

Seattle Pacific University

SPRING 2008

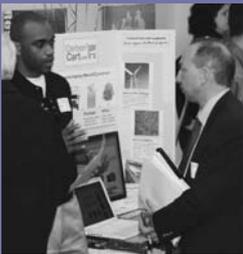
# Shareholders

SCHOOL OF BUSINESS AND ECONOMICS

NEWSLETTER FOR ALUMNI AND FRIENDS

we gratefully  
acknowledge...

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FROM START TO  
START-UP



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## Gifts of Many Kinds Make a Difference

BY JEFF VAN DUZER, DEAN OF THE SCHOOL OF BUSINESS AND ECONOMICS

Dollars and dreams. Money and mission. Energy and excellence. It's hard to have the latter without at least a bit of the former.

On the financial front, Seattle Pacific University uses tuition dollars to fund the lion's share of basic operating expenses. We pay professors their salaries, buy desks and chairs for students to sit in, and turn on the lights without outside financial support. But if we want to do anything beyond these basics, we are dependent upon donors — donors who embrace our mission and who want to invest in our students.

This year in particular, we are very grateful that so many in the business community have chosen to help us advance *our* dreams with *their* dollars.

The School of Business and Economics recently received the single largest gift in its history. A member of SBE's Executive Advisory Council (EAC) pledged more than a half million dollars to support the work of the School's Center for Integrity in Business, which facilitates research around a field-tested model of "business as service" and then promotes this service-oriented understanding of business to our students, the academy, and the business community.

In making his gift, the donor shared the following: "I don't view this as a charitable contribution. I view this as an investment. Our society needs ethical business leaders who are committed to using their positions of influence in service to the community. By investing with SBE, I'm leveraging my dollars to bring about positive change around the world. I am excited about this opportunity to partner with SPU."

At the same time, the donor has challenged SBE to raise an additional \$1.5 million. While work has only begun on the challenge, we already have received commitments for the next \$125,000–\$150,000.

This recent campaign supplements earlier campaigns that led to substantial endowments in support of faculty positions — such as the Joseph C. Hope Professor of Leadership and Ethics; and the Donald Snellman Professor of Entrepreneurship — and gifts in support of facilities such as McKenna Hall and the School's computer lab.



Jeff Van Duzer

"We are very grateful that so many ... have chosen to help us advance *our* dreams with *their* dollars."

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# Internships Thrust Students Into the Work World

"I was given actual responsibilities to do 'real' work," writes an anonymous senior business major when evaluating his internship at Costco. "I was able to learn so much through my experiences, without ever being treated as a 'coffee runner.'"

Promoting and supervising such "real world" experiences is the work of Seattle Pacific University's Career Development Center. Program Coordinator Sarah Dobelstein and career counselors find internship positions that suit students' interests. Since 2004, Dobelstein has been working with students and employers, and says her work is thoroughly enjoyable. "I take pleasure in helping students take the step from classroom to workplace," Dobelstein says. "I like seeing students empowered by hands-on experience." Through the School of Business and Economic's internship program, 75 students held internships during the 2007-08 academic year.

Sometimes students find their own internship positions. That was the case with Michelle Hameed, an MBA graduate student. Searching online, she found that the United Nations headquarters in New York City offered quarterly internships. Hameed secured an internship for January through March 2008, and was assigned to work for the Influenza Pandemic Preparedness Team, which helps peacemaking missions create and implement contingency plans to allow continued operations in case of an avian influenza pandemic. As part of her internship, Hameed helped draft official policies; reported progress to senior staff; attended meetings, including Security Council meetings; visited various consulates; and toured other U.N. departments. "This experience enlarged my conception of business as a force for great change in the world," says Hameed. "It transformed how I see the world, and it allowed me to formulate a clear path for pursuing career options with the U.N. after graduation."



**Michelle Hameed**

Because students are allowed to repeat the internship experience, SBE's program can give them a taste of work in a number of fields. Regardless of the nature or location of the internship, students invariably find the experience both rewarding and challenging. "Boeing provided me with an excellent chance to learn and develop within a structured environment," wrote another 2008 graduate. "There was good potential for full-time employment. It also allowed me to be actively involved in day-to-day activities, not just watch them."

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*Business professionals interested in providing an internship for an SBE student can contact the Career Development Center at 206-281-3485 or [cdcjobs@spu.edu](mailto:cdcjobs@spu.edu), or can visit [www.spu.edu/postajob](http://www.spu.edu/postajob).*

# Mentors (and Their Stories) Inspire Students

"I've always been inspired through example," says Rebecca Luke, managing partner and CEO of les Egoistes LLC. "When I was young, I was watching and observing everything and everyone around me, especially those older than me ..."



**Rebecca Luke**

Luke's company serves as fashion consultant and image coordinator for a variety of clients, and her skills include event production, art direction, costume design, visual display, and more. Luke allowed her story to be shared with students in January 2008 by the Center for Applied Learning (CAL) at Seattle Pacific University, which features a "Mentor of the Month" throughout the year to encourage student participation in the program.

"I have had the benefit of incredible mentors since I was in high school, through university, and into the work world," Luke says. "I now find myself in a position to give back by mentoring in my turn, and I'm happy to do so through my alma mater, SPU."

February's Mentor of the Month, Darin Goehner, represented a very different industry. Goehner is a partner with Moss Adams, the largest public accounting firm in the Puget Sound area. His responsibilities include managing tax compliance, strategic tax planning, and analysis of business operations. "My goal as a mentor is to help students discover what they are passionate about," says Goehner.



**Darin Goehner**

"I'm passionate about helping clients build and maintain dynamic businesses. And I'm passionate about the success of those around me."

Students say they are eager to get the feel for all kinds of business activity. In fact, some students arrange for more than one mentoring experience in order to benefit from exposure to diverse endeavors. Illustrating this diversity, other mentors featured by CAL during the year included Greg Englin, with the Port of Seattle; Sally Ngo, division director of marketing services, World Vision; Eddie Tadlock, general manager, Lynnwood Convention Center; and Erin Dimopoulos, senior manager, enterprise risk services, Deloitte.

Each year hundreds of business professionals serve as mentors and help SPU students develop both their vision for future business careers and practical understanding for what lies ahead. They greatly enrich the educational experience for SBE students.

*To join the ranks of SBE mentors, contact Mark Oppenlander at the Center for Applied Learning at 206-281-2942 or [marko@spu.edu](mailto:marko@spu.edu).*

## GIFTS OF MANY KINDS MAKE A DIFFERENCE

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Endowments also provide ongoing support for student scholarships. "I am so thankful for those who have financially contributed to my college education," says Jarret Mylander, a recent scholarship recipient. "Knowing that others have invested in me strengthens my commitment to make the most of my years here. And after college, I want to live a life that gives freely from my abundance." Each year, approximately 30 students like Jarret — about one-third of all students admitted into the major — receive scholarships directly from SBE, most of which are funded by endowments sustained, over the years, by generous contributions from individuals and companies.

Other gifts support very specific initiatives that SBE is eager to advance, but which could not happen otherwise. The Baldwin Resource Group has generously supported our annual Distinguished Speakers Luncheon for several years. Tim Knapp and his company, Asset Management Strategies, Inc., have helped to underwrite *Shareholders*. Dave Laube, an EAC member, funds an annual award to the faculty member who does the most outstanding job of taking SBE's name and message into the larger community. Other donors provide prize money for the school's annual "best writing" and social venture business plan competitions. Still others help fund the publication of *Ethix* journal ([www.ethix.org](http://www.ethix.org)).

Of course, regular annual contributions from alumni and other friends are the foundation of support for any business school. For example, members of the EAC give generously to SBE every year. Of special interest, to me as dean, is the Alumni Fund — contributions from alumni who pledge to give annual gifts to the School. Together, even small, regular annual donations of \$50, \$100, \$150, and the like, enable the School to purchase publications for its students, to provide support for students with unpaid internships, to help faculty members attend important conferences in their field, to update equipment for computer labs and classrooms, and, in general, to advance the work of SBE in myriad ways.

We also acknowledge that valuable donations can come in many forms other than money. Friends of SBE have volunteered use of their facilities for special meetings or programs. The law offices of Davis Wright Tremaine have hosted several faculty retreats. In November 2007, the Steelhead Diner at Seattle's Pike Place Market held a fund-raising dinner. And other friends have offered their homes for smaller gatherings. And certainly not least are the many gifts of time and talent. Much of this edition of *Shareholders* celebrates these additional contributions — contributions that undergird many of our initiatives both in and out of the classroom.

I am so thankful for the many different ways others have joined with SBE in pursuing our mission and our dreams with excellence.

"[Donors] have played such an important role in making the business school what it is today."



# Adjuncts Play Key Roles

What metaphor adequately describes the adjunct faculty of the School of Business and Economics? The cavalry riding to the rescue? The heroic soldier leaping into the breach?

Perhaps nothing quite so dramatic. But the truth is that each year 15–20 adjunct instructors from across the entire range of business disciplines play an absolutely vital role in the success of SBE's programs, and they make it possible for SBE to offer the full range of necessary courses. "We highly value their contribution to our students," says Gary Karns, associate dean for graduate studies. "Not only do adjunct instructors help students learn the concepts in the various courses, but they also often add a special 'something' because of their unique perspectives as business leaders practicing what they teach."

Some adjuncts have continued their teaching relationships over a span of years. Adjuncts teaching in 2007–08 who have maintained their connection with SBE for five years or more are Lisa Donegan, international business; Don Doty, managerial communications; David Gill, business ethics; Terrance Greve, finance; Sue Neelson, accounting; and Diane Rogers, organizational behavior.

Of course, when openings occur within SBE's regular faculty, adjuncts are a good source for qualified people. A number of current full- and part-time faculty members began their association with SBE as adjuncts. They are Al Erisman, executive in residence; William Kauppila, clinical instructor; Ryan LaBrie, associate professor of management and information systems; Grant Learned, assistant professor of business law; Kim Sawers, assistant professor of accounting; Don Summers, clinical lecturer; and Jeff Van Duzer, dean of the School of Business and Economics.

Whatever the metaphor, thanks to their invaluable contributions, adjunct instructors are SBE's "ace in the hole."

To submit your résumé for our pool of prospective adjunct instructors, contact Jeff Van Duzer at vandj@spu.edu.

# From Start to Start-up

BUSINESS PROFESSIONALS HELP STUDENTS DEVELOP SOCIAL VENTURE PLANS

Clusters of heads converge over notes, lists, diagrams, budgets. Voices mingle in intense conversation, with occasional distinguishable snippets: "But how can we ...?" "I'm worried about ..." Among the student groups moves an experienced businessperson — listening, questioning, suggesting, encouraging.

This scene played out on seven Wednesday evenings during Winter Quarter 2008 as student teams worked on business plans for social venture enterprises — entrepreneurial projects aimed at bringing about societal good. Each week an experienced businessperson partnered with a School of Business and Economics faculty member to assist as teams polished their plans. This year's professional coaches were Sandy Gibb, senior vice president of enterprises, Pioneer Human Services; Tracey Groscoast, CFO and senior vice president of finance and administration, Pioneer Human Services; Roger Howarth, founder and principal, Collaborative Management Group; Jim McClurg, vice president, Social Enterprise Alliance; and Peter Spurgin, retired executive, entrepreneur, writer, and consultant. In addition to the Wednesday sessions, some coaches made time to meet with teams outside of class.

Participation by these professionals throughout the quarter culminated in a concentrated coaching session a week before the actual competition. During this session, teams presented their project to the coach, fielded probing questions pertaining to the judging criteria, and received advice on how to present their project during the "Showcase Round."

"I was amazed at the creativity of the students' ideas," remarked Spurgin, who coached three of the Wednesday sessions. "And the amount of effort, energy, and enthusiasm they devoted to their projects — even at the evening hour at which the class met — was tremendous."

As the competition drew to a close, still more business professionals extended their help. Completed plans were evaluated by 30 readers from Seattle Pacific and the outside community. The readers rated and assigned points to the plans in accordance with pre-established competition criteria. Then on April 9 the competition's grand finale took place. Teams showcased their ideas at table displays and explained their projects to approximately 70 judges, most of whom were local business leaders. Next, judges were given points to invest in the project or projects they believed had the greatest potential to be successfully implemented. Finally, points from readers and judges were combined to determine competition winners.

This year's grand prize of \$2,500 went to four MBA students for their plan for *Greenbar*, a soap company that would use local labor in an economically depressed area of the Philippines. *Source Right LLC*, a supply-chain management idea with an emphasis on fair-labor practices and ethical sourcing, captured both the Pioneer Award of \$1,500 for the top undergraduate plan and the Student Vote Award of \$500. Additionally, three teams took home Honorable Mention prizes of \$1,000 each: *CarbonCart.com*, a web platform that allows users to choose carbon-neutral shipping no matter where they buy online; *Rooted*, which connects Peruvian rural poor to organizations that train and equip organic-cotton farmers; and *ReBorn Auto*, providing reliable cars to low-income individuals by using a portion of the resources and inventory of an auto wrecking and recycling yard.

In addition to the tireless efforts of so many business professionals, sponsors of the Social Venture Plan Competition helped to make this a high point for many business students. The 2008 sponsors were the Kathleen and Scott Cummins Foundation, the Herbert B. Jones Foundation, and Pioneer Human Services. The competition was managed by the Center for Applied Learning in SBE with support from SPU's Career Development Center and the Office of Student Life.

For information about volunteering in the 2009 competition, contact Professor Don Summers at the Center for Applied Learning at summed@spu.edu.



## Briefcase

NOTES FROM AROUND SBE

### STUDENTS LEARN FROM VISITING BUSINESS LEADERS

Steve Brock, CEO of HighPoint Solutions, a strategy and integrated marketing agency, spoke to graduate students in February 2008. He presented a personal and pragmatic examination of living one's faith amid the pressures and opportunities of business today. Part of the "Faith in the Marketplace Series," Brock's appearance was sponsored by the Center for Integrity in Business.

Also in February, Dan Brettler presented "Business and Philanthropy: Where the Roads Meet" to two combined classes of undergraduates. Brettler related his topic to both his for-profit businesses (Car Toys and Wireless Advocates, LLC) and his work with the United Way of King County on its 10-year plan to end homelessness.

Beta Alpha Psi, the SBE's accounting club, heard from two SPU alumni during the quarter. World Vision's Jonathan Fergusson '03 discussed issues he encountered in managing a world-wide nonprofit, such as donor intent, foreign currencies, and microfinancing. Smith Barney's Kathleen Cummins '81 spoke about careers in finance. The club also heard from Becker CPA Review representatives about strategies for taking the CPA exam.



Dan Brettler

### DOWNTOWN BUSINESS BREAKFAST FEATURES CARLY FIORINA

About 1,200 business leaders and guests attended the 12th annual Downtown Business Breakfast on April 17, 2008. The keynote speaker was Carly Fiorina, former CEO of Hewlett Packard (HP) and the only female CEO of a Fortune 20 company. Fiorina encouraged leaders who want to see change to become intentional about their efforts, stating that the status quo is too strong for change to occur by accident. At a second, on-campus lecture aimed at students, Fiorina observed that change can be implemented without unanimity, but it does require support by a critical mass. "By the time unanimity is achieved, it is too late," she said. Drawing on her HP experience, Fiorina also encouraged students to think carefully about their definition of success.

### SBE INFORMATION SYSTEMS FACULTY HOSTS I.T. LEADERSHIP FORUM

"The Emerging Shortfall of I.T. Leaders" was the matter under discussion at an April 29, 2008, forum of information technology leaders from the Seattle area. Scott Griffin, retired CIO of The Boeing Company, opened the dialogue as the group grappled with this major issue. SBE faculty envision this event, including a complimentary breakfast, as a recurring resource for the business community in the days to come.

### NEW STUDENT CLUB HIGHLIGHTS INTERNATIONAL BUSINESS

In January 2008, a new student-originated club, the International Business Awareness Club, organized to sponsor meetings with people working in business around the world. The club's first meeting featured pictures from students who studied in China last year, and a presentation by Associate Professor of Economics Douglas Downing, who has traveled with student groups studying abroad. The second meeting in February featured John Cao Qiang, founder and president of Huaxin Medical Group based in Shanghai. A Christian for only two years, Qiang is passionate about sharing his faith in a practical way in the medical field. He spearheads the Charity Hospital Project of Rural China, and also has successfully initiated volunteerism among some of China's top medical professionals.

### FACULTY CONTINUES EMPHASIS ON EXCELLENCE IN TEACHING

A day-long faculty retreat in March 2008 included an in-depth consideration of instructional and course assessment. Under special scrutiny were ways to better "close the loop" by using results to modify curriculum and/or instruction. Some new procedures were refined and will be in place for the 2008–09 school year. Steve Pharr, from the University of Idaho (UI), augmented the deliberations with a discussion of UI's integrated curriculum. Faculty retreats are a quarterly event, hosted this time by the law firm of Davis Wright Tremaine at their downtown Seattle offices.

### SPU'S UNDERGRADUATE MICROFINANCE CLASS: THE FIRST OF ITS KIND IN THE NATION

During Winter Quarter 2008, Professor of Business Ethics Kenman Wong launched an undergraduate course that examines microfinance as a business tool to alleviate global poverty. Topics included lending methodologies; financial analysis; cultural and regulatory environments; limitations and controversies surrounding the practice; and more. The course, which Wong grounds in Christian theological understandings of development and well-being, is the first of its kind in the United States.

### LEARNING TO BEHAVE.

Students enjoyed an outstanding meal and presentation at the SPU Career Development Center's annual *Oh, Behave! Social and Professional Etiquette* dinner in February 2008. Nationally recognized etiquette consultant Mary Mitchell was featured. Mitchell, a syndicated columnist ("Nice Matters" in *The Seattle Times*), consults nationwide with top companies, nonprofit organizations, and government agencies, and has written several books including *Class Acts* and *The Complete Idiot's Guide to Etiquette*. Topics at the dinner included why etiquette is important to business relationships; dining etiquette; technology etiquette; managing introductions; and mingling at receptions and other events.



Mary Mitchell



Denise Daniels



Joanna Poznanska



Kim Sawers



Don Summers



Lisa Surdyk

# SBE Faculty Notes

DENISE DANIELS and J. George-Falvy presented a paper, "Selection Interview: A Skill Development Activity," before the Eastern Academy of Management at their May 2007 meeting in Washington, D.C. They also collaborated with two other colleagues on an article, "Relations Between the Schwartz Value System and Empathy," which was published in *Individual Differences Research* in April 2008.

JOANNA POZNANSKA traveled to Lisbon, Portugal, in May 2008 to present her paper, "South – South FDI: BRIC Countries' Investment in Other Emerging Economies," at the conference of the International Trade and Finance Association.

KIM SAWERS served in February 2008 as Western regional representative for the Accounting Behavior and Organization Section of the American Accounting Association. In that capacity, she reviewed papers submitted by others for presentation at both the regional and annual conferences.

DON SUMMERS reported on his work as a visiting faculty member at the University of Washington in Tacoma, Washington, in his article, "UWT Class Examines Corporate Values," which appeared in *The News Tribune* (Tacoma) in December 2007.

LISA SURDYK presented a paper, "Bringing Problem-Based Learning to College-Level Economics Courses in America," at the Western Economic Associational International Conference in Seattle in July 2007.



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- Undergraduate Business Programs
- M.B.A./M.S.-ISM Programs
- Center for Applied Learning
- Center for Integrity in Business

## Books

You can find more complete reviews of these books at [www.ethix.org](http://www.ethix.org).



**THREE SIGNS OF A MISERABLE JOB**  
BY PATRICK LENCIONI  
Author Lencioni highlights people who struggle in their jobs, and offers advice for creating a better working environment. This practical and fun book reads like a novel.



**THE ONE BEST WAY: FREDERICK WINSLOW TAYLOR AND THE ENIGMA OF EFFICIENCY**  
BY ROBERT KANIGEL  
According to Peter Drucker, Frederick Winslow Taylor — the original champion of time-and-motion studies — is a prominent figure in the "making of the modern world." *One Best Way* explores why.



**I.T. WARS: MANAGING THE BUSINESS-TECHNOLOGY WEAVE IN THE NEW MILLENNIUM**  
BY DAVID SCOTT  
In *I.T. Wars*, author Scott helps leaders understand the I.T./business web and avoid the mistake technologists too often make: presenting solutions without enough understanding of business contexts.



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