STANDING WITH THE GREAT ONES
Longtime vice-presidents retire
HOMECOMING 2003
“Get in the Red Zone”

TUESDAY, SEPTEMBER 23
7:00 p.m. Homecoming Queen Pageant
“Lady in Red”
Avenna Center Cox Auditorium, $3 each

FRIDAY, SEPTEMBER 26
10:30 a.m. Alumni Assembly
Cox Auditorium, no charge
12:00 p.m. Golden Generation Luncheon & Program
Gardner Center Ballroom, $10 each

SATURDAY, SEPTEMBER 27
9:30 a.m. Homecoming Parade
10:30 a.m. Founder’s Day Assembly & Hall of Fame
St. George Tabernacle, no charge
1200 p.m. Alumni Association Tailgate Party
So. side of stadium, free to Alumni & families
1:00 p.m. Football Game: Dixie vs. Snow College
$5 each (purchase at box office)
700 p.m. Alumni Banquet - Speaker: R. J. Snow
Gymnasium, $11 each

Tickets for Golden Generation Luncheon and Alumni Banquet may be purchased at the Alumni House
(658 East 200 South 652-7538) or at the No. Admin Bldg: 652-7535, or email: larson@dixie.edu
Homecoming
Homecoming comes early this year — in September! Join us for the annual festivities and help us celebrate the Dixie Spirit.

End of an Era
Vice-presidents Max Rose and Bill Fowle, have been institutions at this institution for the past 30-plus years.

Native Son Marion Bentley
Reminiscing about earlier days when he once acted on Dixie stages and directed theatre at the old Dixie College building, Marion Bentley returned this summer to direct “The King and I” at Tuacahn.

Big Business Brothers
Scott and Mark Gubler have inherited the family ingenuity of taking what most regard as a vast wasteland and finding a way to make the desert bloom.

Sports Update
The DSC men’s sports teams have some company on the national scene.

Campus Happenings
Even in their infancy Dixie State’s three four-year degrees are progressing nicely and another may be on the horizon.

Keeping Up With Alumni
Check up on some of your Dixie classmates, meet new alumni board members, and check out the latest alumni activities planned for your area.
REUNIONS

In addition to the homecoming schedule of events on page 2, specific class reunion activities are listed below:

HIGH SCHOOL CLASS OF 1942
COLLEGE CLASS OF 1944
Friday, September 26
5:00 p.m. Pre-dinner social
6:00 p.m. Dinner at Club House on 628 Ridgeview Dr. (on Black Hill) $8.50 each
Contact Ed & Dixie Cottam: 673-4209

HIGH SCHOOL CLASS OF 1951
COLLEGE CLASS OF 1953
Friday, September 26
1:30 p.m. Class Photo taken after Golden Generation luncheon
5:30 p.m. Cocktails and Dinner “The Barn” at Staheli’s in Washington - $11 each
For info call Doug Pearce at 628-0141 or Lu Fischer at 673-5551

HIGH SCHOOL CLASS OF 1963
COLLEGE CLASS OF 1965
Saturday, October 11
For details, call Margaret Marshall (435) 688-2409 margaret-marshall456@msn.com

RALPH and Cheri Atkin will be honored as Dixie State’s Homecoming 2003’s “Distinguished Alumni.” Ralph currently serves on the National Advisory Council for Dixie State College. The couple have been avid supporters of the college since their graduations in 1965.

After their Dixie years Ralph and Cheri continued their education at Brigham Young University where they met and married. In 1967 they both graduated with bachelor degrees. The couple moved to the University of Utah where Cheri earned a master degree in Educational Psychology and Sociology and Ralph his Jurist Doctorate; again, both graduated in 1970. Ralph added a MBA in 1984 from Golden Gate University in San Francisco, CA and Cheri added a Gerontology Certificate from BYU in 1994.

Ralph has practiced law since 1970 and has served as Washington County Attorney. He founded Skywest Airlines and was appointed Utah’s director of Division of Business and Economic Development.

Cherie is a former sociology and psychology instructor at Dixie State. She worked with the Huntsman World Senior Games in its early years. She has been involved with the Southern Utah Alzheimer’s Association, Utah Tennis Foundation, the Heritage Arts Foundation and the United Way. She and Ralph are the parents of eight children.
Dixie State College will honor four outstanding individuals as this year’s inductees into the Hall of Fame. Each inductee will be presented a medallion at the sixth annual Hall of Fame ceremony to be held in conjunction with Homecoming Founder’s Day activities on Saturday, September 27, at 10:30 a.m. in the St. George Tabernacle.

Honored in the area of business is JIM LUNDBERG (’50), who was a Dixie student body president and has continued to serve the college in many ways, including alumni president, parade organizer, original Dixie Colonel, Dixie State College Foundation member and current Golden Generation chairman. Jim excelled in business as a 46-year member of Farmers Insurance Group, a district manager and member of the Farmers President’s Council. He chartered Dixie State Bank in 1970 and the American Bank of Commerce in 1973 and served as chairman of the board at both banks. He is currently on the board of directors at Village Bank in St. George.

Honored in the area of Science and Technology is DR. LEROY N. NISSON (’41), a benefactor of Dixie State College, most recently the new Dental Hygiene clinic. His generous donations appear across the campus from the Nisson Towers, to the old flag pole and in between. He grew up in Washington, Utah and after graduating from Dixie State College, he went on to BYU and then the Southern California School of Dentistry where he certified as a doctor of dental surgery. He enjoyed a successful career as an orthodontist, treating many of Hollywood’s greats including Ginger Rogers, Clark Gable, Marilyn Monroe and even billionaire Howard Hughes. He is married to Janice Schmutz Nisson, a former D-Queen, and they are parents of five children, three of whom attended DSC as well.

Honored in the area of Social Science and Humanities is DONA K. PARKINSON, who was a Dixie State College faculty member for 33 years, working under eight college presidents. She served as president of the Dixie Faculty Association and Dixie Women’s Association. She founded the DSC pre-school. Dona has been recognized as Outstanding Educator from Delta Kappa Gamma, Outstanding Educator by the St. George Chamber of Commerce, and with a Distinguished Service Award from Dixie State College.

Honored in the area of Education is DR. ALTON WADE, Dixie State’s thirteenth President. Although President Wade never attended Dixie State College he became the essence of the “Dixie Spirit.” His magic was his ability to communicate with everyone and he will be remembered for his magnetic personality. Under his direction the Dixie Center vision was created and ground breaking took place in April 1985. During his tenure the Hansen Football Stadium and tennis courts were constructed and Dixie captured its first athletic national championship when the Rebels won the NJCAA National Basketball Championship in 1985.

**Additional details of the outstanding accomplishments and contributions of these four Hall of Fame Honorees will be given at the Founder’s Day Assembly.**

Photos above are of the Hall of Fame Inductees for 2003. They are (top to bottom) Jim Lundberg, Dr. LeRoy N. Nisson, Dona K. Parkinson, and Dr. Alton Wade.
It seems like an era, perhaps even a dynasty, has come and gone at Dixie State College this summer. Two Dixie stalwarts have retired leaving in their wake nearly 60 collective years of memories and changed lives. Student lives. From personalized classroom learning experiences to close, lifelong relationships developed from guiding young and old alike towards the achievement of educational dreams, Max Rose and Bill Fowler leave behind a mark so deep upon this institution that their influence will stand side by side with the great ones in Dixie history.

Rose, now former vice president of academic affairs, retired June 30 to take the position of superintendent of the Washington County School District. Fowler was granted early retirement July 31 as vice president of students.

“It’s hard for me to believe that Max and Bill are actually no longer here,” said Robert Huddleston, DSC president. “They have been an integral part of my administration, and more importantly, they have truly loved students and benefitted their progress and success for many, many years. They have become my friends, and I will miss them.”

Rose grew up in Henrieville, Utah, a small town in Bryce Canyon of just 164 people. Don’t question the math, because Rose’s expansive mind is known for a clear memory and precise detail. So precise he can remember the faces and names of students who lingered in his classrooms decades later.

Third out of 14 children, Rose grew up in an industrious and educated home. “Dad taught school,” he said. “We also had a farm because dad wanted to keep the kids busy and teach us the value of hard work. We milked eight cows so we could have enough milk to drink, but Dad wouldn’t buy more cows to justify a milking machine. He wanted us to do it by hand. Everything we did was just so Dad would have us working constantly. We’d haul hay, but he’d have us run alongside the sickle that cut the hay and gather it loose. He had a great philosophy that slaving away on the farm would make good people out of us.”

Perhaps Rose’s father was correct. The hard-working son graduated from Bryce Valley High School as valedictorian in a class of 23. And though it may not seem impressive to be first in a class of 23, he proved his point by scoring 36 on the national ACT test—a perfect score. “Since so few people ever earn a 36, we had officials come from the state office to discover if I had cheated or not,” Rose said.

Upon graduation from Bryce Valley, Rose attended school for three years at Southern Utah University. “They had just started to be a four-year school,” he continued, “and they begged me to wait to go on an L.D.S. mission because they needed every student. After three years of school, I then went on a mission to Florida. Upon returning home, I finished my last year at SUU, where I met my wife, Kathy, and got hitched.”

With a B.S. in math and chemistry in hand, the new couple went off to Utah State University where Rose earned a master’s degree in mathematics. He then went to BYU for a couple of years to work on his doctorate. Before he could complete the degree, he applied for a replacement position in the math department at Dixie State College and was offered the job in 1972. He later finished his Ph.D in 1974.

“There were 1,100 students on our campus at this time,”
said Rose. “The school had grown rapidly after the move from the old campus to the new in the 60s. With that growth came the hiring of several new faculty in the two or three years before I came.”

Rose started his career at DSC when there were just a few buildings on the new campus. “The thing I remember the most was everything had an exterior door; there were no hallways,” he said. “All the offices and classes had an outside door. Faculty carried around a little squeeze bottle full of graphite because sand had blown in the key holes and we couldn’t get the doors open sometimes. In the construction of these early buildings, the thinking was ‘We can save money by not having hallways.’ But the opposite was true. Kids would be waiting outside your office in 103 degrees. Frankly, the campus was ugly as a mud fence at that time with very little grass, lots of tumble weeds, and asphalt paths.”

The new campus of the 60s and early 70s was far from complete, Rose went on to say. With few trees, lots of sand and construction yet to be done, he recalls a bleak landscape. “Now, as the community and college has grown, we have one of the most beautiful campuses in the state.”

If the exterior of the campus was less than perfect, Rose recollected a different picture on the inside. He talked about faculty and their love for the students. He told of the desire he had to be close to students and help them fulfill their dreams.

“I was just one of the faculty who really loved the students,” he said with a grin. “The student body president my first year was Roger Nuttal, now a prominent business man in Ogden, Utah. I remember that Dixie had many quality students and the Program Bureau was in its prime. I felt like a student still and jumped in and enjoyed it.”

In fact one of Max Rose’s trademarks has been his ability to get to know each student. On the first day of class he would always take a photograph of every person so he could place the photo, attached with a name, on his office bulletin boards. Even though many of his classes could exceed a hundred students in later years, he would still know every name and remember it many years down the road.

“I’m a person who has always tried to treat students well,” said Rose. “I never felt I was better than the students. I realized that math can be an intimidating subject, and so I’ve tried to make it as friendly as I could so that students would be successful. I think they have felt like I was genuine in my concern for them and I had the fortune of being a young fella and that helped.”

In 1986 Dr. Peter Nyberg decided to leave his administrative role and return to the classroom. Dr. Douglas Alder, president at that time, wanted someone with a doctorate to fill the academic vice president role. “It came as something out of the blue when he invited me to that position,” said Rose. “I served as acting vice president for one year and then the board voted to make the appointment permanent.”

Even though Dr. Rose was consumed by new administrative duties, he continued to teach at least one class per semester. He felt as if it helped him keep in touch with faculty and students.

“I have had the pleasure of serving in two very fulfilling aspects of higher education and have loved every minute of it,” he said.

As Rose leaves Dixie to finish out his career as superintendent of the large Washington County School District, he moves on with a mixture of nostalgia for the past and purpose for the future.

“I have loved working at Dixie State College,” he said. “The only thing that makes this move easier is that I will still be working with students. I love students of all ages and will do all that I can to facilitate the education of our elementary and secondary students in Washington County.”

While Dr. Rose is leaving Dixie to continue his education career at the district, retiring vice president of students Bill Fowler will now pursue personal and family interests.

“I need to devote my attention at this time to children, grandchildren and my wife, Candy,” Fowler said. “I also want to write and work on other goals I haven’t had time to accomplish yet in my life.”

Continued, see END OF AN ERA, page 8

◆ Below: 1) Dr. Max Rose stuffs his mouth with Indian Fry Bread during a past Native American Week activity. 2) A favorite entertainment of students was Dr. Rose as a dancing pirate in a spoof of the Pirates of Penzance.
ended from page 7

Lehi Free Press for 25 years. She was an excellent writer.”

Fowler was elected student body president of Lehi High in 1964-65. He went on to attend the University of Utah on an athletic and leadership scholarship, graduating with a Bachelor of Arts degree in English in 1970. He played football for five years where he was a running back for the Utes. Fowler then finished a master’s degree in 1975, also from the U.

Actually beginning his career while still a student, Fowler started working in 1970 at the University of Utah as assistant director of admissions and school relations. He was employed there until 1975, then went to Salt Lake Community College as assistant dean of students and testing center director.”

Fowler worked at SLCC for two years until he was wooed to Dixie by Karl Brooks. The two colleagues had met previously and become friends.

“I had known Karl since high school,” said Fowler. “He and Coach Sark Arslanian had recruited me for football. Also, our paths crossed on the recruiting trail. Karl loved sports, so did I. Our mothers were both writers, and we both loved the Native American people. He was a student body president, so was I. He also loved the outdoors, hunting and fishing. We were like long lost brothers. He loved his school and had sold me on Dixie long before I came here.”

Fowler even admits to patterning some of his recruiting techniques after Karl Brooks. When he would see him in a recruiting session he liked Brooks’ conversational style.

“When an opening came up at Dixie, Karl called called me,” he said. “I immediately applied and was appointed director of student services not long after by President Rolfe Kerr, who I had already met at the University of Utah when he was working in administration there. So we were good friends too.”

Fowler’s distinguished career at Dixie began in 1977. Little did he know the challenges and rewarding experiences that lay before him.

“I discovered that Dixie incorporated an idealistic setting in many ways,” said Fowler. “The collegiate experience was personalized by instructors, administrators and the community who became involved in the academic success of students but in their social life as well. It seemed everyone wanted to help students have a successful experience at Dixie.

Brooks’ example to Fowler didn’t stop here. Fowler would watch Brooks bring students to his home for dinner and then notice how he would follow their careers from Dixie onward.

“I loved it,” said Fowler. “With only 1,400 students students that was easy to do. To watch such interaction was amazing; I called it personalized excellence. It was a natural transition for students from high school, almost like a Brigadeon. It was fun for students to find out that teachers wanted them to succeed and would do everything to help academically, socially, emotionally, athletically and even spiritually.”

Bill’s new awareness was personified by an experience he had shortly after coming to Dixie. A prospective student, the late Dale Mosdell, called and wanted an appointment to visit with a counselor to go over some academic classes he wanted to pursue. This was in preparation for the pre-med program and pursuing studies to be a doctor. Mosdell was married, had two kids, and had been out of high school for eight years while working as a welder for St. George Steel.

“I’ll never forget the day he came into my office,” smiled Bill. “He was wearing coveralls with about three days beard growth, his hands were dirty, and he had a big grin on his face. ‘You probably don’t believe I can become a doctor,’ he told me sheepishly. I was frank and said, ‘You don’t look like one!’”

Mosdell submitted his application for admission and Fowler noted that his test scores and grades from high school were excellent. He thought this might be one student worth watching. The first quarter of school Mosdell took two classes in a pre-med track and earned A’s in both of them. The next quarter he took three classes and received A’s again, all while working full-time. He graduated with a 4.0 GPA and continued his education at the University of Utah where he was later accepted into medical school prior to finishing his baccalaureate degree.

“His score on the M-CAT to qualify for medical school was among the highest in the country,” said Fowler. “He went on to be a highly successful doctor in Utah.

“My bank account of Dixie memories is full. The association with my friends at Dixie has been as rich as I could express. I have loved to go to work everyday.”
was counseled to pursue education by a good friend of mine at the University of Utah. This decision has been confirmed to me many times by experiences that I have had.”

Helping students realize their potential and assisting them in the process of achieving these goals has been the hallmark of Fowler’s career. He continues to receive Christmas cards, birth announcements and notes, and has a huge correspondence file he has saved over the years.

“There is no doubt I have mixed feelings about leaving Dixie behind to retire,” said Fowler, “but my bank account of Dixie memories is full. I’ve worked in the private sector as well, and there are wonderful people everywhere. But the association with my friends at Dixie has been as rich as I could express. I have loved to go to work everyday.”

Fowler said he has also appreciated the professional support he has received from president Bob Huddleston, as well as from fellow vice presidents Rose and Stan Plewe.

“I always felt free to express my opinion,” he said. “We have had a good working relationship and the president would always call and ask our opinion. Even when we didn’t see eye to eye, there was mutual appreciation. I never met a more perceptive man than Bob Huddleston. He is especially perceptive with students, and his primary goal has always been to ask ‘how will this benefit the students?’ With the achievement of baccalaureate status at Dixie, much of the effort was due to him, and that wasn’t his agenda when he came here. The progress under President Huddleston at Dixie has been phenomenal.”

Working with the different student body officers and councils has also been a highlight of Fowler’s career. He learned a good lesson by observing what Rudy Iverson did with his student body leaders.

“He advised them. He counseled them. Then he gave them the freedom to spread their wings. Iverson tried to get as many kids involved on campus as possible. I tried to emulate that vision,” said Fowler. “This has always been fun and I still have a close rapport with many of these past student body presidents.”

Reflecting on his career and all that has transpired, Fowler said he is pleased with the outcome of his life so far. He feels some accomplishment at being part of something that to him has been special.

“When I first came to Dixie, I remember sitting in the cafeteria with Karl Brooks and Dick Whitehead. They started naming successful graduates, and the list got longer and longer and longer, and I was stunned by the number of students who had graduated from Dixie and had gone on to be amazingly successful. It is incredible to me that this institution has gone on to produce so many outstanding individuals. When we sought to become approved for four-year programs, the credibility of our institution was enhanced tremendously by our list of successful, renowned graduates,” he said.

Fowler’s passion for the institution can be measured by the fact that he’s coming back this fall to recruit for the college and to tell students about the Dixie experience.

“In a sense I’ve come full circle, and I couldn’t be more excited or happy.”
The Dixie State College men’s basketball team may want to consider investing in a timeshare in south central Kansas, if nothing else for the month of March.

One year after hoisting the national championship trophy in Hutchinson, Kansas – home to the NJCAA basketball tournaments – Dixie State College’s men’s basketball team finished third at the national tournament in 2003. The Rebels have danced into the wee hours of the NJCAA’s version of the “Big Dance” for three straight years, finishing third or better in the nation each year. It’s not St. George, but the Hutchinson Sports Arena is fast becoming the next best thing.

Since Kidder took over the reins six years ago, the Rebels have gone 12-4 in Hutchinson. Prior to this year’s tournament it was announced that Dixie State was the only team there for the third consecutive year.

“That kind of makes chills go down your back a little bit just thinking how fortunate we’ve been,” said head coach Jeff Kidder.

The Burns Arena hasn’t been a bad place to be either. The team rode a 67-game win streak into the national tournament this year, a streak that remains intact for next season. And don’t think the team doesn’t pay attention to it.

“It’s the old guard your back mentality,” Kidder said. “We’ve been very fortunate.

We’ve only been beaten at home four times in six years and haven’t lost a game at home since January 21, 2000. It’s a phenomenal record for these kids.

Even more important, it’s kept the Rebels home when it mattered most. As a result of winning the league three straight times, the Rebels have not only hosted but won the regional championship on its home floor for three straight seasons to get to Hutchinson in the first place.

“It’s an exciting mark and every year you have a brand new team coming in and it’s something that we educate them on,” Kidder said. “A lot of the credit has to do with our fan base. The DSC fans are just great, and St. George in general. Every year I think we’ve gotten bigger crowds. It’s something that everybody’s embraced and it’s a lot of fun to have.”

FOOTBALL NEWS

FORECAST FOR HOMECOMING SNOWY

For the third straight season, DSC’s football team was ranked as the NJCAA preseason No. 1. After finishing the past two seasons ranked No. 3 in the nation, the team continues its search for its first national championship. The Rebels will host rival Snow College Sept. 27 for Homecoming.

For ticket information, including season tickets and new priority seating, call the ticket office at (435) 652-7800.

2003 Schedule

Aug. 30 BYU-JV 7 p.m.
Sept. 13 MESA C.C. 7 p.m.
Sept. 20 @ Scottsdale 7 p.m.
Sept. 27 SNOW COLLEGE 1 p.m.
Homecoming
Oct. 4 @ Pima C.C. 7 p.m.
Oct. 11 @ Eastern AZ 7 p.m.
Oct. 18 AZ Western 7 p.m.
Oct. 25 @ Phoenix 7 p.m.
Nov. 1 @ N.M. Military 7 p.m.
Nov. 8 GLENDALE 7 p.m.
Nov. 15 @ Air Force Prep 7 p.m.

CELTICS BANK ON BANKS

Former DSC point guard Marcus Banks (‘01), who led the Rebels to a third place finish in the nation in 2001, will play for the Boston Celtics this upcoming NBA season. The Memphis Grizzlies selected Banks with the 13th pick in the NBA Draft, only to trade him to Boston that same evening.

“He might be a better pro than a college player,” said DSC head coach Jeff Kidder. “I wouldn’t bet against the kid at all.”

Banks was the third point guard selected in the draft. He completed his final two years of college at nearby UNLV where he averaged 20 points per game and was named to the All-MWC first team, as well as Co-Defensive Player of the Year in 2003.

CLARK NOW DELIVERING IN UTAH

The Utah Jazz recently acquired former DSC hoopster Keon Clark via a trade with the Sacramento Kings to help fill the void left by L.A. bound Karl Malone.

Clark will finish out the final year of his current contract with the Jazz, after which he will become a free agent.

Over his five-year NBA career, Clark has averaged just over eight points and six rebounds per game. He was drafted in 1998 by the Orlando Magic as the 13th overall pick, but promptly traded to Denver. He has also played with Toronto.

Clark played at Dixie during the 1995-96 season in which he averaged a double-double – 15.2 points and 11.1 rebounds – and led the conference in both rebounds and blocks. He finished out his college career at UNLV.
A
n old nursery rhyme suggests that the female gender is made out of sugar and spice and everything nice. Off the field (or court), that may be the case for Dixie State College’s female student athletes, but on the field nothing could be further from the truth.

Following successful seasons posted by both the soccer and volleyball teams – in volleyball’s case, the best season ever – the women’s softball and basketball teams just had the most successful seasons in their history. Both of them won the Region 18 championship for the first time, landed berths in the NJCAA tournament for the first time, and finished the season ranked 5th and 20th respectively in the nation – the first time either has finished the season in the national ranks.

“I’ve been very pleased that we’ve been able to upgrade the quality of women’s sports the past four years without damaging the quality of our men’s programs. The credit starts with our coaching staff and goes right up to the president,” said Athletic Director Dexter Irvin. “We may have our biases towards our individual sports, but our commitment to the success of the overall program has really been outstanding.”

Despite being newcomers to the NJCAA tournament, the eleventh-seeded softball team didn’t go into Clermont, Florida, awestruck or intimidated. They did the exact opposite, beating two of the nation’s top teams. After upsetting No. 1 seeded Midland (Texas) 5-2 in round one, the Rebels beat third-seeded North Florida 4-2 in 11 innings.

Dixie State then lost two in a row, one to eventual national runner-up Blinn College (Texas), knocking them out of the tournament. Like several DSC teams before them, however, the nation has now heard from Dixie State College’s softball team.

“It was a great experience,” said 2003 Head Softball Coach Casey McClellan. “And that’s what you play for – the opportunity to go play against the best in the country is what it’s all about. We were extremely happy with the way we played out there.”

The team finished the season with a team record 41 wins. Also for the first time, two players – both freshmen – were named All-Americans. Infielder Lindsay Thompson, was named to the second team, with a .425 batting average and 39 RBI. And outfielder Natalie Pugmire was named to the third team, batting .403 with 28 RBI and 11 stolen bases and a 4.0 in the classroom. Just as satisfying for McClellan, as a team the Rebels finished ninth in the nation academically, earning a 3.41 GPA collectively.

The women’s basketball team went 1-2 in its first crack at the NJCAA tournament, but that didn’t sour what the Lady Rebels accomplished this past season. Along with all the other accolades, the team finished with a program record 28 wins and was ranked as high as ninth in the national polls. The team was led by All-American Aya Traore, who became the leading scorer in DSC women’s basketball history earlier in 2003. Irvin, who also doubles as women’s basketball coach, calls her the best player he’s ever coached, but admits she had some help.

“We had three players that would make peoples’ lives miserable, and really four before Amanda Cooper (Pillmore) got injured.”

Next year may be more of the same. In addition to the return of Cooper Pillmore and four others from last year’s squad, four international players – including Aya Traore’s sister Awa Traore – are expected to be on the roster in addition to a new crop of local talent.

Things continue to look up for all four women’s teams, but don’t count on them becoming complacent. According to Irvin, there’s still some work to be done before they can feel like they’re on the same level playing field as the men.

“I think when we draw the crowds that the men’s programs draw, we’ll feel that way,” he said. “But I think we feel like at least the women’s programs aren’t the stepchild so to speak. We feel more confident in our ability to accomplish the goals that we have. A lot of schools give lip service to their women’s programs, and that doesn’t happen here.”

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Anything You Can Do . . .
It has been 35 years since native son Marion Bentley staged a theatrical produc-
tion in St. George, but he returned to his Dixie roots
this summer to direct the Tuacahn
musical “The King and I.” Things were different this time, however. Not only had the town grown, but
resources, facilities and even audiences had multiplied as well.
“I grew up surrounded by these amazing red hills,” said
Bentley in an interview outside the Tuacahn amphitheater, overlooking
the towering sentinels of Snow Canyon. “I was stage struck from
the age of six. I can’t remember a time when I wasn’t pre-occupied
with thoughts of acting or putting a show together.”
Marion graduated from the old Dixie College building just
south of the Tabernacle on Main Street in 1948 as class valedictori-
an. He was coached by Myrtle Henderson, who was the college
theatre instructor at the time. Upon leaving Dixie, he continued
his education at Stanford University and later on at the
University of Utah earning both master’s and doctorate degrees.
He received further professional training from London theatrical
institutions including the London Academy of Dramatic Arts, the
Royal Academy of Dramatic Arts, the Central School of Speech and
Drama and the Webber Douglas School.
In 1953, Bentley returned to his home town with fresh experi-
ence and training. He had just been hired by Dixie to chair the
English department and also direct plays alongside his former teacher,
Mrs. Henderson. His recent training and credentials proved a bit
daunting to Henderson at first, but soon the pair worked together on
building upon Dixie’s theatre traditions until her retirement at which
point he was then appointed chairman of theatre and speech.
“When I started teaching and directing at the old Dixie
College,” said Bentley, “we only had a little shop for producing scenery
and a small stage with no wing space. It was horrendous. We had
no technical help. I had to come in from 11 p.m. to 3 a.m. many nights
just to get things done.”
He remembers some of the challenges that besieged his early years directing theatre productions
at Dixie.
“The first show I directed was a popular musical at the time,
“Kiss Me Kate,” with some of the story line borrowed from
Shakespeare’s “Taming of the Shrew.” I had cast Kent Cottam
(who still sings with the Metropolitan Opera Company)
and Clair Dale Terry (another longtime local favorite) in the lead
roles. We had so many obstacles. It was necessary to roll up the
front curtains because there was no fly space. We also had a custo-
dian who would sometimes help us – he reminded me of Pa Kettle
from the old Ma and Pa Kettle movies. When the curtain broke in
the middle of a performance he blandly stated, ‘Oh, it broke. I was
afraid this would happen.’”
In spite of the difficulties, the theatre program made a profit
that year and they promptly gave it to the football team. “There were
always lots of needs, and I just went along with it,” he smiled.
Bentley started working at Dixie in May of 1953 and stayed for
15 years.
“Those years were so rewarding,” he recalls. “People
would give their life’s blood. Never has any other opportunity been as
rewarding in any place in the world. They were like family. It was a rich
experience, people were so willing to be shaped. As I worked with
these untrained actors, I would go through the whole process with
them, even the motivation for their movements. Sometimes I’d even
give them a walk.”
Here, with the typical sincerity of his career, Bentley por-
trayed the walk he gave one actor for the role of Henry Higgins in “My
Fair Lady.” “This is how you make characters live,” he quipped. “It’s
the way I worked because I had people with no training. I had to teach
them how to laugh, how to cry, how to breathe. They came without tech-
nique and were open to what I had to give them. It was so fulfilling.”
Then he shared his worst fear, that a show would not be ready
for opening night. “It was always alarming,” Marion related. “I would
get close to a performance and think, ‘This is the worst thing I have
ever seen.’ Then all of a sudden the show would come together at the
last minute. It would come alive.”
In 1968 Bentley left his boy-
hood home to fulfill other dreams. He was hired to teach at Rutgers
University in New Jersey, a large
school with six campuses. He
helped develop a plan for a new
professional theatre in Newark when an opportunity came for him to return to Utah and teach at Brigham Young University.

“I came to BYU in 1971 and was hired to teach in the Honors Program to develop independent learning experiences,” said Bentley. “For instance, they didn’t have a film major at the time, and so you could design your own program with the proper approval. While in this capacity, I was asked to direct Shakespeare’s “Twelfth Night.” This jump-started my directing career at BYU. My son was then elected as student body president of Provo High School, and so I stayed.”

Bentley retired recently from BYU, but his theatre career has spanned 48 years. He hopes to direct from time to time and is thrilled with the opportunity he has had to return to Dixie this summer to direct the popular Rodgers and Hammerstein musical “The King and I” for Tuacahn. But the scope of his former Dixie productions and the Tuacahn experience provides a stark contrast.

Like the monstrous monoliths which overshadow Tuacahn — the budgets, huge sets, costumers, professional actors, lighting designers and technical support overshadow the austere times in which Bentley directed theatre in the old Dixie College building.

“All of these things go together to make a beautiful production, and it was. I’m so proud of the actors and designers and support staff here at Tuacahn. This has been a wonderful experience,” he said. “But I will always remember the days I spent at Dixie with much less, and yet having a feeling of accomplishment that would burst inside as we produced shows that were truly moving and inspiring, yet always on a shoestring.”

He sums it up this way. “Whether you have a lot or a little, that is what theatre is all about. You only have to believe.”

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story by Mark L. Petersen

"Those years were so rewarding. People would give their life's blood. Never has any other opportunity been as rewarding in any place in the world."
Brothers, business partners and Dixie State College alumni, Scott and Mark Gubler have a family name that has become synonymous with southern Utah and dates back to the first settlers in the area. Whether by way of nature or nurture, these two entrepreneurs have inherited the family ingenuity of taking what most regard as a vast wasteland and finding a way to make the desert bloom.
Like their pioneer ancestry, they have created a thriving industry with determination, intelligence and a spirit in search of adventure.

The brothers have combined their efforts and currently head up Deseret Laboratories International, Scott as President/CEO and Mark as Executive Vice President/CFO. DLI, which started as a small shop with one piece of used machinery, has exploded into a major player in the Nutraceutical and Pharmaceutical industries with 180 employees and a growth rate of 18-percent in recent years.

The whole enterprise is the result of some adventure-seeking by their grandfather “a prospector by hobby” who had laid claim to some gypsum mines south of St. George a few decades earlier. Sadly, like many other residents he later died from leukemia as a result of nuclear testing in the Nevada desert. “The family still held the claims for a time but as Scott researched into mineral rights, he found the claims had expired. The claim had reverted back to the state. Apparently, no one else had seen any value in them,” said Mark.

Some expired claims and untapped mines probably would have just gone into the dust bin of history had the timing not been just right for opportunity to come knocking. Scott had been practicing private law for 10 years since graduating from BYU and was anxious to take his career on a different path. “When I graduated from law school I had never planned on practicing for long,” he explained. “I really wanted to go into business and use my background in that area. It just seemed time to start looking around.”

In the meantime, Mark had also graduated from BYU, earned his MBA from the University of Utah and was making his way through the ranks as a hospital administrator with Humana, Inc. After following his career trail throughout Texas and California, he and his family were “looking for a way to get back to St. George.”

Scott decided to refile the claim on the gypsum mines and began in earnest to research the uses and economical feasibility of getting into the gypsum business. After partnering with a company who could provide research staff and facilities, they refined a process to use the gypsum as a food additive over the span of three years; however they were unable to get approval from their development partner’s board of directors to go mainstream. Undeterred, Scott decided to pursue the project on his own. In 1986 he purchased a piece of used equipment from an overseas company and began experimenting.

Continued, see BUSINESS BROTHERS, page 20
When Dixie College became Dixie State College and began offering four-year degrees at the turn of the millennium, the entire Dixie community was abuzz with excitement. Back handsprings and cartwheels were the preferred mode of cross-campus transportation. A founding father or two from the early days of 1911 may have even rolled over in his or her grave.

But now that the initial hype, numbness, and in some cases giddiness has worn off DSC’s three baccalaureate programs are accredited, growing, and sending graduates out into the workforce. It’s still early but DSC is coming into its own as a four-year institution.

“Elementary Education
Clear For Takeoff

After receiving the nod from the Utah State Board of Regents in 2001, the college launched its elementary education program in fall 2002. The program will graduate its first group of 26 students this May and commence its second cohort this fall. Yet even in its infancy people are beginning to take notice, particularly close to home.

“There’s a lot of excitement out there,” said Director of Elementary Education Dr. Michael Killeen. “[Washington County School District] is excited to get people who, I suppose are a little more homegrown, but I think in reality it’s that (our students) are familiar with the goings on in the district. They know the buses, the bell schedule, the kids, the administrators, the reading programs, everything

By Chris Taylor
we’ve acquainted them with locally. So (the district) is really excited to get people that they don’t really have to do much training with. They can just simply give them a classroom.”

Getting students out in the field is a top priority for the program. And DSC doesn’t wait until the last semester to get them there. The program dictates that students are out in the field from the get go, even in their prerequisite coursework before they apply to the program.

“ar theity is really know that they want to be a teacher because they’ve had some school experiences before they apply,” Killeen said. “In larger programs elsewhere there’s very limited exposure to classrooms until near the very end.”

Currently the program, as mandated, admits right around 30 students each year, though demand is much greater. But that size restriction, Killeen said, is a blessing in other ways in that it allows faculty to more intimately get to know their students in the program, which ultimately leads to more “purposeful placements,” as he puts it, in the area schools.

The program’s built-in English as a Second Language (ESL) endorsement, a component that’s unique in the state, has also generated some excitement. Many school districts, including Washington County School District, are currently pushing for 100 percent ESL certification of its faculty. Dixie State’s graduates will come pre-packaged with that certification, which has some districts salivating.

As the program prepares to graduate its first class, those close to the program are optimistic about the employment outlook. Last year, Washington County School District hired 46 elementary and middle school teachers, and Killeen expects just as many to be hired next year, if not more. Aside from Washington County, there are plenty of opportunities in Utah and in neighboring states. Killeen receives calls regularly from Clark County in Las Vegas inquiring about teachers.

Washington County School District will, however, remain one of the program’s closest allies, as has been the case since the program was first conceived. With Dr. Max Rose leaving the college in July to become the district’s superintendent, that partnership stands only to become stronger. “We’re losing a great advocate for our program here at the college, but he’s just being transplanted to a more effective place,” Killeen chuckled. “Not that we didn’t have allies before, but now we’ve got a guy who was instrumental in getting the program here, so I think the carry through is going to be great.”

BUSINESS ADMINISTRATION

Getting Down to Business

In its third year, it may not be Harvard Business School, but DSC’s business school is building a head of steam. The largest of the three programs at DSC and most popular, two-thirds of this year’s class of baccalaureate holders came from the business program.

“I think, arguably, that our business administration degree is probably one of the finest, most balanced ones in the state,” said Business Department Chair Philip Lee. “In fact, we’ve gotten a lot of feedback from the other schools when we developed it that that was the case. It’s probably one of the most versatile degrees you can get.”

Like its colleagues in the CIT and elementary education departments, the program was granted full accreditation this past year despite only having completed its second full year of operation. Typically, a three-year history is required prior to accreditation.

“They looked at us and said it was a great program,” Lee said. “In fact, they had very few suggestions for us, mostly just commendations.”

In addition to quality faculty, the subject of one of those commendations was student placement, which has been above average so far, Lee said. Of the 21 from the business administration class of 2002 that could be accounted for (23 graduated in all), 19 of them were working full-time one year following graduation. The remaining two had gone onto graduate studies.

“The nice thing about the business program, at least in my mind, is that it’s general enough that it allows those graduates to look at a number of applications throughout the community,” said Director of Economic Development for Washington County Scott Hirschi. “It’s broad enough to allow them to be an attractive candidate to a number of businesses, not just in one industry.”

Case in point is Larinda Wenzel, a 2002 business graduate. She currently works in the college’s IT support services department managing student

Continued, see THREE DEGREES, page 18

Above: Professor Ron Woodland instructs students in a visual technologies class, which is offered as part of the CIT degree.

Left: DSC student Paula DuFresne works with a student at Sandstone Elementary, where she is a teacher’s assistant. She will commence the Elementary Education program at DSC this fall.
THREE DEGREES
Continued from page 17
lab assistants. But she also works with
two national companies as leadership
trainer with Tri Leadership Resources
and conference consultant with PDC
Productions and has plans to start up
her own ropes course training develop-
ment business in St. George.
“The great thing about a business
degree is that it’s so versatile. It
encompasses a little bit of everything
that I think everyone should know,”
Wenzel said. “I don’t know if I could
hold up against a Harvard or Yale
grad, but I like to think I could hold
my own up against just about anyone
from any other school.”
A number of students are also
using the program as a catapult to an
advanced business degree. Brandon
Condie, who graduated in December
2002, is currently pursuing his mas-
ter’s of business administration at
Utah State University.
“Not only did I feel I received a
good education from DSC, the
instructors were student advocates,
and motivated me to be better,” said
Condie. “That’s what made me feel I
could make a difference in the busi-
ness world of today. That’s what has
put me in the position I’m in today.”
Dixie State College has also
entered into a partnership with SUU,
which will begin offering its MBA pro-
gram on the DSC campus this fall.
The program is exploring additional
accreditation specific to the business
industry, recently hired a new
accounting professor, and is looking
to offer an accounting emphasis as
soon as this fall.
“We’re trying to keep our finger on
the pulse of the demand in the com-
community,” Lee said. “That’s why we’re
adding the accounting emphasis. We
had a lot of requests from the com-
munity. And that’s why we were given
the degree in the first place was to meet
the demand of the community.”

COMPUTER & INFORMATION
TECHNOLOGY
Pick a Hat, Any Hat

Just like the industry it serves, the
CIT degree at DSC continues to evolve.
What started as a broad degree com-
prising a combination of computer sci-
ence (CS), visual technology (VT), and
computer information systems (CIS)
coursework now also includes individ-
ual emphases in each of those three
areas, the newest emphasis, CIS, being
introduced last year.
As a result, students are leaving the
college honed in on a specific special-
ty in addition to being exposed to the
well roundedness still inherent in the
degree.
“There really is nothing else like it
in the state,” said CIS instructor Bart
Stander. “The strength of our pro-
gram is its breadth. We are the only
school that teaches the whole spec-
trum. Small companies want to hire
someone with many hats.”
Someone like Dane Jorgensen, for
example, a 2003 graduate who was
hired by the City of St. George to be
its technical one-man band. He’s the
City’s webmaster, but along with the
web programming he learned in the
computer science emphasis, he also
oversees all web design and system
and server administration. It’s a job
that, in essence, combines all three
CIT fields.
“They asked what I had expertise
in,” said Jorgensen, who was recruited
by the City via the CIT program. “I
told them that I pretty much had expe-
rience in everything – running web
servers, writing web pages, and doing
some graphics. So that’s what they
picked me up for was pretty much
everything.”
It’s that breadth and uniqueness
that kept Jorgensen, a St. George
native, close to home in the first place.
And it’s an approach to education
that is appealing to employers as well.
While the verdict is still out on the
class of 2003, 11 of 13 CIT graduates
from the class of 2002 were employed
full-time one year later.
InfoWest, a St. George-based
Internet company, is one such compa-
ny benefiting from the CIT program
in its own backyard. The company
employs a number of Dixie State
College CIT students, said InfoWest
vice president Randy Cosby, and in
May hired its first graduates from the
program.
“It has been a great help for us to
have the CIT programs here for our
employees. They get training and
hands-on experience with the latest
technology from experts in the field,”
Cosby said. “In the future we will have
a better selection of well trained, expe-
rienced students to pull from as we
need them. The CIT program is
already helping us be competitive
with the larger cities – we can keep
our local talent here.”
Local computer software company
Steton Technology Group is another
drawing from DSC’s CIT talent. Based
in nearby Santa Clara, the company
is currently expanding to the newly
developed Tonaquint Center office
park in St. George.
“Steve Caplin (the company’s CEO)
speaks very highly of the program
and is delighted to be able to have
DSC produce graduates here,” said
Scott Hirschi, Director of Economic
Development for Washington County,
who’s worked extensively with the
company. “He’s not excited about this,
but he finds himself competing for these graduates. They’re not only being offered jobs locally, they’re being offered jobs elsewhere.”

As a rule, most students in the program have job offers before they even finish school, professors said. And that’s now, during an economic downturn of sorts. When the economy is healthy, 100 percent placement is the norm.

“Our graduates are being very well received,” said CIT Department Chair Becky Smith. “One of our challenges has been keeping them here to actually finish the degree as they are receiving offers for very lucrative positions that make it hard for them to feel the need to finish up their schooling.”

Others are staying, however, and juggling their education and career simultaneously, like Jorgensen, who worked full-time in his position with the city his entire senior year. And that, professors say, only makes the program that much stronger.

“Some of our students have skills developed from private sector work that has given them cutting edge knowledge, which has raised the levels of expectations of students and faculty in our classes,” Smith said. “This keeps us on our toes, but is also very stimulating.”

**BOTTOM LINE**

**Serving the Community**

Three years have come and gone since Dixie State College began testing the four-year waters. Some things have changed since then, including a name and mission change, but the overall goal remains the same.

“We remain firmly committed to our mission as a full service community college,” said DSC President Dr. Robert Huddleston. “The four-year degrees that we have aboard, and the ones hopefully on the horizon, however, are degrees that really cater to the local economy, and that’s really the key and the purpose behind us spreading our wings at the baccalaureate level. We feel like it only enhances us as a community college because we’re better able to serve the local community.”

**ON THE HORIZON: BSN**

**DSC Pushes Nursing Degree**

DSC recently announced its intentions to pursue a four-year degree in nursing. A formal proposal was approved by the college’s Board of Trustees in May, who will now recommend approval by the Utah State Board of Regents.

The college, with the help of local partner Dixie Regional Medical Center (DRMC) and other community donations, has allocated the funding to begin establishing the degree and hiring new nursing faculty. The Utah State Legislature also allocated $75,000 in ongoing funds toward the degree in 2003, the only academic program funding to be approved in the state this year.

Currently, the college’s recently accredited nursing program offers an associate degree in nursing (ADN). The college also offers PN certificates and graduates 120 certified nurse assistants each semester. The baccalaureate degree would be an ADN career ladder program in a two plus two format, as opposed to students beginning in a baccalaureate program.

“We polled our students and 92 percent of them responded that they had planned to pursue a BSN degree,” said Dean of Business, Technology, and Health Sciences David Borris. “About two-thirds of them said that if we offered it they would go from their associate degree right into the bachelor’s degree program.”

But students aren’t the only ones rallying around the prospective program. Each of the region’s hospitals have backed the program and signed letters of support in its behalf, including DRMC, currently nearing completion on a second 450,000 square foot hospital in St. George. The new hospital will sit just a stone’s throw from the college and is expected to bring unprecedented educational and employment opportunities to Dixie State’s nursing program.

“DRMC is now standing up at the same level as some of the major hospitals in the state. Clearly, if we didn’t get this program I think it would be detrimental to our community,” said former DSC Vice President of Academics Max Rose.

Currently, Utah as a whole is in need of 1,500 nurses a year to meet its demand, Borris said, yet the state’s colleges and universities are only producing 700 nurses a year.

“Those are high paying jobs that are going unfilled or being filled by people who are being trained and recruited from out of state,” Borris said. “We would like to train locally to better serve our community.”

The college hopes to begin offering the program for the first time fall semester 2004. Also planned for the rapidly growing health sciences division at DSC is a training facility dedicated entirely to the health sciences.

“Really, this is a situation where the stars have lined up perfectly for this degree,” said DSC President Dr. Robert Huddleston.

“If we would have been prepared, the first program we would have brought to our trustees and the regents when we were able to go four-year would have been this one.”

◆ A DSC nursing student receives the latest in computerized training, helping her to hone her skills in the insertion and placement of IVs.
until he worked out the process. “Basically, the equipment was pur-
chased to process the gypsum, but we found ways to offer other
things to keep the machinery busy,” said Scott. “We sought out
customers through investigating trade avenues and started doing
processing for a lot of different people.”

Standing outside the
120,000 square foot facility that
now houses Deseret Laboratories
International, it’s hard to imagine
it started as a moonlighting treas-
ure hunt. “We really went out on a
limb and it all started from very
humble beginnings,” said Mark.
“It was a case of one thing leading
to another. We had no idea it
would turn into this.”

However, it should not be
assumed that the thriving business
DLI is today can simply be chalked
up to good timing and a little luck.
Many hours of research, tedious
fact-finding and partnering with
people already in the know and
with established technical expert-
s, where undertaken to make it
all appear as a simple overnight
success. The ability to adapt and
expand has been one of the keys to
Deseret Laboratories survival dur-
ing the learning years. Their ini-
tial leap into the industry was with
processes involving gypsum, and
although it was the catalyst that
got them in the door, it wasn’t
where they found their fortune.

“Our original ideas aren’t
what took off,” said Mark. “But, we
began to adopt other industry
practices and evolved into numer-
ous other products.”

The latest reincarnation of
DLI is located in the Fort Pierce
industrial area of St. George on
the old Arizona Strip road. The
first phase of the state-of-the-art
headquarters began in 1991 and
has since undergone eight addi-
tional expansions. The growth has
been so rapid and varied that con-
stuction simply revolves “from
one project to the next,” added
Mark.

In fact, the company now
does work for clients ranging from
food, nutritional and pharmaceuti-
cal industries. “We have contract-
ed with companies like Bayer,
Jantzen, Wal-Mart, Kmart,
Wrigley’s, even Cup of Soup,” said
Scott. “We are mainly responsible
for intermediate work, so you
rarely see our name on the end
product although we do the chief
manufaturing.”

Deseret Laboratories now
offers a full-line of services that
includes quality granulation,
tableting, encapsulation, coating,
and packaging. They also boast a
spectrum of research
and development capa-
bilities and
have started
fabricating
equipment.
“After we
bought the
first piece of
equipment,
we built the
next piece
to our spec-
fications
and patent-
ed it. Now we build small units
that we ship out to companies all
over the world,” said Scott. “It’s
not as profitable in financial
terms but builds our reputation as
a manufacturer.”

Other services have set
them apart as well. The company
has garnered a reputation as one
of the leading national manufac-
turers in processes involving fluid-
bed and high-shear granulation.
“It’s a different process than most
companies offer and it makes a
more optimal, higher-grade prod-
uct,” said Scott.

They also house high tech
coating capabilities. There are
many variances that can be con-
trolled in producing tablets that
most of us never consider as we
reach for the medicine cabinet to
treat a headache, boost our calci-
um or treat a case of heartburn.
However, tablet coating can
change not only the appeal of a
pill but its effect on the body.
Coatings are used to simply
change the tablet’s appearance
and feel against the tongue, to
controlling release patterns and
preventing moisture contamina-
tion.

DLI’s reputation and capa-
bilities have taken their customer
listing to global heights. “We cur-
rently are serving about 30 major
customers and 70-percent of what
we produce is sent international-
ly,” said Mark. “We just sold a
piece of equipment that will be set
up in a lab in China.”

Despite the worldwide suc-
cess and ties throughout the inter-
national market, Mark and Scott
are content to stay right where
they are. After all, it was the lure
of coming back to Utah’s Dixie 20
years ago that got them poking
around in their grandfather’s
mine in the first place. “We plan
to stay local. It’s a good place to
live,” said Scott. “It’s home, isn’t
it.”

◆ Desert Labs International, located in the Ft. Pierce industrial area of St.
George on the old Arizona Strip, has grown so fast that the building has
undergone eight expansions since 1991.

20 dixie state magazine
We said goodbye to a dear Dixie friend this summer. Rudy Iverson, former dean of students, passed away quietly away at his home following an extended battle with cancer on June 4, 2003. Moreover, his son, Paul, had also passed on just a few weeks earlier of Leukemia. What a difficult time for wife and mother, Lois. The collective Dixie family extends heartfelt sympathy to the Iverson family, along with our love and thanks, for an individual who gave his heart and soul to this institution we love so much.

I remember Rudy when I first stepped foot onto the Dixie campus as a new employee in 1987. His dark, bushy eyebrows, his warm, gravelly voice, along with his deadpan sense of humor were immediately distinctive. Rudy had been retired for three years by that time. But he was retired in name only. He continued to work for the campus in numerous ways until his death: he spearheaded the Golden Generation alumni organization, served as a fund-raising officer for the college advancement department, and represented the college as a lifelong goodwill ambassador.

I came onboard in mid-October, just one week before Homecoming. Boy, did I have a surprise in store for me. Although I had worked in higher education for almost seven years at two other institutions, I could not have been prepared for the outpouring of alumni who flooded our campus and who expressed a passion for this college that I had never previously experienced. Rudy was there, right in the middle of it, greeting old friends and becoming acquainted with new ones. At the Golden Generation reunion, an annual gathering of Dixie alums who had graduated 50 years or more earlier, he could be seen singing the Dixie songs, reliving an old memory and even retelling a bad joke.

It is with the Golden Generation that he left the college one of its great legacies, a nearly half-million dollar scholarship fund. During the past several years it was a common occurrence to witness Rudy pitching to his Golden Generation friends for contributions to the group’s scholarship fund. “He could see the vision of having an endowment that would go on in perpetuity to educate students and build up the campus, his two favorite loves,” said Kay Larson, DSC alumni director. “He married these two loves together and reached an important personal goal with this endowment.”

His efforts as a Dixie goodwill ambassador began even before his appointment as Dean of Students in 1970. He had already served in various capacities on campus, which included managing food services and student housing. He and his wife, Lois, both grew to love the students. When he became dean he worked hard to maintain old campus traditions, generate new campus traditions and inspire students with a love for the school.

Upon his retirement in 1984 the bond he had established with students would remain with them throughout their lives.

“Most memorable to me was the opportunity to sit with Rudy Iverson as he watched us struggle over issues,” wrote former student Mark Wade in a book given to Rudy at his retirement. “I often watched his eyes, as various council members would toss out ideas and strategies. I always appreciated his ability to coach us toward success. We felt as if we managed our own programs, but he was always standing in the wings to back us up.”

At the Iverson Lounge dedication in the Gardner Center, October 22, 1999, then vice president Bill Fowler stated: “It would be no surprise to any of you, but few people really know how many times Rudy would have a student come into his office needing not only encouragement, compassion and understanding, but they often needed money. Just as often they would leave with a 10 or 20 dollar bill and a reassuring hug or handshake. I often run into people all over the West who say, “Oh, you’re from Dixie. Please say ‘Hi’ to Rudy and Lois for me.”

I, too, will remember Rudy’s kindness, his reassuring smile and pat on the back, and his complimentary style. That’s it. He had style. It may have been rough around the edges at times, but it was always sincere and it was always well intentioned. He was someone you always enjoyed being around.

Like many other faculty and staff who have worked at Dixie for a few years, we have all experienced lots of students, fellow employees, and Dixie friends who have walked with us along the hallways and sidewalks of this unique campus. And like the old Dixie favorite, written by Mrs. “D” herself, reads: “...that’s why we hate saying adieu to the ones who are so tried and true—but we must—tho it’s just for now.”

* * *
“I find the Red Sands of Dixie forever on my mind”

Alumni Updates

◆ NATALEE JO WARRICK FLYNN (‘91) has taken experience she gained as publicity chairperson on the student executive council during her sophomore year at Dixie State College and turned it into a career.
She works as the marketing manager at Jordan Commons/Megaplex in Sandy, Utah. The Megaplex houses The Mayan restaurant and 17 motion picture theaters. She is responsible for advertising and public relations for the complex. She also directs the marketing of 12 Megaplex theaters in the Gateway Mall in downtown Salt Lake City.
“I have almost 10 years of marketing experience,” said Flynn. “I love it! The industry is very competitive and there is constant change.”
She is married to Eric David Flynn and they are the parents of three children.

◆ JAY AND JACKIE ANDRUS (‘67) Jay and Jackie Andrus are the newest members of the Dixie State College Alumni Board. They both graduated from Dixie in 1967 as a newly wed couple. They then continued their education at Utah State University where Jay graduated with both a bachelor’s and master’s degree.
Following a stint in the military the couple returned to St. George. Jay spent the next several decades at Dixie High School where he recently retired. Jackie began and ran a successful photography studio. Together they raised seven children all of whom have graduated from Dixie State.
“Dixie has been a strong tradition in the Andrus household,” the couple relates. “The teachers were warm and personal, it was a unique and wonderful educational experience.”

◆ BRIAN HILL (‘96) Brian Hill is an associate with the law firm of Zimmerman and Associates in Las Vegas, Nevada, where he practices construction and real estate law.
He focused on pre-law while attending Dixie State and has many favorite memories of intramural sports, football and chemistry with Max Rose. He attributes his success to the instruction and guidance he received while attending Dixie. Brian received his bachelor’s degree from Weber State University and his juris doctorate from the University of Denver College of Law in Colorado.
He is married to former Dixie State Rebelette Kristin Prince (‘96) and they are the parents of two sons.

◆ LOUISE GARDNER ZEENATI (‘74) is currently serving on the Dixie State College Scholarship Association board helping students realize their dreams of obtaining a good college education. She remembers the great experiences she had while attending Dixie as a member of the rodeo team and enjoying classes with Rudy Iverson, Max Rose, Clifford Dean and Donna Parkinson.
Zeenati is also the Chief Financial Officer at the Village Bank in St. George. She began her career in banking in 1980 at First Security Bank after graduating from Brigham Young University with a bachelor’s degree. She is a native of St. George and is active in community affairs such as land preservation, Jr. livestock shows and the Huntsman World Senior Games. She resides in St. George and is married to Naghi Zeenati.

◆ DOUG LANG (‘78) is a certified job coach for the Church of Jesus Christ of Latter-day Saints at the Murray, Utah Deseret Industries. He is responsible for training mentally, physically and vocationally challenged individuals to prepare them for job outplacement. After graduating from Dixie State College he continued his education at Weber State University receiving a bachelor’s degree in public relations in 1992. He and his wife Debbie live in Kaysville, Utah and are the parents of four children.

◆ MIKE SMITH (‘98) is learning Mandarin Chinese at the Defense Language Institute in Monterey, California, as part of his training to be a linguist in the United States Army. He completed Basic at the top of his class in February and received a special award for a rare perfect score in Physical Training.
Smith received a bachelor’s degree from the University of Utah in 2000 in political science with an international relations certificate.
Smith says one highlight at DSC was competing for the winning team in the great race. He and his wife, Bri, have a two-year old son.
TIM TAYSOM (’98), graphic artist, was recently made a full partner at St George business Star Sign and Banner. In the six years he has been with the business he has designed, engineered, created and developed many of the St. George community graphic projects and signs. “So much of my foundation in graphic art was learned in my classes at Dixie. Ron Woodland is amazing, he taught me so much,” said Taysom. “I had a great experience in his program.”

Taysom’s talent is especially known in the city’s historic district where his work is displayed in the three dimensional signs for the The Rag Doll, Twiggs and Moore Art Gallery, Green Gate Village and Sycamore Lane. He said his most rewarding project is the display he designed, engineered and built of the newly proposed St. George airport. The display is housed at both the city offices and the current airport.

“I have learned so much from my partner Lyle Hines, I deem it an honor to be offered this partnership,” he remarked when asked about his promotion. “I am a lucky guy to be able to work at something I love to do so much.”

Taysom’s interest in graphic arts was developed in his senior year at Pine View High School. He and a friend, Rachael Ramsey, were responsible for creating panther designs, the schools mascot, and painting them throughout the school. They are still seen in the locker room, weight room, football field and baseball dugout.

Tim and his wife, Lauralee (’94) are the parents of three little girls. He enjoys playing golf and is an accomplished pianist.

WE NEED YOUR HELP!

The Red Rock Cafe has opened—but our walls are bare!

Help us showcase our school history. One wall is for Dixie College (Blue) and another wall for Dixie State College (Red) to showcase the two different periods of our history. **WE NEED:** old pictures, sports jerseys, yearbooks, letterman jackets, cheerleading outfits, etc. They’ll be professionally framed and hung in seating areas. All items will have an engraved nameplate attached to the frame listing the name of the student and the years attended along with the name of the person making the donation. Bring items to the alumni office, or contact Kalynn Larson, 652-7535; email larson@dixie.edu
Strategy, discipline and heart. Three lessons learned while playing Rebel basketball that have helped Eric Ludlow work his way to his most recent appointment: Utah’s 5th District judge.

A native of Idaho Falls, Idaho, Ludlow came to Dixie College on a basketball scholarship in 1980. The six-foot-six forward helped the Rebels win conference and region championships in the ’81-’82 season, which qualified them for the national tournament in Hutchinson, Kansas. There they placed sixth in the nation, one of the top placements for Rebel basketball at the time.

“Dixie was one of the most important chapters in my life,” Ludlow said. “Those years were a blueprint for everything that has happened to me.”

Ludlow fondly remembers courses taken at Dixie College—Arza Evans’ economics class in particular, where he summoned up the courage to ask then Rebelette Phoebe Bowler to go out with him. “You’d think I would’ve been a little arrogant as an athlete, but I was really nervous to ask Phoebe out,” Ludlow said. They were married August 20, 1982, shortly after his graduation from Dixie.

Following his Dixie education, Ludlow pursued a business administration degree at what was then Southern Utah State College in Cedar City.

“I was interested in law from the time I was six years old,” Ludlow said, “but my mother-in-law pointed out that it would be difficult to do anything with a political science degree if I didn’t get into law school.”

So Ludlow studied and received a bachelor’s degree in business administration before his acceptance into law school at Brigham Young University.

After three grueling years, Ludlow received his doctorate in 1987 from BYU’s J. Reuben Clark Law School.

“Anyone who tells you law school is a pleasant experience is lying,” said Ludlow, “but we got through it and learned a lot. I was extremely fortunate to be able to come back to St. George after law school, and raise my family here,” he says.

In June of 1991, Ludlow became the youngest county attorney in the state of Utah at age 29. It is the combination of experience and education that has helped Ludlow accomplish much while serving as Washington County attorney. He has worked in other jurisdictions, prosecuting in St. George, Kanah, Garfield County, Brian Head, Santa Clara and Enterprise cities, as well as serving on the Board of Directors of the Utah Prosecution Council where he is chairman, and the Statewide Association of Public Attorney’s Board of Directors.

In 1998, Ludlow was appointed as Special Assistant United States Attorney by the Department of Justice. In that position, he worked with the FBI and Drug Enforcement in prosecuting federal crimes.

As a former member of the DSC Board of Trustees, Ludlow’s history has continued to interweave with the college.

“Working with the Board of Trustees has been a very rewarding experience for me. It was an honor for me to be able to serve — and in a small way — be able to contribute something back to the institution that has been so good to me,” said Ludlow.

Professor, colleague, and friend Max Rose remembers Ludlow in his college years and has worked with him on the Dixie State College Board of Trustees. “Eric was a smart, hardworking student,” said Rose. “He was a nice kid, no question about it.”

And of his most recent appointment, Rose has confidence that Ludlow will be fair and uphold the law. “For a relatively young man, Ludlow exercises a lot wisdom and
A TRIBUTE TO
PAUL J IVERSON


Nevada State Agriculture Director and Dixie State alumni, Paul J. Iverson, 55, died peacefully in Reno, NV, after undergoing treatment for leukemia. Memorial services were held May 16, 2003 in New Harmony, Utah.

Paul was born June 3, 1947, in Cedar City, Utah. He was the second son of Rulon (Rudy) and Lois Olds Iverson. He graduated from Dixie State College in 1968 then continued his education at Southern Utah University receiving a Bachelor of Science Degree in Education and later a Master’s Degree in Education Administration from University of Nevada, Las Vegas. He taught in the Clark County School district for five years before becoming the science curriculum coordinator. He joined the state government in 1980 and was appointed director of Agriculture Department in 1995. Nevada’s governor Kenny Guinn said, “Paul was truly a wonderful man who was loved by all. Because of his agricultural expertise and his personal desire to make life better for all Nevadans, his passing is a great loss to our state. He shaped agricultural policy and protected Nevada’s precious resources.” The Nevada State capital’s flag flew at half mast in honor of his service.

Paul was married to Vickie Kunz in 1967. They were later divorced. He then married Ginger Larsen in 1999. His life was centered on his family. He loved nature, exploring, animals and riding rodeos. His wife, Ginger; his mother Lois; his children Paul Christian (Deanna) Iverson, Holly (Keith) Allen, Michael (Kaori) Iverson, Kari Iverson, Patrick and Megan Taylor, and seven grandchildren survive him. His brother Norman preceded him in death.

is farseeing in any decision he makes,” Rose said.

Ludlow attributes much of that wisdom as being learned right here in Dixie.

“If it had not been for the education and experiences that I had while attending school at Dixie, I would not be in the position I am in today,” he said.

As Washington County attorney, Ludlow worked with the Drug Task Force, fought gangs aggressively and established a victim advocate program, which gives victims of violent crime a voice in the prosecution process. He vows to continue his allegiance to justice as 5th District judge.

“The justice system isn’t perfect. A prosecutor for 16 years, I’ve seen things fall through the cracks,” Ludlow says. “But as 5th District judge, I’m going to do my best to make sure justice is served.”

NAME

YEAR(S) OF GRADUATION OR ATTENDANCE

UPDATE INFO

Endorse a photograph if you have one or email a digital photo.
Dear Alumni,

As I reflect on the past several years of having the opportunity to serve on the alumni board for our great Dixie State College, it reminds me of the fond memories I had at Dixie. It seems like yesterday. Dixie gave me a great start in higher education and allowed me to make the change into adulthood and even more important meet my beautiful wife.

Homecoming gives each of us the opportunity to refresh old memories, renew old friendships, and be grateful for Dixie State College. Please, take the time to return to Dixie State often, particularly during Homecoming. The more we support a great institution the better place it will become for our children and our grandchildren to attend. Can you imagine any better place to get their start in life, catch the Dixie Spirit, and create fond memories for themselves?

During the last few years, the alumni, with the help of the students have been able to bring back some of our good traditions. Help support them and give your comments on ways we can make Dixie State even better.

Sincerely,
Russ Feller