

COLLEGE OF BUSINESS

# BEACON

VOL. 12, NO. 1 • FALL 2010 • CENTRAL WASHINGTON UNIVERSITY

Another  
Milepost . . .  
CB receives  
AACSB  
International  
Accreditation

SEE PAGE 9



BUSINESS



AACSB  
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# BEACON

CWU COLLEGE OF BUSINESS  
VOL. 12, NO. 1 • FALL 2010

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CWU  
College of  
Business

QUALITY • OPPORTUNITY • VALUE

#### CB VISION

CWU's College of Business will be recognized as a premier learning community creating an environment in which students, faculty, and staff reach their full potential.

#### CB MISSION

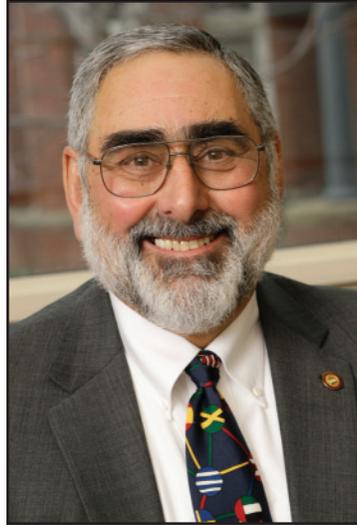
CWU's College of Business faculty and staff create value and opportunity for our students by focusing on quality in undergraduate education at the Ellensburg campus and university centers in the Puget Sound and central regions of Washington State. We accomplish this through emphasis on excellence in teaching, strengthened by faculty research, and supported by professional service.

#### CB STATEMENT OF CONDUCT

The College of Business is a learning community committed to a set of core values based on integrity, respect, and responsibility that guide our interactions.

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Roy Savoian

## Dean's Corner

In the last issue of the *Beacon*, we celebrated thirty-five years since the founding of what is now known as the College of Business. We are ready to celebrate another milestone in the rich history and tradition of the college. We recently earned accreditation from Association to Advance Collegiate Schools of Business (AACSB) International.

In a special feature of this issue, we provide information about the AACSB and the history of our effort to achieve this accreditation. Central Washington University is one of 596 educational institutions globally with AACSB accreditation. This represents less than 5 percent of business programs worldwide.

You will find a number of interesting and informative articles throughout the *Beacon*. The Alumni Profile features Brent Johnson, who was selected the 2010 Distinguished Alumnus for the College of Business. In addition, Assistant Professor

of finance Fang Wang, at CWU-Des Moines, received the College's 2010 Teaching Excellence Award for a junior faculty member. Both awards were presented during Homecoming by the CWU Alumni Association.

We recognize the accomplishments of current students, particularly those with high academic and leadership achievement. The Student Profile features two of our best and brightest: Kelsey Whiteside, a senior accounting major and president of Beta Alpha Psi from Bremerton; and Justin Shewey from Covington, president of the CWU Marketing Association, and a senior marketing major, who received a sport business certificate in December.

Voice of the Faculty and Voice of Alumni feature special stories of a faculty member and a recent graduate of the college. Professor Robert Carbaugh, economics, tells his story—"So Who is Dr. Bob?"—as a way of introducing himself to students in his courses. Michael Dickson, a 2005 graduate in operations and supply chain and currently an industrial engineer at The Boeing Company, provides his perspective on how to leverage opportunities.

As dean, I look forward to another year of working with great student leaders in Ellensburg and the university centers at Des Moines and Lynnwood. They are identified in this issue. I thank them for their commitment and willingness to step forward to lead others. These student leaders are a remarkable group of professionals.

Speaking of remarkable, Professor Mark Pritchard earned tenure and promotion to full professor in marketing. He was elected chairperson of the Department of Management. Congratulations to Mark—another of our best teacher-scholars and brightest stars!

In 2009-10, we leveraged the 35th anniversary of the CB as a means of focusing attention on the college and how we create *Quality, Opportunity, and Value*. Then, we elevated our status with AACSB accreditation. The next step in branding the college is to develop a distinctive "mark" to further expand our market identity and enhance our brand. Look for the CB "mark," which is introduced in this issue.

As a final comment, **we need your help and support** so that we can continue the progress we have made with faculty professional development and with serving our students. Please consider making a contribution to the College of Business in the enclosed envelope or online at: [www.cwu.edu/~cb/](http://www.cwu.edu/~cb/).

I hope you enjoy this issue of the *Beacon*.

Roy Savoian, Dean

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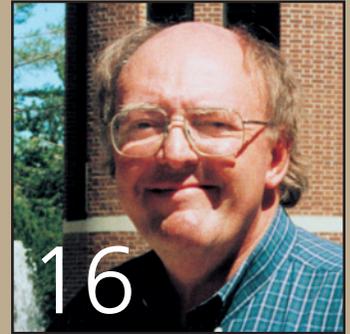


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**SUPPLY CHAIN MANAGEMENT INSTITUTE  
 2011 Winter Conference**

**“Making it Happen!  
 From Planning to  
 Execution Along the  
 Supply Chain”**

KEYNOTE:

**Ray Conner**

Vice President and General Manager,  
 Supply Chain Management and Operations,  
 Boeing Commercial Airplanes

**Friday, February 25, 2011**

**Noon–4:00 p.m.**

**Museum of Flight in Seattle**

**Register: [www.cwu.edu/~cb](http://www.cwu.edu/~cb)**



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*Johnson is  
“an excellent role  
model for our  
students and alumni.”*

*Dean Roy Savoian*

# COVERING ALL THE BASES

by Erin Sargent

Brent Johnson came to Central Washington University in 1984 with one thing on his mind—to play baseball. Ultimately, he decided not to play and, instead, concentrated on academics.

Having taken a couple of accounting classes in high school, Johnson decided to take a proverbial swing at the subject. “It was one of those right place, right time situations,” Johnson explains about pursuing that course of study. “I embraced it from sophomore year on.”

Upon graduation in 1988, Johnson accepted a job offer from Arthur Andersen LLP, one of the largest accounting firms in the world at the time. Three years later, he had the opportunity to take on an international assignment for one year in Czech Republic, known at the time as Czechoslovakia, where he served as interim controller for EuroTel, the first wireless telephone company in that country.

He was made a partner at Arthur Andersen in 1999. He then joined the international accounting firm KPMG in 2002, where he quickly earned partner status. For more than twenty years, he has specialized in working with high-tech companies.

Johnson is now an audit partner with KPMG LLP in Seattle, where he heads the Information, Communication, and Entertainment division. He is also the CWU 2010 College of Business Distinguished Alumnus. Johnson received the award during the homecoming banquet in October. During the award ceremony, CB Dean Roy Savoian described Johnson as “an excellent role model for our students and alumni.” Professor Gary Heesacker remembers Johnson as “an A student with ambition and a pretty good three-point shot from the outside.”

A husband and father of six, Johnson makes volunteer work a priority. He and his family regularly participate in the American Cancer Society’s Relay for Life, and Johnson serves as president of the Seattle Repertory Theatre’s Board of Trustees. He is also a member of the Washington Society of Certified Public Accountants, the American Institute of Certified Public Accountants, and the CWU College of Business Advisory Board.

Even though he has a busy professional and personal life, Johnson still makes time to visit his alma mater to speak with accounting classes, where he tells students that opportunities will always exist in the accounting profession. However, he advises them to prepare themselves, particularly through honing their oral and written communication skills. In addition, he often shares anecdotes from when he attended CWU, such as when Professor Pat O’Shaughnessy would open up classroom windows in the winter to wake up his students.

In the face of his numerous professional and personal successes, including having worked for two of the “Big Five” accounting firms, Johnson admits to having had his share of obstacles to overcome.

“It’s never fun when setbacks happen, and sometimes it’s easy to feel like they’re unfair,” he said. But, when he feels that way, he recalls the advice given by his father, Rich, a sportswriter at the *Seattle Times* for forty years. He would say, “Even hall of famers go zero for ten, even zero for twenty-five, sometimes. They get in a slump. But it takes just one good hit to come out of it.”

## Johnson Named 2010 CB Distinguished Alumnus

Johnson serves on the executive committee of the CB Advisory Board. He took lead roles in the board’s Competitive Edge Fund initiative to support the CB’s Research Grant Awards Program, which provides stipends to help fund faculty research, and efforts to continue CB accreditation by AACSB International, the Association to Advance Collegiate Schools of Business. Johnson also wrote the article—“Why Do I Get Involved”—for the *Beacon* (Spring 2008 issue, [www.cwu.edu/~cb/news/spr2008.pdf](http://www.cwu.edu/~cb/news/spr2008.pdf)).

*Johnson with Dean Roy Savoian, right, as Johnson received the 2010 College of Business Distinguished Alumnus award during Homecoming 2010.*



## 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. Through a collaborative effort, the Dean's Council adopted the following mission statement:

*The mission of the Dean's Council is to serve as a liaison between College of Business students and administration in order to facilitate communication, encourage student club interaction and collaboration, and showcase productive talents of student organizations. The Dean's Council intends to educate, promote, and enhance the College of Business in its quest for excellence.*

## ELLENSBURG

### Accounting and Finance Club and Beta Alpha Psi

Beta Alpha Psi is the national honor society of accounting, finance, and information systems students. Our club focuses on networking with firms and companies to better prepare students for future careers. This year we are excited to be recognized as an official chapter of Beta Alpha Psi as a result of the College of Business' recent AACSB accreditation.

Weekly, individuals representing accounting firms have been visiting to share information with students about their firms and the profession in general. This is proving to be a great way for students to network and learn more about the profession. In the social arena, we are planning a winter banquet and spring barbecue, which will be open to both students and professionals.

Beta Alpha Psi is active in community service again this year. For example, members participated in the Yakima River Clean Up, Red Cross Blood Drive, and Financial Literacy Symposium.

Ian Goralnick, Accounting and Finance Club, President

Kelsey Whiteside, Beta Alpha Psi, President



Ross Woods and Sara Dunn working at the Supply Chain Management Association's "Bake-O-Cookorama"

### Alpha Kappa Psi

Recognized as the premier developer of principled business leaders, Alpha Kappa Psi (AKΨ) is a coed professional business fraternity which has been active at CWU since 1979. The Kappa Xi chapter is open to students of all majors and class standings, which has allowed membership to grow into a diverse and committed group that is dedicated to the fraternity's core values of brotherhood, unity, service, knowledge, and integrity. AKΨ membership does not end upon graduation, as one of our strongest attributes is a large and active alumni base.

The 2010-11 year is busy with professional and community-focused activities. Members are preparing for future careers by attending speeches, honing interview skills, and reviewing resumes. Our chapter will also be represented in February at the Principled Business Leadership Institute annual convention in Reno, Nevada.

With more than 250 hours of community service already completed by our members, the Kappa Xi chapter of AKΨ is leaving a positive impact on CWU and the Ellensburg community.

Ashley Sweitzer, President

### CWU Economics Association

The Central Washington University Economics Association (CWUEA) has been revitalized this year through renewed interest and dedication from members and

association officers. CWUEA helps students develop knowledge of the economy and its affect on business, as well as a more thorough understanding of the monetary system, government trade policy, and international relations.

CWUEA sponsors a variety of events to further our goals. We host guest speakers and promote interaction with peers and professors at our bi-monthly club meetings. We discuss current events, debate economic theory, and improve resume and interviewing skills. CWUEA also hosts social events like barbeques and potlucks, and is active in community service and fundraising opportunities.

CWUEA promotes student learning through real-world experiences. In keeping with that pursuit, this year we look forward to a club trip, potentially to the New York Stock Exchange or the Federal Reserve Bank of New York.

Steve Furst, President

### CWU Marketing Association

CWU Marketing Association, Central's American Marketing Association chapter, equips its members with the knowledge and experience necessary to excel in the marketing profession.

Our members are the creators, editors, and entrepreneurs of the quarterly Coupon Book, which benefits Central students by bringing

attention to discounts offered by popular local businesses. The club also connects student members with guest speakers who share valuable information and personal experience.

CWU Marketing Association aims to provide its students with the resources to become dynamic leaders capable of prospering in the field of marketing and beyond.

Justin Shewey, President

## Exito. Conocimiento. Oportunidad. (E.C.O.)

The main purpose of E.C.O. (which translates as Success. Knowledge. Opportunity.) is to welcome students in the Hispanic community, as well as those who share an appreciation for this cultural group, and who have an interest in the business world. E.C.O. is a recognized chapter of the national Association of Latino Professionals in Finance and Accounting, which is dedicated to enhancing opportunities for Latinos in accounting, finance, and related professions.

This year E.C.O. is focused on recruiting new members to build a base that will lead to its longevity and success. The club provides its members with opportunities to learn from industry professionals, as well as encouraging future Hispanic business students. We spent much of fall quarter planning our own volunteer opportunities and activities within the community. We plan to partner with other College of Business clubs for various events.

Juan Huitron, President

## Society for Human Resource Management

This past July, CWU's chapter of the Society for Human Resource Management (SHRM) sent nine students to the SHRM National Conference and Exposition in San Diego, California. They heard from nationally acclaimed speakers including Steve Forbes and Al Gore, and attended workshops on a variety of topics pertaining to human resource management, such as health care reform, training and development, and communication improvement.

SHRM members participate in community service events throughout the year and dialogue with human resource professionals from across Washington at chapter meetings. This April, we will host the annual Northwest Human Resource Management Association student conference on CWU's campus. It will feature a case study competition between student teams from Pacific Northwest

universities, workshops with human resource professionals, and networking opportunities for students and professionals alike.

Joel Stamm, President

## Supply Chain Management Association

The Supply Chain Management Association (SCMA) promotes student understanding of the supply chain management industry and current opportunities and issues within the profession. SCMA members gain valuable knowledge while networking with professionals for job and internship opportunities.

SCMA welcomed supply chain professionals this fall for a valuable and enlightening question-and-answer sessions. This winter, four SCMA members will compete in Operation Stimulus 2011, a supply chain case competition held annually in Denver, Colorado (see below). In December, we organized a "Bake-O-Cookorama" (see photo on page 6) as a way to raise funds to send this year's team of Bre Edwards, Alex Vimont, Erin Voss, and myself to the competition. We sold almost \$700 worth of merchandise and made around \$400. We assembled the dry ingredients for gingerbread and chocolate chip cookies into a jar, in addition to a vegetarian chili mix. The goal was for the items to be given as stocking stuffers for people who liked baking cookies or making chili but did not want the hassle. It was a great chance for our club to come together and work as a team, as well as a great fundraiser and way to gain campus awareness of our program!

Throughout the year, SCMA members are also touring facilities operated by companies including Target, Safeway, and Wal-Mart.

Sara Dunn, President

## CONGRATULATIONS!

In its first-ever trip to the event, CWU's supply chain management team placed fourth at Operation Stimulus 2010, sponsored by the Denver Transportation Club. Business majors Alek Krallman, Ashley Chess, Sara Dunn, Devin Stuck, and Erin Voss comprised the team, while supply chain management professors Carlo Smith and Yong Joo Lee served as advisors.

## WEST SIDE

### Society of Student Accountants (SSA) CWU-Des Moines

The CWU-Des Moines chapter of the Society of Student Accountants offers resources for students interested in accounting careers at public or private firms, non-profit agencies, or with the government.

Our society's goal this year is to increase student participation at club events. That is challenging, as CWU-Des Moines is mainly comprised of non-traditional students. We want potential employers to understand that our students are excited about their careers and are excellent candidates for professional opportunities. With increased participation, we will also create new clubs at CWU-Des Moines, such as Beta Alpha Psi.

If you are interested in coming to CWU-Des Moines to connect and interact with accounting students, please contact me at [funkj@cwu.edu](mailto:funkj@cwu.edu).

Jason Funk, President

### Society of Student Accountants (SSA) CWU-Lynnwood

This fall, the Lynnwood Society of Student Accountants (SSA) conducted its two annual recruiting events: Rocksalt and Network Open House. Despite having fewer participating employers than expected, the experience was still extremely beneficial for our students, and next year promises an even larger turnout.

Lynnwood SSA is sponsoring several presentations this academic year. In November, we hosted a representative from Becker Professional Education, a firm that equips professionals with skills in accounting, finance, and project management. A member of the Washington Society of Certified Professional Accountants will also address one of our meetings.

Revisions and updates to our website will also be made so it can function even better as a resource for Lynnwood SSA members.

Michael Orr, President



## Teaching Excellence

by Erin Sargent

*Assistant Professor Fang Wang*

“I want to empower students to see the value that knowledge has beyond the classroom and even beyond their careers. I love helping them see that they can use their understanding to improve their personal lives.”

That, says Fang Wang, assistant professor of finance, is her teaching philosophy in a nutshell. This approach has made a major impact on Wang’s students in the Department of Finance and Supply Chain Management at CWU-Des Moines. Since Wang’s 2007 arrival at the center, she has earned a reputation as an outstanding instructor, advisor, and researcher.

College of Business Dean Roy Savoian commented that Wang, recipient of the 2010 CB’s Excellence in Teaching award from the CWU Alumni Association, is “a prime example of teaching excellence, particularly in teaching courses that demand rigor as well as connecting the conceptual, theoretical, and applied aspects in a highly quantitative discipline.”

Originally from Nanjing, China, Wang has always had an interest in the field of economics, because as she notes, it is never static. “Information changes so fast, and the market is different every day,” said Wang. “That made me excited to learn.”

Wang earned her bachelor of arts in economics at China’s Southeast University in 1998, and went on to work as a financial analyst at a real estate development company. Three years later, Wang was ready to move on to teaching, because she knew that role would provide opportunities to “always learn new things and explore.”

Ready for a change in scenery and fascinated by Western economics, Wang decided to continue her studies in the United States. She earned her master of science in applied economics at East Carolina University in 2002, and her doctorate in financial economics at West Virginia University, where she received the Kaiser Best Doctoral Student Award.

Wang, her husband Qiang, and their young son, Andre, moved to the Pacific Northwest in 2006. That move brought Wang to her position at CWU-Des Moines the following year—a position, Wang says, that has proven to be a perfect fit.

Wang believes that the best way to fuel her students’ desire to learn is by providing opportunities to practice skills, and by bringing real-world issues into the classroom. She frequently uses real-time data to illustrate financial concepts, and notes that examining occurrences like the economic recession provides “an unparalleled lab to test theories with real world events.”

Many students at CWU-Des Moines are non-traditional, with families and demanding jobs. Instead of viewing these students’ full and busy lives as a challenge to her teaching, Wang sees a great opportunity.

“Because a lot of my students are mature and have working experience or families, they know that it’s important to plan for retirement and invest,” she said. “They can see the practical application of what they’re learning.”

Wang’s favorite course is Personal Financial Planning, which covers topics such as budgeting and retirement, and requires students to create their own financial plan. Wang finds it gratifying that many students actually follow their plan to eliminate credit card debt, prepare for retirement, and reorganize personal finances. She noted, “I love teaching essential skills which will benefit students beyond the classroom.”

Wang has published several articles in refereed journals. Her research interests focus on asset pricing and corporate finance, and she is currently working on a research paper titled “Equity Returns under Financial Shocks.”

It is clear that Wang is truly an asset to Central. Whether she’s mentoring students with their internships, teaching, researching, or being a wife and mother, she has managed to find a great balance and achieve much richly deserved success.

SHARING OUR GOOD NEWS . . .

# Accreditation from AACSB International



## WHAT IS AACSB ACCREDITATION?

In 1916, AACSB International was established as a membership organization for business schools—a place where business schools could network and discuss issues that affected the business education industry and their institutions. In 1919, the first AACSB Accreditation Standards were adopted with the primary objective of improving collegiate business education. In 1980, an additional set of accreditation standards was developed for undergraduate and graduate-level degree programs in accounting to address the special needs of the profession. Throughout the years, both the AACSB Business and Accounting Accreditation Standards have been continually revised to reflect the ever-changing needs of business and its students.

Today, the AACSB Accreditation Standards are used as the basis to evaluate a business school's mission, operations, faculty qualifications and contributions, programs, and other critical areas. AACSB accreditation ensures students and parents that the business school is providing a top-quality education. It also ensures employers that AACSB-accredited business school graduates are ready to perform on day one. Additionally, AACSB accreditation provides many benefits to the faculty and staff at its accredited schools by attracting higher quality students, providing greater research opportunities, and allowing for global recognition.

For more information about AACSB accreditation: [www.aacsb.edu/accreditation/](http://www.aacsb.edu/accreditation/).



*Professor Grace Ke teaches supply chain management courses at CWU-Des Moines.*

## REFLECTIONS FROM DEAN ROY SAVOIAN

From May 23-26, 2010, the AACSB Peer Review Team (PRT), composed of three business deans from AACSB accredited institutions, visited CWU—Ellensburg, Des Moines, and Lynnwood—to meet with faculty, students, staff, and administrators. The purpose of the visit was to verify the facts and information contained in our self-evaluation report regarding how we meet the nineteen accreditation standards. The PRT recommended accreditation and, last July, we received notification of initial AACSB accreditation.

Simply stated, mission accomplished! It marked an important milestone and culmination of many faculty and staff, students and alumni, and administrators and friends of the CB working together for several years to achieve a common goal. The PRT's overall assessment acknowledges our value:

“The college has demonstrated that it has overall high quality in all academic programs and processes in place to maintain continuous improvement. The university administration and its Board of Trustees has demonstrated strong commitment to these processes and continued administrative and resource support to the college. The students and alumni were overwhelmingly positive about their educational experiences. The college has a highly engaged and dedicated Advisory Board that supports the college with financial and other resources. The dean's excellent leadership is evident throughout the college and as evidenced by comments from the college's constituents.”

What are the keys to our successful pursuit of accreditation?

As I reflect on this question, we are defined by people, programs, and place. It is clear to me—and it has been clear for many years—that our **people** truly make the difference! The faculty is the heart and soul of the College of Business, and the office staff is the glue that holds everything together in serving students. They deliver on the CB mission by presenting a curriculum based on theory and application, and by working effectively with students to prepare them for the workplace.

Faculty performance is based on teaching excellence, strengthened by research, and supported by professional service. The PRT stated in its report: “The college maintains a faculty sufficient to provide stability and ongoing quality improvement for the instructional programs offered. The deployment of faculty resources reflects the mission and programs. Students in all programs, disciplines, and locations have the opportunity to receive instructions from appropriately qualified faculty.” Later it stated:



Dean Roy Savoian and Ravae Rossmair, AACSB accreditation assistant, at the CB alumni reception at Homecoming 2010.

“The faculty of the school, has, and maintains, the expertise to accomplish the mission and to ensure this occurs, the school has clearly defined processes to evaluate individual faculty member’s contributions to the school’s mission. The PRT believes that a foundation of [qualified] faculty exists within the College of Business. The faculty and administration have correctly increased research orientation and productivity, mainly through increasing expected output and adding academically qualified faculty.”

Beyond people, the PRT identified **programs** and determined that the CB “...has academic standards and retention practices that produce high-quality graduates.” It also went on to say,

“The curriculum management itself describes a nice balance between the input of the faculty and input of stakeholders in local industry. The CB has developed six key learning goals with detailed rubrics [for measuring student skills development] that appear appropriate. They have balanced internal measures with external measures...[that]...show some variation but also an upward trend line.”

We have taken action such as raising admission standards, separating classes for majors and non-majors, increasing written work and upgrading critical thinking and ethical elements, for example.

Judging by the assessment of the PRT, we have the faculty and academic programs that speak to our mission of creating quality, opportunity, and value, with the central role played by the faculty. And, this is the case irrespective of **place**—where we deliver our degree programs and courses. To varying degrees, this has been the case since I arrived in July 1998.

Many times during the past twelve years, I have referred to former CB Dean Larry Danton’s dream: pursuing and achieving AACSB accreditation. Danton articulated the dream in 1984. The pursuit of AACSB accreditation since that time can be characterized as *continuing to climb the mountain*. The mountain has been successfully scaled, and we are stronger for it.

I often refer to the motto of Trinidad: “Together We Aspire, Together We Achieve.” We did, in fact, strive and aspire to build a stronger College of Business that meets the standards and expectations of a high-quality program. There is an external confirmation process at AACSB International where we met the challenge and proved what we all know, namely, that we have a high-quality program that is highly student-centered.

**We need your help to maintain AACSB accreditation!** High-quality faculty deliver high-quality programs to produce high-quality graduates with the knowledge, competencies, and skills to be successful. Through the Competitive Edge Fund (CEF), the CB Advisory Board supports, in part, the Research Grant Awards Program (RGAP) in the College of Business. The CEF provides financial resources to the RGAP so that faculty can pursue appropriate professional development activities. The CEF also ensures that our students are taught by faculty who are current in their respective field. So, we need your help. Please consider a contribution to support faculty professional development through the CEF.

## AACSB ACCREDITATION: ELLENSBURG AND BEYOND

AACSB accreditation applies to all locations where College of Business degree programs are offered. Enrollment for CWU is measured by the primary metric for higher education in the state, annual average full-time equivalent students (FTES), which totals 9,773 for 2009-10.

The College of Business is the smallest of four academic colleges at CWU and accounts for approximately 12 percent of the university’s FTES. The CB consists of three bachelor of science degree programs (accounting, business administration, and economics) that are distributed across four academic departments:

- Accounting
- Economics
- Finance and Supply Chain Management
- Management

### CB ANNUAL AVERAGE FTES BY DEPARTMENT: 2009-10

Degree Program	Department	FTES	% of CB
Accounting	Accounting	360.7	30.5%
Economics	Economics	199.8	16.9%
Bus Admin	Finance & SCM	224.8	19.0%
Bus Admin	Management	397.7	33.6%
College of Business		1,183.3	100%
CWU		9,773.0	
CB as % of CWU		12.1%	

Accounting, business administration, and economics degree programs are delivered at the main campus in Ellensburg, while accounting and business administration degree programs are delivered at university centers at CWU-Des Moines on the Highline Community College campus and at CWU-Lynnwood on the Edmonds Community College campus.

Business core courses are offered at CWU-Moses Lake, CWU-Wenatchee, and CWU-Yakima—each located on a community college campus. The Department of Accounting also offers a Masters of Professional Accountancy, delivered by distance education technology (interactive TV) in Ellensburg, CWU-Des Moines, and CWU-Lynnwood. Approximately 84 percent of all CB course sections are delivered by face-to-face instruction, 15 percent by interactive TV, and 1 percent by Internet.

The CB consistently accounts for roughly 24 percent of the degrees conferred at CWU. The growth in CB degrees conferred has increased 20.6 percent since 2005.

CWU provides resources to meet the instructional responsibilities of academic programs in the College of Business. These include resources related to physical facilities and infrastructure, instructional technology, faculty computing and integration, and library and information resources. These resources were critically important for achieving AACSB accreditation.

## PHYSICAL FACILITIES

CB faculty, staff, and students enjoy state-of-the-art facilities. Significant improvements of the physical facilities have been completed at all CB program sites in recent years.

**Shaw-Smyser Hall:** An extensive remodeling of Shaw-Smyser Hall, home of the College of Business at the main campus in Ellensburg, was completed in 1993. The facility houses the departments of Accounting, Finance & SCM, Economics, and Management, and the Office of the Dean.



**Snoqualmie Hall:** Since the fall quarter 2003, CWU-Lynnwood has been housed in a 51,000 square-foot building on the Edmonds Community College campus. The design and construction of Snoqualmie Hall included state of the art instructional technology.

**Higher Education Center:** CWU-Des Moines is co-located on the Highline Community College campus. This facility was fully occupied in spring quarter 2005 and includes the latest instructional technologies. The program offerings are identical to those at CWU-Lynnwood.



The College of Business accounts for 51.1 percent of the students at CWU-Lynnwood and 39.3 percent at CWU-Des Moines. At other locations in central Washington, core business courses are offered primarily through interactive compressed video. These students complete their degree at the main campus in Ellensburg. As a result, CB programs and courses enable working adults to achieve their academic goals and enhance their preparation to compete effectively in the workplace.

## PRT: COMMENDATIONS OF STRENGTHS AND UNIQUE FEATURES

**Strong Student Focus:** Throughout the visit, the Peer Review Team (PRT) was impressed with the strong correlation between faculty and staff to student success. Students repeatedly pointed to faculty and staff advising, attention, and accessibility; small class sizes that facilitate learning; and benefits of CB leadership as tools for success.

**Applied Focus and Learning:** The PRT noted repeated comments by employers that students hired from CWU were quickly able to put into practice the applied skills learned in their business degree program, indeed substantially better than new hires from major Research I institutions.

**Effective use of Distance Education (DE):** With multiple Centers more than ninety miles from the main campus, the CB has used DE quite effectively for participation of students in multiple classes and faculty interaction to ensure consistency of education quality.

## PRT: BEST PRACTICES REPORT

The following items were noted by the PRT as examples of exceptionally effective practices that demonstrate leadership and high quality continuous improvement in management education.

1. The effective use of the Advisory Board in the strategic management of the College of Business.
2. The development of a student handbook as a resource to help students understand College processes and expectations. In addition, College of Business students drafted a statement of conduct that was subsequently approved by the college's faculty and Advisory Board. This document addresses issues related to acceptable conduct and ethics.
3. The college formed a CB separation policy, as a supplement to the university's scholastic standards policy, that allows former business majors to be retained at the university, but pursue other majors.
4. Establishment of a faculty development fund that rewards faculty financially for articles published in peer-reviewed journals.



*Economics Professor Koushik Ghosh teaches a course by distance education.*

## Ellensburg Downtown Association Presents First Town and Gown Award to Alpha Kappa Psi

The Ellensburg Downtown Association (EDA) recognized the efforts of Alpha Kappa Psi with its first “Town and Gown” award. The award was given to the club for its continuous efforts to enhance and promote fellowship between the local community and the CWU campus.

The Kappa Xi Chapter of Alpha Kappa Psi joined with the EDA in 2010 to host the second annual Emerging Entrepreneurs Symposium (EES). The event provided an opportunity for local businesses to reach out to Central students and alumni who may be considering starting their own small businesses. The symposium also allowed students and alumni to learn about small business opportunities in downtown Ellensburg.

In addition, co-hosting the EES gave Alpha Kappa Psi members experience in event planning as well as promotion, building a stronger relationship with local businesses and the EDA.

*By Ashley Sweitzer, Alpha Kappa Psi, Kappa Xi Chapter, President*



*EDA President Mary Young Ness presents the first annual Town and Gown Award to members of Alpha Kappa Psi and their faculty advisor, Professor Bill Provaznik.*

## 2010 Economic Outlook Conference

Wind, water, and wine were among the featured topics at the College of Business’s eleventh annual Economic Outlook Conference. Designed for private sector managers, government officials, and economic development professionals, its primary objective is to provide a forum for addressing issues that are key to the economic vitality of central Washington, according to Roy Savoian, CB dean.

The presentation “Wind, Water, and Wine—Exploring Issues and Prospects in Central Washington” was made by a panel comprised of Doug Sutherland, the executive director of Central Washington Resource Energy Collaborative; Joy Potter, Horizon Wind Energy project manager; Rick Roeder, Office of Columbia River, Washington Department of Ecology; and Amy Mumma, coordinator of the CWU World Wine program.

In addition, Arun Raha, executive director of the Washington State Economic and Revenue Forecast Council, provided an update on the state’s economic forecast.

John Mitchell, national economist and economic consultant, discussed the national and global economies during the presentation, “The Great Recession Slowly Fades?”

The consensus was that the economy is recovering, albeit slowly. Raha and Mitchell highlighted positive signs such as improving credit conditions for small businesses, the rise in home remodeling sales,

and the rise in asset levels in banks as indicators of growing economic vitality. Raha reminded the audience that during the last large recession it took between seven and ten years for full recovery to really take effect and the economy to start moving beyond its pre-recession levels of growth.

The 2010 CWU Economic Outlook Conference was sponsored by Puget Sound Energy, Yakima Federal Savings and Loan Association, Tree Top, and the *Yakima Herald-Republic*.

*By Steve Furst, CWU Economic Association, President*

## Pritchard Earns Tenure and Promotion to Full Professor

Marketing Professor Mark P. Pritchard, earned tenure and promotion to full professor in fall 2010.

Pritchard was instrumental in creating the Northwest Center for Sport Business (NWCSB), and in the center’s financial support through a CWU Spheres of Distinction award. Pritchard serves as NWCSB director, and was recently elected chair of the Department of Management.

In addition, Pritchard collaborated with Professor Jeff Stinson, marketing, to create the Sport Business Certificate program (see below), which was offered to students for the first time last year. The two are now collaborating on a textbook, *Leveraging Brands in Sport Business*. Four articles by Pritchard have also been published in refereed journals since 2006.

Pritchard was awarded the Excellence in Teaching Award for the College of Business in 2008. It recognizes excellence in teaching and superior advising and mentoring of students.

Pritchard received his bachelor’s, master’s, and doctorate degrees from the University of Oregon. He taught at Arizona State University and the University of Victoria before joining the CWU faculty in 2006.



*Mark Pritchard*

## CWU Students Enroll in Boot Camp

During the summer 2010, a number of CWU business students were training in a boot camp. Sales Boot Camp, that is. It’s part of Central’s Sport Business Certificate program. The twenty-six-credit program began during spring quarter with an entry-level course, continued through the summer, and concluded with a fall quarter course. Students learn about relevant issues within sport business, such as sponsorship and promotion, legal considerations, and leadership theory. They also gain invaluable experience by job shadowing sports marketing professionals with the Seattle Mariners, Seattle Seahawks, Seattle Sounders, and Tacoma Rainiers.

The program was initiated at Central during the spring 2010, through the Northwest Center for Sport Business, which provides development opportunities for sport professionals to network, discuss, and learn more about important issues facing the industry, while also preparing CWU students to join the sports industry.

*By Kylie Steiner, Assistant Editor*

# Leveraging Opportunities

by Mike Dickson, Industrial Engineer KFDK, Boeing Defense and Space

The road to a successful career does not come with a map. There are infinite factors, many beyond control, which can direct and diverge one's career. One way to steer a career in the right direction is by leveraging opportunities. This crucial career strategy, which has influenced the initiation of my career more than any other, consists of identifying, enabling, and executing opportunities.

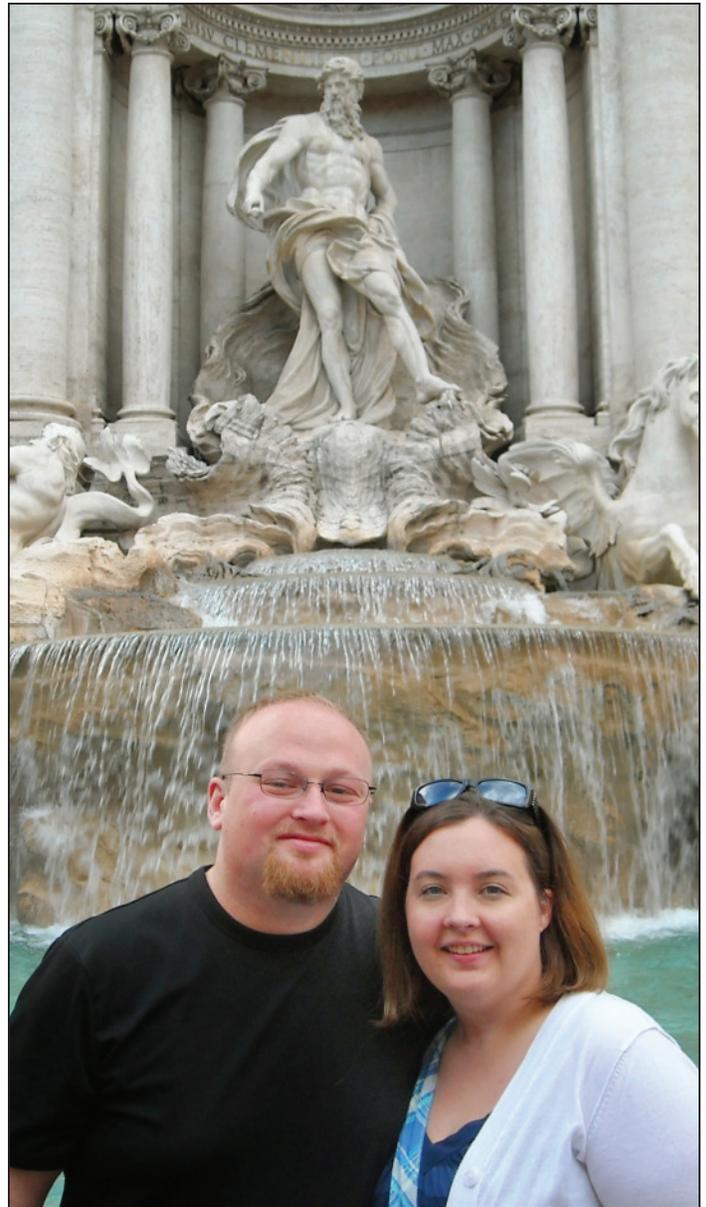
**Identifying opportunities** consists primarily of making decisions—sometimes, difficult ones. Students must determine what major they find compelling, what career path to pursue, and the establishment where they want to work. As a student, I changed my major three times before I determined that a career in operations and supply chain management was the one I wanted to pursue. Once I came to that conclusion, I developed personal goals that I wanted to achieve and opportunities I planned to pursue. Although such choices can seem overwhelming, if a person identifies his or her own interests and talents, each decision reveals new opportunities.

A main component in **enabling opportunities** is being prepared for prospects that may arise. Education and experience are crucial requirements to keep doors open for opportunities. The education and experience I gained at CWU have been pivotal to the successful start of my career. The one-on-one instruction and real-world application of ideas that Central's College of Business provides are invaluable. Finding and engaging with mentors in the professional world has enhanced my education, as well. A mentor can provide invaluable support by providing development opportunities, feedback, coaching, and counseling.

A great way to gain experience and distinguish oneself in a competitive job market is by participating in campus organizations. Business-related clubs and associations provide chances to connect with peers and professionals in students' desired fields. I was a member of Alpha Kappa Psi, and held three leadership positions during my time in the fraternity, including president. This experience provided me with professional development, networking opportunities, and helped to develop leadership skills.

Sometimes, **executing on opportunities** involves patience and persistence. As a new professional, I accepted a position at the Starbucks' corporate offices, although my goal was to work for The Boeing Company. I used the Starbucks position as an opportunity to gain experience and knowledge, all the while continuing to pursue my ultimate goal. I repeatedly applied for available positions at Boeing until I was hired there in November 2007.

Since then, I have had great opportunities for leadership and management projects, and I was afforded these experiences because I actively pursued my ambitions and made them known to my superiors. Boeing provides opportunities for employees to work overseas, a prospect that is exciting to me. I worked for more than a year to prepare myself professionally to travel, if such an opportunity became possible. When my manager asked if I would be interested in working abroad for six months, I jumped at the chance. Two weeks later, I found myself in



*Dickson with his wife, Kerri, in front of the Trevi Fountain in Rome in June 2009, while he was on assignment in Italy for The Boeing Company.*

southern Italy. I've learned that if one lays the groundwork to achieve goals, the only thing left to do is jump at those opportunities when they arise.

My education at Central Washington University and my experiences with Alpha Kappa Psi provided me with the perfect foundation for my career. The practice of leveraging opportunities has helped me build on that foundation, and it is the best advice I can offer those beginning their own professional journey.

# Following His Four Ps

by Kylie Steiner

The four Ps of marketing are product, price, place, and promotion. Senior marketing major Justin Shewey has devised his own, personal four Ps: prayer, praise, patience, and perseverance. Shewey notes that this moral code has supported him through personal and professional challenges.

While attending Kentwood High School in Covington, Shewey participated in football and wrestling. He says his head coaches, Rex Norris (football) and Ken Sroka (wrestling), helped influence and develop his integrity. Shewey also credits another person for his personal growth, his mother, Linda. After his father passed away when he was thirteen, Shewey and his mother grew even closer and more mutually supportive. As he pointed out, it was his mother who fostered his personality, talents, and abilities. He said she is his greatest hero.

“Norris, Sroka, and my mom all helped me with building a character of integrity,” Justin stated.

One of Shewey’s favorite speakers is Ravi Zacharias, a Christian apologist. According to Shewey, “Listening to Zacharias and absorbing the things he says keeps me grounded in my faith, and keeps me going strong, inspired, and working hard.”

Shewey became interested in marketing while still in high school. He got involved with Distributive Education Clubs of America (DECA), an organization that prepares students for careers in marketing, finance, hospitality, and management.

Then, as a CWU freshman, Shewey joined the CWU Marketing Association, serving on the senate. The same year, he was elected president. “We are innovating as no club has before, and we hope to become the largest club at Central Washington University by the end of the year,” Shewey said.

Shewey credits professors Mark Pritchard and Jeff Stinson with much of his professional development.

“They’ve helped me along the way and guided me through business,” he said.

Shewey plans to pursue a career in sports marketing. He chose this career path for two reasons: his involvement in sports in high school and his success in DECA sports marketing and entertainment his senior year. He is currently involved in the sport business program at CWU and obtained his certificate at the end of the fall quarter. Shewey added, “I have experienced a personal calling to pursue an additional major in philosophy,” where he is focusing on ethics. He looks forward to gaining experience through an internship before graduating next June.



Justin Shewey

*“The battles I will face outside of the classroom in the ‘real world’ will be won not with pencil and paper, but rather with personal character and strong relationships.”*

## CB SCHOLARSHIP STATISTICS 2010

For this academic year, a record number of students applied for and received CB scholarships. A total of \$94,393 was given to thirty-three recipients.

Shewey and Whiteside each received a Boeing Scholarship. Shewey also was the recipient of the Christophersen, Downing, Sammer, and Stedman Endowed Scholarship.

**CB 2011 scholarship applications are now available, and are due February 1, 2011. For more information visit: [www.cwu.edu/~cblstudents/schol\\_home.html](http://www.cwu.edu/~cblstudents/schol_home.html).**

# Finding the Right Place

by Kylie Steiner

Accounting student Kelsey Whiteside is ambitious, hard working, and able to transform personal challenges into inspiration for her success. A senior, she aspires to work for a large CPA firm, with the ultimate goal of becoming a partner.

Whiteside transferred to Central in fall 2009, after completing her associate's degree at Olympic Community College in Bremerton. She was drawn to the university because of the excellent reputation of the actuarial program. But it wasn't long before she realized that her true area of interest was accounting. This became evident after taking her first accounting class at CWU.

As Whiteside notes, "Once I found what I wanted to do, it was like I was finally in the right place."

Whiteside joined Beta Alpha Psi, the national honor society of accounting, finance, and information systems students, soon after she arrived at CWU. She is now its president. In addition to providing experience and knowledge for her future career, Whiteside notes that the club is helping her develop other skills.

"I am kind of an introvert," she acknowledged. "Participating in Beta Alpha Psi is pulling me out of that and helping me to talk to a lot of people."

Whiteside has also worked at Career Services as a peer advisor since fall 2009. Through her work there, she says she has honed her leadership and workshop presentation skills, and benefited from other professional development opportunities. She has also learned to counsel others on aspects of professional development.

Whiteside has been challenged by and drawn inspiration from her personal trials. Her father passed away from lung cancer six years ago, at the age of 41, and her older sister, Amy, is disabled. Seeing how her sister perseveres through life and college, Whiteside is motivated to work harder and be stronger. "It makes me want to do more, do as much as I can while I am young, just because you never know how long you have," Whiteside declared.

For over six years Whiteside has been in a relationship with Jacob Dahlgren, who is now her fiancé. Dahlgren is also a student at Central and is studying mechanical engineering technology. They will be getting married this coming summer. When talking about her fiancé, Whiteside commented, "he is my main supporter and is a big reason of why I am where I am today."

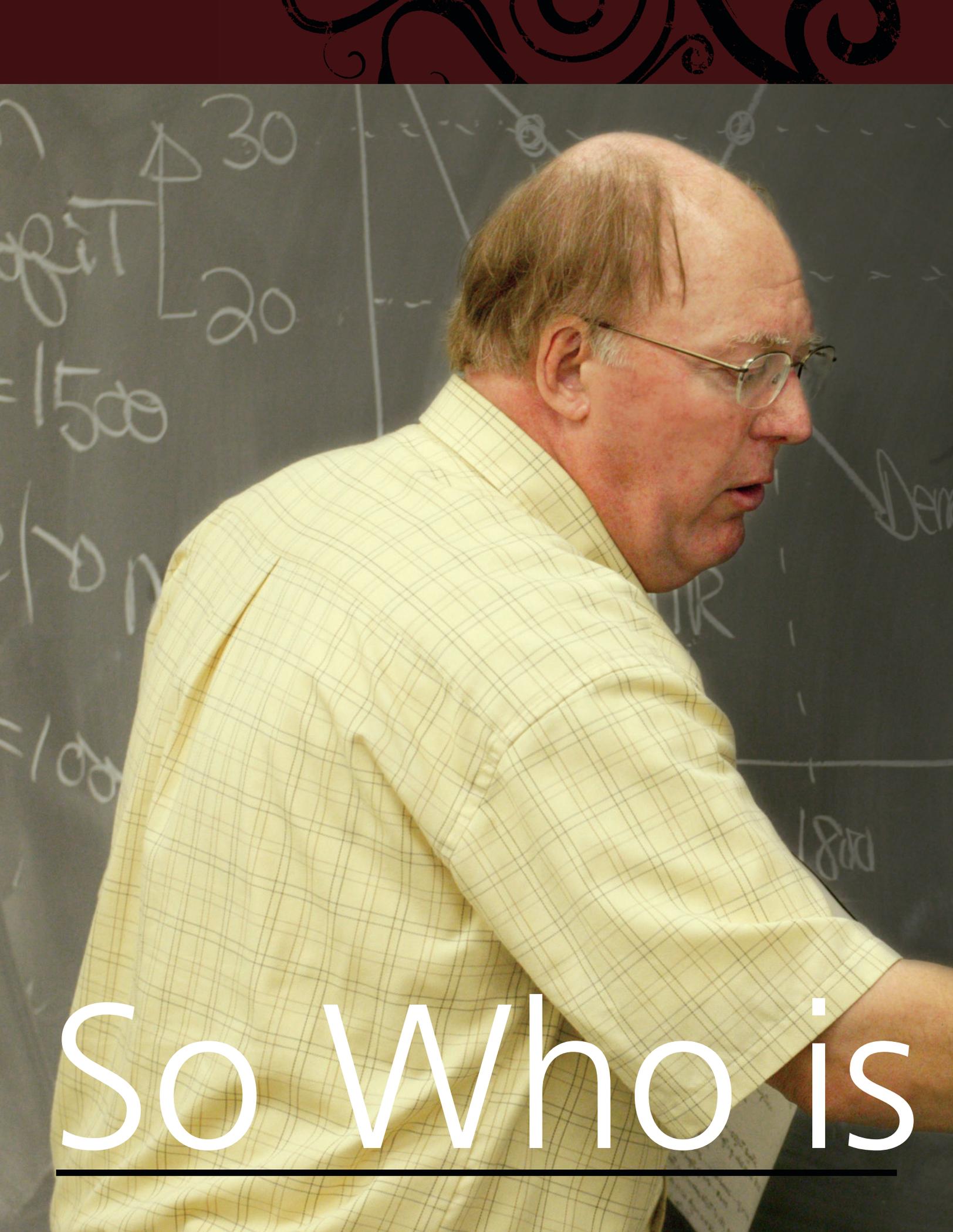
Whiteside will gain professional experience through two internships—at Moss Adams LLP in Yakima and at KPMG in Seattle—before



*Kelsey Whiteside*

*"One day, I would like to own my own non-profit organization benefiting kids."*

graduating after the 2011 winter quarter. At these paid internships she will be working on taxes and on audits. Her goal is to take her CPA exam next fall, and begin her professional career a year from now, knowing that, with her Central experience, she's prepared and ready to take on "the real world."



So who is

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# VOICE OF THE FACULTY: PROFESSOR ROBERT CARBAUGH

*Economics Professor Robert Carbaugh joined the CWU faculty in 1985, and had the distinction of being named the university's Distinguished Teaching Professor in 1993, and Distinguished Research Professor in 2001. His students affectionately refer to him as "Dr. Bob." In response to student questions regarding his background, Carbaugh wrote an essay that he includes in the syllabus for each of his classes. Following are some excerpts from it.*

Roy Savoian, Dean

"When you take one of my economics courses, on the first day of class I ask you to stand up and meet your fellow students. I feel that we are a community of learners and getting to know each other is very important.

"Growing up in Spokane, I came from a family of Mom and Dad and five brothers and sisters. We lived in a modest three-bedroom house with one bathroom and bunk beds for the kids. I enthusiastically played baseball from little league through high school. Although baseball was my first love, I also played club hockey, participated in local golf tournaments, and eventually evolved into running 10K races and the running leg of the Whiskey Dick Triathlon.

"As for music, 1950s rock was fun. Looking back in life, I wish that I had learned to play a saxophone so I could have played in a fifties rock band. However, the folk music era of the late 1950s and 1960s had the biggest musical influence on my life, and it still does.

"While attending Lewis and Clark High School, I thought about becoming a high school social studies teacher.

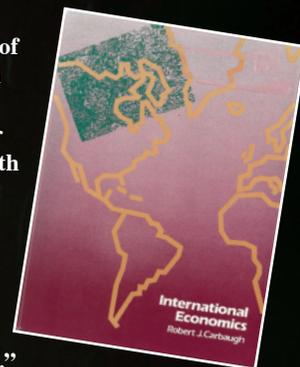
"By the time I attended Gonzaga University, I was very serious about my education and I enjoyed being challenged by my professors and fellow students. In 1969, I graduated from GU with a bachelor's degree in economics and a minor in philosophy-theology.

"During my junior year at GU, one of my professors had to miss two of his Principles of Economics classes. After pleading with him, he allowed me to be his substitute teacher, and I gave lectures dealing with supply and demand. A "light bulb" turned on in my head, and I knew what career I wanted to pursue—a college economics professor. But this required getting a PhD degree in economics. So off I went to Colorado State University where I combined graduate education with a great outdoors environment. I received my PhD in economics in 1974.

"My first college teaching job was at South Dakota State University in 1974. This was followed by teaching for ten years at University of Wisconsin-Eau Claire where I learned about the Green Bay Packers, brats, minus 40 degree winters, and humid summers. I returned to my home state in 1985 to teach at CWU. Two memorable experiences include being "featured" on *Saturday Night Live* in 2000 and lecturing at Oxford University in England in 2004. Also, I root for Mariners, Seahawks, CWU athletics, and GU basketball.

"Besides teaching at CWU, I am the co-chair of the department. I am also actively involved in economic research, which has resulted in my writing scholarly journal articles and popular textbooks—*International Economics*, thirteenth edition, 2011, and *Contemporary Economics*, sixth edition, 2010.

"I have greatly enjoyed my academic career and look forward to being your professor and mentor. I enjoy being able to help you in your lives at CWU and in your future careers."



## Carbaugh—from SNL and Beyond

During the 2000 presidential campaign, *Saturday Night Live* featured a skit in which an actor portraying Al Gore held Carbaugh's *International Economics* textbook. Although the cover of the book was visible for only a few seconds, "people all over the world saw it," Carbaugh acknowledged. He subsequently received hundreds of e-mails congratulating him on the accomplishment, though he admits he never learned why *SNL* chose to use his book.

*International Economics* has also been used as the companion text to the PBS television series *Inside the Global Economy*.

A recognized authority on international economic analysis and public policy, Carbaugh was invited to participate in the prestigious 2004 Oxford Round Table at the University of Oxford, England, where he presented the lecture "Trade and Environmental Frictions in the Global Steel Industry."

He was also named Scholar of the Year by the CWU chapter of the Phi Kappa Phi Honor Society in 1996.

# Dr. Bob?

# ASPIRATION AND PERSPIRATION: FOCUSING ON FACULTY SCHOLARLY ACTIVITY

## Refereed Journal Articles

Faculty members play a fundamentally important role in the College of Business mission by actively balancing and blending their responsibility as a teacher and as a scholar.

The CB takes great pride in the range of professional development activities of its entire faculty. In particular, we recognize those faculty members whose research culminates in publications in scholarly journals. This achievement ensures faculty members remain current in their respective discipline or field of instruction. As a result, our students receive an up-to-date, relevant education that reflects the needs and developments in business, and promotes an understanding of theory and its practical application.

Faculty scholarly activity includes recently published (or forthcoming) refereed journal articles, research monographs, scholarly books, or textbooks. Listed below are recent articles that earned CB Research Grant Awards Program awards for the respective faculty member(s). For co-authored articles, CB faculty members in **bold**.

### DEPARTMENT OF ACCOUNTING

**Zhong, Ke**, Welker, Robert B. & Gribbin, Donald W., "Method-Shifting in Aggressive Earnings Reporting: The Case of the US Software Industry's Response to New US Regulation," *Journal of Business Finance and Accounting*, Vol. 37, Issue 7-8, July/August 2010, 792-814  
**Zhong, Ke**, & Gribbin, Donald W., "Are Defense Contractors Rewarded for Risk, Innovation, and Influence?" *Quarterly Journal of Finance and Accounting*, Vol. 48, Issue 3, Summer 2009, 61-73

### DEPARTMENT OF ECONOMICS

**Saunders, Peter**, "A Time Series Analysis of the Role of Imports in India's Phenomenal Economic Growth," *Indian Journal of Economics & Business*, Vol. 9, No. 1, March 2010, 101-109

### DEPARTMENT OF FINANCE AND SUPPLY CHAIN MANAGEMENT

Hutchinson, Robert & **Liao, Kun**, "Zen Accounting: How Japanese Management Accounting Practice Supports Lean Management," *Management Accounting Quarterly*, Vol. 11, No. 1, Fall 2009, 27-35  
Zhang, Haizheng, **Ke, Ke**, Li, Wei & Wang, Xuertui, "Graphical Models based Hierarchical Probabilistic Community Discovery in Large-Scale Social Networks," *International Journal of Data Mining, Modelling, and Management*, Vol. 2-Issue 2, 2010, 95-116  
Huang, Dayong & **Wang, Fang**, "Cash, Investments and Asset Returns," *Journal of Banking & Finance*, Vol. 33, Issue 12, December 2009, 2301-2311

### DEPARTMENT OF MANAGEMENT

**Avey, James B.**, **Nimnicht, James L.**, & **Graber Pigeon, Nancy**, "Two Field Studies Examining the Association between Positive Psychological Capital and Employee Performance," *Leadership and Organization Development Journal*, Vol. 31, Issue 5, 2010, 384-401  
Norman, Steven M., **Avey, James B.**, **Nimnicht, James L.**, & **Graber Pigeon, Nancy**, "The Interactive Effects of Psychological Capital and Organizational Identity on Employee Organizational Citizenship and Deviance Behaviors," *Journal of Leadership and Organizational Studies*, Vol. 17, No. 4, 2010, 380-391  
**Beaghan, James P.**, "A Survey of Student Attitudes Toward Distance Learning in Marketing Courses," *Journal for Advancement of Marketing Education*, Vol. 8, Summer 2006, 38-43

**Beaghan, James P.**, "Is There a Decline in Teaching Ethics in US Business Schools?" *Journal of International Business and Economy*, Vol. 9, No. 2, Fall 2008, 13-21  
**Hughes, Larry W.**, **Avey, James B.**, & **Nixon, Don R.**, "Relationships Between Leadership and Followers Quitting Intentions and Job Search Behaviors," *Journal of Leadership and Organizational Studies*, Vol. 17, No. 4, 351-362  
**Kucuk, S. Umit**, "Consumer Empowerment Model: From Unspeakable to Undeniable," *Direct Marketing: An International Journal*, Vol. 3, No. 4, 2009, 327-342  
Funk, Daniel C., Filo, Kevin, Beaton, Anthony A., & **Pritchard, Mark**, "Measuring the Motives of Sport Event Attendance: Bridging the Academic-Practitioner Divide to Understanding Behavior," *Sport Marketing Quarterly*, Vol. 18, No. 3, 2009, 126-138  
**Provaznik, Bill**, **Hughes, Larry W.**, & **Avey, James B.**, "Pushing the Margins: A Dynamic Model of Idiosyncrasy Credit in Top Management Team Behavior," *Journal of Business and Leadership*, Vol. 5, No. 2, 2009, 1-9  
Martinez, J. Michael, **Stinson, Jeffrey L.**, Kang, Minsoo, & Jubenville, Colby B., "Intercollegiate Athletics and Institutional Fundraising: A Meta-Analysis," *Sport Marketing Quarterly*, Vol. 19, 2010, 36-47

## Faculty Awards and Recognitions

At the College of Business 17th Annual Honors Banquet and 35th Anniversary Reunion, the following 2010 CB Advisory Board Faculty Excellence Awards were announced: Teaching - **Bill Provaznik**, management, Ellensburg; Advising - **Mike Ruble**, accounting, Lynnwood; Professional Service - **Carlo Smith**, finance and supply chain management, Ellensburg; Research - **James Avey**, management, Ellensburg. There were 302 registrants—the most ever for the banquet.

The Distinguished Paper in Accounting and Finance at the 41st Annual Conference of the Decision Sciences Institute in November in San Diego was awarded to CWU finance professors **Kun Liao, Ke (Grace) Ke, Eldon Johnson**, along with Yan Wang for "Two Models of Virtual Transfer Pricing Mechanisms in Global Supply Chain."

Professor **S. Umit Kucuk**, marketing, received a 2009 Citation of Excellence award from the *Emerald Management Review* for his article, "Anti-Branding on the Internet." Each year, more than 15,000 articles are reviewed, with just fifty being singled out for a Citation of Excellence. Kucuk's article originally appeared in the *Journal of Business Research*, volume 62.

According to the *Human Resource Management Journal* editorial team, trends indicate more people are accessing abstracts and articles from their publication online. Among the top five articles downloaded from its online library during 2010 was "Psychological Capital: A Positive Resource for Combating Employee Stress and Turnover," by **James Avey**, Fred Luthans, and Susan M. Jensen, which was published in *Human Resource Management Journal*, vol. 48, no. 5.

## Advisory Board

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

### EXECUTIVE COMMITTEE

**Susan Swartz**, Board Chairperson, (CWU '81 ACCT/BSAD), Managing Director, WTAS, Seattle  
**Jim Davis** (CWU '69 BSAD), President/CEO, Fife Commercial Bank, Fife  
**John Delaney** (CWU '70 BSAD), President/CEO, Central Banc Mortgage Corporation, Kirkland  
**Brent Johnson** (CWU '88 ACCT), Audit Partner, KPMG LLP, Seattle

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**James Andrus**, Partner, K&L Gates, LLP, Seattle  
**Jody Carona**, President, Health Facilities Planning & Development, Seattle  
**J.J. Collins**, Resort Real Estate Consultant, Roslyn  
**Alan Crain** (CWU '87 ACCT), Principal, Chinook Financial, Inc., Bellevue  
**Ron Cridlebaugh**, Executive Director, Economic Development Group of Kittitas County, Ellensburg  
**Kevin Daniel**, (CWU '95 BSAD-FIN), Wealth Management Advisor, VP, Merrill Lynch, Seattle  
**Mark Dederer**, (CWU '95 BSAD), Vice President, Community Relations, Wells Fargo Bank, Seattle  
**Kelley Dobbs**, VP Human Resources and Labor Relations, Alaska Airlines, Seattle  
**Kathy Elser** (CWU '89 ACCT), Senior VP Finance and CFO, Boeing Employees Credit Union, Tukwila  
**Gerry Fierling**, (CWU '96 ECON), Sr. Business Development Manager, Microsoft Corporation, Redmond  
**Mark T. Hanson** (CWU '81 ACCT), Audit Partner, Benson & McLaughlin, Seattle  
**James Hebert**, President, Hebert Research, Bellevue  
**Tom Hurson** (CWU '80 ACCT), Senior Vice President, Ingredient and Foodservice Sales, Tree Top, Inc., Selah  
**Zabrina Jenkins** (CWU '92 BSAD), Director, Corporate Counsel, Starbucks Coffee Company, Seattle  
**Karen Jones**, Director, Supply Chain Management and Operations, Boeing Commercial Airplanes Group, Everett and Tukwila  
**Taft Kortus** (CWU '98 ACCT), Partner, Moss Adams LLP, Seattle  
**Michael Luckenbaugh** (CWU '93 BSAD), Principal, Chameleon Technologies, Kirkland  
**Lori Minard** (CWU '86 ECON/BSAD), Senior Vice President/Investments, Banc of America Investment Services, Bellevue  
**Amy Norton** (CWU '94 PUBLIC RELATIONS), Director, Online Marketing, Costco Wholesale, Issaquah  
**Earl W. Overstreet, II**, President/CEO, General Microsystems Inc., Bellevue  
**Brad Powell** (CWU '83 ACCT), CFO, Expeditors International of Washington Inc., Seattle  
**Tim Searing** (CWU '78 BSAD/ACCT), Managing Director, McGladrey Inc., Seattle  
**Eric J. Silvers** (CWU '81 MUSIC EDUC), Owner, State Farm Insurance Agency, Yakima  
**Dennis Weston** (CWU '73 BSAD), [Past Board Chairperson], Managing Director, Fluke Venture Partners, Bellevue  
**Doug Wood** (CWU '87, BSAD), President and COO, Tommy Bahama, Seattle  
**Roy Savoian**, Dean, CWU College of Business

**EMERITUS**  
**Jack Byeman**, (Boeing-Retired), Redmond  
**Linda Clark-Santos**, [Past Board Chairperson], (Washington Mutual-Retired), Boise, Idaho  
**Clark Daffern** (CWU '73 BSAD), Senior Vice President, Kibble & Prentice, Seattle  
**Gail E. McKee**, [Past Board Chairperson], Managing Consultant, Pacific Northwest, Towers Watson, Seattle  
**Andrew Zuccotti**, Partner, K&L Gates LLP, Seattle

## Link Up: Find a Mentor

by Mark Dederer, Wells Fargo

Whether just beginning the college experience or winding up the final year, the time is always right for a student to establish professional connections and contacts. One way to accomplish this is by establishing a relationship with a mentor.

As a proud alumnus of Central Washington University, I wanted to get involved and give back. I was asked to join the CWU Foundation Board of Directors in 2002 and the College of Business Advisory Board six years later.

As the Washington Foundation director at Wells Fargo, I had the opportunity to address a CWU business marketing class about the responsibilities of my position. Afterwards, two students approached me and wanted to stay in touch. These students were about to enter the workforce during a very challenging economic period, and they hoped for job-searching tips and advice on building a resume. We established a relationship, and I was able to introduce them to several influential people in their professional fields. Those contacts may be able to help them today or at some later point in their career.

The benefits of the mentor-student relationship are mutual. These students have given as much to me as I have been able to provide to them. They are funny, creative, and hard-working young adults. They inspire me.

While in school, I had my own mentor, and we remain friends today. This was his best advice: Go for what you want, and try to ignore negative influences. I've tried to instill that same outlook in those I've had the opportunity to mentor.

Finding the right mentor is a great first step in building professional relationships, and can provide invaluable guidance for a career's foundation.



Mark Dederer

## RICH CHO TO SPEAK AT B2B

Rich Cho, general manager, Portland Trail Blazers, is the featured speaker at the **Business-to-Business Speaker Series on March 3 at the Columbia Tower Club downtown Seattle from Noon-1:30 p.m.** His presentation will cover lessons learned from his business and professional career—as an engineer at The Boeing Company to assistant general manager for the Seattle SuperSonics and, later, the GM at the Trail Blazers. Cho holds a bachelor's degree in engineering from Washington State University and a degree in sports law from Pepperdine University. Register: [www.cwu.edu/~cb](http://www.cwu.edu/~cb)





Erin Sargent

## Editor's Note

Serving as the editor-in-chief of this edition of the *Beacon* has truly been the most difficult, but also the most rewarding experience of my time here at Central. I never would have thought I could conquer the challenges I encountered throughout the process, and I am proud that I maintained the determination to see this project through. My *Beacon* experience has been the icing on the cake of my college career, though, at times, everything did not seem so sweet.

I arrived in Ellensburg six months after my daughter, Melissa, was born. As a single mom with no job, I was starting my life over. I had reinvented myself before, but this time I knew everything I did would weigh heavily on the life I could provide for her.

In February 2008, I was hired as the senior secretary in the physics department. While it took some time to adjust to campus, before long I realized I was in a place that offered great opportunities and I began considering pursuing a degree of my own. I will always be indebted to my supervisor in the physics department, Professor Mike Jackson, for giving me the chance to discover my path.

I started taking classes at Central in fall 2008. I wanted to focus on an area that would complement my experience, and the College of Business was a perfect fit.

One day in 2009, I visited the CB advising office to ask a question. I left as the new assistant editor for the *Beacon*. Now, as editor, I have had the opportunity to meet some truly inspiring individuals and work closely with Dean Roy Savoian and his team.

This project has taken me out of my (fairly wide) comfort zone and helped me discover a lot about myself. Previously, I believed I was organized, hard working, and able to overcome my fears to represent

the CB and myself. After successfully completing this edition of the *Beacon*, I no longer only think I am capable, I know I am.

I am confident in my future success because I have discovered an amazing support system here at Central, and because of Melissa, for whom I am so grateful for, and who has given meaning to everything that I do.

Erin Sargent, Editor-in-Chief



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**THE CB's NEW LOOK**

In this edition of the *Beacon* the College of Business is unveiling its new "mark."

"The pillar reflects the value and prestige of our academic programs and strong foundation of the university. It is the college's symbol of high stature and proud history. The pillar honors our historic accomplishments and points to future achievements." Roy Savoian, Dean