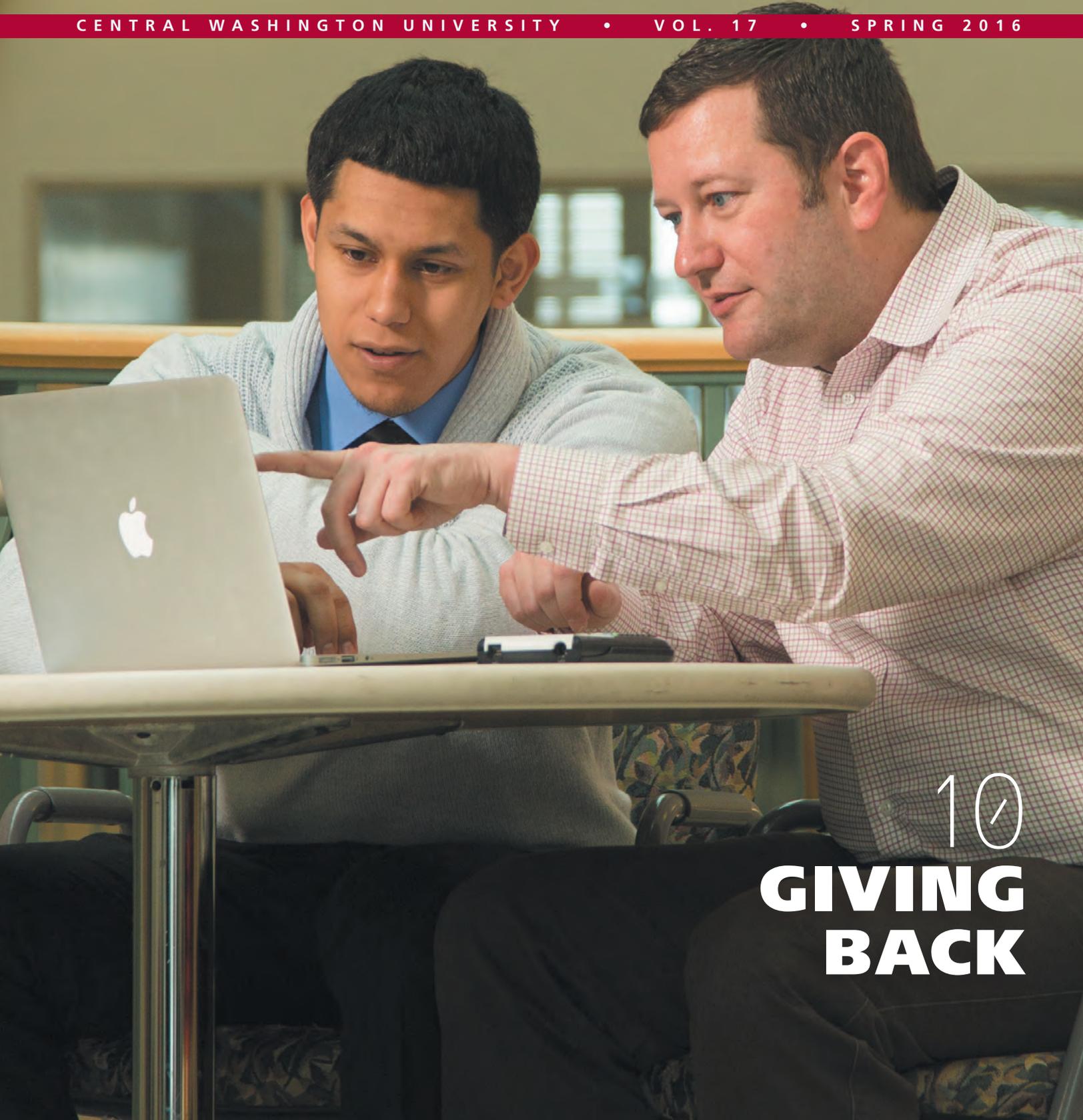


COLLEGE OF BUSINESS

BEACON

CENTRAL WASHINGTON UNIVERSITY • VOL. 17 • SPRING 2016



10

**GIVING
BACK**

BEACON

CWU COLLEGE OF BUSINESS
VOL. 17 • Spring 2016

The *BEACON* is a free publication sent annually. Issue number: Vol. 17. This issue dated: April 2016. Address: Central Washington University 400 E. University Way Ellensburg WA 98926-7487

POSTMASTER:

Send address changes to:
Beacon
Central Washington University
400 E. University Way
Ellensburg WA 98926-7487.

Kathryn Martell, PhD, Dean
Jeff Stinson, PhD, Associate Dean

CB BEACON EDITOR

Rachel Mahnke, Editor-in-Chief

COLLEGE OF BUSINESS

Central Washington University
400 East University Way
Ellensburg WA 98926-7487

TELEPHONE: 509-963-2930

cwu.edu/business



CWU
College of
Business
QUALITY • OPPORTUNITY • VALUE

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.

CWU is an AA/EEO/Title IX Institution. Persons with disabilities may request reasonable accommodation by calling the Center for Disability Services at 509-963-2171 or e-mailing DS@cwu.edu.

Copyright © 2016 Central Washington University, all rights reserved.



Kathryn Martell

Dean's Corner

Dear friends,

It is an exciting time to be dean of the College of Business at CWU!

Our new living and learning community provides a residential experience with extracurricular and academic support for business students. Our annual career fair gives business students hands-on learning opportunities and important job experience before graduation. The Institute for Innovation and Entrepreneurship allows students to submit a business plan to professionals and compete for start-up funding. We now have five bootcamps where students spend days in the field shadowing managers in accounting, human resource management, digital marketing, sport business, and supply chain management. And our students are distinguishing themselves in national and regional case competitions.

Students are also providing market research and supply chain analysis and recommendations to large (Fred Meyer and Costco) and small companies. And all of our students learn how to become a professional in an innovative new course called professional skills for managers.

These activities are in addition to those offered by our award-winning student clubs including three new one: Women in Business, the Fraud Club, and the revived Investment Group. Thanks to a generous donor, the Investment Club will have real money to invest. How's that for exciting?

We're also growing. For the first time, we will offer a business degree completely online; this joins our four online minors. We have a new specialization in the fall – personal financial planning – which we've developed with the guidance of our alumni. We're also expanding our offerings in digital marketing and business analytics. Plus, two of our programs will be offered this fall at Joint Base Lewis-McChord. CWU is one of few universities, and the only AACSB-accredited business school, to do so.

Speaking of accreditation, our AACSB accreditation—only earned by the top five percent of business schools in the world—recently was renewed. The accreditation team made special note of the high level of innovation and industry engagement taking place here.

This progress is made possible by our excellent faculty and advisory boards, and our generous donors. Would you like to become involved? We've set up a new network to help you connect with students as a presenter, judge, or mentor. Learn more at cwu.edu/business/connect.

Many of these activities are covered in this issue of the *Beacon*.

Thank you for your interest.

Best wishes,

Kathryn Martell, Dean

Table of Contents

Dean's Corner	2	Annual Career Fair.....	15
CB Buzz	3	Student Organizations	16
Student Ambassadors	4	Resilience Training Can Boost Success... 18	
CWU Rated No. 1	6	Q&A with Alexandra Leong.....	19
Students Get Access to SAP Software.....	7	Retiring CB Faculty	20
Wildcats Win Boeing Case Competition..	7	Faculty Scholarly Activity.....	21
Student Profiles	8	Thank You Donors	22
Alumni Couple Starts Scholarship	10	Accounting Major Dreams of Working in Pro Sports Finance	23
Nurturing Tomorrow's Business Professionals and Entrepreneurs	12	CB Advisory Board and Councils.....	23
Boot Camps and Centers.....	14	Editor's Note	24

CWU is **New Resident Institution** at Fort Lewis

The College of Business will begin delivering three supply chain management programs at Joint Base Lewis-McChord this summer. The bachelor of science, bachelor of applied science, and certificate program will be available to active duty and veteran service members, their families, and members of the Department of Defense serving on base and in the surrounding area.

Under the new partnership between the United States Army and CWU, there will be an office and classrooms on base. An advising space also will be provided for students to learn about other CWU programs offered in the Puget Sound region and online.

Central will be the only public four-year university and the only globally accredited college of business in residence at Fort Lewis.



On a Mission

The College of Business is on a mission to 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.

Students Attend **Hispanic Leadership** Conference

Maira Gutierrez and 19 other CWU Latino student leaders attended the United States Hispanic Leadership Institute conference in Chicago in February. Gutierrez, a business ambassador studying human resource management, was one of four business students chosen to attend.

As a daughter of Mexican immigrants, Gutierrez began working in warehouses and as a farm laborer at a young age. She grew up thinking she could never be as successful as the man sitting next to her in class.

Gutierrez said the Hispanic Leadership conference, where she met successful Latina leaders, taught her that women can hold powerful positions.

"It made me believe that if there are women just like me who hold CEO positions and outearn men in their industry, why can't I?" Gutierrez said.

CBuzz

Accreditation Team Visits Campus

The Association to Advance Collegiate Schools of Business Accreditation Team visited campus in February for our re-accreditation certification. The team met with faculty to discuss current programs and curriculum. They also ate a lunch with a group of business students to hear about their experiences at CWU.

Fruit Industry Examined at Economic Summit

This year's Economic Outlook Conference, which examined the trends, challenges, and opportunities in the state's fruit industry, had more than 70 attendees.

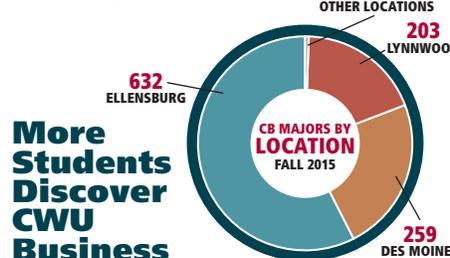
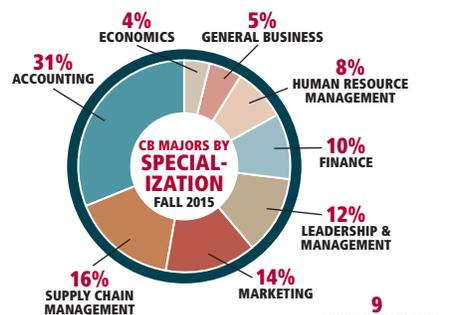
West Mathison, president of Stemilt Growers LLC, noted the importance of supply chain management for the industry's future.

"We're going to get better at making the apples a little bit redder, a little bit bigger, and a little bit sweeter," Mathison said. "But the biggest opportunity we have in our industry is more efficient supply chain management."



Investment Club Members Attend **GAME** Forum

Four senior finance and economics students and Dr. Tenerelli attended the 2016 Quinnipiac University GAME Forum. Some of the hot topics discussed at the conference were negative interest rates, fixed income, China's growth rate slow down, emerging markets and investment strategy. There were also networking opportunities and career paths in finance and investments. The students were able to meet with many investment professionals and economists such as Tom Keene, Aswath Damodoran, and Joshua Rosenbaum.



More Students Discover CWU Business

NEW CLUBS see page 17

**Fraud Club
Investment Club
Women in Business Club**

STUDENT AMBASSA

ENCOURAGE CURRENT AND FUTURE BUSINESS MAJORS



*Original College of Business Student Ambassadors:
Mahea Puha, Kevin Moran, Christian Schrank, and Rachel Mahnke.*

by Rachel Mahnke

When Christopher Mendez was hired as program manager for the College of Business two years ago, his goal was to increase enrollment. Knowing that this was not a one-person task, Mendez hired his first student ambassador: Kevin Moran, a senior marketing major. Student ambassadors were originally designed to give campus tours to perspective students and manage social media, but Mendez and Moran had other plans.

Moran knew he could directly impact enrollment by showing high school students what it's like to study business at Central, and how it can prepare them for different career paths. He traveled back to his high school in the Tri-Cities to share his story, tell students about the College of Business, and how to apply for college. After only a few trips word spread quickly about Moran's mini-lectures and he was invited to speak at many different high schools in the Tri-Cities. He even spoke at an assembly.

Moran's passion and successful outreach made a huge impact. The College of Business grew exponentially in just a few months. In winter of 2015, Mendez and Moran worked together to hire new student ambassadors to train and takeover Moran's work. That's where I come in. Christian Schrank, Mahea Puha, and I were hired to work on recruitment on and off campus, and retention. Schrank, a supply chain



*Rachel and
Economics
professors.*



*Kevin presenting
a scholarship
at the Tri cities
Hispanic Academic
Achievers Program*

ADDOORS

Rachel meeting students on campus to promote an upcoming event.



major, started speaking to classes, the FBLA club and other groups at Ellensburg High School about what it's like to study business at CWU. Moran and Schrank worked closely to develop mini-lectures about the curriculum and why studying business is so important.

Puha, a marketing major, and I, an economics major, took a different route. We began working on making an impact through social media and on-campus events. We took over planning the 40th annual Honors Banquet, the Ethics Bowl sponsored by Boeing, and a new event called It's a Match! With our expanded social media presence and new style of advertisements we increased our page views on Facebook by 100 percent and our event attendance doubled. Since then we have developed new social media campaigns and expanded the business news section of our website. With a focus on students achievements we've been able to inspire our peers to start working to achieve their goals now. Creating weekly events such as resume workshops and mock interviews has helped students prepare for internships and part-time jobs that provide real work experience before graduation.

The ambassador program has been such a huge success not only helping current students, but also helping our ambassadors become successful outside of the program. After graduation Moran accepted a

job at Clackamas Federal Credit Union in Portland, Oregon where he works on community outreach and programming. Schrank was hired as a junior, and because of the public speaking skills he developed working as an ambassador he was hired as a summer intern at Zen-Noh Hay. At the end of his internship, Schrank accepted a full-time position with Zen-Noh Hay and is finishing the rest of his degree online. Puha finished her marketing degree and is working on her international studies minor while studying abroad in Barcelona, Spain.

I am the only original student ambassador left, leading our new team of six: Tasha Oney, Mallory Icenhower, Maira Gutierrez, Marisol Sanchez, Cherelle Demps, and Vittorio Giampapa. Each student brings a different perspective to our group and has their own important role in outreach and event planning. With our new group of younger students, I am excited to see how they decide to make an impact and watch them develop into young professionals. We now have a student ambassador representing every business major and specialization. We are also a racially diverse group. With such a large staff we are able to meet with many different student groups on campus to share with them what being a business major means, as well as doing more traveling to local areas where students might not know what CWU can offer them.



Mahea hosting the International Mixer in the College of Business.

Rachel at an alumni event in Seattle.



Current College of Business Student Ambassadors (left to right): Mallory Icenhower, Maira Gutierrez, Marisol Sanchez, Tasha Oney, Rachel Mahnke, Lupe Campos, Cherelle Demps. Back: Christopher Mendez and David Higgins.



CWU Rated No. 1 in State for Economic Impact on Graduates

by Rachel Mahnke

CWU is the top-rated university in the state in a new ranking system that measures economic impact on graduates, according to *The Economist* magazine.

The magazine's first-ever college rankings graded four-year, non-vocational American colleges by alumni earnings above expectation. The purpose of the study was to determine which colleges deliver the greatest return.

CWU placed first in Washington with its alumni making on average \$4,567 more than their expected earnings. It placed 124th out of all 1,275 public and private institutions included in the rankings.

The Economist used data from the Department of Education's new College Scorecard website, which matches student-loan applications to subsequent tax returns in order to compare their financial status when they entered college to salaries ten years later.

The Economist calculated what median earnings should be for a school's graduates, and used government data to determine whether graduates were over or under the estimate.

The numbers confirm what CWU alumni already know: Central is one of the best bargains in higher education. And its award winning faculty are preparing students who find success after graduation.

Unlike many national college rankings criticized for their simplicity, *The Economist's* rankings better compares apples to apples. Its formula anticipates earnings based on factors such as wealth of the state in which the school is located and prevailing local wages. It also considers students receiving Pell grants, family income, SAT scores, demographics, school size, and whether the institution is a liberal arts college.

The system is based on the economic idea of value added: "The economic value of a university is equal to the gap between how much money its students subsequently earn, and how much they might have made had they studied elsewhere," according to *The Economist*.

Washington colleges and universities following CWU in *The Economist's* rankings were: Washington State University (279); Walla Walla University (362); Eastern Washington University (534), Seattle University (586); Pacific Lutheran University (627); University of Washington (640), Western Washington University (652), and Evergreen State University (658), University of Puget Sound (670); Northwest University (755); Whitworth University (873); Gonzaga University (927); Saint Martin's University (951); Seattle Pacific University (1137); and Whitman College (1236).

Ranking of Washington State Colleges and Universities

Rank	University or College	Expected earnings	Median earnings	Over/Under
124	Central Washington University	\$40,333	\$44,900	+\$4,567
279	Washington State University	\$44,008	\$46,400	+\$2,392
534	Eastern Washington University	\$39,880	\$40,500	+\$620
640	University of Washington-Seattle Campus	\$52,257	\$52,100	-\$157
652	Western Washington University	\$43,415	\$43,200	-\$215
658	The Evergreen State College	\$32,042	\$31,800	-\$242



Students Get Access to SAP Software

by Tasha Oney

Over the summer CWU joined the SAP University Alliances program, giving students new access to software and curriculum that will help prepare them for careers in the supply chain management field.

SAP is the world's third largest independent software manufacturer. Companies in all industries across the globe use SAP software to manage business operations and customer relations. More than 450 companies in the Puget Sound region—where many CWU grads will be searching for jobs—use SAP.

As part of the program, CWU supply chain management faculty attended a series of training workshops over the past year. Their goal is not to teach SAP but support what is taught in class by SAP.

Case studies will be used to explain integrated sales and distribution, production planning, and materials management processes in detail, fostering a thorough understanding of each process and SAP functionality for students.

Supply chain management professor Ozden Bayazit started using SAP in Lynnwood in the fall and got very positive feedback from her students. The goal is to use SAP across all locations starting spring 2016 in order to better prepare students to be qualified for entry level positions in supply chain.

Wildcats Win Boeing Case Competition

by Tasha Oney

In November the Wildcat Consultants were named the winners of the prestigious Northwest Boeing Business Case Competition. It is the second year in a row that CWU has taken the top prize, beating out teams from the University of Washington, Western Washington University and Portland State University.

Boeing is a leader in aerospace production and innovation, and students were grateful to be chosen to participate. For the project, Boeing introduced a business case to each team that challenged them to use their critical thinking skills, teamwork and knowledge from business classes such as supply chain management and finance. Each team had 15-20 minutes to present an implementation plan to a Boeing management panel.

Each team member shared different aspects of their new plan and then fielded questions for the last 10 minutes of the presentation. The first-place winners of the final round received a \$1,000 scholarship and an interview for an internship or entry-level position within the Boeing Organization. The second-place winner received \$500 in scholarship funds.

The first round of competition is held at each school to find the top team to represent at the final competition. The Wildcat Consultants—Victoria Massey, Brady Pahukoa, Rene Mahnke, Nick Shuey and Tasha Oney—were named the winners of the CWU competition.

The Wildcat Consultants moved on to the final round hosted at the Museum of Flight. The night before, the team was treated to dinner with many Boeing employees in downtown

Renton. After the networking opportunity, teams from each school were provided a night's stay at a nearby hotel. On the morning of the competition, the teams were given a VIP tour of the 737 Boeing Aircraft factory in Renton. Then the teams met at the Museum of Flight for lunch with the judges before the final round. Following the Boeing Case Competition, Brady Pahukoa and Tasha Oney were offered Boeing internships for summer 2016.



Above: The 2015 Central Washington University participants of the Boeing Northwest Business Case Competition.



Right: The winning CWU team that went on to represent the school at the Competition against the other schools.



Future economist meets Fed Chair Janet Yellen

Jack Johannessen's (pictured above on the left) role as president of the economics club during the 2014-15 school year helped him become involved with the program and the faculty. During his junior year he spent his time studying topics like econometrics and energy economics. Known by his classmates as that guy who really really wants to be an economist, Johannessen was able to get real-life experience working for the Federal Reserve Board of Governors in Washington, D.C. over the summer.

"I worked with an economist on a project analyzing data related to the Home Affordable Refinance Program (HARP) to determine if the program had an affect on mortgage owners. Overall I had a positive experience doing challenging work and meeting a lot of outstanding individuals," Johannessen said. One of the highlights of his experiences was having the honor of meeting Chair of the Federal Reserve Janet Yellen and Vice Chair Stanley Fischer.

"I'm certainly more confident in my abilities and I have a deeper understanding of how the field of economics works now: It's much more data driven than what I thought," Johannessen said. "I am going to utilize every lesson and all that I learned to its maximum potential. I know this experience will open a lot of doors for me in terms of what I can do and where I will work after I graduate."



Boeing internship offers valuable experience

Rene Mahnke is a senior studying supply chain management and the current Vice President of Student Life and Facilities for the CWU student government.

Mahnke spent his summer working for Boeing in the Everett factory as a business operations intern for the 787. One of the most valuable experience he had was meeting many CWU alumni working in different business positions at Boeing. They shared their experiences at CWU, what they did after graduation, and offered valuable career advice. Mahnke also enjoyed learning about the history and success of the 787 program, and how business operations work within the organization.

Mahnke has been involved on and off campus. He spent two years coaching youth soccer in Ellensburg before joining the Ellensburg High School soccer program as an assistant coach for girls and boys. He also worked part time as a media technician in the Student Union and Recreation Center, which led to his involvement on the Student Union Advisory Board and the Services and Activities Fee Committee.

As the VP for Student Life and Facilities, Mahnke chairs the Student Union Advisory Board, attends Residence Hall Association meetings, oversees the integrity and safety of campus facilities, facilitates off-campus student concerns, and manages Wellington. He also participated in the Boeing Case Competition and was part of the winning team, the Wildcat Consultants.



Senior goes bicoastal for final year

Tori Massey, a senior studying accounting and supply chain management, is the treasurer of the Women in Business Club. Over the summer Massey interned at Toshiba Global Commerce Solutions (TGCS) in Research Triangle Park, North Carolina. TGCS is a leader in point-of-sale systems and is used by big name stores such as Starbucks and Nike. Even the Wildcat Shop uses a Toshiba POS system.

"My position this summer was in the procurement department," Massey said. "My responsibilities included tracking department cost savings, enabling suppliers in our TGCS supplier portal, running a supplier portal help account, preparing monthly contracted labor spend reports, and working on one large sourcing project to procure a new product for TGCS internal use."

At the end of the summer Massey was asked to stay on as an intern and telecommute from school.

"I accepted and am still working for TGCS for a few hours a week. This internship has been an amazing learning experience and I am so thankful for the opportunity to continue working for TGCS," Massey said.

She already has a job lined up after graduation, too. In the fall, Massey will begin working as an accountant at Clifton Larson Allen.

Massey has been very involved on campus during her four years at CWU: she worked in the student government office, competed in numerous supply chain case competitions, and she was senator for the Supply Chain Management Association as well as the Women in Business Club.

Student Profiles

Biking Across America for a Cause

David Higgins is from Northport, a town of 300 people in the northeast corner of Washington. He graduated with 14 seniors in 2012, receiving all but one scholarship Northport High School offered.

Over the summer, Higgins completed a bicycle trip across America to bring awareness to child sexual abuse prevention. The trip began in Washington State and concluded in Washington, D.C.

Higgins collaborated with the National Children's Advocacy Center and made stops at 17 different centers, bringing encouragement to employees who work with victims of sexual abuse. He met with Washington State representatives in Washington, D.C. to communicate the role and value of Children's Advocacy Center. He also raised over \$1,000 for sexual abuse prevention education in Stevens County.

Higgins is on his way to receiving a business degree with a specialization in supply chain management. He is working to secure an internship for the summer and expects to graduate June 2017.



Honors student scores Nike internship

India Matheson is one of a select group of students to receive a full-time, paid summer internship at Nike's world headquarters in Beaverton, Oregon.

Matheson, a business administration senior, is among just one percent of students selected for an internship. More than 23,000 applied.

"I have to create a brand new rotational job program for HR," said Matheson, a native of Lake Forest Park. "It's a big project. I spend about 80 percent of my time on it. The most exciting part is that it is something they actually need but don't have the staff to do."

The other 20 percent of her time is spent working on a group project with a handful of other Nike interns. "We're trying to increase consumption on Nike.com through product placement," Matheson explained. "We've got to come up with ideas on where to put merchandise and what goes in the 'hot spot.'"

Matheson is also a member of the CWU Douglas Honors College, as well as playing for the women's basketball team.

Accounting major spends summer fighting fire

Melanie Swanson is majoring in accounting and business administration, specializing in finance. While other students went home to celebrate summer vacation, Swanson fought wildland fires for the Department of Natural Resources. Fighting wildland fires "is a family business," said Melanie. Since she was young she remembers her father pitching in to help fight fires every summer.

Most people would consider it a dangerous occupation, but that does not stop Swanson. She has been following her dad's footsteps for years. Swanson says it's the people she meets and the adrenaline rush that keep her coming back. A few of the biggest responsibilities she took on as a firefighter was the safety of her crew and the public, protecting houses, and learning and deploying fire suppressing tactics.

Swanson said it was difficult to get respect when she first started working as a firefighter, since it's an occupation largely dominated by men. In order to be taken seriously, she worked harder.

One of the biggest lessons Swanson learned that will apply to her business career is teamwork. She plans on earning her master's in accountancy in the near future.



“Jeff is someone I admire greatly. He not only talks about his passion and excitement for Central, but demonstrates it through his actions. He gives of his time and his expertise. He invests in the institution financially and he is a diehard Wildcat fan.”

“Those fortunate enough to have met him, I am sure, will agree he has an unforgettable laugh that puts you at ease. What impresses me the most about Jeff and Weslie is how down to earth they both are. They genuinely care for others and they model the Wildcat way every single day.”

— Bob Ford, director of Alumni Relations

Alumni Couple Starts Scholarship in Lieu of Wedding Gift Registry

by Rachel Mahnke

*M*et Jeff Hensler, one of our most active College of Business alumni and Wildcat fan. He is a CWU football season ticket holder and a big supporter of the Department of Economics.

After earning an economics degree at CWU, Hensler moved to Bellevue where he set out to start his own financial services company. Reflecting back on his four years at Central, Hensler remembers fondly his relationships with professors and the special place that Ellensburg is. He always spoke well of his time at CWU but rarely returned to campus or got involved in alumni programming.

Hensler and his fiancé Weslie Moore studied economics together at CWU and frequently reminisce about their classes and their experience in the College of Business. After Hensler proposed to Weslie, the two started planning the wedding. When discussing gift registries, the couple realized they didn't need traditional wedding gifts.

"When we got engaged eight years ago we didn't want anymore stuff so we thought gifts could be given to a scholarship fund instead. Moreover, we would contribute to the fund, too," Hensler recalled.

They both took Professor Bob Carbaugh's famous international economics class, as well as managerial economics with Professor Koushik Ghosh.

"I have been fortunate in many ways during my life; I was provided a middle class upbringing, success in business, and great family and friends. However, only a few times in your life do you meet someone who changes the trajectory of your life's path," Hensler said. "Dr. Koushik Gosh is one of those people for me. Without Dr. Ghosh I doubt I would be where I am today."

Hensler invited Ghosh to dinner in the summer of 2012 to propose the idea of starting a the Hensler-Moore Scholarship. Ghosh remembers the dinner as a pleasant surprise.

"Jeff may not know this, but their memory of me was a huge gift to me along with the scholarship they wanted to create, which I was happy to assist with," Ghosh said.

At the time, Ghosh was returning to teaching after building CWU's program in the Puget Sound area and serving on the College of Business Executive Committee for 13 years. Jeff and Weslie reminded him about his impact on students and how he has inspired passion.

"Jeff and Weslie, through their actions, have demonstrated that they honor meaningful education and educators who live by that, and that education is not in its essence a commercial venture but an inspiration, which arrives from charitable instincts we all share, and with which we try to transform society for the better. I am glad to be part of their memorable gesture, since I share their belief," Ghosh said.

After they created the scholarship, Hensler realized he could do more for CWU.

"I wish more people showed their passion for CWU by getting reengaged. Join the Alumni Association, attend a sporting event, give to the Foundation. Get reengaged and you will be rewarded by a tremendous feeling of satisfaction for knowing you are helping future Wildcats," Hensler said.

Because of his involvement and dedication to business students, Hensler received the Distinguished Alumni of the Year award at the annual Alumni Banquet in the fall. His passion for CWU stems from his experience as a student, and becoming engaged with the school again has led him to rediscover the meaning of being a Wildcat.

"Giving back is important to me. Without CWU I would not be where I am today. CWU is why I am where I am. I want future Wildcats to have the same experience," Hensler said.

We all can improve spirit on campus to create a long lasting relationship when Wildcats transition from students to alumni.

"Not many institutions can deliver the high level of interaction between students and teachers that really facilitated my education and growth," Hensler said. "CWU provides an amazing education experience. You can develop relationships that can last a lifetime."

The Hensler-Moore Scholarship is for students studying economics. Students can apply through the College of Business scholarship application from October to February.

Jeff has been pivotal in the creation of a new specialization in Finance—Personal Financial Planning (PFP)—that will be offered in fall 2017. He is a member of the PFP advisory committee and is co-chair of CWU's Foundation Board.

Nurturing Tomorrow's Business Professionals and Entrepreneurs

by Mahea Puha

William Provaznik

never liked public speaking, wasn't big on writing, and never wanted to be a college professor.

So after high school, the Omaha, Nebraska native skipped college. He became an iron worker, a repo man, bricklayer, lounge piano player, retail manager, U.S. State Department refugee resettlement officer, Korean Consulate analyst, stock broker, project manager, CEO of a manufacturing company, and owner of various businesses including contracting, imports, furniture distribution and nail shops.

Motivated by his fascination with economics, Provaznik eventually returned to school to earn his undergraduate degree, a masters, and a PhD. Today he draws on his extensive experience to teach CWU students. Being a professor in the Department of Management for the past seven years has been a blast, Provaznik says.

He's also the newest director of the Institute for Innovation and Entrepreneurship (I4IE), taking the reins from Roy Savoian who recently retired.

"Roy is a true entrepreneur," Provaznik said. "He made the lightning strike that created an innovation institute where there had been nothing of the sort before."

The I4IE sponsors the development of entrepreneurs at CWU, local high schools, and the surrounding region. The program is meant to help folks gain traction for their ideas.

"For us the question isn't 'Can you be an entrepreneur,' but 'What kind of entrepreneur do you wish to be?'" Provaznik said.

The I4IE also sponsors the business plan competition held at SOURCE every year, and through the Herbert Jones Foundation, provides seed money grants to the winners.

"It's a thrill watching students realize their capacity to create organizations that no one, including them, had ever dreamed of," Provaznik said. "Through this, I really respect Dr. Savoian's vision and am excited to carry it to reach students and potential entrepreneurs."

One of the most human of activities is to create value—to make things better than they were before, Provaznik says. "An entrepreneur to me means someone who can spark these sorts of activities—things like businesses, organizations, or even institutes for innovation—so that they continue creating value even when the entrepreneur moves on to something else."

"My first exposure to this class was Winter 2014; I was a freshman and unsure if I wanted to pursue a degree in business. After the first day, I almost dropped the class; I was horrified.. firing people? Speaking in front of my peers?"

But, Staying in the class was the best decision I made. Management 200 has taught me essential business skills, but most importantly, has taught me to apply myself."

— Laura Riddle

BEING A PROFESSIONAL

Regardless if students aspire to be entrepreneurs, Provaznik is determined to teach them the basic principals of being a professional. Since there really isn't a textbook that covers the topic, he built his Management 200 course from the ground up.

"Being a professional isn't about how we dress, words we use, or how we write our resumes. It's about how we associate with others and how we drive ourselves," Provaznik explains. "Management 200 is a how-to course for becoming the tough-minded, yet supportive decision maker that is now expected of professionals in our increasingly complicated world."

As part of the class, students choose a professionally constructive routine to develop into a habit over the quarter. "For me the most important take away is the idea that we can change ourselves by choice," Provaznik said. "Students get to see this as a tool for building other habits."

For example, one student spends time at the beginning and end of each day planning and reviewing tasks and goals. Another is initiating small talk when encountering a person they don't know. A third student set aside time every day to speak and read only in Mandarin.

Building friendship networks is another important way to become a professional. These relationships are important because friends get to know us and share a sense of ownership toward our professional growth, Provaznik says. In class, students are encouraged to prospect a professional whom they've never met. The exercise is quite valuable. It has turned strangers into friends and resulted in many internships and job offers.

Another aspect of the class is competitive pitches. Every pitch involves people getting fired who return the following week to explain to the class their situation and plan of action.

"Many people who haven't managed don't realize that laying people off is heartbreakingly brutal on the manager and the teammate, especially when the team has worked very hard for you," Provaznik said. "Over half of the class will have the opportunity to endure the responsibility of personally letting go members. Most will also have been let go. I was terrified the first few times we did this, but after doing this with nearly 400 students, every student in the class sees it as a valuable experience."

RELATING TO EACH OTHER

A primary focus of the course is learning how to relate to people. Students are also encouraged to become who they want to be. Provaznik says he recognizes a strong sense of self determination in his students, as well as a desire to give a helping hand to others.

Overall, his students gain confidence and ability to deal with setbacks, unexpected changes, and emotionally charged situations. "We have also measured improvement in confidence and skills making friends with peers and professionals, public speaking, delivering bad news, providing a reasoned argument when challenged, managing stressful situations and organizing time," Provaznik said.

Another perk, which he says came as a surprise, is the deep and persistent friendships that are formed in the class.

Provaznik offers a word of advice to graduating business students: Always keep a side project. "No matter how much work, relationships, etc. demand from you, save part of your attention and life every week for one developmental activity like part-time classes for a degree, starting your own business, learning another language, or some volunteer work," Provaznik said.

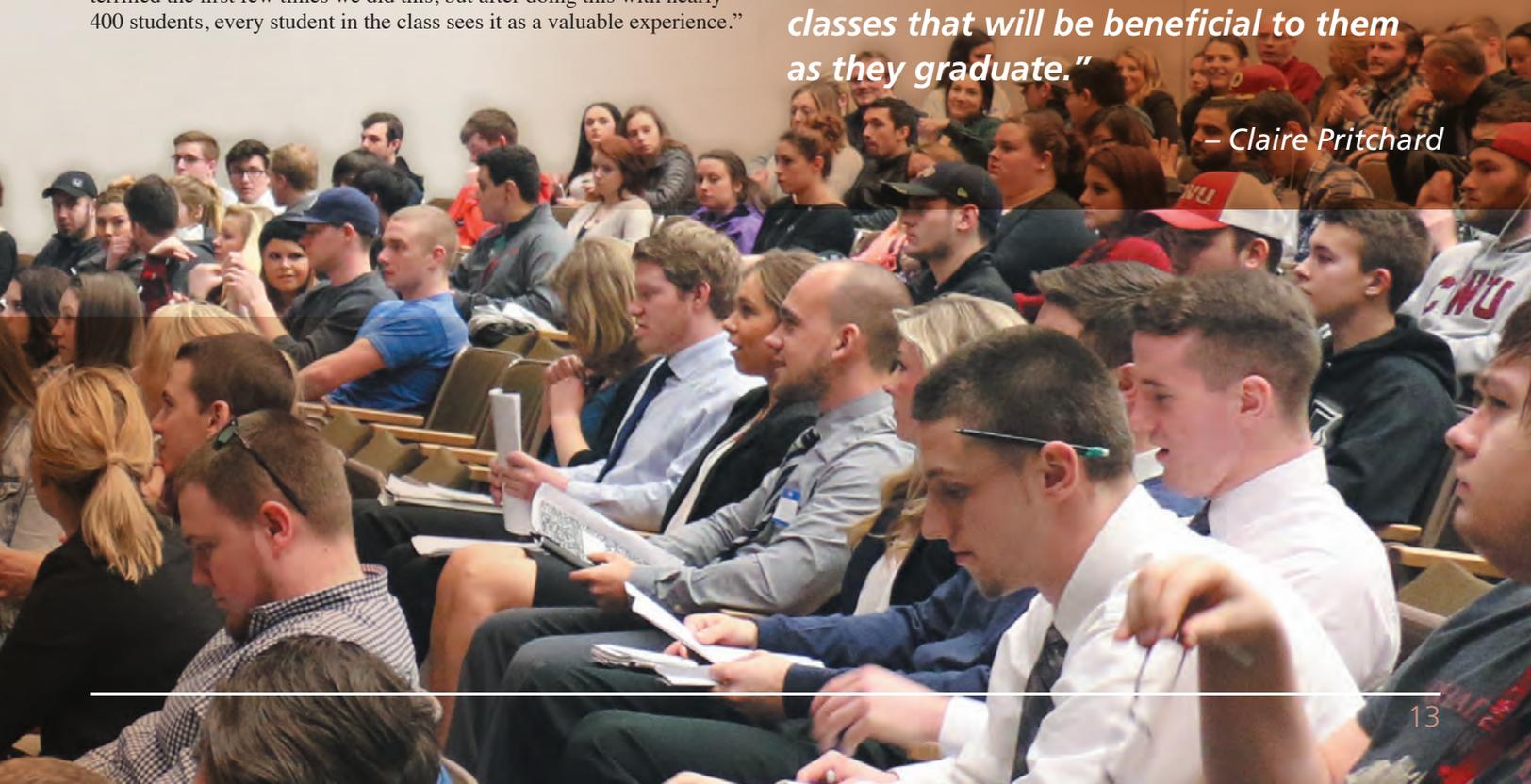
Side projects are the best source of insights and friendships that can take you forward at your job, or provide you with interesting opportunities somewhere else, he says.

"Who knows, it may even lead you to work at a job you never thought you would like at a place you'd never heard of," Provaznik said.

"Maybe even a place where your faculty comrades are amazing and where the students show you that the world will be in good hands in the future. For me it was a place called Central Washington University College of Business."

"This class is unique in its structure, inventive in its assignments, and helps students have experiences that they are not able to have in other classes that will be beneficial to them as they graduate."

– Claire Pritchard



Boot Camps & Centers

Marketing Boot Camp

The marketing boot camp, directed by **Sayantani Mukherjee**, familiarizes students with marketing trends and offers invaluable networking opportunities.

The latest marketing boot camp enabled students to meet company executives, participate in job shadowing, and learn about marketing from industry experts. The experience includes valuable field visits to companies on the cutting edge of marketing, such as Google, Tableau, and Curator PR. Students also had the opportunity to meet Jon Staenberg, a Pacific Northwest venture capitalist and entrepreneur.

Sports Business Boot Camp

The Seattle Mariners and Seattle Sounders FC hosted the latest sport business boot camp, directed by **Mark Pritchard**. Students attended executive presentations, participated in job shadowing activities, and toured facilities. It was a great opportunity to explore behind the scenes, identify specific career paths in sports, and begin building a professional network.

While the boot camp provides on-site learning and networking opportunities with professional sport organizations, the academic coursework focuses on the unique aspects of sport business and professional development to prepare students for entry level positions in the industry.

HR Management Boot Camp

The Human Relations Management boot camp, directed by **Erica Holley**, visits a variety of companies to give students first-hand experience. This year students visited Rhapsody, Costco and Tableau.

The goal is to inspire students and challenge their assumptions about the major. It's a chance to learn from people who put into practice what's being taught in the classroom.

I4IE Plunge Program

The Institute for Innovation and Entrepreneurship (I4IE), directed by **William Provaznik**, fosters students' abilities to shape and mobilize resources to build valuable opportunities. The I4IE's Plunge Program is designed to develop the social, intellectual, and economic mobility of students. It's a four-stage experience that starts with helping students adopt habits prevalent among successful entrepreneurs: time organization, self-training, basic business knowledge and business thinking. Mentorship opportunities also are available to build effective professional networks of forward-moving peers and professionals.

The Plunge Program progresses toward an intensive product innovation and development stage where students are challenged to develop ideas in competition and cooperation with each other. After developing a marketable idea, students create a business plan.

The final stage is the Plunge class where students are encouraged and mentored through the process of starting their business. Students gain insight from launching a business, gaining customers and operating their enterprise for a period of time.

Entrepreneurship is based on action and built on learning from our actions and from the wisdom of others. The Plunge Program lets students transform their entrepreneurship dreams into reality. Not only can students earn seed capital for their business, but they work together to strengthen their ideas and build a strong foundation for their future.

I4IE EVENTS THIS PAST YEAR

- Shark Tank in Yakima and Kittitas High Schools
- SOURCE Launch with Rachel Stephenson at Northern Light Coffee (Funds her work with human trafficking victims)
- Life of an Entrepreneur with TJ McDonald
- Know Your Customer with Iron Horse Beer

Northwest Center for Organizational Research

The Northwest Center for Organizational Research, directed by **Chase Thiel**, advances the understanding, practice and development of managerial leadership methods for organizational performance.

As a way to shed light on business ethics and help students prepare for the ethical climates in business, we created the Ethics Bowl: a case competition where students debate the ethicality of company/individual actions and propose solutions. In the latest challenge, the team representing the Society of Human Resource Management beat the other seven competitors.

Northwest Center for Sport Business

The Northwest Center for Sport Business (NWCSB), directed by **Jeffrey Stinson**, continues to grow with more than 60 students enrolled in the sport business minor program. During the third annual Sport Sales Summit at CWU Des-Moines, sales representatives from the Seattle Mariners, Seattle Storm, Seattle Sounders FC, Brooks Running, and Mission Ridge Ski area presented to over 60 students, faculty, staff and community members. A panel of NWCSB alumni ended the day sharing their advice.

During the third annual CWU Mariners Night, more than 400 students, alumni, faculty, staff and friends turned out for the Mariners vs. Cleveland Indians game. As part of their spring sport marketing course, students received sales training from the Mariners and took to the phones to tell alumni about the event. Every ticket sale supported the NWCSB.

Through the NWCSB students have the opportunity to meet industry professionals, have internship and job shadowing opportunities, and explore various segments of the sport business industry.



Opportunities Knock

at Annual CB Career Fair by Mallory Icenhower

The College of Business is proud to support students in their search to find internships and help them prepare for the big experiences to come. More than 230 students from all CWU campuses came dressed to the nines hoping to find an internship or job at the third annual career fair in Des Moines. More than 30 companies were represented, including Amazon, Boeing and C.H. Robinson.

To prepare students for the fair, the College of Business hosted resume workshops in the weeks leading up to the event. With the help of other students, professors, and business leaders students were able to fine-tune their resumes or start one from scratch.

“In order to ensure that I was prepared for the career fair, I made sure to get my resume edited extensively and my elevator pitch memorized. I knew that my elevator pitch was crucial to starting a meaningful conversation, but I went the extra mile and researched the companies that interested me to create more of a personal conversation,” said Richard Miller, a junior studying supply chain management. He’ll be working in the real estate management division at Boeing this summer.

Employers said they were pleased with the preparedness of the CWU business students.



Students were able to meet with Alumna separately to discuss their resumes and future career goals during the Career Fair.

The College of Business also held multiple internship nights where students talked one on one with upperclassmen who had recently completed summer internships. They discussed why it is vital to have experience on your resume before graduation, and what they learned while working over the summer.

Tasha Oney, a senior studying supply chain management, took advantage of the extra guidance. “This helped me get an internship by preparing me for what to expect and some key points to talk about in interviews,” said Oney, who will be working in Boeing’s defense division this summer.

Alumni who serve on the advisory board also were key to the career fair’s success. They tapped their connections in the Seattle area, making for the biggest career fair yet. Students were able to talk with large corporations such as Boeing, Thyssen Krupp, Crane Aerospace, and Cashmere Bank, but they also had the opportunity to speak with recruiters from TinyPulse, a new company located in Seattle that creates anonymous surveys for businesses to learn how employees feel about their work environment.



Dr. Jeff Stinson, Jamie French and Michael Nobli chatting during the Career Fair.



For more information on CB clubs and organizations, go to www.cwu.edu/business/student-organizations. For important CB student resources, go to www.cwu.edu/business/resources.



Dean's Council

Dean's Council

The Dean's Council is a group of student leaders in the College of Business at the main campus in Ellensburg. Comprised of club presidents and the Beacon's editorial team, the Dean's Council meets the first Friday of each month to discuss club activities, upcoming College of Business events, successful club accomplishments, and other topics of interest.

Another aspect of this event worth noting was the networking. Connections made during this three-day conference carried more substance and fostered more meaningful relationships than the typical 2-3 hour networking opportunities students see. Overall it was a great event that they believe will continue to be beneficial for future students and for our program.



Supply Chain Management Club

Supply Chain Management Club

At the beginning of fall quarter Lisa Ostheimer and Ryan Rhode had the opportunity to attend the 2015 Council of Supply Chain Management Professionals annual conference in San Diego, California. As president and vice president of the Supply Chain Management Association they aimed to represent our school in the best way possible while also focusing on gaining valuable industry insights. They attended as student assistants, sponsored by the Puget Sound CSCMP Roundtable.

The Economics Association

is excited to be involved with the Seattle Economics Council this year! The group traveled to Seattle throughout the year to meet with the Seattle Economics Council during its monthly meetings to hear guest speakers and eat lunch. In November the group attended a luncheon where Gregory Duncan spoke about *Econometrics*, *Machine Learning*, and *ALL That Stuff*. The group plans on attending the Pacific Northwest Regional Economics Conference in May for its anniversary convention *Fifty Years of Economic Transformation*.



The Economics Association

Although this year's trend for the conference was innovation, they also recognized a strong emphasis on interdependence. Right away they were thrown into fast-paced team activities.

Beta Alpha Phi and the Accounting and Finance Club

have meetings every Tuesday at 3:30 p.m. in Shaw-Smyser. During the meetings professionals from firms and companies are invited to share what they do and discuss opportunities students can have if they get a job with them. The club members also do community service, such as making blankets for Hospice, getting involved with the Center for Leadership and Community Engagement blood drive, and write letters to military servicemen and women. This club is a great way to improve communication and professional skills while giving students opportunities to help out the community.

Keynote speakers such as Howard Shultz and Dave Clark transformed their view on how supply chain management affects a firm's efficiency and effectiveness. Fellow young professionals changed their view of SAP, and how important its integration into an undergraduate program is. Daily seminars included insights on what innovations were currently working in their industry, and how to improve current operations of an already successful company.

NEW **The Association of Certified Fraud Examiners—the Fraud Club**

is in full swing. Students are paying dues and filling out their ACFE membership applications. The group hopes to have enough members to apply for ACFE recognition before the end of the school year. At the first club meeting, FBI Special Agent Jen Terami, who is based out of the Yakima branch office, presented on various fraud topics she has encountered in her career. There were many questions asked and students enjoyed her presentation.

NEW **The Investment Group**

was established last spring to provide undergraduate students the opportunity to become familiar with the investment process and fundamental analysis. In recent months, the group and the associated members have been developing financial models to evaluate the intrinsic values of stock prices in a variety of industries including specialty eateries, retail apparel, aerospace, automotive, and property management. Upon completion of these analyses, members are encouraged to design a presentation and pitch it to the group in an environment similar to how famous portfolio managers make their investment decisions. Investment Group associated members are looking forward to developing innovative stock analysis reports, networking with regional investment professionals, and applying investment knowledge to the group's portfolio.

A gift from a generous donor couple will provide real funds for investment next year.

The Society for Human Resource Management Club

has had a great school year. Club members volunteered during fall quarter at resume

workshops where they helped fellow students update or create resumes to use in their job hunt. The club has hosted interesting and dynamic speakers at its regular membership meetings. Topics have ranged from drug testing and types of leave, to HR credibility and regulatory issues.

SHRM also has been busy fundraising to send students to the National SHRM Convention in Washington, D.C. in June. The club looks forward to hosting new speakers and is planning a mock interview panel for students to test their interview skills.

The Central Marketing Association

started back up last winter, and since then has become a recognized chapter with the American Marketing Association. The club has teamed up with the Central Transit System in Ellensburg to help out with marketing—from setting them up with various forms of social media to reaching out to the community to help spread the word. The Marketing Association also has plans for fundraising so students can attend an AMA conference.

The Future Business Student's Living Learning Community

is all about creating opportunities for students to increase their social network with faculty, staff, and fellow students.

One of its most successful events is the quarterly Trivia Night. It is a chance for faculty, staff, and students to create diverse teams and show their competitive nature. This event is high energy and even higher stakes.

Special meetings that feature a guest speaker from the College of Business, as well as Dean Kathryn Martell and Associate Dean Jeff Stinson, also are held at the first of every month.



The Investment Group



The Society for Human Resource Management



The Future Business Student's Living Learning Community

NEW **The Women in Business Club**

is one of the College of Business's newest clubs. It was created last spring when some women got together talking about their male co-workers and boyfriends recently asking for raises, and how uncomfortable they felt thinking about doing the same. The group decided that was not acceptable, so they started a club to be a place to talk about these issues and learn how to overcome them.

The first big event was the Women in Business Conference hosted in the SURC. Professors and business professionals were invited to speak about issues such as wage negotiation and Boss or B*tch — tips on how women can be assertive and take on typically male jobs without being cast as mean and losing respect. Students learned so much from the speakers and it attracted a lot of new students who wanted to get involved with the club. The club wants to hear from more speakers about their experiences in the workforce. If you are interested in becoming involved with the Women in Business Club as an alumna, please e-mail cb@cwu.edu.



Resilience

Training Can Boost Success

by Robert Lowery

Studies have found that people who readily adjust to workplace challenges and changes have better physical health and are less cynical, more productive employees.

A person's capacity to move forward after negative or traumatic events or experiences is called workforce resilience. And it's something Professor James Avey know a lot about.

"When someone gets laid off, the No. 1 predictor of how fast he or she gets back to work is not their resume, it's their resilience," Avey said.

At some point, everyone will encounter adversity in varying degrees.

"For years it was thought that you could not develop resilience—you were born with it," Avey said. However, based on his study of child clinical psychology, Avey discovered people are born with a certain amount of resilience potential and the ability to change it.

"How much it's developed depends on how much work you put into it," he says.

That conclusion launched his study of resilience training. Originally designed for severely abused children, Avey wanted to translate it into practical strategies for working adults.

"Through 10 years of work and thousands of study participants across all industries and many cultures we've been able to determine not only what types of affective and cognitive processes are beneficial, but also how to develop them," Avey said.

His initial research, with the United States Army in 2005, helped lead to training that teaches soldiers how to prevent and overcome post-traumatic stress disorder.

About 18 months ago, Avey was approached by Potentia Labs about

developing specific business-related resilience training. Intrigued, he wrote a course for the company's new e-learning platform.

"They allowed me to do testing and retesting, and validate the science to make sure it works," Avey said. "With Potentia now launching it, web-based resilience training is available anytime and anywhere for anyone. This is what science is supposed to do: find a good discovery and then make it available to anyone who wants it and that's what we should be doing."

The training best serves employees who are, initially, low in their aptitude for resilience.

"This type of training can be life changing for them," Avey said. "For those high in resilience, it can also be helpful."



James Avey is a professor in the Department of Management. He recently was interviewed by the Wall Street Journal for its article "Why Resilience Is Good for Your Health and Career."



RESPONDING TO ADVERSITY

- First, describe the situation. Write it down or tell a trusted friend to find the root of the issue.
- Categorize all associated problems on paper to distinguish what can and cannot be controlled. Try a chart classifying problems as "controlled" or "out of my control."
- Make a plan. How can you respond to adversity and relieve your stress associated with the problem?
- Execute the plan and repeat as needed.

THINGS TO REMEMBER

- Resilience doesn't make the problem go away—it allows us to endure and persevere.
- People spend 90 percent of their life trying to pursue comfort and avoid pain. An athlete trying to avoid soreness from lifting, but lifting builds strength.
- Resilience takes development and a commitment to improve.

Q&A with Alexandra Leong

Q: How did you know that you wanted to work for Boeing?

During my sophomore and junior years, I had researched The Boeing Company as a potential place to work post-college. I discovered that not only is Boeing the world's largest aerospace company, but it is also the largest manufacturing exporter in the United States. Since I was planning to be a business major with a concentration in finance and supply chain management, and Boeing being predominately in our state of Washington, my educational interests would align with Boeing as my future employer. Then to further explore my interest and experience with Boeing as an employer, I learned of and applied for summer positions in the Boeing Business Intern Program (BBIP). Given my experience there during my junior and senior years, I discovered my career interests, the diversity of career opportunities and the culture would be a great fit for me. Since graduation, it's been a great experience!

Q: Where did you work when you interned for Boeing?

I joined The Boeing Company during the summer of 2013 as a procurement agent intern supporting Boeing Commercial Airplanes and returned for a second internship in procurement financial analysis in Boeing Defense. These opportunities provided me the foundation to experience and better understand the great products, services, and people of The Boeing Company.

Q: What is the Business Career Foundation Program?

The Business Career Foundation Program (BCFP) is a fast-paced leadership development program designed for high-potential recent college graduates. The aim of the BCFP is to develop highly skilled future leaders by exposing them to assignments spanning the business and finance organizations and allowing them to further develop their leadership, analytical and technical skills. Through a broad range of assignments and various program activities, participants are provided with the scope, challenge and experience needed to help their business careers take flight.

Q: What has been your most significant learning moment so far?

I've had many great learning opportunities at The Boeing Company. The most significant are 1) how to apply what I've learned during my time at CWU to my daily job; 2) to understand and adapt to a culture and values of a company with over 160,000 employees with a presence in over 65 countries; and 3) to work with various leadership styles to be productive and inspire the Boeing team. Being a part of the BCFP accelerates these learnings by having the opportunities to be in six different functions and teams over a two-year timespan. Along with these experiences, I've further learned the importance of being flexible, respecting one another's ideas and beliefs, and being a good communicator.

Q: What are you most excited for in the next year or so with BCFP?

Since graduating from CWU, I've rotated through three work assignments at Boeing Commercial Airplanes. During the next three assignments, I look forward to the opportunities to learn and experience other business units including Boeing Defense; Engineering, Operations & Technology; Boeing Capital Corporation; Shared Services Group; and Boeing International. I will be interested in learning how all of the business units effectively work together as "One Boeing" as we enter into the second century of the company's existence of offering aerospace products and services. These experiences will provide me the breadth and the depth of opportunities at Boeing to further develop and sharpen my skills and interests so that I am prepared for my first post BCFP job placement in 2017.



Smith Wraps Up Rewarding Accounting Career

by Marisol Sanchez

Margaret Smith's experience at Central started in high school when she took a job with Dining Services. After high school she enrolled at CWU (named Central Washington State College at the time) where she earned her accounting degree in 1976.

After graduation, Smith began her career at a local CPA firm operated by several of her accounting professors. From there she worked in Hermiston, Oregon and then Yakima for the State Auditor's Office.

After returning to Ellensburg in 1989, one of Smith's accounting professors offered her the opportunity to teach. She taught a variety of accounting courses for four years before accepting a position in the financial accounting department at Central. This provided hands-on experience with the university's accounting systems and processes.

In 1994 Smith began her 15-year tenure as Central's internal auditor before returning to a faculty position in the Department of Accounting.

As the internal auditor, Smith enjoyed helping people establish strong internal controls and effective processes. The work was always a challenge because systems were constantly updated and people changed positions. Central had strong internal control procedures in place due to the recommendations of the previous internal auditor and the conscientious long-term employees who continued to follow best practices. Smith supported these constant changes in the systems and provided review and troubleshooting to maintain strong internal controls.



Martinis Retires after 37 Years

The College of Business is bidding goodbye to Professor Karen Martinis as she embarks upon a well-deserved retirement. Martinis joined CWU in 1979 and quickly distinguished herself as an excellent teacher. Her accessibility and interest in student success were often praised in student evaluations.

"Karen Martinis is one of those iconic professors that made the accounting program at CWU one of the best in the northwest," said academic advisor Debbie Boddy. "With humility and grace she has transformed the lives of countless students. She is one of the most beloved faculty members in the history of our college."

Given her talent in the classroom it is no surprise Martinis was nominated every year for the Faculty Excellence in Teaching and Advising awards, and received them both.

Martinis prepared students for success by organizing the Yakima recruiting banquet. She was active in the Washington State Society of Public Accountants, and used her professional expertise to support many community organizations including the FISH food bank, Habitat for Humanity, and Hospice Friends.

"Her service provides an excellent example to students on how one's profession can contribute to the community," Dean Kathryn Martell said. "Karen is beloved by her students and her colleagues and will be sorely missed."

"Margaret's tireless devotion to her students is evident in so many ways. Under her advisement, accounting students successfully established a Beta Alpha Psi chapter at the Ellensburg campus that went on to win multiple awards at the national level. From freshman financial accounting to senior auditing classes, students consistently applauded Margaret's dedicated, compassionate and effective teaching. She will be missed by faculty, staff and students alike."

— Lisa Woods, department secretary

As a lecturer, Smith enjoyed bringing her work experience into the classroom. When she teaches the chapter on bonds, she discusses Central's bond to finance the construction of a residence hall. Smith is excited about sharing the structure of the accounting process with students. Her involvement with Beta Alpha Psi provided opportunities to get to know accounting students outside of the classroom. Seeing students meet challenges, compete at regional and annual conferences and contribute to an award winning BAP chapter was most rewarding.

Smith was one of many graduates from the Department of Accounting who benefited from caring professors who get to know their students and support them during their coursework, at graduation and recruiting, and in their careers. For this she is very grateful.

After retiring Smith plans to relocate to Colville where she will be a full-time nanny to her baby granddaughter.

"I hope to find opportunities to contribute to dispute resolution as a mediator in that community," Smith said. "My dog and I look forward to walking many miles of trails in the area."

Faculty Scholarly Activity: 2014-2015 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 2014 to August 2015. Faculty are noted in **bold**.

Department of Accounting

- Atkinson, M.**, Bayazit, O., & Karpak, B. (2015). A case study using the analytic hierarchy process for IT outsourcing decision making. *International Journal of Information Systems and Supply Chain Management*, 8(1), 60–84.
- Gray, D., & **Ehoff, C.** (2015). Sarbanes Oxley and Dodd Frank: Then there was fraud. *Journal of Business and Economics Research*, 13(1), 19–26.
- Holtfreter, R. E.** (2014). Identity theft complaints drop more than 21 percent in 2013 - Part 2. *Fraud Magazine*, 29(5), 26–30.
- Holtfreter, R. E.** (2014). New cyberschemes are targeting individuals, universities and businesses. *Fraud Magazine*, 29(5), 14–15.
- Holtfreter, R. E.** (2014). Scams target smartphones and utility company customers. *Fraud Magazine*, 29(6), 58–59.
- Holtfreter, R. E.** (2015). Avoid these tax scams like the plague. *Fraud Magazine*, 30(3), 58–59 & 67.
- Holtfreter, R. E.** (2015). Beware of these recent MoneyPak scams. *Fraud Magazine*, 30(1), 60–61.
- Holtfreter, R. E.** (2015). Burgeoning botnets - part 1. *Fraud Magazine*, 30(2), 39–42.
- Holtfreter, R. E.** (2015). Burgeoning botnets - part 2. *Fraud Magazine*, 30(3), 39–43.
- Holtfreter, R. E.** (2015). Identity theft complaints soar 14.7 percent in 2014 - Part 1. *Fraud Magazine*, 30(4), 41–49.
- Holtfreter, R. E.** (2015). Identity thieves target university employees and students. *Fraud Magazine*, 30(4), 12–14.
- Holtfreter, R. E.** (2015). P.O. identity theft/ money-wiring transactions. *Fraud Magazine*, 30(2), 62–64.
- Holtfreter, R. E.**, & Harrington, A. (2014). Towards a model for data breaches: A universal problem for the public. *International Journal of Public Information Systems*, 10(1), 40–58.
- Holtfreter, R. E.**, & Harrington, A. (2015). Data breach trends in the United States. *Journal of Financial Crime*, 22(2), 242–260.
- Holtfreter, K., Reising, M. D., Pratt, T. C., & **Holtfreter, R. E.** (2015). Risky remote purchasing and identity theft victimization among older internet users. *Psychology, Crime & Law*, 21(7), 681–698.
- Ruble, M. R.**, Patton, R. T., & Nelson, D. M. (2014). Patton-Nelson personal consumption tables 2011-12. *Journal of Legal Economics*, 21(1), 41–55.
- Thompson, J. H.** (2015). Relationship between the content of corporate social responsibility reports and business codes of ethics with CSR rankings of companies in the energy sector. *Oil, Gas, and Energy Quarterly*, 63(3), 463–474.

Department of Economics

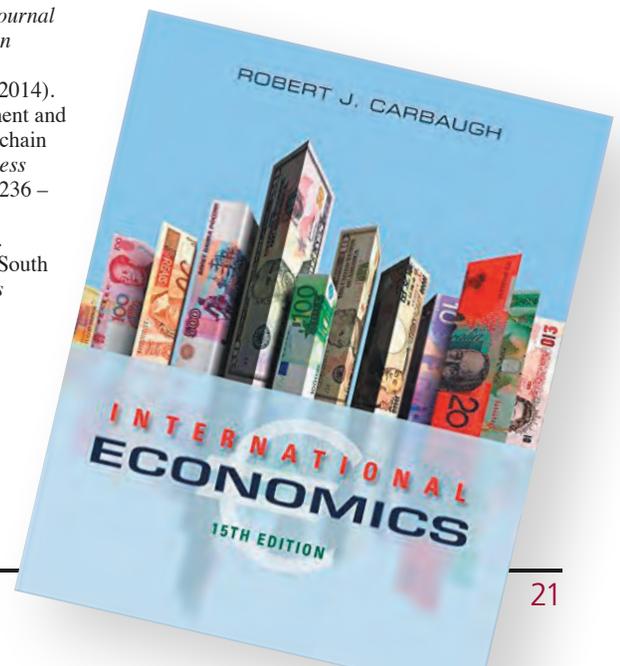
- Carbaugh, R. J.** & Dittmer, T. (2014). Mariners get 'dynamic' on ticket prices. *Puget Sound Business Journal*.
- Carbaugh, R. J.** (2015). *International Economics*, 15th edition (pp. 1–527). Boston, MA: Cengage Learning.
- Carbaugh, R. J.** (2015). A primer on the export-import bank: Should it continue? *Challenge*, 58(1), 64–76.
- Sarker, S., Biswas, B., & **Saunders, P. J.** (2014). Labor income tax and output: A structural VAR analysis. *Journal of Business Inquiry*, 13(2), 101–127.

Department of Finance and Supply Chain Management

- Atkinson, M., **Bayazit, O.**, & Karpak, B. (2015). A case study using the analytic hierarchy process for IT outsourcing decision making. *International Journal of Information Systems and Supply Chain Management*, 8(1), 60–84.
- Balfour, R., **Joo, S.-J.**, Whited, I. W., & Lin, J. W. (2015). Assessing the comparative performance of banking branches. *Benchmarking: An International Journal*, 22(5), 963–972.
- Joo, S.-J.**, & Choi, P. H. (2015). Assessing comparative production efficiencies for product line management. *International Journal of Production Research*, 53(17), 5241–5250.
- Kong, S. X., & **Wang, F.** (2015). Closed-end funds and the financial crisis. *International Journal of Financial Services Management*, 8(2), 148–162.
- Liao, K.**, **Bayazit, O.**, & **Wang, F.** (2014). Building a natural disaster risk index for supply chain operations. *International Journal of Information Systems and Supply Chain Management*, 7(4), 20–30.
- Qiang, Q., Huang, Z., **Ke, K.**, & Yang, Y. (2014). Overview of supply chain risk management and the current issues of closed-loop supply chain in China. *International Journal of Business Continuity and Risk Management*, 5(3), 236–243.
- Song, Y., **Liao, K.**, & Kuang, Y.-Q. (2014). The study on economic vulnerability in South China. *International Journal of Business Continuity and Risk Management*, 5(3), 212–223.

Department of Management

- Avey, J. B.**, **Wu, K.**, & **Holley, E.** (2015). The influence of abusive supervision and job embeddedness on citizenship and deviance. *Journal of Business Ethics*, 129(3), 721–731.
- Davis, J., Griffith, J., **Thiel, C.**, & Connelly, S. (2015). Development and validation of a measure for emotion regulation at work: Introducing the workplace emotion regulation preference inventory (WERPI). *Personality and Individual Differences*, 85(2015), 245–250.
- Griffith, J., Connelly, S., **Thiel, C.**, & Johnson, G. (2015). How outstanding leaders lead with affect: An examination of charismatic, ideological, and pragmatic leaders. *The Leadership Quarterly*, 26(2015), 502–517.
- Li, C., & **Wu, K.** (2015). Investigation of motive between transformational leadership and pro-social voice: An empirical study in China. *International Journal of Leadership Studies*, 9(1), 115–130.
- Nguyen, H. P., Chen, S., & **Mukherjee, S.** (2014). Reverse stigma in the Freegan community. *Journal of Business Research*, 67(9), 1877–1884.
- Provaznik, W. J.** (2014). U.S. intra-state geographic variation in psychological characteristics and state fiscal shortfalls. *American Journal of Economics and Business Administration*, 6(3), 113–121.
- Thiel, C.**, Griffith, J., & Connelly, S. (2015). Leader-follower interpersonal emotion management: Managing stress by person-focused and emotion-focused emotion management. *Journal of Leadership and Organizational Studies*, 22(1), 5–20.



Thank You Donors

CB Donors Gifts and
Pledge Payments
July 1, 2014-June 30, 2015

PLATINUM - (\$30,000+)

Puget Sound Energy
Microsoft Corporation
Karen Martinis

GOLD - (\$10,000+)

The Boeing Company
Margaret Smith
Gregory and JoAnne Booth
Chuck and Zane Adams
Cliff Kosbab
Gary and Janet Osborne
Dean and Sharyl Allen

SILVER - (\$5,000+)

Eva and Randall Lauve
Helen and Frank Fennerty
Wayne and Karen Lynn
George and Mary Campbell
John and Linda Dacy
Wayne and Shirley Heisserman

BRONZE (\$1,001+)

Gary Kirkpatrick
John and Joan Neubauer
Mike and Sandy Oberg
William and Kathy Sammer
Jeremy and Lisa Wittmann
Andrea Braun
Jack and Mary Crane
Kit and Mary Couchée
Brian Maskell
Vicki and Greg Pelton
Jean and Joe Adams
Bruce and Lani Lawson
James and Jessica Gilmore
Skip and Carolyn Haynes
Esther Nolan
Stacy and Gail Ross
Elizabeth Taylor
Julie Lovejoy
Eric Freeberg
Julie Leong

Ralph and Cyndi Conner
Debra and Mario Nunez
Jim and Becky Freer

SUPPORTING (up to \$1,000)

Bruce Wallace
Jeff and Marj Petersen
Jason and Laura Gray
Michelle and David Massey
Gregory and Leslie Rice
Dave Solomon
Craig White
Ron and Gloria Tyree
Steve and Lori Phillips
Robin Krick
David and Simona Teeny
Helen Cosgrove
A. Practical Accounting Co
Patricia and Richard Wehr
Madalon and Rod Lalley
Mike Swanson
Don Scotberg
Brian and Darcie Roberts
Linda and Arlen Herrington
Eric and Annette Parker
Dave and TJ Schelert
Kristy Kummer-Pred
Gary and Leilani Lake
Mari Hebert
Zabrina Jenkins
Alan and Sherry Bennett
John and Kathleen Bezold
Bi-Mart
United Way of Benton &
Franklin Counties
Seattle Mariners Baseball Club
Aaron and Julia Christophersen
Judy and Gary Heesacker
Mary Denman
Kent Pendleton
Jim and Christine Imhof
Marlene and Carl Tingelstad
Boeing Employees Credit Union
Bill and Pris Woods
Charlene and Jeffrey Sursely
Jeff Hensler and Weslie Moore

Mike and Patty Bowers
Katherine Larson
Mike and Anne Marie Plumpe
Tom and Sharron Carnevali
Nancy and Craig Pigeon
Holly and Aaron Simon
John and Christa Williams
Christy and James Avey
Jason Littleton
Larry and Mary Petersen
Mark and Esther Magnotti
Verizon Foundation
Ozden and Murathan Bayazit
Costco Wholesale
Cashmere Valley Bank
Starbucks Coffee International
Shirley and Robert Hood
Jason Phelps
Jenny Fu
Michael Julian
Joe Shmait
Grant and Kaitlin Guidinger
Terri Bookwalter and Tom Fleck
Dani Lewis
Vanessa Turner
Stephanie Hunt
Renae Stout
Mark and Kathi Pritchard
Laura Milner and
Barbara Brooks
Kristen Adamson
Laura Kapuscinski
North Coast Electric Company
EB Lawson-Tate Avsolutions, Inc.
Kristofer Foster
Breahna Edwards
Ariel Smith
Sound Consulting Services
James Opfar
Hal Williams
Alan Williams
Joseph Peterson
Herbert B. Jones Foundation
Joel Stamm
Fang Wang
Marv Bouillon

Schelert, Campbell &
Company Inc PS
Nicholas Anderson
David Davis
Jeff Stinson and
Aei Mee Chen-Stinson
Carlo Smith
Sara Dunn
Angelique Neketas
Grace Ke
Ke Zhong
Wendy Cook
Marilyn Levine
Lynn Dollmeyer
Patricia Galloway and
Kris Nielsen Foundation
Changfan Lu
Meghan O'Brien
Chelsie McNabb
Pat Galloway
James Thompson
Bill and Kim Provaznik
Todd Weber
Kathryn Martell
Jonathon Larson
Xiuling Wen
Carolyn and Cliff Vining
Rebecca Duhamel
Laura Thompson
Amy O'Reilly
Rey and Carol Javier
Christine and Donald Duhamel
William Fay
Christopher Patten
Robert Rumsey
Larry Hellie
James and Amanda Fletcher
Mitchell Pogue
Erica Holley
Rene Mahnke
Deepak Iyengar
Dawn and Lawrence Danton
Chase Thiel
Lisa Woods
Lauren Webster
Dana Grieb
Brendan Foor

Mary and John Larson
June and Steve Mahr
Donald Ballard
Yeon Eui Hong
Clemense Ehoff
Michael Johnson
Sayantani Mukherjee
Mary Compton
Vi Tran
Eloise Stachowiak
Tompkins Vargas & Associates PS
Gill Schroeder
Elena Neubauer
Dylan Sandoval
Michelle Haggard
Susan Canfield
Thomas and Laurie Walsh
James and Maurine Evans
Lawrence and Donna Dixon
Debra and Charles Caldwell
Ivory Investment
Management, L.P.
Morgan Stanley Smith Barney
Seong-Jong and Jeong Joo
Peter Gray
Bo Han
David and Cindy Green
Terex
Deloit Wolfe
Danielle Riva
Geoffrey Foy
Wayne Balsiger
Christopher Hollens
Sally Wright
Carolyn Sinay
Raymond Villarreal
Scott Hermanns
Francis Grott
Bruce Wanta
Chandra Stachowiak
Sabrina Sheikh
Mark Estep
Mike Williams
Scott Seaton
Thao Nguyen

Accounting Major Dreams of Working in Pro Sports Finances

Matt Evans is a senior accounting major. After graduating in the spring, he plans on pursuing a masters of professional accountancy and then becoming a certified public accountant. Evans wants to do accounting work for the Big Four or a major sports team, such as the Mariners or Seahawks (his favorites).

Evans, who holds a 3.89 GPA, is the recipient of the David and TJ Schelert Endowment scholarship. Being recognized for his academic accomplishments has been very special to him personally.

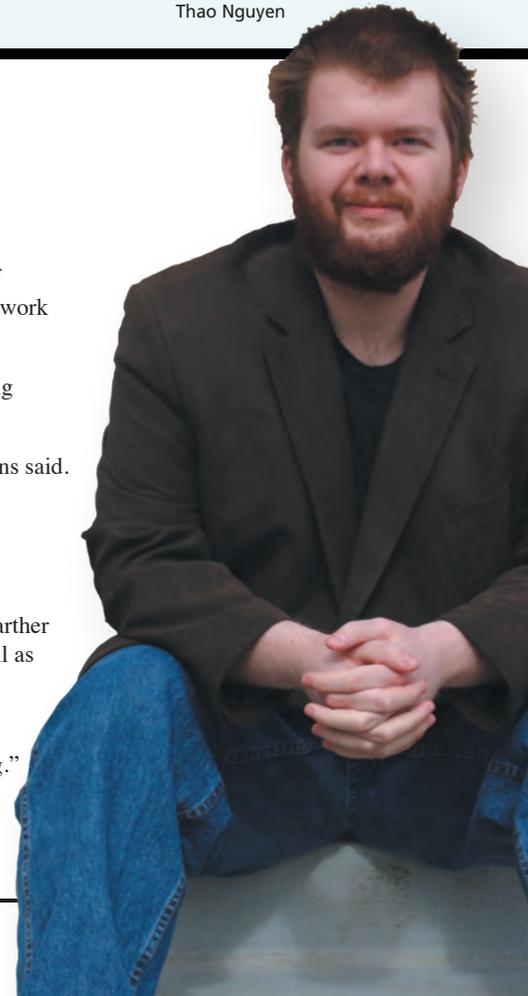
"It's like a pat on the back from CWU saying 'You're doing a good job and keep up the hard work,'" Evans said. The award has made his college career less stressful since it allows him to focus on coursework without worrying about expenses.

Evans said his favorite part about CWU is the professors.

"All of my professors are very dedicated to helping students," Evans said. "They always step up and go farther when someone needs help. My professors have always been willing to sit down and work with me, as well as writing reference letters or sharing career advice."

He especially enjoyed Professor Michael Young's finance class as well as Professor Karen Martinis' accounting class. "Her class was very rigorous but provided us with a deeper understanding of accounting."

Evans said in addition to his professors, his family and his classmates helped him be successful at CWU. A positive attitude and a personal drive for success also led to a great college experience.



CB Advisory Board & Advisory Councils

Advisory Board 2015-2016

The CB Advisory Board is a bridge between the College of Business and developments in the business world.

Executive Committee

Jim Davis (CWU '69 BSAD), Executive VP, Kitsap Bank, Fife

John Delaney (CWU '70 BSAD), President/CEO, Central Banc Mortgage Corporation, Kirkland

Members

Jody Carona, President, Health Facilities Planning & Development, Seattle

Alan Crain (CWU '87 ACCT), EVP/CFO, Seattle Bank, Seattle

Jenny Cravens, VP/CFO, Cashmere Valley Bank, Cashmere

Mark Dederer (CWU '95 BSAD), Manager, Community Affairs, Wells Fargo Bank, Seattle

Kathy Elser (CWU '89 ACCT), Senior VP and CFO, Boeing Employees' Credit Union, Tukwila

Gerry Fierling (CWU '96 ECON), Director of Business Development, Aviatrix, North Bend

Tom Hurson (CWU '80 ACCT), Senior Vice President, Ingredients and Foodservice Sales, Tree Top, Inc., Selah

Zabrina Jenkins (CWU '92 BSAD), Director, Corporate Counsel, Starbucks Coffee Company, Seattle

Ryan Landon, VP, Business Development & CM, AED Solutions Physio-Control, Inc., Redmond

Michael Luckenbaugh (CWU '93 BSAD), President, XternalSource, Bellevue

Kathryn Martell, Dean, CWU College of Business

Emeritus

Jack Byeman, (Boeing-Retired), Redmond

Linda Clark-Santos, [Past Board Chairperson], (Washington Mutual-Retired), Boise, ID

Clark Daffern (CWU '73 BSAD), Senior VP, Kibble & Prentice, Seattle

Gail E. McKee, [Past Board Chairperson], Managing Consultant, Pacific Northwest, Towers Watson, Seattle

Dennis Weston (CWU '73 BSAD), [Past Board Chairperson], Senior Managing Director, Fluke Venture Partners, Kirkland

Andrew Zuccotti, Partner, K&L Gates LLP, Seattle

Accounting Advisory Council

Chris Apken, Controller, Plymouth Poultry

Julie Armbrust, CPA, CFE, MBA

Kyle Boast, Senior Audit Manager, Deloitte & Touche LLP

Art Campbell, Partner, Schelert, Campbell & Company Inc., PS

Ralph A. Conner, CPA, Principal, Clifton Larson Allen LLP

Jeff Fey, CPA, Partner, Moss-Adams LLP

John Forrest, Shareholder, Sweeney Conrad, P.S.

Chris Hoel, Vice-President of Finance, Getty Images

Michelle Jennings, MPA, CPA, Tax Advisor, Cascade Investment, LLC

Paul Lunkes, Internal Audit Manager, Trident Seafoods

Ken Meissner, Principal, Alegria and Company

Bruce Russell, Chief Operating Officer, Whidbey Telecom

Lance Soliday, Chief Accounting Officer, Expedia, Inc.

Aaron Strong, Accountant, Cashmere Valley Bank

Ryan Thompson, Special Agent, IRS—Criminal Investigation

Mark D. Turley, Audit Manager, KPMG LLP

Lisa Wilson, Partner, McGladrey & Pullen, LLP

Department Chair: **Marv Bouillon**

The Institute for Innovation and Entrepreneurship Advisory Council

Steve Altmayer, Entrepreneur & Venture Capitalist, Retired President, CEO, Wrap Pack Corp.

Vince Bryan, II, MD, Retired Neurosurgeon

(Seattle), Inventor; Owner, Cave B Estate Winery

Mike Flynn, Retired Publisher, Puget Sound Business Journal, Mike Flynn & Associates LLC

Liz Marchi, Coordinator, Frontier Angel Fund LLC

Rich Simmonds, Retired Managing Partner, Laird Norton Tyee, Co-Founder, Pacific Family Business Institute

Warren Van Genderen, Entrepreneur & Venture Capitalist, Founding Principal & Senior Advisor, Meridian Capital, LLC

Woody Howse, Co-Founder/President, Cable & Howse Ventures

Rick Anderson, Past CEO/Chairman, Moss Adams, LLP, Partner

Jack Dignum, Senior VP and COO, Pegasus-Global Holdings, INC.

David Greenslade, Technology Commercialization Manager, Pacific Northwest National Lab/Battelle

Paul Larson, Attorney-at-Law, Larson Berg and Perkins

Chris Martin, Founder/President, CleanScapes (Seattle), Entrepreneur & Venture Capitalist

Denny Weston, Senior Managing Director, Fluke Venture Partners

Sandy Wheeler, Co-Inventor, Bow Flex, Co-founder, Nautilus Group, Entrepreneur

Director: **William Provaznik**

Marketing Advisory Council

Scott Battishill, Principal, Curator PR

James Carroll, Marketing Director, Tableau

Josh Chandley, Marketing Manager, Trivial Technology

Mayur Deshpande, Google Cloud

Rebecca Gillespie, Social Media and Public Relations Manager

Brian Goldfarb, Head of Marketing, Google Cloud Platform

Suzanne Matanich, Product Manager, SEM, Expedia.com

Kyle Munson, Senior Manager, Global SEM, Expedia.com

Director: **Sayantani Mukherjee**

Northwest Center for Sport Business Advisory Council

Aaron Artman, President, Tacoma Rainiers

Shannon Burley, Vice President of Marketing, Seattle Storm

Keith Champagne, Associate Dean of Student Development, Central Washington University

Dennis Francois, Athletic Director, Central Washington University

Chris Lawrence, Director of Ticket Sales and Service, Seattle Seahawks

Kevin Martinez, Marketing Vice President, Seattle Mariners

KL Wombacher, Executive Vice President and General Manager, Hillsboro Hops

Director: **Jeffrey Stinson**

Supply Chain Management Institute Advisory Council

Darrin Child, Materials Manager, Dynacraft (a PACCAR Company)

David Davis, CPPO, Purchasing and Materials Manager, WSDOT

Bryan Dorwin, Boeing Defense, Space & Security (retired), The Boeing Company

David Green, Sr. Director, Supply Chain AWP, Terex Corporation

Fernando Hernandez, Sr. Manager, Supplier Management & Procurement, The Boeing Company

Jason Phelps, Sr. Group Manager, Supply Chain, Crane Aerospace & Electronics

Mitchell Pogue, Outbound Operations Manager, Cardinal Health

William "Wayne" Pritchard, Director, Indirect Procurement, T-Mobile, USA

Bruce Lawson, Director, Terex Business System, Terex Corporation

Mark Magnotti, Director of Operations, ThyssenKrupp-TMX Aerospace

Mike Morelli, Director, Customer Operations, Expedia, Inc.

Rob Ogburn, Director of Business Development, ThyssenKrupp

Mike Oliver, Vice President Emeritus, Lynden Logistics

Heather Rai, Purchasing Manager, Nintendo of America, INC.

Mike Williams, Sr. Supply Chain Management Professional, World Vision

Director: **Carlo Smith**



Rachel Mahnke

Editor's Note

The College of Business has provided me with so many experiences that listing them all here would likely take up an entire page. I could talk about what I have done and the things I have learned, but I would mostly like to say thank you. Thank you to the professors, staff, and the dean's office for tirelessly working to make our school a home.

Luckily I found my way to the College of Business rather quickly, and soon after I established my place in the

Department of Economics. Even when classes got tough I could always see the light at the end of the tunnel and the importance of the learning process.

I would like to say thank you to my economics professors who have taught me that problems can be solved even when they seem impossible. Thank you for teaching classes where my peers and I were challenged to experience the struggle of solving those impossible questions.

I have been so fortunate to be a part of many different clubs and organizations—all of which are successful, in part, because of support from the dean's office. As a student ambassador I was tasked with helping students have a better experience. Hopefully that will increase enrollment along the way. The freedom and trust from Dean Kathryn Martell and Associate Dean Jeffrey Stinson helped my team be successful. In just the past year we have doubled in size, tripled our reach on social media, and exponentially grown our student events and professional development.

I started a new club—the Women in Business Club—where we have learned so much about ourselves, our futures and our dreams thanks to

the faculty willing to meet with us Monday nights. I'm sure there were other things they wanted to do instead. I hope we have inspired each other to continue to seek leadership roles after graduation and support each other as we work to make change in business.

The people who make up the College of Business have provided me with more than just an education. They gave me the opportunity to help grow our community. It has been an invaluable experience.

After graduating in the spring I hope to become a successful leader in my field, as Dean Martell has taught me. One day I hope to be able to give back to the school that helped me grow so much.

Thank you.

Rachel Mahnke, Editor-in-Chief

CWU COLLEGE OF BUSINESS UPCOMING 2016 EVENTS

May 5: Supply Chain Summit

May 7: CB Honors Banquet

May 13: CWU Mariners Night

CWU Commencement

June 11 – Ellensburg • June 12 – Kent



October 15:
CWU Homecoming

For more event
information go to:
cwu.edu/business