

DIVIDEND



Globally competitive business leadership

The College of Business is preparing students to become purposeful, innovative, and versatile leaders with the skills and knowledge to succeed in the global marketplace. CB graduates lead insightfully by skillfully applying core business competencies, employing a global perspective, and embracing diversity.

Positive societal impact

The College of Business fosters positive societal change by advancing the understanding of the impact of business on society and the environment, enabling graduates to lead responsibly and make meaningful contributions to the world's business communities.

Delivery of innovation

College of Business students, graduates, and researchers apply business tools to generate commercial impact. An integrated approach to business and entrepreneurship enables students to successfully drive the execution and delivery of transformational innovations across disciplines and around the world.

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DIVIDEND

College of Business
 Dean: Eric R. Spangenberg
 Associate Deans:
 David Sprott
 Graduate, International, and
 Professional Programs
 David Whidbee
 Faculty Affairs and Research

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Executive editor: Frances Ryan
 Contributing writers: Frances Ryan,
 Teresa Brewer, Paula Carson, Jennifer
 Frei ('11 MBA), Linda Infranco,
 Malia Jacobson, Janel Lang, Cheryl
 Oliver, Patricia Patterson, Anthony
 Tamowski, Natalie Whittaker

Photography: Bob Hubner,
 Shelly Hanks, Frances Ryan, Eric
 Herjanto ('11 MBA)

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 changes of address, should be
 sent to the editor at
 dividend@cb.wsu.edu.

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Having recently accepted a five year reappointment as dean of the College of Business at Washington State University, it is my pleasure to write this letter for *Dividend*. I am excited by the opportunity to continue leading our college. As an undergraduate student in the College of Business in the early 1980s, I never dreamed I would be responsible for running the shop decades later. I have truly enjoyed working, both internally and externally, with the outstanding people associated with the CB and look forward to many more years to come.

The quality and enthusiasm of our faculty, staff, students, and supporters is continually reaffirmed as we face numerous challenges and opportunities. As I am sure you know, our biggest challenge in recent years has been dealing with substantial budget cuts. We were not alone in facing this challenge. However, we worked with several people both internal and external to the college to engage in a strategic realignment that made us a smaller, but I believe stronger, business school. This kind of strategic thinking isn't new to the College of Business. When I began as dean in 2005, I worked with faculty, staff, and external constituencies to develop a strategic plan that would help us realize our vision of transforming the lives of students while positively impacting the business and academic communities of Washington state, the region, and the world (page 4). Because we began thinking strategically long before the latest budget cuts were announced, the college was in a position to overcome many obstacles and capitalize on the opportunities we faced. As part of our strategic realignment, we looked at administrative processes within the college in order to streamline the delivery of academic excellence. While we have not lost academic majors, we have reorganized departments to ensure that we are using our resources effectively and efficiently; the new departmental structure will allow us to maintain our margins of excellence.



To further leverage our strategic priorities and differential advantages, we are proud to continue leading academic thought and developing the next generation of business leaders through innovative scholarship, teaching, and learning. We continue to graduate Ph.D.s at a rate meeting or beating our peer institutions and our MBA programs have been ranked among the country's best by *Princeton Review*. The international business program has re-entered the rankings in the top 25 in *U.S. News and World Report*, *Entrepreneur* magazine has again rated our entrepreneurship program as the state's best and among the top 25 in the nation, the School of Hospitality Business Management has been ranked number one in career services, as well as in the top 10 in research productivity, and the information systems group outpaces the competition with a top 10 ranking for research productivity. The WSU College of Business is indeed a vibrant, internationally recognized educational environment; we continue to innovate and deliver to students both in our state and around the world.

Building upon 15+ years of experience in online undergraduate education, the WSU Online MBA recently opened the door for busy professionals to pursue graduate education on their own time, wherever they may be (page 30). Building upon the initial success of that program, we are launching an online Executive MBA (page 31). Our students are already seeing the opportunities offered by the recently introduced major in wine business management (page 14), a resource neutral program offered as a cross-university partnership led by the School of Hospitality Business Management.

You'll find examples of some of our other successes throughout this issue of *Dividend*, including how the WSU Business Plan Competition has grown globally (page 8), as has student and faculty participation in study abroad opportunities (page 12). You'll also see evidence of our strong alumni ties with business leaders. The Scott and Linda Carson Center for Professional Development, made possible by a gift from the Carsons, is celebrating five years of helping students to make the transition from college to career (page 18), and thanks to a generous legacy gift from Howard and Billie Hoops we will soon be creating a tax institute in our accounting department (page 23).

With my reappointment, I look forward to continuing the great work we have underway. Despite challenging times, the College of Business continues to surpass our fundraising goals (page 42) and I want to personally thank all those who have invested their resources as well as time and talent. The efforts of our faculty, staff, and students, combined with the investment and advice of our supporters, will allow us to continue to make significant contributions to our respective academic disciplines while we produce world-class business graduates who will lead the global marketplace into the next decade and beyond. I look forward to seeing you in the upcoming year, hopefully at one of our signature College of Business events (see page 44 for calendar).

Best Regards,



Eric R. Spangenberg, Ph.D.
Dean and Maughmer Freedom Philosophy Chair



Strategic INTENT

The best way to predict the future? **Create it.**
Five years ago, the College of Business charted
a transformative course by creating its first strategic plan.

by Malia Jacobson

The year is 2005, and change is afoot. YouTube is streaming its first viral videos, Facebook is in its infancy, and the College of Business at Washington State University is making big plans.

After awarding degrees to over 27,000 alumni across the globe and launching a successful Seattle Power Breakfast series in 2004, the CB was ready to take things to the next level. Hoping to capture momentum and build on existing and emerging areas of strength, new dean **Eric Spangenberg** assembled a faculty and staff task force to write the college's first strategic plan.

As the group worked to clarify goals and define priorities, a reimagined College of Business emerged. A new vision—**Transforming the lives of students while positively impacting the business and academic communities of Washington state, the region, and the world.**—became the overarching theme, uniting diverse initiatives and tactics around three focal areas: global learning, positive societal impact, and entrepreneurship.

World-class, worldwide

Success in the global arena didn't happen overnight. Global activity was bubbling in Todd Hall long before the college's two international centers, global learning requirement, innovative study abroad programs, and landmark \$1 million gift from **Scott and Linda Carson** in support

of global scholarships made it a campus leader in international learning.

The international business program broke the *U.S. News and World Report* top 20 specialty program ranking in 2003, the same year 23 business students traveled to Chiang Mai, Thailand, on the CB's first faculty-led study abroad trip.

Writing from Thailand in the midst of another faculty-led trip, marketing and international business professor **Patriya Tansuhaj** recalls the excitement of the first ranking. "We were ecstatic. But we knew more work remained to internationalize the college. We had to find ways for more students to join in."

The following year, a study abroad trip in Florence, Italy, was added. By 2005, the college was ready to put pen to paper, formally making global learning a part of its focus. The college's first strategic goal combined global aspirations with local intent—**Develop innovative leaders who understand the dynamic and global nature of business by offering the best experience in undergraduate business education in the Pacific Northwest.**

During 2005–06 the college added three study abroad programs in Brig, Switzerland, strengthening a ten-year relationship with University Centre César Ritz. By fall 2006, the college reached an agreement creating a global campus in Brig that allowed WSU students to earn credits

toward a WSU international business major or minor during one semester in Europe—the first program of its type at WSU.

Weeks later, the college announced another milestone: a \$1 million gift from Scott and Linda Carson establishing the Carson International Business Scholars Fund to help more students study abroad with need-based scholarships.

Spangenberg also built a leadership team with global experience. Bilingual business owner and entrepreneurship instructor **Jerman Rose** was named associate dean in 2006, bringing his international relationships to the dean's office. In 2007, avid traveler and study-abroad veteran **David Sprott**, a marketing professor, joined the dean's office as associate dean of graduate programs.

With the college and its leaders aligned, global gains accelerated. In 2007, the college's seven faculty-led trips sent 150 students abroad across Europe and Asia. Later that year, the ground-breaking new Global Learning Requirement ensured that students who couldn't study abroad would still obtain international experience through a combination of coursework or internships. In 2008, the WSU China Center was born, representing the culmination of a decade-long relationship between the CB and the Southwest University of Finance and Economics (SWUFE) in Chengdu.

Based on organizational strengths and backed by decisive actions, the college's global activities have become larger than the college itself. At any given time, CB researchers, students, projects, and partnerships are spanning the globe. Students post photos and accounts from their latest global learning adventures at wsustudyabroad.wordpress.com.

Teaching innovation

The same goal that championed global learning also called for the development of innovative leaders, rallying support and giving direction to the college's blossoming entrepreneurial energy.

By the late nineties, the Center for Entrepreneurial Studies was becoming known for producing energetic, suc-



Globally competitive business leadership

The CB is preparing students to become purposeful, innovative, and versatile leaders with the skills and knowledge to succeed in the global marketplace. CB graduates lead insightfully by skillfully applying core business competencies, employing a global perspective, and embracing diversity.

Though international learning plays a large role in the college's global goals, this focal area encompasses far more. Initiatives highlight the importance of global competitiveness to develop graduates who will give our region a leading edge. Students need to understand core competencies and embrace a global perspective "whether they work in Beijing or Bellevue," says Dean **Eric Spangenberg**.

This concept touches every CB discipline and degree program. The WSU Business Plan Competition now features an international component, with teams from Switzerland and China competing with Pullman-based students. Management information systems courses allow students to sync virtually with team members in Canada, Norway, and India. The college's Global Learning Requirement ensures that place-bound students will still benefit from international learning.

Of course, global study is still considered the best way to broaden a student's worldview. Undergraduates can choose from a growing list of faculty-led study abroad options depending on their course of study, academic goals, timeline, and budget. Dozens of faculty members from across the college—including hospitality business management professor **Dogan Gursoy**, accounting professor **Bernie Wong-on-Wing**, management operations professor **Bintong Chen**, and marketing professor **Jean Johnson**—have lived and taught abroad, bringing international perspectives back to their classrooms on the WSU campus.

Delivery of innovation

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Central to this focal area is the idea that entrepreneurship doesn't exist in a vacuum. The college's approach to entrepreneurship education marries entrepreneurial study with other disciplines, creating well-rounded students with the drive to innovate and the skill set to commercialize their ideas.

In a senior-level course, business undergraduates are paired with students in engineering and other disciplines to create and present a business plan. Interdisciplinary business plan teams are often among the most successful—2009 competition winner Ecowell, comprised of two electrical engineering graduates and a business graduate, completed its first round of fundraising earlier this year.

The **Don and Mary Ann Parachini** Scholarship in Entrepreneurship allows students from across WSU to enhance their studies with classes in entrepreneurship. "The Parachinis' gift will help to produce graduates who have the desire and ability to apply practical business methods to improve society," says **Len Jessup**, director of the Center for Entrepreneurial Studies.

Increasingly, the WSU Business Plan Competition is providing an opportunity for all WSU students and Pullman residents to get a taste of entrepreneurship. The competition allows people from many walks of life, including high school students and local residents, to test-drive their ideas in front of an expert panel.



Successful risk-takers through a combination of experienced instruction and hands-on learning. In 2003, the CES garnered national attention as part of *Entrepreneur* magazine's inaugural ranking of the best undergraduate entrepreneurship programs.

In 2004, the CES hosted its first business plan competition and scored another *Entrepreneur* ranking. College leaders wanted to harness the college's entrepreneurial prowess, driving entrepreneurship and innovation to the forefront of the new strategic plan.

The focus paid off. The business plan competition, a hub of entrepreneurial activity and talent, saw cash and prizes grow ten-fold over the next five years. In 2010, the two-day event included 52 teams in six divisions, comprised of WSU MBA and undergraduate divisions, two international divisions, and high school and non-student divisions.

In 2008, the college's first scholarship in entrepreneurship came courtesy of a \$1 million gift from longtime WSU supporters **Don '56 and Mary Ann Parachini**. In 2008, a \$1.5 million gift from the **J. Willard and Alice S. Marriott Foundation** enabled work to begin on a new culinary lab with state-of-the-art, restaurant-grade equipment.

The college's entrepreneurial activity continues to earn national accolades; *Entrepreneur* and *Princeton Review* recognized the program again in 2008 and 2009 with respective rankings of 18 and 24.

Sustainable success

Goal number three—**Create an awareness of the impact of business on society and the environment.**—made positive societal impact a new focal area, but it wasn't a novel theme. Bursts of activity were popping up throughout the college, like a 2005 marketing club fundraiser and event featuring Athena Water founder and cancer research philanthropist **Trish May**. A faculty and staff task force worked on elevating and uniting these individualized efforts.

Other events also garnered attention and interest. A 2005 event featured Patagonia and 1% for the Planet founder **Yvon Chouinard**. In 2007, the first Corporate Social Responsibility Forum featured panelists from Weyerhaeuser, Starbucks, and Avista Utilities.

In 2007, WSU Vancouver's stakeholder-focused MBA was honored at number 76 of the Aspen Institute's "Beyond Gray Pinstripes Global 100" top alternative business schools.

Despite some early wins and a strong Vancouver program, "This is still an area that remains aspirational for the CB," Spangenberg says. "It's as important today as it was five years ago."

Meaningful progress

Over time, each focal area has evolved at its own pace. The momentum is real because it doesn't exist only on paper. "We've succeeded with many of our goals because they were reflective of things already happening throughout the college," says Spangenberg. "They weren't created for the strategic plan. The plan just captured and gave direction to what was already happening."

Years after planting strategic seeds, the college is harvesting the results. Fundraising totals grew from \$1.6 million in 2005 to nearly \$7 million in 2008. When goals are pursued with clarity and purpose, return on investment is clear. "It is vitally important for our students to develop a global worldview, and it's been intensely gratifying for Linda and me to play a small part in the realization of that goal," says retired Boeing Commercial CEO and former CB board chair Scott Carson. "The scholarship fund was an investment in the competitiveness of our state and our region. I can't think of anything more worthwhile."



Positive societal impact

The College of Business fosters positive societal change by advancing the understanding of the impact of business on society and the environment, enabling graduates to lead responsibly and make meaningful contributions to the world's business communities.

Beyond green business, initiatives in this area give students a comprehensive view of commerce and its many impacts—societal and environmental—and the interdependence of business and its stakeholders. Through events and coursework, students examine issues facing modern businesses.

The college's first Corporate Social Responsibility Forum in 2007 was attended by hundreds. Audience members posed questions to a panel of executives from global firms including Starbucks and Weyerhaeuser, who received carbon credits to offset their travel to Pullman.

WSU Vancouver's nationally recognized stakeholder-focused MBA program is the only one of its kind accredited by the AACSB. Its Social Issues in Business speaker series highlights business leaders and issues relating to social responsibility and profitability.

Expert CB researchers study diverse issues relating to business, society, and the environment. Management and operations professor **Jerry Goodstein** has examined corporate and stakeholder responsibility and business ethics; associate professor of information systems **K.D. Joshi** and associate professor of management and operations **Kristine Kuhn** have studied gender roles in information services careers, and dean **Eric Spangenberg** and associate dean **David Sprott** have looked at self-prophecy and its ability to influence behaviors like recycling.

The college is taking steps to reduce its own environmental footprint by promoting recycling, utilizing future-friendly printing and publications practices, and hosting zero-waste events.

WSU Business Plan Competition Matures

At WSU, students don't just learn business, they create it.



by Frances Ryan

When the Washington State University Business Plan Competition began in 2004 there were 30 student participants, all from the Pullman campus, broken into nine teams vying for \$9,000 in prize money. That inaugural competition was held in the Lewis Alumni Centre with 13 judges deciding the outcome of the two-day event.

The winning team from the first year's competition presented a business plan for the Rapid Automated Posture Profiling System (RAPPS). The five-member team of bioengineering students won \$5,000 for the prototype. Part of their business plan included a plan for external testing of the product and the start-up of a company that can produce and introduce RAPPS successfully into a market with known competitors. The RAPPS was designed to aid physical therapists, chiropractors, and others in obtaining posture data for diagnosing postural abnormalities and for tracking changes over time.

The first competition was organized by a team of faculty and staff in the college, lead by **Joe Harris**, director of the WSU Economic Development Assistance University Center, after traveling to Boise State University the year before to watch some WSU students compete there. "We got creamed that first year," says Harris. "But it was such a

great learning experience that we wanted to do the same thing here."

Harris provided inspiration for the event planning team by writing encouraging quotes on a white board during the weekly meetings, recalls **Teresa Brewer**, administrative assistant to the College of Business and International Business Institute. "I am proud to have been a part of this competition from the beginning. It's hard to believe how much we've grown!" she adds.



The winning team from the first business plan competition: Rapid Automated Posture Profiling System.



Indeed, the competition, hosted by the college's Center for Entrepreneurial Studies, has grown considerably over the years since its inception. The spring 2010 competition had more than 125 participants—representing 52 teams—competing for more than \$100,000 in cash and prizes. The competition now spans two days and fills every conference room and many classrooms within the college's building, Todd Hall.

The competition is an opportunity not only for students to showcase their ideas and business acumen, but it's also a chance for students to network with professionals from the business world. This year's competition included a panel of 75 judges composed of members of the business community: entrepreneurs from successfully launched businesses, those who are currently participating in an innovative business, venture capitalists, angel investors, and bankers. Judges based their evaluations on the quality of the team, concept, written plan, and presentation, and whether they would invest in the idea.

Today, the competition is broken down into four categories: undergraduate, graduate, high school, and an open category for community members that is sponsored by the Port of Whitman. Prior to the event in Pullman, teams from the college's international centers in Brig, Switzerland, and Chengdu, China, hold preliminary competitions judged by WSU faculty and International Advisory Board members. The winning teams from those competitions then travel to Pullman to participate in the undergraduate or graduate leagues.

From its humble beginnings to a world-class competition, the WSU Business Plan Competition continues to be an outstanding learning opportunity

for all of the participants. "Participants learn how to integrate everything else they've learned prior to the competition, how to plan for and launch a new venture, how to work with others, and they have the opportunity to work directly with and learn from the judges, who are outstanding leaders in their various fields," says **Len Jessup**, director of the Center for Entrepreneurial Studies. "We expect to continue to see more and more students and community members take advantage of this extraordinary experience."

Jerman Rose, director of the International Business Institute, says, "Participation of international teams in our business plan competition makes the competition truly reflective of the global business environment. Our students will be competing internationally for the rest of their professional lives. Seeing what our international friends can do offers a strong dose of reality for our students. For our international friends, participating in our competition not only gives them the opportunity to interact and learn from our students, but also introduces them to competitive business ideas at the highest level."

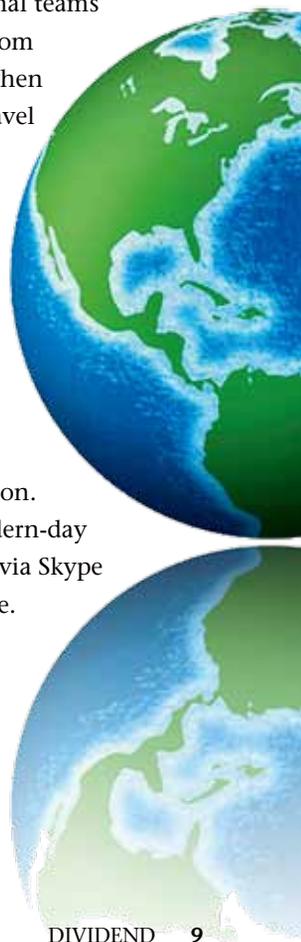
There were a total of three international teams participating in this year's event—two from Switzerland and one from China—but when an Icelandic volcano erupted, halting travel between Europe and North America, it meant looking for alternative solutions to enable the students to participate.

The team from China, which took second place in the undergraduate league, had no problem with travel, but the Swiss teams were not so lucky. One member of one of the teams was in El Salvador at the time so was able to represent his team with a solo presentation. The second team took advantage of modern-day communications and was able to call in via Skype to present—at 1:00 a.m. Switzerland time.

When you consider how many business transactions take place in video conferences rather than face-to-face meetings in today's global environment, you could say that some of the international students really

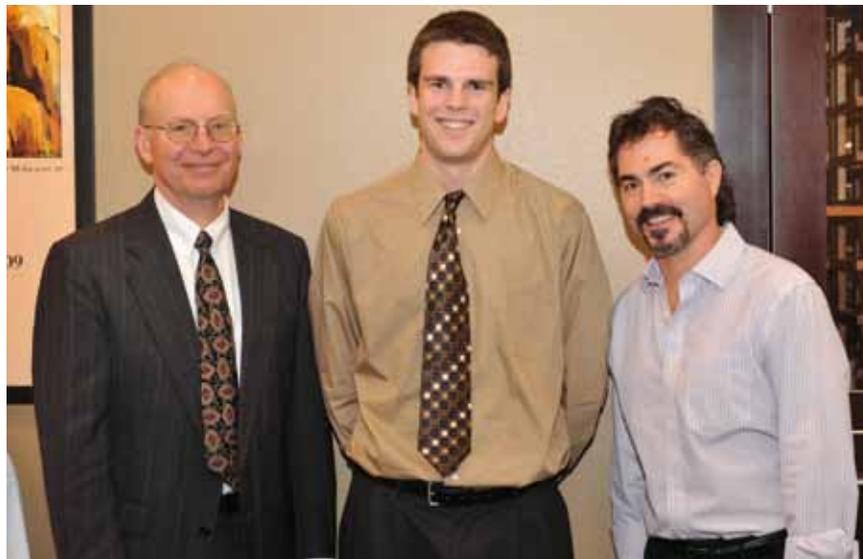


Chinese team Z.Y.Z. took second place in the undergraduate league for their business, Wonderland Education and Technology LTD. Pictured left to right are Joe Harris, director of the WSU Economic Development Assistance University Center; Han (Belinda) Zhang; Xinli (Candy) Zhang; Ling (Lynn) Yang; and Len Jessup, director of the Center for Entrepreneurial Studies.



did get a taste for what the business world is like. “It was an extremely rewarding experience to be able to pull all of the pieces together to make it happen. Our great team of CB faculty and staff worked hard to ensure a successful event for everyone participating,” says Brewer, who coordinates the international aspect of the competition as part of her role with the International Business Institute.

The mission of the Center for Entrepreneurial Studies is, through teaching, scholarly research, and outreach, to enable students, business leaders, managers of governmental agencies, scientists, policy makers, and others to better capitalize on their ideas, inventions, and innovations. The center is aimed not only at helping to assist new venture development but also preparing entrepreneurial leaders and improving commercialization within existing organizations. The center is ranked in the top 25 among undergraduate entrepreneurship programs in the United States (*Entrepreneur* magazine and *The Princeton Review*). For more information about the WSU Business Plan Competition and the Center for Entrepreneurial Studies, visit the center’s website at www.business.wsu.edu/Entrepreneurship.



Undergraduate League Winner Instantt.com
Left to right: Joe Harris, Joe Langevinn, and Len Jessup.



Graduate League Winner Febris
Left to right: Joe Harris, WSU MBA students Mike Whitaker, Jason Burt, and Andrew Lombard, Penn State student Alyssa Klein, and Len Jessup.

Congratulations to the winners of the spring 2010 WSU Business Plan Competition!

WSU Undergraduate League

First place honors: Instantt.com

Member: Joe Langevinn (Electrical Engineering)

WSU Graduate League

First place honors: Febris

Members: Second year WSU MBA students Jason Burt, Andrew Lombard, and Mike Whitaker and Penn State University student Alyssa Klein

Open League

First place honors: MathFire

Members: Matt and Char Fluster

High School League (tie)

First place honors: Roller Skating Rink

Members: Pullman High School students Emily Rose Rodgers and Amber Sage

First place honors: Laser Tag

Members: Pullman High School student Kiran Brar

Best green or environmentally sustainable plans

Brioworks: Jaennae Kyukendall (Entrepreneurship and Marketing), Nic Hoifeldt (Mechanical Engineering), Daniel Antal (Computer Engineering)

WISEnergy: WSU students Brandon Cairone (Business Administration) and Jaimee Jewell (Entrepreneurship) and non-student members Larry LeSeuer and Jose Lugo

Prime Energy: Joe Fondahn (MBA)

Native Roots: WSU MBA students Josh Tiano and Katie Leonard and University of Idaho students Mac Reynolds and Casey Neumeyer

Best not-for-profit plans

APMG (Switzerland): Kuanysh Zeinelov, Aidar Albekov, Tolkyn Dadihbayeva, and WSU student Howard Spurlock (Management Information Systems)

Most passionate entrepreneur

My College.com: Mateusz Lukasiak (Marketing), Margarita Esquivel (Management and Operations)

My Big Give: Travis Ketchum (Marketing)

Best presenters

Familitime: Rafael Gruszecki (Management and Operations/Entrepreneurship)

Tree Counter: Westin Argo (Computer Engineering) and Reid Schilperoot (Entrepreneurship/Finance)

Cougar Gold: MBA students Caitlin MacKay, Jeremy Wittenhagen, and Patrick Daly

Sakkin LLC: MBA students Ryan Lantz, Emily Luty, Ashley Fagerlie, Anthony Tarnowski, and Graci Doran

Perfect Dry: MBA students Matt Boss, Michael Brinkley, Mitch Kirkham, and Hai Tran

Best Boeing team

Impact Systems: Elisabeth Almond (Chemical Engineering), Tylan Watkins (Chemistry), Jaime Laramore (Entrepreneurship), and Whitney Patterson (Materials Science and Engineering)



Discover Yourself and the World

Study Abroad with the College of Business



- WSU China Center established in 2008
- Partnership with Southwestern University of Finance and Economics since 1998
- Programs include semester study abroad, MBA cooperative programs, certificate programs, global business plan competitions, and visiting scholars

- WSU Switzerland Center established 2006
- Partnership with César Ritz Colleges for 25 years
- Programs include semester study abroad, global business plan competitions, graduate cooperative programs, and a meeting of the Consortium for Undergraduate International Business Education



College of Business Study Abroad

- Number of students in faculty-led CB programs abroad since 2004: **619**
- Number of miles traveled: **4,041,479**
- Number of faculty who have taught WSU courses abroad: **67**
- Amount of scholarships received for international experiences: **\$102,000**
- Most countries traveled by one student: **11**
- Most interesting experience abroad: ***Traditional yodeling in a small Swiss village***
- Most memorable experience abroad: ***Thai boxing lessons***
- Ultimate success! Number of study abroad couples married or engaged: **3**

(Approximate Figures)



"Having the ability to work toward my bachelor's degree while studying abroad has been one of the most enlightening experiences of my life and has encouraged me to do more with my education."—Cassie Ziegler ('11 Hospitality and International Business)



Students from the Business in North Thailand program participating in a Thai kickboxing class. Summer 2010.



Tyler Kent ('10 International Business) visited the Matterhorn while studying in Switzerland. Spring 2009.

"I would definitely recommend study abroad to everyone. I think that experiencing different cultures is very important to broadening people's worldly perspectives."—Evan Hall ('10 Hospitality)

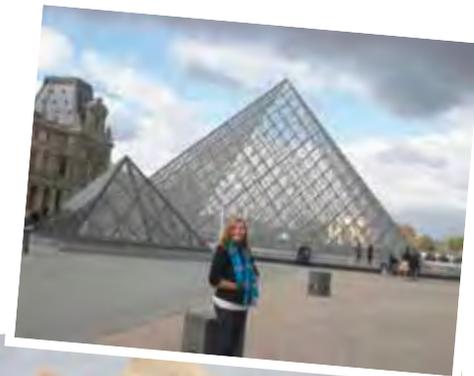
"An international experience is critical for business people interested in working abroad, doing business with people abroad, or working for multinational organizations."—Peter Apeltauer ('07 MBA)

"Study abroad provides a broad international and diversifying scope and experience that is difficult to gain from classes and textbooks."—Nicholas Emrich ('08 Management and Operations, International Business)



Adriana Casad helped at a local orphanage during her studies in northern Thailand. Summer 2010.

Cassie Ziegler traveled to Paris while participating in the study abroad program in Switzerland. Fall 2009.



Akeem Bell took part in a cultural fieldtrip to Egypt while studying abroad in Switzerland. Fall 2009.



Greg Haas and Eric Nebel visited the Great Wall as part of their study abroad experience in Chengdu, China. Spring 2010.



Students participating in the Switzerland program took a cultural fieldtrip to Egypt, led by professor Sung Ahn. Spring 2010.



The grapes of passion



Profile: Carlye Rice

by Anthony Tarnowski



The new Wine Business Management (WBM) major at WSU accepted its first class of students this year under the instruction of Dr. **Dennis Reynolds**. The program combines the best of the business world with the resources in agriculture and viticulture that WSU has to offer.

One of the star students in this new program is **Carlye Rice**. Rice, who will graduate in May 2011 with majors in Hospitality Business Management (HBM) and WBM, grew up working in restaurants and dreamed of opening her own locally inspired restaurant. It wasn't until studying with Dr. Reynolds that she realized what the Washington wine business had to offer and where she could take it.

"The nice thing about the WBM major is that it is more business-oriented. I'm taking classes in entrepreneurship, sustainability, yield management...these are all things the wine industry needs to focus on. The core business background you get from this major is more widely applicable," Rice said.

Rice has always been self-motivated inside and outside the classroom, thanks to her parents who often told her "the harder you work, the more doors you open." A native of Silverdale, Washington, Rice grew up working in family-owned restaurants and is very interested in the local feel of the "mom and pop" shop.

"I compare it to mowing a lawn. When you mow a lawn you get to see exactly where you mowed and what it looked like right away. With waiting tables, for example, it's the satisfaction of making someone's day better by my interaction with them. That's probably what drew me to hospitality in the first place," said Rice.

Last summer, Rice interned with Olive Garden as a manager in Silverdale and found the differences between working in a corporate organization and the restaurants she had worked in before both alarming and educational.

"In a corporation you know these are proven methods from successful business strategies. I got to work in every job within the restaurant. Even though it seemed restraining at times, I think it helped me develop my own management style. I learned a lot from being open minded and that gained me a lot of respect," Rice said.

With Dr. Reynolds, Rice has been able to get an inside look at the industry by visiting Walla Walla Vintners, Northstar Winery, and attending conferences. Rice attended the National Restaurant Show in Chicago with a fellow WSU student as honored student delegates over the summer. "Most of the show is networking and being able to meet other students from top hospitality programs, seminars with leaders in the industry, and a reception dinner for community event ideas."

Rice is also interested in bridging the gap between academics and the industry. There has been hesitation on both sides to work together but Rice sees great opportunity and benefits for both. "Some of the efforts will be focused on students upping their interaction with the industry. We can really learn from them and vice versa...I'm excited about meeting people and employees, and learning what challenges are ahead for the industry."

This will be Rice's last year in Pullman; she originally transferred from Western Washington University. First on her list of things she'd like to do before leaving is to expand the Kal Sigma Transfer Student Honor Society on campus.

"I want to work on expanding Kal Sigma and making it a better resource for transfer students. Transferring isn't easy; you might not know people, how to transfer credits, etc. We have a great group of officers next year, we've already made waves, and we want to get that off the ground more."

As Rice continues to work toward her degrees, her sights are set on the future, just not anywhere specific. Rice hopes to find the right fit for her and her company, considering company culture and reputation far more important than location or position. While she plans on going back to school after gaining some experience for her MBA, Rice is both excited and open to life beyond graduation.

"For a long time I wanted to open up my own local restaurant, local ingredients, local wines...but now I'm not sure if I want to work on the distribution side of wine or the agriculture side and work in sustainability and growing the wine. Right now I'm open to whatever strikes me. Maybe wine takes me exactly where I want to go."

One Year Out **Eliza Funk**

by Patricia Patterson

Long before **Eliza Funk** ('09 Finance) got her dream job working in New York City as an analyst for Citigroup, she was already an experienced banker. As a child, she printed her own money and convinced her parents to play “bank” with her. She remained interested in finance throughout her school years and ultimately chose it as her college major.

Her decision to attend the College of Business at Washington State University was an easy one. “At WSU, you aren’t just a number. The professors are genuinely committed to help students learn and reach their full potential,” Funk explains. “WSU has a great business school, equal to any other highly ranked program in the country. Students do well if they are willing to put enough effort into learning and utilize all the resources available.”

Funk utilized networking and communicating her career goals to her professors as a means of getting a good job out of college. “Professors have been in their fields for a long time and know lots of people in the industry,” she added. “They are a great resource for letting students know about various opportunities and putting students in touch with the right people.”

Funk told one of her professors of her desire to work in banking in New York City. He knew of a job opportunity at Citigroup and put her in touch with a current Citigroup employee who is also a WSU alum.

“A combination of networking, an eye-catching resume, a good GPA, strong talking points regarding previous experiences and internships, and thorough interview preparation helped me get my job at Citigroup,” she concluded.

Funk also stresses the importance of internships. Besides being something valuable to add to a resume, she points out that internships also help with employment decisions. “There is no better opportunity for a student to expand their network and learn more about a particular industry.”

Funk recently made herself available to students taking part in the Cougs on Wall Street trip earlier this year. She shared her experiences with the students about her work at Citigroup and the financial industry overall. “I love this job because it demands I use my analytic, logic, and communication skills to find and create solutions.”

She also shared her love for New York City. “Sometimes when I go running I catch a glimpse of the Statue of Liberty or the Empire State Building and it suddenly hits me that I live in this terrific city,” she added.

An interesting journey for a young woman who pretended to play bank as a child, attended WSU, and made her way to the Big Apple to be part of an industry that she has loved her entire life.



Learn by Doing:

A Real Estate Challenge

by Patricia Patterson

When Harbor Properties needed a development proposal for a project in West Seattle they turned to Red Brick Development.

Red Brick's six person team applied their knowledge of market developmental cycles that stem from economic and social growth with a plan that focuses on community involvement and development. In addition to their skills in design, the plan also included budgets and scheduling. The result was a professional and polished document and presentation to Harbor Properties that determined the highest and best use for the properties in question.

Don't expect to see construction underway any time soon, however.

The team was actually three students studying the real estate career track at WSU, and three studying construction management. Their proposal was one of three presented as part of the 2010 Pacific Northwest Real Estate Challenge. Now in its seventh year, the challenge (commonly known as the NAIOP Challenge) is a highly-regarded and anticipated regional event sponsored by the Seattle and Vancouver area chapters of NAIOP, the Commercial Real Estate Development Association. WSU has participated for five years.

Throughout the school year, students work with faculty and real estate industry professionals who mentor students through the preparation process, offering advice and critiquing written and oral presentations. In March,

the students (along with students from two other area universities) present their proposal to a group of industry professionals who serve as judges. A second oral presentation is made in a forum that includes brokers, developers, lenders, public officials, and architects.

"Our students take away the kind of knowledge one cannot get in a classroom when they participate in the real estate challenge," says **Glenn Crellin**, the real estate career track professor, and advisor as well as the director of WSU's Washington Center for Real Estate Research (WCRER). "Students who participate are better prepared to understand industry issues, think strategically, and understand the comprehensive nature of the industry. Plus, they have begun working beyond the borders of a single discipline."

Following the competition, the Developing Leaders Committee of NAIOP hosts a celebratory networking event. This event is attended by real estate professionals, architects, and planners—especially those in the early stages of their careers—and is designed to give the students valuable networking opportunities.

A new group of students will begin planning for next year's competition this September. If you would like to be an advisor to the group please contact Glenn Crellin at 509-335-1671. If you would like to help underwrite WSU's participation in the event, please contact **Patricia Patterson** at 206-219-2433.



Business Student Clubs and Organizations

Student involvement is an important part of the college experience. The College of Business offers its students many different opportunities for engagement and leadership through 15 business-related clubs and organizations. For more information visit www.business.wsu.edu/Students/Pages/clubs.aspx.

Alpha Kappa Psi

An internationally recognized co-ed business fraternity for business and non-business students with a commitment to community service and professional development.

Association of Black Business Students (ABBS)

A student-led organization geared toward, but not limited to, minority business students. The club focuses on recruiting, assisting, organizing, and in any way promoting the interests of its members.

Beta Alpha Psi

An active professional organization that benefits individuals who plan to go into the field of business, particularly accounting, information systems, and finance.

Business Club Council (BCC)

A group comprised of presidents from business related clubs throughout the college.

Cougar Entrepreneurs

The club provides exciting opportunities for its members to experience entrepreneurial leadership.

Delta Sigma Pi

A co-ed business fraternity open to all business students interested in professional growth and community service.

Eta Sigma Delta

An international hospitality management society where students with common interests in the hospitality industry can come together as a group to share and expand ideas, network, and gain industry and leadership experience for their future careers.

Finance, Insurance, and Real Estate Club (FIRE)

A student organization designed to enhance the educational experience of students interested in these fields.

International Business Club

A student-run professional and social organization that provides an opportunity for students of various nations to come together and learn about global business.

Management and Operations Club

An active student-run organization that emphasizes professional development while providing the skills necessary to succeed in the management field. This club is open to all WSU students.

Marketing Club

A student-centered organization that focuses on building marketing skills and enhancing knowledge through real-world experience. The club focuses on building student networks, internship experience, and student professionalism. This club is open to all WSU students.

MBA Association

Open to all MBA students, the MBA association is a leadership organization that focuses on service, professional development, networking opportunities, and successful career placement.

Mu Iota Sigma (MIS)

A student-run organization established to facilitate the discussion, participation, and transformation of the MIS industry.

National Society of Minorities in Hospitality (NSMH)

A nationally recognized premier professional organization that is 100 percent student-run. Students get the chance to travel and meet hospitality industry professionals and gain industry experience.

Students in Free Enterprise (SIFE)

An award-winning team that focuses on entrepreneurship through local, regional, and global projects.



Scott and Linda CARSON CENTER

FOR PROFESSIONAL DEVELOPMENT

The Carson Center Celebrates Five Years!

Since opening in the fall of 2005, the Carson Center has offered services, programs, and events to meet the needs of business and engineering students in the areas of student involvement, professional development, and internship and job searches. The purpose of the center is to assist students in their transition from college to career.

To increase student involvement and leadership development, the Carson Center started the **Business Club Council**, comprised of the presidents of 14 business-related clubs and organizations. The council members meet once a month to collaborate with one another, learn about activities in the College of Business, and network with business professionals. Every year, these clubs battle in the **Business Club Case Competition**. This year they analyzed and presented an ethics case and competed for monetary awards donated by industry sponsors. The **Boeing Mentorship Program** is another opportunity for students to network with professionals and learn skills beyond the classroom.

As for professional development, the year was loaded with activities. The second annual **Suit Yourself** event was held in partnership with Students in Free Enterprise (SIFE) and Target. This event benefitted 156 students who received new and gently used business attire after attending a short presentation on professional dress. **Extreme Resume Makeover** is a new event that proved to be successful and popular. Also new this year was the first annual **Etiquette Dinner**. This event allowed students to learn and practice appropriate dining etiquette so they are prepared for dining with a potential employer or other professional dining situations.

The goal of the center's activities is to prepare students to secure an internship or a career-related job. To help in this process, a new seminar, **Land a Job—Even in a Tough Economy**, was presented to students anxious to hear what they could do to get ahead in these difficult

economic times. To further assist students in their internship or job search, the Carson Center hosted **Career Networking Night**. The night started with company previews where students learned about different companies. After the presentations, students had the opportunity to meet and network with company representatives in an intimate environment. Students and employers alike find this event to be a valuable opportunity. Melissa Morrier-Turk of Cintas said, "We participate because we meet the type of students at Career Networking Night that we are looking for to represent our company."

Over the years, the Carson Center has consistently endeavored to design and implement activities that are engaging, helpful, and timely. This year has been tremendously successful with the creation of new interactive, hands-on events. The Carson Center is truly making a difference in the lives of students!



Etiquette Dinner Spring 2010.

Carson Center Services and Activities

- One-on-one counseling
- Resume critiques
- Cover letter and thank you letter reviews
- Mock interviews
- Career workshops
- Student involvement activities
- Leadership opportunities
- Employer connections and networking
- Internship and job search assistance
- Boeing Mentor Program
- Dress for Success
- Suit Yourself
- Extreme Resume Makeover
- Career Networking Night
- Ace Your Interview
- Land a Job—Even in a Tough Economy
- Diversity in the Workplace
- Etiquette Dinner
- Business Club Case Competition

Extreme Resume Makeover

By far the most popular of all Carson Center activities, Extreme Resume Makeover (ERM) is a two-day event where students receive 30 minutes of one-on-one personal advice to improve their resumes. Due to the overwhelming response from students, the event was offered three times this year, with a total of 216 students participating.

September 29–30	76 students
February 2–3	86 students
March 30–31	54 students

In the past, about 100 resumes were critiqued in an entire semester; with this event the staff was able to help almost as many in a two-day period!

What students are saying about ERM:

"I feel much more confident with my resume now."

"I liked that the event was one-on-one—it made it very easy to get advice and feel comfortable asking questions."

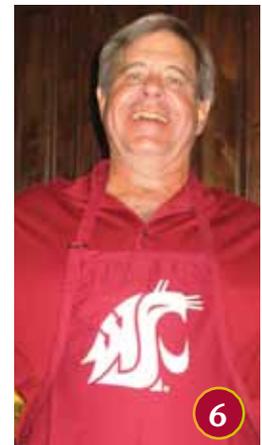
"I thought my resume was pretty effectively and professionally presented; however, after the resume makeover, I now can see I have a better, more presentable resume."

"It gave me good feedback and better prepared me for the career fair. It's always good to have a new pair of eyes look at your resume so you get good feedback."



Carson Center professional and student staff.

COLLEGE OF BUSINESS EVENTS



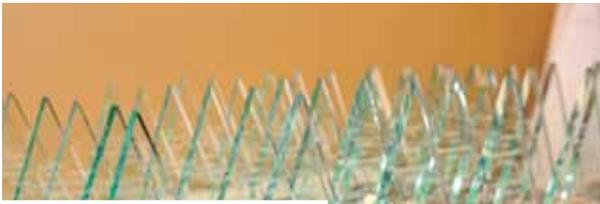


Photo Details

- Feast of the Arts**
Hospitality students prepare dinner for Feast of the Arts events on campus.
- Fall Power Breakfast, Seattle**
September 11, 2009, Sheraton Hotel and Towers, Seattle. Featured speaker Dr. Eric Spangenberg, dean of the College of Business.
- Burtenshaw Lecture**
Hosted by the School of Hospitality Business Management on September 17, 2009, CUB Auditorium, Pullman. Featured speaker Carla Murray, vice president of northwest operations for Starwood Hotels & Resorts Worldwide. Nancy Swanger, director of the School of Hospitality Business Management, Angelina and Jerry ('56 Hospitality) Burtenshaw, and Carla Murray.
- Business Law Symposium**
Marianne Jennings, professor of business law and ethics from the University of Arizona, speaks to MBA students about the importance of ethics in making critical business decisions.
- Hospitality Business Management Career Night**
February 8, 2010, CUB Ballroom, Pullman. Krista McNeal speaks with recruiter about possible job opportunities.
- Big Horn Golf Event**
George Hubman ('65 Business) cooking dinner for guests at his house in Palm Springs.
- Spring Power Breakfast, Seattle**
April 9, 2010, W Seattle Hotel, Seattle. Featured speaker Dr. Elson Floyd, president of Washington State University.
- National Board of Advisors Open House Activities**
April 22, 2010, Todd Atrium, Pullman. Pep Band plays during the NBoA Open House reception.
- Business Forum**
April 22, 2010, Todd 109. Jim Mooney ('82 Marketing), Patrick Murphy ('84 MBA), and Dave Grant ('75 Accounting) talk to College of Business students on how key performance indicators are developed and aligned with corporate strategic goals in order to monitor and manage the performance of an organization.
- Golden Grad Reunion**
April 28–29, 2010, Pullman. Class of 1960.
- Business Plan Competition**
From its humble beginnings to a world-class competition, the WSU Business Plan Competition continues to be an outstanding learning opportunity for all of the participants.
- Vancouver Golf Tournament**
May 14, 2010. Camas Meadows Golf Club, Camas. Dean Spangenberg, Larry Ogg, Tim Leavitt (Mayor of Vancouver, Washington), and Brett Wilkerson.
- Seattle Golf Tournament**
May 17, 2010. Golf Club at Newcastle, Newcastle. Dean Spangenberg presents the first place awards to Stephen Burnett ('73 Finance), Marty Oldsfield, Sam Beechner, and Erl Thorgalsen.
- Dean's Leadership Celebration**
November 23, 2009, Herban Feast, Seattle. The inaugural award went to Scott ('72 Business) and Linda Carson for their dedication and devotion to the College of Business.
- Cougs on Wall Street**
March 24–28, 2010, New York City. Finance students visit Times Square.
- Spring Power Breakfast, Spokane**
April 22, 2010, Davenport Hotel, Spokane. Dean Spangenberg with featured speaker Tom Fritz, CEO of Inland Northwest Health Services.

World Travelers Create a Legacy at WSU: Howard and Billie Hoops

by Malia Jacobson

How does a degree in hotel and restaurant administration lead to an international nonprofit career, real estate success, and a legacy gift for tax education? A conversation with **Howard Hoops** '50 straightens things out.

With an easy laugh and sharp wit, Howard tells a story about how a small thing can take hold and become something bigger. As a member of the 98th field pack artillery during World War II, Hoops got a taste of life abroad. He served in New Guinea, Australia, and the Philippines, where he chauffeured General **Douglas MacArthur** on his way to present the Congressional Medal of Honor before returning to his hometown of Klickitat, Washington, on Christmas Eve 1945.

“Being overseas and meeting people of different ethnic backgrounds, it grabbed me,” he says. He wanted to work abroad and went looking for a degree program that would get him there. After meeting his wife **Billie Muckler**, then a schoolteacher in Klickitat, the two moved to Pullman where he hoped to study business.

With no designs on a hotel career, he was persuaded to meet with **Donald Greenaway**, then director of the hotel

and restaurant administration program. “I looked over the curriculum and saw that there were all kinds of business studies,” he says. “It was very well-rounded. You studied architecture and engineering and advertising.”

In 1950, Howard graduated with a hotel degree and the couple married. Taking another step toward international work, they moved to Phoenix, Arizona, where Hoops earned a bachelor’s degree in foreign trade at the Thun-



Billie Hoops with Mother Teresa.



In this page from LIFE magazine, May 30, 1955, page 39, Howard Hoops (third from right in bottom image) observes the explosion of an atomic bomb. The caption states “Bathed in bomb’s light, observers on Media Hill watch detonation through dark goggles. During first flash they shielded their faces.” The caption for the top photo states “Half-mile-wide glowing mushroom rises at Yucca Flat as shock carries dust over village.”

Howard Hoops (right) driving General MacArthur in 1945.



derbird School of Global Management and learned Portuguese. From there, he was hired by the American Red Cross and the couple moved to Korea.

Billie, who holds a master's degree in special education from the University of California, found work as a teacher in Tokyo, Japan, and a principal in Taipei, Taiwan.

Howard describes one of the highlights of their years abroad: a trip around the world via French Freighter with friends from the army. "We used their car to drive around Europe—we took our time," he recalls, smiling. Afterward, he was reassigned to Great Falls, Montana, and then San Francisco, California, where he finished his career with the Red Cross and embarked on a career in real estate in 1965.

He wasn't particularly interested in real estate. "We were really just hoping to make a good income," he says. Slowly, he built up a steady business, buying, selling, and renting homes until his retirement in 2005.

As Howard made a name for himself in business, Billie became well-known for her work in special education. In 1971 she was nominated for a special award by the **Joseph P. Kennedy Foundation** and was a runner-up to **Mother Teresa**. Billie befriended Mother Teresa and later visited her in Calcutta.

Howard's interest in taxation is a thread woven through his long career. After years listening to people complain about taxes, "something most people don't really understand," Howard envisioned a place where students could learn about taxation and government.



Howard Hoops (second from left) at a high-level meeting with the Taiwanese Red Cross in Taipei, Taiwan, 1959. The inscription is a warm note of appreciation from General Alfred Grunther, president of the American Red Cross (third from left).

Instead of complaining about tax problems, Howard decided "to put my money where my mouth is," he says. "I knew Washington State University had a good business school, and that seemed like the right place for it."

His legacy gift will create a tax institute to be housed in the College of Business. "If we can just teach a few students a year about the fundamentals of taxation, how to tax appropriately and effectively, and how taxes affect our country, maybe the ideas will take hold. I know it's a drop in the bucket," he adds, "but that's how things begin."

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—Shun-Yi (Zoe) Tsang, '10 Business/Accounting

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Ethics and the Professions in the New Economy

Are there "New Rules" for conducting ourselves in the "New Economy"?

Third Annual Business Law and Ethics Symposium

Thursday, November 11, 7:00 p.m. reception at

LaQuinta Inn, Moscow, Idaho

Friday, November 12, symposium at Lewis Alumni

Centre, Pullman, Washington

The Business Law and Ethics Symposium is directed toward lawyers, judges, academics, and senior business leaders in the Pacific Northwest, as well as law students and graduate students. This free day-long symposium offers participants an opportunity to explore critical legal and ethical problems in the new economic environment and discuss potential solutions in an interactive setting.

Symposium topics include:

- Corporate Social Responsibility Post-Bailout: Challenges and Opportunities
- Ethical Lending Practices
- The Role of Corporate Counsel in the "New Economy"
- Professional Rules of Conduct in the Social Networking Age
- And others

To request registration information, email Linda Pall, J.D., Ph.D., at lpall@wsu.edu. The number of participants is limited and registration is essential.

Sponsored by the WSU College of Business Department of Accounting, Cengage Inc., Pacific Northwest Academy of Legal Studies in Business, and the University of Washington School of Law Federal Tax Clinic.



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BUSINESS. FROM THE INSIDE OUT.

College of Business Ph.D. Graduates 2009–10

Aditya Simha

B.E. Visvesarajah Tech University, India
M.S. University of Nevada Las Vegas
Thesis: Moral Awareness Differences among
Entrepreneurs and Managers: Do Self and Others
Perceptions Matter?
Placement: Gonzaga University

Kivilcim Dogerlioglu Demir

B.S. Middle East Technical University, Turkey
MBA California State University, Sacramento
Thesis: The Effect of Value Network Integration on
Evaluations of Modern, Classic and Retro Brands
Placement: Sabanci University, Istanbul

Sang Kyun Kim

B.N.S. Keimyung University, South Korea
MBA Washington State University
Thesis: Three Essays on Innovation and
Entrepreneurship: Diversification, Boundary
Expansion, and Mimicry Behavior
Placement: University of Southern Indiana

Jeffrey Radighieri

B.B.A. Texas A&M
MBA University of Montana
Thesis: Feedback Effects in Ingredient Branded
Offerings
Placement: University of Houston, Victoria

Weicheng (Sean) Wang

B.A. Nangjing University, China
Thesis: Venture Capital and Initial Public Offerings
Placement: Investment Bank, China



Joe Valacich, Hubman Distinguished Professor (center), meets with College of Business Ph.D. candidates.

The WSU College of Business Ph.D. Program

The mission of the Ph.D. program in the WSU College of Business is to mentor and train future business faculty through an intensive research and teaching process. Graduates of the program will qualify for tenure track opportunities in business colleges worldwide. Our goal is to place them at peer or better research-intensive institutions as productive researchers and teachers.

The Carnegie Foundation classifies Washington State University as one of 96 U.S. public and private universities with very high research activity and *U.S. News and World Report* consistently ranks the university among the top 60 public universities.

"We strive to produce new professors who are strong scholars and excellent and experienced teachers," says **John Nofsinger**, associate professor and Nihoul Faculty Fellow in Finance. "All College of Business Ph.D. students are required to take a full-credit, semester-long teaching course early in their program. Many of the best teachers in the college lecture on topics such as course organization and design, assessment, and projects. In addition, students are assigned mentors, for whom they work as teaching assistants, during their first years of the program. In their later years, the students get the opportunity to practice their teaching skills in their own courses. This often includes experience in both the online and in-class environments."

The college offers a Ph.D. in business with concentrations in accounting, finance, hospitality business management, information systems, operations, management, and marketing.

Highlights of the Ph.D. program include:

- College-wide seminar on research and professional development for first-year Ph.D. students
- College-wide behavioral research methods seminar
- Offerings of at least three seminars in each area of concentration
- Structured program of study requirements with high-quality instruction in statistics and research methods
- Second year research paper requirement to promote student research publication activity
- Research-active faculty within each concentration who serve as mentors and provide research collaboration opportunities
- Graduate assistantships that provide tuition waivers and monthly stipends

Pullman Spokane Tri-Cities Vancouver Online



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Across the world, graduate business programs are considering their obligation to train leaders who are creative, socially conscious, and ready to thoughtfully contribute solutions for world problems. The challenges of the global economy, U.S. health care, global energy, and water safety are prime reasons for a fresh look at how we can help students examine the long term bottom line. The obligation to provide ways of thinking for improving our globe is more real than it has ever been. At every level, we are working to produce graduate students who can make these contributions. From Ph.D. students who will become tomorrow's business faculty to MBA students who are writing world-class business plans and master's of accounting students who will sit for the Certified Public Accountants (CPA) exam and are trained in legal and ethical practice, we are taking our obligations seriously.

Using 20-plus years of expertise in online education and more than 50 years of educating MBA students, the College of Business is pleased to be offering MBA programs in Pullman, Vancouver, Richland, Spokane, and now online, which allows students from all backgrounds to consider how their industries and communities will be better served with business tools. The Online MBA began in fall 2009 and is growing rapidly. The students in the program are exceptional (see article on page 30). Students in the Pullman program will be preparing their business plans this fall and spring in preparation for participation in the international business plan competition.

The Executive MBA (EMBA) is now available as a completely online degree (www.embaonline.wsu.edu). We have designed this degree for mid-level managers with at least seven years of decision-making leadership responsibility. The program will refine and polish the students' business acumen. Our goal is to focus on the learners' agility—their ability to adapt quickly to change and to be able to frame problems in a meaningful way (see story on page 31).

The master's of accounting (MAcc) program is growing rapidly in both Pullman and Vancouver. The Vancouver master's of accounting with a taxation emphasis accepted its first students in fall 2009. Students have the opportunity to take up to eight tax/law classes in their program.

Courses are scheduled to accommodate working professionals and busy seasonal demands.

For more information about graduate management education from the WSU College of Business, visit www.business.wsu.edu/graduate.

Full-time MBA students on the Pullman campus are kept up-to-date on the latest industry trends and strategic tactics through classroom discussions and the Executive Speaker Series.

Speakers for the 2009–10 academic year included:

- The Honorable Ryan Crocker, former Ambassador to Iraq
- Tod Barnhart, Financial Advisor, Merrill Lynch, and author of *Five Rituals of Wealth and A Kick in the Assets*
- Scott Dietzen, CEO, LeMaster Daniels
- Rob McKenna, Washington State Attorney General
- Lisa Brown, Ph.D., Washington State Senator and Senate Majority Leader
- Scott Morris, CEO of Avista



MBA students and staff at the construction site of the Spokane County Regional Water Reclamation Facility during their tour of GARCO Construction in Spokane, Washington.

The MBA group at Fairchild Air Force Base in Spokane, Washington, touring a KC-135R air refueling tanker.

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The Carson Center serves students by equipping them with the skills and knowledge necessary for personal and professional success.

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- Student Involvement
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Todd Hall 101 509-335-5480
carsoncenter@wsu.edu

WASHINGTON STATE
 UNIVERSITY
COLLEGE OF BUSINESS



MBA students tour the Latah Creek Winery.

Company tours also play an important role in the hands-on education that full-time MBA students receive. During the 2009–10 academic year students visited:

- GARCO Construction in Spokane: tour of Spokane County Regional Water Reclamation Facility construction site; an opportunity to see large project management, lean processes, and corporate social responsibility
- Post Falls Avista Dam: exposure to applying information technology to energy management and brokerage
- Dry Fly Distillery: the first and only distillery in Washington; entrepreneurship at work
- Fairchild Air Force Base: received briefing on the mission of the 92nd air refueling wing and just-in-time manufacturing operations
- Longhorn Barbecue: entrepreneurship; a small restaurant business that has taken its product to a national market
- Latah Creek Winery: biology, food science, enology, and business are critical to the success of the growing Washington wine industry





ONLINE MBA

opens doors

by Cheryl Oliver

John Dunlop wakes up every morning before dawn to feed three horses, three dogs, three cats, and myriad of fish. He then commutes 90 minutes to his office in La Jolla, California, where he is the director of manufacturing engineering and instrument production at Illumina.

As John describes it, “God wrote a book for each person that is composed of three billion characters. People’s books differ only by 1 percent or three million characters. Our product is used by universities, research institutes, and medical practitioners to read our unique and wonderful genetic code.” One example of an application of this decoding is to determine a person’s propensity to develop specific diseases and to prescribe the best possible medicines to assist them. His work also enables scientists to read the genetic code of any living thing in order to better understand our world.

After he leaves work, John commutes back home where he and his wife **Debbie** attend meetings of the mounted sheriff’s patrol, of which they are both active members. John and Debbie joined the mounted sheriff’s patrol as a way to connect their home life with their careers and to give back to their community.

John enrolled in the Online MBA program at WSU and has immediately seen results. He has been selected to participate in the information systems advisory group based on what he has been able to bring to his workplace from the MBA coursework.

When asked what advice he has for prospective Online MBA students, John shares the following. “First, consider your motivation. Why do you want an MBA? Second, there is a significant time commitment that you should be prepared to give to your coursework (about 20 hours per week). If you have a good reason to pursue the degree

and have the time available (or will commit the time to your degree), doors will be opened in your workplace and in your community. You may have had people talk with you about a particular business topic that you knew little about. After you start the MBA, you will be able to speak with them about the issue with more knowledge and possibly have a new contribution. You will learn things to apply to your world to make it a better place, be it your work, your home, your church, or your community.”

John has a bachelor’s of science in metallurgical engineering from the New Mexico Institute of Mining and Technology and a master’s of engineering management from WSU.

To learn more about the Online MBA at WSU, visit omba.wsu.edu.



The WSU Executive MBA Online

Enhance your global thinking, leadership, and value

embaonline.wsu.edu



With over 50 years experience delivering MBA programs and over 20 years experience delivering online education, the College of Business is proud to announce the launch of the WSU Executive MBA program online. The program is designed to provide professionals who have seven years of increasingly responsible experience in management or executive roles a means to polish their business skills and acumen while preparing them for career growth or change. Students in the Executive MBA program address problems in their workplace through collaboration with colleagues from a variety of industries. The 18-month program engages students in courses that provide them with analytic business tools, strategic business tools, a focus on global business, and skills for managing efficient and innovative businesses.

Program highlights include:

- Optional residency abroad with faculty and students from the program (China or Europe)
- Participation in the business plan competition as an optional residency in Pullman
- Intensive career and business planning advice and coaching from experienced faculty
- The final deliverable for the program is a business plan

Students enroll in one class per term for five weeks each. Advisors are present to assist with the application and registration process. Executive MBA students receive concierge-level service with opt-in services that include automatic course registration, book ordering, optional program abroad travel planning, career planning assistance, and calendar reminders with due dates, class start dates, school holidays, on campus events, and graduation.

For more information visit embaonline.wsu.edu or call 1-877-960-2029 ext. 3609.

“The WSU Executive MBA immediately opened doors for me within my company. Even before the end of my final semester I was being recruited by multiple companies.”
—Executive MBA graduate

“Many thanks for a very new, fresh, and what should be extremely valuable view of strategy. I am excited about applying the wealth of information gained this semester. A nice outcome for me.” —Executive MBA student



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At the Washington State University Alumni Association, innovation is at the heart of all we do. We've launched cutting-edge programs, introduced exciting new services, achieved record-breaking membership growth, and pioneered meaningful ways for alumni and friends to become involved with WSU.

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MBA STUDENT PROFILE

Great ideas and a strong work ethic

by Cheryl Oliver

Kate Esselbach transferred to the Washington State University Murrow College of Communication from Seattle University. She had feared public speaking and wanted to challenge herself to overcome her fear and turn a weakness into a strength. She had intended to become a sportscaster. Kate's career aspirations have since changed, although she completed her communication degree with honors. Kate joined the full-time MBA program based in Pullman, intended for emerging leaders, as a scholarship recipient of the Tompkins graduate fellowship. She was immediately hired as a graduate assistant in the College of Business Office of Graduate Programs where her great ideas and work ethic were a strong asset. The WSU Graduate School has since hired Kate as a graduate assistant on the upcoming Student Information Systems project implementation.

When asked about the MBA program, Kate says that she has made lifelong friends and great network connections through the university. "My experiences with group members, teams, and my cohort in general have taught me a tremendous amount about leadership, team building, compromise, and plain old hard work."

Kate finished her first year of the MBA ranked sixth in her class and has been voted MBA Association President for the 2010–2011 year. Kate was selected to work for the **George Nethercutt Foundation** this summer as a 2010 fellow. She traveled to Washington, D.C., for two weeks in June and visited the White House, monuments, and congressional hearings and met countless officials and leaders. As a part of this internship she also worked for the City of Pullman on the current stormwater project, researching problems relating to the Clean Water Act provisions and devising a budget, marketing plan, and communication plan to aid the city in reaching their goals.

Though her free time is limited these days, Kate does have hobbies that she enjoys regularly. "I am a ballroom dancer and though my dance partner is located in Seattle and I do not get to practice as much as I would like, I do



Kate Esselbach and other 2010 Nethercutt Foundation fellowship winners during their trip to Washington, D.C.



Kate Esselbach with George R. Nethercutt Jr., former congressman and founder and chair of the Nethercutt Foundation.

take a few classes here and there." She is also currently training for a sprint triathlon that she hopes to complete in September. "My boyfriend is a huge supporter of all my hard work and success, and I have two dogs that can brighten any rough day. There are plenty of parks and walking routes around Pullman to keep them nice and happy and I cannot think of anything better than relaxing with them after a long day."

Scott and Linda Carson Receive Prestigious Dean's Leadership Award

by Jennifer Frei and Linda Infranco

Scott Carson, former executive vice president of the Boeing Company and former president and CEO of Boeing Commercial Airplanes, and his wife **Linda** were recognized by the WSU College of Business as the first recipients of the Dean's Leadership Award for their enduring philanthropy and advocacy of the college at the 2009 Dean's Leadership Celebration in Seattle, Washington.

Hosted by **John Curley**, formerly of *Evening Magazine*, and sponsored in large part by Slalom Consulting, the Dean's Leadership Celebration also acknowledged individual and corporate donors to the college who reached Benefactor and Laureate status at Washington State University.

Surrounded by their children and colleagues from the Boeing Company, the Carsons were applauded for their commitment to higher education and for their dedicated scholarship support to help aid students in academic pursuits and study abroad opportunities.

"Honoring Scott and Linda Carson as the first recipients of the Dean's Leadership Award at this event couldn't be more fitting. Their vision, support, and generosity have been integral to the successes we are celebrating," said Dean **Eric Spangenberg**.

"I am proud to know that our future business leaders will dedicate themselves to making things significantly

better on a global scale for their customers, employees, shareholders, and communities rather than simply focusing on maximizing short-term profits without concern for all stakeholders. Without Scott and Eric's vision, execution, competitive spirit, passion, and 'put others first' attitude, we would be only a fraction of the business school we are today," said **Brad Jackson**, chief executive officer of Slalom Consulting and Two Degrees LLC and chair of the College of Business National Board of Advisors.

Proceeds from the dinner and auction support the Dean's Excellence Fund, which provides discretionary funding for the highest priorities of the college to ensure continuity in faculty and undergraduate program excellence. The fund provides support to recruit, retain, and build leaders within the college through financial assistance for research and professional advancement. The fund also allows the dean to marshal resources for student learning and research opportunities, and provides valuable resources for undergraduate and graduate students, faculty, and staff to engage in key initiatives identified by the dean to maintain the College of Business's margins of excellence.



The Carson family, left to right: Steven Carson, Kristi Gutierrez, Sandi Francis, Linda Carson, Scott Carson, Kelly Clark, and Michael Clark.



Linda Carson, Eric Spangenberg, and Scott Carson at the Dean's Leadership Celebration.

College of Business Awards

2010 Outstanding Award Winners

Outstanding Faculty, Teaching:

Tom Tripp, management and operations

Outstanding Faculty, Research:

Saonee Sarker, information systems

Outstanding Faculty, Service:

Jeff Joireman, marketing and **Gene Lai**, finance

Outstanding Faculty, Clinical:

Mauricio Featherman, information systems

Outstanding Graduate Student, Teaching:

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Saonee Sarker, associate professor, information systems

Shung Jae Shin, associate professor, management and operations

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Harry Turtle, professor and Omer L. Carey Chair in Financial Education, finance

Joe Valacich, George & Carolyn Hubman Distinguished Professor, information systems

John Wells, associate professor, information systems

Bernie Wong-On-Wing, professor, accounting

NBoA

Member Profile: Richard McKinney

by Linda Infranco

For Rich McKinney ('73), the decision to attend Washington State University was an easy one. His older sister attended WSU, money was tight for his family in Lacey, Washington, and he wanted a great college experience. "It was one of the best decisions I ever made," says McKinney, who today is Deputy Under Secretary of the Air Force for Space Programs in Washington, D.C. Torn between a degree in business or engineering, McKinney opted for the former which, he says, prepared him well for his career with the Air Force. "After operational tours, I moved into the acquisition part of the Air Force. A large part of my job was dealing with the business side of the military—contract negotiations, program management, systems planning. My foundation in business prepared me well for success," he says.

McKinney currently serves on the college's International Advisory Board (IAB) and has been an active member throughout his tenure. While living in Paris, France, McKinney met fellow IAB members in Brig, Switzerland, to judge the International Business Plan Competition, and has participated in numerous transatlantic phone calls over the years. He believes in the importance of providing study abroad opportunities to college students. "Students benefit from study abroad programs, not only because they learn a foreign language, but because they witness issues and problems from that culture's perspective." Through his service on the International Advisory Board, McKinney hopes to pass on his global knowledge to the next generation. "Even if our business graduates intend to conduct their business in the state of Washington, they need to look beyond the state to the worldwide market that's been created. From buyers to suppliers, today's college graduates must be aware of the global marketplace that we're all a part of," says McKinney.

McKinney is a recipient of the Exceptional Civilian Service Award, the highest civilian service medal granted by the U.S. Air Force. When asked what advice he would give to today's students who aspire to achieve such success in their own careers, he says it's not about the awards.



"Committing yourself to doing the best job you can do is the most important. The awards will take care of themselves."

Today, McKinney realizes the importance of giving back to his alma mater. His contributions to Washington State University began in 1980 with a life membership in the Alumni Association. Since then, McKinney and his wife, **Catherine Barry**, have contributed to various causes within the university. In 2010, McKinney and Barry established an endowed Public Service Scholarship in the College of Business. "Public service is another passion of mine," McKinney says. "People talk a lot about today's big corporations, but I want young people to be aware that career options exist in public service, and they can bring with them the business skills learned at WSU." Most recently, McKinney and Barry established a legacy gift to endow the Richard W. McKinney Distinguished Professorship Fund in the College of Business. "Without Washington State University, I wouldn't have had the opportunities that I've been given. It's good citizenship to give back," he says. And for all those who will benefit from McKinney's time and generosity, access to international and civic opportunities is only a stone's throw away.



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Event sponsorships are a great way to get involved with the WSU College of Business. Our signature events include the Power Breakfast series, the Dean's Leadership Celebration, and the Cougar Golf Tournaments.

Below is a sampling of event sponsorship levels. For more information about these or other partnership opportunities, please contact Jennifer Frei at 509-335-1386 or jennifer_frei@wsu.edu.

Power Breakfast (Seattle/Spokane)

Table Sponsor \$500

- One table (seats 8-10)
- Recognition in event program and table signage

Silver Sponsor \$1,500

- All table sponsor benefits noted above
- Recognition in advance publicity and communication materials, event program, and table signage
- Company logo displayed at the event
- President's Associate gift credit

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- All table and silver sponsor benefits noted above
- One seat at the head table for company representative
- 1/4 page ad in the College of Business *Dividend*

Dean's Leadership Celebration (Seattle)

Silver Sponsor \$2,500

- One table (seats 8-10)
- Recognition in advance publicity and communication materials, event program, and table signage
- President's Associate gift credit

Crimson Sponsor \$5,000

- All silver sponsor benefits noted above
- Company logo displayed in advance publications
- Company logo displayed at the event
- Special naming opportunities for auction segments
- President's Associate gift credit
- 1/4 page ad in the College of Business *Dividend*

Cougar Golf Tournaments (Seattle/Vancouver)

Hole Sponsor \$500

- Hole signage on the course
- Recognition in event program

Silver Sponsor \$1,500

- All hole sponsor benefits noted above
- One twosome for golfing that day
- Recognition in advance publicity and communication materials
- Company logo displayed in the event program
- President's Associate gift credit

Crimson Sponsor \$2,500

- All hole and silver sponsor benefits noted above
- One foursome for golfing that day
- Prominent hole signage on the course
- 1/4 page ad in the College of Business *Dividend*

Bundled Sponsorship Packages

Sponsor three events at any level and receive a 10% discount on sponsorship total.

Thank you to our 2009–10 event sponsors!

ASC Consulting	Nike
Bargreen Ellingson	Resources Global
The Boeing Company	Slalom Consulting
Catalyst Storage Partners	Starbucks
Davis Wright Tremaine LLP	Tulalip Resort and Casino
Hotel Andra	Two Degrees
Gordon Brothers Winery	Widmer Brothers Brewing Co.
Kim's Embroidery	Wine-By-Cougars
McCord's Vancouver Toyota	WSU Alumni Association
Merry Cellars	

How can you make a lasting **impact** on the WSU College of Business?



Giving can be a very personal action and those who are unfamiliar with philanthropic giving may not know where to direct their gifts. You can make a gift through Call-a-Coug when you receive the student telephone solicitation or you can respond through the direct mail appeal that arrives at your home. If you know the area you wish to support, you can access the CB giving site at www.business.wsu.edu/give or you can explore your giving opportunities with a development officer in the college who can personally meet with you to discuss the best ways to meet your needs and wishes.



Annual Giving

Annual giving builds a foundation of support for the College of Business and helps to maintain the margins of excellence. These gifts are often pledged annually to support scholarships, programs, research, faculty, and operating expenses. Annual giving programs include direct mail solicitations, parents programs, the President's Associates program, and Call-a-Coug. These gifts provide a way for alumni and friends to invest in the college and can range from small, one-time gifts from a young graduate to long-term, multi-year pledges by established professionals with ties to the college.

Special Giving

Special giving opportunities are generally time sensitive, in response to a specific need or special opportunity within the college. Special giving is generally done in addition to annual giving or can be done as a combination of the two. Examples include support for a specific scholarship or endowment fund, sponsorships of events or programs, or gifts made for special projects or classroom upgrades.

Legacy and Planned Giving

Legacy Associates are those individuals who have remembered Washington State University in their estate plans, leaving a legacy for future generations. Estate gifts have a tremendous impact on the university, representing more than one-third of the total endowment. These gifts provide stable and perpetual support for students, faculty, and programs at WSU. There are a number of ways Legacy Associates can direct gifts to WSU. By naming the WSU Foundation and the College of Business in your will or living trust, or as a beneficiary of your life insurance or retirement plan, you create a permanent legacy supporting the future of WSU. You may also give by creating a Charitable Remainder Trust, Charitable Gift Annuity, or through a Retained Life Estate.

trans•form (verb):

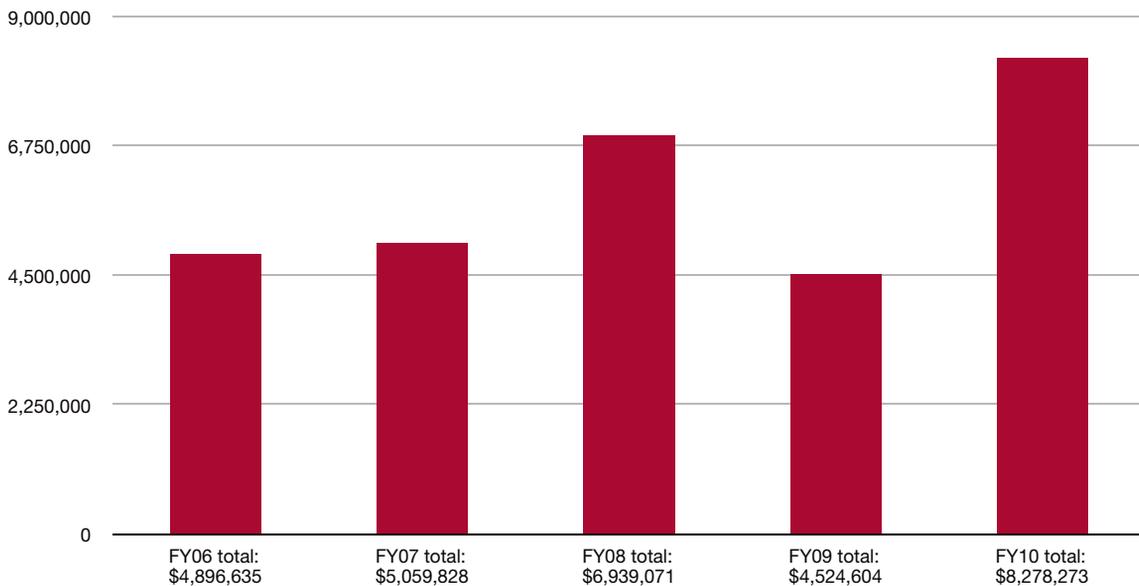
To undergo a change in form, appearance, or character; become transformed.



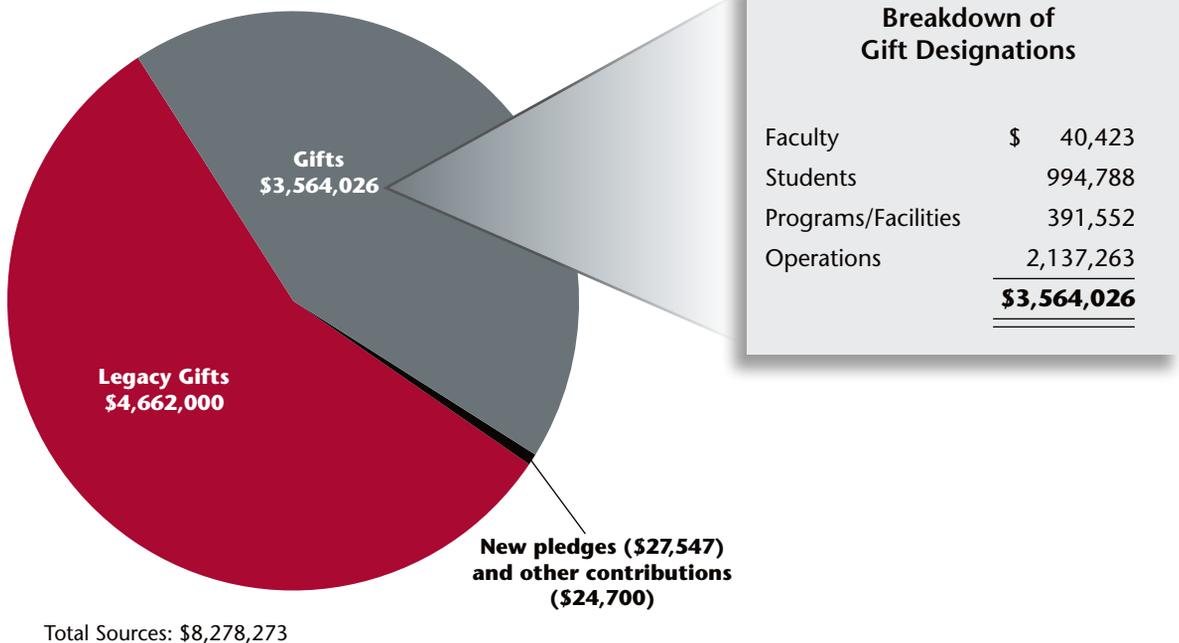
College of Business Annual Report

CB donors and friends contributed more than \$8.2 million in 2009–10. The funds will help to advance the college’s vision of transforming student lives and positively impacting business communities worldwide.

College of Business Gifts, Grants, and Pledges



College of Business FY10 Sources of Private Support



Message from the Director of Development



Dear CB Alumni and Friends,

Another year has passed as we work our way out of the “Great Recession.” Although the experts will tell us we have a long way to go and recovery is far from assured, our fundraising numbers in the College of Business are certainly showing signs of life. As you can see on the preceding page, we experienced a positive rebound resulting in a new record of fundraising for the college in FY2010 (July 1, 2009–June 30, 2010). Though I am pleased with our finish, we still have a lot of work to do as we head into FY2011 and beyond. Now is the time to take the college to the next level.

My team and I will continue to work hard to provide our students, faculty, staff, and leadership with the resources they need to achieve success. I challenge you to consider joining us in our mission to transform the College of Business over the next five years.

There are many examples of how our alumni are making a difference through volunteering in the classroom, mentoring students, serving on a board, opening doors via summer internships, or working with our team to cultivate new friends and create new funding opportunities. Also, many new alumni have become involved with personal or corporate giving to the Dean’s Excellence Fund or another area of importance to them over this past year.

I want you to know that though the big, transformational gifts you will hear about in the future are fun and exciting and should be celebrated, we do rely on the thousands of alumni who provide for our needs via regular annual giving. Now more than ever, this type of private support means so much as our other sources of funding continue to shrink. It is no secret what the state legislators are up against when trying to fund higher education. No matter where you feel comfortable plugging in, rest assured you do make a difference for your alma mater and we welcome your involvement.

Thank you for your continued support to the college over these past years. I love to see how the Cougar spirit rises to the occasion each time we are faced with a challenge. I am as optimistic as ever heading into this next year that we will do so again. As a fellow alumnus of the College of Business, I say thank you and Go Cougs!

A handwritten signature in black ink, appearing to read 'Justin R. Marquart', written in a cursive style.

Justin R. Marquart '96 MBA

Senior Director of Development and College Relations

COLLEGE OF BUSINESS

Calendar of Events 2010–2011

September 2010

- 8 CB Carson Center Student Welcome, 11:00 a.m.–1:00 p.m., Todd Hall First Floor
- 9 Regents' Distinguished Alumnus Award Ceremony and Brinson Lecture featuring award recipient and guest lecturer **Gary P. Brinson**, president of GP Brinson Investments and chair of the Brinson Foundation, 1:30 p.m., CUB Auditorium
- 10 Meet the Firms Event by CB Department of Accounting, 3:30 p.m., CUB Ballroom
- 11 Bowling with the Firms by CB Department of Accounting, 8:00 a.m., Zeppoz
- 17 WSU College of Business Power Breakfast, featuring **Joni Earl**, CEO of Sound Transit, 7:30 a.m., Westin Hotel, Seattle WA
- TBD Maughmer Lecture, Speaker TBD



October 2010

- 4 Career Networking Night, hosted by the Carson Center, CUB Senior Ballroom, Time TBD
- 11 Walton Lecture featuring guest speaker **Doyle J. Williams**, executive vice president and chief marketing officer of COUNTRY Financial, hosted by the Department of Finance and Management Science, 5:00 p.m.
- 16 Fourth Annual Brew Fest by Eta Sigma Delta student organization of the School of Hospitality Business Management, 5:00–7:00 p.m. and 8:00–10:00 p.m., Schweitzer Events Center



November 2010

- 12 Third Annual Business Law and Ethics Symposium, Lewis Alumni Centre
- 22 Second Annual College of Business Dean's Leadership Celebration, 5:30 p.m., Fairmont Olympic Seattle Hotel
- 22 School of Hospitality Business Management Advisory Board Meeting, Seattle
- 22 NBoA Meeting, Fairmont Olympic Hotel, Time TBD, Seattle



December 2010

- 11 Fall Commencement

February 2011

- 7 School of Hospitality Business Management Career Night, 4:00-7:00 p.m., CUB Ballroom



April 2011

- 8 27th Annual Wine Fest by Eta Sigma Delta student organization of the School of Hospitality Business Management, 5:00–7:00 p.m. and 8:00–10:00 p.m., Schweitzer Events Center
- 22–23 Spring Business Plan Competition
- 22 Spring Business Plan Competition Gala, 5:30 p.m., Senior CUB Ballroom
- 20 Burtenshaw Lecture, Speaker TBD, hosted by the Department of Hospitality Business Management
- 21–22 NBoA Activities, Pullman
- TBD WSU CB Power Breakfast, Speaker TBD, 7:30 a.m., Davenport Hotel, Spokane
- TBD Beta Alpha Psi Banquet



May 2011

- 4 Spring Commencement

Summer 2011

- TBD Vancouver Golf Tournament
- TBD Seattle Golf Tournament



Join us as we advance our mission:

Transforming the lives of students while positively impacting the business and academic communities of Washington state, the region, and the world.

Your gifts have an immediate impact on the lives of today's students and tomorrow's business leaders, enabling the College of Business to support student success, faculty excellence, premiere programs, and world-class facilities.

Make your gift online today at

www.business.wsu.edu/give

or fill out the form below and mail it to WSU Foundation, PO Box 641925, Pullman, WA 99164-1925.

Dean's Excellence Fund

Gifts to this fund help maintain the margins of excellence within the CB, allowing the dean to support the college's highest priorities and to ensure continuity in faculty and undergraduate program excellence. Additionally, the fund provides support to recruit, retain, and build leaders within the college.

Departmental Development Funds

Annual and special gifts to individual departments allow faculty to implement programs for students in their specific discipline areas. Examples include support for student activities, resources for research, software needs, travel stipends, and other uses in the performance of official duties and for purposes that advance the mission of the university.

Special Initiative Funds

Fundraising efforts around our three priority areas—globally competitive business leadership, positive societal impact, and entrepreneurship and delivery of innovation—will fuel the transformation of the CB. Partnering with donors who share the college's vision for the future will make this transformation a reality.

If you'd like to discuss any of the above or find out more information about additional funding areas, please call 509-335-7853 or email infranco@wsu.edu.

CUT HERE

Enclosed is my gift of:

\$1,000 \$500 \$100 \$50 Other \$ _____

Appeal code: 11355

Please designate my gift to:

Dean's Excellence Fund Business Plan Competition
 Hospitality Teaching Center Wine Business Management
 Center for Behavioral Business Research Scholarships
 Specific Unit/Department Annual Fund (Please print department name): _____
 Other (Please specify): _____

Go to www.business.wsu.edu/give for a complete list of funds and initiatives.

Check enclosed, payable to **Washington State University Foundation**

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