

CENTRAL WASHINGTON UNIVERSITY COLLEGE OF BUSINESS

# VOYAGE



**50<sup>th</sup>**  
EDITION

The first graduating class  
of Washington State  
Normal School, 1892



## Dear Friends, Colleagues, Alumni, and Partners,

It is with immense pride and heartfelt gratitude that I share with you this issue of *Voyage* as we celebrate 50 years of the College of Business.

Half a century ago, visionary leaders laid the foundation for the College of Business to serve not only as an academic institution but as a catalyst for innovation and economic progress. Since then, our college has grown into a thriving community of scholars, students, alumni, and industry partners who together advance the practice and understanding of business in a changing world.

Throughout the past five decades, we have prepared thousands of graduates who now lead, create, and transform organizations around the globe. We have developed rigorous academic programs and engaged with our community through research, outreach, and service. This success would not have been possible without the dedication of our faculty and staff, the passion of our students, the support of our alumni, and the unwavering commitment of our external partners.

As we celebrate this golden anniversary, we also look to the future. The next 50 years will bring new challenges and new opportunities. We are embracing emerging technologies, evolving our curriculum to meet the demands of the regional and global economy, and reaffirming our commitment to access and opportunity.

To all who have played a part in our journey, thank you. Whether you are a longtime faculty member, a recent graduate, a proud parent, a corporate partner, or a generous donor, you are part of our legacy.

Here's to the next 50 years of impact, innovation, and excellence.



**Dr. Faiza Khoja**  
Dean, College of  
Business



### VISION:

To provide a transformative educational experience that enables learners to achieve their personal and professional aspirations and contribute to building a sustainable future in a rapidly changing world.

### MISSION:

To foster a dynamic learning environment that equips learners from diverse backgrounds with the skills and knowledge necessary to unlock new life prospects and make an enduring positive impact on their communities. We achieve this by offering theoretically grounded, practice-oriented business education programs; producing impactful research; building partnerships with key stakeholders; and nurturing a culture of belonging.

### VALUES:

- Learner Success
- Lifelong Learning
- Integrity and Ethical Behavior
- Excellence



# VOYAGE

**Voyage Magazine** is an annual free publication. Issue date: July 2025.

**Address:**  
Central Washington University  
College of Business  
400 E. University Way  
Ellensburg, WA 98926-7487

© 2025 Central Washington University.  
All rights reserved.

Views expressed in *Voyage* do not necessarily reflect official policy of Central Washington University.

**EDITORS**  
Faiza Khoja, Kelli Heim, Ozden Bayazit,  
Rachel Haeseley, and Noah Annett

**CONTRIBUTORS**  
Kelli Heim, Noah Annett, Luna Redhawk,  
and Lisa Ramirez

**CREATIVE DIRECTOR**  
Shaila Abdullah

**GRAPHIC DESIGN**  
My House of Design

**PHOTOGRAPHY**  
David Dick ('97), University Relations



Central Washington University is an EEO/  
AA/Title IX Institution.  
Alternative format: DS@cwu.edu

**COMMENTS:** cb@cwu.edu

**UPDATE YOUR INFORMATION AT:**  
cwu.edu/alumni/update-your-information or  
Office of Alumni Relations  
400 E. University Way  
Ellensburg, WA 98926-7487  
E-mail: alumni@cwu.edu  
Call: 509-963-2552

**TELEPHONE:** 509-963-2930  
[cwu.edu/business](http://cwu.edu/business)



CWU is proud to be accredited by the Association to Advance Collegiate Schools of Business (AACSB), with only 6 percent of business schools earning this distinction globally.

## What's Inside

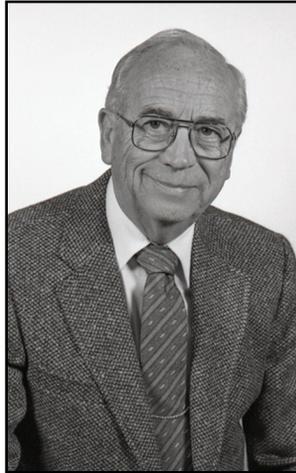
2	Letter from the Dean	14	CWU Hosts Northwest Sports Business Conference
2	Vision, Mission, and Values	14	Supply Chain Management Institute (SCMI) Established
4	CB Deans over the Years	15	CB Earns Prestigious Accreditation
6	CWU's Name Changes through the Decades	16	CB Students Win Boeing Case Competition
7	The Beginnings of the College of Business	16	CB Gets Its First Ambassador
8	1975–1989	17	AACSB Accreditation Renewed
9	Shaw-Smyser Hall Gets an Upgrade	17	Most Popular Minor Launched: Digital Marketing
10	First Honors Banquet Held	18	CB Partners with KPMG
10	Inaugural Year for the Economic Outlook Conference	19	Recent Highlights
11	Accounting Team and Marketing Chapter Earn Honors	20	Alumni Becomes CEO at Tommy Bahama
12	New Master's Degree Program Offered	21	Alumna Leads at Starbucks
12	Milton Kuolt Honored by CWU	21	CB Grad Named President at Horizon Air
13	Recognition for the Marketing Club	22	The Growth of Clubs at CB
13	Accounting Students Excel on the CPA Exam	23	Moving Forward

# CWU Deans



**1974**

The School of Business and Economics is founded.



**1980–1986**

Lawrence A. Danton



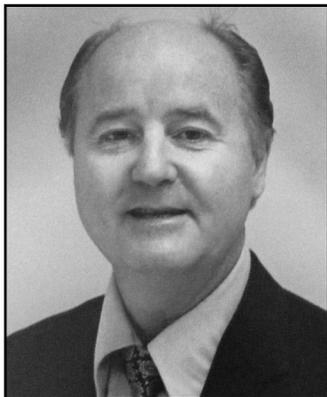
**1992–1993**

Joan F. Mosebar



**1974–1979**

Lyle Ball



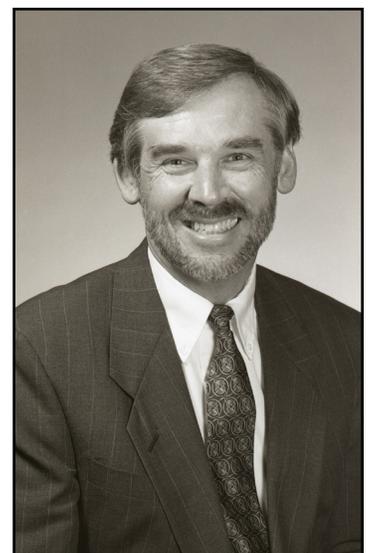
**1987–1991**

Gerald Cleveland

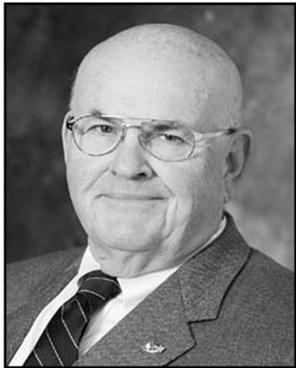


**1993–1995**

David P. Dauwalder



# over the Years



**1996–1997**

Jay D. Forsyth



**2012–2016**

Kathryn Martell



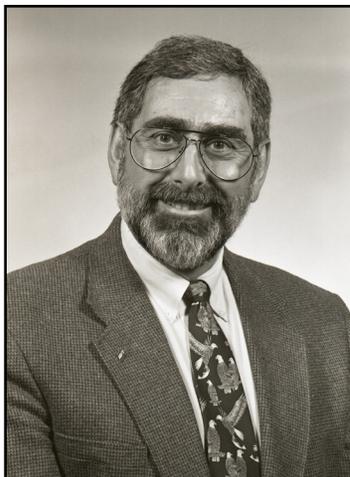
**2023–Present**

Faiza Khoja



**1998–2011**

Roy Savoian



**2017–2022**

Jeffrey Stinson



# What's in a Name?

## CWU's Name Changes through the Decades

1891

### Washington State Normal School

The term "normal school" was used for institutions that trained aspiring elementary school teachers. The first day of classes at what eventually would become CWU took place on September 6, 1891, with an enrollment of 50 students.



1937

### Central Washington College of Education

As the institution grew, it obtained this new name designation from the Washington state legislature and earned its official accreditation as a College of Education.



1961

### Central Washington State College

To reflect its evolving curriculum, Central Washington College of Education became Central Washington State College. The institution was no longer solely a teacher's college—it had adopted several new academic programs and areas of study.

1977

### Central Washington University

The institution earned university status and transitioned to the name we call it today. Presently, CWU boasts 135 accredited undergraduate majors, 32 accredited master's degree programs, and many minors and certificates.

# 1974

## The Beginnings of the College of Business

Central Washington State College changes its Department of Business and Economics to the School of Business and Economics (SBE), with three distinct departments:

**ACCOUNTING**



**ECONOMICS**



**BUSINESS  
ADMINISTRATION**



---

Patrick O'Shaughnessy, who became the first person to teach accounting at the college in 1964, served as the first chair of the accounting department at this time. These changes laid the foundation for what would eventually become the CWU College of Business we know today.

---



# 1975 & 1981

## Accounting and business administration courses are offered at CWU-Des Moines Center

(formerly Normandy Park and then SeaTac Center).

## Central Washington State College becomes the first state college to have an off-campus branch.

Allen Vautier was one of the first business faculty members hired to offer “off-campus classes” at Edmonds Community College, what is now CWU-Lynnwood. An endowment of \$500,000 was later established in his name.



# 1989

## The School of Business and Economics starts a newsletter.

This new newsletter was distributed to faculty, alumni, and friends of the university four times a year. It would eventually become the SBE *Beacon*.

# 1993

## Shaw-Smyser Hall Gets an Upgrade

**The two-and-a-half-year, \$7 million renovation to Shaw-Smyser Hall was completed in 1993.**

During the remodel, faculty and staff were temporarily scattered all over the CWU campus while the building underwent major changes.

Shaw-Smyser Hall was created when two separate buildings were physically joined together in the early 1960s. Smyser Hall was built in 1924 and originally functioned as the library. It was named in honor of Selden Smyser, who was a social sciences teacher from 1916–1942. Shaw Hall was constructed in 1929 and was known simply as the “Classroom Building.” However, in 1963, it was renamed Shaw Hall in honor of beloved geography professor Reginald Shaw, who passed away in 1952.

When the two buildings were originally joined in the 1960s, space was tight. Not only were the accounting, business administration, and business education departments housed there, but geography and history faculty and staff worked there too. In a 2009 issue of *Beacon Magazine*, professor Wolfgang W. Franz recalled that faculty members had to share offices and had “just enough room for a desk and small bookshelf.”

The remodel in the early 1990s saw both buildings get completely gutted, and the College of Business has found a dedicated home in Shaw-Smyser Hall ever since.





# 2000

## CWU-Lynnwood Accounting Team Places Second in Tax Competition



CWU-Lynnwood students impressed at the 2000 University of Washington Tax Competition. Three teams of CWU students participated, and all three placed in the top six, with one team securing second place. The event included two rounds: The first required preparing a written analysis of a hypothetical couple's tax liability and planning opportunities, and the second involved giving an oral presentation.

## CWU Marketing Chapter Wins National Honors

CWU's chapter of the American Marketing Association (AMA) earned major accolades by being named an Outstanding Chapter in the Western Region at the 22nd Annual AMA Collegiate International Conference. This recognition solidified the chapter as one of the best in the nation.

# 2000

# 2001

## Name Change: College of Business

The CWU School of Business and Economics officially became known as the College of Business in 2001.



# 2001



## New Master's Degree Program Offered

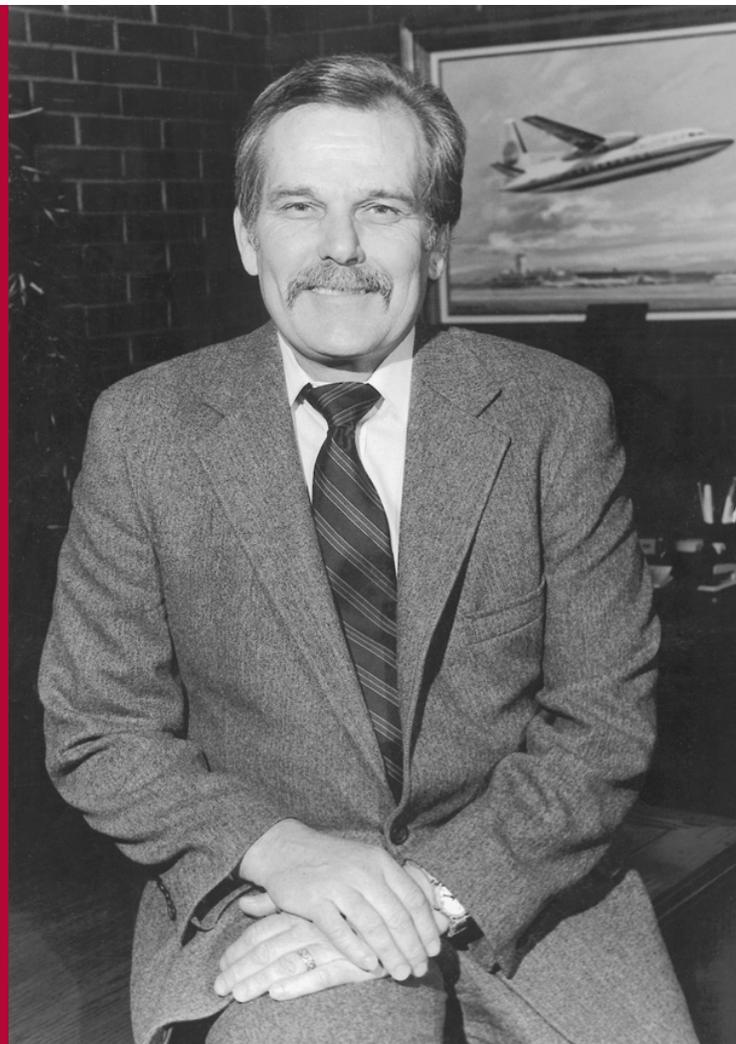
In the winter of 2001, a new Master of Professional Accountancy Program (MPA) became available at CWU.

The 46-credit-hour degree could be completed in just one academic year by full-time students who already had an undergraduate degree. Today, the program prepares students to take the Certified Public Accountant (CPA) exam and readies them to enter professional roles in financial accounting, auditing, taxation, financial analytics, and accounting information systems.

# 2002

## Milton Kuolt Honored by CWU

In 2002, Kuolt was named a CB Distinguished Alumnus for his entrepreneurial achievements. Kuolt graduated from CWU with a degree in economics in 1951. He then secured a job at Boeing, and went on to found Horizon Air in 1981, which became a successful regional airline in the Pacific Northwest before being acquired by Alaska Airlines in 1986. He also founded campground chain Thousand Trails. Kuolt's legacy is still honored today via the Kuolt Distinguished Professor of Business position. This professorship is given to a CB faculty member with previous business experience to help connect CB students and the broader business community.



# 2003



## Recognition for the Marketing Club

CWU's Marketing Club earned several honors at the 25th annual International Collegiate Conference, including for Outstanding Membership, Outstanding Community Service, and Outstanding Fundraising.

# 2004

## Accounting Students Excel on the CPA Exam

**Four of the top 10 scores on the CPA exam in Washington state were from CWU students.**

The results were a testament to the high quality of education in the CB's accounting department and showed impressive dedication from the students themselves to succeed.

CWU-Lynnwood student Michelle Noland recorded Washington's highest score. Other CWU students who scored in the top 10 were Jeffrey Buege (CWU-Ellensburg) in fourth place, James Ramborger (CWU-Lynnwood) in fifth place, and Lyun Lee (CWU-SeaTac) in 10th place.



# 2007

## CWU Hosts Northwest Sports Business Conference

The CB hosted the first Northwest Sports Business Conference in 2007 to provide a way for interested students and professionals in the world of sports business and marketing to network and discuss the industry.



# 2008

## From COB to CB

The CWU College of Business underwent a minor name change and shortened its acronym from COB to CB.

# 2010

## Supply Chain Management Institute (SCMI) Established

In 2010, CB established the Supply Chain Management Institute (SCMI) to serve as a regional leader in advancing supply chain knowledge and best practices. One of the first institutes of its kind in the area, SCMI hosted its inaugural Winter Conference on February 25, 2010, at Seattle's Museum of Flight in partnership with Boeing. With a theme of "Managing in Turbulent Times," the event brought together supply chain professionals from across the greater Seattle business community to explore pressing issues and forward-looking strategies in the field.

# 2010

## CB Earns Prestigious Accreditation



The CWU College of Business earned accreditation from the Association to Advance Collegiate Schools of Business (AACSB), a prestigious distinction of high-quality education that is achieved by only 6 percent of business schools in the world.

Schools that receive AACSB accreditation go through a rigorous review process that ensures the school is committed to providing the highest quality of business education and produces graduates who are well-prepared to enter the workforce.

Earning AACSB accreditation means CWU CB is among the top **6%** of business schools globally



# 2014



*Boeing Case Competition winners and participants through the years.*

## CB Students Win Boeing Case Competition

In 2014, CB students earned first place in the highly competitive Northwest Boeing Business Case Competition, outperforming teams from the University of Washington, Western Washington University, and Portland State University. Teams were tasked with analyzing a real-world business scenario provided by Boeing, then presenting a strategic implementation plan to a panel of Boeing executives within 15–20 minutes. The competition highlighted students' strengths in critical thinking, collaboration, and business acumen, particularly with regard to supply chain and finance issues. As a result of their exceptional performance, two CB students were offered Boeing internships for summer 2016. CB has logged a strong track record in the competition, securing first-place wins in 2014, 2015, 2018, and 2021.

## 2014–2015

### CB Gets Its First Ambassador

**Kevin Moran, Class of '15**

**Kevin Moran ('15) made history as the first-ever ambassador for the CWU College of Business during his senior year.** In this role, Moran represented CB at various events, engaging with prospective students and sharing helpful information with them about CWU. He also welcomed new students to campus and helped them get settled.

Moran graduated with a degree in marketing management and is now the community development officer for Spokane-based credit union STCU.



## AACSB Accreditation Renewed

When an institution is awarded AACSB accreditation, it must be renewed periodically to ensure the program is still meeting the highest of standards and working to improve even further. The renewal process includes self-evaluation, external peer review, and detailed strategic planning for the future.

# 2016

# 2020

## Most Popular Minor Launched: Digital Marketing

Ever since the College of Business launched its digital marketing minor in 2020, the program has been the university's most popular minor. It equips students with in-demand skills in areas such as digital analytics, AI in marketing, search and social media strategy, and planning by using project-based learning, certifications, and professional connections to prepare them for careers or entrepreneurial success.



**SBE Beacon newsletter is rebranded as Voyage**



# 2023–Present

## CB Partners with KPMG

As the result of an effort spearheaded by CWU's Milton Kuolt Professor of Business, Andy Parks, and associate dean of academics for the School of Business at the University of Washington Bothell, Deanna Kennedy, both institutions received a grant from the KPMG U.S. Foundation's Reaching New Heights program. Part of the grant was a partnership with KPMG, which is one of the largest accounting firms in the world.

The goal of the grant and partnership was to support BIPOC students during their business school journey, through internships and beyond.

"As companies are working to break down systemic barriers, creating more policies that will help increase hiring, retention, and promotion of minority employees, we want to make sure that as that pipeline is opened, our interns and employees are prepared to step into that open pipeline and effectively compete, especially those who are first-generation and may not have business acumen from their home environment," Parks said.

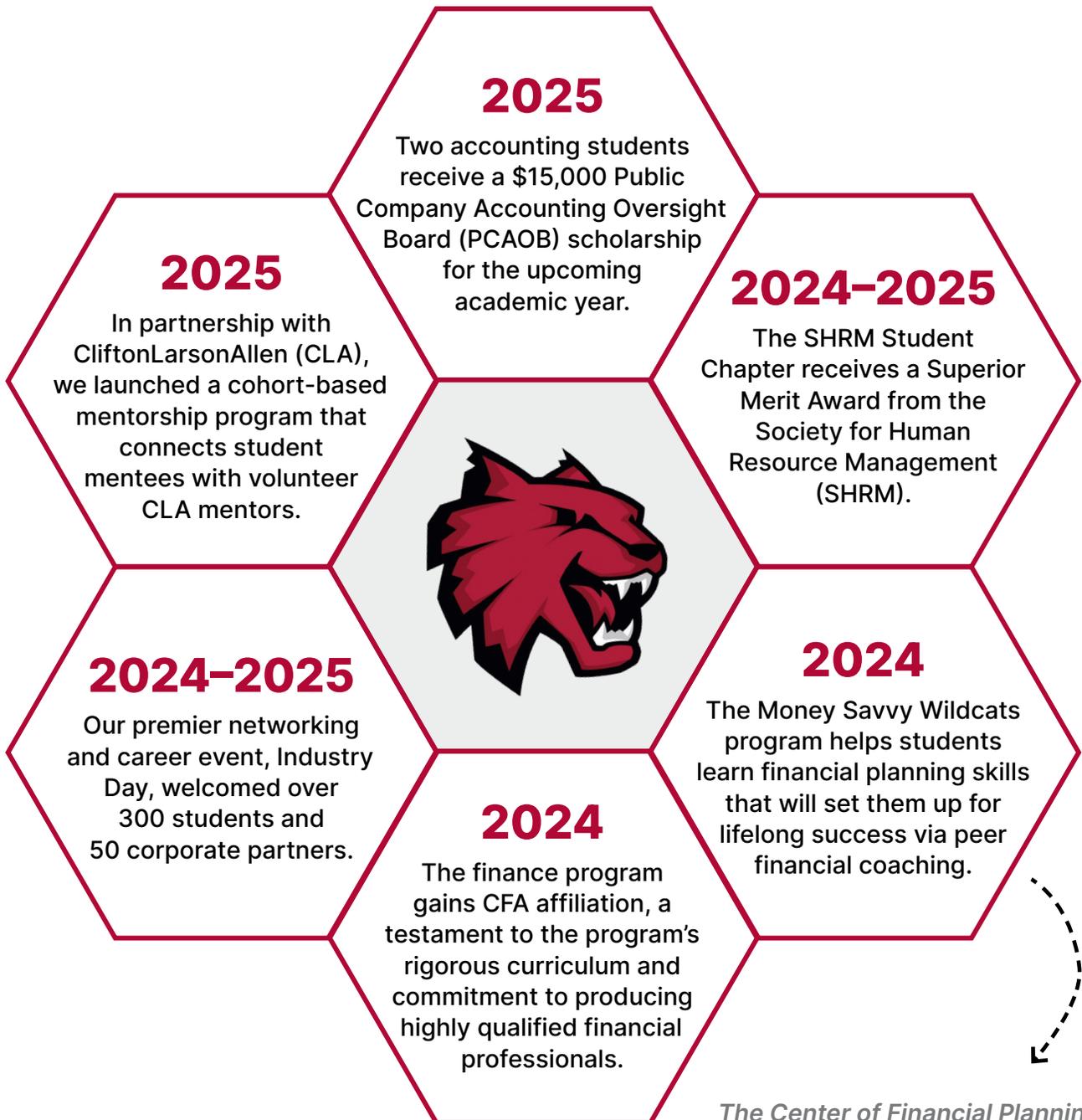
The partnership has led to an increased presence of KPMG employees on campus, many of whom are CWU graduates. Guest speakers, student clubs, workshops, and career fairs are helping to prepare CB BIPOC students for internships and full-time roles after graduation.

*"The work we're doing here is so important, as it will help increase the number of BIPOC students entering the workforce and provide them the confidence, skills, and mentoring necessary to thrive and become our next generation of leaders."*

— Michelle Quisenberry, a KPMG partner and Class of 1990 CB graduate



# Recent Highlights



*The Center of Financial Planning & Well-Being is established, funded by Charles Schwab, along with Money Savvy Wildcats.*



**CB celebrates the achievement of alumni Doug Wood ('87) becoming CEO at Tommy Bahama,**

a lifestyle brand that specializes in island-inspired clothing, home décor, and beach accessories. He joined the company in 2001 as chief operating officer and became CEO in 2016, marking a significant milestone in his career in retail leadership.

Wood has served on the CB Advisory Board and was named an Outstanding Alumnus in 2007. He delivered the commencement address at his alma mater in 2015.

Wood credits his time at CWU as playing a significant role in preparing him for the ever-changing business world. The education he received at CB gave him the strong foundation he needed to grow throughout his impressive career as a business professional.

# Alumni Becomes CEO at Tommy Bahama

**Doug Wood, Class of '87**



*"I will never forget John Lasik, my finance professor, explaining that the finance department was adding a 2-credit class on how to use financial spreadsheets on PCs. This was in the mid-'80s, so none of us had computers. He did this because students that were just graduating were telling him that they were unprepared for the workforce without this skill. And I hated the class.*

*However, when I got my first job at Boeing in 1987, I was the only person in my organization that knew how to do spreadsheets and turn the information into graphs. I ended up teaching not only my peers, but my boss.*

*I will always be grateful for the wonderful foundation that I received at Central."*

— Doug Wood



# Alumna Leads at Starbucks

**Zabrina Jenkins, Class of '92**

Zabrina Jenkins ('92) graduated with a business administration and finance degree from CWU before pursuing a law degree at another institution. She began her career at Starbucks in a junior lawyer position in 2005. She's now the executive advisor and provides strategic counsel to the executive team at the world's biggest coffee company, which boasts more than 35,000 stores across 80 countries.

Jenkins serves on the CWU Board of Trustees and is proud to be a CWU alumna.

*"It's definitely a point of pride for me when I talk about where I got started. . . . I still talk to students on campus when I'm over there. It has changed a lot since my time there, but it's still a very special place for me."*

— Zabrina Jenkins

## CB Grad Named President at Horizon Air

**Jason Berry, Class of '15**

In 2023, CWU CB graduate Jason Berry ('15) was named president of Horizon Air, an airline with nearly 3,500 employees that provides regional service for Alaska Airlines. In this role, Berry leads strategy, oversees operations, and engages with employees. He joined the Horizon team in early 2023 as senior vice president of operations.

"Horizon is an incredibly well-run airline, and our people have a special dedication and heart," Berry said. "The opportunity to lead Horizon is an immense honor."

Berry earned a bachelor's degree in information technology and administrative management from CWU in 2015.



# IT STARTED WITH ONE:



## The Growth of Clubs at CB

**While the College of Business now offers 10 clubs, the first business-related club can be traced back to 1960, when the Economics and Business Club was started.** The club was led by Dick Schopf and John Rolsik, as president and vice president, respectively, and professors Eugene Kosy, Charles Blake, Harold Williams, and Robert Funderbunk served as advisors, after interested students spearheaded its creation.

Throughout the 1960s, the club grew and evolved. A scholarship fund for the group was started in 1963 to give students an opportunity to join when they otherwise could not afford to do so. The club also

began distributing a newsletter to keep interested alumni updated about the group's ventures.

The 1970s saw the club invest in an IBM Selectric for \$100, and scholarship fundraising continued by selling fruit baskets to parents, who could then send them as gifts to their dorm-residing children. Eventually the club phased out the fruit baskets in favor of homemade birthday cakes, and at one point raised \$2,241 in a quarter.

By the 1980s and beyond, the College of Business saw the beginnings of several new clubs, but the Economics and Business Club of 1960 was the pioneering organization.

**Today, the following clubs and organizations are available to CB students:**

- Association of Latino Professionals for America
- Beta Alpha Psi / Accounting and Finance
- Digital Marketing Club
- Economics Association
- Entrepreneurship Club
- Financial Planning Student Association
- Women in Business
- Society for Human Resource Management
- Sport Management Association
- Supply Chain Management Association

# Moving Forward

## CB Unveils Its New Strategic Plan for 2025–2028

### Empowering Purpose: Driving Impact

#### VISION:

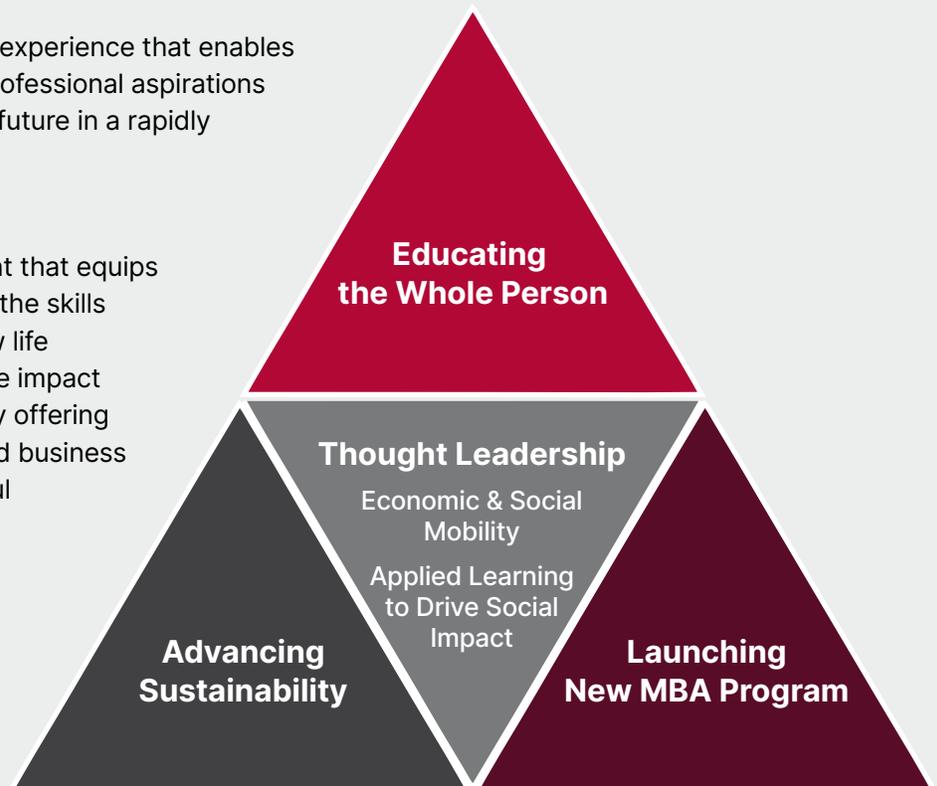
To provide a transformative educational experience that enables learners to achieve their personal and professional aspirations and contribute to building a sustainable future in a rapidly changing world.

#### MISSION:

To foster a dynamic learning environment that equips learners from diverse backgrounds with the skills and knowledge necessary to unlock new life prospects and make an enduring positive impact on their communities. We achieve this by offering theoretically grounded, practice-oriented business education programs; producing impactful research; building partnerships with key stakeholders; and nurturing a culture of belonging.

#### VALUES:

- Learner Success
- Lifelong Learning
- Integrity and Ethical Behavior
- Excellence



In line with its forward-looking vision, the College of Business recently unveiled its Strategic Plan for 2025–2028, designed to guide the next chapter of our growth. One core focus of the plan is the continued evolution of our Master of Business Administration (MBA) program. Another central initiative, Educating the Whole Person (EWP), responds to growing demand for academic experiences that emphasize student well-being and experiential learning—areas often overlooked in competing programs. Finally, the strategic plan elevates sustainability as a defining institutional priority.



**College of Business**  
400 E. University Way  
Ellensburg, WA 98926-7487

*Change Service Requested*

# **MASTER OF BUSINESS ADMINISTRATION**

**Starting Fall 2025**

**Flexible Online and Hybrid Formats**

**Affordable Tuition**

# **INVEST IN STUDENT SUCCESS**

Learn how you can get involved in shaping the next generation of professionals.



**CONNECT WITH US** [cb@cwu.edu](mailto:cb@cwu.edu) | 509-963-2930 | [cwu.edu/business](http://cwu.edu/business)