

# SHAREHOLDERS

SEATTLE PACIFIC UNIVERSITY / SCHOOL OF BUSINESS AND ECONOMICS / NEWSLETTER FOR ALUMNI AND FRIENDS / SPRING 2012

## BUILDING A COMMUNITY OF LEADERS

SPU'S SCHOOL OF BUSINESS AND ECONOMICS

From its inception in 1977, Seattle Pacific University's School of Business and Economics has been committed to helping transform society by transforming the people in business. This commitment guided Joe Hope, the first dean of SBE, as he began building master's degree programs.

Under Hope, the Master's in Business Administration was founded in 1983 to prepare students for higher levels of responsibility in their careers. Responding to business and IT organizations needing leaders with a strong balance of management, technology, and leadership, the Master's of Information Systems Management was established in 1984 in the College of Arts and Sciences. In 1992, this program moved to the School of Business. In the summer of 2011, the newest graduate program was launched: the Master of Arts in Social and Sustainable Management. The MA-SSM is an intensive immersion into the basics of business and leadership, and a Christian understanding of business, ethics, responsibility, and sustainability.

For more than three decades, SBE's graduate programs have brought together a diverse body of students. Graduate students have come to SBE with professional experience ranging from small start-up enterprises to large corporations. Seattle Pacific now has more than 1,500 alumni working and serving throughout the world, engaged in "another way of doing business."

Through the years there have been numerous changes to programs and curriculums. Courses have been redesigned with new models and approaches. New business practices and ideas have been incorporated. But one thing has not changed: For almost 30 years, the faculty and staff have served graduate students with a dedication to building a community of leaders that possess the knowledge, competence, character, and skills needed to transform their professional and personal worlds. Today, the graduates of SPU's MBA and MS-ISM programs, and the upcoming first class of the MA-SSM program, will be ready and able to become builders in business, the community, and the world.

This edition of *Shareholders* highlights the graduate programs offered by Seattle Pacific's SBE.

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# THREE VIEWS OF SBE'S PROGRAMS

## A GRADUATE'S VIEW

### How are you using your MBA today?

The MBA experience at SPU is one that I refer to daily. Recalling countless debates, discussions, and interactions with people from various backgrounds lends insight to conversations and decisions I make today. The case study model that was incorporated into several classes has provided me with a framework for working to solve ambiguous challenges that business often presents. But most importantly, the MBA is a conversation starter many times with clients and people external to my organization. It gives me an opportunity to immediately talk about my faith and business.

### How has the business environment changed since you got your MBA and how have you changed with it?

Being in the financial services industry, we were at the center of the market crash and the recession we all continue to battle through. Organizations have downsized and are trying to do more with less, which has forced many of us to wear multiple hats. The MBA has helped me in this endeavor as I have taken on more responsibility and have been exposed to multiple business units that previously would have been out of my area of expertise.

### What advice do you have for an undergraduate alum thinking of getting an MBA at SPU?

I would advise any SBE alum with a bachelor's degree to earn an MBA. I also believe that having professional experience prior to pursuing your MBA provides a foundation that makes the experience more meaningful and applicable. And if you are thinking of getting an MBA, I think SPU is the best option in the Pacific Northwest.

### You're on the Executive Advisory Council; why come back to SBE?

To have an opportunity to serve the people in SBE is an honor after all the time that the professors and students invested in me. I believe that the students who graduate from SBE deserve the support of the EAC. We are a community of people, and everyone's story and experience is unique. To be a small part of this effort is a blessing for me.



**Nate Angelo**  
**MBA Class of 2006**  
**Director, National and Regional Broker Dealers**  
**Russell Investments**  
**Member SBE Executive Advisory Council**

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notes from around SBE

## BRIEFCASE

### Van Duzer Keynote Speaker at “Believers in Business”

Jeff Van Duzer, dean of the School of Business and Economics, was a keynote speaker in February at the “Believers in Business” conference in New York City. The conference was sponsored by the Yale School of Management Christian Fellowship and InterVarsity Christian Fellowship.

The conference explored issues related to finding purpose and value in work drawing on Christian principles. Van Duzer's keynote address was titled “Why Business Matters to God (And What Still Needs to Be Fixed).” He shared that “business exists to provide opportunities for individuals to express aspects of their God-given identities in creative and meaningful work.”

### A New SPU President Is Appointed

On April 10, 2012, the Seattle Pacific University Board of Trustees elected Daniel J. Martin as the 10th president of SPU. Martin, currently president of Mount Vernon Nazarene University in Ohio, succeeds retiring President Philip W. Eaton and will assume his duties on July 1, 2012.

The Seattle Pacific Search Committee and Board of Trustees came to the unanimous conclusion that Martin was the right person to lead Seattle Pacific as the University continues to live out the vision for engaging the culture and changing the world, articulated so effectively by President Philip W. Eaton for 17 years. To learn more about President-elect Martin, visit the SPU homepage at [spu.edu](http://spu.edu).

### Former Dean Alec Hill Returns to SBE

Alec Hill, one of SBE's own, was selected as the 2012 Alumnus of the Year. Hill is president of InterVarsity Christian Fellowship. He is a graduate of SPU and a former SBE professor. He was also the third SBE dean.

SBE faculty and alumni were honored to welcome Hill back to SBE at the seventh annual SBE Alumni Homecoming Breakfast. The event was sold out. The hall was crowded with those eager to hear Hill, who provided a thought-provoking pre-

sentation sharing the lessons he'd learned in his years of leadership. For those who missed the event, Hill's talk is available through iTunesU on the University website.

### “Business as a Calling” Day: “Living Faithfully”

On February 9, 2012, afternoon SBE classes were devoted to the second Business as a Calling Day, sponsored by SBE and its Center for Integrity in Business. This year's theme was “Living Faithfully,” and attendees welcomed guest speaker Gloria Nelund, who has an extensive résumé working as a Wall Street executive in international asset management. Nelund shared that after achieving more than she ever dreamed, she resigned to re-think what she wanted to do with her life. Nelund concluded that God had given her skills and passion for banking. As a result, Nelund co-founded TriLink Global, which works with investors to provide funds for companies in developing countries.

### What Does God Have in Store for You?

Atul Tandon, founder and CEO of Tandon Institute — a social enterprise accelerator — was the featured speaker at the winter Dean's Speaker Series. Tandon shared his stories of growing up in the slums of Delhi and moving on to become an Indian entrepreneur. He ulti-

mately worked in a mid-town New York high rise for Citigroup. Later, Tandon felt called to Seattle, where he spent almost a decade with World Vision. He encouraged students to find what they were created to do by “faithfully listening to God's voice.”

### Ethix Magazine Mentioned

An interview with former Costco CEO and founder Jim Sinegal appeared in *Ethix* magazine and was noted in the January 2012 edition of the national *Costco Connection* magazine. *Ethix* is an online publication of the Center for Integrity in Business in the School of Business and Economics. *Ethix* provides illustrations of business ethics challenges through positive examples of best practices and exemplary leadership. SBE Executive-in-Residence Albert Erisman is the co-founder and editor of *Ethix*, which began in October 1998. He has interviewed business leaders from around the world on issues of ethics, technology, values, and purpose.

Read Erisman's interview with Sinegal online at [spu.edu/sinegal](http://spu.edu/sinegal).

## A STUDENT'S VIEW

### Why did you choose the MA-SSM program at SPU?

After completing my undergraduate studies, I spent a year living in Paris and working on a few marketing projects for a small eco-friendly shoe company. This piqued my interest in business, especially in international business. Toward the end of my year in Paris, I learned about SPU's new master's program, which provides students a broad business background in an intensive format with an emphasis on "social and sustainable management." After prayerful consideration and God's confirmation, I made the decision and jumped right in!

### What has been the most positive thing so far?

One aspect that has constantly surpassed my expectations is our professional development courses. As I was researching graduate programs, MA-SSM stood out to me because it is one of the few programs to offer such an intensive curriculum focused on the professional development of its students. We are lucky enough to have the guidance of Daniel Hallak, the program's professional development advisor. He shares his professional knowledge with us both in classes and outside. Daniel is our biggest advocate and ally in our networking and job search.

### How did the study abroad experience enhance the program for you?

It was remarkably eye opening. First of all, it is not very often you get to see two of the Seven Wonders of the Ancient World in three weeks, but we were able to start the trip off with a visit to the Taj Mahal and end our trip with the Great Wall of China. The majority of our trip we spent on business tours, seeing social enterprises in India, such as Grameen Bank (a micro-credit bank) and an Indian call center. In China we were able to tour a Nike distribution center and Microsoft's Asian R&D headquarters in Beijing. We gained a global perspective we could not have learned in the classroom.

### What has had the biggest impact on you?

Our cohort participated in SBE's Social Venture Competition, where students create a business geared towards solving a social issue. My team created a company to distribute a new device aimed at AIDS prevention in Sub-Saharan Africa. The project provided a hands-on way for us to practice the skills we have been learning, but in a way that engages our individual passions. I am also really excited about our consulting practicum, where I am helping to influence a strategic business decision for McKinstry and Co.



**Aileen Austin**  
Current MA-SSM Student

## A PROFESSOR'S VIEW

### What amazes you about information systems and technology these days? Or do you still get amazed?

Students have said that I use the word "amaze" too much. Every so often I stand back and let myself be amazed at the advances, whether it's the power of a smart phone, a terabyte drive for less than \$100, or the capability to find free translation services via Google or Bing. For many folks today, these technology advances are just part of everyday life. In my office I have a large 11-platter disk drive that can store 300 MB (a whopping amount some time back!), a Radio Shack TRS-80, and a handful of punched cards. These reminders of technology from a few years ago give me reason to be amazed at how fast things change.

### You and the other ISM professors go abroad a lot. Can you share where and how you've seen information systems and technology engaging the culture and changing the world?

Executive-in-Residence Al Erisman has given presentations about business and IT ethics in more than a dozen countries around the world. Associate Professor Ryan LaBrie and I have led our business students on the study abroad trip to China several times. Ryan and I have also traveled to Danang, Vietnam, to teach information systems courses at Duy Tan University. For seven of the last 10 years I've taught graduate and undergraduate information systems courses at Emanuel University, a wonderful Christian university in Oradea, Romania. This was a great way to spend my spring break. Interacting with students, faculty, and business leaders in these countries has been fascinating. These international experiences have provided new insights for us and our students into the rapid advances brought about by IT. They also make the world a much smaller place.

### What does it take to be a chief information officer these days?

CIOs today are facing numerous challenges and opportunities. In addition to managing the IT infrastructure and integrating systems and data, they are responsible for keeping information secure, driving innovation, and helping the business think through new approaches and possibilities. I'm thrilled that we have several graduates of the ISM program who have achieved the position of CIO.

### What's the key to the ISM program? What's in store for the future?

We prepare students who understand both the business requirements and the capabilities of information technology. We help students improve their critical and creative analysis skills and develop a deep sense of their values and purpose. We cover topics — e.g., business intelligence, healthcare informatics, knowledge management, and management of social networks — to help students address current real-life business issues. SPU's ISM program is as relevant and stimulating today as it was when the graduate degree began here some 28 years ago. We are preparing the next generation's CIOs. Come check us out.



**Gerhard Steinke**  
Professor of Management and Information Systems  
At SPU since 1992

## DIRECT FROM THE DEAN



**JEFF VAN DUZER**

## ALWAYS CHANGING

A recent *Fast Company* article described the immediate future of business as follows: "The next decade or two will be defined more by fluidity than by any new, settled paradigm; if there is a pattern to all this, it is that there is no pattern. The most valuable insight is that we are, in a critical sense, in a time of chaos."

One of the joys of being the dean is having a front-row seat as this chaos unfolds. I actually get paid, in part, to watch as business continues to shape and reshape itself at an ever-accelerating pace. And it is a part of my job to work with my colleagues in thinking and rethinking what a graduate business education needs to look like if we are going to prepare our students to thrive in this fluid and fast-changing world.

Next year will mark the 30th anniversary of graduate business education at SPU. But the graduate programs of today are a far cry from the first programs.

This is not "your father's MBA." Whether it has involved the creation of specialized master's programs (MS-ISM, MASSM), new concentrations (Social Enterprise), or new ways of teaching (problem-based learning), we have been working constantly to ensure that our graduate programs remain relevant to the world in which we live and work.

And who knows what's next? Should we continue to emphasize a general MBA degree, or should we move towards a number of more focused degree and certificate options? Should we be offering more classes that will explore in much greater depth much narrower specialties? Or should we be moving away from particular knowledge specialties and working instead to develop more fully certain skills and attributes such as adaptability, lifelong learning, and social intelligence? How can we more effectively exploit information technologies to enhance learning without sacrificing the critical peer-to-peer interactions at the heart of a graduate education? And so on.

In the midst of so much uncertainty, however, a couple of things are sure. One: We will continue to innovate and remain relevant to the changing face of business. And two: We will remain committed to our deep belief, grounded in our Christian faith, that business is to be pursued as a noble calling — a service to the community — by ethical and value-driven leaders. This much you can count on.

I do hope that you enjoy this edition's focus on our graduate programs — at least as they look today!



# MEET THE NEWEST SBE GRADUATE TEAM MEMBER

Join us in welcoming the newest member to the SBE graduate team: Deb Schleusener. She will be serving our graduate students as the associate graduate director, supporting students throughout their graduate school experience, from application to graduation.

Schleusener comes to SBE with several years of experience in academia, most recently at Seattle University. She holds a BA in communication studies with a minor in graphic design from Northwestern College, and in 2011 earned an MA in global leadership at Fuller Seminary.

"I came to SPU because this position was a great fit for my experience and interests," says Schleusener. "I was also excited about the opportunity to join a great team of staff and faculty in SBE."

As the associate graduate director, Schleusener will be an integral part of a graduate student's life in SBE, delivering one-on-one support to recruit and advise prospective graduate applicants. Schleusener will help guide graduate students through program requirements, course selection, and procedures. She believes her number one priority is "to continue the standard of excellent service given to graduate students."

For anyone thinking about pursuing a master's degree at SBE, Schleusener offers this advice: "Take one step at a time. I know it can be overwhelming to look at all the options, but the best thing is to simply take the steps that are before you right now. The rest will work itself out as you make your way through the program."

To contact Schleusener, email [deb@spu.edu](mailto:deb@spu.edu) or call 206-281-2753.

## FACULTY NOTES

### Publications

#### DAN HESS

"University Endowment Investment Returns: The Impact of Institutional Size," in the *Journal of Educational Planning and Administration*. The paper was co-authored by Gordie Nygard, assistant vice president for university advancement; vice president, treasurer, and chief investment officer of the Seattle Pacific Foundation.

#### KIM SAWERS

"The Impact of Information Search Efficiency," in *Organizational Behavior and Human Decision Processes*, Vol. 117(1): 80-87. The paper was co-authored by Allen Blay and Kathryn Kadous.

#### ROSS STEWART

"Farmers, Politics, and Accounting: The History of Standard Values — An Accounting Convenience or Political Arithmetic?" was published in *Accounting Historians Journal*, Vol. 38, No. 2, 2011. The article also received a "Best Article" award for 2011 from the *Accounting Historians Journal*. The article's co-author is Dr. Jill Hooks of Massey University in New Zealand.

### Presentations

#### DOUG DOWNING

"Computer Network Market Simulation for Microeconomics," for the American Economic Association convention poster session on active learning strategies in Chicago, Illinois.

#### GERI MASON

"Sustainability, Experimentation, and Microfinance in China," at the eighth international conference on Environmental, Cultural, Economic, and Social Sustainability in Vancouver, British Columbia.

#### KIM SAWERS

"An Experimental Examination of Perceptions of Fairness on Transfer Pricing Decisions and Firm Profit," at the 2012 American Accounting Association Management Accounting Section Conference in Houston, Texas.

#### KENMAN WONG

The Edward and Rita Schmidt Endowed Lecture, at Susquehanna University in Selinsgrove, Pennsylvania. His topic was the role of business in ending poverty.



### In Memoriam: Executive-in-Residence Don Summers

1943-2012

The faculty and staff of SBE mourn the loss of colleague and friend Don Summers. Don taught management courses to graduate and undergraduate students for the last five years and was one of the principal architects of both the school's Social Venture Plan Competition and its new Master's in Social and Sustainable Management. He was known and loved by students and faculty for his quick wit and gentle spirit. Don succumbed to brain cancer on March 19, 2012, doing what he liked most. At the time of his death, Don was in Vietnam, teaching university students how to conceive and implement social venture businesses.

### RECOGNIZED FOR QUALITY:



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