

VOL. 10

# ANNUAL REPORT

2016

*McCoy College of Business Administration*

*Campus Connections*



*Sharing Ideas*



*Community*

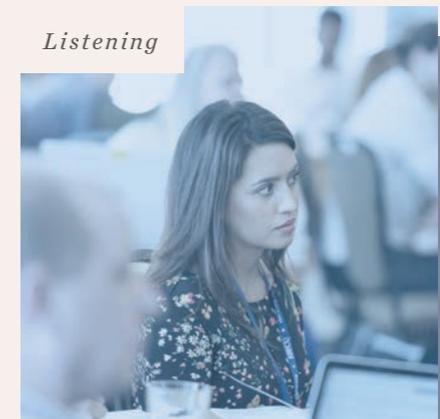


*Positive Impact*



## ENGAGEMENT

*Listening*



*McCoy Hall*



Emmett & Miriam  
**McCoy**  
College of Business Administration

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

*Sharing Ideas* At Business Leadership Week 2016, success stories and invaluable insights from a dynamic array of influential professionals.

*Community* McCoy College Ambassadors are one of many business student organizations that volunteer their time to complete service projects throughout the community.

*Listening* From the latest in faculty research to inspiring guest speakers, students learn from great minds across industries and disciplines.



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## Dean's Letter

Connecting theory and practice is vital for student learning and for faculty advancing business knowledge through meaningful research contributions. At the McCoy College of Business, academic study and professional engagement intersect in a multitude of ways resulting in an exciting and dynamic learning environment.

Students and faculty are making connections in the classroom, across disciplines, with business professionals and in the community. In the following pages you will read about students interacting with young business professionals across the world and faculty impacting business practice through research on fraud prevention. You will be introduced to an impressive business graduate who received the prestigious LBJ Outstanding Senior Award in recognition of his campus involvement and leadership. Meet alumni making significant differences in their respective communities and for our students. And enjoy hearing about the next steps for an award-winning startup company along with the generosity of businesses that have invited faculty for onsite visits to tour facilities, learn about current practice and discuss challenges.

We are grateful for the many opportunities for engagement with companies, alumni and friends of McCoy College. They help bring the classroom to life, develop future business and community leaders, and inspire creative solutions to today's business problems.

Thank you for your interest and engagement with the McCoy College!

Denise T. Smart, Ph.D., Dean  
McCoy College of Business Administration

The McCoy College of Business Administration fosters an engaged learning community that prepares a diverse student population for successful business careers as responsible global citizens. The college complements these efforts with research that adds to knowledge, provides solutions to business challenges and contributes to pedagogical advances.

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*The rising STAR of Texas*

# ENGAGEMENT

We listen with the same enthusiasm that we share our ideas. We know that each connection we make in the classroom, on campus or in the community has a lesson that can prepare us to be more effective leaders.

At the McCoy College of Business Administration, **engagement** is a guiding principle and our path to making a positive impact in the world.



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Spring 2016 Commencement

# A Firm Foundation

By Audrey Webb



Hayden Payne and President Denise M. Trauth

If you think there is truth to the stereotype about middle children not getting enough attention, Hayden Payne may draw your beliefs into question. When he graduated from McCoy College in May 2016, Payne received several prestigious awards that put him directly in the spotlight. He was recognized with the LBJ Outstanding Senior Award, presented by Texas State's Alumni Association to one student selected from the entire graduating class in honor of the highest standards of integrity, academic and extracurricular achievements, leadership, and involvement at Texas State. A double major in finance and management, Payne also was named the outstanding senior by both programs in the business college.

The second of three children, Payne possesses a strong drive for excellence and characterizes himself as a perfectionist who is deliberative about his goals — "Every choice, every decision is thought through." Payne knew from an early age that advanced education was something he would pursue, yet as high school came to a close, he felt uncertain of the path he would take, and considered studies in the fields of music, engineering and political science. Ultimately, the flexibility of a business degree appealed to him. "It dawned on me that if I were to go the business route, then I'd be able to choose any industry I want to be in," says Payne.

Once enrolled in McCoy College, Payne took advantage of the range of opportunities available to him. He served as a teaching assistant and helped coordinate the entrepreneurship speaker series, putting him in direct contact with the many business and industry leaders who were guest speakers. He also was involved in coordinating and implementing the 2016 Matt and Jodi Edgar Texas State Undergraduate Business Plan Competition. In all of his activities, Payne's level of professionalism earned him the trust and respect of his professors and mentors. Payne credits the opportunities more than he does himself. "McCoy College gave me all the tools. I just utilized them," he says.

Additionally, Payne was a team member of the Student-Managed Investment Fund (SMIF), an opportunity he used to apply his knowledge of finance and management and test new theories. With the guidance of his professors, he combined methods that previously had been proven effective with new investment strategies. His success demonstrated his capacity for innovative thinking and confidence in his abilities, a skill Payne developed with his trademark deliberation. He focuses his desire for perfection not only on external projects, but also on himself. Eager to improve his abilities, Payne created a plan to use the opportunities available in McCoy to increase his confidence.

"I forced myself to do as much public speaking as I could. I forced myself into situations that were uncomfortable for me and immersed myself in activities that were my weaknesses," he says. "Everything I have achieved hasn't come from talent — it's been work ethic," says Payne, citing a schedule of 10 to 12 hours of class, studying and McCoy College-based activities for five or six days a week each semester. The multiple awards he received, Payne says, reinforced that his efforts had put him on the right path.

A first-generation college graduate, Payne also credits his family with creating an atmosphere charged with possibilities. "Anything I achieve begins with the foundation they built. I've been given so many chances. The foundation they provided propelled me," says Payne.

With the support of his family and the school, Payne graduated in spring 2016 with great eagerness for his future. Envisioning a career in venture capitalism or investment banking, he is off to a good start. By summer's end he was hired as an associate for hedge funds with GLG (Gerson Lehrman Group) in Austin.

Payne plans to represent his alma mater with great distinction. "I'm fiercely loyal to this school. One of my favorite things is proving what Texas State students can do, and one of my goals is to prove how worthy of renown the school is through my successes," he says.

## Going Global:

# Preparing McCoy Students for a World of Opportunity

By Audrey Webb

The importance of imparting to business students the many ways the global economy will affect their careers has led McCoy College to reconfigure its core curriculum. Starting with the fall 2016 semester, a new course about globalization has been required of all business students.

Dr. Mayur Mehta, McCoy's associate dean of undergraduate programs, says the need for a stronger emphasis on global engagement became apparent when a committee conducted a comprehensive review of the core curriculum. "We make sure we're current with the concepts and topics that are relevant to the industry," says Mehta. "One of the areas we identified as needing more depth was international perspective. By bringing it into the core, we are

making sure that all students get similar experiences."

The newly required course — Introduction to Business in the Global Environment — exposes McCoy students in the early stages of their degree program to the modern business enterprise, with a special emphasis on the interdependence of business functions in a global environment. Topics include the impacts of culture, politics and law on international trade, investment, marketing, management, and accounting and financial systems.

Lecturer Dr. Noel Gould, who comes to McCoy College with a wealth of international experience, employs a strategy for introducing students to the world of business that uses multiple ways of imparting information.

Students in the pilot class taught by Gould in the spring 2016 semester investigated the intersections between business, culture, geography, technology and government. They began by looking at companies that demonstrate the key concepts of globalization right in their own backyard.

Texas State graduate Kevin Carswell owns a popular San Marcos coffee shop and sources products from around the world. By providing students with a local example of the interconnectedness of today's global marketplace and the need for understanding the diverse factors that have an impact on any business venture, the students will better comprehend the world in which they will launch their careers.



Jason Yang and Mayor Daniel Guerrero in Hangzhou, China

Students were also given the opportunity to connect with young professionals doing business in their respective home countries via a series of videos. Jason Yang, a former student of Gould's, now a correspondent with China Central TV news, enthusiastically corresponded with the students through emails, answering questions and sharing perspectives.

By introducing students to concepts and topics that are relevant to the global environment and helping them reach beyond the classroom to enhance their academic journey, McCoy College will continue to produce graduates who are prepared to pursue careers with firms engaged in international operations.

In September 2016, San Marcos Mayor Daniel Guerrero traveled to the G20 Young Entrepreneurs Alliance (YEA) summit in Beijing, China. There he met up with news correspondent Jason Yang, and the two co-produced a series of videotapes highlighting events and interviewing key participants at the event, allowing McCoy College faculty and students to virtually attend the summit.

The G20 YEA is a global network of approximately 500,000 young entrepreneurs and the organizations that support them. Hundreds of young entrepreneurs attend the summit annually. It is held in conjunction with the G20 summit that brings together world leaders from the top 20 world economies to discuss international financial and monetary policies and world economic development.

The 2016 G20 summit was held August 31 through September 4 in Hangzhou, China. Many of the participants from the G20 summit traveled to Beijing to attend the G20 YEA summit the following week.

The video series was produced as a courtesy by Yang and Guerrero for use by the McCoy College and will provide a supplementary resource for use in the classroom. The videos are available on the Department of Management website.

[mgt.mccoy.txstate.edu/Departmental-Information/Newsletters-and-Videos](http://mgt.mccoy.txstate.edu/Departmental-Information/Newsletters-and-Videos)

# Degrees of Involvement

By Audrey Webb



Will Holder with scholarship recipient Alix Pivetta

Earning an undergraduate degree in business in 1977 from McCoy College launched Will Holder into a career in the homebuilding and residential land development industry. Now, through the establishment of student scholarships, support of professional development for Texas State's faculty and membership on the McCoy College of Business advisory board, Holder helps students look forward to lengthy and prosperous careers of their own.

Holder's involvement with McCoy College gives him an ongoing sense of pride in his beginnings and in the impact the various degree programs have in students' lives. "Business students in general are very excited about their careers and their future. It energizes me to be around these students and see their excitement," he says. "I've been able to be a judge in an entrepreneurial competition; I've seen students speak on their studies and their field and the skills

they're developing. It gives me a lot of confidence about their future in the business world. It's just fun to see young people beginning what is likely to be a 40-year journey."

In 2015, Holder established an endowed scholarship to support the academic pursuits of McCoy students. He further enhances the academic opportunities available to students through participating in the faculty externship program, helping to ensure that McCoy faculty members are current on business trends and their implementation in the field.

"In an externship, professors gain exposure to the discipline they teach. Professor Robert Davis came to our company and we showed him our methods of production, managing, measuring and controlling production," says Holder. "It gave him some context for his future teaching, and it gave us the opportunity to give him some input on what technical skills we're

interested in seeing future employees gain from their education. The externship allowed us to contribute and advise on what students are expected to understand when we hire them in our industry."

Although Holder left San Marcos after receiving his B.A. to pursue a master's degree and career opportunities elsewhere, his journey has taken him full circle. Although he currently works and lives in Houston, Holder plans to make San Marcos his home once again. There have been changes to the city, Holder notes, but the core values of Texas State University and McCoy College remain the same.

"Texas State is bigger now, but it's really not different. It has the same flavor," he says. "There is a lot of support for students here. I'm proud of what the university has done to maintain a very tight community within itself. Students know each other and their teachers. There is lots of camaraderie and dedication to the school."

Holder, who also proudly supports the Texas State women's tennis team, is frequently on hand for the many cultural and athletic events held at Texas State, and he hopes his fellow alumni will take advantage of all that the university has to offer. "I encourage anyone who has a history here and has fond memories to re-engage with the school. Whether it's financially or just experiencing the school by coming to a football game or a play — if they do it just one time, they'll find that a whole world of opportunity is waiting for them again," he says.

# Support Systems

By Audrey Webb



Darren Casey

If you haven't seen the name Darren B. Casey on the Texas State campus, it's been too long since you've visited San Marcos.

In March 2008, Casey, a San Antonio-based businessman, made a very generous donation to the university's athletic program; the athletic administration complex now bears his name. The building's namesake does not limit his philanthropic gestures to only one department, however; Casey, who graduated from Texas State with a B.B.A. in 1981, also supports the business college from a financial, personal and professional perspective.

Casey's reasons for contributing to McCoy College on multiple levels are based in gratitude for its impact on his livelihood. He has used the skills he learned to establish a lengthy career as one of the state's most notable real estate developers. "The business school is the foundation and basis of my

successes and where I am in my career today. It all started at Texas State. I'm extremely proud of my degree. Texas State is in my heart and soul as a businessman and as a Bobcat — I'm a Bobcat for life," says Casey.

One way that Casey demonstrates his belief in the quality of the college is to provide employment for several recent graduates. He recognizes and values the attributes McCoy College instills in its students: "The graduates have a work ethic that doesn't include a sense of entitlement. They understand the importance of business ethics. Their learning curve is much quicker than it was when I graduated. The quality of the graduates keeps getting better and better. They have great intellectual skills and a strong grasp of finance. McCoy College students are very competitive and competent, ready to enter the business world. I would put my Texas State grads up against any other university any day," he says.

The boundless Bobcat pride Casey exudes goes beyond the students to the administration, faculty, staff and other key figures in McCoy College. His respect for those who also support the college raises his enthusiasm for continued involvement. "When you have business leaders like the McCoy family, who stepped up for our business college, it's easy to get on board," he says. His commitment provides him with a sense of community and camaraderie with others who bolster the McCoy experience.

This past spring in front of

friends, family and colleagues, Casey unveiled a plaque in McCoy Hall honoring him for endowing the Darren Casey Professorship in Business. Casey's pride was evident as he shared that he never would have imagined his name on a plaque next to Sam Barshop, founder of La Quinta Inns and Barshop & Oles Company, another benefactor of McCoy College and someone he greatly admired.

Casey's drive to excel in his career and stay engaged in his community has earned him great recognition on the Texas State campus. He was selected as a distinguished alumnus in 2009. Beyond Texas State, his strength as a fundraiser for educational purposes also has been noted. Casey recently was crowned the 68th "El Rey Feo" during San Antonio's annual Fiesta in recognition of raising \$501,555 for scholarships, an amount that crushed the previous record by approximately \$70,000. His support of Texas State and McCoy College has garnered him support in kind. Among those on hand to watch his coronation were President Trauth, Dean Smart and other members of Texas State and the McCoy College. Knowing that his university stands behind him in all of his community efforts lets Casey know that Bobcat pride in its alumni is alive and well. "My university was there big and large and proud to support me," Casey says. "And that meant a lot to me."

# Shining the light on fraud in business

Research from McCoy College faculty aims to give business managers and leaders new insights, skills and practical methods to protect their companies and customers from financial fraud and abuse.

By Rodney Crouther

Through research, curriculum and academic partnerships, the faculty of the McCoy College of Business is addressing a host of business security challenges.

“On average, businesses report that they lose about 5 percent of their revenue every year to fraud,” Janet Butler, professor of accounting, says. Spread across the global marketplace, that 5 percent adds up to trillions in losses to fraud, theft and corruption.

Today’s most common fraud crimes are a mix of age-old schemes and new, technology-enabled theft, from Ponzi schemes and financial statement fraud to corruption, bribery and systematic abuse of healthcare systems.

Understanding how fraud happens, and how business leaders can prevent it, is crucial to developing secure business cultures.



Dr. Janet Butler



Dr. Cecily Raiborn

## CONTROL ISSUES

While fraud certainly breaks laws, business colleges aren’t preparing students to be cops, says Cecily Raiborn, McCoy Endowed Chair in Accounting. Employers want future business leaders who understand the risks and how to recognize the problem.

Butler and Raiborn have frequently collaborated on research into fraud prevention, accounting information systems and internal controls.

“Internal controls” is a broad term for the structures, tools and procedures a business uses to limit opportunities for theft, corrupt practices and fraud. In many cases of fraud, Raiborn says, basic internal controls could have stopped the crime or detected it sooner.

“Smaller organizations either don’t have the money or the knowledge to put in the best internal controls,” Raiborn says. “They know about the separation of duties, but they don’t always have the big picture of what the internal controls need to be and why they need to be there.”

Businesses are dynamic and complex, from small local shops to international conglomerates. Technology changes, personnel changes, expansions, mergers and even layoffs can create gaps in business security.

Sometimes it’s a new accounting system that creates

an opportunity for someone to misappropriate funds. Often it is still simple, routine carelessness about security.

“We have networks with passwords for security, and most people know not to leave a password on their desk, so they put it in their desk drawer; that’s also not secure,” according to Butler.

When fraud is happening, business accountants are often presumed to be the first line of defense in checking fraud.

“Contrary to what many people believe, finding fraud is not an auditor’s primary goal, but we want (our students) to be able to watch for it and to recognize it when they encounter it,” Butler says.

And if controls have broken down, how does an accountant find the problem when the culprit is in a position to cover their tracks?

“It’s a totally different way of thinking from typical accounting logic. With fraud prevention, you’re looking for outliers,” Raiborn, whose research examines this issue, says. “It’s like being given a jigsaw puzzle and the box shows that it is a mountain, but when you put the pieces together it’s a beach.”



Dr. Melissa Baucus

**“There are a number of Ponzi entrepreneurs who started out as legitimate and legal entrepreneurs, but they lost investors’ money and couldn’t admit it.”**

### THE TOP OF THE PYRAMID

It’s the classic investor scam, promising high returns and low risk. Everyone thinks they could spot one instantly. But Ponzi schemes still crop up. The most sensational cases have losses in the millions, sometimes billions, like the Bernard Madoff scandal.

When describing the individuals behind Ponzi operations, Melissa Baucus, professor of management, usually refers to them as “Ponzi entrepreneurs,” not schemers. Her research, which focuses on entrepreneurship and ethics, shows even some of the most notorious architects of Ponzis don’t start out planning to commit crimes.

“There are a number of Ponzi entrepreneurs who started out as legitimate and legal entrepreneurs, but they lost investors’ money and couldn’t admit it,” Baucus says.

The public is often shocked when smart, successful investors get taken in high-profile Ponzi schemes, like Madoff’s, but Baucus says such victim blaming is unwarranted.

“We always say, ‘How could you fall for this obvious scam?’” she says. “But Ponzi entrepreneurs have very good business models; they sound legitimate. And they are incredibly good at building trust.”

In many of the cases she’s researched, Ponzi entrepreneurs have used their legitimate businesses to pull investors into their web. Some give lavishly to charities, and many have networked through faith communities to help them project an image of trustworthiness.

Whether they begin innocently or not, Ponzis and other illegal entrepreneurial ventures end up driven by the same classic motives: the lure of wealth and the lifestyle and attention it buys.

Dr. Tahir Ekin



### UNHEALTHY PRACTICES

One of the largest fraud risks, and also one most difficult to identify and stop, is healthcare insurance fraud. Working on new methods to stem the tide is Tahir Ekin, Brandon Dee Roberts Excellence Professor, in the Department of Computer Information Systems and Quantitative Methods.

The sheer size of the problem, Ekin says, is staggering. Healthcare spending in the U.S. hit \$2.9 trillion in 2013. The National Health Care Anti-Fraud Association estimates that three to 10 percent of that spending is lost to fraud, waste and abuse annually.

In researching solutions, it is important to sort out criminal fraud from things like billing errors and overpayments or legal but abusive exploitation of loopholes in the system.

“For instance, failure to document medical records adequately, providing unnecessary services and charging the insurers higher rates are among these medical activities,” Ekin says. “It is tough to know the intent for an activity, therefore distinguishing fraud from waste and abuse is challenging.”

And while all stakeholders – patients, providers and insurers – can be victims, Ekin says ultimately taxpayers bear most of the cost of both fraud and waste in the system.

“Every year, each and every U.S. taxpayer is estimated to lose at least \$277 to overpayments for medical transactions,” Ekin says.

Part of Ekin’s research focuses on how advanced data mining tools can be used to detect both fraud and waste in our incredibly complex medical and insurance networks. The goal is to develop tools that can be used effectively by managers and auditors without a background in advanced mathematics.

“There is a huge potential about the use of quantitative methods in healthcare fraud assessment, and I am hoping to attract attention to this crucial matter,” Ekin says.

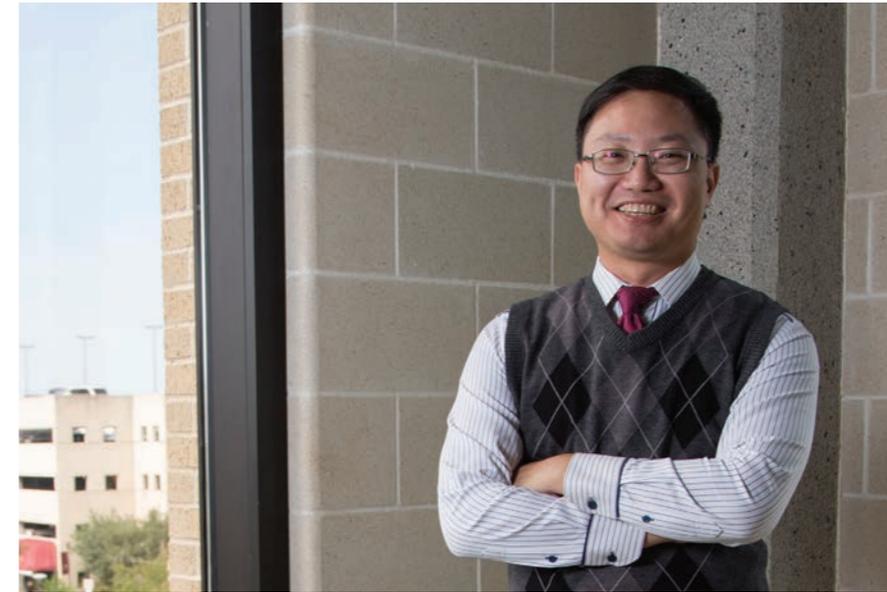
The discoveries our researchers make about the ways waste, abuse and fraud can infect our business cultures helps prepare a new generation of more vigilant, informed and responsible business leaders.

# Connecting the classroom with the corporate world

Just as internships give students valuable real-world experience, instructors benefit from closer involvement with the leaders of dynamic and successful companies. In the faculty externship program, McCoy faculty members spend a day or two on-site with successful business professionals to gain insight and exchange ideas.

By Rodney Crouther

McCoy College faculty members have enthusiastically embraced the faculty externship program, which offers them opportunities for on-site learning and professional development with private sector companies.



Dr. Yao-Yu Chih

“As professionals, they found that teamwork and knowing how to negotiate, communicate and cooperate with others are very important in financial services.”

## CONNECTING THEORY AND PRACTICE

Yao-Yu Chih, assistant professor of finance, said he was eager for the chance to spend a day embedded with professional financial advisors at Planto Roe and Associates in San Antonio.

A career academic, he wanted to see how the theories he teaches in class are applied in real-world scenarios. The experience had a positive impact for his classroom presentations and provided a nice reality check for his research into behavioral economics and risk behavior.

“It was good for me, because their reality was very similar to my research,” Chih says. “We have different motivations, but basically we use very similar tools.”

He also had the chance to connect with a couple of McCoy graduates who are thriving professionals at Planto Roe.

“They were very appreciative of the education they received from Texas State. They felt what they learned here was very useful in their career,” Chih says.

Specifically, they told Chih that Texas State’s academic culture, which embraces collaborative work, was as important as their technical finance knowledge.

“As professionals, they found that teamwork and knowing how to negotiate, communicate and cooperate with others are very important in financial services,” Chih said.

Since his externship, Chih has invited advisors from Planto Roe back to Texas State as guest speakers for his finance graduate students. For his next externship, he said he would like to branch out from finance and go in depth in a related field, like banking or marketing.

Dr. Kay Nicols



**“Employers love our students.** They say our students are very eager, they are hard workers, and (employers) like that they have these tools that they can apply immediately.”

**EMPLOYER INSIGHTS  
BENEFITTING STUDENTS**

Last year, Kay Nicols, associate professor of management, completed an externship with Minigrip, a Seguin-based manufacturer. She also had an externship in 2013 with Security Service Federal Credit Union in San Antonio.

Although she researches and teaches human resources, Nicols worked in banking and finance before returning to academia.

“In each of my externships I spent the day with each companies’ HR staff, seeing how they deal with different HR issues, which is valuable for me, since I never worked directly in HR,” she says.

Gaining that detailed, even anecdotal information, can be vital to helping her create useful, practical projects and assignments for her HR students.

“I get stories that I can relate, much more specific things than you can get from a case study,” Nicols says. “We’re trying to make the classroom experience more applied, so that students have tools they can use when they get their first job.”

In her externship experiences and networking activities beyond campus, Nicols says she is getting wonderful feedback from employers about the performance of recent McCoy graduates.

“Employers love our students. They say our students are very eager, they are hard workers, and (employers) like that they have these tools that they can apply immediately.”

Externships also provide an opportunity for faculty to continue to strengthen their connection with industry leaders, which in turn can open more doors for students.

“It’s a great way to have deeper networking than if you just meet at a professional development luncheon,” Nicols says.

**“When you can put a human face on these different issues, it becomes personal. It can be intense.**

That will absolutely affect how I present information in the classroom.”

Dr. Robert Davis



**IDEA EXCHANGE WITH BUSINESS PARTNERS**

With more than 20 years of experience in research and teaching production and operational management, Robert Davis knows a lot about what it takes to oversee the countless moving parts of a large organization.

Still, he was impressed with the managerial dexterity he found during his externship with Trendmaker Homes, a San Antonio-based construction company that builds about 300 homes a year.

“There is so much coordination that has to take place to make an operation like that successful. I was blown away with how they find ways to meet those challenges day-to-day,” Davis said.

His externship was also an opportunity to share some of the latest research and insights from academia with business partners.

“It’s clearly a win-win for everyone involved. It’s a good opportunity for them to ask questions from faculty members, where we can provide them with some insights and a different perspective on issues they may have,” Davis said.

Although it’s a relatively new trend in higher education, Davis said he hopes to see more faculty taking externship opportunities.

“We can get so wrapped up in the textbooks and journals that we miss some of the real-world detail,” he said. “When you can put a human face on these different issues, it becomes personal. It can be intense. That will absolutely affect how I present information in the classroom.”

## Business is Heating Up at SioTeX

Eco-friendly, high-quality biogenic silica developed at Texas State has investors, customers excited

By Rodney Crouther



Lisa Taylor and the SioTeX team at the San Marcos production facility

With a new pilot production facility in San Marcos, new investors coming on board and new markets being discovered, SioTeX is making plans to scale up in a big way.

The company took the top prize at the Association of University Technology Managers (AUTM) 2016 Venture Forum, upgraded its production capacity in San Marcos and began raising funds for its next phase of growth. SioTeX outclassed finalists from Purdue, Rutgers and the University of Southern California to win the AUTM \$10,000 top prize.

In addition to the AUTM prize, SioTeX secured a Small Business Innovation Research (SBIR) Phase 1 Grant for \$100,000 from the Environmental Protection Agency. CEO George Steinke says they have also secured new investments from the Rio Grande Valley Angel Network, South Coast Angel Network and the Chemical Angel Network, a national venture capital group.

Launched in 2013 by an interdisciplinary team of Texas State University graduate students, SioTeX produces Eco-Sil, a green alternative to fumed silica.

Lisa Taylor, a 2014 McCoy M.B.A. graduate and vice-president of sales and marketing, says the company has about 50 industrial customers for Eco-Sil. Recently she began fielding calls from specialty chemical distribution companies.

"They have actually reached out to us. Being eco-friendly, this is a product they can sell as a high-quality addition to their lines," Taylor says.

Continued research at Texas State on potential applications for Eco-Sil may also open up new markets, such as environmentally safe agricultural silica products. Production of fumed silica, which is a key component in hundreds of products, from paint to plastics to ink, is anything but environmentally friendly.

"It's very toxic. It uses a lot of energy, and the waste product is hydrochloric acid," Steinke says.

Eco-Sil is made from rice hulls, a waste product from rice harvest that is largely dumped or burned. You can buy a ton of rice hulls for about \$10, Steinke adds.

To meet the growing customer demand for test quantities of Eco-Sil, the company opened a pilot production plant in San Marcos. In addition to supporting a more aggressive sales push, the pilot plant is helping SioTeX perfect its production process and refine plans for its full-scale production facility.

The original estimated cost for the full-scale plant was \$2.5 million to \$3 million.

"With this pilot plant going so well, we think we'll be able to cut that cost in half, and we think we'll also be able to totally engineer it ourselves," Steinke says.

The pilot plant can produce about 500 pounds of Eco-Sil per month. When the company enters full production, they plan to make 50 tons per month. The full plant will be housed at a rice mill in Beaumont, Texas.

"The key now is scaling this up, and doing so in a way that we can manage the labor costs and make the process straightforward so that Ph.D.s don't have to pull the levers," says Marcus Goss, chief operating officer of SioTeX. Goss completed his Ph.D. in materials science, engineering and commercialization at Texas State.

The success of the company, from its initial concept to today, is built on a network of support and collaborative partners across Texas State.

"All the professors and faculty who have been advising us and helping us get to the point where we were comfortable going out and pitching this idea, helping us develop strategically — we couldn't have done it without Texas State," Taylor says.



Texas State Enactus students with Monica Telese

## Spirit in Action

By Audrey Webb

As a marketing major in McCoy College, Monica Telese developed the skills she needed to launch a successful career, landing her first professional job in the New York City area. Fifteen years after graduation, Telese maintains a strong connection not only to those professors who guided her career path but also to current McCoy students who continue the school's tradition of excellence. Dedicated to her alma mater, Telese demonstrates a commitment that spans both time and distance.

A native of Austin, Texas, Telese began her studies at Texas State when she was just 17, saying she chose the campus because "it was a big school but one that made you feel like you could be part of a community." She immersed herself in college life through the Delta Zeta sorority, which taught her some important lessons that eased her transition to the business world. "Sororities teach you how to work on a team, develop camaraderie and build relationships with people so they'll want to work with you," says Telese.

An even greater influence on Telese's future came through her participation in Enactus, which was known as Students in Free Enterprise (SIFE) when she was involved. Although the organization's name has changed, its mission remains the same: to engage students in their communities through the spirit of entrepreneurial action. Telese credits Enactus and Vicki West, the Sam Walton Fellow in Free Enterprise and advisor for the Enactus team, with preparing her for a successful marketing career.

"Enactus was 100 percent instrumental in preparing me for professionalism and business appropriateness. It teaches students how to interview, how to present and how to make a case for whatever you are proposing," says Telese, adding that "Vicki West has a gift in the way she is able to teach students how to be professional."

Among numerous volunteer responsibilities, Telese currently serves on the international Enactus advisory board, where she uses her business acumen and enthusiasm to re-engage the organization's alumni and help ignite local alumni chapters around the country. Despite the demands of her current role as a senior marketing manager at MaxPoint, a marketing technology firm, and her commitment to her two young sons (ages 5 and 7), Telese continues to be directly involved in her volunteer efforts, and even met in person with the Texas State Enactus team at a recent competition in St. Louis. Knowing how strongly Enactus influenced her career, Telese takes great pleasure in seeing how it shapes the lives of current Texas State participants. "I clearly am a believer in what Enactus has to offer because I choose to put my time there," she says.

Telese balances her work, family and community service with a positive outlook and a sense of thankfulness. "I have relationships at McCoy College that I care about. Vicki West has always been committed to me, so I'm committed to her and however I can help her. When you've been blessed, you have a responsibility to pay it forward," she says. Through continued engagement with Enactus and McCoy College, Telese enriches her life while helping others achieve the full benefits of being active and involved in their fields of interest.

## Areas of Note

The **Center for Entrepreneurial Action (CEA)** hosted two **3 Day Startup (3DS)** programs in 2016. A total of 124 students comprised of 98 undergraduates and 26 graduate students participated in the week-end events. Laura Kilcrease, director of CEA, 26 industry mentors, three judges and faculty members David Cameron, Corey Fox, Paula Ivey and Jana Minifie facilitated the intensive boot camps.

The Texas State Chapter of **Beta Gamma Sigma (BGS)**, the honor society for accredited schools of business, recognized 195 students in 2016 and presented four chapter honoree awards to: **Mr. Darren Casey**, president of Darren Casey Interests, Inc.; **Dr. Michael Heintze**, associate vice president, Enrollment Management and Marketing at Texas State; **Dr. Cynthia Opheim**, associate provost of academic affairs at Texas State; and **Brian Wong**, founder, Southwest Tax & Financial Planning, Ltd., Hong Kong.

**Dr. Micki Kacmar**, Jerry D. and Linda Gregg Fields Chair in Ethics and Corporate Responsibility, is the 2016 recipient of the **Thomas A. Mahoney Mentoring Award** given by the Human Resources Division of the Academy of Management. The award honors Dr. Kacmar for her extensive work mentoring Ph.D. students.

McCoy College hosted the second annual

**Matt and Jodi Edgar Texas State University Undergraduate Business Plan Competition** in April 2016. Eighteen visiting entrepreneurs served as judges and nine teams competed to earn a spot in the final presentation round. Winners included: First Place (\$4,000) Prana Martial Arts, **Paul Rana**, BBA; Second Place (\$2,000) University Film Productions, **Luke Lashley**, BBA; and Third Place (\$1,000) SpotSeeker, **Ashleigh Blocker**, BA, **Sydney Lowrie**, BA, and **Christy Rodriguez**, BA.

**Dr. James LeSage**, Jerry D. and Linda Gregg Fields Endowed Chair in Urban and Regional Economics, was **listed 12th among the top 50 authors** in the area of Regional Science. He also was the **keynote speaker** at the 15th International Workshop on Spatial Econometrics and Statistics held in Orleans, France, in May 2016.

**Mr. Scott Emerson** was recognized as a **2016 Texas State Distinguished Alumnus**. Emerson graduated from Texas State in 1975 with a bachelor's degree in business administration. He is the founder and CEO of The Emerson Group.

**Dr. Brian Miller**, professor of management, **Dr. Floyd Quinn**, lecturer of management, and **Dr. Debbie Thorne**, associate vice president of Academic Affairs and professor of marketing, earned the 2016 American

Association of University Administrators **Jerome L. Neuner Award for Excellence in Professional-Scholarly Publication** for their 2015 article "Diversity Management and Public Orientation as Predictors of Service Orientation in Higher Education."

**Dr. Tahir Ekin**, assistant professor in quantitative methods, was named the **Brandon Dee Roberts Excellence Professor**; **Dr. Jana Minifie**, professor in management, was named the **Barshop Excellence Professor in Entrepreneurship**, and **Dr. Jeremy Sierra**, associate professor of marketing, was named the **Stephen R. Gregg Sr. Excellence Professor**. Excellence professorships are held for three-year terms. **Dr. Minifie** also was named the **director of the Texas State Office for Service-Learning Excellence**.

A 2016 special issue of the Journal of Marketing Theory and Practice featured a 2007 article co-authored by **Dr. Jeremy Sierra**, Stephen R. Gregg Sr. Excellence Professor and associate professor of marketing, and **Dr. Shaun McQuitty**, Athabasca University, titled "Attitudes and Emotions as Determinants of Nostalgia Purchases: An Application of Social Identity Theory" as one of the journal's **top 20 cited articles in the last decade**.

In FY16, the Texas State **Small Business**

**Development Center (SBDC)** served 459 clients; provided 3,657 hours of client assistance; and presented 46 professional business seminars, workshops and conferences. It helped create 396 jobs and save 503 jobs through 28 business startups and 49 business expansions. The center provided training for more than 1,414 participants and facilitated more than \$59 million of capital infusion to qualified businesses.

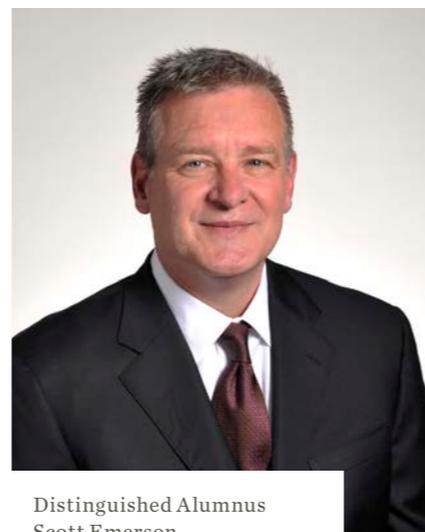
**Ms. Diane Eure**, senior lecturer in accounting received the **2016 Outstanding Educator Award** from the Texas Society of Certified Public Accountants (TSCPA). This award honors Texans who have demonstrated excellence in teaching and who have distinguished themselves through active service to the accounting profession.

The McCoy College study abroad offered three programs in summer 2016. **Drs. Alexis Stokes** and **Diego Vacaflores** accompanied 33 graduate students enrolled in Emerging Market Economies, Legal Issues in International Business Law, and Problems in Business Administration courses to **Santiago, Chile**. **Drs. Vivek Shah, Dennis Smart** and **Karen Smith** accompanied 52 undergraduate students enrolled in Consumer Behavior, Enterprise Information Technology and Business Intelligence, International Business, International Marketing, Production and Operations Management, and Strategic Management and Business Policy to **Barcelona, Spain**. **Dr. Ken Moon** and **Ms. Lyudmyla Krylova** accompanied 14 undergraduate students enrolled in Cost/Managerial Accounting and Investment Analysis to **Prague, Czech Republic**.

McCoy College business faculty were recognized with the following college awards in 2016: **Dr. Nathan Cannon**, assistant professor of accounting, received the **McCoy College of Business Advisory Board Teaching Excellence Award**. **Dr. Brian Miller**, professor of management, received the **Gary V. Woods Research Award**. **Dr. Steven Rayburn**, assistant professor of marketing, received the **Robert J. Olney Early Career Research Award**.



Honeywell Business Visit, Prague Study Abroad



Distinguished Alumnus  
Scott Emerson

## RETIRING FACULTY



**Dr. James Bell**  
Management  
1985 – 2016



**Dr. Jon Bible**  
Business Law  
1985 – 2016



**Dr. Michael Keffe**  
Management  
1986 – 2016



**Dr. Lucille M. Montondon**  
Accounting  
1989 – 2016



**Dr. Roselyn Morris**  
Accounting  
1993 – 2016



**Dr. E. E. Payne**  
Executive Director,  
McCoy College of Business  
Foundation  
2004 – 2016



**Dr. Kristen Ploeger**  
Computer Information  
Systems  
1983 – 2016

# Student Accomplishments

In September, five Accounting Club student members visited **Holmes High School** and gave a presentation on how to prepare for success in college to over 250 high school students. Holmes High School will follow up with a visit to Texas State in the spring. The Accounting Club hosted two **Meet the Firms** events in 2016. Close to 40 firms from Austin, San Antonio and Houston attended the events. A new event, **“Mock Interviews”** was held in November. Representatives from nearly 20 firms attended the event and interviewed one-on-one with students.

The Texas State **American Advertising Federation (AAF)** team placed first out of 17 universities in the National Student Advertising Conference (NSAC) for District 10 and advanced to the semifinal competition. The NSAC Case challenge was for Snapple. Additionally, **Hector Sifuentes** won the best presenter award. The AAF McCoy College faculty advisor is **Dr. Rick Wilson**.

The Texas State **American Marketing Association (AMA)** chapter placed second in the AMA Collegiate Case Competition at the International Collegiate Conference in New Orleans, Louisiana, in March. Texas State was one of 10 finalists out of 123 entries. This is the tenth consecutive year that the chapter has advanced to the final round. The chapter also was recognized with a top 10 AMA Collegiate Chapter Award. **Dr. Gail Zank** is the faculty advisor for the competition team, and **Dr. Karen Smith** is the faculty advisor for the chapter.

The **Association of Information Technology Professionals (AITP)** student chapter attended the AITP National Collegiate Conference in Illinois. The Texas State chapter was named an Outstanding AITP Student Chapter of the Year and also received the Top Monkey Award for highest level of overall conference support. Texas State students **Kurt Houghton** and **Katrina Kuzmich** placed second in Network Design, and **William Gilley** received honorable mention for enterprise systems. In October, the chapter hosted the **10th Annual IT Symposium**. Approximately 400 students and faculty from high schools across the state attended information sessions, tours and competition events. **Mr. Kevin Jetton** is the faculty advisor.

The Texas State **Beta Alpha Psi (BAP)** student chapter attended the National Meeting in Baltimore, Maryland, in August. **Chrisforo Benavides** competed in the

Project Run With It Competition. Texas State Kappa Eta was recognized as a 2016 Distinguished Chapter. To qualify a chapter must complete a designated amount of outreach activities and professional and service hours. Texas State volunteered at the Capital Area Austin Food Bank, Habitat for Humanity, Bobcat Build, the San Marcos River Foundation and more. Faculty advisors are **Ms. Laurie Brown** and **Dr. Keith Kebodeaux**.

Twelve students from the Texas State chapter of the **Collegiate Entrepreneurs’ Organization (CEO)** attended the CEO National Conference in Tampa, Florida, in October. Two students represented Texas State by serving on a panel, and one earned a spot in the Elevator Pitch Competition. Students also were awarded first place in E-diffusion and second place in Best Business Practices. Co-faculty advisors for CEO are **Dr. James Bell** and **Mr. Larry Herring**.

In April, the Texas State **Enactus/SIFE** team placed first at the Enactus Regional Competition. This is the 19th year that Texas State has qualified for the competition. The team advanced to compete at the 2016 National Enactus Competition in St. Louis, Missouri, in May, where they finished in the Elite Eight. **Ms. Vicki West** is the faculty advisor.

The Texas State **National Association of Black Accountants (NABA)** chapter president, **Valerie Amadi**, was recognized for her contributions at the Austin Cen-Tex Chapter Scholarship and Awards Luncheon in April. In October, chapter members attended the NABA Southwest Western Regional Conference held in Houston joining students from Texas, Louisiana and Mississippi. Faculty advisor is **Ms. Diane Eure**.

The Texas State **Net Impact** student chapter team placed first out of 10 selected universities to present their UnoGame project to **Unilever** executives in New Jersey. In November, student chapter members attended the Annual Conference in Philadelphia, where they received an International Gold Chapter award for the fifth consecutive year. Student president **Nikita Demidov** and chapter advisor **Dr. Janet Hale** met with Bank of America Foundation CEO **Kerry Sullivan** and were recognized for their Better Money Habits workshop initiative.

At the fall **International Collegiate Sales Competition (ICSC)**, held at Florida State University, Texas State placed tenth

out of 69 universities. The professional sales students, **Charles Allinger, John Benavides, Shelby Flournoy** and **Rachel McCloney**, advanced to the State Farm Role Play/Marketing Competition held at the University of Central Missouri for the fourth consecutive year. Faculty advisors for the professional sales students are **Mr. Wayne Noll** and **Ms. Vicki West**.

Two professional sales students successfully completed the first **global sales internship** with global partner UPS. **Michelle Crisp** and **Julian Madrid** participated in the internship which included a work experience in both the USA sales headquarters and **Barcelona, Spain**. While in Spain, the students also participated in the McCoy College Study Abroad program in the afternoons.

The Texas State **Society for Human Resource Management (SHRM)** student chapter was the recipient of a 2015-2016 Merit Award in recognition of the superior growth and development opportunities provided to student members. The chapter attended the West division SHRM case competition and student summit in Salt Lake City, Utah, and the HRSouthwest conference in Fort Worth, Texas. **Dr. Kay Nicols** is the chapter advisor.

McCoy College MBA student **Jamison L. Driskill** was a 2016 recipient of a \$15,000 scholarship from the **Texas Business Hall of Fame**. Atkinson received his bachelor of arts in theatre and dance from the University of Texas at Austin. He is currently a graduate assistant for the vice president of University Advancement at Texas State.

Two Texas State student teams were among the six finalists that competed in the **Texas Rural Challenge Conference Student Challenge (TSC)** in June. The business plan competition encourages entrepreneurship and technological innovation among college students in the state of Texas. The competition is open to undergraduate and graduate students. **Adam Nwaozo** won the challenge for his business plan for Apperr Designs. Nwaozo is a senior applied arts and sciences major and was coached by **Dr. Jana Minifie**. The second team of **Adela Y. Moreno**, senior management major with a concentration in entrepreneurship, and her brother, **Anthony Jimenez**, presented a business plan for Banner Distillery.

## BLW 2016 February 15 – 18



Alumni Panel



Business Leadership Week 2016 focused on Business Beyond Borders. A record 4,342 attendees learned about the global marketplace and the implications it has on business practices and decisions. Events during the week included:

**alumni panel**  
Jacie Bell, Stephanie Daul, Matthew Sanchez, Michael Sanchez, Brooke Thrasher

**distinguished lecture**  
Larry Jackson

**executive leadership panel**  
Mark Curry, Daniel Guerrero, Yamile Jackson, Steven Soos

**guest speakers**

**interactive fair**

**international business panel**  
Rodger Baker, Craig Miller

**keynote lecture**  
Bernardo Altamirano Rodriguez

**mini-case competition**

J.C. Penney and Sephora inside J.C. Penney sponsored the Interactive Fair and Professional Dress Fashion Show, and Bloomberg Businessweek sponsored the mini-case competition.

Thirty-two business professionals participated in the week.

**Rodger Baker**  
VP, Asia-Pacific Analysis, Stratfor

**Nik Bartholomew**  
IT manager of Field Operations, Occidental Petroleum Corporation

**Sean Bauld**  
founder, Solve4m

**Jacie Bell**  
audit assistant, Deloitte

**Ruben Cantu**  
founder/CEO, CORE Media Strategies

**Mark Curry**  
Community Bank president, Wells Fargo

**Stephanie Daul**  
senior investment analyst, TRS

**Susan Dembickie**  
business leader, Apple

**Clay DeStefano**  
director, Public Relations, Marketing & Foundation, CTMC

**Charles Dicks**  
COO, Bliss Transit

**Edgar Ferrera**  
director of sustainability, COTA

**Rebecca Gonzales**  
president, The Gonzales Group

**Daniel Guerrero**  
mayor, City of San Marcos

**Larry Jackson**  
VP, Supply Chain Operations, Fluor Corporation

**Yamile Jackson**  
CEO, Nurtured by Design

**Jennifer Johnson**  
South Texas area recruiter, Sherwin-Williams

**Ron Kramer**  
retired, Foreign Service

**Mark Madrid**  
president & CEO, Greater Austin Hispanic Chamber of Commerce

**Craig Miller**  
director, International Sales & Marketing, Mensor

**Ben Nelson**  
39th Rector, St Marks Episcopal Church

**Daniel O’Connell**  
investment executive

**Adam Pacheco**  
city manager, Sherwin-Williams

**Justin Payne**  
commercial relationship manager, Frost Bank

**Ken Perdue**  
national manager, Sustainable Solutions, Staples Advantage

**Carina Boston Pinales**  
founder/lead consultant, I.O. Infinite Opportunities

**Brad Powell**  
founder/CEO, Social Good Club

**Bernardo Altamirano Rodriguez**  
CEO, Better Business Bureau Serving Mexico

**Andy Russ**  
operations finance, H.E.B

**Kristi Sharp**  
partner, RSM US

**Phyllis Snodgrass**  
CEO, Austin Habitat for Humanity

**Steven Soos**  
CEO, ProtoIPO Inc.

**Brooke Thrasher**  
junior web designer, Standard Beagle Studio

# By the Numbers Fall 2016

**4,879** Total Number of Business Majors

**4,486** Undergraduate Students

**393** Graduate Students

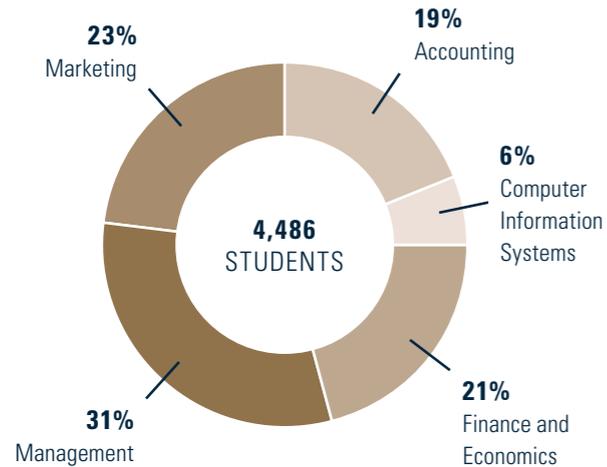
**176** Total Number of Faculty

## ALUMNI | 2012–2016

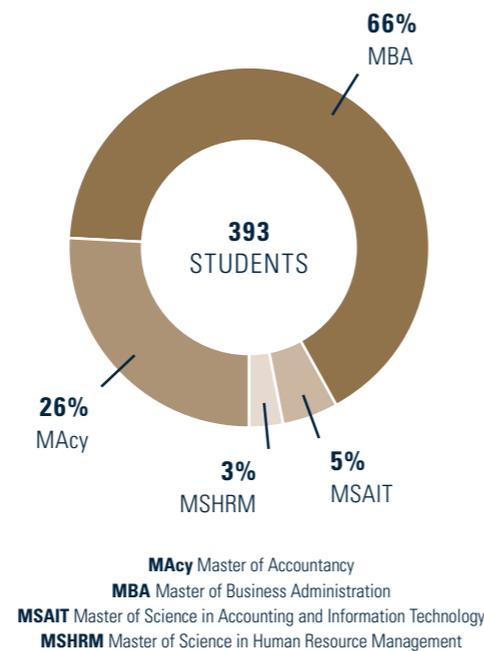
**5,212** Undergraduate

**809** Graduate

### UNDERGRADUATE MAJORS



### GRADUATE MAJORS



#### McCOY COLLEGE OF BUSINESS

##### DEANS AND CHAIRS

- Dr. Denise T. Smart**  
Dean
- Dr. William C. Chittenden**  
Associate Dean
- Dr. Mayur Mehta**  
Associate Dean
- Dr. Ann L. Watkins**  
Chair, Department of Accounting
- Dr. Ricki Ingalls**  
Chair, Department of Computer Information Systems and Quantitative Methods
- Dr. Todd Jewell**  
Chair, Department of Finance and Economics
- Dr. Paula Rechner**  
Chair, Department of Management
- Dr. Ray Fisk**  
Chair, Department of Marketing

#### McCOY COLLEGE OF BUSINESS ADMINISTRATION DEVELOPMENT FOUNDATION

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- Campus Connections* Students connect with professors, professional opportunities and other young entrepreneurs.
- McCoy Hall* Emmett and Miriam McCoy Hall has been the home of the McCoy College of Business Administration since 2006.
- Positive Impact* Entrepreneurial Studies features speakers Brian McCoy and Meagan McCoy Jones, of McCoy Building Supply.



All McCoy College degree programs are accredited by AACSB International – The Association to Advance Collegiate Schools of Business. The accounting degree programs also hold separate accreditation by AACSB.

**TEXAS STATE UNIVERSITY**  
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