

COLLEGE OF BUSINESS

# CBLOOK

CENTRAL WASHINGTON UNIVERSITY • SUMMER

**WILDCATS  
TAKE OVER  
NEW ORLEANS,  
NEW YORK,  
SEATTLE,  
CHICAGO,  
ATLANTA,  
& PARIS**



**CWU LatinX at Chicago's Millennium Park**

# Accounting

**Tax, Government Audits, Corporate Consulting, Oh My!**



*Beta Alpha Psi Members*

**Accounting is one of the most important roles in every organization.** Employers are looking for inquisitive thinkers who can critically evaluate information and then communicate the core ideas into a brief manner. Ethics and honesty are key: accountants cannot tell people what they want to hear. They have to tell them the financial reality so those in a position of authority can make the best decision.

With our accounting degree, graduates can enter corporate accounting, study specialized areas like management and governmental accounting, fraud/forensic accounting, or internal auditing. For students interested in becoming a Certified Public Accountant (CPA), one of the pathways for the Accounting program will add an additional fifth year and prepare the student to sit for the Certified Public Accountant licensing exams, and succeed as a CPA.

Students starting in accounting usually engage in a deliberate career path with opportunities to move into leadership positions in five to ten years. Those starting in the CPA track can move faster and become a licensed CPA within two years of graduation, opening more doors for advancement.

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

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CWU accounting students give back to the community by hosting the Volunteer Income Tax Assistance program (VITA) which provides free tax preparations for residents living in central Washington. Beta Alpha Psi (BAP) members complete additional training in preparation for VITA and are supervised by faculty when meeting with clients allowing them to gain tax preparation experience prior to graduation.

Accounting student Kaili Nance was a student volunteer for VITA, "I got to work with community members and learn different ways to do taxes and save people money. I actually helped someone save \$1,000 on their taxes!"



**STEPHANIE KELSEY, Accounting Student, Intern, Office of the Washington State Auditor**

Stephanie evaluated state and local governments' financial audits to verify their accountability. "I can honestly say that my internship experience at the Washington State Auditor's Office has been one of the biggest highlights of my college career. I have learned so much more about auditing and accounting than I ever thought I would, and the internship has made me grow as a professional and as a person."



**YOSELIN PEREZ, Accounting Student, Tax Intern, Moss Adams**

"My advice for Latinas interested in accounting is 'go for it' and don't let anyone tell you it is impossible. Public accounting is demanding, but most firms are flexible and willing to work with you. Don't be afraid and do what you are passionate about. You will be happier with your choice."



**Beta-Alpha Psi- Accounting & Finance Club**

# Economics

## Telling Data Stories

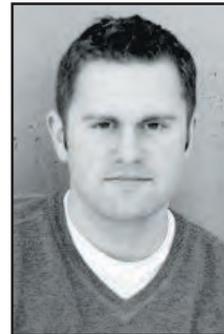


Cannabis Caucus Student Presenters

**Economics is the study of decision making.** Economists gather, manage, and analyze economic and business data to understand and predict trends so decision makers can make informed choices. Microeconomics focuses on developing theories about issues such as profit maximization, individual purchases, firm growth, etc. at the personal or company level; while macroeconomics focuses on decisions at a national level such as interest rates, money supply, unemployment, and more. Offering a low student-to-faculty ratio, each student receives individualized attention and mentoring from highly skilled faculty. Students in this program are actively encouraged to pursue faculty-guided individual studies and internships relevant to the field, with a particular focus on developing their quantitative skills. The Economics Club connects students with a group of peers and provides opportunities for motivated students to take up leadership roles within their field, attend professional conferences, and conduct industry-relevant research. CWU offers multiple specializations and minors in the economics area, including the newest minor in Business Analytics, to help students diversify their skills.

## CWU Economics Association

CWU College of Business strives to bring industry leaders to campus events in hopes of broadening the knowledge of our students and community members. The Economics Department hosted a Cannabis Caucus, focused on the trends, challenges, and opportunities in the Pacific Northwest cannabis industry. It was the first academic Cannabis Conference in Washington State with the goal of launching CWU's Interdisciplinary Cannabis Academic Center. Economics Club members conducted a pricing analysis on recreational marijuana legalization in Washington. CWU College of Business Senior, Kenneth Zummach stated, "Students who attended the Cannabis Caucus received a live-action look at how the industry is evolving."



### **DANNEL FISCHER,** **Economics Alumnus, Data** **Analyst, Anderson Hay**

"I use critical thinking and creativity to tell compelling data stories," Dannel said. He works heavily with the information technology department to organize data into reports, which are utilized by company executives to make large-scale decisions. It's like, "taking the jargon out of economics and turning it into real English." Since graduating, Dannel has returned to Central to speak to the Economics Club. He stresses the importance of creating strong relationships through students' time while at CWU, "your friends are a big deal; be nice and treat each other well, including professors." Dannel believes having the ability to connect with and understand people of other backgrounds and cultures has allowed him to have success working for an international company. To him, working with numbers is only a part of the job.

## Economics Specializations:

**General Economics**  
**Economic and Business Forecasting**  
**Managerial Economics**



**CWU Department of Economics**

# Business Administration

Women Mean Business



**CWU offers a traditional Business degree with specializations in Finance, Human Resource Management, Leadership and Management, Marketing Management, Personal Financial Planning, and Supply Chain Management.** The structure of the program provides each student with a broad understanding of business, while getting an introduction to finance, management, supply chain, marketing, business analytics, economics, information systems, and accounting. Students then choose a specialization, helping to set themselves apart from others in the industry. The business program at CWU emphasizes the student/faculty/industry relationship by incorporating faculty-guided applied projects in classes and engaging industry in the development of class curriculum. The philosophy is embodied in the college mission: We launch students toward a better future by engaging them in industry-relevant, student-centered programs driven by strong partnerships between students, faculty, and business professionals.

## Women in Business Club

WIB is open to all CWU students and strives to create an open and safe environment for women to dialog about issues in the workforce. WIB hosted their annual conference, "Be Visible, Heard, and Credible" where the vice president of Harborstone Credit Union, Stephanie Nicklaus, opened the conference. Her key points were to make your opinion heard, take pride in what you do, and, most importantly, "when you ride the elevator to the top, make sure to send it back down for someone else."



### **JULIE PENWELL, Intern, Lakeview Financial**

Through the CWU Business Mentoring program Julie Penwell was placed with Julie Back, CFP, Advisor and Principal at Private Ocean. With constant communication, and company visits, Penwell believed her growing relationship with Back helped land her the internship opportunity. Penwell's advice, "Build a mentor relationship. Although I had a less traditional route to my internship, I believe the best step a student can take is to reach out to a professional in their field of interest and build that mentor relationship. Even if that firm/professional does not have an internship opportunity they will likely know other companies and professionals that do."



# Personal Financial Planning

Evolving into Financial Counselors



**Financial planning professionals are uniquely qualified to help people solve financial problems and make plans to achieve their financial goals.** CWU offers the first Financial Planning program of its kind in the state of Washington. Our CFP (Certified Financial Planner Board of Standards, Inc.) Board-Registered Programs are designed to adhere to rigorous standards and prepare graduates to sit for the CFP Certification Examination upon graduation. When they pass the 10-hour, two-day exam, graduates must complete an additional 6,000 hours of relevant practice to become a CFP Board Certified Financial Planner. Graduates will enter positions at smaller advising firms, banks, accounting firms, national financial planning firms, brokerages, and other financial service providers. Starting in roles such as client service specialists, graduates can find themselves in client-advisory positions within the first five years. According to the Bureau of Labor Statistics, the financial advising profession is growing fast due to current professionals retiring and more people seeking financial planning support. *U.S. News & World Report* identifies financial advisor as the eighth-best business job and 18th-best paying job for graduates.



**KYLLE ROBERTSON,  
CWU Business Ambassador,  
Intern, Northwestern Mutual**

CWU football player Kyle Robertson, hung up his helmet to focus on his dual business degrees. He said, "Collegiate sports equipped me with time management and prioritization skills first quarter on campus that have helped me throughout my academic career." During his junior year, at the CWU Career Fair, Kyle was selected as a Northwestern Mutual Summer Intern, which focused on "networking and meeting with clients to explain the benefits of having financial security." His take away was, "the importance of developing a long term financial plan, as well as knowledge on different financial tools."



**DANIELLE BRANDLI,  
Financial Planner, Kutcher Benner Barsness  
& Stevens, Inc.**

About her college career, former CWU soccer player Danielle Brandli said, "I often set the bar higher for myself than others would. Splitting time between athletics, academics, and other activities required time management and organizational skills." Balancing an athletic career and academics prepared Danielle for, "working efficiently and having the ability to juggle tasks in an office environment. Plus, the competitive nature of a collegiate sport has carried over to my career, and I enjoy pushing myself to produce great work." Danielle's influence is still strong on campus as she currently volunteers for the CWU Business Mentoring program, "I love helping others. Being a mentor allows me to build new relationships, connect people with similar interests to each other, share my experiences, and help students figure out their career paths."

**PFP@cwu.edu**

# Marketing

NEW ORLEANS



**Marketing is a fast-paced field of study that offers the opportunity to work in many different industries.** Marketing is often described as the “face” of a firm, but in reality marketing goes much deeper. It is the core of any organization that is able to successfully interact with entities outside the organization. Marketing serves as the coordinating function across all parts of a company to ensure that the firm’s goals are achieved, and its customers are satisfied. A degree in Business Administration: Marketing Management offers extensive opportunities to enter a wide variety of businesses in many different positions. In our marketing program, students learn from highly qualified, award-winning faculty who are dedicated teachers and well-published researchers, with hands-on work experience. Graduates from this program go on to careers in customer relations management, sales, advertising, and marketing research, among others. Graduates have received job offers from major companies such as Amazon, Boeing, Microsoft and Starbucks, as well as many smaller firms.

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## Central Marketing Association

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CMA fundraised more than \$22,000 to send 16 members to New Orleans for the American Marketing Association (AMA) International Collegiate Conference. CWU business students met with national recruiters and networked with industry leaders.



**ERIK RAMIREZ,  
Marketing Student,  
Coca-Cola First-Generation  
Scholarship Recipient**

“At the AMA conference I dialogued with representatives from TEKsystems, Aerotek, and ABC Supply Company. I gained extensive knowledge about professional opportunities in their companies while providing feedback on how my past experience through CMA could provide value to their companies. It was worth every sacrifice I made as a club officer to attend the AMA conference.”



**BRADY RUSCH,  
Marketing Alumnus,  
Market Manager, Expedia**

Brady is an active alum who regularly visits with marketing students to share his expertise at club meetings and the annual Launch Conference, a networking fair that provides seniors opportunities to meet with companies that were hiring to broaden their knowledge about career opportunities within their specialization. “As a Market Manager, I take on the highest value markets within the team. My territory covers Nebraska, Council Bluffs Iowa, and pockets of Colorado. I am the go-to consultant for my partners and my team members.”



**cwu\_mrkt**

# Leadership

## Cultivating Leaders and Managers



Cats in the Capital

Photo ABH Studios

### **Leadership and Management is the perfect specialization for people who truly enjoy working with and leading people.**

Those with a passion for strategic planning and organization will excel in our curriculum. In this specialization, students take courses in leadership, management, decision-making, organizational behavior, and choose electives in areas like international management and entrepreneurship. Professors in this area are known for their passion and individualized approach to teaching. In addition to developing a deep understanding of key concepts and theories, students will have the opportunity to apply what they learn through a major capstone project.

Students graduating with the Leadership and Management specialization have taken jobs at companies including Boeing, Microsoft, Amazon, T-Mobile, Costco, Starbucks, Providence Health & Services, and Nordstrom. They have landed positions in areas such as program and project management, operations, business development, management consulting, and management training. Since managing and leading people are critical to just about any profession, this specialization will help you develop the skills you need for career success.



Photo ABH Studios

### **ALEX HORNING, Business Administration Student, Executive Vice President for the Associated Students of CWU**

"Starting my own business has taught me that, while the technical side is important, business is all about people." Alex's weekends are spent pursuing his passion for photography, which turned into a small business when his friends started asking for graduation pictures. Through word-of-mouth, customers began contacting Alex for engagement photos and professional headshots. Alex believes the initial success of his business was a combination of his technical expertise and interpersonal skills. "During sessions, it is important to make my clients comfortable. Getting clients to open up during a photo shoot makes it a success." Along with his photography business, Alex held the position of executive vice president of ASCWU. He was able to give back to the school and his classmates through giving students the opportunity to develop themselves through co-curricular activities like committees, conferences, and events. "CWU is a special place, and I would not have had the same opportunities elsewhere."



**Associated Students of  
Central Washington University**



**ascwu\_student\_government**

# Finance

NEW YORK CITY



**This specialization emphasizes knowledge and critical thinking skills, and is applicable to all business positions.** It prepares students for careers in corporate financial management, investments, and personal financial management. Our finance alumni have gone on to work at Nike, as a financial analyst; Pexco, as an assistant controller; Allstate, as a liability claims adjuster; Kutscher Rhodes & Benner, as financial assistant; and Provident Funding Associates L.P., as mortgage servicing analyst captain.

## CWU Investment Group

Thanks to CWU finance alumni donations, the CWU Investment Group is operated as a hedge fund. Members research a company, develop a financial analysis, and then present their findings to alumni board members. They currently have several thousand dollars invested in different assets including stocks, bonds, and cash equivalents. Also, thanks to generous alumni, CWU business students Eric Staats, Grant Lawson, Julie Penwell, and Amir Hilahli were selected to attend the Quinnipiac Global Asset Management Education (G.A.M.E.) Forum in New York City. The forum attracts finance experts from all over the world.



### GRANT LAWSON, Accounting and Finance Student

Grant Lawson, named CB Finance Student of the Year for 2018 is involved with Investment Club and is a mentor for the Management 200 program. He was one of the four students selected to attend the Quinnipiac Global Asset Management Education (G.A.M.E.) Forum. "At the G.A.M.E. Forum, we were able to attain deeper insights into the financial-services industry. The event was characterized by an abundance of high-profile speakers with backgrounds in economics, finance, private equity, and investment banking. Speaking with finance professionals about certifications, career fields, and continuing education was an invaluable experience."



### SAM STEWART, Finance and Economics Alumnus, Fisher Investments

Sam Stewart, named CB Finance Student of Year for 2017, was inspired to pursue a business degree following the collapse of ENRON and WorldCom, due to the financial loss his grandfather suffered from poor guidance by a trusted advisor. Witnessing this inspired Sam to diligently research and apply his knowledge to benefit both working class and high net worth investors. "When I first came to Central, I asked my professors where my grandfather went wrong." Sam credits Thomas Tenerelli, finance and statistics professor, as a mentor who laid the foundation for him to become an educated and ethical financial analyst. He continues his involvement with his alma mater by volunteering for the CWU Business Mentoring program. "Having a close relationship with someone in a position you aspire to, short and long term, can put you ahead in developing the skills and wherewithal to climb the ladder to get that position for yourself."

[cwuinvestmentgroup.org](http://cwuinvestmentgroup.org)



CWU Investment Group

# Supply Chain

SEATTLE

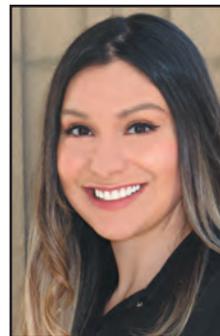


Supply Chain Management Association

**A supply chain is the series of organizations that help to deliver a product or service to consumers.** Those involved in supply chain management play a critical role in understanding demand and delivering products and services. A supply chain can involve getting milk from the dairy farmer to the processor to the grocery store, in the form of products like cheese and ice cream, or the distribution of emergency supplies to those in need after natural disasters. CWU's Supply Chain Management program provides students with the skills and knowledge necessary to enter positions in demand planning, inventory control, logistics, freight management, purchasing, and many other areas. Students have many opportunities, including working with professionals during internships and industry projects, pursuing certificates in Lean Six Sigma (yellow and green belts), and enterprise systems certificates of recognition through SAP, one of the world's largest enterprise software vendors. Graduates are sought after for positions with manufacturing firms, such as the Boeing and PACCAR; service providers, such as Expeditors, Wilson Logistics and JB Hunt; distributors such as Fastenal and ChemPoint, and other global, regional, and local firms.

## The Boeing Northwest Business Case Competition

Teams from CWU, the University of Washington, Western Washington University, and Portland State University competed head-to-head at the Museum of Flight in Seattle. Students utilized the knowledge that they have acquired from their finance, accounting, marketing, and supply chain courses, and presented their findings to a board of directors. Presentations were judged on research, team dynamics, and finding the best solution for the procurement situation. Successful participants received offers for the summer internship program.



### MARIA SANCHEZ, Supply Chain Student, The Boeing Company

Within her first quarter at CWU, Maria was selected to work with the CB Business (CB) Ambassador Team. "Being an ambassador prepares you for the real world by providing you with a working environment [in the CB Dean's office] that allows you to collaborate with other students, professors, and alumni." Through the CWU Business Mentoring program, Maria was paired with CB Alum and Boeing Employee, Tasha Oney, "who has given me a lot of insight into the world of supply chain management (SCM). She was an ambassador here, majored in SCM, had an internship at Boeing, and now works there as a procurement agent. I feel like I'm following in her footsteps."



### ALEXANDRA LEONG, Finance and Supply Chain Alumna, The Boeing Company

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



**CWU-Supply Chain Management Association**

# Human Resource Management

Advocating for the Humanity in Business



**Human Resource Management (HRM) is one of the fastest growing fields in business.** The job of HR manager, with a median salary of \$85,000 and thousands of openings, is ranked as the fifth best job in America according to Glassdoor. By specializing in HRM, students will take applied coursework in employment law, employee relations, staffing, training and development, compensation, strategy, and will often incorporate an internship as part of their studies. Our courses are taught by professors internationally who know for their HRM and organizational behavior research. Students are exposed to current trends, best practices, and innovative research. After graduation, our graduates take on exciting roles in many firms, from start-ups to Fortune 500 companies such as Boeing, Amazon, and Starbucks. These roles usually begin as an HR generalist, recruiter, trainer or HR manager, but all lead toward managing a company's greatest risk and most valuable asset: its people.

## Society for Human Resource Management (SHRM) Club

Congratulations to the CWU student chapter for earning the SHRM Superior Merit Award, and a special thank you to the faculty advisors, Nancy Graber Pigeon, James Avey, and Todd Weber. SHRM is the world's largest human resources professional society, representing 285,000 members in more than 165 countries. Club activities include chapter fundraising, hosting seminars featuring business professionals and alumni, and attending the SHRM national conferences in alternating host cities such as New Orleans, Chicago, and Las Vegas.

### « KIARA HICKEY, HR Student, SHRM Vice President

Kiara is specializing in human resources as a Business Administration student, serving as vice president of the CWU SHRM student chapter. "SHRM has provided me with various means of networking and meeting HR professionals. From these connections, I have been able to gain relationships that I still keep in contact with today. They are more than happy to provide advice as well as further opportunities to assure my success."



### MICHAEL MITCHUSSON, HR Alumni, Naval Facilities Engineering Command Northwest

Michael was one of the many Alumni in attendance at Launch and was on an HR panel where he got the opportunity to share his expertise with students. When reflecting on this event he said, "It was a great reminder that when you lock a bunch of passionate HR students and practitioners in a room that an hour goes by quick! In all seriousness, I hope Launch was as motivating for the students as it was for me. I took a resume with me from a HR senior and have already sent it to several hiring managers."

# Entrepreneurship

Owning the Means to Your Success



Entrepreneur Students

**One of the most exciting things to do is to change the world with your own ideas.** CWU's Plunge Program is an entrepreneurship-focused minor where all students start their own profit or non-profit business. Whether a student has an idea they want to try, or want help with developing an idea from scratch, this program engages them in an intensive product-development track to generate a market-tested product or service from which to build a successful venture. This program is one of the most productive for student business startups in the Pacific Northwest. Students in the program are mentored through competitive tournaments, skill and habit building, public speaking, and professional behavior. Constructive feedback and professional mentoring are essential to the development of entrepreneurs. The program curriculum is built on the premise that entrepreneurship is a choice, not an innate talent or trait, and that anyone can become an entrepreneur.



**BILL PROVAŽNIK,**  
Entrepreneurship Faculty

"Save part of your life every week for one developmental activity, like starting your own business, learning another language, or volunteer work. It may lead you to a job you never thought you would like, or to a place where your faculty comrades are amazing and where the students show you that the world will be in good hands in the future. For me, it was a place called Central Washington University's College of Business."



**ERNIE KILBURN,**  
Entrepreneurship Student,  
Owner of gigglyfeet

CB Management Student of the Year for 2017 Ernie Kilburn is transforming the world of medical devices. Ernie has spent countless hours observing the needs of nursing home patients in order to develop a product especially for them. The most common place for nursing home residents to fall is within six feet from their chair. This happens because the individual "parks" their walker against a wall, then tries to make it to their seat unassisted. "The walker is seen as a blemish on their life," she said. To address this problem, Ernie created gigglyfeet. Her first product line, the creative devices come in many different designs that attach to the bottom of walkers and help with mobility, as well as adding unique character.

# CWU LatinX

CHICAGO

United States Hispanic Leadership Institute



**For the third year in a row, CWU sponsored a group of LatinX students to attend the United States Hispanic Leadership Institute (USHLI) National Conference in Chicago.**

USHLI provides professional development opportunities for LatinX students by engaging them with top tier LatinX professionals in the areas of business, government, and education in a variety of activities ranging from workshops, forums, banquets, and keynote presentations. Twenty-six CWU candidates were selected out of a pool of one hundred to receive full sponsorship to the conference. Applications were reviewed on the criteria of strong academics, leadership, and community service. Following USHLI, CWU LatinX students reported an increase in awareness of current political issues and a stronger historical understanding of social movements. Additionally, they showed heightened engagement on and off campus.

Of the 26 students who attended, nine were CWU business students. "The Dean's Office is committed to supporting CWU LatinX students as they fundraise to send delegates to the USHLI National Conference. Each year CB students discuss this conference as being a pivotal moment in their college careers and hope that we can make this program available to more students of color across campus," said Christopher Mendez, Director of CB Engagement and Outreach. Those interested are encouraged to learn more at [latinx@cwu.edu](mailto:latinx@cwu.edu).



**DANIEL LARA, Accounting and Supply Chain Alumnus, Target Corporate**

"The USHLI conference is by far one of the best conference I have attended. Amongst the abundance of powerful and dynamic motivational speakers, my favorites were the chairman & CEO of Pinnacle Group, Nina Vaca, Chief Education Officer of IDQ Group Incorporated, Mateo R. Magdaleno, Head of multicultural marketing and sales for PepsiCo, Richard P. Montanez, and many more. I also had the honor of meeting the great Dolores Huerta, the civil rights activist who, alongside Cesar Chavez, founded the United Farm Workers association. I left the conference emotionally empowered to stay bold, fight, and persevere despite setbacks within American society. Truly, an amazing experience."

**LUPE CAMPOS, Supply Chain Alumnus, Genie Corp**

"Representing CWU at the college fair and speaking to hundreds of young latino/a leaders, as well as learning from and meeting revolutionary successful latino/a leaders whom I have only heard and read about, is what made USHLI such an incredible opportunity. The most impactful leaders there were civil rights activists Senora Dolores Huerta, founder of USHLI, Dr. Juan Andrade, former U.S. Secretary of Transportation and Energy, Federico Pena, VP of Multicultural Sales at PepsiCo, Richard Montanez; and many more who have dedicated their entire lives to advocating for equal rights in the work force and the advancement of the LatinX community through education and civic engagement."

[latinx@cwu.edu](mailto:latinx@cwu.edu)



CWU LatinX



[cwulatinx](https://www.instagram.com/cwulatinx)

# Latinas in Leadership

ELLENSBURG

Photo ABH Studios



**EDITH ROJAS,  
Marketing Student,  
First Latina elected as  
President of the  
Associated Students of CWU**

"As a female, let alone a Latina, it is intimidating and not very common to see Latina leadership. No matter how prepared I was to run for this position, I still had people telling me to consider doing different things or to explain over and over why I wanted to run for president, almost as if those individuals didn't think I was qualified. From this experience, I learned to always believe in yourself and do the things that have never been done. No one that has ever made history let anything or anyone hold them back."



**TAYLOR LOPEZ,  
Accounting Student,  
Intern, Kitsap Auditing  
Department**

"The CB Dean's Office has supported me in all my endeavors from mock interviews with the Associate Dean, resume checks from the Assistant Director, to professional references from the faculty and staff. The amount of resources and support the CB Dean's Office has offered me is a main reason why I was offered the internship position. I am very grateful for the CB staff and faculty who have shaped me as a young professional immensely."



**MARISOL SANCHEZ,  
Supply Chain Alumnus,  
The Boeing Company**

"Get involved on campus," she recommended. "It's important to meet people, so join a club or get an on-campus job your first quarter on campus. Also, I had amazing relationships with my professors who have helped me academically and have given advice regarding internships and career aspirations. Before coming to CWU, I never knew what it felt like to attend a school that felt like a family. CWU business professors genuinely want to see their students succeed both inside and outside of the classroom, and they will do whatever it takes to help you reach your goals."

## SOURCE

SOURCE award winners spoke about working on the CWU's initiative of becoming a Hispanic Serving Institute by creating the CWU LatinX club. This will allow the increase of visibility of students of color on campus, form professional development opportunities, and create fundraising avenues to send students to the USHLI national conference.

*Left to right: Erik Ramirez, Bethany Lamas, Maria Sanchez, Carmen Gonzalez, Diana Franco*



**CWU SOURCE**



**cwusource**

# Wildcats in Paris

PARIS



**CWU business students spent their summer picnicking in front of the Eiffel Tower, savoring French cuisine, and visiting the headquarters of Paris's most famous luxury brands.**

Students from all around the world studied alongside CWU's undergraduates at our partner university ESSCA (Ecole Supérieure des Sciences Commerciales d'Angers/Higher School of Commercial Sciences of Angers). In addition to learning international business and luxury brand management, curricula required participants to visit the Balenciaga exhibit at Musée Bourdelle and do a scavenger hunt around the Avenue des Champs-Élysées. On the weekends students ventured to neighboring countries including Spain, England, Italy, Denmark, Germany, Monaco, Belgium, and Croatia.



**ALLY MACNAB,  
Human Resources Student,  
CWU Business Ambassador**

"I got the opportunity to collaborate with students from Mexico, Australia, Germany, the Philippines, France, Turkey, and Japan. Studying abroad taught me how to work through communication barriers that arise from cultural differences. I encourage future attendees to take advantage of the cheap travel between European countries and seek out air-conditioned museums."

**CODY HART,  
Marketing Alumnus,  
Nordstrom**

"My advice to anyone considering living, working, or studying abroad would be to simply do it. It's too easy and convenient to make excuses not to: it's expensive, I don't speak the language, it's uncomfortable, I don't know what I'm doing, what if something goes wrong. I'm sure your experience will be similar to mine, in that you'll find that the similarities vastly outnumber the differences and that, at the core, most people are truly benevolent and overwhelmingly welcoming towards others."

**#ParisWildcats**

# Advising Corner



Advising Staff

## Quality academic advising is critical to a student's success.

In CB, our professional advisors and faculty advisors work hand-in-hand to ensure students discover their ideal path to graduation and future careers. From the moment a student declares a major with the CB, they begin working with professional advisors who will guide them through their academic coursework towards graduation. Professional advisors are a great resource and help students create a plan for success and timely graduation. Professional advisors provide a touchstone during a student's journey by teaching their advisees how to use all the tools available to them and how to connect with resources on campus.

Once students are through the basic foundational coursework, they are connected with a faculty advisor who will provide additional academic advising, career guidance, and support. Faculty advisors provide expert advice regarding elective options, career and internship opportunities, and how to be successful in the business world. Our faculty take the time to get to know our students and connect beyond the classroom.

Faculty and professional advisors provide invaluable support to your success, and they cannot wait to meet you!

## CB Mentoring

CWU Business (CB) Mentoring and CB Ambassadors connect students with professionals and peer mentors who are successful in their field and willing to share their expertise. The goal of the program is to develop the Mentee's professional and personal growth by enhancing networking, decision-making skills and career-related knowledge.

Submit your application to be paired with a mentor at [cwu.edu/business/mentoring](http://cwu.edu/business/mentoring) or contact [cb@cwu.edu](mailto:cb@cwu.edu) with questions.



CB Ambassadors

## TO DO LIST!

- Meet your Advisor
- Join a CB Club
- Request a Professional Mentor
- Apply for Internships

# Launch Your Business Career



## Majors, Specializations, and Minors

**MAJORS:** Accounting, Business Administration, Economics, and Personal Financial Planning

**SPECIALIZATIONS:** Economic and Business Forecasting, Finance, General Economics, Human Resource Management, Leadership and Management, Managerial Economics, Marketing Management, Personal Financial Planning, and Supply Chain Management

**MINORS:** Accounting, Business Analytics, Economics, Entrepreneurship, Finance, General Business, Human Resource Management, Sport Business, and Supply Chain Management

### SOCIAL MEDIA:



### CONTACT CWU BUSINESS:

**cb@cwu.edu • 509-963-1910**



**CWU**  
College of  
Business

QUALITY • OPPORTUNITY • VALUE

#### CB MISSION

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



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