



Al Erisman



Gary Karns

SBE Faculty Notes

AL ERISMAN published two pieces in *Comment Magazine*: "Connecting Faith and Corporate Leadership: An Interview With Steve Reinemund" in May 2010, and "Business and Technology" in June. He contributed to two books published in 2010: the chapter "Technology, Ethics, and the Media" in *Dancing with Digital Natives* by Heidi Gautschi and Michelle Manafy; and "A Response," in *Bribery and Corruption: Biblical Reflections and Case Studies for the Marketplace in Asia* by Hwa Yng, edited by Soo-Inn Tan. He was interviewed on the topic of "Technology and the Gospel" by Tim Stafford for *Christianity Today* and for the Lausanne Global Conversation in June 2010.

GARY KARNS led a faculty-development workshop, "Becoming an Effective Marketing Educator," at the Marketing Educators' Association Conference in April 2010 in Seattle. He also presented his paper "Alternate Views on the Purpose of Business: A Resource for Marketing Ethics Instruction" at the same conference.



Jim Rand



Regina Schlee



John Terrill



Kenman Wong

JIM RAND conducted a seminar on performance consulting for 35 executives from the Fortune 100 in January 2010 at the Microsoft campus. In March, he led a training session on strategic thinking for the Insurance Industry in the Southwest in Charlotte, North Carolina. Also in March, he and his wife, Jama, taught three courses at Duy Tan University in Danang, Vietnam. In April, he facilitated a two-day seminar on global negotiation in third-world countries in Boston, Massachusetts, for top executives of Liberty Mutual Insurance Company.

REGINA SCHLEE coauthored "Preparing Marketing Students for 21st Century Jobs," which will appear in an upcoming *Journal of Marketing Education*. Her conference presentations include "Assessing Student Creativity Exercises for Problem-Solving and New Product Development" at the March 2010

Conference of International Journal of Arts and Sciences in Las Vegas; plus "Using Google Analytics to Examine the Effectiveness of Blogs Created by Marketing Research Students" and "Green Consumerism and the Influence of Environmental Attitudes on the Purchasing Decisions of College Students," both at the April 2010 Marketing Educators Association in Seattle.

JOHN TERRILL published "The Moral Imperative of Investment Banking" as an online article for *Comment Magazine* in February 2010. An interview covering the same subject appeared in the *Wall Street Journal Online* in March.

KENMAN WONG coauthored the article "Corporate Spiritual Disciplines and the Quest for Organizational Virtue," which is slated for an upcoming issue of the *Journal of Management, Spirituality & Religion*.

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Briefcase

NOTES FROM AROUND SBE



Geri Mason



Donghun (Don) Lee



Bruce Baker

SBE TO WELCOME THREE NEW FACULTY MEMBERS
In September 2010, Dr. Geri Mason will join SBE as assistant professor of economics, with a focus on macroeconomics. Dr. Donghun (Don)

Lee will also join us as an assistant professor, with primary responsibility for classes in strategic management. Dr. Bruce Baker will fill a one-year appointment as assistant professor of ethics.

SOCIAL VENTURE SHOWCASE AND COLLOQUIUM

The 4th Annual Social Venture Plan Competition (SVPC) Showcase event occurred April 21 with 120 students in 31 teams representing SPU, the University of Washington, Northwest University, and Issaquah High School. More than 100 judges helped select the winning team, Idyll Energy Solutions, which provides consumer products that enable people to participate in sustainable en-

ergy practices. Since the competition's inception, five SVPC plans have been implemented. Five of this year's teams are planning to execute their projects. SPU's Center for Applied Learning, a co-sponsor of the SVPC event, also hosted a two-day colloquium for representatives from seven schools and a community group who are interested in learning how to establish and operate an SVPC event.



John Medina

BOOST YOUR BRAIN WITH JOHN MEDINA'S BRAIN RULES WORKSHOP
Is there a treadmill in your work area? Perhaps there should be, says developmental and molecular biologist John Medina, since exercise boosts brain power. Attend Medina's one-day workshop and discover the 12 brain rules that could transform our workplaces and schools. The workshop is offered on SPU's campus on June 24 and again on July 22. For information, visit www.spu.edu/brainrules.

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NEW PROFESSIONAL DEVELOPMENT OPPORTUNITIES FOR MBA AND ISM GRADUATES

For a reduced rate, MBA and ISM alumni may now enroll in continuing professional development courses leading to certificates. It's just \$750 per course to gain competence in new areas of study. Summer sessions are "Labor and Employee Relations" and "Futures, Options, and Risk Management." Autumn Quarter offerings are "Investments and Portfolio Management" and "Innovation and Change

Management." Interested? Contact Lindsey Peterson at lpeterson@spu.edu or 206-281-2753.

AACSB INTERNATIONAL REAFFIRMS SBE ACCREDITATION

In January 2010, the Association to Advance Collegiate Schools of Business (AACSB) International announced the successful conclusion of its Maintenance of Accreditation review for SBE conducted last fall. The accreditation, first granted in 2000, is the hallmark of excellence in management education and applies to all accounting, business administration, and information systems management programs. SBE was the first member of the 109-member Council for Christian Colleges and Universities to achieve this distinction.



Dan Price

ALUMNUS DAN PRICE WINS NATIONAL RECOGNITION
Dan Price '08, who has consulted with President Barack Obama on issues relating to entrepreneurship and innovation in business, was named the 2010

National Young Entrepreneur of the Year by the Small Business Administration for his work with Gravity Payments. The company offers credit card processing services at about half the cost of competitors while still being profitable. It also eliminates hidden fees for merchants, maintains transparency through an "open book" policy for all customers, and provides personal account representatives for each customer. Gravity Payments' customer base has grown

more than 100 percent annually, and its staff has exploded from two to more than 45 employees in the five years since its inception.



Ada Healey

DEAN'S SERIES HOSTS OUTSTANDING SPEAKERS

Since 2004, the Dean's Speaker Series has brought 17 prominent regional business and community leaders to campus. The leaders speak on a range of topics and serve as role models from a variety of professional backgrounds. During Winter Quarter 2010, students heard Ada Healey, vice president of real estate development for Vulcan, Inc.,



Elizabeth James

discuss the redevelopment of Seattle's South Lake Union neighborhood. In Spring Quarter, Elizabeth James, general manager of the Seattle Westin Hotel, shared about performance metrics in the hospitality industry.

TWO NEW MBA SPECIALIZATIONS

MBA students now have two more choices of specialization within their programs. The new technology management area equips leaders to oversee technology companies, products, and services. The international business focus studies emerging economies, cross-cultural management, and international finance, and includes a study abroad requirement.

Seattle Pacific University

SPRING 2010

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SCHOOL OF BUSINESS AND ECONOMICS

NEWSLETTER FOR ALUMNI AND FRIENDS



on our way to new success

IN THIS ISSUE

CELEBRATING OUR PAST

ENVISIONING OUR FUTURE

Pressing on

JEFF VAN DUZER, DEAN, SCHOOL OF BUSINESS AND ECONOMICS

This has been a year for celebrating our recent past, taking stock of our current condition, and beginning the exciting work of pressing on.

The year began with a visit. As you know, SBE has been accredited by the world's leading business school accrediting body — the Association to Advance Collegiate Schools of Business (AACSB) — for the past decade. This fall, AACSB sent a team of business school deans to assess the health and strength of our programs. After reviewing a lengthy written report, looking over pages and pages of spreadsheets, and interviewing faculty, students, and other constituent groups, the team (and then AACSB as a whole) gave the school a resounding "well done."

While very gratifying in some ways, this was not surprising. There was really much for them to like. During the last decade, SBE has implemented a new set of rigorous assessment protocols and has used the results of these assessments to update and make a number of improvements to the school's curriculum and programs. Since the last visit, SBE has also launched our study abroad programs, the Social Venture Plan Competition, and various speaker series. The Center for Integrity in Business was established and its first full-time director hired. *Ethix* magazine has become an SBE online publication, and the mentor program has grown at an impressive rate. Faculty members of the school have produced many scholarly pieces focusing on the school's signature approach to business — what we call "another way of doing business." And more. I hope you will enjoy reading about some of our progress over the past decade on pages 2 and 4.

All this is good. But, of course, our commitment to continuous improvement demands periodic adoption of new goals as old ones are reached and surpassed. With the AACSB review and notable accomplishments behind us, it's time to chart the next phase of our journey. So this year we have launched a year-long study to revise our strategic plan. Building on our strengths, we adopted four new key initiatives to give direction to our work for the next three to five years. You will find these initiatives explained on page 3.

Finally, this has also been a year to dream. Inside you will read about both our plans and some lofty "what ifs" for the next five to 10 years and beyond. We think you may be surprised and, hopefully, excited by some of these aspirations. We are certainly proud of where we are now and excited about our current work. But we are also enthusiastic about the next leg of our journey and hope you will join with us as we press on.

"Our commitment to continuous improvement demands periodic adoption of new goals as old ones are reached and surpassed."

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Celebrating Our Past

People committed to making SBE a great business school have laid a strong foundation for new advances. Examples from our recent past show just how much we have to be grateful for.



Lisa Surdyk

REMEMBERING LISA SURDYK

Dr. Lisa Surdyk's death on December 6, 2009, dealt SBE a profound blow. An associate professor of economics, Surdyk enriched SBE throughout her 19 years as a faculty member with her deep commitment to excellence in teaching, love of students, care for the poor, and love of God. A scholar whose recent work centered on the concept of Sabbath rest — the biblical balance of work and rest — Surdyk inspired countless students. In many online tributes, her former students spoke of the lasting impact she had on their lives and thinking. In recognition of this excellence, SBE has renamed its annual award for outstanding classroom teaching the "Lisa Klein Surdyk Teacher of the Year Award." A memorial scholarship fund has been established by Surdyk's husband, Tim. Gifts may be made to the *Lisa Klein Surdyk Scholarship Fund, Suite 304, Annual Giving Office, Seattle Pacific University, Seattle, WA 98119.*

ISM DEGREE PROGRAM TURNS 25

First offered in 1984 within SPU's College of Arts and Sciences, the Information Systems Management (ISM) master's program, anchored by adjunct faculty Ernie Hughes and Roger Cox, moved to the School of Business and Economics in 1992. In January 2010, Hughes, Cox, current ISM faculty members Gerhard Steinke and Ryan LaBrie, and some 40 other celebrants marked the program's 25th anniversary with a special dinner. Among the milestones celebrated were the 285 master's degrees awarded since the program's inception, and the creation of the ISM program's popular reading element, which has all students read a selected IT/business book each quarter. Missed the event? Reconnect with alumni by joining the ISM LinkedIn group. www.linkedin.com/groups/gid=2431477

DEBBIE WYSOMIERSKI RETIRES

Debbie Wysomierski, SBE's associate graduate director, retired in July 2009 after 17 years with SBE. Her effervescent spirit was legendary among graduate students and coworkers. Customer service first, last, and always was a hallmark of Wysomierski's work ethic. "There's always a way," seemed to be her motto. A number of graduate enrollees credit her timely, positive interactions with getting them into — and through — SBE's graduate programs. Students appreciated her work so much they initiated a fundraising effort in her honor: The Debra Wysomierski Graduate Program Fund. Wysomierski says she's enjoying retirement on Whidbey Island and that her door in Coupeville is always open for a visit.



Debbie Wysomierski

CENTER FOR INTEGRITY IN BUSINESS

Founded in 2002, the Center for Integrity in Business (CIB) has made giant strides in heightening its regional and national influence since appointing John Terrill as its director in 2008. In the past two years, CIB has sponsored a regional microfinance conference, a day-long symposium on business as a calling, the formation of a community of practitioners and scholars, numerous campus presentations by business leaders from around the world, monthly business breakfasts, and more. Learn more at the Center's website. www.spu.edu/cib

ETHIX MAGAZINE ON THE WEB

Launched in the fall of 1998, *Ethix* magazine came under the umbrella of SBE's Center for Integrity in Business in the spring of 2006 with Al Erisman as editor. In autumn 2010, the journal assumed an online-only presence. Its mix of compelling articles and video has proved popular with leaders around the world. Sign up on the *Ethix* home page for email notices of new content. blog.spu.edu/ethix

MENTOR PROGRAM REACHES MILESTONE

In existence for 13 years, the mentor program in SBE's Center for Applied Learning (CAL) has made more than 2,000 student placements. More than 1,200 professionals have served as mentors or job shadow hosts, including business leaders in California, Colorado, Minnesota, and Oregon. National and international colleges and universities, including ones from Michigan, Texas, Florida, Korea, and the Republic of Georgia, have contacted CAL for information on establishing mentoring programs. www.spu.edu/cal

EXECUTIVE ADVISORY COUNCIL MEMBERS STEP DOWN

This past year, a group of key business leaders who have been active on the School's Executive Advisory Council since its earliest days decided to step from active to emeriti status. During their many years of service, Chuck Anderson, Nancy Cahill, Shirley Lansing, George Toles, and Bruce Walker helped sustain SBE through four different deans, the launching and closing of graduate programs, the opening of two new Centers, and the addition of dozens of new faculty members. They've shared advice, friendship, finances, and prayers in support of our mission. We're sad we'll see less of them in the near future, but we're thankful for their many years of dedication.

Envisioning Our Future

With solid accomplishments already in place, we look forward to the future with great anticipation.

We Dream of ...

... launching dozens of new social enterprises as an outgrowth of the Center for Applied Learning's Social Venture Plan Competition.

DON SUMMERS

... a nationwide, limited-residency MBA program that looks at business subjects through the lens of theology and explores in-depth the intersection of faith and business.

GARY KARNS

... being recognized nationally in business and academic circles as a leading proponent of the school of thought that identifies the purpose of business as service and proposes sustainable limits to business activities.

RANDY FRANZ

... adding five to 10 exceptional new faculty members.

REGINA SCHLEE

... a top doctoral program in business ethics.

RYAN LABRIE

... doubling the number of high-caliber student applicants interested in being SBE majors and changing the world through business.

DENISE DANIELS

... a robust SBE alumni association that offers active networking and valuable resources from the School.

ROSS STEWART

... a seven-story premier business building with hotel services on the canal where SBE could host conferences and limited-residency executive/theological MBA programs.

RYAN LABRIE

... an endowment of \$20 million.

JEFF VAN DUZER

... the Center for Integrity in Business being known as one of the premier centers in the world shaping business practice and scholarship.

JOHN TERRILL

... all students spending a quarter studying business abroad and building long-term connections with business students in other countries.

GERHARD STEINKE

We Plan to ...

To make sure our dreams are more than mist, the School of Business and Economics faculty members are moving toward them. Under the direction of Dean Jeff Van Duzer, the faculty during the last year undertook a complete revision of the School's strategic plan. Four initiatives were chosen for special emphasis, and the hard work required to make them come true is underway.

DEFINE, REFINE, AND BRAND "ANOTHER WAY OF DOING BUSINESS" (AWDB)

A recent survey of classroom teaching focused on where and how SBE courses reinforce the AWDB values. A number of faculty members are actively presenting aspects of this business philosophy to business community members around the world. Many faculty members are researching and measuring the impact of practices consistent with AWDB. And the Center for Integrity in Business has formed a permanent group of scholars and practitioners to validate such practices and to guide ongoing research.

PURSUE INNOVATIONS IN CURRICULUM DESIGN AND DELIVERY

Curriculum innovation is a hot topic within SBE. A number of courses are already offered through modular online instruction. Professor Randy Franz foresees a time when atomized delivery methods that use technology and personalized study plans will be dominant. Graduate Program Director Gary Karns plans a revolutionary one-year, problem-based master's in sustainable business to be offered to new or recent bachelor's-level graduates from dissimilar majors and without business experience. Under the program, students will learn through a mix of approaches, including online and technology-based resources, study abroad, teamwork, case study, and field projects supplemented by limited, intensive class sessions.

DEVELOP STRONG ALUMNI RELATIONS

A recent faculty retreat explored how SBE might better track and serve its alumni. Discussion focused on enhanced networking opportunities and ways to help graduates find employment. In addition, efforts are underway with various businesses and institutions to develop special benefits for alumni. SBE is conducting an assess-

ment of the best ideas and will share those in future publications, along with other opportunities for alumni to reconnect with the School and with one another.

MARKET OUR PROGRAM TO HIGH SCHOOL STUDENTS, AND TO SPU FRESHMEN AND SOPHOMORES

The number of freshmen entering universities nationwide who identify business as their preferred course of study has dropped to its lowest level in nearly 40 years. To address this real challenge, SBE's Undergraduate Committee plans to aggressively market SBE's value-based programs to high school students. The committee also plans to improve how SBE connects with incoming students, both before the students get to campus and when they arrive. As an experiment, some incoming freshmen will be admitted to the business major at the same time they're admitted to SPU.

Many of the dreams listed will come to fruition in the next 10 years. Some may not. Some might take altered forms, or have to be postponed or modified due to future realities. But we're never going to stop dreaming or working toward our dreams.