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VOYAGE





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Dean's Message



Jeffrey Stinson

Hello Wildcats:

Welcome to *Voyage*. We are so excited to embark on a new vision for our annual publication. While for some, it may be disheartening to see the *Beacon* title retired, the majority of alumni participating in our fall voting campaign chose *Voyage* to reflect our ongoing mission and commitment to students, alumni, and CB friends.

The CB mission statement is to “launch students toward a better future by engaging them in industry-relevant and student-centered programs driven by strong partnerships between students, faculty, staff, and business professionals.” Throughout the college, we are heavily invested in this mission. As you may know, our annual graduating senior networking conference is named LAUNCH. We’ve also branded our student recruiting materials around this concept. *Voyage* reflects the post-launch continuation of the student/alumni journey. We hope this branding captures our intent to support our students, alumni, and friends throughout their lives, not just up to the point of launch. As we all know, learning is a lifelong endeavor, and we hope this new name does justice to the many accomplishments and contributions of our alumni, as well as reflecting the ongoing relationship the CB hopes to maintain with each of you.

Within this issue of *Voyage* we share the accomplishments and connections of our students, alumni, and faculty/staff. To accomplish our mission, we all must play a role. Throughout these pages, we will highlight accomplished students eager to learn, seasoned alumni supporting students through their direct contributions to the college, and dedicated faculty/staff leading the college’s teaching and research accomplishments. We have also for the first time created an alumni notes section, where we hope you will be able to share your voyages, inspiring current students and fellow alums.

Voyage reflects our lifelong journey. CB is proud and excited to be on that journey together with you. We hope you enjoy this issue, and, as always, GO CATS!

Jeff

A handwritten signature in black ink, appearing to read 'Jeff Stinson', written over a light gray background.

Jeffrey Stinson, PhD
Dean, College of Business

COLLEGE OF BUSINESS MISSION

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

VOYAGE

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The continuing accreditation validates the
work of the College of Business to link
students with current and emerging trends
and practices.



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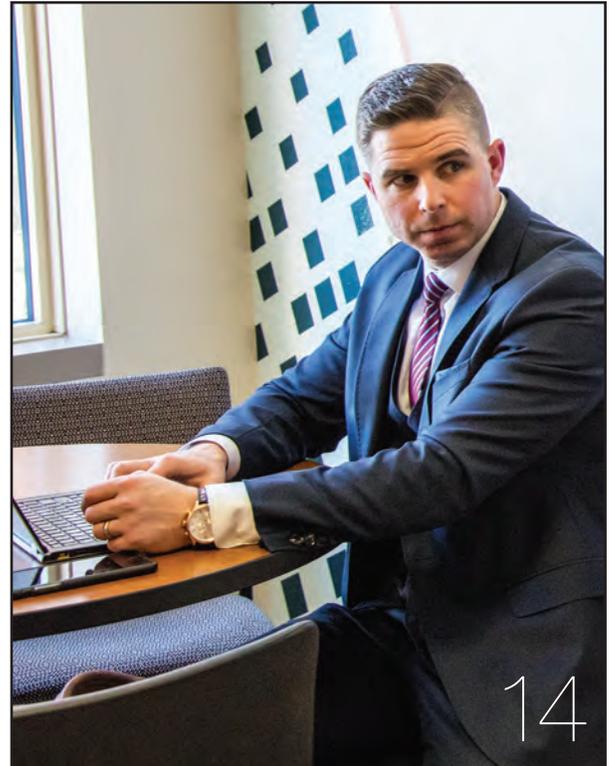
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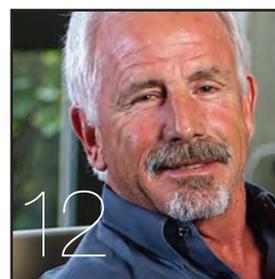
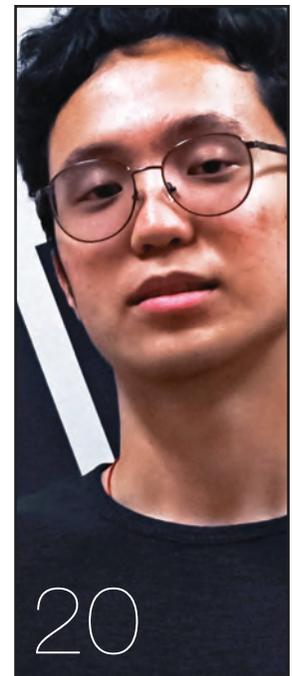
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IN THIS ISSUE



ON THE COVER: Jordan Thayer (business administration, '09) is escorted by CWU business student, Alvaro "Gonzo" Gonzales, during his recent return to campus to speak to Management 200 students and the Association of Latino Professionals for America.

New Model of Mentorship

“Having the honor of being a part of such a forward-thinking and inclusive community showed me how any college’s strongest resource is its student and alumni network.”

Emily Wilson

With almost two dozen College of Business student mentee and alumni mentors paired, this year marks an exciting development for the CB Alumni Mentorship program. In partnership with University Advancement, the college is relaunching the program under the guidance of its new Alumni Relations Coordinator, Emily Wilson.

Wilson received her BA in creative writing and ethics from Oberlin College. At her alma mater, Wilson served as the alumni intern for the Bonners Scholars Program, a national scholarship program for first generation, under-resourced, and students of color.

“Having the honor of being a part of such a forward-thinking and inclusive community showed me how any college’s strongest resource is its student and alumni network,” Wilson said.

She also received her MFA in creative writing from the University of North Carolina Wilmington and taught as an English adjunct instructor.

Emily Wilson



“The position of Alumni Relations Coordinator is perfect for me,” Wilson said. “I’m able to use my teaching and writing skillset in service of my two favorite goals—student development and alumni engagement.”

More than once, Wilson admitted to tearing up after introductory match meetings.

“CB students and alumni have connected immediately and deeply over a myriad of shared experiences—from owning the same breed of dog or having the same Myers-Briggs personality type to being single parents working their way through school or entering the professional worlds of accounting and finance to help families avoid the financial insecurities they themselves grew up with.”

Mentorship has proven to be an effective retention tool, and it’s clear that both students and alumni benefit.

“Students get individualized attention and advice from alumni who are successful in their fields,” Wilson said, adding, “and alumni get the professional development opportunity to serve as mentors.”

Through the program, student mentors and mentees meet at least once monthly, either in-person or virtually, to work towards professional development goals established by the students. Mentors for the 2019-2020 year are employed by Boeing, Amazon, Microsoft, CLA, Moss Adams, and more.

Wilson said she will continue to recruit alumni mentors for the 2020-2021 year through the summer months. Those interested in applying to serve as a mentor can email Wilson at Emily.Wilson3@cwu.edu.

“Given the success of this year’s re-launch, I’m very much looking forward to watching the CB Alumni Mentorship program expand in the forthcoming years,” Wilson said.

The Mentor: Brittany Lewis

Brittany Lewis (accounting, '11) has a similar story to many CB alumni who graduated in the late 2000s and early 2010s.

“Leaving CWU, I don’t think I was as prepared as I could have been to take on the job market at the height of [The Great Recession],” she recalled. But it was that experience that led Lewis to decide to become a mentor in the CB Alumni Mentorship Program.

“My goal [as a mentor] is to help [current] and former students feel better prepared to take on the uncertainty that the world will throw their way,” she said. “If I can help just one person, I think my time and effort were used in the best way possible.”

Lewis, who served as a mentor for the program’s relaunch this year, was also a mentor to current senior Ashley Masters (economics and finance, '20) last year.

“It has been an absolute privilege to get to know Ashley,” Lewis said. “I am happy that she felt I was a safe, impartial person to bring questions to when she was unsure of what her next professional step should be. I also learned a lot about her dreams and where she wants to go next, which inspired me to start thinking about my dreams again.”

Masters said the experience of having Lewis as a mentor was so rewarding that she volunteered to be a student mentee again for the program’s relaunch.

“I chose to become a student mentee because I wanted to grow my network and receive professional feedback on things such as career paths, my résumé and cover letter, and to have someone to turn to for any sort of professional advice I may desire,” she said. “Through my mentorships, I have received all of these things and more. These relationships have been crucial to my confidence and career development.”

College of Business thanks both Masters and Lewis for participating in our Alumni

Mentorship Program. Lewis embodies the importance of continued alumni engagement and how mentorship enriches both the student and alumni experience. Once a CB Wildcat, always a CB Wildcat.

Brittany Lewis



Many Faces of Entrepreneurship

On a cloudy Tuesday in November, a few hundred high school students from central Washington filed out of buses and into the lobby of the Seattle Marriot Convention Center.

As participants in the Many Faces of Entrepreneurship (MFE) conference, they were feeling excited and a bit overwhelmed by what was ahead. They were embarking on an all-day immersive experience that would challenge them in new ways.

Management 200 mentors explain the rules of MFE to high school students.

After checking in, the students were divided into teams and tasked with creating pet-containment units. From product design to procurement to marketing pitches, the student teams were responsible for every step in the product development process. Guided by Management 200 student mentors from CWU, the final four teams squared off in a Shark Tank-style pitch before four Super Judges, all professors, educators, and entrepreneurs themselves.

The final results were impressive. The students displayed creativity and ingenuity in developing their projects. From water-protected power outlets for a tank for jellyfish to a multi-perch birdhouse for bats and owls, the high school students developed a host of imaginative solutions.

The students were equally creative with their sales tactics. One group offered a, “Buy One, Get One” deal on their product, while another donated \$5 to a wildlife rescue nonprofit for every one of their products that was sold. The Super Judges had difficult decisions to make as all the teams truly exemplified the spirit of entrepreneurship.

The November conference was followed by two more in February: one in the Tri-Cities and one in Yakima. Generously funded by I4IE and the Herbert B. Jones Foundation, MFE is CB’s “hallmark outreach program,” according to Dean Jeff Stinson.

“One outcome of the program is to demonstrate to these students that college is an attainable, worthy goal,” he explained. “In the state of Washington, less than 50% of current high school students perceive the return on investment of a college education to be worth the cost. This means colleges often have to demonstrate that a degree is a worthwhile goal. MFE does just that, and aligns with Central’s mission to provide access and opportunity to [local high school] students.”

CB Development Officer Dennis Reed, who was also in attendance for the Seattle MFE,



ALUMNI PROFILE:

THE SUPER JUDGE: ANGY MEROLA

For Angy Merola (accounting, '95), the Many Faces of Entrepreneurship (MFE) conference in Seattle was her first experience with the outreach program. Merola, however, is no stranger to on-campus engagement opportunities. She serves as a part-time lecturer and as chair of the CWU Foundation Board.

“[Associate Professor of Management William Provaznik] asked me if I was interested. I said ‘yes’ because it reminded me of a high school program I attended called Business Week,” she said. “[MFE] was an abbreviated version done in one day, which intrigued me.”

With hundreds of high school students involved in the conference, Merola was impressed by how CWU’s Management 200 mentors were able to structure the day’s challenging itinerary.

“The organized chaos! Although we were at a hotel that had a bunch of construction and the students were spread out everywhere, the mentors were excellent,” she said. “They were great at keeping track of time and encouraging the teams to make progress and work together.”

Merola’s professional history made her a perfect Super Judge for the day’s activities. As founder of Conta Consulting and former Vice President of Finance for Zulily, Inc., Merola was able to offer the high school students insightful advice about the financial feasibility of their product designs.

To CB alumni looking to become more engaged, Merola asks: “What are you waiting for? There’s plenty for all of us to do to help our students continue to thrive—it takes a very, very big village.”



Angy Merola

“One outcome of the program is to demonstrate to these students that college is an attainable, worthy goal.” Dean Jeff Stinson

Angy Merola checks in with Management 200 mentors.

said the results speak to just how much effort and how many resources pulling off a conference of this magnitude takes.

“What looks like a well-oiled machine the day of the event takes months of preparation, logistics planning, and funding,” Reed said. “From securing a facility large enough to host this event and bussing hundreds of students to and from locations, to recruiting local business professionals to serve as mentors and judges, MFE provides a unique access and outreach opportunity that is worth the expense and effort.”

If you’re interested in helping support MFE outreach efforts, please contact Reed at Dennis.Reed@cwu.edu.





Tennecia Dacass



Han Donker

Our Forward-Thinking Faculty

One of the best ways to ensure students receive the highest return on investment with their College of Business degree is to hire innovative professors who excel in their industries. With that in mind, the following highlights two of the college's newest additions as well as the pedagogical advancements of two others.

Tennecia Dacass

“Dr. Tennecia Dacass is inspiringly passionate about our club members and economics,” according to Nathan Heile, a senior and president of the Economics Association. “She consistently strives to implement new and improved ideas that benefit us all.”

Dacass, who joined CWU as an assistant professor of economics in September 2019, has already made a tremendous impact on her students. In fact, the ability to build strong relationships inside the classroom was a draw for Dacass.

“When I found out that Central had a student-focused culture, I knew I would be happy here,” she said.

Prior to arriving at Central, Dacass attended Kansas State University, where she earned her MA and PhD in economics, and the University of the West Indies, Mona, in Kingston, Jamaica, where she earned her Bachelor and Master of Science in economics.

Dacass has focused her research on labor economics and public economics. In particular, her work has focused on immigration and the earnings of immigrants in the U.S. and the importance of English language proficiency to their economics success.

As the faculty advisor for the Economics Association, Dacass said she is excited about a project they're developing called the Student Price Index (SPI). The project will calculate and monitor price changes on campus and in Ellensburg and how that might affect the student body at large. She expects the project to roll out later this year.

Han Donker

Less than a month into his new position as Department of Accounting Chair, Han Donker, PhD and CPA, has already noticed a difference in the culture of Central Washington University when compared to the campuses on which he previously taught.

“[College of Business] faculty and administration are very hands-on and practical,” Donker said.

Prior to joining CWU's faculty, he taught in the College of Business and Public Policy at the University of Alaska Anchorage, where he served as professor of accounting.

A prolific researcher, his work has been published in various top-tier academic journals and was recently cited by Nobel Laureate Amartya Sen. Prior to entering academia, Donker worked for 10 years as an internal auditor with KPN Telecom, allowing him to bring both a professional and international perspective into the classroom.

Not only did he develop the master's degree program in Financial Law at Erasmus University in Rotterdam in the Netherlands, he also launched the Master of Science in Business Administration at the University of Northern British Columbia in Canada.

As Central anticipates launching its own MPA in Fall 2020, it would be difficult to find a better candidate to aid in that mission than Donker. He said he looks forward to continuing to grow CWU's successful accounting program and to fostering an environment that is “student-centered and research-minded.” Join us in welcoming him to the College of Business.

“Increasingly, studies have shown that emotional intelligence is just as or more important than technical skills in terms of hiring ability and organizational effectiveness.” Anderson Parks



Anderson Parks

How High is Your EQ?

According to a 2011 survey conducted by Career Builder, 71% of hiring managers report valuing an employee’s emotional intelligence (often referred to as emotional quotient or EQ) over their actual IQ.

That inspired Anderson Parks, a lecturer in management who joined CWU in 2017, to create inventive and meaningful curriculum to bring emotional intelligence to the forefront of education.

“Many of the students I mentor post-graduation have expressed a need to improve their interpersonal skills,” he said.

To address the growing demand for EQ studies, Anderson designed the Emotional Intelligence for Professionals Course for undergraduates and the Emotional Intelligence for Professionals Continuing Education Certificate for working professionals in the Seattle metro area.

The five-week certificate is designed as a workshop with a heavy focus on in-class interactions including activities, debriefs, and case studies—a structure Parks describes as being similar to that of a typical corporate training program.

Weekly topics include self-awareness, social awareness, and relationship management. Students will even be taught how to use mindfulness and empathy in the workplace and also how to market their certificate to potential employers.

“Increasingly, studies have shown that emotional intelligence is just as or more important than technical skills in terms of hiring ability and organizational effectiveness,” he said.

“Highly-Mobile, Recruited, and Rewarded:” The New Face of HR

James Avey, Professor of Management and Distinguished Professor of Research, has seen two major changes in the field of Human Resources since his tenure at Central Washington University began in 2007.

“First, the need to interface with multiple layers of complex technology puts new demands on HR professionals (and how we at [CWU] prepare them),” he said. “Second, the stereotype of an HR person who files employee records and maintains ‘compliance’ is long gone. HR professionals today need to be able to set strategy toward [their employer’s] organizational mission, establish KPIs to monitor performance, and earn credibility through HR solutions[.]”

To ensure CB graduates are adept at handling these changes, Avey was at the forefront of designing the new Master’s Certificate in Professional Human Resource Management.

Avey, whose research on positive psychological capital and ethical leadership has appeared in popular media outlets such as *The Wall Street Journal* and *The Huffington Post*, says the certificate is both a way for HR graduates to continue their education and for graduates in other disciplines to enter the field of HR. The certificate is facilitated completely online and consists of six back-to-back classes.

“[The certificate] is absolutely dynamic,” Avey said. “I’m excited to see the program used for people to chase their new dreams and aspirations.”



James Avey

New Online Course Offered by CWU:

Emotional Intelligence for Professionals

Emotional Intelligence is now considered the most important skill of the 21st century and the greatest predictor of leadership, organizational and personal success. Hiring managers across all industries are seeking candidates with these valuable skills and training.

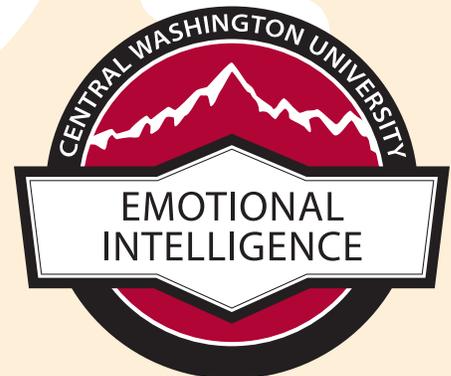
CWU will be offering this online course beginning summer 2020.

Course outcomes will include:

- How to re-frame negative situations into strong learning experiences
- A process to strategically plan effective and influential business conversations that improve personal relationships
- The skills necessary to create a strong personal brand that is rooted in authenticity
- Grounding in the latest science and research so you can build emotionally intelligent teams and deliver training programs in the workplace

Earn university credit and badge

- 6 weeks online with one ZOOM session per week
- Summer quarter 2020
- Format: Instructor led training with in-class case studies.
- Five credit hours



CWU-Lynnwood

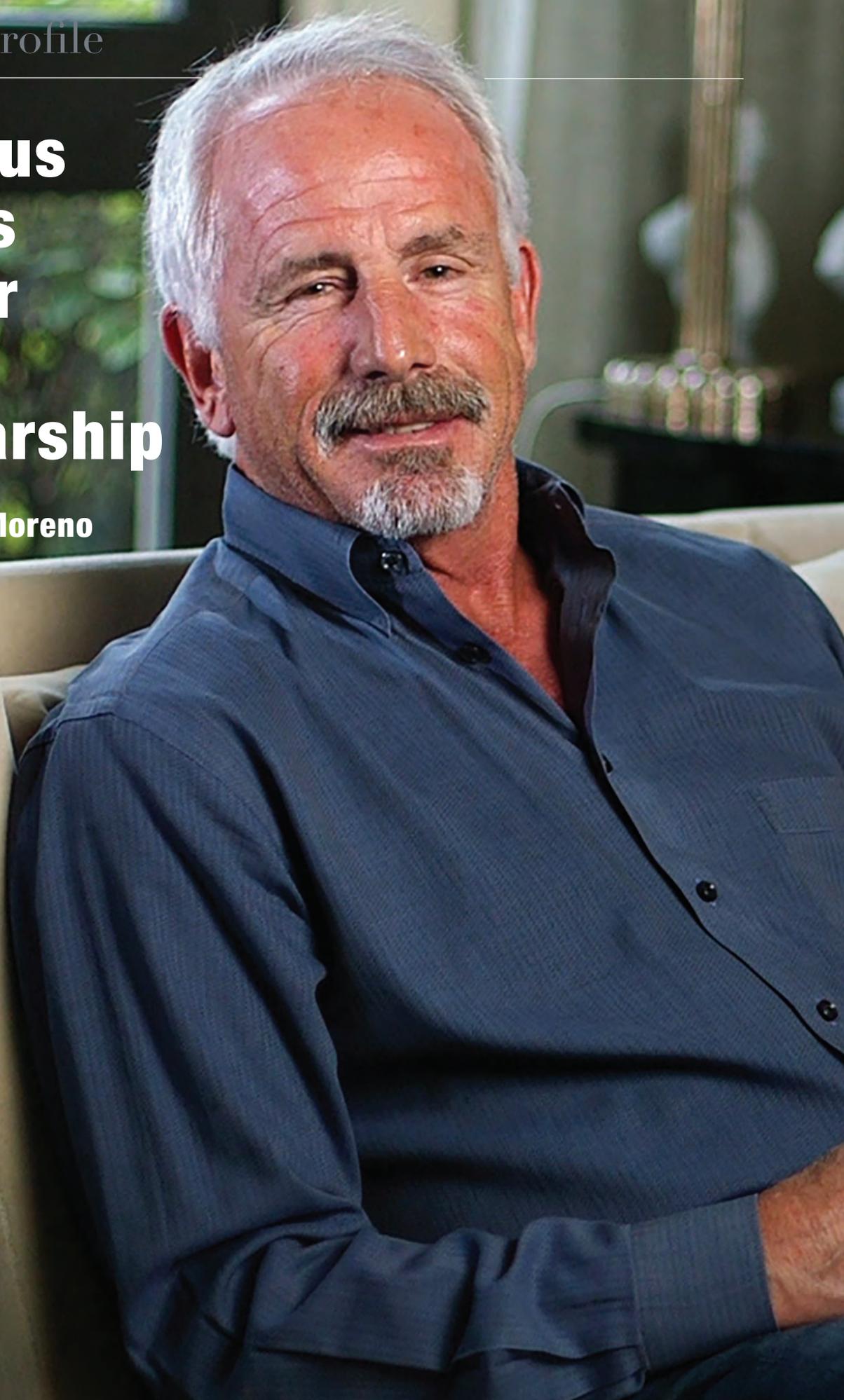
For more information and to register, visit
cwu.edu/ce/bus-411-emotional-intelligence-professionals

Questions? Email ce@cwu.edu or call 509-963-1563.

Alumni Profile

Alumnus Honors Mentor with Scholarship

By Richard Moreno



Seattle businessman Sid Andrews believes in the transformative effect of education. That's a big part of why, last year, the CWU graduate (CWU-Lynnwood, business administration and accounting, '82) established the Allen C. Vautier Accounting Scholarship at CWU.

"CWU-Lynnwood made it very affordable for a guy or gal to turn their 'blue collar,' white—and I wanted the same to be true today, hence the scholarships," he explained.

Andrews said the scholarship was established to honor Vautier, who retired in 2006, because of the important impact the educator had on not only him but all of his students.

Vautier, who passed away in August 2019, retired as an emeritus professor from CWU-Lynnwood in 2006. He was honored as CWU's Distinguished Professor for Public Service in 1985.

"Allen had a significant effect on my ability to be successful," Andrews said. "He not only taught me how to support myself post-degree as a tax accountant, but he taught me how to teach myself."

Andrews, who describes himself as "sort of retired," has been in the Seattle commercial real estate business since 1984. Prior to that, he worked as a tax accountant.

"After school I got into tax accounting for businesses, which morphed into liquidating some subsidiaries for larger corporations," he explained. "One of these

corporations had a full city block in Seattle, which is what led me to the commercial real estate business . . . property management and office leasing mostly."

Andrews, who lives in Seattle, said his CWU-Lynnwood education prepared him for his career by teaching him, "the language of business and the necessity of preparation." He was particularly thankful for the opportunity to gain an affordable, high quality education at Lynnwood.

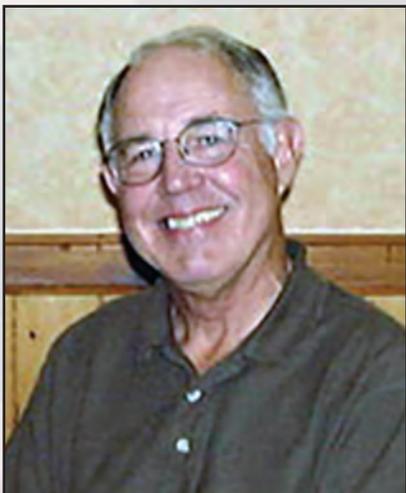
"CWU-Lynnwood graduates boasted a nationwide record second to none of graduates passing the CPA (Certified Public Accountant) exam on their first try," he said.

He said instructors, such as Vautier, pushed their students to work hard in order to succeed.

"Allen was a no 'BS' guy. I was not. When discussing him, I could roll out cliché after cliché, but bottom line, in the business world you can fool some of the people some of the time, and a lot do. But to remain successful, which most don't, substance—not style—is what matters.

"Allen was all about substance and to navigate the 'Vautier gauntlet,' you needed to bring the real McCoy," he continued. "He had it and was more than happy to share it—if you were willing to work for it."

The Allen Vautier Endowed Accounting Scholarship provides a minimum of \$20,000 annually to undergraduate students majoring in accounting at CWU-Lynnwood.



Allen Vautier

ALLEN VAUTIER

During his more than 30 years teaching at CWU-Lynnwood, Allen Vautier was known as a challenging but fair professor.

"He was tough, but he prepared his classes for the real world," noted one former student on the popular website, *Rate My Professor*. And, according to another, "He made it possible for me to succeed in my career. He terrified us! But in the end, I found that he cared a great deal for us."

Vautier, who passed away in August 2019, was born on March 30, 1941, in New Jersey. He earned a law degree from the University of Washington and was a Certified Public Accountant. In addition to his teaching, Vautier served on the Board of Directors for the Group Health Cooperative of Puget Sound for many years, serving as chairman of the board in the late 1990s.

In 1985, he was named Distinguished Professor in the area of Public Service at CWU, and, upon retiring in 2006, was named an emeritus professor.

The Guest Speaker:

JORDAN THAYER'S

Grit and



Durability



*Alvaro Morales, Angel Acuna, Solomon Kairu, Andy Alvarez, Noah Anderson, Caleb Cruz, Jordan Thayer (alum, '09),
Alvaro Gonzales, Laura Valle, Luis Hernandez, Wilberto Morales, Luke Wingerden, Jargal Ganzorig*

“It’s my hope that any student I mentor can avoid the hard lessons themselves and get further ahead on their paths to success.”

Jordan Thayer

Thayer and Gonzales stroll the halls at Central.



Before the sun has even started to rise over the Seattle skyline, Jordan Thayer (business administration, '09) is well into his workday morning routine.

Thayer rises between 4:30 and 5:30 a.m. He sneaks in a workout in his garage gym and checks on his sleeping two-year-old daughter, Grace. He grabs a protein shake on his way out the door and then spends his hour commute to downtown Seattle listening to pre-market commentary or an audiobook. This routine helps prepare Thayer for his many daily responsibilities as a portfolio manager at Morgan Stanley.

Once in his office, which has a striking view of Mt. Rainier—the mountain shrouded by gray early morning fog—Thayer makes a few trades in client accounts once the market opens and browses the daily headlines. He drafts financial plans. Then, he meets with fellow portfolio managers to review individual client cases or projects.

Later in the day, he attends events with either the Seattle Yacht Club or the Master Builders Association of King and Snohomish Counties, two groups in which he’s an active and enthusiastic member.

Arriving back home around 5:00 or 6:00 p.m., it’s finally time for Thayer to help his wife with dinner and chase Grace around the house. If he can manage, Thayer attempts to read before he himself falls asleep, only to rise the next morning before the sun and repeat.

With a schedule as full as this, most people would find it difficult to find the time to give back to their alma mater. College of Business alumni, however, are not most people and neither is Thayer.

“CWU was a formative time in my life,” Thayer said, when asked what drives him to donate so much of his time back. This past school year, he returned to the Ellensburg campus three times to speak to student clubs and classes.

He also serves as an informal mentor to senior and triple major (accounting, economics, and finance) Alvaro “Gonzo” Gonzales and is looking forward to potentially being matched with another student in CB’s relaunched alumni mentorship program.

“I was running a business to help pay for college while trying to take some time to enjoy everything that CWU had to offer,” Thayer said. “A lot of hard life lessons were learned, resulting in a lot fewer mistakes made in the real world. It’s my hope that any student I mentor can avoid the hard lessons themselves and get further ahead on their paths to success.”

Gonzales, who met Thayer in 2017 at a career day hosted by Morgan Stanley’s Seattle branch, speaks highly of their professional relationship.



Thayer discusses savings and stock options with students.

“Mr. Thayer has supported me with financial and career advice, and I would not have made it this far if it were not for his help,” he said. “He has embodied what it means to be a leader and also a great mentor.”

Gonzales, who serves as club president for the campus chapter of the Association of Latino Professionals For America (ALPFA), also connected with Thayer because of their shared service in the Marine Corps.

Thayer is a Company Commander for 150 Combat Engineer Marines in the Marines Corps Reserves. Before entering the finance field, Thayer had been stationed in Helmand Province in Afghanistan towards the end of his 2013 deployment.

“[Thayer] has been successful in his military and professional career, which is a difficult task to accomplish,” Gonzales said. “I admire his perseverance and his passion.”

As president of ALPFA, Gonzales brought Thayer back to campus in February to speak to the club about various investment strategies and having short, medium, and long-term savings plans.

During the event, questions arose from the audience about whether popular investment apps were worth the students’ time and when to buy and sell stock. They were all questions Thayer answered deftly and honestly. He also shared how he often had to make up to 200 cold calls a day when he was first building up his professional clientele.

“I have been told ‘no’ in my life 100 times more often than ‘yes,’” Thayer told the room of fully-engaged students. By the talk’s end, it was hard to pull the ALPFA club members away from Thayer. They all knew how insightful his advice was and wanted to hear every one of Thayer’s words before he departed campus.

It’s not only students who benefit from Thayer’s guest speaking visits; faculty members also appreciate the time alumni take to visit their classes. Twice this year, Thayer spoke to the Management 200 course, taught by William “Bill” Provaznik, Chair and Associate Professor in the Department of Management.

Provaznik’s MGT 200 course, entitled “The Essential Skills for Business Professionals,” is designed to help students: create value in their own entrepreneurial efforts, establish a network of student peers and professional mentors, and develop the high-impact habits that allow them to serve as an effective leader. MGT 200 is widely known among students to be one of the most challenging yet enriching courses of their college careers.

Provaznik calls on a student.





Students listen intently to a lecture.

A quick search for Provaznik’s name on the popular website, Rate My Professors, boasts dozens of student comments, some of which date back to 2008, lauding Provaznik’s teaching methods. He has a 100% “would take again” rating.

Both Thayer and Gonzales can speak firsthand to Provaznik’s positive and long-lasting impact on students. According to Gonzales, who took MGT 200 in the fall of 2017, “Bill is one of the people who always has an open ear that is willing to listen to my problems or my ideas. He does not give me an answer, but asks me questions that help me improve my ideas or my problems.”

Thayer, who took his business capstone with Provaznik, agreed, adding, “Bill was always a guy who tried to help us see past the quantitative stuff and more towards the human element of business.

“The quantitative stuff is important, but I would argue it’s almost easier because it’s often cut and dry,” he continued. “The human element of management, leadership, and driving people towards a central goal can be so difficult[.] [My capstone class with Bill] involved doing the quantitative analysis on troubled businesses and then there was the hard part: What do we do to turn it around? Was it a money problem? A personnel problem? A marketing problem?”

Thayer said Provaznik also wasn’t afraid to push students to be their best, even if that meant forcing them to address their errors.

“There were a few instances in which our groups overlooked key facts and Bill called us on it,” Thayer said. “That’s life. You will be taken to task because you made a mistake at some point. It wasn’t the most pleasant thing, but it was a great life lesson.”

Provaznik, who also serves as Director for the Institute for Innovation and Entrepreneurship and has won two CB Advisory Board Excellence in Teaching Awards, realizes the importance of alumni participation.

“One distinctive value embedded in the culture of CWU students and alumni is making things successful when there is every reason they should fail,” he explained. “Earlier this year, Thayer brought a challenge to the 115 students in the MGT 200 program: If you are a leader and one of your mentees is facing a crisis, how [would you] inspire them to keep going [?]”

Anyone who has served in a leadership role will find this situation familiar. The challenge, designed to help students anticipate when they’ll be responsible for building morale in the workplace, speaks to Thayer’s insight about what it takes to approach management from a human-centered perspective.

Provaznik speaks to a class with his usual enthusiasm.



“Jordan’s own story of succeeding despite every reason he shouldn’t have, let alone every reason to give up and change course from his personal goals, is an inspiration to me as well,” Provaznik said. “Many students themselves have shared remarkable stories they have lived, [some of which involve] challenges that many people [will] never face in their lives. [Jordan] has enthusiasm for moving forward, no matter the many challenges this generation faces today, no matter what their backgrounds.”

When Provaznik says CB students strive to succeed regardless of setbacks, he’s absolutely correct. Throughout the 2019-2020 academic year, the College of Business partnered with the Marketing Club to survey students on which character traits they identified with most.

“Resilience” came out on top in the survey. Thayer’s own resiliency is in no short supply. Upon his return from deployment, Thayer knew he wanted to enter the field of wealth management.

“I hopped onto LinkedIn,” Thayer says, “and fired over 100 messages to financial advisors, analysts, portfolio managers, and sales people, and asked their advice. Through those conversations, I got interviews at 5 different major firms. I wanted to work at Morgan Stanley the most and was happy to have landed a position here,” he said.

Thayer’s resilience was also honed and strengthened by his time at Central.

“My professors in the College of Business were realists. Many of them have operated in the private sector outside of teaching,” he said. “There’s a real difference between the theory of something and the act of doing it. Grit and emotional durability were prerequisites [for their classes].”

Partnered with grit, though, is generosity. This combination keeps Thayer coming back to campus and donating his time. He encourages other alumni looking to become more involved to reach out to Alumni Relations.

“They do a great job at pairing up alumni expertise with student body and CWU needs,” he said. “I donate my time to CWU because it seems to me that the student body is the highest quality it’s ever been. If I can help pass on the lessons that I was given, along with a few more learned through trial and error, we’re much more likely to live in a better world ten to twenty years from now.”

Thayer listens to a question from the audience.



“One distinctive value embedded in the culture of CWU students and alumni is making things successful when there is every reason they should fail.”

Bill Provaznik

Jordan Thayer is a Financial Advisor with the Global Wealth Management Division of Morgan Stanley in Seattle, WA. The information contained in this article is not a solicitation to purchase or sell investments. Any information presented is general in nature and not intended to provide individually tailored investment advice. Investing involves risks and there is always the potential of losing money when you invest. The views expressed herein are those of the author and may not necessarily reflect the views of Morgan Stanley Smith Barney LLC, Member SIPC, or its affiliates. CRC 2980530 03/2020

CWU BUSINESS



An International Student Insists on Inclusivity

Jargal Ganzorig, a junior double majoring in economics and finance, still remembers the words his grandmother told him before he immigrated to the United States in 2017: “Never forget where you come from.”

As a child growing up in Mongolia, Ganzorig lived with his parents and grandmother in a one-room apartment.

“This was the only place my family could afford in our neighborhood,” Ganzorig said. “It was cheap because the owner dealt drugs and was desperate for rent money.”

Throughout his childhood, it was typical for Ganzorig to hear shouting and physical disputes from the building’s other tenants. But despite these difficult living conditions, Ganzorig and his family worked diligently for years with one goal in mind—to send Ganzorig abroad for his secondary education.

After graduating high school with honors, he moved to the United States to attend Bellevue College. Ganzorig intentionally chose to begin his education at a community college to offset the rising cost of tuition. The transition was challenging at first.

“It was difficult to relate to or get along with some people because [American] conversation dynamics were completely different than what I was used to,” he said. “I knew I had to work harder in and out of the classroom than anyone else to be on the same level, but this just further strengthened the work ethic I inherited from my parents.”

At Bellevue College, Ganzorig found his way to the International Students Association [ISA], an inactive club that he decided to revive with a friend. The club’s mission statement had two core components: to share different cultures across the campus and the larger community and to help international students adjust to the societal norms and expectations of America.

“I worked as vice president for ISA and helped hundreds of students find their place and feel like they belong,” Ganzorig said. His efforts to promote international inclusivity paid off

as the ISA earned the 2019 “Best Student Association” award.

After completing his Associate’s degree, Ganzorig transferred to Central Washington University to continue his education. Building upon his previous experience with student clubs, he’s currently an active member of the International Club, the Investment Group, the Economics Association, and the Association of Latino Professionals For America.

He’s also developed close working relationships with various faculty members, including: Toni Sipic, Department Chair and Associate Professor of Economics; Teneccia Dacass, Assistant Professor of Economics; Thomas Tenerelli, Associate Professor of Finance; and Terry Wilson, Associate Professor of Marketing.

He credits his professors for helping him feel at home at Central and assisting him in making the Honors List his very first quarter.

Ganzorig also works part-time in order to afford rent and tuition. Since international students can’t apply for federal aid, he is grateful for the scholarship support he’s received from Central.

“With the scholarship money awarded to me, I can help fund my own education with the hopes of one day establishing my own scholarship that will ensure the future success of international College of Business students,” he said.

After graduating from Central, Ganzorig plans to pursue his Master’s in Economics. He visited his family in Mongolia this past summer, and his father, amazed by all his son’s hard work and accomplishments, called Ganzorig a “professional at adapting.”

With all of his academic success, Ganzorig still keeps his parents’ work ethic and grandmother’s words close at heart. He’s never forgotten from where he came, even as he looks to his future and all that he will accomplish.

“Never forget where you come from.”

Ganzorig’s Grandmother

Journey to a Job: One Student's Story

Meet Warren Barreiro, a senior business leadership and management major with a minor in sports management. In addition to his studies, he also works as a law clerk at the Yakima-based Tonilynn Savage Law firm. Barreiro takes us through a year of job searching, including all his leads and letdowns, his setbacks and successes.

INTRODUCTION:

“My main field of interest is talent management, specifically athlete representation,” Barreiro said in November 2019. “I really want to work with contracts, endorsements, and just overall management in regards to athletes. This has been my main career interest since high school, and I work hard every day to attain this goal.”

NOVEMBER 2019:

“I had some great conversations with recruiters from a global sales company, and also some Seattle-based companies who I still am in contact with to this day. I am starting to make more and more progress when it comes to job searching, and I hope to have some actual plans starting very soon.”

JANUARY 2020:

“So far, I have applied to three different agencies and am still looking for open positions in sports organizations. I look on LinkedIn and try to connect with recruiters or employees at the organizations I am interested in. I have applied and am in contact with three agencies: one in Los Angeles, one in Portland, and one in San Antonio. I definitely feel senioritis. Definitely ready to get out there and start my career and begin my journey.”

MARCH 2020:

“I have an interview scheduled in May with the founder of a talent agency in Las Vegas and another scheduled in June with an international talent agency in Los Angeles. I plan on going for my Masters in Business Administration at the University of Texas at Austin by 2021. Since classes have moved online [for spring quarter due to COVID-19], I am now working as a law clerk full time. I am super excited for my career path and am proud to soon be a CWU alumni.”

APRIL 2020 AND BEYOND:

“This month I've been able to reach out to two of my potential internships, and have been told by both that they will keep me updated on the status of the interviews. With everything going on lately [post COVID-19], I still have hope to receive a summer internship, but if I don't then I will understand. The agencies have been very understanding and still want to stay in touch, so that's good news.”

We thank Barreiro for his willingness to share his journey with us. While we're proud of every graduating CB Wildcat for their courage and command of the job market, the class of 2020 will be called upon to use extra patience and strength. Career Services is open to all students and alumni, and we encourage you to take advantage of this resource. Email CB Career Counselor Jay Pfeiffer at Jason.Pfeiffer@cwu.edu.

**“I am
super
excited
for my
career
path and
am proud
to soon
be a CWU
alumni.”**

Warren Barreiro



Introducing the CAT Center

The scratching of pencils, the printing of schedules, conversations around course requirements—few spaces in Shaw-Smyser are busier or livelier than the CB’s Career, Advising, and Tutoring (CAT) Center.

Since its grand opening in January 2019, the CAT Center assists over 1,000 students each year with academic advising, career support, and tutoring opportunities. Advisors also make sure that students know how to connect to campus tools and resources, take advantage of scholarship opportunities, and prepare a timely graduation plan. In less than two years, the CAT Center has become a staple of student success.

Those who work at the center say the reason it has been so successful is because of the effort their co-workers put into their jobs. For example, Academic Advisor Anna Cortes

said, “It has been a really long time since I have been part of such an uplifting team. Amber [Darting, director] talks about it all the time, but we each bring something different to the team and we complement each other so well.”

Career Counselor Jay Pfeiffer echoes Anna’s sentiments, noting, “I love working in the CAT Center because I get to spend my time not just with coworkers or friends but a family of great people all putting forth maximum effort to support the success of our students.”

Advising Assistant Jamie Ellis joins in with a joke: “Everyone cares about student success, so it creates this collaborative work environment. Plus, I think everyone is a pretty cool cat.”



The staff's high level of focus on support and success isn't lost on CB students. Ashley Masters, a double major in economics and finance, has worked as a student assistant in the center for almost a year and sings its praises.

"The CAT Center is one of my favorite resources and not just because I work there," she said. "Having an advisor who truly cares about my success and well-being and who can answer my millions of questions has been a major relief and help in my success at Central."

Staff members have also been recognized for the quality of service they provide beyond the boundaries of CWU. Advisor and alumna Claire Benson received an Excellence in Advising New Advisor Award, Region 8, from the National Academic Advising Association (NACADA) this spring.

"To be recognized by the advising community and faculty who have laid the groundwork for my success means the absolute world to me," Benson said. While Benson may have been "surprised and overwhelmed" by the award, it did not come as a shock to her peers.

"In less than two years, [Benson] has demonstrated a skillset in advising that is typically seen in those with many years of experience," Darting said. "Each decision she makes is done with the student experience in mind and she strives each day to serve her students and her faculty better than the day before."

The CAT Center continues to serve and support students in memory of Debbie Boddy, a former academic advisor who conceptualized the center almost seven years ago. The CAT Center is an example of the significant impact that collaboration between campus partners, staff, faculty, and alumni can have in improving services provided to students.



Top row: Jay Pfeiffer, Markus Austin, Ashley Masters, Roman Salazar, Crystal Claussen
Bottom row: Kaili Nance, Claire Benson, Amber Darting, Jamie Ellis, Anna Cortes, Taylor Lopez

Class Notes and Milestones

CLASS NOTES:

- “Over the last decades I have been a CFO for a small public company, a vice president, a controller for several successful companies and on a couple of boards. However, my greatest accomplishment is that I coached each of my four children to a championship in youth sports—two in basketball, one in football, and one in soccer.”
—**John Dacy** ('72, business, specialization in accounting)
- “[My favorite CWU memory is] Alpha Kappa Psi social events with Mike Fitch, Paul Giering, and the rest of the AKPsi gang.”
—**Ryan Landon** ('97, business administration)
- “My greatest professional accomplishment this past year was committing to a path to partnership with my firm and having the support and sponsorship from leadership in helping me move forward on this. My greatest personal accomplishment was to compete in two of the largest barrel races in the Pacific Northwest during September and have a great showing with my horse, fulfilling some personal best times on a horse that I have raised and trained.”
—**Hanna Keyes Nowlin** ('00, accounting and finance)
- “[My favorite CWU memory is] late night study sessions at Shaw-Smyser Hall. Made a lot of wonderful connections with other CB students during those times.”
—**Antonio Sanchez** ('10, business administration and foreign language: Spanish)
- “There are so many [favorite CWU memories], but I loved putting on Happiness Day with our club for a few years. It was a blast to spread happiness to other students and enjoy the event ourselves!”
—**Danielle Brandli** ('15, business administration)
- “My greatest personal achievement this year was being promoted to the Supply Chain Ops Manager at Weyerhaeuser after only being with

the company for less than 2 years.”

- Kayla Berggren** ('15, business administration, specialization in supply chain management)
- “[My] greatest professional accomplishment is being successful in my recruiting role with Amazon. Working at Amazon in the human resources realm is very challenging

and fast-paced, but with my educational background in business I have been able to be successful.”

- Jerry Estrada** ('15, business administration, specialization in human resource management)
- “My favorite memory of Central is beating Western’s women’s basketball team on their home

SCHOLARSHIPS AND SYMPOSIUMS: HOW ALPFA HELPS STUDENTS

“ALPFA didn’t need Central Washington University—Central Washington University needed ALPFA,” according to campus chapter president and current senior Alvaro “Gonzo” Gonzales.

The Association of Latino Professionals for America is a national professional association developed in 1972, the first of its kind in the United States. It currently boasts over 92,000 members and aims to “empower and develop Latino men and women as leaders of character for the nation, in every sector of global economy.”

Founded in the fall of 2018, ALPFA CWU is already well on its way in empowering the university’s Latino student population.

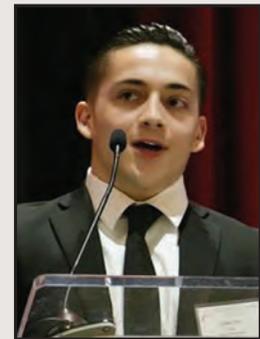
“Being a first-generation college student, [the opportunity to interact] with professionals from large companies was difficult to come across, let alone identify [with them] and find common ground,” Gonzales said.

But through ALPFA, Gonzales helps club members host and attend networking events with professionals from Boeing, Microsoft, Amazon, T-Mobile, and KPMG, among others. ALPFA even assisted in writing a winning bid to host the Financial Literacy Symposium, designed and funded by the Washington Society of Certified Public Accountants. (Originally set for April, the symposium has been rescheduled for the fall.)

The club recently received attention when its vice president and current senior, Caleb Cruz, received Microsoft’s Academic Scholarship at the 14th annual ALPFA Seattle Gala. Cruz was selected from a pool of over 100 students from Central Washington University, the University of Washington, Washington State University, and Seattle University.

Cruz echoes Gonzales’ sentiments about the importance of ALPFA. He never thought working for large companies was an option because he hadn’t yet had the opportunity to meet anyone who looked like him.

“The club is a way I could create a [professional] pipeline for kids like myself in eastern Washington with very [few connections] to corporate America,” he said. “I without a doubt know that what is being done at ALPFA CWU [is causing] ripple effects of empowerment.”



Caleb Cruz

court when I played. But my favorite class-related memories would have to be either in James Avey's class or in Nancy Graber Pigeon's class. They always had interesting topics and conversations, and they continuously pushed us to learn more while also being happy to go more in depth on anything we needed clarification on."

— **India Matheson** ('16, business administration, specialization in human resource management, minor in sports business)

- "My greatest professional accomplishment for 2019 was completing all four sections of the CPA exam and attaining my CPA designation."

— **Keanu Keltner** ('17, accounting and business administration)
- "[My favorite Central memory] outside of class is going to the Red Pickle food truck with my roommates. Mario has the best burgers in WA. [Favorite memory in school is] Dr. Tenerelli's Investments class final project. Dr. Tenerelli pushed us to provide our best work on this and it really prepared me for work after college. And it was really fun pitching a niche stock that most people don't think of (COLB-US)."

— **Sam Stewart** ('17, economics)
- "My favorite professional accomplishment in the last year was helping identify underrepresented candidates for Google's technical job openings. The tech industry is not yet representative of our community. The work we're doing now has been truly amazing to see, although there is still a long way to go."

— **Larry Wilkins** ('17, business administration, specialization in human resource management)
- "While I have so many amazing memories during my time at CWU, my favorite memories of Central have to be all based around the sports and the fun atmosphere it provided. Whether I attended a football game as a fan with my friends, or whether I was working



Melanie Garza

PAGEANTRY AND PRIORITIES: A STUDENT SPOTLIGHT

If you ask senior Melanie Garza how she's doing, it would be an understatement if she replied with a typical response: "I'm fine, just been really busy lately." But what prevents Garza's busy schedule from leading to burnout is how it's driven by her purpose and desire to serve.

An accounting major with a minor in music (piano is her primary instrument), Garza gives back to both the College of Business and her local community by serving as vice president of public relations for the Association of Latino Professionals For America (ALPFA) and as Miss East Cascades in the Miss America Program.

"[U]pon arriving to college, I instantly hurled myself into student government committees and activities, while also joining different bands and choirs," Garza said. "Through [Miss America], I grasped a better understanding of my priorities and limitations. I was able to build poise and interviewing, networking, and leadership skills as I worked to make my community better."

Garza is proud to bring those skills to her busy campus life and says her success would also not have been possible without scholarships, Career Services, and her professors. After graduation, she plans to give back to the College of Business by continuing to mentor ALPFA students and hopes to one day be able to fund scholarships herself.

"Wherever I go, I will always wear my Wildcat gear with pride," she said.

a basketball game through my internship, sports truly made for some of the best years of my college career."

— **Jessie Torlai** ('18, business administration, specialization in marketing, minor in sports business)

- "[My greatest accomplishment this year was] graduating college and moving on to obtain a Master's

Degree in Positive Psychology at Life University while playing rugby. [My favorite CWU memory is] playing women's rugby and working alongside the amazing staff and students in the College of Business."

— **Hannah Fallon-Suka** ('19, supply chain and leadership and management, minor in entrepreneurship)

Development Director's Note



Dennis Reed

As I reflect on the past 20 months serving as the CB Development Director, I am humbled by the collaborative nature of our Wildcat alumni and friends. You have been patient, kind, and receptive as we rolled out a plan to better communicate our case for support and convey the impact your investment of time, talent, and treasure has on our students and faculty. Highlights of these efforts include:

- **CB Dean's Monthly Newsletter**— First publication emailed May 2019 delivers the latest updates, featured news, alumni engagement, student spotlights, and fundraising initiatives.
- **Development Webpage**— Provides comprehensive philanthropic information and one-click access to our secure online giving platform.
- **CB Leadership Board**— Successfully reconvened with a core of veteran members bolstered by new recruits, our talented new team of business professionals serve to enhance industry relevance in college programs and partnerships.
- **Charitable Giving**— FY 2020 total giving is up nearly 65% from our FY 2019 year-end total.

Your willingness to meet, engage, and provide support has been key to my success thus far. More importantly, your continued involvement is crucial to increasing our exceptional curriculum, programming, mentoring, scholarship awards, and career development opportunities for our students. I invite you to contact me anytime to discuss ideas or answer any question you may have. Go Wildcats!

Contact Dennis Reed at 509-963-2162 or email dennis.reed@cwu.edu.

CB Leadership Board Roster | Updated May 20, 2020

Julie Back (CWU '92 BSAD) Advisor, Principal, CFP Private Ocean, Seattle, WA	Ryan Landon (CWU '97 BSAD) Business Leader Medical Devices & Equipment Industry, Redmond, WA
Bob Bennetsen (CWU '96 ECON) Executive VP, Sr. Managing Director Alliant Americas, Seattle, WA	Tommy Leong (UW '80 ACCT) Asset Director KTM Group LLC, Sammamish, WA
Brandy Boekelman (CWU '03 BAEEd) Sr. Mgr. Business Operations The Boeing Company, Everett, WA	Mike Luckenbaugh (CWU '93 BSAD) Sr. Client Lead Amazon Web Services, Bellevue, WA
Jim Boora (CWU '96 BIOLOGY) Financial Advisor, CFP Edward Jones, Hoquiam, WA	Dan Maycock (WSU '05 MIS; CMU '09 SOFTWARE MGMT) VP Data & IT, Loftus Ranches, Yakima, WA
Kevin Daniel (CWU '95 BSAD) Sr. Director, Investments Oppenheimer & Co. Inc., Seattle, WA	Rhoda Milam (CWU '01 BSAD) VP, HR Crews T-Mobile, Bellevue, WA
Jim Davis (CWU '69 BSAD) Executive VP (Ret.) Kitsap Bank, Fife, WA	Nhan Pham (CWU '01 BSAD) Sr. Mgr. BCA Supply Chain The Boeing Company, Everett, WA
John Delaney (CWU '74 BSAD) President & CEO CentralBanc Mortgage Corp., Kirkland, WA	Steve Ricco (CWU '85 ACCT) Chief Financial Officer PEMCO Insurance, Seattle, WA
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Gerry Fierling (CWU '96 ECON) Sr. Dir. Cloud Sales, Business Development Palo Alto Networks, North Bend, WA	Stacy Short (CWU '05 ACCT) Certified Public Accountant CliftonLarsen Allen, Yakima, WA
Brent Johnson (CWU '88 ACCT) Partner, KPMG, Seattle, WA	Monica Taylor (OSU SPEECH COMM, BUS. MGMT) VP Supply Chain, Tree Top, Selah, WA
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STUDENTS ON MENTORSHIP:

- “Danielle [Brandli, ’15, business administration], my mentor, is the best. She is so helpful in all regards. She may have been the best thing to happen to my professional career so far. Danielle is giving me real-world insight and business connections. She gives me tasks each week to help me grow and learn about myself as a businesswoman. This experience makes me want to become a mentor for CWU in the future. Everyone at Central should have a Danielle in their life.”
—**Courtney Klingbeil** (’21, business administration, specializations in finance and leadership and management)
- “Through the mentorship program, I got great feedback on how I could become a future business professional. Talking to Beth [Johnson, ’18, business administration] has really prepared me for future job interviews. Through the mentorship program, I have attained a newfound confidence in achieving my goal of getting a job.”
—**Wilberto Morales** (’20, supply chain management)
- “In my biased opinion, my mentor is the best mentor. [She introduced me to a colleague] who is now a CFO and to a senior tax manager in a Tri-Cities firm.”
—**Ismael Garcia**, (’22, accounting and economics)



Monica Chavey

STUDENTS ON GIVING BACK:

- “My first goal [post-graduation] is to come back as a guest judge for a Management 200 business pitch, then to donate to future Golden Ticket Scholarship recipients so there can be more of those opportunities for future classes.”
—**Monica Chavey** (’20, business administration, specialization in marketing)
- “I want to give back to students directly. I would love to maintain my connections with the Economics Association and invite them back to the Westside to tour Boeing.”
—**Nathan Heile** (’20, economics)

ALUMNI ADVICE TO STUDENTS:

- “Be confident, take risks, and be willing to dig in and get beyond the obvious. If you hustle, work hard and stay humble, great things will happen.”
—**Craig Anderson** (’94, accounting)
- “Find where your passions and skills intersect and do not settle until they align. It’s not an easy process but if you stay positive and maintain a high-level career plan, it is achievable. Also, surround yourself with like-minded professionals who can mentor you along your way.”
—**Antonio Sanchez** (’10, business administration and foreign language: Spanish)
- “Build value in your relationships and invest in yourself. Extra time and money spent towards obtaining knowledge and building relationships will always pay off over time!”
—**Mitch Pfeifer** (’11, business administration)
- “Pay attention in your Excel classes. I wish I had because it would have helped me more now with day to day things. I also would suggest staying connected with your favorite professors, whoever they may be, as they will be great points of contact if you need advice or just to reach out and chat with in the future. Give back and we all get better.”
—**India Matheson** (’16, business administration, specialization in human resource management, minor in sports business)



Thank you to all the staff, faculty, alumni, and friends who donated to the 2020 #GiveCentral campaign. In just **24 HOURS, 50 DONORS** raised **\$9,104** for the CB Scholarship Fund.



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