UW Bothell to Expand MBA Program to Bellevue

Starting Fall 2009, UW Bothell will offer MBA programs in two locations: the Bothell campus and a new location in Bellevue. The new Leadership MBA to be offered in Bellevue will focus on developing business leaders through a mentorship and strategic leadership program. It will complement the successful Technology MBA program offered at the Bothell campus geared towards managing and leading technology-oriented businesses.

The new Leadership MBA (LMBA-Bellevue) is designed for aspiring leaders in a wide variety of industries. Like the Technology MBA (TMBA-Bothell), it will be a 22-month evening program designed for working professionals. The Business Program anticipates doubling the number of MBA students from 80 to 160 within two or three years.

Both MBA programs will boost the business IQ of students through analysis, problem solving, and the study of business theories. The LMBA-Bellevue also boosts the leadership capabilities of students through a mentorship and coaching program. The TMBA-Bothell takes a deep look at the processes of entrepreneurship and “intrepreneurship” that lead to disruptive innovation.

Chris Boody, Director of Product Management, Consumer Messaging for AT&T Mobility is one of the industry advisors for the new LMBA-Bellevue. According to Chris, expansion of the UW Bothell MBA Program to Bellevue “would allow the large and small companies in this area to continue to invest in their leadership and staffing objectives by providing access to the outstanding University of Washington advanced degree programs in their own backyard.”

For more information, visit www.uwb.edu/mba.
Michael Zyphur
Michael J. Zyphur received his Ph.D. in Industrial and Organizational Psychology from Tulane University in 2006. His research interests include quantitative research methods, performance and personality modeling, and the biological basis of organizational behavior. He has published over 10 articles in leading management journals, such as Academy of Management Review, Journal of Applied Psychology, and Organizational Research Methods.

Keji Chen
Keji Chen obtained his Ph.D. in Accounting from the Ohio State University. Before joining UWB in 2008, he served as an assistant professor at the University of Alabama. His research interests focus on the relations between accounting data and market data with an emphasis on the implications of accounting valuation models.

Jim Donald Named Executive-in-Residence
Former Starbucks CEO Jim Donald has been named Executive-in-Residence for the Business Program.
Donald will provide valuable insight and mentoring to current undergraduate and graduate students and faculty. He will also support the program through lectureship on topics as broad as leadership and business strategy to the all-important “What They Don’t Teach You in Business School.”
Prior to his work at Starbucks, Donald served as Chairman, President and CEO of Pathmark and President and Manager of Safeway’s 130-store Eastern division.
Says Steve Holland, Director of the Business Program, “We are very pleased to have Jim Donald join our team. The wealth of knowledge and real-world experience he brings from his work with Starbucks and supermarket giants Pathmark, Safeway, Walmart and Albertsons will greatly benefit our students and provide them with a unique perspective on business and how they can directly apply their classroom experience to career development and growth.”

Business Program Welcomes New Undergraduate Advisor and MBA Recruiter
Vicki Tolbert is the Recruiting Specialist for the MBA Program. Formerly the Admissions Officer for Antioch University, her education includes a BA from the University of Mississippi, MAT in teaching from the University of Memphis, postgraduate course work in psychology, and the UW Certificate Program in Human Resources Management.

Beth Miguel Alipio is the new Academic Advisor for undergraduate students in the Business Program. Beth comes to us with many years of experience as an academic advisor in several UW Seattle campus departments, most recently in the School of Music. Prior to that, she was the Assistant Director of the Office of Minority Student Affairs at the University of Minnesota. She holds a Bachelor of Arts in Sociology with a minor in Psychology from the University of Minnesota.
The Business Program is on the move. For the first time in 2009:

- Enrollment in Business exceeds 500 undergraduate students.
- Students from the first class of freshmen who entered UW Bothell in 2006 are enrolled in Business.
- Accounting students are on campus.
- We will offer the MBA at an off-campus location (in Bellevue starting in fall 2009).
- The Business Development Center has a full-time Director, Brooks Gekler (see profile on page 5).
- The Business Program has an Executive-in-Residence, former Starbucks CEO Jim Donald, (see profile on page 2).

There will be other firsts before long as we plan for expansion of the undergraduate program to Bellevue and for certificate programs in a number of areas.

We’ve hired five new full-time, tenure-track faculty members: Keji Chen and Lorna Hardin in accounting, Mike Zyphur in organizational behavior, Surya Pathak in operations management, and Alison Lo in marketing (who was featured in last year’s newsletter as a visiting faculty member). Frederick Langrehr of Valparaiso University is a visiting faculty member in marketing this year. We also have two new staff members besides Brooks Gekler: Vicki Tolbert, MBA recruiter and Beth Miguel Alipio, undergraduate advisor.

This is my seventh and final year as Director of the Business Program, and I’m feeling very good about the future of the program. I love UW Bothell and plan to remain on campus as a faculty member after I step down as Director. I’ve enjoyed being Director but look forward to devoting a lot more time to teaching and working with UW Bothell students on research projects.

As always, feel free to visit me in UW1, suite 381, call me at 425-352-5232, or send email to me at sholland@uwb.edu.

A. Steven Holland, Ph.D.
Professor and Director of the Business Program

Young companies often find it prohibitively expensive or time-consuming to develop in-house capabilities in research and development (R&D), manufacturing, and marketing. Forming alliances with more-established companies is one way to solve the problem. In her research, UWB Professor Manuela Hoehn-Weiss seeks to find out how well this approach works for young companies in the biotechnology/pharmaceutical and computer software sectors.

Two indicators of success for young biotech/pharma and software companies are (1) being listed on a stock exchange and (2) being acquired by an established company. Professor Hoehn-Weiss finds that biotech/pharma companies with a combination of R&D, marketing, and/or manufacturing alliances are more likely to be listed on a stock exchange.

She finds, however, that having R&D alliances does not affect the likelihood of being acquired for young biotech/pharma companies. Also, despite widely-held beliefs to the contrary, there is no evidence that alliances are a stepping stone to full acquisition.
Shankar Wins Campus Teaching Award

Gowri Shankar, Associate Professor of Business, is the most recent recipient of UW Bothell’s Distinguished Teaching Award. He has twice previously been honored by MBA students for his teaching. He has been a member of the Business Program faculty since 2001 and has taught an unusually wide range of courses at UW Bothell including finance, accounting, and economics.

Professor Shankar is known for encouraging students to push themselves academically and professionally. Student evaluations of his teaching stress the rigor of his courses, the clarity and effectiveness of lectures and assignments, and his supportive style. He engages students in thoughtful discussion and integrates knowledge from diverse disciplines. He goes out of his way to provide individualized support for students who pursue the CMA and CFM certifications.

Library Business Internship Program a Success

The Library Business Internship started in fall 2006 has benefited both the Business Program and the campus library. This collaborative effort has been effective in reaching business students who need research assistance and help in honing their data analysis skills.

The first Intern from 2006-07, Charlene McCormack, was a senior in business and began graduate studies with the UW Information School this fall. The second Intern from 2007-08, Eliece Gazaway, was a business senior and student body president. This summer, Eliece helped train the current intern, Britta Madison, who will be a junior in business this fall.

Their professional development activities include the following (with travel funded by the Teaching & Learning Center):
• Eliece co-presented with Doreen Harwood, Business Librarian, “Bringing in Student Perspective: The Importance of Collaboration” at the WILU 2008 Conference in Kelowna, B.C.
• Charlene and Doreen’s article, “Growing Our Own: Mentoring Undergraduate Students” is scheduled to appear this fall in the Journal of Business and Finance Librarianship.
Recent Donors to the Business Development Center

$2000 and above
William Abbott
Brooks Gekler
City of Bothell
City of Kenmore
King County
Snohomish County
Wells Fargo Bank
City of Woodinville

$500 and above
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Neil Larson
Puget Sound Energy
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Thomas Shannon

Recent Donors to the Center for Student Entrepreneurship

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William Abbott
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Philip Palm

$500 and above
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Maryel Duzan
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Microsoft Corporation
Kathleen & John Rasmussen

Brooks Gekler Named Director of Business Development Center

Brooks Gekler is the new Director of the Business Development Center (BDC). Brooks previously directed and taught in the MBA Management Consulting Program at Augsburg College in Minneapolis. Prior to that, he was an executive with General Mills for many years, ultimately retiring as Corporate Vice President.

The BDC has placed over 100 students in 17 consulting projects. Participants have included undergraduate and MBA students from UW Bothell, Cascadia Community College, and Everett Community College.

Of the assistance he received, John Holmes, owner of Final Take Productions, said, “We have seen great revenue growth in our four or five business segments—50-70%, and even 157% in one segment.”

James Floresca, who transferred into the Business Program from Cascadia Community College, reflected that “For me, taking the knowledge I gained from my accounting courses into a business setting was the most fascinating and enjoyable part of my education.”

Wall Street Trip Becomes Annual Tradition

In what has now become an annual event, fifteen Business students traveled to New York City last spring with Professors Ufuk Ince and Philip Palm. The students met with senior managers of Barclays Capital, Commerce Bank, the New York Mercantile Exchange, the Council on Foreign Relations, and the New York State Department of Banking, among others.

“From insurance to many kinds of banking, I feel much more confident about my knowledge of the financial industry,” said Business major Omar Fahmed. “We were also able to relate what we have been learning at UWB to the real world.”

Visiting Faculty Profile

Frederick Langrehr is Visiting Professor of Marketing. He comes to us from Valparaiso University and has previously taught at Brigham Young University, among others. One of his areas of research and teaching is retail management with a specific interest in food retailing. Recently he has developed seminars on applying marketing to financial engineering. As a result he is doing background work on integrating marketing and behavioral finance. He holds a Ph.D. from the University of Alabama.
New Faculty

Surya Pathak

Surya Pathak received his Ph.D. in Management of Technology from Vanderbilt University in 2005. He is currently conducting research in the area of complex adaptive supply networks, decision making under risk and uncertainty, supply network design, supply relationship management, and policy design for large-scale systems.

Lorna Hardin

Lorna Hardin became licensed as a CPA in 2000 after earning undergraduate and graduate degrees at the University of Pittsburgh. Her research interests include the effects of regulated disclosure and market microstructure analysis. Lorna has taught introductory courses in both managerial and financial accounting as well as strategic cost accounting.

Center for Student Entrepreneurship Update

At last May’s Student Business Plan Competition, a team led by MBA student Francisco Zapata won first place and $10,000 for a plan to commercialize commuter bicycles constructed with high-grade recycled aluminum alloy. The new company, Zapata Cycles, has now produced and sold its first bicycles.

Additional milestones for the Center for Student Entrepreneurship include:
- The addition of experienced advisers to coach students and alumni on business plans
- Over 35 business plans reviewed at various pre-startup phases
- Three weekend “accelerator retreats” to aid startup and career development

Upcoming events include:
- Annual Spring Conference at Whidbey Island, March 20-23, 2009 (for details see http://www.SproutPoint.com)

Accounting Program Kick-off Event April 23

On Thursday, April 23rd the Business Program will celebrate the launch of the new accounting program. The event will be held in the North Creek Events Center from 5 to 7pm.

Guests will include representatives from CPA firms from Seattle and the Eastside, accounting faculty from UW Bothell and local community colleges, and accounting students. This will primarily be a networking event, and will include a brief update on the accounting program. All accounting students are invited to attend.

Exploration Seminars in Vietnam & Thailand

Business and IAS students from UW Bothell and UW Seattle participated in two Exploration Seminars to Thailand and Vietnam last August. The seminars, led by UWB Faculty Member James Reinnoldt, focused on the trends and impacts of globalization and how businesses, governments, and public service organizations are coping with rapid change.

UWB Business students Anita Lakha and Elaine David with students at a school in Thailand
Every year, the Puget Sound Business Journal names its list of “Forty Under Forty,” recognizing some of the most outstanding young leaders in the region. This year, UW Bothell alumnus Tom Goos (BA, 1997) is one of the honorees. Tom is Senior Vice President and Chief Operating Officer of Image Source, Inc. and Branded Solutions by Edgar Martinez. He also serves as a Trustee of the UW Bothell Center for Student Entrepreneurship, the group responsible for funding the cash award for the winners of the Center’s annual business plan competition.

According to Tom, both Image Source and Branded Solutions are full-service merchandise agencies who do branded products for companies: “They’re similar companies going after different markets. Image Source is a little more established. Branded Solutions is expecting to double in sales for ’08 compared to ’07.” Image Source was recently named a finalist as one of the Puget Sound Business Journal’s “Best Places to Work”.

Befitting its connection to former Seattle Mariner great, Edgar Martinez, Branded Solutions has a sports emphasis such as game-day giveaways for the Mariners.

**U**ndergraduate

**Min Chung** (BA 2003) is an Entrepreneur with Innocore International, BMS Enterprises Inc.

**Eliece Colbert** (BA 2008) is an Office Manager for Keasey Properties.

**Amaryah Curnutt** (BA 2007) is “Program Coordinator” (a.k.a. Meeting/Event Planner) at Radarworks in Seattle.

**Angela Dunham**, formerly **Rettig**, (BA 2004) was hired in January 2008 as Marketing Manager for the 401K product at ING DIRECT - ShareBuilder.

**Zach Eskelson** (BA 2005) completed a Master of Science in Finance from Vanderbilt University and works as Financial Reporting Associate for Redwood Trust in Marin County California.

**Scott Geiger** (BA 2005) was promoted from Financial Analyst to Senior Financial Analyst for the Corporate Management Reporting group at Washington Mutual.

**Chris Heiland** (BA 2002) is Web Developer at UW Marketing.

**Dan Hitchcock** (BA 2007) joined the Entertainment Revenue Management team at the Las Vegas Sands. He is based at the company’s Venetian/Palazzo Megacenter on the site of the former Sands Hotel where he works to formulate and facilitate various revenue initiatives for the resort’s entire roster of feature entertainers.

**Matt Keller** (BA 2005) attends Thunderbird Global School of Management in Glendale, Arizona. He is studying Entrepreneurship and Venture Capital in Asia and plans on moving his family to China upon graduation in May 2009.

**Monica M. Khaouly** (BA 2006) is a Procurement Agent at The Boeing Company, Everett.

**Phil Noll** (BA 2008) is working for The Boeing Company as a procurement agent.

**Armen Petrossian** (BA 2008) works as a third party administrator of a Pension Trust. He is also co-owner of Energetic Events, a small entertainment company in Renton, Washington.

**Lita Rodriguez** (BA 2008) is working at The Boeing Company as a Staff Analyst.

**Jason Andrew Smith** (BA 2007) joined the Peace Corps and has been living in Bulgaria for the last year. He works for a business development organization and during his free time volunteers at two orphanages.

**Curtis Stevens** (BA 2005) is a Program Manager for Microsoft, Advertising Solutions.

**Jeff Strand** (BA 2000) is employed as a Senior Consultant for a software company in Seattle called Entellium, which provides contact management/CRM software for small and medium sized businesses.

**Karen Story**, formerly **Tellevik**, (BA 2004) was promoted to Manager of the Pre-Service Center,
Alumni News continued...

a brand new department, within the revenue cycle at MultiCare Health System. She manages a team of about 40 people.

Jiantao (Susanna) Su (BA 2006) is Manager, Human Resources and Administration for LipoSonix in Bothell.

Jennifer Waters (BA 2001) earned her MBA from Seattle University in March 2008.

MBA/MMGT

John Dunne (MBA 2006) was promoted to manager of the Avionics Systems & Interiors Contracts division for Boeing Commercial Airplanes.

Ken Grafham (MBA 2007) was promoted to Regional Marketing Manager, Allstate Insurance.

Young Ji (MBA 2003) is the President and Lead Consultant at Ignite 360 Consulting.

Daniel Kissin (MBA 2004) joined Expedia as a Business Analyst, responsible for both analyzing and drafting strategies for all of Expedia’s lines of business. He is also Adjunct Instructor at ITT Technical Institute, teaching Microeconomics and Database Development to undergraduate students.

Elisabeth Lee (MBA 2004) earned a Master’s in Public Health (concentration: Healthcare Management) from UCLA in 2008. She is currently working as a Clinical Study Manager at Allergan, Inc. in Irvine, CA.

Val Wood (MBA 2008) has moved from the Secretary of State’s office to a new position as Deputy Director of Records and Licensing Services for King County.

Vin Yarnmunilert (MBA 2004) has been appointed a Supplier Program Manager with Boeing Commercial Airplane Division in Cheltenham, UK. This is a two-year international assignment overseeing key suppliers in the UK.