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Please join Puget Sound business leaders and College of Business **Dean Eric R. Spangenberg** for the WSU College of Business Power Breakfast, featuring guest speaker **Dick Borgman**, chairman and chief executive officer of Les Schwab Tire Centers.

Friday, September 27, 2013

The WSU College of Business Power Breakfast speaker series continues to inform, inspire, and engage Seattle-area business leaders on contemporary business issues.

Registration for this event will close at 5:00 p.m. on Tuesday, September 24. Register at cbpowerbreakfast.wsu.edu • Price: \$40

To purchase a table or for event sponsorship opportunities, contact Jennifer Naughton at 509-335-8285 or jennifer.naughton@wsu.edu.

Featured Speaker:
Dick Borgman
Chairman and
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Professional Programs
David Whidbee
Faculty Affairs and Research
Assistant Dean:
Cheryl Oliver
Online and Graduate Programs

Dividend

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A MESSAGE FROM THE DEAN

Dear Friends,

There is little that is more exciting than recognizing opportunity and being in a position to capitalize on it, and then advancing from opportunity to accomplishment. One of my greatest rewards as dean has been watching our faculty and staff develop the highest quality learning environments in the nation and seeing the College of Business recognized for its efforts. From our #1 ranked online graduate business programs to the new Carson Center for Student Success, our investments in all of our students—at all levels, across all locations—are paying big dividends as we continue to deliver global business leaders.

Our cover story celebrates the results of strategic investments in new faculty leadership, technology, and facilities catering to the changing lifestyles and needs of our students. In this section, several images help depict what the College of Business is about, but this doesn't tell the whole story. Our investment in student success would not be possible without support from people like Scott and Linda Carson, whose unparalleled vision and generosity enabled a state-of-the-art remodel of our undergraduate space—only the most recent in their long-term investment in College of Business successes.

We continue to determine our own destiny through investment in collaborative teaching methods, cutting edge research, and technology development. Contemporary educational programs, such as the international business plan competition (highlighted in the innovation section), give young entrepreneurs the opportunity to develop business ventures that can make critical differences in our global economy. We are proud of the international teams from China, Switzerland, and Tanzania, as well as the three Pullman teams who advanced to the final rounds. We are, however, especially pleased to recognize the team from César Ritz Colleges Switzerland; their winning business plan proposing a unique design for student housing could enable more international students to more affordably pursue higher education. The win by this team is a great sign regarding the quality of students at our Swiss partner school.

We continually strive to develop and nurture a global mindset and professional perspectives in our students. The most recent example of our ability to achieve these objectives is covered in the feature article on our new double bachelor degree program with César Ritz Colleges—the first of its kind to offer students the benefits of gaining global business perspectives from a traditional Swiss hospitality school in concert with a large American research university.

While our students are encouraged to explore the wealth of our international programs, we also create opportunities to enlarge students' professional perspectives by bringing top business executives to our domestic campuses to network with students as well as give public lectures. The CIO Summit described in this issue is one such activity.

Assuming chairmanship of our National Board of Advisors, Mark Hansen said to his fellow board members, "Investment opportunities are right before your eyes: our students at Washington State University." As you read this issue of *Dividend*, I encourage you to reflect on Mark's call to invest in the College of Business at WSU. The collective impact of our students, alumni, faculty, and staff is great, and your continued investment will ensure those impacts continue into the future. By helping us succeed in our mission, you are paying it forward to the benefit of our global society.

We all have good reason to be proud of our college, and I offer my heartfelt gratitude to all who have given of themselves to facilitate the successes of the last several years. A lot has been accomplished, and I'm proud to be dean of a top-ranked business school. It is a lot of work to stay at the top, but, I assure you, with your support and involvement, our team is up to the challenge of delivering a continued winning record.

Best,



Eric R. Spangenberg, Ph.D.

Dean and Maughmer Freedom Philosophy Chair



Faculty and Student News

It is my pleasure to introduce **Cheryl Oliver** ('99 B.A. Education, '09 M.Ed. Education Administration, Student Affairs) as the new assistant dean for online and graduate programs. Given our position as the largest undergraduate major in the university's Global Campus, and as the number one ranked online graduate business program in the nation, it is imperative that we manage our destiny and continue our trajectory of excellence into the future. As the director of graduate programs for the last 10 years and the driving force behind much of the success of our online graduate programs,

Cheryl is the logical choice for this leadership role. Her expertise and collaboration in establishing a partnership with Pearson Embanet, an online service provider, increased revenue for the college and grew the program to more than 200 online graduate students. As a proactive administrator, Cheryl served on the 2013 Graduate Management Admissions Council Annual Industry Conference Advisory Board, a group that unites more than 600 graduate management education professionals in admissions,



marketing, and program direction from across the world to explore ideas about graduate management education's rapidly changing landscape. She also serves on the WSU Graduate Advisory Committee and a special interest group assessing online degrees. She has also served as secretary for DocNet, a consortium of AACSB-accredited institutions offering doctoral degrees in business administration. Please join me in welcoming Cheryl to her new role.

Eric R. Spangenberg

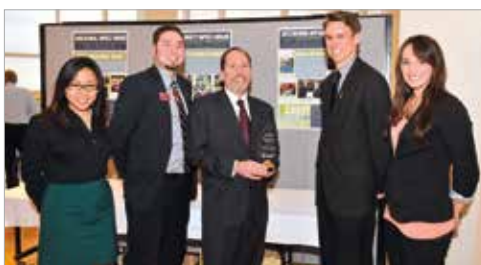


Ron Pimentel, WSU Vancouver assistant professor of marketing and associate director of the Professional Sales Certificate Program, was named Teacher

of the Year. The award is presented to instructors who have displayed excellence in and out of the classroom. Students nominated him for his impact on their academic lives and future marketing careers.



The Professional Sales Certificate Program, co-directed by **Alberto Sa Vinhas**, assistant professor of marketing (WSU Vancouver), was named a top university sales program by the Sales Education Foundation. The program has gained national acclaim through outstanding student presentations at the Western States Collegiate Sales Competition and the National Collegiate Sales Competition. Tom James Clothiers, Workplace Resource of Oregon—a Herman Miller Company, Consolidated Electrical Distributors, Zones Inc., Corwin Beverages, and Frito Lay sponsor the program and its activities.



From left to right: Stephanie Lau, Jordan Mayes-Schlatter, Dr. Reynolds, Taylor Meyer, and Kelle Taplin at the Leadership and Engagement Awards of Distinction Event.

At the 2013 Leadership and Engagement Awards of Distinction Event, **Dennis Reynolds**, professor of hospitality business management, received the Outstanding Advisor Award from WSU Registered Student Organizations for his work with Eta Sigma Delta, the WSU chapter of the International Hospitality Honor Society. Eta Sigma Delta's Winefest event generated more than \$30,000 with a net profit of at least 30 percent. Funds allow ESD members to attend such events as the International Hotel, Motel, and Restaurant Show in New York City and the International Restaurant Show in Chicago.



Jon Jackson, doctoral candidate in the Department of Finance and Management Science, was one of two graduate students to win the Graduate and Professional Student Association Excellence as a Teaching Assistant Award for fall 2012. Jackson teaches management operations and was recognized for his high quality instruction.



WSU Tri-Cities MBA student **Lindsay Mahony** was elected president of the Mid-Columbia Market at the Hub, a cooperative operating the Northwest Regional Food Hub in Richland. The Hub supports Mid-Columbia farmers, producers, and small businesses and plans to construct a public market and cooperative greenhouse in Richland. In October 2012, the Hub won the People's Choice Award in the City of Richland's Green Recognition Program.



New Staff and Administrative Hires



Ken Butterfield is the new chair of the Department of Management, Information Systems, and Entrepreneurship. His research focuses on

managing ethics and restorative justice in the workplace. Butterfield was formerly an associate professor within the department. Butterfield received his doctorate in organizational behavior from the Pennsylvania State University in 1997.



Sarah Druffel is now director of strategic marketing as a result of a team building effort within the dean's office. She will lead marketing

and communications strategies and provide creative direction for the college's web presence and brand management. Druffel formerly was assistant director for the Carson Center for Student Success. She earned her MBA in 2009 and her bachelor's degree in marketing in 2001, both from the WSU College of Business.



Sue Gilchrist, receptionist/office assistant, manages the dean's front office and greets guests. She has a variety of assignments for our

associate deans and development team. She also supports the International Business Institute by coordinating arrangements for international visitors as well as other activities.



Jarl Kallberg is the new Lyon/Wolff Distinguished Professor in the Department of Finance. Kallberg was formerly the director of research and a profes-

sor of global finance at the Thunderbird School of Global Management, and a research professor in the Department of Finance at the Carey School of Business at Arizona State University. His research

interests include financial engineering, real estate, financial contagion, entertainment economics, and credit and statistical modeling. Kallberg earned his doctorate in business administration at the University of British Columbia.



David Knuff ('97, '07 Marketing) was appointed director of the Pullman 1-year MBA program in August 2012. He focuses on data-driven decision

making with a global perspective, increasing enrollment and engagement, and obtaining external support. Knuff formerly was a clinical assistant professor in the CB's Department of Marketing and International Business.



Velle Kolde ('80 Business Administration, '82 Accounting) was named director of the Online Executive MBA Program in August 2012. During

his 19 years at Microsoft, he was involved in many business planning and innovation building capacities. He also held leadership positions at Oracle Corporation, IBM, and American Microsystems.



Thomas Leib is the director of the WSU hospitality and business management program at César Ritz Colleges in Brig, Switzerland. Leib

earned a WSU bachelor's degree in hotel and restaurant administration through César Ritz Colleges in 2001, and a master's degree in hospitality business management in 2009 from Manchester Metropolitan University. He will complete his doctorate in hospitality and tourism at Manchester in December 2013.



Jordan Neuhaus ('12 Digital Technology and Culture), a program assistant, serves as the first contact for the School of Hospitality Business

Management. He greets and assists visitors, manages department internship hours, answers program questions, and assists faculty, students, and the general public.



Shila Ruiz, academic advisor in the Carson Center for Student Success, advises uncertified business students and certified accounting

majors, and assists with scholarships. She has a master's of education degree in adult and higher education from the University of Oklahoma. She previously served as an academic advisor in the Rossier School of Education at the University of Southern California.



Joseph Vithayathil is a new assistant professor in the Department of Management, Information Systems, and Entrepreneurship. His

research interests include economic theory, agency theory, and IT governance related issues. He received his doctorate in management from the University of California, Irvine.

Ph.D. Graduates



Stoney Brooks,
Management Information Systems
B.S., B.B.A., Mesa State College
MSBA, Colorado State University

Dissertation: Personal Social Media Usage: Influential Characteristics and Negative Effects.
Major Advisor: **Saonee Sarker**



Tera Galloway,
Management
B.B.A. University of Michigan-Flint
Dissertation: The Role of Governance and Legitimacy on Inter-organizational

Relationships: An Examination of Alliance Innovation Strategy, Network Spillover, and Firm Performance.
Major Advisor: **Jonathan Arthurs**



Brian Gillespie,
Marketing
B.S. Northern Arizona University
M.B.A. Washington State University

Dissertation: Toward Understanding of the Product Placement Effect: Considering the Impact of Branded Artifacts in Media on Consumer's Cognitive, Affective and Conative Responses.
Major Advisor: **David Sprott**



Xiaohui Huang,
Operations Management
B.S. Southeast University, China
M.S. Washington State University

Dissertation: Contract Strategies with Options in Supply Chains and Predictive Models for Purchasing Centralization Decisions.
Major Advisor: **Charles L. Munson**



Nathan Johnson,
Information Systems
B.S. University of Tennessee
M.P.A. University of Tennessee

Dissertation: The Pathway to Enterprise Mobile Readiness: Analysis of Perceptions, Pressures, Preparedness, and Progression.
Major Advisor: **K.D. Joshi**



Yibai Li,
Management, Information Systems, and Entrepreneurship
B.S. Jilin University
B.A. Jilin University
M.S. Oklahoma State University

Dissertation: Social Computing: Concepts, Application, and Theory.
Major Advisor: **K.D. Joshi**



Phil Longstreet,
Management Information Systems
B.S. University of Idaho
M.B.A. Idaho State University

Dissertation: Towards an Understanding of Online Visual Aesthetics: An Instantiation of the Composition Perspective.
Major Advisors: **John Wells** and **Joe Valacich**



Wen-ling Lu,
Finance
B.B.A. National Taiwan University of Science and Technology
M.B.A. Auburn University

Dissertation: U.S. Bank Structure, Fragility, Bailout, and Failure During the U.S. Financial Crisis.
Major Advisor: **David Whidbee**



Dustin Smith,
Management
B.S. University of Idaho
Dissertation: Corporate Social Responsibility: Examining the Role of Institutional Antecedents, Consumer

Reactions, and Social Opportunity Selection.
Major Advisor: **Jonathan Arthurs**



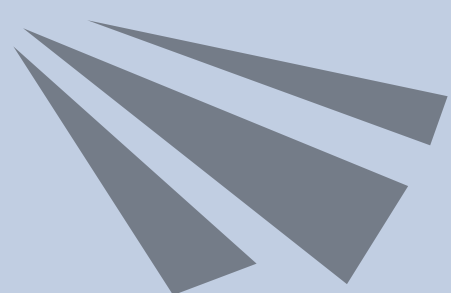
Xiao Xiao,
Information Systems
B.B.A. Wuhan University, China
M.Acc. Bowling Green State University

Dissertation: Post-Adoption Issues Related to Cloud-based Information Systems: A Multi-Method Investigation.
Major Advisor: **Suprateek Sarker**



Manja Zidansek,
Marketing
Bachelor of Law, University of Ljubljana
M.B.A. SEG/César Ritz Colleges Switzerland

Dissertation: What Scent Can Do For a Brand: Exploration of Brand-Scent Boundary Conditions.
Major Advisors: **Eric Spangenberg** and **David Sprott**



X and Y Are Not the Same: Creating a Value Chain of Student Investment

By Sue McMurray

As a player in education's \$7 trillion industry, the College of Business must continually embrace the changing lifestyles of students. Having experienced firsthand society's transformation from paper to digital, Generation X (born between 1961 and 1981) has a keen understanding of the trajectory and importance of online technology. Generation Y (born between 1982 and 2004) was largely the first to grow up with computers in their homes and a value system heavily influenced by dynamic communication, social media, and digital technologies. The college recognizes the distinct differences of both generations and has strategically invested in faculty leadership, cutting-edge technology, and donor contributions to position students for success.

In the last year, the college accomplished significant benchmarks serving both student demographics—claiming the top national ranking for online graduate business programs and completely renovating undergraduate facilities. Neither goal was achieved overnight; they were the result of a vision shared by the University president, the college, and contributors who believe the key to progress lies in investment in students.



Strategic investments lead to Best Online Graduate Business Programs ranking

Over the last four years, the college's strategic investments in its suite of MBA programs ultimately led to *U.S. News & World Report's* #1 ranking for Best Online Graduate Business Programs in 2013 and Best Online Graduate Business Programs for Veterans in 2013.

"This recognition is evidence that the College of Business has delivered on its strategic investment in online education," said Dean Eric Spangenberg. "The reputation of our faculty and the outstanding staff we have supporting these programs illustrate our dedication to delivering programs that are second to none."

The online MBA and Executive MBA programs are nationally renowned for engaging and supporting students. They encourage students to become involved in student government and to attend business career networking events. Students gain professional perspective through social media groups of peer business executives and global perspective through an optional 10-day study abroad experience.

Courses are taught by faculty experts with more than a decade of e-learning experience, and students have access to 24-hour technical support. Capstone experiences encourage students to develop real-life business ventures that benefit the economy



or people's lives. Because there is no residency requirement, students may earn a WSU MBA from anywhere in the world.

The journey began in 2009 with a goal of offering busy working professionals and seasoned business executives the ideal combination of maximum flexibility with intense business training. The college transferred the Executive MBA program to an exclusively online environment and launched the online MBA in partnership with the WSU Global Campus.

In 2010, the college partnered with Pearson Embanet, a leading provider of online services for nonprofit universities, to develop new, innovative products, recruit more students, and expand international reach.

Within a year, the first online Executive MBA courses through Pearson Embanet were offered.

To foster growth and further develop the Executive MBA program, the college enriched its faculty base by hiring Velle Kolde, former Microsoft public relations executive, to direct the Executive MBA program. Kolde oversees the



Velle Kolde

growth and further development of the online program with a focus on relevance, leadership, and global outlook. He also manages the online EMBA student capstone experience.

1-Year Pullman MBA serves niche market

In addition to bolstering online programs, the college identified a niche that could be served by a campus-based program. The 1-Year Pullman MBA gives students the flexibility of staying on the Palouse to gain graduate credentials in a single year. The cohort-based program features the same rigorous core curriculum as the online MBA and emphasizes entrepreneurial and critical-thinking skills through case discussions and projects, team building, and leadership.

The college established a faculty position to lead the program, and Assistant Professor David Knuff was appointed as director in August 2012.

"With the help of our corporate stakeholders, we identified a growing need for managers who can analyze data and make strategic decisions," says Knuff. "The 1-Year Pullman MBA program will meet this growing need with a focus on making data-driven decisions with a global perspective, a skill set corporate entities increasingly seek."



David Knuff

New Carson Center for Student Success: Getting in Touch with a Touch-pad Generation

To create the best learning environment possible, the college invested in a facility remodel to create the Carson Center for Student Success, thanks to the generosity and vision of Scott and Linda Carson.

The new center supports students at the highest level possible through a holistic approach. The center serves more than 1,800 students per semester and houses academic advising, careers and involvement, international experience, and scholarships all in a convenient one-stop-shop. Professional advising and a wealth of professional development activities help students enhance their organizational, leadership, service, and networking skills. Programs include Keys 4 Success, the Boeing Mentor Program, Business Club Council, and the Freshman Admit Program. Students are encouraged to join one or more of the 13 business clubs and organizations and take advantage of many other involvement opportunities available through the center and across campus. The center also supports students in seeking leadership positions, participating in civic engagement activities, and networking with faculty, alumni, and employers.

For the last five years, the center's distinctive international experience programs have led WSU's study abroad participation in terms of quality and quantity of students. Seven faculty-led

programs offer students exciting opportunities to study in China, Greece, Italy, Korea, Spain, Switzerland, and Thailand. Of the more than \$600,000

may include the student's hometown, major, grade point average, need, and class standing.

"Our business students absolutely love



Carson Center for Student Success

in scholarships awarded across the college, \$72,500 was allocated to 63 out of 365 students who participated in study abroad experiences this year.

All business students in need of financial assistance may find support in the college's scholarship program, coordinated by Paula Carson (no relation). Scholarships typically range from \$500 to \$5,000 per year, and students may receive more than one scholarship. Scholarships are awarded according to specific qualifications that

the new center as it offers a multitude of services as well as a social, multitasking, digital environment that they thrive in," says Janel Lang, then the center's senior director. "The open space allows students to network with peers, and the single location helps students seek valuable information from college staff early in their academic careers, leading to increased engagement and retention."

In April, the college honored the Carsons during a college-wide

Continued

dedication. The celebration paid tribute to the couple's vision for the center and the installation of new resources that will support students' progress in becoming strong leaders, competitive job seekers, and responsible citizens in a global society.

On any given day, students meet in the executive board room, practice in interview rooms, study in the lounge, or obtain information from the new digital displays gracing the walls of the center. The Carsons also donated funds for new digital displays in the atrium and in Todd's third floor west entrance.

"One of my first activities as dean was to dedicate the original Carson Center in 2005. At that time, graduates were missing the polish to land jobs, though they were doing as well as or better than their peers once hired," says Spangenberg. "The Carsons' recent

investment addresses all students' needs and hits the whole value chain. It is a great pleasure to recognize Scott's and Linda's deep generosity and steadfast commitment to WSU."

At the dedication, student speakers Melissa Ang and Garvan Kuskey shared testimonials of how the Carson Center assisted them on their journey

through college and helped them achieve their goals. Scott Carson remarked that though he and Linda are proud of the new facility, "It's not about brick and mortar. It's about making a difference for students." He encouraged the college's advisory

board members to engage in investing in WSU's national campaign and journey toward excellence. "This is Washington state's university," he says. "There are new opportunities around the corner." ▲

"The Carsons' recent investment addresses all students' needs and hits the whole value chain."

—Eric Spangenberg
Dean and Maughmer Freedom
Philosophy Chair



Melissa Ang



Garvan Kuskey



Scott Carson



Carson Center Dedication

Executive MBA Capstone Experience

When I first began the capstone class, I had an idea in mind for a new business solution. Then, EMBA director Velle Kolde announced that there was a new and interesting option available involving a partnership between the Executive MBA program and the WSU Research Foundation to commercialize the University's intellectual property. I jumped at the chance to be a part of this inaugural track and develop my idea.

The Labor Monitoring Software (LMS) invented by Li Tan, assistant professor in the WSU School of Electrical Engineering and Computer Science, was originally designed to make it easier to process payroll for farm workers employed by multiple employers. I had been working with Li and Travis Woodland, director of business development in the WSU College of Engineering and Architecture, to adapt the software for the hospitality industry.



Burl Battersby
*Executive MBA student
Director of Six Sigma,
Sheraton Seattle Hotel*

Just as a farm worker may earn a premium wage for the type of work being done, hotels often remunerate associates based on supplementary tasks assigned to them. Tracking

this information for payroll purposes frequently involves a lengthy paper trail that ultimately allows the payroll manager to enter the information into the payroll system.

The LMS solution would enable these add-on tasks to be electronically tracked, tabulated, and interfaced with the payroll system. The benefit is not necessarily going to save labor, but the solution will allow the manager to focus more on activities that bring value to the organization. There is potential to expand this to

many areas within the hotel including banquets, housekeeping, engineering, food and beverage, etc. This solution could be viable in other industries such as health care, construction, and work that has variable pay rates based on the task assigned. We hope to pilot the LMS at my hotel, and, if it is successful, we would seek to launch this solution across multiple hotels in the near future.

I am working to commercialize a patented solution, which requires a full business plan and fundraising in concert with the input of experts in the field. It has been a very enriching experience for me. The partnership between the EMBA program and WSU Research Foundation is a great opportunity for students to put their newly learned skills into practice on a real-world business solution. I would recommend it to anyone interested in gaining valuable experience and further developing their business acumen. 

Online MBA Capstone Experience

More than 30 years ago, I graduated from WSU with bachelor's degrees in hotel and restaurant administration and business administration. In 2011, I received an email promoting the online MBA program (OMBA). I was curious but leery about taking the graduate management admission test. If accepted, could I handle going back to school? Despite my concerns, I was accepted into the program in the fall of 2011. From my first class, I have been able to apply the content, sharing it with coworkers. I had been feeling "stuck" where I had been working for more than 15 years.

My WSU OMBA journey has taken unexpected turns. Soon after I began the program, my department at work was eliminated. As I explored my options, I realized I wanted to do something new, so I decided to move from Seattle to Phoenix to be closer to my sons. I




Carol Thompson
*Online MBA student
Administrative Support
Team, Macy's, Phoenix*

was hired by Macy's as a holiday recovery employee, then permanently as a selling associate and later as an administrative support member in the executive office—all within six months.

My OMBA capstone project was inspired by my husband, Tracy, whom I met at WSU. In 2004, he was diagnosed with ALS (Lou Gehrig's disease). When he eventually lost the ability to swallow, doctors surgically implanted a feeding tube called a PEG. At an ALS support group meeting, I learned that the normal way to protect the PEG is with medical tape that has to be torn off several times a day, often causing pain, itching, skin irritation, and infection. Thanks to

our nurses, we never experienced those complications because they had given us a "tube top," built from maternity underwear, to protect the PEG.

Though I lost Tracy in 2008, my experience led to the creation of the "Mesh Band," a formal version of the "tube top," that will help not only ALS patients but hundreds of thousands of others with serious medical conditions that impact swallowing or require adhesive appliances. Currently, I'm researching potential manufacturing partners and hope to patent Mesh Band in the United States.

Before I started the OMBA program, I was told that I didn't need an MBA because my work experience is more valuable. While that may be true in part, the confidence, real-world business skills, and ideas I've gained in the OMBA program will allow me to make an important difference in the lives of others. 

Carson Center Tips Make MIS Grad Boeing's Best Pick

When I was growing up in Mill Creek, Washington, my parents were both electronic technicians working at Boeing. Based on the success achieved by their engineer coworkers and friends, they encouraged me to pursue an engineering degree, and in 2009 I started a bachelor's program in computer engineering at WSU.

In my freshman semester, I took general courses and computer science, but I felt isolated. I like technology and worked as a residential technologist solving other students'


computer problems in the residence halls, but engineering didn't really fit my social personality.

After researching the MIS program's focus on diverse aspects of business intelligence such as web development, ITS security, and person-to-person interaction, I switched my major and entered the College of Business. MIS Professor Mauricio Featherman's real-world teaching style and expert knowledge of what big companies want in employees made me realize I was getting the best out of my education.

A group of friends and I started attending every career fair and event sponsored by the Carson Center for Student Success. The Carson Center taught me how to interview, how to dress, how to act, and how to market myself. All of the tips and tricks Director Janel Lang shares give business students an advantage over other majors.

After attending the WSU Career Expo, I applied for a summer internship with Boeing. I competed with three other students from various disciplines in a rigorous interview. The prospective interns were given one hour to come up with innovative technology to help Boeing managers communicate more effectively on each coast of the United States. I developed an idea for a group work phone for dedicated managers. Boeing already has a discount phone plan in place. Because of my undergraduate training and the research I did on Boeing beforehand, I was able to present a tangible business plan that made sense economically, and I was granted the internship.

The internship was a great learning experience. I worked full-time as an ITS security intern and was paired with a mentor and a manager on a project involving database design and data management. Applying the knowledge I gained from taking business classes on these topics, I created a systems benchmarking tool, finding the best way for Boeing to evaluate software. I wrote a program to automate tests for memory, hard drive, and graphics programs and record results.

At the end of the internship, I presented my project to my supervisors and received a high performance score. I was soon offered a job in Boeing's IT department. 



Victor Hoang '13
*Software Component
Manager, Architectural
and Technical Integration*

Our Sincere Thanks

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FOUR PRIORITIES OF THE COLLEGE: I

GLOBAL OUTLOOK



Shore to Shore


Students Travel the World to Develop Global Perspectives

By Sarah Reyes and Sue McMurray



Camille Powers and Dr. Bernard Wong-On-Wing at the Chengdu Panda Base in Sichuan Province, P. R. China.

China

Camille Powers (marketing) had the once-in-a-lifetime opportunity in 2012 to study at the Southwestern University of Finance and Economics (SWUFE) through the college's faculty-led semester program in Chengdu, China. An International Advisory Board (IAB) scholarship funded her experience. "I'm paying for school on my own, so support from donors provided amazing financial assistance," Powers says. Powers explains that she not only learned valuable lessons in business, but also acquired skills that extend far beyond her courses. "Hard work and dedication is something Chinese culture really focuses on, which can be applied to the business world here," Powers explains. She graduated in May with plans to travel to Italy. 

Spain

Erik Solorio (accounting) was ecstatic when he received a 2012 IAB scholarship to support his six-week, faculty-led study abroad excursion to Valencia, Spain. Solorio credits the scholarship with helping him pay for everything from his plane ticket to meals and trips outside of Spain, as well as some of the debt he acquired at WSU. Solorio took numerous business-related classes and had a short internship at an internet startup camp helping business people to integrate social media into their companies. Solorio also traveled to Italy, England, Portugal, and France. While overseas, Solorio became more open to the Spanish way of mixing work and relaxing. "U.S. mentality is 'live to work,' but Spain's is 'work to live,'" Solorio says. Solorio wants to gather enough funds to attend the master's of accounting program at WSU and eventually start his own accounting firm in his hometown of Kennewick, assisting Latino business owners in the area.




Erik Solorio




From left: Dr. John Kalu Osiri, three Ngaro employees, Jacob Farris, Tanner Bogardus, and Spencer Glantz.

Seniors **Tanner Bogardus** (international business), **Spencer Glantz** (international business), and junior **Jacob Farris** (marketing), studied abroad in Valencia, Spain, and interned at Ngaro Intelligent Solutions, a thermal imaging devices company. The group learned about the law and tax restrictions foreign companies like Ngaro face when trying to introduce a product in the United States. The group also expanded their perspectives on global business. "In America, I feel like business is pure business, but over there, business is like family," Bogardus says. "I feel you can be more successful if you have that interaction."

"Adapting to how other cultures work and conduct business was enriching," Farris says. "It really helped my work ethic." 

Scotland


When undergraduate **Halie Fewkes** (marketing) left Pullman on exchange to Scotland, she was willing to try new things. She joined a traveling volleyball team, learned Scottish dances, and ate haggis, a traditional Scottish dish. Fewkes also made many friends and visited Wales, Northern Ireland, Scotland, and England.

At the University of Stirling, Fewkes' class invented an entrepreneurial product for a global market. They created a virtual travel service that took people back in time to see world history, such as pyramid construction or how cave-men lived. Strategies included dressing in period costumes and producing travel brochures and magazines. "We learned about how best to segment our market and target the customer base most likely to buy our product," said Fewkes. "Studying in Scotland was the best decision of my life." 



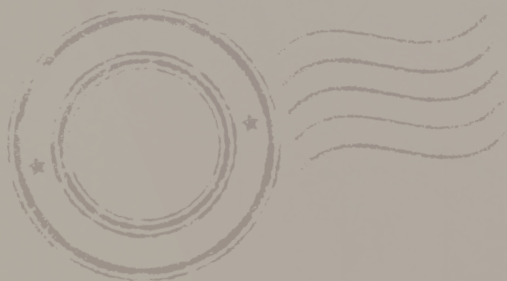
Halie Fewkes (left) and University of Stirling classmates enacting their virtual time travel service marketing project.

New York

David Whidbee, associate dean for faculty affairs and research, and **George Jiang**, professor of finance, accompanied eight business students to the third annual Quinnipiac Game Forum in New York City in April. The international forum brings financial market experts and college students together to strengthen the connection between industry practices and what students are learning in the classroom. Industry experts provide insights into pressing issues facing investment professionals in global financial markets and share best practices in investment management. The students spent three days learning about the global economy, alternative assets versus equities, the Federal Reserve perspective, corporate governance, and global markets. They attended a variety of breakout sessions on standard investment strategies, professional designations in the industry, analysis of specific asset types, and career topics. After the forum, students visited the sights of New York City, including the Museum of American Finance, Wall Street, and the World Trade Center. 



From left: Dr. Whidbee, Amy Christensen, Michaela Calderon, Hayden Wieck, Taylor Jensen, Taran Patel, Kelsey Warren, Taylor Woodruff, Corey Malone, and Dr. Jiang. Photo by Taran Patel.



Double Vision:

New Bachelor Program Offers Dual Degree

with César Ritz Colleges Switzerland

By Sue McMurray

A new program offered by the WSU College of Business in partnership with César Ritz Colleges Switzerland allows students to see a bright future with rewarding careers in hospitality business management, one of the world's largest industries. Students studying at César Ritz Colleges will earn both the César Ritz Colleges bachelor of international business in hotel and tourism management and the WSU bachelor's degree in hospitality business management.

Students from around the world study and live in Switzerland while complet-

ing this unique WSU degree. WSU is one of few business schools to offer a hospitality degree accredited by the Association to Advance Collegiate Schools of Business (AACSB).

College of Business Dean Eric Spangenberg and Swiss Education Group Chief Operating Officer Ronan Fitzgerald made it official June 6, 2012, at a signing ceremony in Switzerland. César Ritz students in the new curriculum program began WSU courses in October. "This is a rare opportunity for students to gain



From left: David Bolton, Ronan Fitzgerald, Florent Rondez, Eric Spangenberg, Benoit Samson, Emanuel Donhauser, and Nancy Swanger.

global business perspectives from a traditional Swiss hospitality school in concert with a large American research university," Spangenberg said. "Our longtime, collaborative partnership with César Ritz Colleges has set the stage for this new venture, which will strengthen both of our institutions' international reputations."

A relationship between people, not just institutions

The new program stems from a successful partnership established 30 years ago by Lothar Kreck, hospitality professor, and Wolfgang Petri, founder of César Ritz Colleges Switzerland. Their collaboration launched the first WSU/César Ritz Colleges bachelor degree program in hotel management in 1999. Students were attracted from around the world to get a U.S. degree in Europe, and

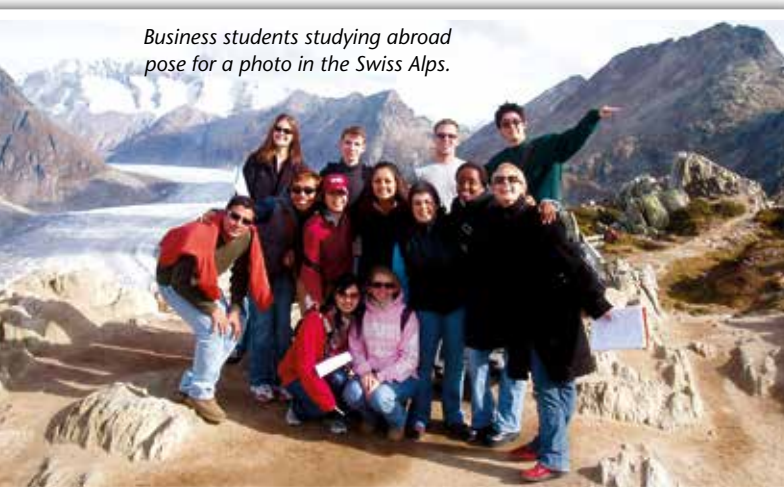
more than 400 students graduated with a WSU degree from Brig. The degree program ended in 2005 as a result of the Bologna agreement, a sweeping educational reform throughout Europe that allowed César Ritz Colleges to offer new programs. Once César Ritz Colleges introduced the bachelor of international business degree (BIB), offering a U.S.-based degree no longer made

completed a semester study abroad in Brig, along with many WSU faculty and staff.

The new WSU-César Ritz Colleges program is notably different from the previous program: a greater number of credits transfer from César Ritz Colleges to WSU than before, recruitment and admissions are coordinated jointly by faculty and staff of both colleges, César Ritz Colleges heavily revised the BIB curriculum to build the new program, and U.S.-based liberal arts coursework is integrated throughout the curriculum.

"We are very excited to have strengthened our long-term relationship with WSU and believe that this program offers fantastic benefits to students from both institutions," says Fitzgerald. "A program that combines the best of Swiss hospitality studies with American business ideals is a partnership designed with our students' future career success in mind."

Business students studying abroad pose for a photo in the Swiss Alps.



sense. Through the efforts of Spangenberg and WSU hospitality faculty, a new semester abroad program open to all business majors began in Brig, Switzerland, in 2006. To date, more than 200 WSU students have



One curriculum, two degrees

The new program is coordinated as a joint activity by faculty and staff of both colleges. Students are taught by renowned WSU faculty who live onsite in Brig and by U.S.-based WSU faculty who participate in faculty exchange. WSU faculty members also teach courses via distance technology that focus on senior-level hospitality and business management topics. WSU offers 31 credits of César Ritz Colleges-transferable coursework for the hospitality business management degree. César Ritz Colleges offers 89 credits of WSU-transferable coursework for the bachelor of international business in hotel and tourism management degree.

Students may choose to begin studying at either the Bouveret or Lucerne campuses of César Ritz Colleges and complete the degree at the Brig campus. The degree program is comprised of eight terms, may be completed in three years, and includes two six-month industry internships.

"César Ritz Colleges provides fundamental hospitality instruction and delivers coursework aligned with WSU's university-wide core curriculum," said David Sprott, associate dean for graduate, international, and professional programs. "Students meeting WSU admission standards are admitted to WSU to complete more advanced business and hospitality topics on site in Switzerland."

Advancing global reputation

Recent hires support the global teaching and research mission of both institutions. Thomas Leib was appointed as the director of the WSU hospitality and business management program at Brig. Leib earned a WSU degree in hotel and restaurant administration through César Ritz Colleges in 2001 and a master's degree in hospitality business management in 2009 from Manchester Metropolitan University. He will complete his doctorate in hospitality and tourism there in December 2013 as he carries out his new role as a joint faculty member of César Ritz Colleges and WSU.


Leib is responsible for ensuring the program curriculum meets regulations and developing a joint research environment with faculty from both institutions.



Thomas Leib

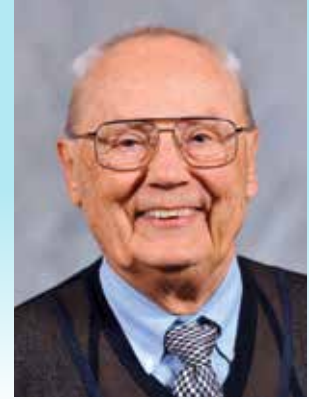
"I'm a product of the degree program at Brig," Leib says. "Through increased faculty and doctoral student exchanges, joint career fairs, and networking, I'm very excited to attract increased research collaboration that will further the international reputations of WSU and César Ritz Colleges."

Dolunay Suess is the newly appointed academic director at César Ritz Colleges. "I am very excited and see this as the perfect opportunity to strengthen our long-lasting collaboration with WSU," says Suess.

"Undoubtedly, our linkage will become even more interesting as we endeavor to establish a fruitful research collaboration between the two faculties and increase student numbers in our joint degree." 



Dolunay Suess



Lothar Kreck: An Instrument of International Progress

As a young boy growing up in Breslau, Germany, Lothar Kreck was drawn to arts that create an experience. "I want to be a cook!" he told his mother at age 10. At 17, his studies were interrupted when he was drafted into Germany's military to fight against Russian occupation.

When the war ended, he felt a strong calling to the field of hospitality and spent the next 20 years in the international hotel industry, helping world-class hoteliers develop outstanding experiences for their guests. He eventually moved to Montreal and worked at the largest Hilton Hotel in the city. He believed that opportunities for senior leadership positions in the industry were limited for young men like him, until he met the assistant director of Hilton's restaurants, who was his own age. The man told him he had earned a master's degree from Cornell University. The conversation sparked Kreck's desire to pursue an American education that would accelerate his career. He was accepted at Denver University in Colorado, where he earned a bachelor's degree in hotel and restaurant management, a master's degree in administrative communication, and a doctorate in organizational communication.

Equipped with a unique combination of international hospitality experience and business acumen, Kreck entered academia and joined WSU in 1971 as the area chairman and director of hotel and restaurant administration. In the 1980s, Kreck established a presence for the WSU College of Business in Switzerland by initiating a long-term partnership with

César Ritz Colleges Switzerland. The partnership grew from a relationship between Professor Wolfgang Petri, who opened Switzerland's Hotel Consult SHCC in 1982, and Kreck, who was a Hotel Consult advisor. Petri sought Kreck's advice on developing a viable hospitality program. Their collaborations

"Dr. Kreck is a long standing, valued member of the College of Business faculty who has left an indelible imprint on our hospitality and international programs"

—Eric Spangenberg
Dean and Maughmer Freedom
Philosophy Chair

led to the first WSU courses offered at César Ritz Colleges and, in 1987, Kreck successfully presented the academic program before the WSU Faculty Senate for approval for accreditation by the Association to Advance Collegiate Schools of Business.

More than 25 years later, the partnership continues to develop new and innovative programs, including a new double bachelor's degree that will give students the advantages of two institutions, one curriculum, and two degrees.

Kreck's distinguished 27-year career took him to more than 20 countries. On behalf of the School of Hospitality Business Management, Kreck was the first American professor to lecture in Chengdu, China. He taught hospitality business management (HBM) curriculum at the Prince of Songkla University in Phuket, Thailand, and at the Universidad Las Condes in Santiago, Chile. He also opened HBM programs at Seattle University and Donau University in Krems, Austria. His other noteworthy accomplishments include a Fulbright Award to the University of Munich, 20 significant consulting and community service actions, 60 professional papers, and two books. He retired in 1998 but continues to serve the School of Hospitality Business Management as an emeritus professor.

"Dr. Kreck is a long standing, valued member of the College of Business faculty who has left an indelible imprint on our hospitality and international programs," said Spangenberg. "His distinctions in the field of hospitality, and legacy as the co-founder of our successful partnership with César Ritz Colleges, will pay long-lasting dividends for many generations of students to come." 🏔️

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From left: WSU associates Dr. Lothar Kreck, Dr. Terry Umbreit, Dr. Manny Farris, and Mary Farris. César Ritz Colleges associates Dr. Wolfgang Petri and Dr. Martin Kisseleff.

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FOUR PRIORITIES OF THE COLLEGE: II

INNOVATION





International Business Plan Competition Hosts 41 Teams, Awards \$150,000

By Sue McMurray

The College of Business believes the right time for students to start investing in their own ventures and embracing entrepreneurship has nothing to do with experience or age. In April, 41 teams of WSU undergraduates and high school students vied for cash and prizes totaling more than \$150,000. All Washington high schools were invited to submit a preliminary video and executive summary of an entrepreneurial venture. Out of 16 schools that applied, four teams were chosen to participate in the competition's high school league. New this year in the undergraduate league was a popular innovative mobile apps category, for which eight teams competed.

"The Business Plan Competition gives students a chance to practice business in a real-world setting. Students develop a written business plan as well as an oral presentation and present their idea to real investors," said Saonee Sarker, then chair of the Department of Management, Information Systems, and Entrepreneurship, which sponsors the event. "This is a very unique opportunity for entrepreneurship majors as well as anyone interested in starting their own business."

A panel of 45 judges composed of business community members, entrepreneurs from successfully launched businesses, venture capitalists, angel investors, Keiretsu Forum members, and bankers

evaluated teams on the following criteria:

- Quality of the idea
- Quality of the written and oral communication of the idea
- Likelihood of the plan's success
- Demonstrated knowledge of the entrepreneurial process

Preliminary international competitions were held at CB's partner institutions in Brig, Switzerland; Arusha, Tanzania; and Chengdu, China. WSU judges included CB faculty and staff and International Advisory Board members Paul Bayer and Judy Kolde. The winning teams from each country advanced to the Pullman competition.

Overall Placement for the Business Plan Competition

Undergraduate League

First place: Sustainable, Affordable and Comfortable (SAC)

Members: Hogni Audunsson, Alex Badrutt, Elias Ei Feghali, Arabella Morgan, and Susi Li Zhang
—César Ritz Colleges Switzerland

Second place: Resound

Members: Dane Baird, Thanh Nguyen, Chris Routen, and Ellen Simonsen
—WSU College of Engineering and WSU College of Business

Third place: Washington State Air

Members: Krista Edwards, Matthew Paauw, Gage Pepin, Bryce Poulin, and David Wyrick
—WSU College of Engineering

Fourth place: SimBar©

Members: Edward Mwamilawa, Deogratius Mtemi, and Jofrey Kusongwa
—Nelson Mandela African Institute of Science and Technology, Tanzania

Fifth place: Cougar Connect

Members: Matt Burton, Mackenzie Chapman, Eric Hammett, and Hermie Icban Jr.
—WSU College of Business

High School League

First place: ThermaGrip

Members: Trey Fornelius and Parker Moore
—Woodinville High School

Second place: EcoCycle

Members: Anthony Dorra Gaffari, Cooper Horton, Alex Martinez, and Noah Pratt
—Sammamish High School

Third place: Skull Dazzle

Member: Katie Leyde
—Riverpoint Academy

Fourth Place: Leaf

Members: Samuel Lindstrom, Zoe Niska, and Elisabeth Younce
—Pullman Christian School

Winning innovations

César Ritz Colleges Switzerland's Sustainable, Affordable and Comfortable (SAC) team placed first over seven other teams at the Brig competition and were the overall champions at the Pullman competition. SAC is a limited liability property management company proposing to build a 250-unit container campus on the outskirts of Geneva as a solution to the scarceness of student housing.

Two teams from Tanzania's Nelson Mandela African Institute of Science and Technology advanced to the final rounds in the Pullman competition. The SimBar© team created a nutritional, sesame-based snackbar targeting improved health for the general population of east Africa. The DBMC Agricultural Alliance team's business plan offered poultry farmers a systematic way to collect, analyze, and store data through crowdsourcing, which DBMC Alliance then shares through cloud computing.

While SimBar© placed fourth, both teams experienced several "firsts" during their visit to the United States. Jofrey Kusongwa had never flown or tasted ice cream. Edward Mwamilawa had never bowled (yet somehow scored 160 in his first attempt). Other team members tried their hands at bottle-feeding a calf and driving all-terrain vehicles while visiting



SAC team

From left: Alex Badrutt, Sabrina Cugliandro, Susi Li Zhang, Arabella Morgan, Dolunay Suess, Hogni Audunsson, and Victor Goncalves.



From left: Cheng Kong, Bing Zang Shan, and Ren (Becky) Rush Liang.

WSU staff member Sue Gilchrist's farm.

China's C&C Company team from the Southwestern University of Finance and Economics also advanced to the final rounds in Pullman. They presented Breezer, a line of household clothing care appliances that simultaneously dry, iron, and sterilize clothes in three minutes. The team said the pint-sized product offers an affordable, energy-efficient alternative to expensive, bulky dryers or line drying that can take up to a week in China's humid climate.

"The Pullman international competition was a fantastic opportunity for us to get involved and integrate in the U.S. culture and business models," said Cheng Kong, team leader. "Presenting our project to professional judges enriched our business experience and gave us more practical knowledge about entrepreneurship. This was an unforgettable experience."



SimBar© team

From left: Deogratius Mtemi, Dr. David Sprott, Jofrey Kusongwa, Dr. Jerman Rose, and Edward Mwamilawa.



From left: Trey Fornelius, Parker Moore, Dr. Joe Harris, and Dr. Saonee Sarker.

Pullman judges warmed up to Thermo-Grip Technologies' innovative design for a heated ski pole handle, placing them first overall in the high school league. The Woodinville high schoolers created a grip with a long lasting battery that eliminates the need for bulky gloves and adapts to any pole. The team has acquired two letters of intent from U.S. retailers and plans to expand into international ski markets in Europe and South America in the next three years.

"This is truly a significant international event. WSU students have the opportunity to exchange ideas face to face with some of the brightest and most creative students from other countries," said Jerman Rose, director of the International Business Institute. "It is great preparation for the global business world that awaits them." 



DBMC Agricultural Alliance team

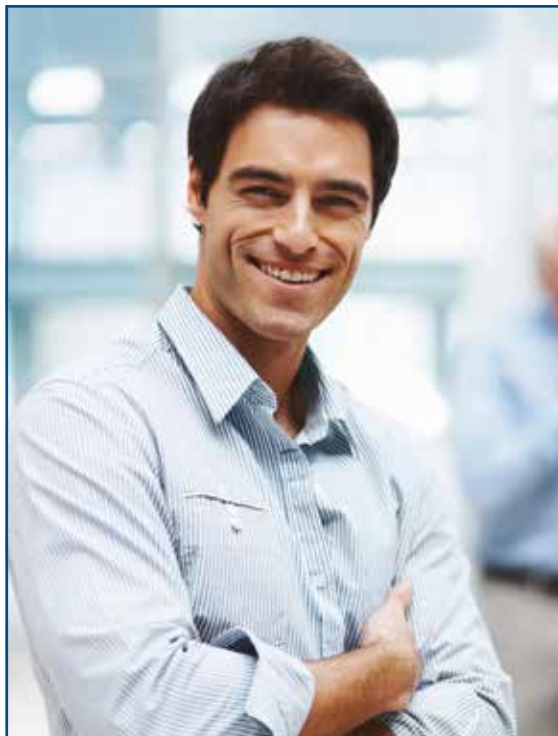
From left: Martina Mariki, advisor Dr. Ahmadi Kipacha, Baraka Nyamtega, and Dina Machuve.

Thank you to the Pullman competition judges:

Andy Barrett, Jason Burt, Jenifer Carter, Shay Coleson, Robin Conger, Terry Cornelison, Jacob Davis, Dave Divine, Michael Ebinger, Steve Edmiston, Don Elger, Mauricio Featherman, Mike Flood, John Gibson, John Glass, Brandon Haakenson, Dave Haldi, Mark Hansen, Joe Harris, Dave Hunt, Bruce Jackson, Jaimie Jacobsen, Jan Koal, Judy Kolde, Velle Kolde, Brian Kraft, John Lane, Don Lionetti, Ryan Lockwood, Scott Maloney, Bill Maynard, Debra McCarver, Ben Miller, Jim Mooney, Dave Noack, Nathan Neale, Tom Nihoul, Brett Noyes, Jeff Robinson, Carol Anne Sears, Tom Simpson, Cody Spanner, Gary Spanner, Chhe Taing, Mike Tompkins, John Trobough, and Bob Wolfe.

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FOUR PRIORITIES OF THE COLLEGE: III

PROFESSIONAL PERSPECTIVE



Top CIOs Share Information Technology

at Annual CIO Summit

By Sue McMurray

From left: Michael Dreyer,
Marianne Marck,
and Paul Moulton.

Future business leaders thirsty for knowledge unexpectedly learned something about water during the annual CIO Summit, which featured a panel of top business executives from Visa, Starbucks, and Costco. When Paul Moulton, CIO for Costco, explained why Costco sells bottled water at the back of the store, the audience discovered that where items are placed impacts operating costs, such as having to replace the wheels on the forklifts more frequently because of the distance from where the water is received to where it is merchandised.

This unique example of how technology can drive value in large format, high volume retail shows just how embedded IT has become in decision making and cost optimization. This was just one insider tip shared with more than 200 students during the event. The summit's theme was "A Day in the Life of a CIO," and featured Moulton; Michael Dreyer ('85 Psych., '86 MBA), CIO for Visa Inc.; and Marianne Marck, senior vice president of consumer-facing technology at Starbucks.



As the global head of technology, Dreyer is responsible for Visa's systems, operations, engineering, and technology platforms, and for supporting the business demands of the company. With a 50-year history of growth, Visa can process up to 24,000 transactions per second. The company has launched a new digital wallet labeled "V.me" as part of its innovation agenda that will continue to cut down the reliance on cash and checks as well as facilitate access to digital payments.

"It's always prime time somewhere in the world," Dreyer said. "Enabling innovation in payments is all about getting information out at the right time. Don't be afraid to be creative—innovation comes in many forms."

Marck spoke about reaching consumers through multiple ways and the scale and importance of a global, sustainable supply chain. When she first joined the company, she thought Starbucks was "what I saw in the stores." After working in a store for a week, she viewed store managers as entrepreneurs who understand the journey of the coffee bean from the farm to the cup.

Marck pointed out the importance of business savvy and understanding the balance between risk and security. "It takes more than building big data


repositories to understand key performance indicators," she said. "Data is only valuable if you can leverage it to impact business or change the experience someone has." She said Starbucks looks at both struc-

tured and unstructured data methodologies, such as Twitter feeds and Facebook posts, to learn what consumers are thinking and feeling about the company.

All of the panelists stressed the creativity and curiosity behind the technology that drives value in their respective companies and encouraged students to think outside the box as future business managers.

"A company's biggest need is people who are thinking about stuff other people aren't thinking about," Moulton said. "Diversify your education and remain curious. It could launch your career."

As master of ceremonies, Jim Kensok, CIO at Avista Corporation, brought the summit to a close, the panelists emphasized how their roles have transformed due to advances in technology. Moulton said IT and business groups that operated separately are now integrated, and he advised students to "be the person you want on your team." Dreyer and Marck both encouraged students to pursue the "fun" side of technology that wasn't available 10 years ago. "Lots of times we work to survive," Marck said. "I say work to thrive."

The summit was hosted by the Department of Management, Information Systems, and Entrepreneurship within the WSU College of Business. 

FOUR PRIORITIES OF THE COLLEGE: IV

RESEARCH



Exploring Prime Time and the Role of Product Placement

By Malia Jacobson

When Arizona native Brian Gillespie ('07 MBA, '13 Ph.D. Marketing) moved to Pullman to begin his MBA studies in 2005, he found more than he bargained for—a new hometown, a new discipline, and a brand-new career path. As a freshly-minted electrical engineering graduate from Northern Arizona University, he had never taken a single business course before he enrolled at WSU. “That’s when I was introduced to marketing and marketing theory,” he says. “In particular, Associate Dean David Sprott’s marketing course in the MBA program introduced me to marketing as a discipline, and it was really exciting and new.”

A few years later, he opted to turn his newfound interest in marketing into a career and returned to Pullman to study marketing as a doctoral student. The interest that had taken root during his MBA experience flourished into a desire to explore consumer behavior. “I was very interested in the behavioral and psychology aspects of marketing.” Based on these interests, he chose entertainment marketing and product placement as focal points for his doctoral research.

As a result, his doctoral research career has been prolific (as a graduate student, he published seven papers in conference proceedings and several more papers are in progress or under review), productive, and, most of all, fun. “Product placement is a new advertising technique, so it’s a new area of discovery,” he says. “Everyone has an experience with product placement; everyone has watched TV and recognized a product or brand. Part of my job is to watch how other people watch TV. It’s really relatable and a lot of fun.”

In 2012, he scored a prestigious publication in a refereed journal when a paper he co-authored with WSU faculty members Jeff Joireman and Darrel Muehling was published

in the *Journal of Advertising*. The paper, titled “The Moderating Effect of Ego-Depletion on Viewer Brand Recognition and Brand Attitudes Following Exposure to Subtle versus Blatant Product Placements in Television Programs,”



combines his interest in product placement with Joireman’s expertise in psychology and Muehling’s advertising acumen. The trio explored how mental fatigue—or “ego depletion”—impacts consumers’ responses to product placement in television shows.

The paper explores an issue relevant to anyone who collapses on the couch with the remote at the end of a long

day. “People are tired at the end of the day when they sit down to watch prime-time TV,” says Gillespie. “We wanted to see how this mental state would impact their evaluations of product placements.”

central to the storyline or mentioned directly by characters, like a visit to a recognizable store or a character’s preference for a certain coffee brand.

This research expands the current body of knowledge

around product placement in a significant way, says Gillespie. While past product placement research has centered on aspects of the product or placement, this study is novel in that it focuses on the viewer’s state of mind, giving practitioners another important piece of information to use when planning their product placement strategies.

According to the paper, the study also has practical implications for marketers and television writers, who could use the results to help determine the best type of product placement, based on the time of day a program will air. The results show that blatant placements might be best suited to daytime television, which airs when viewers are less mentally fatigued, while less expensive, more subtle placements may work best in prime time.

This summer, Gillespie will head back to the Southwest to teach marketing as a tenure-track assistant professor at the University of New Mexico. He’ll continue researching product placement and entertainment marketing. “I’m fortunate in that I enjoy both teaching and research,” he says. “I find a lot of pleasure in discovering knowledge, but also in helping students learn and develop.” ▲



“Everyone has an experience with product placement; everyone has watched TV and recognized a product or brand. Part of my job is to watch how other people watch TV.”

—Brian Gillespie

Take note, marketers: the team found that mentally fatigued viewers responded more favorably to subtle product placements—in other words, placements not connected to a program’s storyline or characters (like a bottle of Dasani water sitting undisturbed on a desk). In a less fatigued state, viewers responded better to more blatant, obvious product placements. “Blatant” placements are those that are either



Brian Gillespie, Ph.D.
Department of Marketing and
International Business

THE CRIMSON SPOON

PLATING REGIONAL CUISINE *on the PALOUSE*

BY JAMIE CALLISON

with Linda Burner Augustine

photographs by E.J. ARMSTRONG

“Ingredients should be your biggest inspiration. Start with great ingredients, apply simple techniques, and magic happens.”

Chef Jamie Callison

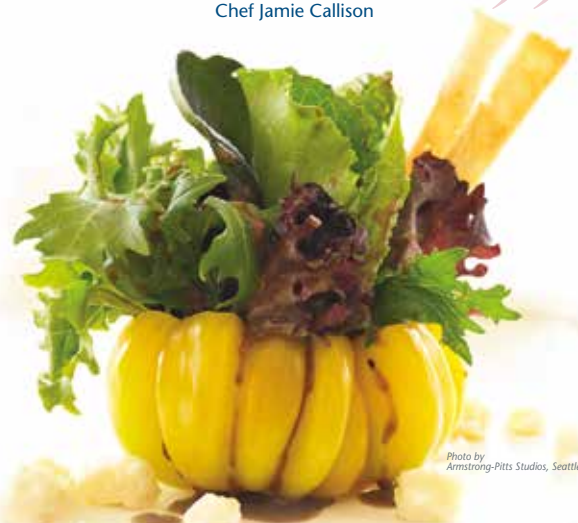


Photo by Armstrong-Pitts Studios, Seattle

Proceeds from *The Crimson Spoon* will help maintain and replace equipment and furnishings in the J. Willard and Alice S. Marriott Hospitality Teaching Center.

For more information, visit crimsonspoon.wsu.edu.

Three Great Ways to Belong to One Great Organization.

Membership has doubled! That's right, there are over twice as many members of the WSU Alumni Association (WSUAA) today than there were just a few short years ago. They joined to support student scholarships, take advantage of all the incredible member benefits, and connect with other Cougars. We extend our thanks to all the alumni, students, friends, faculty, and staff whose membership has helped the WSUAA claim its rightful place among the finest and fastest-growing alumni associations in the country. We salute our Annual, Life, and Platinum Life Members.

Platinum Life Membership.

Platinum Life Membership is the newest way to belong to the WSUAA. It was suggested by and created for Cougs who want to help the WSUAA do even more for WSU. Platinum Life Members enjoy all the same great benefits and services as Annual and Life Members, plus a growing suite of extras.

If you have not yet joined, or you are a current member interested in one of the other membership types, please sign up today. Your membership—regardless of which type—is vital to the continued success of the WSUAA and WSU.



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A Message from Mark Hansen

President, Wilshire Analytics

Chair, College of Business National Board of Advisors

An Investment Well Worth It

As business graduates, business leaders, and business partners, we all understand the value of a great investment. And in today's volatile financial climate, great investments are not only hard to find, they are also extremely difficult to capitalize upon.

Let me share with you an investment that is right before your eyes with a certain return: our students at Washington State University.

I have had the opportunity to work with the College of Business and its faculty, staff, and students for a number of years, and I am always impressed by the quality and commitment of people working toward the sole outcome of educational excellence for WSU students. Our students in the College of Business are fortunate to receive such a quality education along with an incredible college experience. Students have the opportunity to interact with award-winning faculty and take advantage of highly ranked programs, as the articles within this issue attest. The personal attention available to them and the richness of the education process ensures that a motivated student walks out of WSU with every chance at a prosperous future ahead.

In my business life, I have hired graduates from WSU, Ivy League schools, and even a few from that "other" university in Seattle. My experience has been that motivated business graduates from WSU always over deliver, exceeding my expectations with their commitment, hard work, and results. The return more than justifies the investment.

If you are reading this now, there is a high probability you have a vested interest in the success of our students at WSU. As a parent, graduate, faculty member, employer, or otherwise avid Cougar, you care about their educational experience and ultimately the performance of the investment we have in these students. But they cannot do it by themselves. We need to continuously invest in them, so they compound their return to us and to society.

It is my pleasure and honor to write this message to you as chair of the National Board of Advisors for the College of Business. Join me in allocating a portion of your portfolio—your personal capital, your time, and your talent—to an investment well worth it: business students at Washington State University.

Mark

NBoA Roster, 2012–13

The National Board of Advisors fosters close ties between the Washington State University College of Business, its alumni, and the community. The board plays an integral role in helping to shape the vision of the college and provides guidance and support toward the achievement of its mission and goals:

- Increasing and strengthening the reputation of the Washington State University College of Business within the business community in the state of Washington and beyond.
- Providing advice and counsel to the dean of the College of Business about business trends and the changing needs of the business community.
- Reviewing and shaping the strategic direction of the College of Business and evaluating its mission, its plans, and the operational tactics needed to meet those goals.
- Fostering research and learning for the faculty and students of the College of Business within the business community (e.g., facilitating the development of internships, externships, and industry-related and basic research opportunities).
- Assisting the College of Business with its fundraising efforts and enhancing external funding support for college initiatives and activities.
- Actively participating in the college's events.

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WHEN YOU DO GOOD WITH YOUR MONEY, WHY SHOULDN'T IT BENEFIT YOU A LITTLE, TOO?

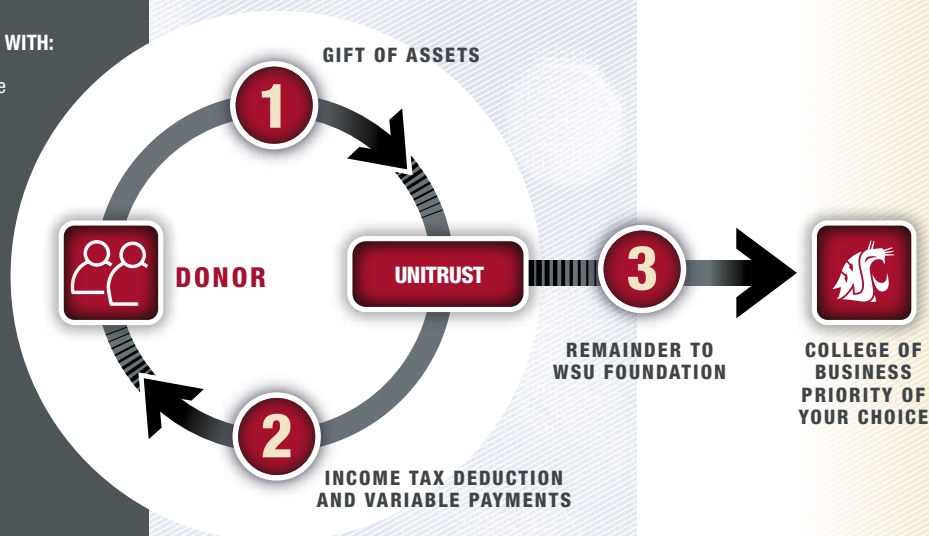
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To learn more about how you can support the Washington State University College of Business through a trust, visit campaign.wsu.edu/trusts or call 509-335-5865.



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WSU Executive MBA Program: One Year Out

Mark Morrison

Learning the Common Language of Business

As an operations manager within FortisBC, an electrical power and natural gas company, alumnus Mark Morrison ('12 Executive MBA) relies daily on his engineering background to solve many problems that could interrupt safe, reliable energy and natural gas distribution to more than one million British Columbia customers. Morrison says that early in his career, he recognized the significance of business strategy as a pillar in everything related to engineering. "While architecture and design can provide eye-catching details, and engineering can provide function and strength, the missing component is the common language of business," he says.


The necessity of being able to translate plans into business terms for proper evaluation and execution drove Morrison to pursue an MBA degree. The WSU online Executive MBA program offered him something he couldn't find anywhere else: maximum flexibility to balance family and work commitments while gaining business acumen and specific technical skills. "I really got a lot more than I expected," he says. "I not only gained technical skills but intensified business skills and confidence in decision making. The WSU EMBA provided the perfect balance."

While Morrison aspires to a senior leadership position within his company, he was not looking for a fast-track promotion by enrolling in the program. Rather he was seeking to build a foundation of knowledge that would serve him over the long-term of his career: the ability to assemble solid

teams, increase business knowledge, provide leadership, and help coworkers to reach their potential.

Morrison says the program's study abroad experience in China enhanced his knowledge of global culture and business practices. "China has such an impact on our lives—it was important to gain a further understanding of challenges and future business opportunities for North American businesses," he says. "I returned from China with an appreciation for the amount of energy demanded and the shortage of energy there. Through liquified natural gas exports, we may be able to turn this into an opportunity."

The Executive MBA's 18-month format includes class discussions, presentations, case studies, papers, and homework assignments. From a personal viewpoint, Morrison says the EMBA coursework helped him shape his own leadership development. The level of experience, diverse backgrounds, and professions of his instructors and classmates impressed him. "In almost every class, there was a resident expert from whom we gained experience and perspective," he says.

One year after graduating, Morrison says it still feels like he just finished. He remains connected to the college through alumni functions, football games, and networking with classmates and professors through LinkedIn. "The EMBA for me was exactly what was advertised plus much more," he says. "I feel well prepared for the next step in my career." 



Burtenshaw Distinguished Lecture Series

By Sue McMurray



Holland America Line CEO Stein Kruse

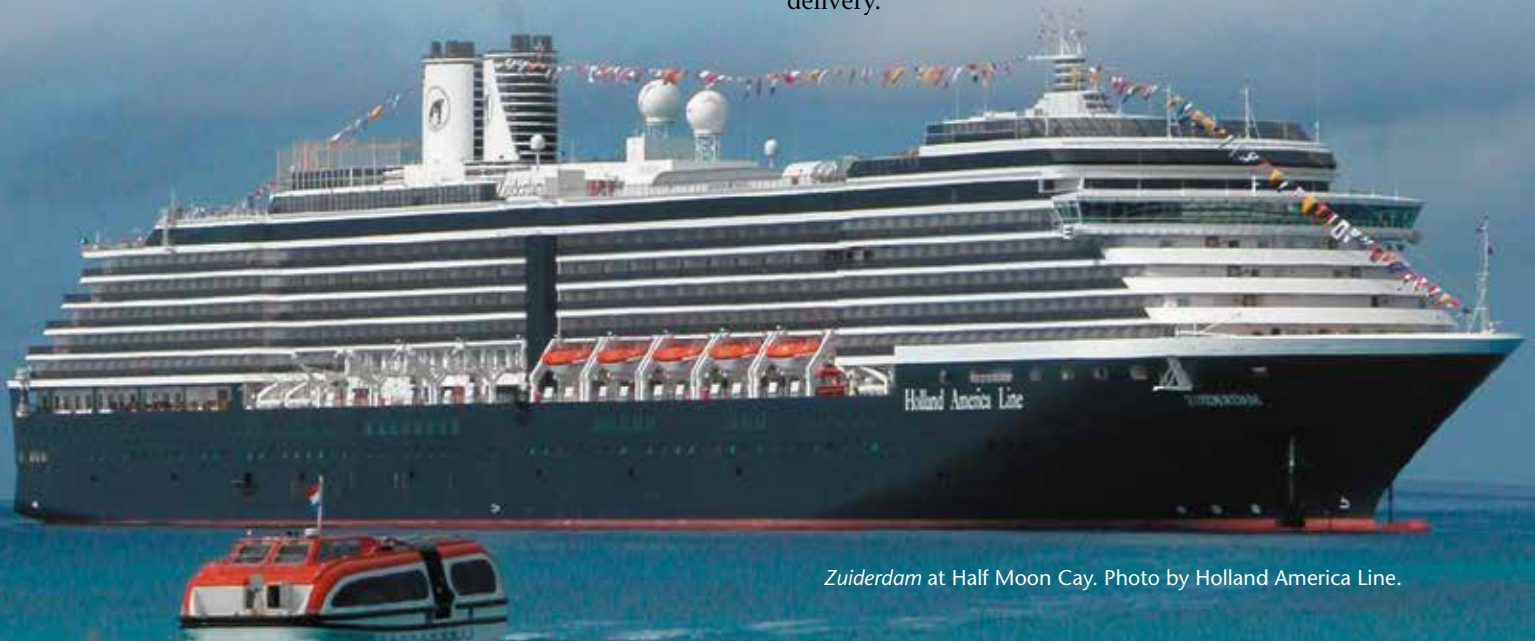
Helps Future Hospitality Professionals Sail Toward Success

Knowing the difference between doing things right and doing the right thing was the message anchoring the two parts of Stein Kruse's "Leadership Lessons from the Sea" presentation during the annual Burtenshaw Lecture Series.

Kruse is president and chief executive officer of Holland America Line Inc. and chairman of Seabourn, both units of Carnival Corporation & plc. The School of Hospitality Business Management honored Kruse April 10 as the keynote speaker for the annual Burtenshaw Lecture Series, sponsored by DeVere Jerry and Angelina Burtenshaw in memory of their son, Calvin Brett. The series brings successful entrepreneurs to Pullman to share their stories of business successes and struggles and to network with business students.

Kruse opened the lecture with an overview of Holland America Line's history and assets. While he showed multiple examples of the excellent accommodations and beautiful locations that serve eight million guests annually, Kruse's message focused on the business practices that make Holland America Line successful.

"CEOs are often celebrated and even elevated," said Kruse. "But the reality is, I'm a caretaker of a brand, and the key to impactful branding is a service promise of consistent product delivery."



Zuiderdam at Half Moon Cay. Photo by Holland America Line.



Angelina and Jerry Burtenshaw


He talked to students about the importance of financial training, which allows him to oversee assets of more than \$5 billion. Kruse also spoke about the company's strategic focus on growing underpenetrated markets in Japan, Singapore, and China and the challenges of operating at a fixed cost.

"We are a fixed cost business; we need to fill all beds and to be profitable," he said. "Our motto is 'A room not sold tonight is gone forever,' but we have to adjust on demand."

Kruse also informed students about Holland America Line's sustainable practices, established under his leadership, that create business incentives and many jobs. He implemented the Signature of Excellence quality and service enhancement initiative and created a health, environmental, safety, and security program that includes shore power, fuel conservation, air emissions, and waste water treatment programs, among others.

Kruse illustrated the second half of his presentation—"An Epic Story of Leadership"—with a historical video on Ernest Shackelford's 1914 polar expedition to the Antarctic. Shackelford and a team of 27 men sailed toward Antarctica but became stranded when their ship, *Endurance*, was trapped and destroyed by sea ice. The entire team survived an impossible situation because of Shackelford's leadership.

From Shackelford's experience, Kruse pinpointed eight keys to great leadership to which every business leader should aspire: maintaining absolute integrity, being well informed, declaring a vision, demonstrating uncommon commitment, expecting positive results, taking care of the team, putting duty before self, and standing out in front.

In his closing remarks, Kruse imparted these words of advice: "You will be exposed to real leaders and to those who say they are leaders. Learn to recognize integrity and, more importantly, develop integrity." 

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Alumni Notes

Submit your Cougar accomplishments, news, and photos online at go.wsu.edu/CBclassnotes

1970s



Dan Castles ('78 Business) received the Executive of the Year Award and his digital media company, Telestream, received the Game Changer of the Year Award at the North State

Innovation Awards celebration. The innovation awards are a 20-year tradition honoring innovators, executives, educators, and community leaders who enrich the area north of Sacramento, California.



David Grant ('76 Business Administration/Accounting) was named to the Washington Federal Inc. Board of Directors in September 2012. Grant, who retired as CEO of

Shurgard Storage Centers Inc., is now managing partner for Catalyst Storage Partners, a privately held firm specializing in self-storage development, investment, and consulting. Grant currently serves on the WSU Foundation Board of Governors and the International Business Advisory Board for the College of Business.



Dennis Hefner ('71 Economics) was appointed interim president of SUNY Potsdam in March. Hefner was previously the college president for 16 years at SUNY Fredonia until he

retired in June. During his career, he served as vice chancellor for academic affairs at Minnesota State Colleges and Universities, was vice president for academic affairs and professor of economics at California State University, San Bernardino, and was transition team leader at CSU, Monterey Bay, among other administrative and faculty appointments.

1980s



Doug Charles ('83 Hotel & Restaurant Administration), owner of Compass Wines, received the Walter Clore Honorarium Award from the Washington State Wine Commission. The award

recognizes an individual who has demonstrated dedication to the advancement of the Washington wine industry.

Photo by Alabastro Photography.



Daniel Delen ('86 Business Administration) was named president and chief executive officer of Reynolds American in

March 2011. Delen is also president of RAI Services Company, an RAI subsidiary. Prior to that, Delen was chairman, president, and chief executive officer of R.J. Reynolds Tobacco Company, the largest subsidiary of Reynolds American.



Michael Dreyer ('85 Psychology, '86 MBA), Visa Inc.'s global head of technology, received a 2012 WSU Alumni Achievement Award. The award honors alumni who have given

outstanding service and provided encouragement to alumni for perpetual service to Washington State University.



Dick Fohn ('83 Accounting) has been selected by Moss Adams LLP, one of the largest accounting and business consulting firms in the nation, to become president and chief operation

officer. Fohn has served as the firm's director of tax since 2011.



Chad Little ('85 Marketing) former NASCAR driver, received a 2012 WSU Alumni Achievement Award recognizing his outstanding contributions to worldwide motorsports and his dedication to community service.

1990s



Russell Golden ('92 Accounting) was named chairman of the Financial Accounting Standards Board, one of the world's most influential positions in the current capital

market and financial reporting environment. Golden is currently a member of FASB and assumed the chairman's post in July for a four-year term. In his new role, he will work to finalize the Memorandum of Understanding projects with the International Accounting Standards Board, and continue to work with the Private Company Council in improving financial reporting for private companies.



Peter Tingstrom ('94 Business Administration), writes "Another Cougar first down! This Cougar proudly displays the WSU flag everywhere he goes, even while flying Army aircraft." Tingstrom is a lieutenant colonel in the United States Army. He currently is chief of staff for the Joint Special Operations Task Force-Philippines for Operation Enduring Freedom, stationed at Camp Navarro in Zamboanga, Philippines.



Dean Eric Spangenberg, Caron Ogg, and Larry Ogg

Dean's Leadership Award: Larry and Caron Ogg

By Sue McMurray

great example to all of us, and we deeply value the many forms of their support. I am pleased to recognize their many contributions to our institution."

As the couple accepted the

award, Larry graciously reciprocated, telling the audience, "You don't have to look far to see what leadership is all about. Just think of what Dean Spangenberg and his team have accomplished during tough economic times regarding new opportunities for students," he said.

Larry and Caron say their relationship with Eric and Judy Spangenberg is what really motivates them to stay so closely connected with the college. "We've seen Eric and Judy working as a team for many years. That team work is what allows Eric to do his job so well and keep forging ahead to provide programs that will attract students to the College of Business."


But the Oggs' Cougar connection began long before meeting the Spangenbergs. As a WSU student in the 1960s, Larry was immersed in the Cougar spirit. "Back then, students were more like a family," he says. "We stayed around on weekends and enjoyed being on the Palouse. Most of us had some kind of connection through classes or sports."

After graduating, he and Caron were married and focused on raising their family. Larry first served in the Marine Corps and later built a successful career with Bank of America, formerly Seafirst. The Oggs reconnected with the College of Business through former Dean Rom

Markin, whom Larry had as a professor at WSU. As they became reacquainted, Larry was instrumental in acquiring the bank's support for the College of Business and WSU Athletics. He also attributes his personal relationship with Sam Smith, former WSU president and Seafirst board member, as another reason why he and Caron became involved in supporting WSU.

"Philanthropy was ingrained in both of us at an early age by our families," say the Oggs. "We feel lucky and fortunate to be able to support programs and provide students with opportunities that we have enjoyed."

Larry retired in 2000 as president of Bank of America's Oregon and southwest Washington operation. Eight and a half years later, he was tapped to help grow Commerce Bank of Oregon, a subsidiary of Utah-based Zions Bancorp. He served as president and CEO for over two years before retiring again in 2011. The couple remains actively engaged in their community. Caron serves on the Achievement Rewards for College Scientists (ARCS) Foundation's national board and Portland's local chapter board. She also is a board member of New Avenues for Youth in Portland. Larry serves on the boards of Les Schwab Tire Company, U.S. Bakery (Franz), Commerce Bank of Oregon, and the Tod and Maxine McClaskey Foundation.

"We stay involved with the College of Business because of our respect for Dean Spangenberg," say the Oggs. "He doesn't sit in a vacuum. He builds out ideas by reaching out to others for opinion and advice. This is crucial for creating programs that meet the needs of the business industry, and because we trust his integrity and leadership, we don't restrict how our gifts are used." 

People say leaders are made, not born. But some people possess a natural confidence and propensity for leading others that can only be described as innate.

If you asked Larry Ogg ('67 Business Administration) how he became a successful business leader, you would never hear him say, "I was born this way." But in truth, Ogg could easily be deemed a born leader with respect to his exemplary career and the many ways in which he and Caron have given back to WSU and the College of Business.

Together, Larry and Caron ('68 Interior Design) have built a legacy of leadership and service to WSU and the College of Business. For several years, the Oggs have served on various WSU boards including the WSU Foundation Board of Trustees and Planning Committee and the College of Business Dean's Board and National Board of Advisors. In recognition of their commitment and service, the couple received the 2012 Dean's Leadership Award at the Fourth Annual Dean's Leadership Celebration held last November at the Olympic Fairmont Hotel.

"Larry's leadership and connections across industry are invaluable resources to WSU," said Dean Eric Spangenberg. "What stands out, however, is Larry's and Caron's unwavering commitment to WSU. The couple's Cougar spirit is a

Year in Review



Class of 1963—Pat McGoldrick, Bob Robinson, Bob Piercks, Fred Hyde, Chuck Tost, Bill Hill, and Jim Lemery.

Golden Grad Reunion 2013



Class of 1953—LaVonne (Debeaumont) Reser, Yancey Reser, Ken Zacher, Joan (Harris) Berglund, Donna (Wood) Ryden, and John Ray.

Diamond Grad Reunion 2013

College of Business Power Breakfast 2012



From left: business students Taylor Woodruff, Chris Selvar, and Justin England.



Nancy Swanger, chair, School of Hospitality Business Management, and Power Breakfast speaker Granger Cobb, chief executive officer and president of Emeritus Corporation.

Dean's Leadership Celebration



Exclusive Cougar platter made by WSU Vancouver College of Business Academic Director Jane Cote.

The College of Business thanks everyone for contributing to the success of the event.

Kristi Lord bids during the live auction.



College of Business #1 Ranking Celebration



Toasting the success of online graduate business programs—College of Business ranked #1 by U.S. News & World Report.

Thank You Outgoing NBoA President



Thank you, Bob Wolfe, for leadership and service to the National Board of Advisors.

College of Business Awards

Dean Eric Spangenberg honored outstanding faculty, staff, and students at the College of Business annual awards event held on May 4 in the J. Willard and Alice S. Marriott Foundation Hospitality Teaching Center.

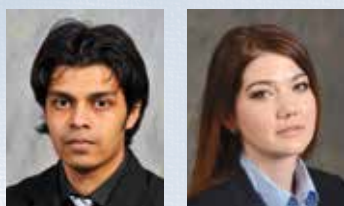
Outstanding Graduate Student Teaching Award

Darcie Costello and Jonathan Jackson



Outstanding Graduate Student Research Award

Imran Rahman and Manja Zidansek



Outstanding Staff Service Award

Lisa Hunter, Advising



Special Staff Award

Danette Knowlton and Melanie Casciato



School of Hospitality Business Management Academic Awards



Outstanding Academic Award

Ashley Atkins



Outstanding Senior Award

Heather Masini

Dean's Excellence Fellows

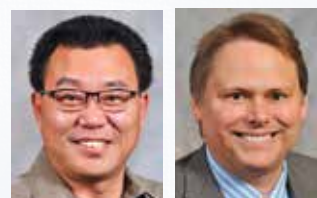
Department of Accounting

Bernard Wong-On-Wing



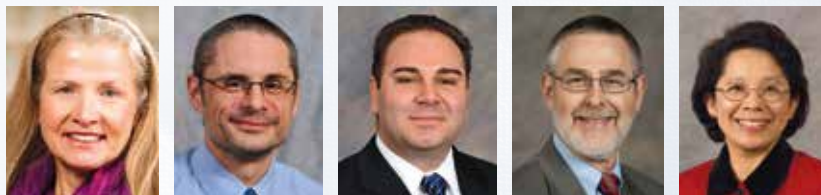
Department of Finance and Management Science

George Jiang and Charles Munson



Department of Marketing and International Business

Jean Johnson, Jeff Joireman, Ioannis Kareklas, Darrel Muehling, and Patriya Tansuhaj



Department of Management, Information Systems, and Entrepreneurship

John Cullen, KD Joshi, Kristine Kuhn, and Tom Tripp



School of Hospitality Business Management

Jenny Kim



Outstanding Faculty Teaching Award

Joseph Cote
Department of Marketing and International Business, WSU Vancouver



Outstanding Faculty Research Award

John Cullen
Department of Management, Information Systems, and Entrepreneurship



Outstanding Clinical or Non-Tenure Track Faculty Award

Joe Harris
Department of Management, Information Systems, and Entrepreneurship



Outstanding Faculty Service Award

Charles Munson
Department of Finance and Management Science



Summer Research Grant Awards

Department of Accounting



Linda Chen



Bernard
Wong-On-Wing



Li Xu

Department of Finance and Management Science



Sung Ahn



Stergios Fotopoulos



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School of Hospitality Business Management



Dogan Gursoy



Jenny Kim



Dennis Reynolds



Nancy Swanger

A Message from Justin Marquart

As senior director of development and college relations for the WSU College of Business, I love meeting alumni and friends of the college. Whether it is a sporting event, faculty fireside, board meeting, or office visit, I find myself engaging in conversations with other Cougars about life, careers, and fond memories of Pullman during our college days. The passion for WSU runs deep, and the determination to raise the bar for the faculty and students in the College of Business runs even deeper.

Our alumni and volunteers make a positive difference in how the college conducts business. With the newly expanded Carson Center for Student Success, we are better equipped to shepherd freshmen through to their senior years. Through scholarship funding and internship opportunities, we are able to send students abroad to gain global perspectives and help them develop world-class business practices. Through summer research grants, we retain leading faculty who produce state-of-the-art research and bring innovation into the classroom.

Our measures of success are many: The Carson Center for Student Success. The Hoops Institute for Taxation Research and Policy. The Senior Living Management and Wine Business Management programs in the School of Hospitality Business Management. One hundred forty-six students participating in faculty-led study abroad programs this past academic year. A successful Dean's Leadership Celebration raising more than \$220,000 for the college. A business plan competition awarding more than \$150,000 in prize money and bringing together students from around the world including Brig, Switzerland; Chengdu, China; and Arusha, Tanzania. *U.S. News & World Report* ranked our college number one in the nation for online graduate business programs and online graduate business programs for military veterans, and our undergraduate international business program was ranked 20th in the country and 13th among public national universities. *A Journal of Culinary Science and*



Justin Marquart with student ambassadors.

Technology study ranked our hospitality program in the top 20 in the world for research productivity.

These successes don't happen by chance. They happen because of you—our generous and committed group of alumni, volunteers, and friends who believe in the vision of Dean Spangenberg and the College of Business.

We are entering the final years of *The Campaign for Washington State University: Because the World Needs Big Ideas*. Together, we will achieve the college's fundraising goal of \$75 million by 2015. To date, we have raised over \$62 million toward this goal! Please consider making a gift to the College of Business today, and join us in making an impact on our students, faculty, and world-class programs for years to come.

Thank you.

CAMPAIGN UPDATE

Campaign goal: \$1 billion by 2015.



Did you know it's not too late to get involved in *The Campaign for Washington State University: Because the World Needs Big Ideas*?

We are so grateful for all of your support. These donations are making an impact not only today, but are positioning the college for future success. Why don't you join us in our quest to raise over \$75 million by 2015? This is an ambitious goal but one that can be achieved with your participation.

Come take part in this historic journey today. Your support really does make a difference.

Go Cougs!
business.wsu.edu/give



In Memoriam: Chip Treverton

By Linda Infranco

Washington State University is proud of its many alumni who have transitioned from life as college students to leaders in business, medicine, science, and technology. In the College of Business, one such visionary leader was Chip Treverton ('96 Business Administration). In July 2012, he passed away following a heroic battle with a rare form of cancer.

Treverton was passionate about sharing his expertise with business students at Washington State University. As chair of the Entrepreneurship Advisory Board, he advocated for student success and helped build the successful WSU Business Plan Competition. Treverton was a loyal Cougar, devoted husband and father, and upstanding business executive who never strayed from integrity, humility,

and compassion. Today, the college is stronger because of his volunteer leadership and expertise.


Treverton was the founder and president of WealthVisor, an online information source about insurance, tax, and finance professionals and firms. He was a leader in every aspect of his life and always demonstrated excellence in his professional, volunteer, and personal ambitions. Treverton's business acumen, quest for knowledge, and desire to embark on new ventures led him to become a successful entrepreneur at a young age.

Close friend and business associate Jon Jones established the William "Chip" Treverton Endowed Scholarship Fund in the fall of 2012 to continue Treverton's legacy of supporting students with an entrepreneurial spirit and drive for innovation.

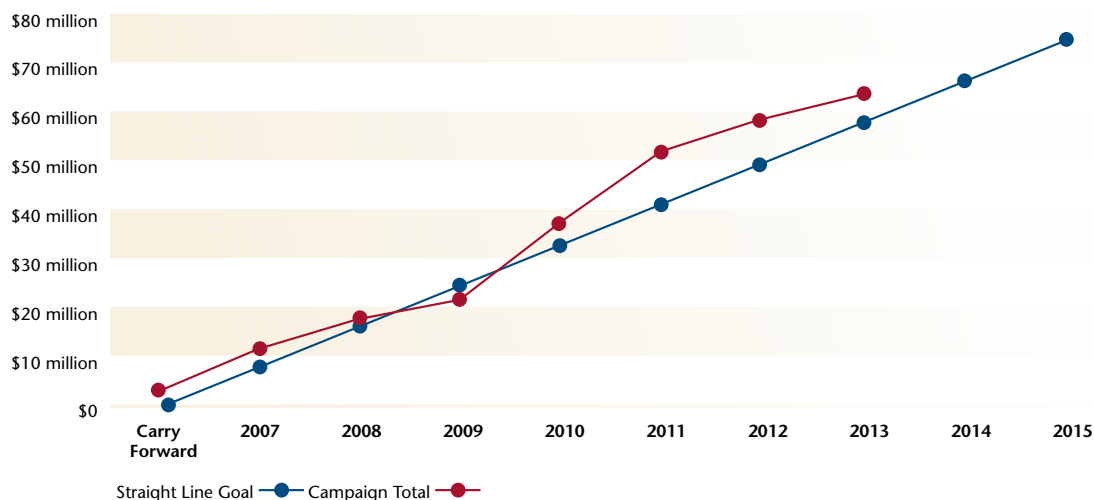
"Chip and I met at WSU, and he was not only a great friend and fraternity brother, but also my respected col-

league," says Jones. "I wanted to honor his memory in a way that would recognize our history at WSU and his support of the entrepreneurship program." With additional investments to this fund, more students will be impacted by Jones' vision and by the generosity of those who believe in it.

"The endowment will create an opportunity for future students to develop their passion for business and hopefully one day become entrepreneurs and successful business leaders, just like my good friend Chip Treverton," says Jones.

An endowment requires a minimum of \$25,000 and has the potential to award \$1,000 annually in scholarship support. To donate to the William "Chip" Treverton Endowed Scholarship Fund, visit tinyurl.com/ChipTreverton. Your gift will make a difference in the lives of future business leaders and entrepreneurs and in the future of our state's economy. 

College of Business Campaign Performance



Jaimie Jacobsen Paying it Forward

By Jennifer Naughton

Being awarded a scholarship is life-changing. But what people don't often realize is that the scholarship isn't just life-changing for the recipient—the trickle-down can impact thousands.

Jaimie Jacobsen graduated in 2003 with a degree in management information systems. When she received a scholarship to help cover the cost of tuition, she knew it wasn't something she could take lightly. "Getting an education and making a name for myself in the business world were two goals I took seriously," she says. "And the help I received from donors made it all possible. I knew that one day I would return the favor somehow."

That day came when Jacobsen realized that the best way to pay it forward was to establish a scholarship that could be used to help future MIS students supplement the costs of education. Since there were very few other women in her classes, she specifically wanted to get

the word out about how they could benefit from an MIS education. Now she is not only using the degree she earned at WSU to build a career for herself but giving others the same opportunity she had for success.


Jaimie and her husband Jeff McIntosh also intend to acknowledge the College of Business as beneficiaries in their estate planning to provide future funds to support student success at WSU.

"I know people aren't always in a position to give a large amount of money to support a cause, but I've always believed that it doesn't take a lot of money to make an impact," Jacobsen says. "Any gift of any size can truly be life-changing, because when enough of us get together to stand up for the future of our world, anything is possible."

Thanks to world-class faculty, a demanding workload, and high expectations, Jacobsen says WSU prepared her to make a difference in



this world. "I hope that you'll join me in supporting our future leaders and give them the same opportunity I had," she says.

Besides monetary support, Jaimie also gives of her time speaking to classes, mentoring students, and serving as vice chair of the Information Systems Advisory Board. 

Professor's Generosity Mirrored in Glass

By Jennifer Naughton

Jane Cote is best known for her work as the academic director of the College of Business at WSU Vancouver. But she's also an extremely talented glass artist who has given hours of her time to create beautiful pieces of art to benefit diverse charitable organizations.

When the College of Business called to ask if she would do the honor of creating the table centerpieces for the Dean's Leadership Celebration, the college's annual signature fundraising event, Cote didn't hesitate.

"I've been a member of the College of Business for 30 years; first as a student, where I received a great education from caring and compassionate professors, then as a faculty member in an environment where I thrived and felt appreciated," says Cote. "Now as a director, I can see how the college is moving forward to create new opportunities for our students and staff."


But Cote also knows the financial challenges the college faces in making these

opportunities a reality. She sees her art as a way to contribute to the fundraising efforts of the college. Despite an already hectic schedule, Cote went to work in her home studio and began to create the one-of-a-kind centerpieces. Each unique, beautiful piece featured a large cougar head logo in the center and was created in either crimson or gray. The project consumed close to four months of her free time, but she enjoyed it more than she thought she would.

"Each one takes quite a bit of attention to get it just right. It's important to me that each one be perfect, because this project is my way of supporting the work of my dedicated colleagues and our students who will be our future business leaders," says Cote.

Cote's pieces raised more than \$6,000 for the Dean's Excellence Fund, which supports the greatest needs of the college. The college hopes to surpass that number when Cote's exclusive glass pieces go up for sale once again



at the 2013 Dean's Leadership Celebration, on Monday, November 25, at the Fairmont Olympic Hotel in Seattle. For more information and to register for this exciting event, please visit go.wsu.edu/DLC. 


Roenickes Honor Father with Claude E. Hayfield Endowed Scholarship, Excellence Fund



Claude E. Hayfield

By Sue McMurray

Walter and Phyllis Roenicke graciously donated \$100,000 to the college in honor of Phyllis' father, Claude E. Hayfield. Seventy-five percent will be designated toward the Claude E. Hayfield Endowed Scholarship in Business, which will award tuition scholarships for undergraduate business students from the Palouse, including north Idaho counties. Twenty-five percent will be designated to the Claude E. Hayfield Endowed Excellence Fund in Business, which will be used to create a permanent and visible naming opportunity to recognize Claude and

to support programming and maintenance of the college's atrium display project. Claude was a well-known pioneer banker in Whitman County. Born in 1881 and raised in Farmington, Washington, Claude, at 16 years of age, attended Washington State College and was the bugler in the ROTC unit. He was called home to manage the Hayfield Mercantile Store. After selling the store, Claude opened the Farmington State Bank in Farmington in 1929. Claude Hayfield passed away on February 23, 1960, in Spokane. 

Frank S. Sampson Endowment Fund Helps Students Realize Dreams

By Linda Infranco


Frank Sampson ('84 Information Systems) had always planned to leave a gift in his will to Washington State University, but when he and his wife, Carol, sold their information technology company in 2013, he knew he had an opportunity to do something sooner. Sampson was pleased to establish the Frank S. Sampson Endowment Fund in Business. The endowment will potentially award \$2,000 annually to help current and future management information systems sophomores with a minimum GPA of 3.0 to realize their dreams, "Just as I was able to realize mine," says Sampson.

Upon graduating from Washington State University, Sampson held IT positions for a variety of business and government organizations. In 2003 he and Carol took over Kipe and Associates, which was sold 10 years later to a Washington-based IT consulting firm. Sampson is most proud of earning his business degree at WSU—the springboard that



made all of his success possible. Not only did Sampson establish the endowment, but his dream of leaving a legacy gift in his will came to fruition recently when Sampson included WSU in his estate plans. "I am thrilled to be able to help WSU both now and in the

future," says Sampson. And so are the business students who will benefit from his generosity.

For more information about estate planning, visit the WSU Gift Planning website at foundation.wsu.edu/giftplanning. 

Honor Roll of Donors

The College of Business appreciates the generous support of the individuals and organizations that have given to the college. Recognition levels are based on annual giving to the College of Business during fiscal year 2012–2013.

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Annual gifts of \$50,000 or more

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COLLEGE OF BUSINESS Calendar of Events 2013–2014

September 2013

- 13 Meet the Firms, 2:00–4:00 p.m., hosted by the Department of Accounting, CUB Senior Ballroom, Pullman
- 13 Bowling with the Firms, 4:30–7:00 p.m., hosted by the Department of Accounting, Zeppoz Family Fun Center, Pullman
- 13 Feast of the Arts, WSU Campus, Pullman
- 20 Feast of the Arts, WSU Campus, Pullman
- 27 College of Business Power Breakfast, featuring Dick Borgman, chairman and chief executive officer, Les Schwab Tire Centers, 7:30 a.m., Seattle Marriott Waterfront Hotel
- 30 Career Networking Night, hosted by the Carson Center for Student Success, 6:00–8:00 p.m., CUB Senior Ballroom, Pullman



October 2013

- 11 Feast of the Arts, WSU Campus, Pullman
- 11 8th Annual Brewfest, hosted by Eta Sigma Delta, student organization of the School of Hospitality Business Management, 5:00–7:00 p.m. and 8:00–10:00 p.m., Schweitzer Events Center, Pullman
- 14 Walton Lecture featuring Molly Seaburg, Microsoft senior risk manager. Hosted by the Department of Finance and Management Science, WSU Campus, Pullman
- 15 Insurance Industry Professionals Night, hosted by the Department of Finance and Management Science, WSU Campus, Pullman



November 2013

- 19 Brinson Lecture, featuring Professor Darrell Duffie, Stanford University, Todd Hall, Pullman
- 22 Feast of the Arts, WSU Campus, Pullman
- 25 Fall Meeting of the National Board of Advisors, Fairmont Olympic Hotel, Seattle
- 25 Fifth Annual College of Business Dean's Leadership Celebration, 5:00 p.m., Fairmont Olympic Hotel, Seattle



December 2013

- 7 Fall Commencement, Pullman

February 2014

- 3 Career Networking Night, hosted by the Carson Center for Student Success, 6:00–8:00 p.m., CUB Senior Ballroom, Pullman

March 2014

- 4 Burtenshaw Hospitality Career Night, hosted by the School of Hospitality Business Management, CUB Senior Ballroom, WSU Campus, Pullman
- TBD 2nd Annual MIS Alumni Networking Event, WSU Campus, Pullman



April 2014

- 11 30th Annual Winefest hosted by Eta Sigma Delta, student organization of the School of Hospitality Business Management, 5:00–7:00 p.m., and 8:00–10:00 p.m., Schweitzer Events Center, Pullman
- 23 Burtenshaw Lecture Series, featuring Rick Ellingson, vice chairman, Bargreen Ellingson Inc. Hosted by the School of Hospitality Business Management, 4:30–5:30 p.m., CUB Auditorium, Pullman
- 24–25 Spring Meeting of the National Board of Advisors, Pullman
- 25 Beta Alpha Psi Banquet, hosted by the Department of Accounting, WSU Campus, Pullman
- 25–26 Annual Business Plan Competition, hosted by the Center for Entrepreneurial Studies, Todd Hall, Pullman
- TBD Golden Grad Reunion, WSU Campus, Pullman
- TBD CIO Summit, hosted by the Department of Management, Information Systems, and Entrepreneurship, Pullman



May 2014

- 10 Spring Commencement, WSU Campus, Pullman



For more information about College of Business events, please contact Jennifer Naughton at jennifer.naughton@wsu.edu or 509-335-8285.

5TH ANNUAL

Dean's Leadership Celebration

*Benefiting Excellence in
the College of Business at
Washington State University*

Monday, November 25, 2013

Fairmont Olympic Hotel • Seattle, Washington
5:00 p.m. Reception and silent auction
7:00 p.m. Dinner, program, and live auction

For donations or sponsorships, contact Jennifer Naughton
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