of a relief because I wouldn't need to keep the secret anymore. I was also excited that I would finally find out what ATLAS had seen – would those results be consistent with ours at CMS?

In 1964, theoretical physicists found a possible scheme for including particle masses in their mathematical descriptions of particle interactions. The idea calls for the existence of a previously undetected field filling the entire universe. Particles would gain their mass or inertia by virtue of their interactions with this field. The field has come to be known as the Higgs field, but credit should be given to all the theorists who developed the idea: François Englert, Robert Brout, Peter Higgs, Gerald Guralnik, C.R. Hagen, and Tom Kibble.

Higgs further pointed out that clumps of the field's energy might be observable

in the form of a new type of particle, which is now called the Higgs boson. The observation of Higgs bosons would signal the existence of the Higgs field as a fundamental and ubiquitous component of the Universe.

It turns out that the hypothetical Higgs bosons are themselves expected to have mass, although it isn't possible to predict how much mass. That uncertainty has made the hunt for these particles more challenging, to say the least. If they exist, Higgs bosons could only be produced in collisions of other particles – the more massive the boson, the more energy the colliding particles

would need to carry. For decades, experimentalists have come up empty in their Higgs searches, but theorists have been optimistic that the question would be settled by the experiments at CERN's Large Hadron Collider (LHC). If the Higgs boson exists it should be observable by ATLAS and CMS, and if it doesn't exist, they say, evidence of some other mass-generating mechanism should be found.

In operation since 2010, the LHC is the highest-energy particle accelerator in the world. It is 17 miles in circumference, in a tunnel several hundred feet underground straddling the Switzerland-France border. It accelerates two beams of protons (particles present in ordinary matter) and brings them into collision inside four sophisticated detectors. Particles and antiparticles of all kinds are created from the energy of the colliding protons and are then identified and measured by the detectors. The CMS and ATLAS detectors were designed to provide high sensitivity in the search for Higgs bosons.

Thousands of physicists from around the world are involved in the operation of the detectors and the analysis of the data.

I was doing quiet fist-pumps in my basement while the ATLAS spokesperson had her turn at the microphone on July 4. She announced that the ATLAS detector had also observed a new particle. The consistency of the results from ATLAS and CMS were extremely satisfying, and there could be no doubt that the Higgs boson searches at CERN had yielded a discovery.

To be precise, we should say that we have discovered a Higgs-like boson. So far, the new particle's properties are in line with expectations for the simplest "standard model" version of the Higgs boson, but further investigations will be needed before we can make a positive identification and explore the possibility that several types of Higgs bosons exist. Large, new data samples are already under study by ATLAS and CMS. Nevertheless, it seems very likely that we have detected clumps of a Higgs field.

I realize that I am very fortunate to be involved in this enterprise. A discovery of this magnitude is a once-in-a-lifetime event for a scientist in my field. Nevertheless, my colleagues and I hope to experience more such events as the LHC reaches even higher collision energies in the future.

Steve Wasserbaech is a professor of physics at UVU and contributed to the discovery of the Higgs boson at CERN. His work with the CMS experiment was documented in the Spring 2010 issue of UVU Magazine.

New Alumni Association Board Members

The UVU Alumni Association welcomed three new board members in 2012. They will serve three-year terms working on committees to plan and promote events and oversee finances, legislative affairs and scholarships.



John Gappmayer

“UVU was the springboard I used to jump into life. I love the school and what it represents, and I’m excited about its future. I am proud to be an alumnus. My professors at UVU had a profound influence on my professional career. There have been many times in my career when a project done at UVU years ago has provided answers to problems facing me today,” says John Gappmayer ’98, who earned a Bachelor of Arts in business management with an international emphasis at UVU, and then went on to earn an MBA from Arizona State University and a master’s of international management at Thunderbird, The American Graduate School of International Management.

As a member of the Alumni Association Board, Gappmayer’s goals are to help bolster a rapidly growing alumni network and to create ways for current students and alumni to leverage that network. He recognizes that many don’t realize they are UVU alumni because the institution has changed names so many times. He wants to get as many people as possible involved with UVU and advocate for the University on the local and state levels.

Gappmayer is director of international sales at dōTERRA International, which produces therapeutic-grade essential oils. He is managing expansion efforts into the Japanese market and oversees an international sales support team. He lives in Mapleton, Utah, and enjoys horseback riding, reading, travel and spending time with his wife and five kids.



Cody Hunter

Cody Hunter '02 credits his UVU degree in information technology, with an emphasis in e-commerce, for his successful professional career in online technology companies that include ah-ha.com, OrangeSoda, and his latest venture, ShareTown, Inc. Hunter describes the Lindon-based Sharetown as “the ebay for renting” because it enables individuals and businesses to share or rent underutilized items.

Hunter is currently working to create a version of ShareTown for UVU alumni and students that will have the potential to give back to UVU via a percentage of revenue. He is also interested in facilitating internships, scholarships, and marketing and technology projects for students and employment opportunities for graduates.

“UVU is a great school, and I am proud to be an alumnus. I grew up in the Orem area, and I’ve always thought UVU was a core driver in the community and the culture of the area. I joined the Alumni Association Board because UVU helped prepare me for my professional career, and I’d like to find a way to give back to the University. I hope I can add a lot of Internet savvy and strength to the board and help paint a vision of great things that can be accomplished through Internet technology and marketing,” he says.

Hunter played NCAA Division I baseball and is a fan of UVU athletics. He lives in Mona, Utah, and enjoys the outdoors and spending time with his wife and five children.



Fidel Montero

As principal of Alta High School in Sandy, Utah, Fidel Montero understands that many of his students are relying on UVU to prepare them for a complex economy in the 21st century. Montero wants UVU to be the best option for them as well as for his own children, nieces and nephews, and grandchildren.

“The opportunity to have a small impact on the direction of the University as a member of the Alumni Board is connected to my desire to have a great educational option in our own backyard,” he says. “I love UVU’s inclusive mission and its focus on shaping the academic conversation in our community. UVU plays a critical role in the region. Our economy, workforce and cultural development depend heavily on the University’s contributions. UVU represents who we are as Utahns: industrious, driven and service-oriented.”

Montero holds a Doctor of Education degree from Columbia University Teachers College. He is a K-12 educational consultant with Urban Learning Centers in Los Angeles and is chair of Paso a Paso K-16 Education Partnership. He also served on the UVU President’s Community Council and has presented at conferences and lectures on campus. A Provo resident, he enjoys learning, exercising, cooking and quiet moments with his family.

CALL FOR 2013 DISTINGUISHED ALUMNI AWARD NOMINATIONS



The Utah Valley University Alumni Association annually recognizes alumni for their outstanding professional achievements and/or public service, and we want **your** help in finding them. The deadline for nominations is April 5, 2013. We will present the winners at an alumni awards event in September 2013.

Past award recipients include:
Jerry Garrett, Ally Searle,
L. Michael Falgoust

We are looking for an alumna or alumnus with a distinguished record of achievement and service in one or more of the following areas:

1. Career accomplishments
2. Service to career organizations
3. Voluntary efforts in charitable causes
4. Efforts which have improved the cultural, social, political or economic well-being of society
5. Prior recognition and honors
6. Artistic, innovative or technical accomplishments

Please submit the name and a brief bio of the nominee at uvualumni.org/nominate.

Life Lessons from Quilting



Have you ever noticed that the best realizations often come from the most unexpected places? The ultimate dream of any avid quilter is to own a quilting machine. The quilt top, bottom and “batting” layers are attached to rollers, from which the quilt “sandwich” is fastened to a third roller. The sewing machine sits on a wheeled carriage that allows it to roll freely over the top of

the quilt — like writing, with a sewing machine as the pen. Quilting can be completed in a few hours or days as opposed to weeks or months by hand.

A few years ago, one of these wonders dropped into my care. I eagerly quilted my first project, using a meandering loopy pattern that was easy and looked great when completed.

That first project made me so confident, that I decided — against all advice — to stitch a complicated and varied pattern on the next quilt. The project nearly undid me. I spent hours picking out and re-stitching over the pattern multiple times to try to correct my mistakes, focusing on six inches at a time. Stooping over the quilt for hours sent me to the chiropractor twice with back spasms.

When it was finally complete, I spread the quilt out on the floor to despair over my miserable piece of handiwork. After

days of focusing on the errors and flaws within a limited view, I was astonished by the change in perspective. Seeing the quilt as a whole revealed a lovely piece of art. The little inconsistencies weren’t even visible. The color, pattern and stitches all worked together in one beautiful and harmonious creation.

My quilt was the perfect metaphor for life. I often focus on irksome details and miss the stunning panoramic view. I appreciate that my “big picture” is richer because UVU is threaded throughout it. An unlikely experience provided valuable insight about quilting, and life.

Jeri Allphin
Alumni Director
jeri.allphin@uvu.edu

DISCOVER YOUR OPTIONS



UVU NORTH @ WESTLAKE

Evening courses at Westlake High School in Saratoga Springs

UVU COURSES @ MATC-THANKSGIVING POINT

Day and evening courses at the MATC Building in Lehi

UVU SOUTH @ SPANISH FORK

Evening courses at Spanish Fork High School

UVU WEST @ THE NATIONAL GUARD BLDG.

Day and evening courses at the National Guard Building off Geneva Road in Orem

UVU WEEKEND COLLEGE

Friday evening and Saturday courses at the UVU Main Campus in Orem

UVU WASATCH CAMPUS

Day and evening courses in Heber Valley



uvu.edu/extend

UVU EXTENDED
STUDIES
UTAH VALLEY UNIVERSITY



TRENT BROWN
UVSC 1999

I am UVU

TRENT BROWN. Co-owner/Manager, One Sweet Slice, custom cake and cupcake shoppe, West Jordan, Utah. A.S., School of the Arts, class of 1999.

"When my wife and I won *Cupcake Wars* on the Food Network, little did we realize the impact it would have on our business, and the impact my education at UVSC would have as well. My instructors gave me the personalized attention I needed and helped me develop critical thinking skills and an entrepreneurial spirit. Thanks to my experience at UVSC, our business has risen to new levels. I'm Trent Brown, class of '99. I am UVU."

Share your story at uvualumni.org