



JULY 9, 2009

## CALENDAR | JULY 9-15

- 9 • University Orchestra Concert
- 10 • Employee noontime workout
- 11 • Best Of Concert
- 13 • Collegiate Singers
- 14 • Devotional, Craig Bell
- 15 • University Band

## ANNOUNCEMENTS

### Sports Camps Next Week

All kids ages 9-16 are encouraged to attend.  
All camps will be held from 3-6 p.m.

Monday, July 13:

Basketball, Hart Auxiliary Gym (Room 208)

Cheer/Stunt, Hart Dance Studio (Room 234)

Tuesday, July 14:

Ultimate Frisbee, Stadium

Dance, Hart Dance Studio (Room 234)

Wednesday, July 15:

Flag Football, Stadium

For more information please contact the  
Competitive Sports Office at 496-2442.

## Faculty member reconnects with communication world while on sabbatical

Beth R. Hendricks, faculty member in the Department of Communication, completed a communication, research and advertising sabbatical during Winter semester 2008.

Hendricks completed her sabbatical at Wire and Plastic Products (WPP), one of the largest communications services groups in the world. WPP is a UK manufacturer of wire baskets, which became the foundation for the company Martin Sorrel invested in to build a worldwide marketing services company.

WPP is made up of leading companies in advertising, media investment management, insight and consultancy, public relations, branding and identity, healthcare communications, promotion and relationship marketing, and specialist communications.

“I have been an educator for so many years that I felt like I needed to get back into the communications industry because it is constantly changing. I felt like in order to teach my students what is going on in the industry, to find out what the new trends are and where the jobs are, I had to go back into the field,” Hendricks said.

Hendricks connected with a past student, Jim Reimann, who works at the Detroit, Mich. office of WPP.

“The HR director in Detroit was wonderful to work with because they absolutely love our former student,” Hendricks said.

While at WPP, Hendricks logged her hours learning and working in each department.

“I especially wanted to work with the research, copywriting and creative teams because the work I did there directly applies to my classroom here at BYU-Idaho,” Hendricks said.

But Hendricks didn't file papers all day: she was given real client work.

*continued on page 2*

## On the Move: A New Look at BYU-Idaho



Jacob Rascon shooting the new student-produced program: *On the Move*

It's a chilly, winter morning and Brian Jackson, a student at BYU-Idaho, is ready to hit the slopes. Jackson, with his cameraman, boards one of the crowded charter buses leaving Rexburg. Filling seats are BYU-Idaho students bundled in boots, gloves, snow pants and thick jackets. They are on their way to the Grand Targhee Ski Resort.

Once on the mountain, Jackson rides a swinging ski lift and interviews the student sitting next to him. He is hoping to discover what makes the BYU-Idaho course so special that literally hundreds of students enroll every winter semester. His cameraman captures footage of the students cutting through the fresh, powdery snow flying in the air, as they go about their routine of learning new skills on the snowboard, with the help of an instructor.

Jackson is on a team producing *On the Move*, a video magazine that dives into the lives of students, employees and departments of BYU-Idaho.

At the beginning of Spring Semester, BYU-Idaho's i-Comm Student Media Lab launched the new broadcast on the i-Comm Web site: [www.byuicomm.net/onthemove.php](http://www.byuicomm.net/onthemove.php). I-Comm provides students with real-world media experience through various avenues such as *Scroll*, *i-News*, and now *On the Move*.

Unlike *i-News*, which is produced four to six times a week, *On the Move* is broadcasted three to four times a semester. This 30-minute video magazine showcases activities and courses that are ongoing and unique to this campus, while *i-News* covers stories that are more pertinent to that day or week.

Jacob Rascon, the student who came up with the idea of the student-produced program, compared it to the TV program *20/20*. He wanted to make something so that people outside of the BYU-Idaho community could become familiar with the university.

"I wanted to create a video that is interesting and compelling, where people would say 'Wow, BYU-Idaho looks like an interesting place to go,'" Rascon said.

"Hopefully the video will mirror the school, which means we will include spiritual aspects. But this is not meant to be an advertisement for the school."

The student media newsroom manager, John Thompson, feels that the broadcast is near professional standards. "This isn't YouTube quality," he said.

He also mentioned that i-Comm is seeking to get *On the Move* out to a broader audience. "We are currently looking for new avenues to publish student work," Thompson said. "The talent is so wonderful, it needs to be seen."

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## Sabbatical: continued from page 1

"I sat in on meetings for high-profile accounts such as Ford Motor Co. and Google. I remember staying late one night with the creative team trying to hash out a tag (advertising slogan) for the new Ford Flex," Hendricks said.

Hendricks took what she learned about research and the new trends in the industry and applied them to the classroom.

"I learned just how much research really goes into successful advertising campaigns," Hendricks said. "I also learned about the new jobs that are opening up in the industry. Some jobs available today were unheard of 10 years ago. Now that I am aware of these jobs, I will be able to tell my students about them," she continued.

Being one of only a few members of The Church of Jesus Christ of Latter-day Saints at WPP, Hendricks had several missionary opportunities while she was there.

"When I was there, Mitt Romney was running for president and people had lots of questions. I had some great missionary experiences answering those questions," Hendricks said.

Although she was hesitant to travel to, work and live in Detroit because of its high-crime reputation, "all the people were wonderful and I was able to gain a completely different impression of the city," Hendricks said.

## Student raises hand on field trip, walks away with job offer



Student Matt Harris works at the radio station while attending school.

Brad Collins of the Z103 Morning Show handed student Matt Harris the script. Harris would have preferred a sports story, but Oprah Winfrey would have to do. Surrounded by other broadcasting students and his instructor, Brother Jay Hildebrandt, Harris announced the practice radio spot inside the studio of Riverbend Communications' Z103 radio station in Blackfoot.

When Harris walked out of the studio, he held a business card and a job offer in his hand.

"I have learned that when an opportunity presents itself, you need to take hold of it," Harris said. "When I raised my hand to try the radio spot, I knew this was an opportunity to try something new. I read it how I thought a DJ would read it. Then the DJ edited it, threw some music behind it and played it back. After that, Brad Collins turned to me and said, 'Wow, that's amazing—that's really good.'"

But being successful in the broadcasting world isn't easy. Brother Hildebrandt said there are "two main qualities a person needs to succeed in broadcasting: passion for the job and talent. Matt has both those qualities. He's excited about the business and he's a natural when it comes to announcing."

Before the field trip to Riverbend Communications, Harris had a background in public address announcing and a knack for improvisation. But Harris had no idea that this field trip would lead to a job with Idaho's No. 1 hit music channel.

"These field trips show the students how the skills they learn are actually used in real-life situations," Hildebrandt said. "After seeing first-hand how the broadcast operations work, it helps the students figure out if it's really a career they want to pursue. Some students tell me it's a life-changing experience that confirms they've chosen the right major."

Harris explained that these learning opportunities are available to any student at BYU-Idaho—as long as he or she is willing to work for them. "I started as a volunteer in Activities, now I am a student director in Sports. You can start out small and work up to being a leader."

Although Harris is still a student, Z103 saw his talent and hired him as a part-time DJ. Harris said that working with Z103 has given him a confidence boost that is affecting his classes and preparing him for his future career. "I can bring my experience back here and know that, 'I can do this.' Now I can help teach other students what I have learned," Harris said.

### NEXT WEEK'S DEVOTIONAL CRAIG BELL



**Brother Craig Bell** currently serves as department chair and faculty member in the Department of Business Management at BYU-Idaho.

Brother Bell graduated with an associate degree in health science from Ricks College, a bachelor's degree in psychology from BYU, a master's degree in business administration from Portland State University, and is currently working toward a PhD in educational leadership and administration from the University of Nebraska.

Before coming to BYU-Idaho, Brother Bell worked at Woodgrain Millwork, Inc. as the manager of market operations. He also worked for the Church Educational System as a seminary instructor in Oregon, Idaho and Utah, and was the seminary principal at Ontario High School.

Brother Bell has served the Church in many capacities, including as an elders quorum president, Scoutmaster, stake clerk, and as a counselor in the bishopric. Currently, he serves as the bishop of the Hibbard 3rd Ward.

Brother Bell and his wife, Susan, have six children.



## EMPLOYEE PROFILE

**Chris Siepert**  
Catering  
Salad Preparer

Having a salad at The Nordic Landing today? You can thank Chris Siepert, with the Catering Office. One of her main jobs is to prepare the salad bar each day.

Though she is now a full-time staff member, Siepert originally started as a call-in employee for the Catering Office, who would work whenever the office was busy with orders. Siepert's history with the university extends even further, though, as she started as a student at Ricks College.

Two weeks after starting classes, Siepert met her husband. A year later, they married. After 42 years, they have four children and 12 grandchildren.

With family close by, they enjoy many family outings, such as camping and boating. Siepert also finds herself watching musicals, such as "Mamma Mia" and "Enchanted," with her grandchildren. "I like activities like that because they are fun and enjoyable for my grandkids," she said.

Besides being with children and grandchildren, she enjoys going on excursions with her husband to "drive and get the car lost." Siepert and her husband take their Chevy on many roads, sometimes not knowing where they lead, often spending up to eight hours getting lost. One journey led them on back roads to the Palisades—another time they ended up in Salt Lake City.

## ANNOUNCEMENTS

### Financial Planner

A DMBA Financial Planner will be on campus July 14-16. If you would like an appointment, please contact the HR Department at Ext. 1130. Seats are limited.

### FOR SALE

*1993 Toyota 4-Runner.* 3.0 V6, 160K miles, power everything, sunroof, tow pkg. In great shape, no problems—family outgrew it. \$4,000. Call Brian at 496-1925.

*BYU—I pasture free-range broilers.* \$4 for whole bird, processed, cryovac (sealed-air food packaging). Ready around July 15. Only 50 birds, will reserve with check or I-number account. Also, 12 live Rhode Island Red Laying Hens. \$3 each. Check or I-number account (no cash). Contact orchard@byui.edu.

*Super Tanker in-home water storage units.* Available in 250 gal. (28" wide x 36" long x 85" tall) \$425 and 125 gal. sizes (28" wide x 36" long x 45" tall) \$260. Call 208-201-6311.

*4 bed, 2 bath remodeled home.* On 2 acres (animals allowed), for sale or rent. 1,500 sq. ft. New everything. Well, septic, 20x20 deck and lots of trees. 3 miles south of Rexburg. Asking \$141,000 or \$1,000 a month. Available September. Call 496-1888.

*Almonds* (\$4/lb in plastic bags) (\$5/lb. in sealed one gallon cans).

*Walnuts* (\$4/lb in plastic bags). Call LeeAnne at 745-6735 or 313-5078 to order.

*55-gallon water storage barrels.* \$18 each. Used, food grade. You clean. Taking pre-orders now for delivery in July. This will be the last shipment with a limited number available; call early. 356-6641.

## BIRTHDAYS | JULY 9-15

- 9 Marla Briggs, Accounting Services  
Kent Davis, Biology  
Bruce Hobbs, University Relations  
Wade Huntsman, Art  
Robert Maxfield, Teacher Education  
Barbara Mortensen, University Store  
Joshua Perotto, Food Services  
Sharon Tuckett, Housing
- 10 Jason Earl, Business Management  
Shane K. Goodwin, Mathematics  
Jon Linford, Music  
Terry McRae, Interior Design  
Bryce Rydalch, KBYI  
Trent Shippen, Student Act  
James Smyth, Executive Offices
- 11 Jonathan Phister, Housing  
Robert Stewart, Home & Family
- 12 Barbara Baiamonte, Teacher Education  
Brady Gardner, Mathematics  
Daris Howard, Mathematics  
Brian W. Tonks, Physics  
Michael Williams, Home & Family
- 13 David Facer, LDS Philanthropies  
Troy Miller, Architecture & Construction  
Mark Orchard, Ag. Bus, Plant, & Animal Sci
- 14 Cathy Chudleigh, Home & Family  
Brenda Patten, Horticulture  
Kevin Steggell, Mechanics-Operations
- 15 Linda Draper, LDS Philanthropies  
Bruce Forbush, Custodial



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### News & Notes

*A weekly publication of University Communications*

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