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BEACON

CWU COLLEGE OF BUSINESS
Spring 2018 Edition

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Address:
Central Washington University
400 E University Way
Ellensburg WA 98926-7487

Kathryn Martell, PhD, Dean
Jeff Stinson, PhD, Associate Dean
Christopher Mendez, Director of Engagement and Outreach

BEACON EDITORS-IN-CHIEF
Marisol Sanchez and Stephanie Kelsey

CONTRIBUTING WRITERS:
Kelley McClung and Nathan Zuidema

COLLEGE OF BUSINESS
Central Washington University
400 E University Way
Ellensburg WA 98926-7487

TELEPHONE: 509-963-2930
cwu.edu/business



CB MISSION

We launch students toward a better future by engaging them in industry-relevant, student-centered programs driven by strong partnerships between students, faculty and business professionals.

 The Central Washington University College of Business has again earned the prestigious accreditation of the Association to Advance Collegiate Schools of Business (AACSB). Only five percent of business schools globally earn the coveted, quality-assurance designation. The continuing accreditation validated the work of the College of Business to link students—and their classes—with the most current and emerging business trends and practices.



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Dean's Corner

Dear friends,



Kathryn Martell

It doesn't seem so long ago when I was working on my first *Beacon*. It was 2012, and the issue was "Transitions." The transition was from Dean Roy Savoian to myself as dean. Dean Savoian had accomplished much and was a tough act to follow. And in a blink of an eye, it is time for another transition. This summer, I will step out of the dean's role and into faculty. Although there are parts of my job I will miss, I look forward to connecting with students in the classroom and working as a colleague with other business faculty.

My proudest accomplishment as dean was the formation of a new mission: *We launch students toward a better future by engaging them in industry-relevant and student-centered programs driven by strong partnerships between students, faculty, and business professionals.* Our mission drives our strategy. Our faculty rose to the challenge of bringing professional development to our students—wherever they were. The college's clubs (there are 10!) brought in speakers and climbed into buses to visit companies across the state. Some of our students came to learn about the local business environment by participating in boot camps, and others competed in case competitions regionally and nationally and presented papers at professional conferences. Our required curriculum was expanded to include an innovative, high-touch, professional skills class, and new career development classes. New degree programs include entrepreneurship and personal financial planning, and we added new minors and certificates in data analytics, human resource management, and SAP. Students in our marketing and supply chain management classes produce client consulting projects for local companies, and our new Launch! initiative brings alumni and local companies together with faculty to help our graduating seniors navigate the job market.

As I write this, the search for my successor is in progress. I wish him or her the best of luck and feel confident knowing that they will be supported by the excellent faculty and staff who make so much possible. Also, the Dean's office staff—Associate Dean Jeff Stinson, Tinja Wyman, Amber Darting and Christopher Mendez—are the best on campus, as are our department chairs. It is a great team who will keep the momentum going.

The College of Business at Central Washington University is a very special place and one that I am proud to call home. After a sabbatical, you'll find me in the classroom. Please, stay in touch!

Best wishes,

Kathryn Martell, Dean

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The College of Business had great representation from its clubs at this year's College Kickoff. The event was accompanied by plenty of pizza, fluffy cotton candy, and served as a way for clubs to increase their attendance.



CB Buzz



AACSB Accreditation

The College of Business is honored to be one of the few institutions with the AACSB accreditation. The AACSB accreditation standards challenge educators to pursue excellence and continuous improvement throughout their business programs. AACSB accreditation is known worldwide as the longest standing, most recognized form of specialized/professional accreditation an institution and its business programs can earn.



SOURCE Winners

CWU's Symposium On University Research and Creative Expression (SOURCE) award winners, Jonathan Holzberger and Scott Dean, proposed a method to Pexco Aerospace that would greatly increase efficiency on the manufacturing floor. By utilizing supply chain methods learned in their lean six sigma class, the students were able to reduce lead time, labor, and capital costs. The senior duo was one of few teams to receive a 2017 SOURCE Certificate of Excellence in recognition of their outstanding presentation.



Apple Tasting Research

During fall quarter 2017, students in Dr. Mark Pritchard's consumer behavior class carried out a research assignment on apple tasting. Each group of students had to complete 30 surveys, resulting in approximately 500 questionnaires. The students spent six days tabling at the Student Union and Recreation Center and Super 1 grocery store. During those six days, the groups asked students and community members walking by their table to fill out a survey and perform a taste test of three different types of Washington-grown apples.



Annual Economic Outlook Conference

In February 2017, the College of Business hosted its 17th annual Economic Outlook Conference. The event provided valuable insight on the trends, challenges, and opportunities in Washington's hay and potato industries. The keynote speaker was Derek Sandison, who is the Director for Washington State's Department of Agriculture.

The 18th annual Economic Outlook Conference in April focused on the cannabis industry, with discussions on its trends, challenges, and opportunities in the Pacific Northwest.

The College of Business is honored to host the conference every year, and is grateful to all the featured speakers who share their wisdom with our students.



SHRM Award

The Society for Human Resource Management (SHRM) is the world's largest HR professional society, representing 285,000 members in more than 165 countries. SHRM recognizes student-chapter achievements by awarding designations at different levels: Outstanding, Superior Merit, Merit, and Honorable Mention, with a consideration of chapter size at each level.

To be eligible for an award, a student chapter must meet all chapter affiliation requirements and complete a variety of activities to earn points. Those activities include chapter operations, fundraising, legislative advocacy, hosting seminars or conferences, interacting with professional SHRM chapters, attending SHRM conferences, supporting the SHRM Foundation, and participating in internships, mentorships, and promoting or taking the Assurance of Learning exam, to name a few.

The CWU SHRM student chapter earned a 2016-2017 SHRM Superior Merit Award. CWU's SHRM faculty advisors are Nancy Graber Pigeon, and Drs. James Avey and Todd Weber.



JB C Med Detection Dogs Clayton Webster

JB C Med Detection dogs is something of the future. Training shelter-source dogs to detect a currently undetectable disease in retirement homes is what brought together a special group of CWU students. Clayton Webster, Jillian Guernsey, Billy Barker, and others joined forces through the entrepreneurship program to create this service. It all started as a project, assigned by CWU's Lawrence Danton, and transformed into something astounding. These young business professionals began their time at the retirement home researching medical issues they could prevent. The group found that many people were passing from a specific disease and knew they could do something to help. The business plans to have funding by the end of 2018 for their proposed headquarters in Ellensburg. At this facility, they would like to house up to 250 dogs at one time.



gigglydoo Ernie Kilburn

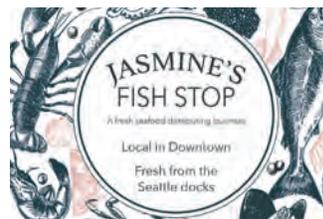
CWU students are out to change the world we live in. Ernie Kilburn, a graduate of the entrepreneurship program, is changing the world of medical devices. Through observations, she learned the most common place for nursing home residents to fall is in the last six feet to their chair. This happens because the individual "parks" their walker against a wall, then tries to make it to their seat unassisted. The walker was one of those things seen as a blemish on their life. Ernie started gigglydoo, to transform walking aids into personal items. The first product line, gigglyfeet, are plastic feet that attach to the base of walkers. Through gigglydoo, consumers are able to purchase these small attachments for their walkers in many different designs. To date, gigglydoo has partnered with Chinsoft, under the Meda Nova name, to continue producing more accessories for medical devices.



Jasmine's Fish Stop

Jasmine Leaptrot-Atkins

Many children have dreams of becoming a CEO, firefighter, or police officer. For Jasmine Leaptrot-Atkins, the dream of becoming a CEO became reality. Her business, Jasmine's Fish Stop, is a retail seafood service that brings fresh seafood straight to consumers in Ellensburg. Juggling school, track and field, work, and the business have been nothing short of difficult. The easiest and most rewarding part was finding that fresh seafood served a large number of people in the Ellensburg area. The countless hours spent on the phone, emailing professionals, and running around town have rewarded Jasmine with the realization that her business is closer to becoming a reality. Being an idea from her own mind, this business means the world to Jasmine, and she says it does not stop here. The eastern side of Washington could use a fresh look at the seafood market, and that is just what Jasmine plans to offer.



Chinsoft Tommy Matthews

When Tommy Mathews and his mother Sara Mathews noticed his younger brother's frustration with skin irritation due to his Multi-Adjustable Face Mask, Sara was inspired to create Chinsoft. The product was designed to provide comfort for individuals who undergo under bite orthodontic treatment. Sara created the product out of fleece and sold 50 of them to Camille VanDevanter DDS, MSD, PS, and Specialist in Orthodontics. Due to Sara's schedule as an accountant, she passed all company business to her son, Tommy. Chinsoft consists of a soft and durable material providing support and comfort to the client's chin and forehead areas. The product is secured around the headgear to stay in place, but can easily be removed for convenience. Currently the company is pursuing a licensing contract for promotion in a catalog that sells directly to Orthodontists. Once the contract is finalized, the proceeds from Chinsoft will go towards contribution for gigglydoo, a brand associated with Meda Nova.

Chinsoft



STUDENT ENTREPRENEURS



Left to right: Drew Wallen, Alexa Shindruk, Bridgette Webb, and Brian O'Donnell

Drew Wallen

Drew Wallen is working toward a general business degree to pursue his dream of becoming a pastor. He believes that a general business degree has properly equipped him with the skills needed in the real world. Being a football player, spending the correct amount of time on classwork and athletics has proven to be tough. It came down to time management and having the coaches and professors by his side. "The coaches were very understanding when issues with school would come up," Drew said. Drew plans to get his master's in divinity – biblical studies from an institution in Virginia. After finishing up, he would like to move back to Ellensburg to serve the community that helped him get to where he is. "Having faculty with the same values as you has been a blessing," Drew said. Drew is an exemplary student in the College of Business, and we wish him the best in his future endeavors.

Alexa Shindruk

Running across the country is something most business majors would never dream of. But for Alexa Shindruk, this is only one part of her college life. While pursuing an accounting major, with a minor in Spanish, Shindruk runs Cross Country here at CWU. Business was always an interest of hers, but it wasn't until meeting with Professor Jenny Cravens that accounting became her focus. In the fall quarter of 2016, Alexa took her first accounting course, and there was no turning back from there. Time management became a major key, when attempting to juggle a full-time class load and cross country. Alexa said, "Working efficiently with the small amount of time allotted is the main struggle I run into." Alexa plans to take enough credits to sit for the CPA exam following her time at CWU. "Working for a non-profit organization is something I am extremely passionate about," Alexa says.

Bridgette Webb

Being a student athlete is nothing to short sell. Bridgette Webb, volleyball player and accounting major, makes the student athlete role look easy. Her desire for both good grades and performance on the court shines through every day. Bridgette knew from a young age she would major in business. She chose to major in accounting, as she found it very interesting, even though she had never taken an accounting course. Learning strict time management skills and how to manage practice, workouts, homework, and class, all in the same day took some getting used to. After completing her time at CWU, Bridgette wants to begin working in the public sector, tax and audit accounting, before transitioning into the private sector of corporate accounting. "Jenny Cravens is my favorite accounting teacher. She is a great mentor to help in the next step of my professional career." Bridgette continues to attend CWU and plans to add a major in finance.

Brian O'Donnell

Playing football, one of the most physically demanding sports, double majoring in marketing and human resources, and minoring in sports business is something Brian O'Donnell calls an average day. In his final year at CWU, Brian has mastered the student-athlete role. Prioritizing school work before practice or a game has been something Brian tackled early in his college career. The degree plays a huge role in his long-term goal of moving to the west side of Washington to open a restaurant with his uncle. "The College of Business has put me in a wonderful position to succeed in the real world," Brian stated. In addition to the College of Business, Brian says Coach John Picha is a major source of support and advice and impacted him greatly throughout his years as a student athlete. Brian will graduate with his double major and sports business minor in the Spring of 2018.

PARIS

“My advice to anyone considering living, working, or studying abroad would be to simply do it.”

Cody Hart, a recent CWU graduate in marketing



by Kelley McClung

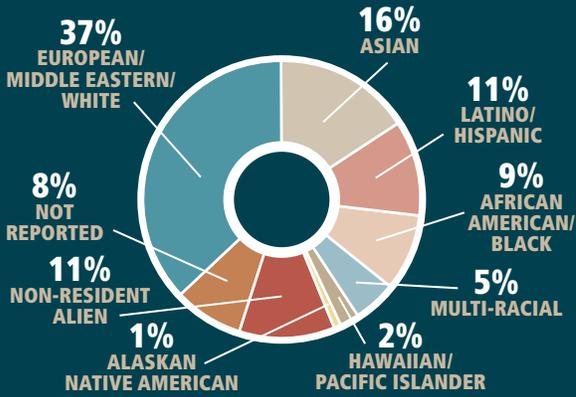
This summer was bittersweet for 12 CWU College of Business (CB) students over in Paris, France, filled with some of the most memorable experiences of their lifetimes. From June 18 through July 14, students completed a four-week course lead by CWU CB professor Mimi Capote, collaborating with the École Supérieure des Sciences Commerciales d'Angers (ESSCA) business school's program in France in international business and luxury brand management. The classes gave students the opportunity to diversify their team cooperation strategies by challenging them to work with students from all around the world. Individuals faced multiple challenges such as language barriers, different cultural strategies, and historical backgrounds. This experience did not stop in the classroom; students got experience traveling to many historic parts of Europe. Their travels included Croatia, England, Spain, Belgium, Denmark, Germany, Switzerland, Italy, and Monaco. The extensive traveling gave students a better understanding of the European culture. Living in a foreign country allowed students to experience new cultures, interact with the people they surrounded themselves with, and explore new places and opportunities.

Lessons students learned from this trip are completely different from what they would have experienced in a generic classroom setting. You learn every day, every hour, it's all new, it's all different no matter if you are within a classroom setting or exploring the city. Cody Hart, a recent CWU graduate in marketing with an economics minor, was one of the 12 students to attend the Paris study abroad program. Cody took away many memorable experiences and gave future students considering studying abroad this advice: “My advice to anyone considering living, working, or studying abroad would be to simply do it. It's too easy and convenient to make excuses for not doing it—it's expensive, I don't speak the language, it's uncomfortable, I don't know what I'm doing, what if something goes wrong. I'm sure your experience will be similar to mine, in that you'll find that the similarities vastly outnumber the differences and that, at the core, most people are truly benevolent and overwhelmingly welcoming towards others.”

Dr. Capote, director of this first international four-week program, stated, “I had the amazing opportunity to travel with 12 select CWU students to Paris, France. I highly encourage any student interested in expanding their cultural horizons to join such a study abroad program in the future. I believe, as an instructor, that the most rewarding part of a program like this one is seeing the collaborative potential that students from all parts of the world are capable of. All program participants benefit, including faculty. On the whole, the experience is highly rewarding, on many levels, and a once-in-a-lifetime opportunity.”

CWU BUSINESS

beyond Ellensburg



253 STUDENTS

CWU-DES MOINES

50% FEMALE

48% MALE

2% NOT REPORTED

VETERANS

3%

210 STUDENTS

CWU-LYNNWOOD

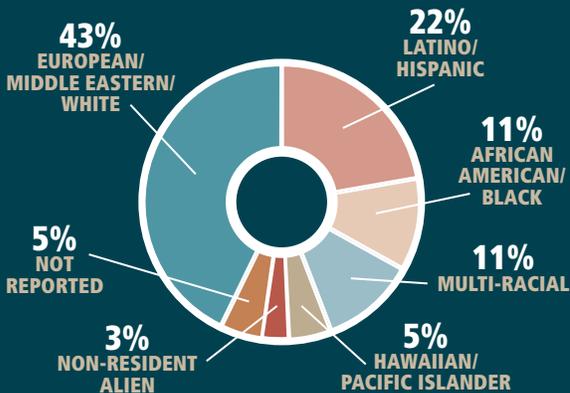
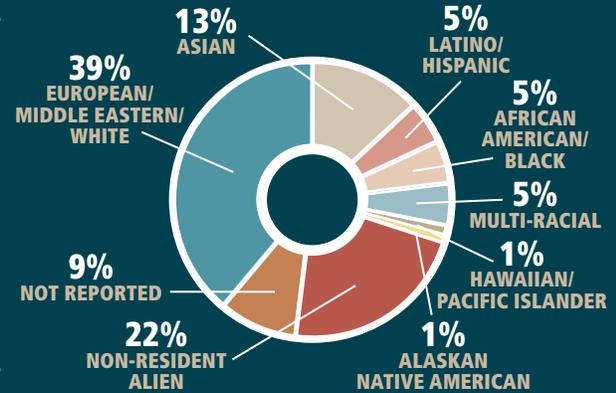
51% FEMALE

43% MALE

6% NOT REPORTED

VETERANS

5%



37 STUDENTS

CWU-PIERCE COUNTY

41% FEMALE

51% MALE

8% NOT REPORTED

VETERANS

35%

3
SEATTLE AREA LOCATIONS



cwu.edu/business

Featured Faculty

Mark Pritchard

Paving the Path to Employment



As CWU students begin their business careers, they undoubtedly will compete for jobs against other degree-holding students from other institutions. What sets CB graduates apart is the caliber and nature of the directly relatable business experience they receive as part of their education. That is why CB students routinely are hired soon after, if not before, they graduate.

“Many of our students can say they’ve done presentations before corporate marketing executives,” said CB professor Dr. Mark

Pritchard. “That gets them in the door for interviews. They can then talk about the research they’ve conducted and presented. It gives those students talking points and street credibility with potential employers.”

Dr. Pritchard has been designing and orchestrating market-research projects for his students since he joined the university faculty more than a decade ago. Among them was one on how embracing sustainability affects a corporation’s image. That project pertained to Puget Sound Energy (PSE) and its Wild Horse Wind and Solar Facility and Renewable Energy Center, about 20-miles east of the Ellensburg campus.

“Quite often, I set up senior projects and this one was for students in marketing research,” Pritchard stated. “This class is designed to develop their insights and understanding based upon research conducted for a corporate partner. So providing students with a chance to see, first-hand, what they could do with the information is an important learning tool. It’s part of a wider mission to have our students engage with business and industry.”

Brian Lenz, PSE manager for gas and electric development, who serves on the CB Advisory Committee, played a key role in project implementation. “He opened the door to data collection both at the Kittitas County Chamber of Commerce and through the wind farm visitor center database, which the students were then able to analyze,” Pritchard acknowledged.

Student teams evaluated the responses to a variety of questions posed in the survey of more than 800 businesses and customers. That led to a range of conclusions.

“They compiled descriptive statistics on many areas, such as attitudes toward and customer satisfaction with the company and its products,” Pritchard explained.

Dr. Pritchard and fellow CB marketing professor Dr. Terry Wilson were invited to present the research findings at the 50th Conference of the Academy of Marketing, Europe’s leading forum on corporate reputation and responsibility.

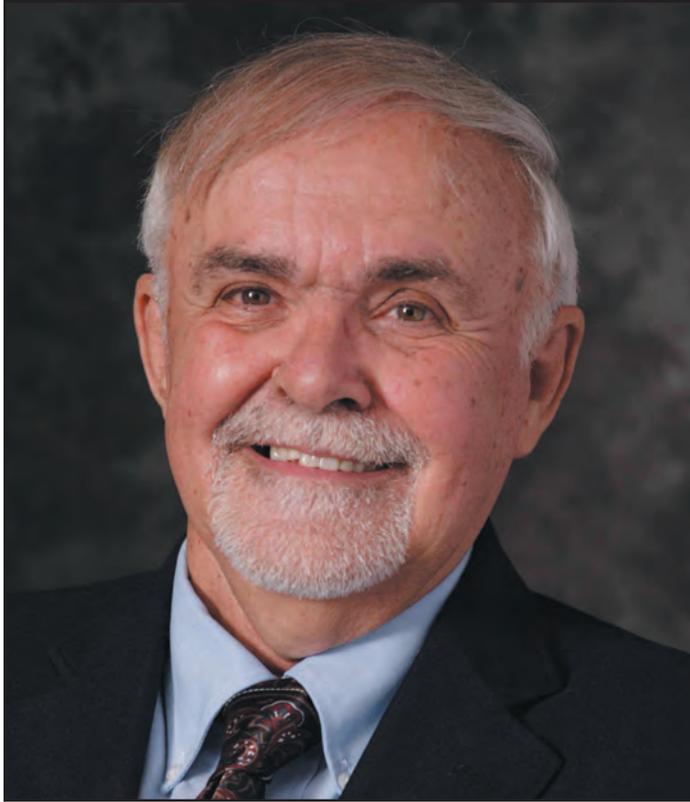
“The overall conclusion was that developing and promoting renewable energy products or projects, like Wild Horse, can contribute positively to a company’s reputation and elevate how it’s perceived in the public sphere,” Pritchard noted. “We found those benefits were fully realized when the green element was considered to be at the core of what the corporation’s all about.”

Officials at PSE’s corporate headquarters in Bellevue heard a report, given by the CB students, on their results. Developing those types of presentation skills is a key focus for Pritchard.

“The executive marketing team [at PSE] actually participated in reviewing and giving feedback on the work done by our students,” Pritchard pointed out. “These kind of applied, service-learning projects can’t be beat as a preparatory tool for getting them hired.”

The CB student findings, augmented by additional, detailed analysis by CB professors Mark Pritchard and Terry Wilson, appeared in a special edition of the *Journal of Brand Management* in January.

“‘Brands that do Good’ was the theme,” he pointed out. “To be accepted for the issue, our research had to go through a double-blind peer review. But, when you do a high-quality job on the front end with the design and data collection, there’s always a possibility of taking the information further and seeing it come out in a respected research publication.”



Robert Holtfreter Foiling Fraud

Without question, cyber security is one of the biggest problems faced by countries, organizations, and individuals throughout the world today. Related to that is identity theft, which has been ranked as the No. 1 fraud problem for each of the past 12 years by the FBI.

Dr. Robert Holtfreter, CB distinguished professor of accounting and research. He has published more than 80 peer-reviewed journal articles specifically addressing fraud problems.

“His research efforts have excelled like few others in this field,” said Joseph Dervaes, President Emeritus of the Pacific Northwest Chapter of the Association of Certified Fraud Examiners (ACFE). “I believe that he knows more about identity theft than any other career professional in the world today.”

ACFE is an 80,000-member professional organization. Holtfreter is among them. He also serves as the identity theft analyst for its journal, *Fraud Magazine*, where he studies emerging identity theft and cyber security related fraud schemes.

The ACFE presented Holtfreter with the prestigious Hubbard Research Award, given for his three-part series of articles that focused on a new model that classifies data breaches into five internal and four external underlying factors.

“He has created a body of work whose usefulness is unmatched in the fraud area and has had a tremendous impact on the lives of thousands of individuals and organizations,” Dervaes added.

Dr. Holtfreter, the ACFE Educator of the Year in 2006 and recipient of its Outstanding Achievement in Anti-Fraud Education Award in 2005, brings his expertise to the classroom, guiding students on their way to becoming certified fraud examiners.

Ozden Bayazit Complementing Curriculum

A recent job search for system analysis and program development (SAP) showed more than 1,000 positions available in the Seattle area. Companies and organizations—of all sizes and industries—around the globe are looking to fill needs for business, financial, and supply chain analysts; inventory control and purchasing managers; human resources specialists and related careers.

The need for producing top-notch graduates for those positions is evident. The CB is stepping up to that challenge in a number of ways. First, in 2015, CWU became part of SAP University Alliances, which allows participating educational institutions worldwide to integrate the latest SAP technologies into their classrooms and curricula.

“That membership enabled us to incorporate SAP into our supply chain management (SCM) classes,” explained CB SCM professor Dr. Ozden Bayazit.

The largest business software company in the world, SAP SE is a European multinational corporation, based in Germany, which makes enterprise software used by 70 percent of companies and organizations around the world to manage their business operations and customer relations. In Washington, those firms include Boeing, Costco, Expedia, PACCAR, and T-Mobile.



CB now provides three SAP-certified SCM courses. The single-credit, intensive, full-day lab sessions are offered at three CWU campuses. Those enrolled are exposed to SAP-related integrated, cross-functional business processes, while developing proficiency in using the enterprise systems. Students who successfully complete three courses become eligible for an SAP recognition award.

“We believe it is added value for our SCM students to learn about SAP,” Dr. Bayazit stated. “We’re confident that the skills we provide gives them the competitive edge that employers are looking for and help prepare them for today’s global business environment.”

Jean Adams

DISTINGUISHED ALUMNA OF THE YEAR

by Sam Stewart



Jean Adams

“Jean Adams has been such a good benefactor and advisor to the College of Business. In addition to the generous financial donations she and her husband Joe make to the College every year, she has been pivotal in helping us develop and promote our new personal financial planning degree. She and Joe support the University as well on the Foundation Board and Wildcat Club. I love it when Jean comes to campus to talk with our students in class or at the Investment Club—she is so inspiring!”

Kathryn Martell, Dean, College of Business

At Central Washington University, we pride ourselves on the strong and lasting relationships we have with our alumni. Whether it has been through volunteering at wide-ranging events or by generously giving back to our programs, our Wildcat alumni always remember where they have come from. Few alumni exemplify this as well as Jean Adams. A 1988 College of Business (CB) finance graduate, Adams has been recognized several times for her continued devotion to our university. She has sponsored numerous scholarships and is a current board member for the CWU Wildcat Club. She also is a former CWU Foundation board member, from 2007 to 2013, and is a participant on the CB personal financial planning task force. She and her husband, Joe, demonstrated their generosity to the CB by providing funds to establish a student-run investment fund. This service to the university, and the CB, ultimately led to her receiving CWU’s 2016 Distinguished Alumna of the Year award. She is being recognized for her outstanding achievements in the banking and investment industry. A certified financial planner (CFP) and accredited asset management specialist (AAMS), Adams currently serves as senior vice president of investments; and senior financial advisor of wealth management at Wells Fargo Advisors in Seattle.

Her donation to the CWU Investment Club student finance organization is well appreciated and noticed by the department. When Adams received her award, she presented to the College of Business Investment Club, highlighting her accomplishments and experience in her career after graduating Central. Trey Justin, the CWU Investment Club president, had this to say about Adams’s visit: “Jean is very impressive in her accomplishments, and it was amazing talking to her about her career (and family).” The rest of the Investment Club members had similar sentiments and were truly grateful that Adams and her husband were willing to take time to speak with them.

Adams, along with our other outstanding alumni, have put the CB and the entire university in a position to ensure our students are earning an education to prepare them for successful careers in an ever-growing labor force. We thank Adams and all of our dedicated alumni for their continued commitment to supporting our students, faculty, and university.

Jean Adams and her husband with Dr. Tenerelli and Investment Club members.





Terry Robling

DISTINGUISHED ALUMNUS

Terry Robling is a U.S. Marine Corps veteran of 38 years, serving in the Marine Corps' largest operational command billet as the Commander, and retiring in 2014 as a Lieutenant General. Previously, Robling served as the Deputy Commandant for Aviation, Commander of Marine Corps Forces and Marine Corps Bases, Japan, and Commanding General of III Marine Expeditionary Force in Okinawa, Japan. Recognition of Robling's service, leadership, and commitment include the Defense Superior Service Medal and Legion of Merit. In 2015, Robling came out of retirement to lead PKL Services, Inc., a global provider of aerospace services, as Chief Executive Officer.

Distinguished Alumni Award

The Distinguished Alumni Award recognizes CWU graduates who have distinguished themselves in their fields; have earned a high degree of respect among their colleagues and in the general community; and whose impact has been felt on a regional, national and/or international level.

WIB



VISIBLE, HEARD, & CREDIBLE

The CB Women in Business (WIB) club hosted its third annual Women in Business Conference, "Visible, Heard, and Credible." WIB works to empower women leaders, regardless of major, through professional development, peer mentoring, and networking opportunities in an open and safe environment that allows for dialogue about issues and stereotypes surrounding women in the workforce.

Stephanie Nicklaus, vice president of credit administration at Harborstone Credit Union, opened the 2017 conference. During her presentation, she stressed three key points: make your opinion heard, take pride in what you do, and most importantly, when you ride the elevator to the top, make sure to send it back down for someone else.

Holly Davis, a certified financial planner with Goddard Financial Planning, also addressed the conference. She discussed the importance of women having full knowledge of household finances.

"Life happens, accidents happen, the unexpected may happen and having the knowledge of your finances can help save you in a crisis," Davis explained.

Maintaining the proper work-life balance and how to achieve and continue leading a successful career while raising a family was explored during a panel discussion.

Retired Chelan County Superior Court Judge Carol Wardell concluded the proceedings with her reflection on what she would have taken advantage of through the early stages of her career. She ended the conference with this advice, "Be yourself and don't let others dictate what you stand for."



Building Entrepreneurs

by William Provaznik, PhD

Every plan risks ending up just a story of what would have happened if your assumptions had been right.

Two years ago we had an idea that maybe we could mentor three or four students as an individual study topic on how to start a business. CWU didn't have any regularly offered courses for this, so one day during a lecture I passed a paper around. "Anyone interested in a class about starting a business, that we don't know yet what we'll teach, that won't count for credit towards any degree, but will cost money, and will require a lot of work—sign up here." I half expected no one would be interested. The 70 names we got back changed CWU forever.

Lacking an entrepreneurship program, students inspired to start a business historically would find a faculty mentor to help them build a plan. The 70 names made it clear we needed more than an individual study class. We started crafting a program specifically for what CWU students need. We called and met with other programs in the region, all of which were very helpful. When all of them recommended taking what others are doing and doing it ourselves, it was clear our first step would be to build our program from the ground up.

The Plunge Program is unique in many dimensions, but there are three that are the most fundamental. The first is that we believe entrepreneurship is a choice, not a trait. Entrepreneurship is a way of seeing who we are and our roles as creating value in the world. It's about becoming agents of change. The most fundamental characteristic of successful entrepreneurs is recognizing that effectiveness is not just about knowledge and skills, but also adopting behaviors to become better versions of ourselves.

Given the importance of this ability to adapt and to work with others, our program starts with a course that many students find most challenging in their college experience. It involves a series of highly competitive tournaments where temporary teams and team members are given public feedback and performance evaluations immediately after their project presentations. Team leaders and individual group members are challenged to incorporate positive personal strategies towards improving performance on the next competition. The students are mentored by senior students on a daily basis to help them implement the strategies into new habits, goals, or sets of behaviors that will help them later as a professional. They are also mentored through the process of prospecting and developing a mentor relationship with an industry professional in their field of interest.



HERBERT B. JONES FOUNDATION AWARDS CWU HISTORIC GRANT FOR ENTREPRENEURSHIP PROGRAM

The Herbert B. Jones Foundation awarded the Central Washington University Foundation the largest grant of its kind in university history—\$460,000 for the College of Business to establish a new major in entrepreneurship and expand a recently-created minor in that field.

The new funding will provide opportunities to students from across the disciplines to pursue innovative ideas for new business development.

The Herbert B. Jones Foundation, which is headquartered in Bellevue, Washington, was established by entrepreneur Herbert B. Jones in 1990, with the mission to provide support of new business programs managed by post-secondary educational entities in the state of Washington.

Another way our program is distinctive is the focus on product development. Many programs rely on taking new technologies to market through a process of developing a product and finding/building demand for it. Our program turns this supply driven model of venture formation upside down. In our demand-based orientation, students learn product development analytical techniques where they observe members of a group in a way that allows them to see those people's lives through those people's eyes. When done skillfully, they will see what those people value and what challenges those people face. From here, students design solutions to their targets' problems and involve the people in focus groups in the product/service design into working prototypes. Through this interactive process, students shape a service/product that has been market tested before they have started their venture.

Larger schools have research to technology commercialization pathways that drive their programs, but they are challenged with finding economically sustainable demand for their ventures. Our model starts with the demand and then finds solutions from existing technology. Given that technological growth has surpassed people's ability to adopt it all into their lives, the Plunge Program's model is well adapted for the accelerating changes our lives are experiencing. For us, departing from the typical entrepreneurship school models and relying on the advice of our alumni and industry partners was a step into the unknown.

Many schools have graduate programs that teach these ethnographic techniques by sending their students to distant countries to provide students with a context that is culturally distant from them to experience behavioral observation without being compromised by their own culture. Our lean startup program provided the next most foreign experience for college students through partnerships our Community Development Director, Lawrence Danton, made with local assisted living centers. The results were unexpectedly swift

when many of our students participated in the first U.S. pilot of Microsoft's Innovation Workshops where the director commented how our students were the most advanced in their ability to incorporate innovation into their venture planning.

This has more importantly been successful for a third fundamental distinction of our program: all of our students have started a venture by the time they have finished their degree. The Plunge Program was established in 2017 and is the fastest growing program in the region. We have helped make real the opportunity of business ownership for more than 50 students, and are on track for another 41 by fall 2018. This is truly an exciting time for the university, our students, and the communities that will be impacted by the new ideas that our alumni will bring with them. It is truly exciting as well that this has made business ownership a reality for students whose backgrounds typically lack the availability of entrepreneurship as a career.





Bringing Business Experience to the Classroom



Digital Marketing Bootcamp

The digital marketing bootcamp familiarizes students with digital marketing functions and jobs in the industry. This one-credit course, open for both marketing and non-marketing business majors, is usually scheduled over three-four days in summer and involves student field visits to various companies. In July 2017, students visited Google, Expedia, Tableau, KOMO News, and Curator PR.

The bootcamp provides a unique environment where students have the opportunity to learn from industry experts on diverse topics ranging from the evolution of the marketing landscape in the digital age to resume building and professional skill development. It is a fantastic networking opportunity for future internships and jobs. It also offers fun and surprising moments such as when students discover that Google has a conference room named after the Wildcats.

Accounting Bootcamp

In July, CB accounting students had the opportunity to participate in a two-day Accounting Boot Camp that allowed participation in various company tours and networking opportunities. The first stop was Clark Nuber. There, the students met with Sara Hyre, a tax shareholder. Hyre shared an overview of the company and its audit and tax departments, and recommended important courses students should focus on in school. The students also visited the Seattle offices of RSM, and learned about programs the company offers to students still in school, along with recent graduates. On the second day of boot camp, students visited Weyerhaeuser and United Way of King County (UWKC). At both stops, the students had the opportunity to hear from employees about their current jobs and were able to ask questions. At UWKC, a nonprofit located in downtown Seattle, students were able to dialogue with employees about the organization and connections with CWU. Overall, students who participated in the Accounting Boot Camp were very pleased with the experience.

Supply Chain Strategy

Approximately five years ago, a professional working in supply chain approached Dr. Yong Joo Lee to urge him to teach students about data analysis. At the time, Dr. Lee taught the capstone class for supply chain as a separate series to Dr. Iyengar's lean six-sigma class. After tremendous thought and discussion, Dr. Lee chose to use his previous IT experience in teaching students about supply chain analytics. Dr. Lee knew students in his capstone class should be learning this industry relevant information.

Dr. Lee's reasoning to change his course structure was simple. Providing his students with the skills to capture the unique sets of data throughout the entire supply chain was a must. His work with local business partners, such as Pexco Aerospace and Stoneway Electric Supply, have proven to be outstanding resources. Both businesses collaborate very closely with Dr. Lee to provide real data from the industry, to teach students how to properly utilize computer applications like Excel, Access, and SQL to ensure students are able to read, manipulate, and execute supply chain analytics with the data provided. In addition to teaching students these programs, the course requires two projects be completed using the various computer applications. These projects act as tests on whether students are able to organize and articulate their findings.

Personal Financial Planning



A new Personal Financial Planning (PFP)

specialization has been launched on the Ellensburg campus by the College of Business. It is the the only one of its kind being offered in the Pacific Northwest. The curriculum is based on the six pillars of financial planning, and teaches students the necessary personal skills to maximize career effectiveness. Students in the PFP course learn the six areas of personal financial planning, in preparation for taking the certified financial planner (CFP) exam upon graduation. The specialization is attracting much attention. These students all have a passion to help others solidify their financial futures. Additionally, this program would not be possible without highly trained professors who bring their expertise on the subject to the classroom.

Professor Andrew Waldum said his favorite part of the program is, "Teaching students a very valuable skill to help people in a positive way."

A well-organized and creative learning environment in the classroom allows opportunities to teach a combination of fundamentals, along with critical thinking skills to best support a client and his or her long-term goals. Many of the students have enjoyed learning about retirement and how they are able to assist in setting their clients up for a sustainable financial future.

"After completing the CFP exam, I hope to work with young college graduates to set them up for a stable financial future," said junior Julie Penwell.

CWU Investment Club



The CWU Investment Club operates as a hedge fund. Club members research a company, develop a financial analysis, and then present their findings to other members. The club currently has several thousand dollars invested in different assets, including stocks, bonds, and cash equivalents. Stock presentations are required to be thoroughly developed, with extensive discounted cash flow (DCF) analysis, company information, and macro economic research, to be qualified to be voted on for inclusion in the portfolio. Once approved by fellow club members for the portfolio, club members are tasked with presenting their findings to the CWU Finance and Audit Committee. If accepted, investments are made in the stock.

The experience gained through the Investment Club is a tremendous asset to students. It simulates a situation where they are required to present their findings to executives, which improves presentation and communication skills. Students also have the opportunity to develop advanced analytical skills by attending weekly training sessions by Dr. Thomas Tenerelli, the club's advisor and CB finance professor.

Thanks to CWU Finance alumni donations, the CWU Investment Club is ran as a hedge fund; members research a company, develop a financial analysis, and then present their findings to alumni board members. They currently have several thousand dollars invested in different assets including stocks, bonds, and cash equivalents. Also thanks to generous alumni, CWU Business students Eric Staats, Grant Lawson, Julie Penwell, and Amir Hilahli were selected to attend the G.A.M.E. Forum Finance Conference in Manhattan, New York. The GAME Forum attracts finance experts from all over the world.

Student organizations

Want to major in Business? Join a Business club!

cwu.edu/business/clubs



Central Marketing Association



Supply Chain Management Association



Women in Business Club

**Supply Chain
Management Association**

Economics Association

**Beta Alpha Psi and
Accounting and Finance
Club**

Investment Club

**Society for
Human Resource
Management Club**

**Central Marketing
Association**

**Business Living Learning
Community (LLC)**

**Women in
Business Club**



Economics Association



*Beta Alpha Psi and
Accounting and Finance Club*



LAUNCH

Central Washington University’s College of Business (CB) hosted its first LAUNCH Conference at the Seattle Center Armory on April 7, 2017. The objective of the LAUNCH Conference was to give graduating business students the opportunity to ask questions, gain insight, and meet professionals in the field they are pursuing. The CB gathered university faculty, alumni, and local business professionals in the greater Seattle area to network with our graduating seniors.

The day began with round-table discussions with CWU alumni and business professionals engaging in conversation with CWU students. One discussion topic covered “How to Gain Employment Using LinkedIn,” hosted by recent CB graduate Sam Stewart. In addition, Kyle Munson, director, Global SEM at Expedia and CWU alumnus, discussed “Navigating the Interview Process from Start to End.”

Students also attended a panel discussion, hosted by accounting professor Jenny Cravens. This panel highlighted the experience of business professionals in hopes of inspiring graduating seniors when they enter the corporate world. Following the panel, keynote speaker Paul Angone discussed why graduating college “doesn’t mean that you have everything figured out.”

After the event, Cravens said, “Talking about careers with professionals before you start or find your first job after CWU is incredibly important. LAUNCH was perfect for doing just that, in an engaging and energizing manner.”

The day ended with a career exposition with recruiters from Wells Fargo, AXA Advisors, Sherwin-Williams, C.H. Robinson, and others. Recruiters connected with current business students and discussed potential career opportunities.

Reflecting on the groundbreaking efforts that led to the first LAUNCH Conference, CB Dean Kathryn Martell said, “The great success was produced by the academic departments, dean’s office, and CWU Alumni Relations coming together to launch our seniors into the next chapter of their lives.”

As a member of the CB dean’s office student ambassador team, Nathan Zuidema had this to say about the conference, “The LAUNCH Conference was a very rewarding event for me because of my involvement with the College of Business dean’s office. I was not there as a student, but as an event coordinator. The experience gained from this one day of networking and excitement gave me the courage to reach out to employers. Following the conference, I received an internship because of my newly harnessed outreach techniques.”

The second annual LAUNCH Conference will take place May 4, 2018, in Seattle. The CWU CB is looking forward to creating the same opportunity for its 2018 graduates!



“The first LAUNCH conference was so exciting, and I hope it will become an annual event. Everyone in the college was engaged in planning the event—faculty, staff and student ambassadors—and our partnership with CWU Alumni Services was critical in identifying alumni to come to LAUNCH and help prepare students for the fast-approaching transition from students to professionals.”

Kathryn Martell, Dean, College of Business



Jenny Cravens

Jenny Cravens,

is the first executive professor for the O'Shaughnessy Endowment.



Long-time CWU College of Business advisory board member Jenny Cravens will now be devoting herself to teaching and strengthening the relationship between students, faculty, and accounting professionals. The O'Shaughnessy award is named after the late Patrick R. O'Shaughnessy, executive professor of accounting. This endowment, which was created after O'Shaughnessy's 33 years of dedicated service, surpassed the \$1 million mark. It enables the Department of Accounting to select an outstanding member from the profession to teach and mentor students at CWU. Jenny Cravens received the award, and it is highly deserved; Cravens has more than 20 years of industry leadership experience. Most recently, she served as chief financial officer of Cashmere Valley Bank, the ninth largest bank headquartered in Washington. She has held senior leadership, finance, and accounting positions with Bank of America, Countrywide Financial, Washington Mutual, T-Mobile, and United Bank. Cravens's positions have included specializations in the Sarbanes-Oxley Act, technical accounting and policy, mergers and acquisitions implementation, fair value accounting, internal audit, and investment and treasury management. Cravens has led many influential events for our College of Business accounting students. A recent success includes the accounting mocktail event that showcased a packed house for the featured group of panel speakers, which was followed by a networking session. Students were encouraged to stick around to meet and speak with business professionals after the panel concluded. The panel consisted of professionals from Alegria, Clifton Larson Allen, and Moss Adams. The mocktail event helped students jump into their accounting careers by mixing and mingling with accounting professionals. Following the mocktail event, Cravens lead one of the most highly recruited and job landing opportunities, the Accounting Career Event (ACE). Held at CWU-Des Moines, ACE provides students with the opportunity to network and personally hand their resumes to employers looking to fill internship and full-time positions. A highly respected and dedicated faculty member, Craven's background, qualified experience, along with her active participation on the board, and involvement in student success landed her this award. She is a well-deserved first candidate for the O'Shaughnessy Endowment.

by Kelley McClung and Marisol Sanchez

Q&A with Alum Alex Ketter

Q: What enabled you to get your former position at the Washington State Department of Financial Institutions as a financial services regulator?

When I was at CWU, I worked at Frontier Bank and gained valuable, real-world experience there. At the time, I thought that I wanted to pursue a career in banking after college. Before graduation, I went to a career fair and gave my resume to a recruiter from the Washington State Department of Financial Institutions. The recruiter was very interested in me because of my previous work experience at the bank, and also because I had studied abroad in Argentina during my senior year. They told me that as a financial services regulator, I could travel all over the country.

Q: Since graduating, you have had multiple jobs before getting your dream job at Google. What was your favorite/most rewarding job and why?

My favorite job before I got to Google was being a financial services regulator at the Washington State Department of Financial Institutions. The job was a great experience and exposed me to many different industries. I got to revise a money transmitter law, as well as present in front of the Washington State House and Senate Financial Services committees. I was also able to help others during the mortgage crisis in 2008.

Q: What are your responsibilities at Google and why is it your dream job?

At Google, I make sure that our US payment products meet all state and federal legal and regulatory requirements. I've always dreamed of working for Google because it enables you to constantly be surrounded by innovative products and extremely intelligent people. I always feel inspired when I'm there, to say the least.

Q: Do you think that your courses at CWU prepared you for the jobs that you have had post-graduation?

Yes, I definitely do. My accounting classes have helped me with my auditing experiences. Also, I've realized that college teaches you how to learn and persevere. I had some pretty challenging finance and economics classes when I was at CWU, and my professors taught me to take inspiration from adversity.

Q: What is the main piece of advice that you would give current students and students who are about to graduate?

For current students, I would say that one of the best things that you should do while in college is to have a job. While your GPA (grade point average) is very important, employers also want to see that you can juggle many different things at one time and still be successful. For students who are about to graduate, I would say to strive to be the best at everything you do. What I mean by that is when you get your first job after graduation, push yourself to be the best employee that you can be. At Google, people don't tell you what to do on a daily basis. You're given responsibilities, and your job is to make everything better.





THE LEGACY OF DEBBIE BODDY

When you walked into the College of Business dean's suite, you were hit by a ray of sunshine—and her name was Debbie Boddy.

"Debbie was the first person you saw entering the dean's suite and her beautiful smile and delightful laugh were your greeting," reminisced co-worker Shirley Hood. That sun set in November 2016 when Boddy lost her five-year fight with cancer. She was 58.

Boddy, who worked at CWU for 26 years, spent the last 14 in the College of Business.

"I remember when we hired Debbie," said Dean Emeritus Roy Savoian. "The first day in the office she brought an infectious smile and a joy to her work. She was so excited about working directly with students. Debbie maintained that smile, joy, and commitment throughout her time."

As an academic advisor, Boddy influenced thousands of students. She often would tell people, "I report to the dean of the college, but I work for the two most important groups of people at CWU: our students and faculty."

"Debbie had a passion for her job and her students," said co-worker Ravae O'Leary. "No matter how tough she had to be, she always tried to find a way to connect them to their education. She helped advisees find the path they wanted to pursue and pulled all the resources she had to help them."

Boddy was commonly described as upbeat and optimistic. Her smile never waned, said co-worker Amber Darting. "Debbie was the kind of person that always made you feel like everything was going to be wonderful and work out for the best. Her faith in the goodness and potential of people was obvious in her every word and action," Darting said. "When you spoke to Debbie, you truly felt as though you had been heard and you felt supported and loved."

Accounting Professor Melissa Becker says happy people are happy because they choose to be. "Debbie was like that," Becker said. "I never saw her in a bad mood. If only we would all choose that attitude. The world was a better place because of her."

Boddy fought cancer for five years without remission, but she was so private, most of her colleagues didn't know how ill she was. "Debbie was suffused with kindness and optimism, even as the light within her drew softer," said coworker Lisa Woods. "Her joyful love for

others seemed limitless, and I think so fondly of her ability to express and inspire love."

One expression was through random acts of kindness. "At the first sign of spring, Debbie might leave a pot of daffodils on the desk of every staff member," remembered coworker Tinja Wyman.

When Professor Terry Wilson sees daffodils, she thinks of Boddy. "Every year Debbie gave me a daffodil around Easter. She was rather like a daffodil—a ray of sunshine when you thought the winter would never be over."

Boddy wore many other hats, including volunteer wedding planner when O'Leary got married. She adopted Professor Carlo Smith's border collie when it wasn't adjusting to city life. And she gave her favorite kitty to Dean Kathryn Martell's daughter to distract her from homesickness.

"Debbie was more concerned about us and her students than she ever was with herself," said Associate Dean Jeff Stinson. "She was so strong and grounded, she could provide a new perspective on a problem that would make it seem less daunting and more easily resolved. She is one of the most selfless people I have ever met."

When Boddy passed away, former student Danielle Brandli realized she was unaware of her huge personal fight. "In part because that was Debbie's wish, in part because she never showed it as she fought for student success each day, and in part because she was so focused on others that her relationships were all about how she could support and serve you," Brandli said.

In a letter to "our beloved faculty" two months before her passing, Boddy reassured her colleagues. "I continue to miss my CB family but I am grateful for the years I shared while supporting students and the fabulous faculty who really do transform lives ... I will take with me a treasure of memories which include you and the many students who have passed through my office. Never forget the most important contribution you make every day—to impact the hearts and minds of this generation. I can't imagine a more worthwhile endeavor. I am so grateful to have been a part of the College of Business. Blessings to you all."

Dean Martell said it's hard to imagine Boddy will never return to the office suite. "I, for one, will carry Debbie in my heart and redouble my efforts to serve our students as she did," Martell said.

That is the legacy of Debbie Boddy.

Faculty Scholarly Activity: 2015-2017 Publications

College of Business faculty are both teachers and scholars. We take pride in our faculty who pursue professional development opportunities so students receive the best, up-to-date education that reflects current trends in business. Below is a list of published journal articles and books from September 2015 to September 2017. Faculty are noted in **bold**.

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CWU COLLEGE OF BUSINESS PRESENTS:

LAUNCH CONFERENCE 2018

FRIDAY, MAY 4
12:00 P.M. – 2:00 P.M.
SEATTLE CENTER ARMORY LOFTS
MIX AND MINGLE WITH
GRADUATING SENIORS

You are invited to participate in our CB Business Panel to help launch our seniors into their careers by discussing and informing them on relevant topics and issues within your industry.

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Stephanie Kelsey and Marisol Sanchez

Editor's Note

When we both went through the process of deciding which university to attend, we knew that we wanted to go to a school that had smaller class sizes so that we could get to know our professors and not get lost in the crowd. CWU was the perfect fit for both of us and we have both really enjoyed our time here.

The College of Business has not only given us amazing career opportunities over the past couple of years, but has also brought us closer together as friends and co-workers. We are both Student Ambassadors for the College of Business and have planned events such as the Launch Conference, the Economic Outlook Conference, and the Sports Business Summit. In addition, we are part of the Women in Business Club and have met many successful, strong businesswomen that have inspired us immensely. Our supervisor, Christopher Mendez, has had a tremendous impact on us both as people and as employees. He has taught us to approach every task with passion and strength, and to be our most authentic selves, both inside and outside of the classroom.

As we wrap up our senior years, we look back at our experiences at Central and realize that none of them would have been possible if we did not get involved on campus. Both being transfer students we felt that it was important to meet people, and we felt like the best way to do so was to join a club and get an on-campus job. These were both incredible ways to fulfill our time here as students and to be able to make lifelong relationships. Our biggest piece of advice is to get involved on campus because you will not only make friends but you will also have the opportunity to create relationships with your professors. We have both had amazing relationships with our professors who have helped us academically and have given us advice regarding internships and career aspirations.

Before coming to CWU, we never knew what it felt like to attend a school that felt like a family; we felt welcomed right away. We really want to emphasize that the professors here genuinely want to see their students succeed both inside and outside of the classroom, and they will do whatever it takes to help you reach your goals. Go CWU! Go Wildcats!

Stephanie Kelsey and Marisol Sanchez