



# COLLEGE OF BUSINESS BEACON

VOL. 9, NO. 2 • SPRING 2008 • CENTRAL WASHINGTON UNIVERSITY

## ALUMNI PROFILE: ALAN CRAIN

# Motivated by Life

by Angela Iverson

“Happiness shouldn’t be something elusive in the future.” These are words that Cashmere Valley Bank’s Chief Financial Officer Alan Crain lives by. He believes having goals should not motivate you to succeed; rather, your life should motivate you to achieve your goals. Crain has learned to be happy with what his life has to offer—a satisfying job, a family, and the ability to pursue extracurricular activities.

Crain graduated from Central Washington University in 1987 with a bachelor’s degree in accounting. From there, he had the opportunity to work for the CPA firm Knight, Vale & Gregory and Safeco Insurance before entering the University of Washington Pacific Coast Banking School (PCBS) in 1993. In 1995 Crain began working at Cashmere Valley Bank as financial officer. In 1997 he became chief financial officer—a job he said is truly rewarding.

*“Happiness shouldn’t be something elusive in the future.”*

After nearly thirteen years of service at the bank, Crain said he is just as satisfied with his current position of CFO as the day he started. The bank is continuing to develop, and Crain has been able to enjoy the new challenges and opportunities that come along with an expanding company in an ever-growing industry.

“I’m just fortunate to have the job I’ve always wanted,” he said.

The challenges that come with an accounting career are plentiful, but that has never kept Crain from advancing “technically and as a manager,” he said. Working with a great group of people keeps the job fun and allows him the job satisfaction many people only dream of.

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Alan Crain, CFO, Cashmere Valley Bank

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# BEACON

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## 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

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## DEAN'S CORNER

In the fall issue, we introduced two new features—*Voice of the Faculty* and *Voice of Alumni*. Each feature provides an

opportunity for faculty and alumni, respectively, to share perspectives and experiences in their own words.

In the initial *Voice of the Faculty*, we learned from **Dr. Peter Saunders**, professor of economics, about his journey as a teenager from Czechoslovakia to England to the United States for graduate school at the University of Colorado at Boulder and then to CWU.

The *Voice of Alumni* featured **Brian Kickbush**, a 2000 graduate in human resource management in Ellensburg and currently senior HR generalist at Two Degrees in Seattle. Brian offers vital lessons about giving your full attention to the task at hand and particularly about the importance of face-to-face communication.

In this issue we continue with both features.

In the *Voice of the Faculty*, **Dr. Mark Pritchard**, an associate professor of marketing, tells us about his teaching and how he incorporates activities that connect students with community-based, “real-life” class projects and site visits to corporations and organizations. His research focuses on consumer behavior, with an emphasis in sports marketing.

Mark also created the concept for the **Northwest Sports Business Conference**. This conference is developing into an important outreach to business professionals and a means of enhancing the learning experience for students and faculty.

In the *Voice of Alumni*, we hear from **Kristin Joe**, a 2002 graduate in accounting and business administration at CWU-Lynnwood. Kristin points out the importance of networking and building relationships. She also suggests that an opportunity for improvement exists when others identify deficiencies or weaknesses.

As a closing comment, I would like to say “thank you” to **Dr. Richard “Moose” Mack** as he moves into retirement. He has influenced a significant number of students and contributed in many ways to their accomplishments and successes. He has helped to shape the Department of Economics and contributed, with others, to a legacy measured by student successes and by the recruitment and development of highly capable faculty colleagues.

  
Dean Roy Savoian



## EDITOR'S NOTE

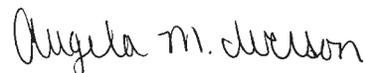
This is my first issue of the *Beacon* as editor-in-chief, as well as my first opportunity to express my thoughts in a more personal manner. At

first, I had a hard time writing this note and found myself staring at a blank page. It wasn't until a meeting with Central Washington University's marketing and communications coordinator, Teri Olin, that I realized exactly what I wanted to say.

Inspiration is a word we don't hear very often but is common in everyone's vocabulary. To inspire is to motivate and encourage, which is what the entire College of Business' staff does on a daily basis. Whether it's talking with an advisor in the dean's office or getting that extra push from your professor after class, inspiration is all around us; we just need to open our eyes and take advantage of the talented and giving people around us.

All of this got me excited to determine exactly what it is that inspires me to attend class every day and work part time in the Accounting Department all while assuming the position of editor of the *Beacon*. The answer I came up with was simple: people. It is the people in my life who keep me going and give me the drive to succeed. It is the family, the mentors, and, most importantly, the professors who have dedicated their lives to teaching me what they know so I can one day surpass the expectations I have for myself.

I am so thankful to have been given the opportunity to learn and prepare for the future at Central. It is a blessing to be surrounded by people who are willing to go the extra mile so that I am able to achieve my ambitions. As William A. Ward once stated, “The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires.” Substitute the word teacher for anyone who has made a significant impact in your life, and you will soon learn who has inspired you to fulfill your dreams. Your next step is to determine what that inspiration is and reach out and grab it. Life will take you to unexpected places; it's your job to embrace it.



Angela M. Iverson  
Editor-in-Chief

FACULTY PROFILE: NANCY GRABER PIGEON

# Laying Down the Law

by Katrina Boddy

Becoming a tenure-track faculty member, teaching law and human resource management courses, and being a practicing attorney were never in Nancy Graber Pigeon's plans. Now they are not only part of her life, they are some of her greatest passions. She has continually been amazed at the new challenges she has found throughout her journey.

Growing up on the East Coast, Graber Pigeon never thought she would leave. She received her undergraduate degree from the University of Rhode Island in 1980 and a master's degree in Labor and Industrial Relations from Michigan State University in 1983. She always had a desire to be an attorney, but it was the intensity of the bar exam that first discouraged her. After graduating with her master's degree, she was employed by General Telephone and Electronics (GTE) in the Boston area, where she worked in labor relations and recruiting.

Graber Pigeon was eventually transferred to Hawaii by the same company. The time she spent there taught her a great deal about diversity, helped her see the advantages of becoming a lawyer, and gave her the extra motivation she needed to apply for law school.

"[The company] kept hiring labor lawyers to do all the work I thought was really interesting, so I went back to law school in California," she said. Graber Pigeon earned a JD from the University of the Pacific in 1990.

*"I feel like students are paying a great deal for their education and they deserve to have some energy pumped into them."*

After law school, Graber Pigeon moved to the central Washington area where she worked in private practice for a labor and employment law firm. After four years in private practice, she started working full time as a staff attorney for the Washington Growers League, where she still works part time.

Graber Pigeon had never considered teaching as a career option, but in need of some extra money, she started teaching night classes at Heritage College in Toppenish, Washington, "I really love [teaching]" she said. What started out as a temporary side job has blossomed into a full-time profession and passion. In 1997, she began teaching at Central Washington University full time as a year-to-year faculty member. This fall she became a tenure-track faculty member.

Dr. Ronald Tidd, accounting professor at CWU said, "I first became aware of Nancy in a faculty meeting where she, as a year-to-year faculty member, was expressing her opinion about some academic issue. Since

then, I have come to appreciate that she has a willingness to voice her opinion on issues that she considers important. So I was very pleased that she became a member of the CB's regular faculty. I am certain that she serves as an outstanding role model who imparts an important lesson to some of her students."



Nancy Graber Pigeon, JD

Although Graber Pigeon enjoys being in the classroom, her main passion is for the students, and it comes across in her teaching style. "I like seeing people's 'light bulbs' go on," she said. "I feel like students are paying a great deal for their education and they deserve to have some energy pumped into them."

Being a teacher also brings Graber Pigeon other joys, such as advising and mentoring students and continuing that relationship beyond graduation.

Another joy that Graber Pigeon indulges in is advising the Society of Human Resource Management Club (SHRM) with two other faculty members. She said it gives her additional opportunities to get to know students outside the classroom. This helps her advise students when they are looking for employment, internships, scholarships, and considering graduate schools.

Not only is Graber Pigeon a full-time professor and part-time staff attorney for the Washington Growers League, she is also raising a family with her husband, Craig Pigeon who owns a physical therapy business in Cle Elum, Washington. Her daughter, Claire is eight and her son Alex is four. They are both full of energy and love being on campus with her.

In addition to her teaching responsibilities, Graber Pigeon is a member of the American, Yakima, and Kittitas County Bar Associations; she's a professional member of SHRM, and one of the initial founding board members of the Yakima/Kittitas County Dispute Resolution Center.

Wherever students are in life, Graber Pigeon always encourages them to do their best. She added, "Even if you don't reach the goal you set out for yourself, if you put in 100 percent, you can feel good about your effort and feel successful."

# CB CLUBS

## ELLENSBURG

### Accounting Club

**Contacts: Presidents Briana Herrington and Collin Kelley**

**Club Office: Shaw-Smyser Hall, room 307**

The Accounting Club is enjoying an enormously successful year. We are seeing some of the highest membership numbers in our club's history. This year, we had a fruitful fall recruiting season and would like to congratulate all the members who received internships or job offers. Good luck!

The Accounting Club has several members participating in the Volunteer Income Tax Assistance program (VITA). VITA is a free tax preparation service provided to Ellensburg community members and CWU students by volunteer accounting students. The volunteers prepare hundreds of tax returns each year from February until April 15th. Students are invited to come in and have their tax return prepared. Help will be available on Saturday mornings from 10:00 a.m. until 2:00 p.m. in Shaw-Smyser Hall, room 109.

The Accounting Club will be hosting a bowling event this quarter. Sign up early because spots fill up fast for this popular event. We will also have many speakers on campus discussing real world accounting issues and potential job opportunities. E-mail Briana Herrington or Collin Kelley for updates and to sign up for the Accounting Club. Don't miss out! [herringtonb@cwu.edu](mailto:herringtonb@cwu.edu) or [kellyco@cwu.edu](mailto:kellyco@cwu.edu)

Collin Kelley  
Co-president

### Alpha Kappa Psi

**Contact: President Catlin Scott**

**Club Office: Shaw-Smyser Hall, room 308**

Alpha Kappa Psi is one of the oldest and most prestigious business fraternities in the nation. The Kappa Xi Chapter at Central is dedicated to shaping future business leaders and cultivating the skills necessary for success after college. AKPsi is a lifelong commitment to brotherhood, leadership, unity, and education. We stress strong relationships

and consider our members to be family as we continue to share life-changing experiences.

This quarter we will be bringing in speakers as well as participating in community service events, such as our annual highway clean up. In addition, our annual spring officer training camp will take place in April at Seattle University. Spring Rush begins March 26, and if you are interested in joining, please see our rush booth in the SURC or contact one of our members directly. [scottc@cwu.edu](mailto:scottc@cwu.edu)

Catlin Scott  
President Kappa Xi Chapter

### Beta Alpha Psi

**Contact: President Laura Gendlek**

**Club Office: Shaw-Smyser Hall, room 307**

In December, Beta Alpha Psi sent a petition to the national office to become a nationally recognized chapter. Thanks to our hard working members and officers, we are now officially a petitioning chapter of BAP.

BAP is an honorary organization for accounting and finance majors. The primary objective is to encourage and recognize scholastic and professional excellence in the field of business information. BAP gives members opportunities to grow as leaders, both in the classroom and in the community, and to learn more about the field they are entering.

On May 20, 2008, BAP will host a financial literacy symposium for Washington high

school students in the CWU Student Union Ballroom. We will utilize accounting professionals and a curriculum developed by the Washington Society of Certified Public Accountants to educate high school students about financial responsibility. The symposium will run from 9:00 a.m. to 2:00 p.m., and is free to participating high schools.

Since many of these students will soon be going to college, we believe it is important to help them develop the knowledge and skills needed to succeed in their financial futures. For more information or to get involved, please contact BAP at [cwubap@gmail.com](mailto:cwubap@gmail.com).

Laura Gendlek  
President

### E.C.O.

**(Exito. Conocimiento. Oportunidad.)**

**Contact: President Richard Wang**

**Club Office: Shaw-Smyser Hall, room 308**

The Global Supply Chain Club (E.C.O.) is run by motivated officers and supported by a strong core of students and faculty. E.C.O. offers students of all majors an in-depth understanding of international business and professional development from real-world perspectives.

The club's objectives include familiarizing members with international business and providing them with leadership development. Throughout the year, our guest speakers address issues relevant to international business and supply chain management.



*Dr. James Avey's HRM 381 class in conjunction with SHRM picked up garbage along a section of University Way.*



E.C.O. also participates in many leadership development seminars and business competitions, which provide members with practical experience.

We invite all students and faculty leaders to come and see what E.C.O has to offer.

Richard Wang  
President

## Marketing Club

**Contact: President Jennifer Kerkvliet**  
**Club Office: Shaw-Smyser Hall, room 308**

The Marketing Club has been busy preparing for the 30th Annual American Marketing Association National Conference, to be hosted in New Orleans, La., in April. With the proceeds from our coupon book fundraiser, we are hoping to send eight club members on a pursuit to bring home another award. We are also participating in other fundraisers and community service activities that are designed to help students learn and practice their marketing skills in order to become stronger future employees.

Jennifer Kerkvliet  
President

## Society for Human Resource Management

**Contact: President Bjorn Bonholzer**  
**Club Office: Shaw-Smyser Hall, room 308**

As the 2008-09 club officers take on their new roles in April, the Society for Human Resource Management (SHRM) is in full swing with many great opportunities and events. With three teams placing in the top four in competition last year, our student chapter hopes to beat out the competition at the 2008 Northwest Human Resource Management Association (NHRMA) Student Conference and Games at Portland State University in April. All students are welcome and encouraged to take part in the two-day event, which includes presentations from various business professionals from the Northwest region.

Our student chapter's major fundraising event, the annual SHRM Golf Tournament,

is May 17, at the Ellensburg Golf Club golf course. This nine-hole four-person, best-ball scramble is open to everyone. Proceeds from the tournament help our members attend the 60th Annual SHRM Conference and Exposition held in Chicago in June. With over 20,000 professionals, members, and students in attendance, the national conference is an excellent opportunity for students to become familiar with career placement and professional networking. For additional information about SHRM events or if you have questions regarding SHRM, please e-mail BonholzerB@cwu.edu or visit [www.cwu.edu/~shrm](http://www.cwu.edu/~shrm).

Bjorn C. Bonholzer  
President

## WESTSIDE

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

**Contact: President Terry Keys**

The Society of Student Accountants joined CPA professionals from the Washington Society of CPAs (WSCPAs) Saturday, Feb. 2 at Acme Bowl in Tukwila for three hours of bowling and a networking dinner. In March, a business etiquette speaker made a presentation to SSA, which provided invaluable experience to our members.

The SSA board will need to fill vital club positions this spring. We are in need of a president, which is a rewarding challenge. For the second consecutive year, we plan to co-host the WSCPAs Battle of the Bands in conjunction with the Highline Community College Accounting Department in May. Last years' event was a hit as nearly 200 professionals from the accounting and finance fields turned out for the occasion.

Terry Keys  
President

### 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.*

COLLEGE OF BUSINESS

# HONORS BANQUET

**MAY 3, 2008 • 6:00 P.M.**  
Lombard Room, CWU Ellensburg campus



Keynote Speaker:

## Karen Jones

Director, Program Management Office  
Fabrication Division  
Boeing Commercial Airplanes Group  
The Boeing Company

For information call 509-963-2931 or visit [www.cwu.edu/~cob](http://www.cwu.edu/~cob)



**DEVELOPMENT UPDATE**

# New Scholarships Available for CB Students

by Barbara Hodges

## CB Announces New Scholarships!

Thanks to great alumni and friends, the College of Business is fortunate to have a variety of scholarships available to our majors. This past year, three more scholarships were added to our academic funding pool. Those scholarships are:

### The Suncadia Scholarship in Business

Suncadia LLC has pledged a total of \$25,000 over five years to fund this scholarship. Suncadia is a premier four-season resort and residential community near Roslyn, Washington. Though all qualified applicants are considered for this award, the executive management of Suncadia is ideally looking for Kittitas County high school graduates as a means of more directly contributing to the local community.



Suncadia Managing Director and CB Advisory Board member Ron Olstad was instrumental in working with the college on developing this scholarship.

“Suncadia is extremely pleased to be working closely with the CB in helping deserving students achieve their educational goals,” said Olstad. “We represent an example of the growth of new business in Kittitas County. The demand for capable business professionals will increase as we go forward. It’s Suncadia’s hope that this scholarship will help encourage talented local students to complete their CWU education and become a part of the area business community after graduation.”

### The North Coast Electric Company Scholarship in Business



Family owned and operated since 1913, North Coast Electric Company (NCE) is an electrical distributor with 33 locations operating in Washington, Oregon, Idaho, Alaska, and Arizona.

The NCE Scholarship in Business is funded by \$3,000 over a three-year commitment, and is available to all qualified applicants from CB degree programs.

“North Coast Electric Company is a fast growing Pacific Northwest company. In order to fuel our growth, we need energetic, well-educated job candidates in sales, management, operations, and technical positions,” said Dean Lemman, NCE president. “North Coast is pleased to partner with CWU and offer financial support in the form of a scholarship to help students realize their career goals.”



*Dr. Wolfgang Franz*

### The Wolfgang W. Franz Scholarship Endowment in Economics

Many of you reading this will remember Dr. Wolfgang Franz, professor of economics from 1969 until his retirement in 1998. Dr. Franz’s encouragement and support were key factors in his students’ success both at Central and after graduation. His irrepressible enthusiasm for economics and zest for life inspired many of his students to both live and learn more richly, and generated some incredible stories about his in-class antics along the way.

But the story doesn’t end there. In 2007, Dr. Franz and his wife Joyce established the Wolfgang W. Franz Scholarship with a generous lead gift. This scholarship is intended to support an economics major who is among the three students with the highest grade point average and who has demonstrated excellent character. It is the first scholarship in the College of Business specifically for economics majors.

With this gift, Dr. Franz extends his life-long belief in providing opportunity to students far into the future.

“...I’ve always believed in hard work, encouragement, and giving students the chance to prove themselves and succeed. I had excellent experiences both as a student and as a faculty member at CWU and felt giving back was the right thing to do. Equity is as important in life as it is in economics,” he said.

*The College of Business sincerely thanks all of its scholarship donors, both new and continuing. Through their generosity, many thousands of dollars have been awarded to our highest achievers and to those in need. We value their trust, appreciate their commitments, and look forward to building the future of the CB together!*

*For more information about contributing to the Franz Endowment or the CB General Scholarship Fund, contact: Barbara Hodges, CB external relations officer at [hodgesb@cwu.edu](mailto:hodgesb@cwu.edu) or by calling 509-963-3057.*



VOICE OF ALUMNI: KRISTIN JOE

# Invaluable Lessons

by Kristin Joe

*Kristin Joe is a 2002 graduate of Central Washington University in accounting and business administration at the Lynnwood Center. She was an honor student and direct transfer student from Edmonds Community College. Kristin received numerous honors at CWU including the Washington Promise Scholarship, Dean's Honor Roll, and the 2002 Outstanding Business Administration Student at the Lynnwood Center. After graduation, she worked at the State Auditor's Office for two years.*

*Roy Savoian, Dean*

Since graduating from Central Washington University, I have worked for three employers and received my law degree from the University of Washington. I am currently pursuing my tax law degree at New York University. As I passed each hurdle in my career, I have learned invaluable lessons that have benefited my career in the long term. I would like to share them with CWU students as they start their careers.

## The Importance of Networking and Building Relationships

The people who you know are the best resources. I have learned of a great number of opportunities from the people who I know, and I was able to offer job-finding assistance to the people who know me. It's often difficult to find employment when the employer is receiving numerous applications, as was the case with one of my former employers. However, because of my personal referrals, I was able to help applying colleagues get their foot in the door. With extra effort, you too can turn your relationships with others into career opportunities.

Here are some pointers to help you along the way:

- **Initiate conversation:** Wherever you go, try to talk to new people. Show them you are genuinely interested in learning about what they do. Invest your time and interest in them.
- **Take notes:** You may forget about the new people you have met, especially if it was only a brief encounter. A good reminder is to write details about them on their business cards, and make sure to put their card in a safe spot where you can find it again. You may have a need to contact them in the future.
- **Stay in touch:** Follow up your introduction with a courteous phone call or e-mail to let them know you'd like to stay in touch. Even if they cannot help you immediately, that correspondence may lead to a future job.
- **Get involved:** Volunteering is a fun and effective way to show people you care about your community, and it is also a great way to make new contacts.

## Act on Criticism

To be at a competitive advantage, one must know his or her strengths and weaknesses. It is hard for us to objectively see ourselves as others see us, so when others give us advice, it is a wonderful opportunity for improvement. You do not need to necessarily agree with others' criticism about you, but it is to your advantage to listen and make positive changes whenever you can.

The following are some of my tips in turning criticism into opportunities:

- **Ask questions:** If you are not clear about why someone feels a certain way about you or your work, it is appropriate to ask for clarification.
- **Stay calm:** Control your emotions while the other person is talking. It is not a good idea to be defensive or show anger.
- **Be grateful:** It takes courage for someone to provide criticism, so consider it a gift that helps you improve.
- **Use the comments to improve:** Do not change just for the other person but for yourself. It will make a huge difference in your daily success.

In conclusion, I would suggest that you start building relationships as it would leverage your network for long-term success. Also, give honest considerations to comments that others provide as they will help connect you to the world around you. The most important key is for you to honestly care about what you do.

*"Kristin is an accomplished scholar and leader. She achieved a stellar academic record and received many prestigious awards at CWU while serving as President of the CWU-Lynnwood Business Club and Treasurer of the Society of Student Accountants. With her ability, commitment, and leadership skills, I am confident that Kristin will continue to distinguish herself as she completes her education and embarks on a productive career."*

*Dean Roy Savoian*

## STUDENT PROFILE: SUZANNE DANTZLER

# Giving with Love and Loving to Give

by Aleece Thibeault

As if maintaining a 4.0 grade point average and double specializing in finance and marketing weren't enough, Central Washington University senior Suzanne Dantzler has managed to raise more than \$24,000 for several different global humanitarian causes.

Dantzler grew up giving back to the community. She always had fundraising ideas, and whenever she succeeded, her mother encouraged her to think of a cause that she could assist.

In the fall of 2005, Dantzler got the idea for Giving with Love while watching her roommate sell books online. Taking a few free books from the CWU bookstore, she began investigating and quickly discovered that these books were worth something.

With this new fundraiser in the making, Dantzler left homemade boxes at the CWU bookstore and Jerrol's Book and Office Supply Company. Her hope was that students would donate the books that they could not sell. When she received only a handful of books, she created posters advertising the cause. Students and faculty donated more books but not nearly enough to satisfy her.

Teaming up with Better World Books in the spring quarter of 2006, Dantzler placed professional book collection boxes around campus along with posters and received about 400 books. Dantzler's excitement grew.

"One day I looked in the box and it was almost full; I was like whoa!" she remembers.

In the three years it has existed, Giving with Love dollars have gone toward causes such as healthcare in Africa, battling poverty and unclean water, and providing supplies to children in third world countries at Christmas.

Currently, Dantzler's boxes can be found in a variety of places: two in the CWU bookstore, one in the James E. Brooks Library, one in Shaw-Smyser Hall, and one at Starbucks. Books can also be donated at Jerrol's. From the books she collected this past quarter she anticipates raising \$4,000-\$5,000; all of which will go to assist causes in other countries.



*Suzanne Dantzler*

"Working out how to give back is something many companies like to build into their corporate mission. It's great to see Suzanne walk it out personally. It says a lot about her character," says Dr. Mark Pritchard, CWU professor of marketing.

Giving with Love is not the only fundraiser in this ambitious student's life. Dantzler sold glow sticks, soda, and water at a Fourth of July parade in the summer of her sophomore year and raised \$700. This money will be awarded as a scholarship to a participant in Young Life.

Dantzler feels strongly about supporting organizations that teach underprivileged people how to grow food and help themselves so that they can overcome poverty. She claims that you can see these people's need in the gratitude that they show.

When asked why she especially likes to help these people, Dantzler replied, "It doesn't matter what you give them; it could be a hug and they would be bursting with joy."

Dantzler is considering making Giving with Love a nonprofit organization after graduation, if she can find a way to expand it into a bigger operation.

According to Nancy Graber Pigeon, assistant professor at CWU, "She is bright, intuitive, hardworking, nice, and not at all boastful or arrogant."

With her compassion and determination, Dantzler will accomplish anything she feels strongly about. There is no limit to the good that Dantzler can do in this world, and she is an inspiration to everyone around her.

## STUDENT PROFILE: RODNEY CHAMPACO

# An Inspiration to All

by Katrina Boddy

Rodney Champaco learned at a young age to concentrate on the little joys in life. An accounting student at CWU-Des Moines, Champaco's approach to achieving happiness and success is finding humor in life and helping others to do the same. This belief is something he carries with him wherever he goes.

Not exactly certain where he would end up in life, Champaco always knew humor would play a major role in getting him there. At work, at school, and in his community, Champaco is an inspiration and is constantly encouraging those around him to laugh a little.

Champaco has overcome many of life's hurdles. Growing up with a father in the U.S. military wasn't easy for him. He spent most of his elementary and middle school years adjusting to his changing surroundings. Before he was old enough to enter high school, he had already lived in Guam, Kansas, Colorado, and Germany. It wasn't until he was in high school that his parents finally settled in Washington State. He was often referred to by fellow classmates as the "small, new kid." Looking back on his childhood, Champaco understands how each experience taught him "to keep everything in good humor and keep things in perspective."

Following high school graduation, Champaco sampled a couple different career options. With hopes of becoming a civil engineer, he enrolled at the University of Washington. After two years of classes, he decided math and science courses weren't for him. After this he decided to join the workforce and eventually landed a job as a financial data specialist in Seattle at Active Voice, a company that creates and implements unified messaging, computer technology, and voice applications.

One day Champaco was discussing the importance of higher education with his siblings when the realization hit him; he needed to practice what he preached and earn a degree. "Maybe I should go back to school. It was a total epiphany."

*"Students like Rodney motivate faculty to perform at their highest level in order to provide the environment for the students to fulfill their loftiest academic aspirations."*

*John Lasik, CWU accounting professor*

Champaco received an associate degree from South Seattle Community College and transferred to CWU-Des Moines where he is studying accounting. He's continued to work at Active Voice while working on his degree.

It was his real life experience in the workplace that helped him choose to pursue a degree in accounting.

Even though he's been with Active Voice for nearly a decade and has encountered numerous real-life work experiences, Champaco knows that sometimes it's difficult to relate class material to the working world. He said, "If you want to be an accountant, you really do need to learn everything [that is presented in the classroom]."

He also knows how difficult it can be for students to imagine themselves in the workforce.

"Students should really try their very best to imagine themselves in that field," he said. By doing so will help make the material presented in class more relevant. Champaco is confident that not a day goes by when he isn't applying the accounting concepts he's learned in his classes to his job at Active Voice.

According to John Lasik, CWU accounting professor, "Rodney displayed an intellectual curiosity about the subject material in ACCT 351 that is unusual for students at the undergraduate level. Students like Rodney motivate faculty to perform at their highest level in order to provide the environment for the students to fulfill their loftiest academic aspirations."

Not only is Champaco an inspiration in the classroom, he brings inspiration into the work place.

He is the coordinator of a program at Active Voice called Active Recess. The program's intent is to inspire and motivate coworkers. Champaco uses the program to help organize office parties and get-togethers and even to send encouraging notes to fellow employees.

Although Champaco still has more rigorous courses left, he is sure he'll make it through, all while laughing and keeping a positive attitude and encouraging others to do the same.



*Rodney Champaco  
photo by Eunice Gong*



## VOICE OF THE FACULTY

### Dr. Mark Pritchard

*Dr. Mark Pritchard, an associate professor in the Department of Management, has taught at Central Washington University since the summer of 2006. He earned his PhD from the University of Oregon and most recently taught at Arizona State University. Dr. Pritchard recently served as the college representative for SOURCE (Symposium of University Research & Creative Expression). He also serves as an associate editor for the Journal of Sport Management and regularly acts as a conference reviewer for the American Marketing Association and the Academy of Marketing Science.*

*Roy Savoian, Dean*

Originally from Western Australia, I have taught marketing and market research courses with universities in Canada, Australia, Singapore, and the USA, where my research has focused on services marketing, and the factors that influence repeat patronage. My published works have appeared in various journals, including the *Journal of the Academy of Marketing Science*, the *European Journal of Marketing*, the *Journal of Business Research*, the *Journal of Sport Management*, and the *International Journal of Sport Marketing & Sponsorship*.

My work focuses primarily on understanding consumer behavior in services and typically uses a two-step approach to develop research products. First, a study is presented at a national conference and then submitted for journal publication. In my mind, this approach allows the peer-review process to help refine and strengthen my work, which centers primarily on three related themes: (i) customer loyalty and repeat purchase behavior, (ii) the psychology of brand commitment, and (iii) how patrons evaluate service performance and become satisfied with that experience.

Much of my work is applied research that springs from my experiences as a consultant. Examples of this include an examination of how loyalty develops in United Airline and Hilton Hotel patrons, an assessment of destination advertising for Tourism British Columbia, a report of price sensitivity at BC Ferries, a review of a loyalty program for MLB's Arizona Diamondbacks, and most recently a statewide survey of business start-up factors and a series of public workshops on "Growing a Business" for the Arizona Department of Commerce. Articles that result from these experiences often assist my teaching, but also motivate me to further question why consumer public act as they do, like what they like, and react as they do to companies and their communication.

Although I have been publishing research in the area of consumer behavior for over eighteen years, the context for some of my work has recently shifted. Anyone interested in how people become attached to brands cannot ignore what goes on in the sports industry. The passion and intense commitment of fans is intriguing and something I readily identify with when I watch my alma mater, the Oregon Ducks, compete. Many brand managers are taking notice of these types of responses and asking, "How do we cultivate fans-of-the-brand?" Knowing what prompts or constrains this attachment is something that I, along with my colleagues in Australia and Greece, examined in a forthcoming article in the *European Journal of Marketing*.

My preference for applied research also spills over into my teaching. Connecting the classroom with the business community is crucial. Our theory should not only inform but also embellish real-life application during the classroom experience. This emphasis on theory-driven-practice has resulted in regular guest speakers and the creation of live class projects with different community groups (e.g., Suncadia, Treetop, Yakima Bears). Real-life projects have student teams working with different community partners and often incorporate site visits to locations such as Costco, the Seattle Mariners, and Seattle Seahawks. Most recently, my marketing strategy class entered a worldwide competition sponsored by Google ([www.google.com/onlinechallenge](http://www.google.com/onlinechallenge)) that had student teams launch online adword campaigns for local businesses including University Auto Center and Jerrol's Book and Supply Co. The key benefit of all this is that people learn best by doing.

Innovative teaching is not just limited to the core marketing classes that I teach, but is also evident in an elective course that I developed last Spring (MKT 464 Sports Marketing & Sponsorship). In connection with this course theme, I chaired the development and launch of the first Northwest Sports Business Conference last April at Suncadia. This conference allowed both our marketing majors, business practitioners, and two national keynote speakers to interact during the morning's presentations. The success of this inaugural event laid a solid foundation for a follow-up. I'm excited about our second conference this May. We hope to have two top CEO's talk about their Corporate Social Responsibility (CSR) practices in the business of sport and leisure.

The emphasis on doing well is important. Our upcoming conference wants to provide a platform for companies to tell each other, students, and the public that their mission goes beyond the bottom line. This theme ties strongly to my own personal thoughts of professional service as an academic. My service philosophy compels me to look for ways to better serve my peers, my students, the community, and the academics. Servant leadership usually places a greater emphasis on its constituents than on self, and in this sense I emphasize the importance of connecting classroom service to the community as it grounds the student learning experience in the notion that education at its core should benefit the wider society.



*Dr. Mark Pritchard,  
associate professor,  
Department of Management*



**CB NEWS**

## **THE BOARDROOM MEETS THE CLASSROOM**

**Thursday, May 8 • 11:00 a.m. to noon  
Student Union and Recreation Center, room 215B**

This educational event provides students with the chance to hear interesting talks presented by members of the CB Advisory Board. They will touch on a variety of subjects, including career experiences, specific industry information, and how to pursue a career path.

Attending this event allows students to learn more about their options regarding a future profession and meet with business professionals from around the state. Students will be given the chance to interact with the presenting members in a rotating small group setting. Every CB major will benefit from this event.

## **2008 Northwest Sports Business Conference @ Suncadia**

For the second year in a row, the College of Business will hold its annual Northwest Sports Business Conference on Tuesday, May 27, beginning at 9:00 a.m. at the Suncadia Resort in Cle Elum. The conference is designed to bring together both students and professionals to discuss business challenges in the sports and leisure industry. This year's theme addresses the topic of corporate social responsibility and features speakers Jim Weber, President and CEO, Brooks Sports and Michael Collins, vice president of public affairs, Recreational Equipment Inc. (REI). A barbeque lunch will follow the presentations. We encourage you to attend this informative session. While there, be sure to take advantage of the opportunity to explore the recreational activities offered by Suncadia, such as golf, hiking, or a tour of the resort area.

For more information, contact the conference chair, Dr. Mark Pritchard at [pritcham@cwu.edu](mailto:pritcham@cwu.edu), College of Business, Ellensburg, Washington, 509-963-1042.

## **CB Distinguished Alumnus Joins Washington State Board of Accountancy**



*Mark Pearson*

Mark Pearson, current chairman for Central Washington University's Foundation Board, was recently elected by Governor Chris Gregoire to serve on the Washington State Board of Accountancy.

Pearson was named as a CWU Distinguished Alumnus in 2000 and is a College of Business Advisory Board member. He graduated from Central in 1973 with a bachelor's degree in business administration. He recently retired from his position as a senior partner in Ernst & Young's Seattle office.

Pearson will join eight other accounting professionals from Washington State to regulate Certified Public Accountants, CPA-Inactive certificate holders, and to oversee the practice of public accountancy in Washington State. The main mission of the Board of Accountancy is to promote dependability of information used in financial transactions for accounting within commercial and non-commercial enterprises.

Before returning to Seattle in 2004, Pearson was based out of Cleveland, Ohio, where he served as Ernst & Young's national director of AABS Standards and Methodology. He's currently a member of the American Institute of Certified Public Accountants (AICPA) and the Washington Society of Certified Public Accountants.

## **Supply Chain Management Institute**

**2008 Student Career Development Workshop  
Thursday, May 15, 2008 • 5:30 to 8:00 p.m.  
Location: CWU-Lynnwood**



**Panel discussion of supply chain professionals and reception.**



## OUT & ABOUT

# Financial Literacy Symposium

Central Washington University's Beta Alpha Psi, in conjunction with the Accounting Club, is hosting the first annual Financial Literacy Symposium for all Washington State high school students. The symposium will be held May 20, from 9:00 a.m. to 2:00 p.m. in the Student Union Ballroom.

The Financial Literacy Symposium is designed to educate high school students on the importance of making good financial decisions. Beta Alpha Psi members, with the help of representatives from the Washington State Certified Public Accountants, will be educating students on the importance of making sound money decisions through hands-on games and small group discussions.

Not only will students be able to interact with CWU student volunteers, but they will also have the opportunity to hear from three guest speakers from different accounting fields. For more information, contact the Beta Alpha Psi club.

# A Lesson in Culture —Gary Drobnack

by Jennifer Anderson

On January 15th, I was pleased to introduce the first guest in a new speaker series put together by the Department of Management. Mr. Gary Drobnack spoke to Central Washington University students about his experiences working overseas. He has over thirty-five years of experience working in the forest products industry, with about half of that spent in some very exotic locales, including Indonesia, South Africa, and Australia.



*Gary Drobnack*

I knew from talking to Gary prior to his visit that he would have useful information for students interested in international careers. During his talk, he gave helpful advice, such as, "...don't stereotype others; yet expect to be stereotyped." This is a great perspective to carry with you wherever you go.

He also shared interesting stories, such as the time when he was asked to find a husband for a young Japanese woman. The lesson I learned here is that we should seek to understand and honor other cultures, regardless of how unusual the situation may seem to us.

It was also fascinating to hear a story he shared about how he and fellow managers had to build a road and teach Indonesian workers how to drive before they could work hauling lumber out of the forested areas. Imagine spending six months teaching someone how to drive before even beginning the work you traveled all those thousands of miles to do.

We were lucky to have the opportunity to hear Gary's recollections of adventure, learning, and growth, the likes of which many of us hope to someday have for ourselves.



*Alison Maul*

# An African Adventure

by Alison Maul

Graduating from Central Washington University was a wonderful accomplishment for me. With my schooling completed, I was finally free to explore my aspirations to see a different part of the world. Previous adventures led me to Europe and eventually Africa. Its beauty, culture, and wildlife have always fascinated me, and my dream was to meet the people who live there and understand their cultures. It was a great opportunity to not only see Africa, but also give to a great cause as well.

My trip to Africa included a ten-week volunteer project through Greenforce, which is a non-profit organization that works globally to preserve the diversity of life on earth. Our group made our temporary home in the village of Esilalei in Tanzania with the Maasai tribe. The village was home to over 500 Maasai and less than three percent of them knew how to speak English, which is the language used to communicate with other tribes, the government, and all tourists.

With only one small school in the area, only a few privileged Maasai were learning English; the rest were realizing the difficulties as well as the consequences of not being able to communicate with the government on vital issues, such as water shortages. They also faced a large language barrier with tourist companies that bring in much-needed business.

The Greenforce mission was to establish another school and begin English lessons for the Maasai. Language manuals were given prior to our arrival in Africa. We then spent our first week learning the language



## OUT & ABOUT

and culture. For the remaining nine weeks, we were immersed in both the language and lifestyle of the Maasai people. Lessons were taught on a daily basis for all age groups. By the end of our phase, Greenforce had established a permanent school that was fully funded and staffed. Although Greenforce will continue to visit the village to teach further English, the mission is now complete and the Maasai have become more adept at successful communication.

Communication is important to the Maasai people but it is trivial in comparison to the hardships they face. Turmoil, poverty, illness, and death are a daily threat, yet I have never seen people have such a love for life. Witnessing their happiness in the circumstances they face showed me the joys of the simple things in life. Materialism is fleeting and what you are left with is what brings true happiness. The friendships between Greenforce and the Maasai will be life long. Being a part of the success and happiness of the Maasai people will be an accomplishment that I will cherish forever.

## An International Experience —Katherine Carothers

Katherine Carothers, a business administration major with an emphasis in international studies, has a fascination with other cultures. That motivation and interest has taken her as far away as China, where she has studied the country's language and culture.

It has also taken her to France and Canada. A desire to see things that she has never experienced before motivates Carothers to travel. She finds it important to her future career to be knowledgeable in other cultures.

After spending the summer of 2006 in China, she became particularly fascinated with the Chinese culture. She returned the following summer to study the Chinese economic and business issues at Shanghai University. She is a firm believer in learning about other cultures through experiences versus through textbooks.

In the future, Carothers hopes to travel to Japan and study its economy as well. She says studying abroad is a great way for her to prepare for her career and provide her with job opportunities in the future.

To further her business knowledge, Carothers takes full advantage of the international studies program at Central Washington University. The program allows students to study at over 150 universities in countries around the world.

Carothers' travels prepare her for her future career in International Business. The world is becoming increasingly smaller and integrated, and her experiences with other cultures give her the advantage of effective communication.



CB management professor **TERRY ALKIRE** spent two weeks in China as part of a program called Faculty Development in International Business. While there, he visited five major cities including Shanghai and Hong Kong where he visited about twenty-five companies and seven universities.

CWU student **CODY WALLACE** spent a quarter studying abroad at Macquarie University in Sydney, Australia. Wallace hopes to apply her first hand knowledge about other cultures and the valuable life lessons she learned while in Australia to her human resources specialization.

**KOUSHIK GHOSH**, co-chair of the Department of Economics, has spent the last two quarters on sabbatical doing research and giving lectures in Singapore, India, Malaysia, and Sydney.

**ANITA JOSEPH**, a 2003 CWU graduate, is currently working for Boeing in South Korea. She holds degrees in managerial economics and business administration with a specialization in operations and supply chain management.

**MERANDA PEDERSEN**, a current CB student who will graduate this spring with a degree in business administration and specialization in management and organization, spent two semesters studying at Macquarie University in Sydney, Australia.

# 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 College of Business 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 maintain currency in their respective discipline or field of instruction. As a result, our students receive a more 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. For co-authored articles, College of Business faculty member is indicated in **bold**.

### DEPARTMENT OF ACCOUNTING

**Bailey, James**, "Whistleblowing: An International Perspective," Internal Auditing, January/February 2008, 20-25

**Sullivan, Carol**, "An Empirical Analysis of Students' Knowledge About DUI (Driving Under the Influence) Costs to Society," Southwestern Business Administration Journal, (Spring 2008)

**Tidd, Ronald R.**, and **Gary Heesacker**, "Digital Signatures and Certificates: Authentication and Nonrepudiation for Accounting Professionals," The CPA Journal, forthcoming

### DEPARTMENT OF ECONOMICS

**Dittmer, Timothy P.**, and **Charles S. Wassell, Jr.**, "The Fallacy of Sustainable Biofuels Feedstock Production: You ARE Putting a Tiger in Your Tank," Challenge, forthcoming

### DEPARTMENT OF MANAGEMENT

Luthans, Fred, Bruce J. Avolio, **James B. Avey** and Steven M. Norman, "The Mediating Role of Psychological Capital in the Supportive Organizational Climate-Employee Performance Relationship," Journal of Organizational Behavior, 29, 219-238 (2008)

**Avey, James B.**, Fred Luthans and Ketan H. Mhatre, "A Call for Longitudinal Designs in Positive Organizational Behavior," Journal of Organizational Behavior, 29, 1-7 (2008)

**Kulik, Brian W.**, Michael O'Fallon and Manjula Salimath, "Do Competitive Environments Lead to the Rise and Spread of Unethical Behavior? Parallels from Enron," Journal of Business Ethics, (2008)

**Kulik, Brian W.** and Timothy Baker, "Putting the Organization Back into Computational Organization Theory: A Complex Perrowian Model of Organizational Action," Computational and Mathematical Organization Theory, forthcoming

## Dr. Richard Mack: A Legacy to Young Scholars

by Dr. Bob Carbaugh



*Dr. Richard "Moose" Mack*

Dr. Richard "Moose" Mack is retiring after thirty-six years with Central Washington University's Department of Economics. His grade books reveal three decades of dedication; teaching 10,146 students in the subjects of principles, micro-theory, environmental economics, economic research, managerial economics, business statistics, comparative systems, history of economic thought, and economic history. He has also taught in CWU's Environmental Studies, Resource Management, and Douglas Honors College programs, and has also had visiting professorships at Janus Panonius University in Hungary, Dublin City University, Ireland, and in several programs throughout London. By his estimate, he has graded 40,584 exams and told over 88,000 jokes and puns while lecturing. Of these thousands of jokes, only four were censored by deans, provosts, or presidents.

Throughout his teaching years, Dr. Mack has encouraged students to take advantage of their college experience and to open their minds to learning as much as possible about the depth and breadth of mankind's culture and experience. Citing his own experience—that his general education as an undergraduate was the most important learning experience of his life—he urges students to enthusiastically engage in their general education. Not one for small gestures, he regularly explains to his young scholars, "On choisit le paysage de son ame—one chooses the landscape of one's soul."

A resolute believer in a "real world" approach to learning, Dr. Mack opens each class with the question, "What's in the news?" He has frequently taken students to sites of economic activities: conferences, the Federal Reserve Bank of San Francisco, government offices, and private sector firms. CWU students have also accompanied him on research and learning trips to China, Ireland, England, Scotland, and Morocco. He secured student funding for many of these trips from local and federal sources; most recently, funding has been granted from the National Science Foundation, the Lancy Foundation, and the Casten Foundation.

Dr. Mack has undergone a number of rebirths in the economics field. Trained at Dartmouth College and Colorado State University in International Economics and Regional Economics, many of his publications are in journals specializing in regional development, energy economics, resource use, public utilities, the history of thought, as well as the economies of Ireland, the EU, and China. He has published thirty-two articles in juried journals, several dozen research reports, and a number of chapters in books. In the private sector, he has been a charter board member of two community banks.

Throughout the spring quarter of 2008, a collection of Dr. Mack's academic work can be found in the display case located at the east end of the dean's suite in Shaw-Smyser Hall. Once he leaves the college setting, he plans to focus on reading, consulting, and contemplating, as well as indulging in some mechanical tinkering and sculpture.

## ADVISORY BOARD

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

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**Steve Rosselli** (CWU '71 ACCT), Controller Enterprise Transaction Center, Weyerhaeuser, Federal Way

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

## WHY DO I GET INVOLVED?

by Brent Johnson, KPMG LLP

I'm often asked why I volunteer time and give money to endeavors like the CWU Business School Advisory Board. As a partner in an international accounting firm, father, and husband, don't I have enough to keep me busy without spending time on volunteer endeavors?

While I can attest that I certainly have enough to keep me busy without volunteering, I can also say that it's, fortunately, not my wife asking those questions. She is my number one supporter. She supports my involvement in numerous charitable and community activities, and my family is able to participate in many activities as well.

For me, I've spent a lot of time thinking about the why, and I can't exactly put a finger on it. In the back of my mind, I hear my father, my mentors, my business colleagues, and people I admire in the world simply telling me that it's the right thing to do. Or perhaps Mahatma Ghandi's wise words, "You must be the change you wish to see in the world," inspires me.



*Brent Johnson*

I first became involved in the CWU Advisory Board about nine years ago when Dean Roy Savoian asked me if I was interested.

Subsequently, I was asked to be on the executive committee. Along the way, I was asked by my then office-managing partner to be on the board of the Seattle Repertory Theatre. I am now the vice president-treasurer and on the executive committee.

I was also asked by my cousin to be a participant in the American Cancer Society Relay for Life event. Fundraising for cancer research became a passion for me and that led to my involvement in the American Cancer Society Leadership Council. Recently, I've begun spearheading KPMG's efforts to place individuals on not-for-profit boards in the community.

I've been very fortunate in my life and was raised and mentored in ways that taught me to give back to others. Do I do it for business and networking purposes? No. But I can tell you that my business and network has grown and developed along the way because of my efforts outside the professional world. I've learned that you can have a lot of fun and receive a great amount of personal gratitude by being involved. I would encourage any student just getting started in business to think about how you've been mentored, where your passion lies, and identify what's important to you. Then, think about taking some time to get involved and help make your community a better place.



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ALAN CRAIN CONTINUED FROM PAGE 1

“I feel motivated to perform and deliver the best I can because I know that thousands of customers and several hundred employees and shareholders depend on this bank and its continued success,” he said. He’s proud to work for an organization that “culturally respects the interests of all of its stakeholders,” he added.

With such an exhaustive career, finding time to spend with his family is extremely important to Crain, who has three sons. This summer, Crain and his wife Gina are taking their children on a volunteer vacation centered on expanding a charitable cause in hopes that they will “grow more appreciative of what they have and develop a larger view of the world around them.”

Throughout his life, Crain has worked hard to set a good example for his children by doing volunteer work, including his commitment to the local YMCA where he acted as board president for two years and continues to work on the annual Partners with Youth Campaign.

Crain is also an advocate for personal health and has stayed in shape by participating in several athletic activities. Living in Wenatchee, Washington has provided him with many outdoor opportunities, such as cycling, running, and skiing. He said in addition to the physical benefits, cycling helps him find balance in his life. Crain, who spent ten days at the Tour de France in 2005, is fortunate to have such a physical outlet when the challenges begin to mount.

While the intensity of life can be difficult, Crain is determined to do what he does purely for the “joy of giving and the joy of serving.” According to Crain, he may not always have the right answers or the popular responses, but he is willing to do his best to practice acceptance in all aspects of life. Balancing family, career, and extra-curricular events [have] caused me to focus on my priorities.” These life lessons have taught Crain to be the person he is today and will continue to shape the person he will be tomorrow.

*“I feel motivated to perform and deliver the best I can. . .”*



Alan Crain during the 50K Cle Elum Ridge Run. Photo taken just three months after Crain suffered a ruptured appendix.