



A production of the CWU School of Business and Economics

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ALUMNI PROFILE

GIVING BACK

by Tobi Goering

Dennis Weston, a 1973 CWU alumnus in accounting, Chairperson of the SBE Advisory Board and member of the CWU Foundation Board of Directors, is currently the Senior Managing Director of Fluke Venture Partners. Fluke Venture Partners is a Bellevue-based venture capital fund investing in early-stage, high growth companies in the Pacific Northwest.

Before entering CWU, Weston was the manager of a Safeway store and a professional musician. However, he wanted to pursue a career as a CPA. Weston entered CWU as a junior in summer quarter 1972 and participated in the recruiting "season" that fall. He received several offers from Seattle-based CPA firms and accepted one from Moss Adams with a start date of September 1973.

Weston stayed with Moss Adams for four years and left to join one of his clients, where he stayed for five years before joining Fluke Venture Partners.

Weston has been with Fluke Venture Partners for almost 19 years with primary responsibilities for the investment of venture capital funds and managing a portfolio of early-stage, emerging growth companies, in high technology. He has enjoyed his career focus as a venture capitalist.

Dennis Weston



CWU provided experiences that were important to Weston in his career. CWU let him finish his degree in a compressed time frame since he was a 26-year-old Vietnam Veteran, married with two children and had the need to get back into the workforce. Not only did he get permission to take heavy academic loads, the SBE worked with him to design a program where he would succeed. Weston also mentioned that Gary Heesacker, Jay Forsyth and Pat O'Shaughnessy provided excellent instruction and made themselves available outside of class. Weston feels that CWU's reputation surrounding its accounting program was legendary. It provided the education he needed and the access to CPA firms by reputation so that his job search was much more productive. Finally, he feels that the quality of instruction was superb and he was able to pass the CPA exam with almost no additional study outside of what CWU provided.

When Weston and his good friend, Clark
continued on back cover

FACULTY PROFILE

SUCCESS WITH A LIGHT HEART

by Aolani Glover

Not taking herself too seriously is one of MaryAnne Atkinson's secrets to success in teaching. She believes in breaking down barriers between students and faculty at every level, whether it be lecturing in a classroom or advising students one-on-one. Conveying the message that she is on the students' side has led to above average ratings on the usually dreaded student evaluations each quarter. Comments such as: "MaryAnne made the class enjoyable... we need more instructors like her" and "she is willing to spend more time on topics of interest to students" make it easy to see why she has been recognized with the CWU Office of Alumni Relation's "Excellence in Teaching Award" for 2000 in the School of Business and Economics. Also nominated for SBE Teacher of the Year Award in both 1997 and 1998, she consistently shows "enthusiasm, dedication to students, and passion for the subject" she teaches.

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LEADERSHIP AND DIVERSITY LECTURE SERIES

The SBE Leadership and Diversity Lecture Series brings speakers to CWU who are

willing to share their experiences and perspectives about the varied dimensions of leadership and diversity in many organizational settings. Business researchers, James Kouzes and Barry Posner, have spent two decades studying leadership in both the private and public sectors. The root origin of the word "lead" is a word meaning "to go" and conveys travel from one place to another. Kouzes and Posner contend that leaders are those who step out and show others the direction in which to head. Leaders begin the quest for a new order.

In its broadest sense, diversity refers to the rich variety of similarities and differences represented in a community of people — cultural, gender, racial/ethnic and disability to sexual orientation, socioeconomic, opinions and ideas. As reflected in the mission of the CWU Diversity Education Center, diversity focuses on opportunities to learn

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DEAN'S CORNER

Notes from Dean Roy Savoian

Since the last issue of the *Beacon*, the SBE completed the important task of developing a new mission statement. The process and outcome reflects our continued commitment to our students — all students at all locations.

The process was initiated in December 1999 at our Executive Committee strategic planning retreat. After a draft was developed and presented to the SBE faculty and staff, a revised mission statement was “field tested” at separate meetings of various stakeholder groups:

- CWU’s Academic Affairs Council
- SBE Advisory Board (18 business executives)
- Presidents of student clubs associated with the SBE in Ellensburg
- Business administration and accounting students at the Lynnwood Center
- Business administration and accounting students at the SeaTac Center
- Group of SBE alumni.

The Executive Committee considered several suggested changes, revised the draft and then presented a final version to the SBE faculty and staff. The mission statement was adopted on June 7, 2000.

SBE MISSION

The School of Business and Economics creates value and opportunity for our students by providing a high quality education at the Ellensburg campus and university centers in the Puget Sound and central regions of Washington state.

The key to *value and opportunity* is curricula based on theory and application, emphasis on undergraduate education and teaching excellence, and teaching strengthened by research and supported by professional service. Faculty use their academic preparation and business experience to enhance student learning.

We are proud of the learning environment where students and faculty work actively together. Our curricula reflect current needs and developments in contemporary business. We rely on personalized, innovative instruction supported by learning technologies. Simply stated, we focus on student success — for all students at all locations.

Look for future issues of the *Beacon* to provide updates as we continue with our strategic planning effort.

Atkinson, continued from page 1

MaryAnne got her name from both of her grandmothers (capitalized to give each equal recognition) and her degrees from Drexel University. Since Drexel was one of the first universities to require personal computers, MaryAnne became a “dyed-in-the-wool Mac user,” which at times makes for compatibility challenges at this IBM dominated university. After earning her B.A. in Accounting, M.S. in Management Science, and Ph.D. in Accounting, MaryAnne made her way to the Lynnwood Center and started strong with a Faculty Research Award her very first year. Then, selection to the CWU graduate faculty followed in November 1999. Her “unofficial” position is co-advisor of the Society of Student Accountants. She believes letting students know they have support from faculty in all aspects of the educational process is just as important as her teaching.

The close-knit, supportive atmosphere of a university center appeals to MaryAnne more than being at a main campus. Although feelings of community and closeness are present in many departments here in Ellensburg, there is a feeling “almost like a family” in Lynnwood, with a smaller staff and more opportunity for personal interaction. Students usually stay in touch after graduation, and with instructors like MaryAnne, it’s no surprise.



MaryAnne Atkinson

It was my pleasure to interview MaryAnne and laugh our way through the large and small accomplishments of her time at Central.

AG: What is the most important lesson you hope to instill in students?

MA: A sense of integrity; the value of following their own path.

AG: Whom do you admire most?

MA: My friend Cheryl who passed away a year ago. She taught me how to live on life’s terms. I’m still in awe of her courage and strength.

AG: Do you have a favorite quote or author?

MA: The one I have on my office door: “Your work is to discover your work and then do it with all your heart.” (Buddha)

AG: How do you perceive ethics in teaching and in your own life?

MA: I feel that ethics can be taught but are truly tested by real life, not the doctrine of any particular organization or set of beliefs.

AG: Describe yourself in one word:

MA: Whimsical.

AG: What has been a great personal victory for you?

MA: Overcoming the fear of being free and performing in front of others.

Final Note: If you ever run into MaryAnne and have a few minutes, ask her to sing Bob Seger’s “You’ve Got Me Understanding,” and indeed you will quickly understand what has made her such an exceptional person and educator.

ADVISORY BOARD

The Advisory Board is a bridge between the SBE and the business world. Its members’ expertise will assist in shaping SBE programs in the future and in linking the SBE to developments in a variety of organizations across the regional economy.

- Dennis Weston**, Board Chairperson, Bellevue Managing Director, Fluke Venture Partners
Jack Byerman, Chair, Program Committee, Redmond, Boeing, Retired

- Clark Daffern**, Chair, Planning Committee, Renton, Pacific Rim Financial Group, Inc.
Andrew Zuccotti, Chair, Resources Committee, Seattle, Stoel Rives L.L.P.

- Umesh Amin**, Redmond, AT&T Wireless
Mary Baechler, Yakima, Baby Jogger Co.
Linda Clark-Santos, Seattle, Washington Mutual
Frederic “Fritz” Glover, Ellensburg, Loma Linda Orchard
John Hartquist, Jr., Bellevue, PACCAR

- Arne “Skip” Haynes**, Eatonville, The Rainier Group
Robin Hunt, Olympia, Thurston County
Tom Hurson, Selah, Tree Top, Inc.
Brent Johnson, Seattle, Arthur Andersen LLP
Karen Jones, Seattle, Boeing
Jack Morfield, Ellensburg, Ellensburg Telephone
Kris Pomianek, Wenatchee, Wenatchee Chamber of Commerce
Susan Swartz, Seattle, KPMG
Don Wright, Wenatchee, Pacific Aerospace & Electronics

MASTER OF PROFESSIONAL ACCOUNTANCY

by Tobi Goering

The Master of Professional Accountancy Program at Central Washington University prepares students for professional positions in accounting. The program is designed to develop essential skills in critical thinking, oral and written communication, teamwork, computer use for problem solving and research as well as advanced technical accounting. Graduates of the program will be global, business savvy "cognitors," who add value to their companies and clients by providing quality, broad-based professional services. The MPA Program is offered at both the Ellensburg campus and Lynnwood university center.

The MPA is a 46 credit-hour degree program. A full-time student with an undergraduate degree in accounting should be able to complete the program in one academic year. Students may design a specialization within the MPA program by carefully selecting elective courses that meet their career goals. The MPA degree satisfies the fifth year education requirement adopted, to date, by 46 states (including Washington) for licensure as a CPA and by the AICPA as a requirement for membership.

The curriculum includes 10 credits of Management Core, 21 credits of Accounting Core and 15 credits of Electives. The Management Core classes are Customer Value and Leadership and Strategic Management. The Accounting Core classes are Information Systems Security; Control and Audit; Tax and Legal Strategies for Business; Financial Statement Analysis; Seminar in Professional Accountancy; and Master's Thesis, Project and/or Examination. Electives include such classes as Electronic Commerce, Enterprise Business Modeling, Tax Planning for Individuals, Tax Planning for Entities, Managerial Economics and more.

Students in the MPA degree program also have access to CWU Career Development Services. Companies who regularly interview accounting graduates at CWU include: Arthur Andersen, LLP, Andersen Consulting, The Boeing Company, Deloitte & Touche, and Ernst & Young, LLP. Others include: KPMG Peat Marwick, LeMaster & Daniels, Microsoft, Moss Adams & Co., PriceWaterhouseCoopers, and the Washington State Auditor's Office.

The MPA Program welcomes applications from students in all disciplines; however, applicants lacking sufficient business and accounting background will need to complete additional courses to obtain the MPA degree. Applicants must take the Graduate Management Admission Test, complete the application form and provide official transcripts from all undergraduate colleges and universities attended. Applications can be obtained from the graduate office in Barge Hall, from the Department of Accounting offices in Ellensburg and Lynnwood, or requested on the program's Website. Applications must be completed by April 1, 2001, for admission to the program for fall quarter 2001.

For more information, contact the Department of Accounting at:

Master of Professional Accountancy Program
Department of Accounting
Central Washington University
400 E. 8th Avenue
Ellensburg, WA 98926-7484

Phone: (509) 963-3340 (Ellensburg); (425) 640-1574 (Lynnwood)

Email: mpa@cwu.edu

Website: www.cwu.edu/~mpa

Leadership and Diversity Lecture Series, continued from page 1

about all people and to engender awareness, understanding and respect for human experiences.

What are the challenges for leadership? What are the opportunities for promoting diversity?

Mr. Onofre Contreras, Executive Director, Washington Commission on Hispanic Affairs, spoke on February 14 about important issues facing the Chicano-Hispanic-Latino people today. Mr. Contreras emphasized the necessity of improving education, stating that in the future, "the Latino community sees a well-financed and well-designed educational system as the 'hand up' that will assist us in achieving economic and educational success." Mr. Contreras also conveyed the message that keeping one's ethnicity alive in the workplace is of the essence. He recommended a book by David Whyte titled *The Heart Aroused* which focuses on poetry and the preservation of soul in corporate America. Contreras offered advice on how to be a successful employee while at the same time being a successful minority representative, without losing either ethnic or career identity. (See photo below)

UPCOMING SPEAKERS:

~~March 6~~ (to be rescheduled)

Mr. Ginn Kitaoka, Director, Hyogo Business & Cultural Center

April 11

Ms. Bernadine Staten, Diversity Specialist, Microsoft

May 8

Dr. Linda Clark-Santos, Senior VP-Organizational Capability, Washington Mutual

Each lecture begins at 3:30 p.m. in Shaw-Smyser 115 on the Ellensburg campus.

It is the intention of the SBE to present the Leadership and Diversity Lecture Series at the Lynnwood and SeaTac university centers during the 2001-02 academic year.

For more information about the SBE Leadership and Diversity Lecture Series, please contact the SBE Office of the Dean.

Onofre Contreras talks with M.E.Ch.A. officers, BJ Garza (left), Vice President, and Rafael Lucatero, President.



SBE CLUB UPDATES

ACCOUNTING CLUB

Ladies, when you exit the restroom make sure your skirt is not tucked into your nylons and your glass is the one to the right of the plate... This is just some of the valuable advice Accounting Club members received before attending this year's annual fall recruiting banquets. The banquets, held in Yakima and Seattle, were once again a big help to students nearing graduation. Those in attendance had the opportunity to mingle and dine with prospective employers in an informal setting prior to fall recruiting.

Once fall recruiting slowed, club members took on community service projects to get into the spirit of the holidays and give back to the Ellensburg community. The Accounting Club coordinated with the Service Learning Center on projects including "Pampering Baskets" for women's shelters, stocking stuffers for local kids, and Adopt-A-Family Christmas packages.

On December 1, the first annual White Elephant gift exchange and potluck Christmas party proved to be a big hit. A live band, *3 degrees West*, provided the musical entertainment. Club members enjoyed the opportunity to socialize and wind down after a long quarter.

Future guest speakers include the FBI, State Gambling Commission, Microsoft, Boeing, state and county Auditors, and the Department of Revenue. Speakers offer valuable advice to students and can share real world experience. Watch our bulletin board in Shaw-Smyser for details regarding dates and times! Meetings are scheduled for the first and third Thursday of each month at 6 p.m. Refreshments are usually provided. See you there!

Ellie Fortin, President

ALPHA PHI OMEGA

Alpha Phi Omega, CWU's only co-ed, national, community service fraternity, is many things, but lazy our members are not. We come together on a regular basis to perform community service events that impact both the campus and Ellensburg communities.

So far this year we have participated in many service projects. Some of the more notable events were Seattle's Walk for Diabetes in order to raise money for diabetes research and education, picking up trash during the Yakima River Clean-Up, holding our annual "Trick-or-Treat for Canned Food Drive" in the Ellensburg neighborhoods, and helping children make holiday crafts at the Holiday Extravaganza. Most recently, we baby-sat children at the Head Start Dinner—a special dinner for low-income parents.

In December, five members attended APO's National Convention, which was held in Philadelphia. They attended workshops, made sandwiches for homeless people, and of course, visited some of the most prominent Philly attractions, including the Liberty Bell, Independence Hall, and the Philadelphia Museum of Art (and yes, they did run up the steps like Rocky!). The members had a great time, despite the fact that a snowstorm threatened to keep them from returning home to ring in the New Year with friends and family.

The outlook for the remainder of the year looks terrific as we already have many exciting activities planned, including the Ellensburg's MS walk in May and our annual White Water Rafting Trip. As president, I would like to commend all of the members of Alpha Phi Omega for their dedication and thank them for all of their help this year!

Andrea Campbell, President

MARKETING CHAPTER

Embarking on yet another quarter, the CWU Marketing chapter is striving to accomplish more than ever before. Our leadership is committed to excellence and determined to achieve chapter goals. Membership is high, with a 50-plus person base; very encouraging when promoting philanthropic and fundraising activities.

The Marketing chapter started early this year with helping to keep the grounds clean during the Ellensburg Rodeo to help raise money for upcoming events. To start off the fall quarter, we circulated the quarterly coupon book and reached out to Royal Vista Care Center, where we decorated for and celebrated Halloween with the patients and children of the community. In November we adopted two families for which donations of food were made to provide Thanksgiving dinners and in December a general food drive was held to help the local community.

This quarter will have an emphasis on professional development to help prepare graduating members for beginning their careers. The chapter will have many activities to help students with resume writing, interviewing, and even landing a job. Continuing to bolster alumni relations has also become a priority. We encourage members to take advantage of the knowledge of people who have experienced "life after college" and use it as a resource for their own journey.

The AMA Collegiate Conference in New Orleans is where our chapter plans to win the "Chapter of the Year" award. We plan to take 30 to 40 members in order to gain a better understanding of marketing and the types of markets in this generation.

Justin Bursch, President

SHRM

Society for Human Resource Management

SHRM members enjoy a full schedule, participating in activities including: attending HR conferences, fundraising, helping out during the holiday season, and having fun.

On June 13, 2001, SHRM members attended the national SHRM convention in Las Vegas. Central students were able to listen to speakers on various HR topics, network, and learn about new developments in the field of HR. Central SHRMers even put on a student chapter leadership seminar for other student chapters across the country.

SHRM also had a busy fall quarter. Members took part in job shadows of HR professionals, HR conferences, and a bake sale at Ware Fair. One of the highlights of the quarter involved participating in HR Jeopardy-style games against HR professionals in preparation for the HR certification exam. Lastly, during the holiday season SHRM adopted a needy family and contributed food items for holiday meals and some fun family activities.

We also have our new website running! There is a wide array of information, so check it out (www.cwu.edu/~shrm).

Jennifer Bean, President

SOMIS

Society for Operations Management and Information Systems

SOMIS is a club open to all majors with a focus on Operations Management as well as Information Systems. Our club membership dues are only \$10 for the entire year and we also encourage enrollment in APICS, which is an educational society for resource management.

Our SOMIS club started off the 2000-2001 school year with no returning officers. After filling all positions we have nine officers and club membership of nearly 20. We have a very enthusiastic group with wonderful ideas for the year. We have had one successful bake sale already and plan to have more fundraisers throughout the year to support our activities.

So far we have had three guest presentations: Tiffany Price of Oracle DBA here at Central; Teri Hendrickson and Tinja Wyman of Career Development Services, also at Central; and Ken Kiest and Scott Speigelberg of Jeld-Wen. We also plan to tour a manufacturing facility in both winter and spring quarters and we are very excited to welcome a speaker from Microsoft on January 30. We hope to have many guest speakers, allowing students the opportunity to explore new fields. Members are encouraged to give suggestions as to whom they would like to hear from and which companies we will tour. We plan to catch a Mariners game after our tour of a Seattle facility, so please come join the fun!

Ammy Jones, President

ALPHA KAPPA PSI

Alpha Kappa Psi is the oldest and most prestigious Professional Business Fraternity in the country as well as one of the largest, most successful student organizations at Central Washington University. Being a national fraternity member allows unlimited networking opportunities from our dedicated alumni who give back to students as a part of their life-long commitment to the brotherhood of AKPsi.

Our mission is to develop well-trained, ethical, skilled, resourceful and experienced business leaders through active participation in our chapter's activities. To achieve our mission, we participate in philanthropic programs, professional development activities, fundraising projects, social functions, and fraternal events and rituals.

During fall and winter quarters, Alpha Kappa Psi has planned, organized, and participated in several outstanding and beneficial projects including Boo Central Halloween Haunted House and I-90 Highway clean-up. They also attended the Success Institute Conference in San Francisco, Calif., and a ski trip to Silver Mountain, Kellogg, Idaho.

Our chapter has two highly anticipated upcoming events. Our annual Casino Weekend at the Elk's Lodge is April 6-7. A festive atmosphere surrounds this event, which features blackjack, roulette, chuck-a-luck, 4-5-6, and a no-host bar. The other is our National Convention in New Orleans, La., with over 250 chapters from around the world attending.

Through dedicated members, officers, and alumni, Alpha Kappa Psi is a rewarding experience.

Skyler Zoppi, President

PHI BETA LAMBDA

One way to gain experience in your prospective career field while still a student is participation in a professional business organization such as Phi Beta Lambda. PBL is a national organization geared toward those pursuing degrees in business and business education which promotes both personal and professional development through the practical application of classroom knowledge and a host of leadership opportunities.

That knowledge will be tested at our state and national competitions (April 6 and 7 in Walla Walla, and July 3-8 in Orlando, Fla.), where we compete in events ranging from desktop publishing, accounting, and economics to business issues and public speaking. The PBL competitions offer an excellent way to show future employers that you have certain proficiencies in pressure situations, and that can make you infinitely more marketable.

Office Symposium 2001, our primary fundraiser, is planned in conjunction with National Secretary's Week and is slated for Thursday, April 26. Administrative Assistants from around the Kittitas Valley will be invited to join us for keynote speakers, lunch, and breakout sessions that will focus on computer applications and workplace dynamics.

Phi Beta Lambda also has plans to host special guest speakers, organize job shadows, produce a chapter newsletter, go snowshoeing, and work closely with Ellensburg High School's chapter of FBLA, the high school equivalent of PBL.

Students of all majors are welcome to inquire about how PBL can help them succeed.

Shawn Palmer, President

ELLENSBURG CLUB CONTACTS

ACCOUNTING CLUB

President: Ellie Fortin • club office: Shaw-Smyser 313
phone: (509) 963-1024

ALPHA KAPPA PSI

President: Skyler Zoppi • club office: Shaw-Smyser 311
phone: (509) 963-1176

ALPHA PHI OMEGA

President: Andrea Campbell

CWU MARKETING CHAPTER

President: Justin Bursch • club office: Shaw-Smyser 401
phone: (509) 963-1173

SOCIETY FOR HUMAN RESOURCE MANAGEMENT (SHRM)

President: Jennifer Bean • club office: Shaw-Smyser 308
phone: (509) 963-1174

SOCIETY FOR OPERATIONS MANAGEMENT AND INFORMATION SYSTEMS (SOMIS)

President: Ammy Jones • phone: (509) 963-3121

PHI BETA LAMBDA

President: Shawn Palmer • club office: Shaw-Smyser 314
phone: (509) 963-1970

WESTSIDE CENTERS

LYNNWOOD MARKETING CLUB

This year, the Lynnwood Marketing Club has an excellent group of people involved. Our board is occupied by a very ambitious and diverse group of individuals.

We have been involved in many different activities this year and plan to be very busy for the rest of the year. We have taken donations of food, clothes, and school supplies for an organization called Teen Hope. This is a great organization that provides food, clothes, and shelter for homeless teens. We have also been involved with a wonderful organization called Junior Achievement. We had Torque Zubeck, who is the Regional Director for J.A., come and speak to our students and we have had a group of our students go and teach elementary students through this program. We also had a sale during fall quarter to give our branch campus students an opportunity to buy CWU items.

Over the next two quarters, we plan to expand our membership, continue to work on creating a stable base for future club members, and participate in our community.

Calista Matson, President

LYNNWOOD SSA

Society of Student Accountants

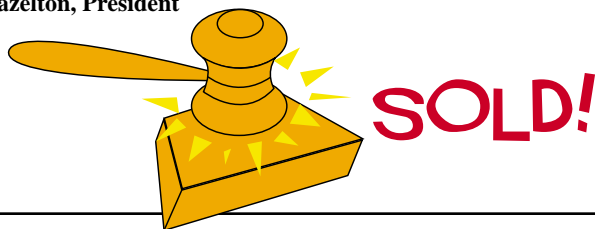
Fall quarter blew in with a gust of activity. The Network Open House, always a popular event with students, gave opportunity for students to mingle with over 50 professionals. This event followed on the heels of a similar event at the Rock Salt that the Society of Student Accountants helped coordinate with Professor Medlar. Students found both events beneficial in lending assistance in securing employment after completion of their education and for internships.

Because of donations of review courses by Rigos and Becker Conviser, we were able to hold our review course auction once again this year. This event is a win-win event for both the SSA and the winners of the auction. The proceeds from this event, in large part, financially support our activities throughout the year and our winners were able to save hundreds of dollars on the review courses they bid on! We were able to keep half of the money collected for the Rigos course and all of the money from the always-popular Becker course.

Several general meetings were held over the fall quarter covering topics such as resume and interview preparation, review course information and presentations from the IMA and CIA. The quarter was wrapped up with a much deserved social at a local Mexican restaurant where students were able to re-energize their spirits.

Winter quarter kicked off with a visit from Arthur Andersen recruiting for summer internships and there are many more fabulous activities planned for the quarter. For current information check out the calendar of events at our Web site: www.cwu.edu/~ssalynn.

Angela Hazelton, President



SEATAC BUSINESS CLUB

With the start of the new (Winter 2001) quarter, there have been some changes for The Business Club. Our president since Fall 1999, Katy Molik had to resign her position for personal reasons. We will all miss her and wish her the best of luck in her career. As Vice-President, I have assumed the position of President.

The Business Club was founded in the Fall of 1999 to replace the Marketing Club due to the new direction the University Centers were taking, — getting away from specialized business degrees and moving toward a general business degree program. Our club is open to ALL students, including those business students whose interests are in Finance, Marketing, Management and OMIS. We encourage all Business Club members to join one of many national business organizations (APICS, AMA, FMA, SHRM, etc.). We have just finished creating our new constitution/by-laws for the ASCWU-BOD Clubs & Organizations. On February 1, Dr. Ron Schwartz led a group of Business Club students on a field trip to KING-FM radio station. The group learned how the station has used information technology to become the second most listened to station on the Internet.

Future events of the Business Club will include a joint meeting with the Accounting (SSA-SeaTac) Club to hear Dr. Savoian discuss the SBE national accreditation process and its current status. We also plan to have more guest speakers and field trips.

Mark Moffatt, President

SEATAC SSA

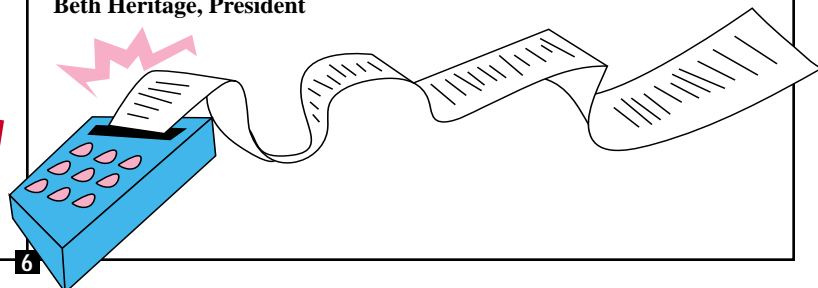
Society of Student Accountants

We started off Winter Quarter 2001 by inviting Chris Pabalonia from Accountemps to speak. He clued us in on some of the newer trends in the accounting field and how we should focus our skills on areas of expertise. Chris was both informative and entertaining, and we appreciated his enthusiasm and insight. Thanks Chris!

Also in the works for winter quarter: forensic accounting and the IRS. We have located a Forensic Accountant, Dennis Graham, and are working on scheduling to bring him in to explain what he does and how he got started doing it. Forensic accounting is a sort of tantalizing mystery to many of us and Dennis will shed a little light on the subject. The IRS is looking to recruit about 600 agents nationally, so we are planning to invite them to come talk to the Accounting Club. We hope to learn what qualifications the IRS will be looking for and give our members a leg up on the competition.

It is shaping up to be a very productive quarter for us, and we are thankful to the guest speakers who take time out of their busy schedules to come share their knowledge with us.

Beth Heritage, President





EDITORIAL

2001 — THE YEAR OF THE RETAILER

by Aolani Glover

Recent closures of major retailers and manufacturers in central Washington have caused many to wonder just how the 2001 local economy is progressing. Will it be a case of "the last one to leave central Washington, please turn off the reactors," or will it be possible to finally see some much needed growth?

Operating without a crystal ball but fortunately with the advice of Central professors Ron Elkins and Nancy Graber, let's explore the economic opportunities and risks facing Ellensburg retail in particular for the coming year and beyond.

Fred Meyer's long awaited and seemingly hard-fought arrival will likely breathe new life into Ellensburg. According to Elkins, the "timing is perfect," especially for those going to Yakima for similar goods. Once comparable retail is here, more dollars spent locally will certainly provide an economic boost. It seems indeed "long overdue" for many reasons, the least of which is the lack of competition in the immediate area. Many smaller local retailers are opposed to "big box" retailers like Fred Meyer, but the time of Mom and Pops who cannot meet the demand for lower prices, more selection, and a new look is ending.

The strong effects of a newer, larger retailer cannot be lessened for the small merchant. Seeing some of them go out of business will be unfortunate, but when it comes down to the nitty gritty, small businesses simply can't provide the economic support that a "big box" can. Existing merchants will have to raise their standards to survive and anyone who has waited for 30 minutes at the post office to buy a 1-cent stamp can appreciate the need for improvement.

It is important in a time of national economic uncertainty, like the present, to make great efforts to retain and attract companies that

develop the local economy. How can Ellensburg avoid the same problems facing Yakima; after years of success, albeit modest, now that retailers are leaving? Those efforts are aided by local government involvement, focused planning, or something as simple as free parking. "Tax incentives are one way to make companies more willing to stay," says Graber. All cities have a responsibility to "make themselves attractive" to retailers and other businesses. There may not be a single perfect solution, but since the stockyards have shut down, people have at least begun staying outside long enough to take a look around and think about what makes a city attractive — a good start!

Don't fret, it will still be possible to leave your truck running on the street and come back 30 minutes later to find it untouched. Ellensburg residents who live here for the "small town feel" can rest assured it will remain; probably for quite some time. But, in order to improve on Elkins' and others' forecast for a "flat at best" growth pattern this year, those same people should think about what they have to offer the outside world. "Ellensburg has more potential than is being realized," comments Elkins. As nice as it may be to know all the neighbors and run into friends almost anywhere you go, neither of those comforts puts food on the table or knowledge in the minds of our youth.

With rising unemployment and stagnant growth it's clearly been economically weakening to avoid big business. The positive aspects of Fred Meyer coming to town are easy to project. Convenience, selection, and value are all vast improvements over spending more for goods simply because it's not worth the time or gas to drive to the nearest town with a good-sized retailer. Think how much you could save in a year by not having to drive 30 minutes each way just to get a pair of jeans that fit...

So, is this the start of something good? Weigh carefully the possibility of losing a bit of the atmosphere of Ellensburg as we know it with the prospects of increased county revenues, better employment, and more educational support. It leads me to the conclusion that welcoming companies who want to do business here, regardless of size, is a bright idea. And there's no beef about that.

MEGHANN DAILY IS AWARDED SHRM SCHOLARSHIP

by Mary Johnson

CWU's SHRM chapter is proud to recognize Meghann Daily as a recipient of the SHRM Foundation Undergraduate Scholarship. Of the many students only applied for this nationwide scholarship, Meghann was one of the two undergraduates who received this award. Meghann is a fourth year student at Central Washington University. She is majoring in Business Administration with specializations in both Human Resources and Finance. Meghann is also currently the VP of Programs as well as the HRCC Coordinator. With all of her active involvement in SHRM, Meghann is very deserving of this scholarship. **Congratulations!**

WESTSIDE CLUB CONTACTS

SEATAC BUSINESS CLUB

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SEATAC SOCIETY FOR STUDENT ACCOUNTANTS (SSA)

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LYNNWOOD MARKETING CLUB

President: Calista Matson • Contact information: (425) 640-1574

LYNNWOOD SOCIETY FOR STUDENT ACCOUNTANTS (SSA)

President: Angela Hazelton • Contact information: (425) 640-1574

SNEAK PEEK

SOMIS: SOMIS & SeaTac Business Club "Fun Day" (to be scheduled)

ALPHA PHI OMEGA: MS Walk Volunteer Day, May 12, 2001

ALPHA KAPPA PSI: Casino Weekend, April 6-7, 2001

SHRM: Golf Tournament, May 12, 2001

PHI BETA LAMBDA: Office Symposium, April 26, 2001

Dennis Weston, continued from page 1

Daffern, left class on their last day of school, they headed straight to The TAV and celebrated a great accomplishment. They had made it through college in a little over two years and neither felt that they could have done it without CWU's help. They both committed to doing something to give back to CWU. Over the years, Weston has had the opportunity of staying connected in several ways. He has enjoyed returning to speak to students and was part of Washington Business Week for 13 years. He has also served on CWU's Alumni Board of Directors, and the School of Business and Economics' Advisory Board, and is currently a member of the CWU Foundation Board of Directors. "Basically, when you have a great experience such as the one I had at Central, you can't help but want to stay connected and to give back when you're able to."

The Advisory Board is a bridge between the SBE and the business world. As Chair, he facilitates meetings, coordinates all of the Board's activities, and assists Dean Savoian in accomplishing the Board's mission. "The Advisory Board has allowed me to stay connected to CWU and to have a hand in helping the SBE provide a better product to today's business student."

Weston feels that his greatest accomplishment has been succeeding in a career that is very difficult and stressful over the long-term and earning a reputation consisting of integrity, professionalism, hard working and being highly successful. If he could do anything differently career-wise, he would have figured out how to have the same financial success he has enjoyed as a venture capitalist while being a woodworker. "I would have much more enjoyed working with my hands and with tools."

Weston's advice to graduating business students is to never stop learning, never assume that the way it is currently done is the best way to do it, and always remember that your reputation and integrity are all you have at the end of the day. He also offers some wisdom on how to live your life,

"Work like you don't need the money,
Love like you've never been hurt,
And dance like no one is watching..."
(Author Unknown)



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HONORS BANQUET

The SBE's 8th Annual Honors and Awards Banquet will be held Saturday, June 2, 2001, at the DoubleTree in SeaTac. Student-of-the-Year awards will be presented and SBE Awards Banquet Scholarship recipients will be recognized. Social Hour will start at 6 p.m. with the dinner and program beginning at 7 p.m. The keynote speaker is Rosemary Mattick, Vice President for Procurement and Supply Management at the Weyerhaeuser Company. The Honors and Awards Banquet is open to all students, alumni and friends of Central Washington University.

Seating is limited. Contact Betty Thomas at (509) 963-2931 or thomasbe@cwu.edu for more information.

HRCC GAMES

The HRCC games February 20, 2001 at CWU-Ellensburg determined the top three student teams that will go to regionals in April and compete against other colleges. The winning team will attend the national conference in San Francisco in June for free. The HRCC games is a Jeopardy-style competition with questions about human resource management and is a fun way to give students incentive to study for the HRCI exam. The top three Central teams are:

- Meghann Daily, Emily Strack, Andrea Campbell
- Jennifer Bean, Mary Johnson, Amy Erickson
- Shane Maloney, Lisa Helleeson, James Avey

Congratulations and good luck!

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