

# Management Society Newsletter

April 2008

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## Management Society Link:

[mariottschool.byu.edu/  
mgtso](http://mariottschool.byu.edu/mgtso)

**Next newsletter's  
focus is...Align with  
BYU and the Marriott  
School:** "I align our chap-  
ter with the mission of the  
Brigham Young Univer-  
sity's Marriott School."

If your chapter would like  
to share any of its vision-  
focused success stories or  
upcoming events, please  
email a brief explanation  
to:

[management\\_society  
@byu.edu](mailto:management_society@byu.edu)

## New BYU Management Society Chapter in Hawaii

Growing moral and ethical leaders around the world has a familiar ring to the students of Brigham Young University—Hawaii. David O. McKay had a prophetic vision of what the students of this institution could do as leaders. Therefore, having a BYU Management Society chapter among the students and alumni at BYU-Hawaii is a natural way of growing leaders with character globally. Almost 50 percent of the students are international, coming from all corners of the world. They obtain their bachelor's degree and return to their home countries to work and fill leadership

positions in church or continue to graduate school.

The Silicon Valley Chapter of



the BYU Management Society has adopted the student chapter and helped them in all aspects of starting this professional organization. Chet Harmer, former chapter president from San Jose, California, was on campus 4-9

February 2008. He met with students, spoke to student groups, and provided training to students, staff, and faculty in workshops organized by BYU—Hawaii Career Services. He and Jennifer Gaylord, BYU—Hawaii chapter president, met for a tutorial session about using the Management web site and organizing the chapter. Gaylord is a senior from Tulsa, Oklahoma, majoring in accounting in the School of Business. The chapter was introduced to students in events on 7 and 9 February.

The next student activity was held on 27 March where students

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## Tips for Leaders: Management Society Non-Political Affiliation, Speaker Guidelines, and Media Protocol

*With recent campaigns bringing increased media attention to BYU associations, members and leaders must remember that BYU and the Management Society remain unaffiliated with any political party or candidate.*

Lately questions have arisen regarding candidate support through chapter events. As non-profit organizations, BYU and the Management Society must remain unaffiliated with any political candidate or party.

Though many members and leaders have strong opinions regarding political issues and desire to take an active position in government elections, using Management Society databases or chapter informa-

tion to promote any campaign is inappropriate.

Along with this, accurate speaker guidelines must be enforced. No candidate may speak at any formal Management Society event while running for office to prevent the appearance of partiality within this organization. Candidates may speak when in or out of office, but not during an election. Candidate representatives may speak to chapters at any time, but must avoid fund-raising or promoting candidates, speaking on unrelated topics, and including just their nominee in examples. If the presentation looks and feels like a support speech, it's unacceptable. If you are contacted by the media, remember the Management Society will not promote any candi-



date at any time. Please refer them to a representative at the Marriott School. Thank you for remembering to abide by these guidelines in your chapters. If you have any questions regarding this policy, please contact Rixa Oman at [rixax@byu.edu](mailto:rixax@byu.edu).

**GROWING MORAL  
AND ETHICAL  
LEADERSHIP AROUND  
THE WORLD**

**MARRIOTT SCHOOL SHOP**  
A BYU STUDENT BUSINESS

*Visit the Marriott School Shop online to buy Marriott School-branded clothing and gifts.*

*Marriott School Shop items include pens, padfolios, t-shirts, sweatshirts, and dress shirts that work great as personal, speaker, or member gifts as well as event prizes. The shop provides graduate students hands-on experience, and all proceeds are used to support the school's alumni services.*

*Check out the Marriott School Shop at our web site [marriottschool.byu.edu](http://marriottschool.byu.edu) and click on the Alumni tab and then Marriott Shop.*



## BYU—HAWAII CHAPTER, cont.

worked on organizing themselves and planning activities for the rest of the year. In addition to following the mission and values of all BYU Management Society chapters, this student chapter will provide opportunities for students to learn and practice leadership skills. Since most students will return to their home countries and states or provinces across the Americas, one of the goals is to establish a contact person, so students can move effortlessly from school to mainstream chapters around the world.

We invite chapter members traveling to Hawaii to visit the BYU—Hawaii chapter site and contact Jennifer Gaylord or Helena Hannonen, chair of International Business Management Department and chapter advisor.



## Save the Date: 2-3 October 2008 Leadership Conference

The annual Management Society Leadership Conference is coming up this fall, so mark your calendars and prepare for training and information to improve and strengthen your chapters. The conference will be held **2-3 October** in Provo, Utah. Training seminars, the annual Benson Award, and our keynote speaker will present at Aspen Grove and BYU campus. More information will be coming soon, but mark your calendars now!

### Director's Message

With the help of Joel Deceuster, the steering committee has developed a one page business plan to help them plan strategically for the future of the Management Society.

Some of the objectives for the society are: to generate \$400,000 in scholarships; increase dues paying members from 3,390 to 5,000 through a worldwide membership drive; increase the number of chapters from fifty to sixty; increase the number of active boards to 70 percent; increase the number of chapters using the database; and increase the number of chapters with active six-month calendars on the web site.

In addition, the committee is working toward contributing one

article per month to a newspaper or magazine. Our strategies for success include: monthly events with business speakers aligned to our mission; creating and maintaining effective boards; using strategic alliances with BYU, the NAC, and other universities; using the BYU web site; enhancing credibility and attendance; and improving communication within chapters and with other societies, communities, public affairs, and LDS Employment.

We are confident that this focus on goals and working monthly to reach them will benefit the entire society.

-Rixa Oman, Executive Director

### Networking

Friends and alumni of the Marriott School need a vehicle for mutual support and career development. The Management Society, with its international scope in nearly sixty cities, is that vehicle. The Management Society helps its members help each other through its network of professional contacts, discussions, and meetings.

### Career

#### Enhance Your Career Secure Professional Advancement

Today's most significant challenge for managers and executives is keeping pace with the startling tempo of change. Successful professionals must take responsibility for developing their own careers. Constant and rapid updating, continual learning, and relearning are essential.

Management Society chapters comprising both emerging and established executives are, as one chapter president called it, "The update institute of tomorrow!"

Professional advancement of its members is the primary ambition of the BYU Management Society. All other benefits are related to and supportive of that primary benefit. So whatever else the Management Society is, first of all it is a resource for you and your professional advancement.



*"The BYU Management Society is a great organization... from its inspired beginning to a future that envisions 'growing moral and ethical leadership around the world.' The Management Society is uniquely able to have enormous influence for good in a world that needs and deserves ethical and talented leaders who are guided by the right 'compass.'"*

*Brian Dixon  
International Steering  
Committee*

**We're on the web**  
[marriottschool.byu.edu/mgtsoc](http://marriottschool.byu.edu/mgtsoc)

## Successful Chapter Events

### Atlanta:

David B. Whitlark, professor of marketing at the Marriott School, spoke on the tactics of everyday leadership in the home, community, and workplace. The topic was thought provoking and impacted many attendees.

### Central Ohio:

Kick-off event: Dean Ned Hill spoke on ethics in business. Partnered with the Ohio State University Business School, the event was held at Ohio State University with seventy in attendance.

### Colorado:

On 8 December 2007, the Colorado Chapter members were busy volunteering for the SHARE Colorado non-profit organization. Members packaged and distributed food items for families that would otherwise not be able to afford a holiday meal.

### Los Angeles:

On 1 March 2008, the Los Angeles chapter was privileged to hear from Paul Timm. He spoke to members about building customer allegiance by "focusing on the little things."

### Orange County:

On 13 March the Orange County Chapter president, Bill Chapman, met with the Consul of Mexico to promote business between Orange County and Mexico.



*Orange County Chapter President Bill Chapman and Carlos Rodriguez y Quezada Consul of Mexico*

## 2008 New Chapters

### Central Ohio, Ohio

President: Lawrence Moore

### Frankfurt, Germany

President: Nicholas Guthier

### Rancho Santa Margarita, California

President: Bill Chapman

## Upcoming Chapter Events

### Dallas/Fort Worth, TX

6 May  
Third Annual Golf Tournament

### Seattle, WA

22 May  
Golf Tournament

### Tacoma, WA

20 June  
Raising Moral and Ethical Children

### Salt Lake City, UT

8 May  
Distinguished Utahn of the Year Event

### Greater Teton, ID

24 May  
Speaker: Don Aslett

### Dallas/Fort Worth, TX

21 June  
Annual Family Picnic

### Silicon Valley, CA

14 May  
Executive Briefing and Networking

### Hong Kong

31 May  
Asia Regional Leadership Conference

### Las Vegas, NV

11 July  
USAA Savings Bank CEO

### Las Vegas, NV

16 May  
Basic Principles of Entrepreneurship

### Portland, OR

5 June  
Scramble for Scholarships Golf Tournament

### Orange County, CA

17 July  
Career Development Night

\*For a complete list of events check our calendar on the BYU Management Society web site at [marriottschool.byu.edu/mgtsoc/members/calendar](http://marriottschool.byu.edu/mgtsoc/members/calendar)

# SUCCESSFUL CHAPTER EVENTS, cont.

## Houston:

On 21 February 2008, the Houston chapter members held a luncheon and had the opportunity to hear from Philip C. Pauze, who has been a featured speaker and has appeared on CNN and CNBC.

## Kansas City:

Kansas City members sponsored the Jackson County Family Week Golf Tournament. The funds raised from this event were donated to support Jackson County Family Week.



## San Diego:

The San Diego chapter held an extremely successful event on 17 April with Gary Sabin, principal of Excel Realty Holdings and former CEO of Price Enterprises. He discussed the California real estate market.

## Salt Lake City:

On 14 September 2007, David Neeleman spoke to the Salt Lake City chapter of some of the experiences he has had working at Jet-Blue. The Salt Lake City chapter hosted Jeffrey R. Holland as a speaker at their Christmas Luncheon on 14 December.

## Portland:

Scholarship recipients for 2007 from the Portland area were presented with their awards at the Pumpkin Ridge Golf Club. The scholarship funds were raised during the annual "Scramble for Scholarships" golf tournament.

## Steering Committee

The International Steering Committee is the governing body of the BYU Management Society. It consists of twelve to fourteen business professionals who volunteer their time and talents. Members are selected from past chapter presidents, members of the National Advisory Council, and members of the Marriott School advisory boards. Steering leaders provide training and guidance to existing chapters and work to establish new chapters. Each committee member is assigned a geographic area of responsibility.

## Meet Purposefully

**Meet Purposefully** means that BYU Management Society members take accountability to ensure chapter events lead to fulfilling the vision. The following are some of the Steering Committee's thoughts in regards to this cultural belief and how it might be measured.

### **Explanation:**

All chapter events should be vision-focused on leadership and ethics rather than being just informational, entertaining, or randomly planned. Selection of speakers should con-

sider what we need to learn and who can teach us instead of who we know. Chapter leaders should ensure that speakers know about and understand the vision so they can relate their topics to that vision.

### **Examples:**

Chapters can share information about excellent speakers and their availability, particularly through regional conference calls. Chapters create material to share information about the society and the vision with all speakers and visitors.



## Support

In its continuing quest for educational excellence, the Marriott School relies heavily on its friends and alumni.

Management Society members provide significant assistance to the school through the following services and activities:

- Speaking to classes and student groups
- Providing student internships
- Recruiting and hiring students
- Participating in the Mentor Program
- Collecting data and helping describe contemporary circumstances for up-to-date case studies
- Serving as advisors for student projects
- Participating with faculty in research projects
- Providing scholarships for BYU students

## Service

Management Society chapters have a great deal of independence. That autonomy enables the chapter leadership to match talents and interest of chapter members with community needs. The local chapter determines the intensity, duration, and all other dimensions of community service.