THE FOOD ISSUE

ALUMNI ENTREPRENEURS TURN THEIR PASSIONS INTO SUCCESSFUL BUSINESSES
Greetings Alumni and Friends,

I’m an engineer by training and passion. I like data and I’d like to share a few statistics with you to illustrate the impact that UW Bothell is having on the Puget Sound region.

Beginning July 1, UW Bothell is celebrating its 25th anniversary. The campus at Canyon Park opened for business in 1990 – at that time serving third and fourth year students only. Many of you remember that modest building in the office park. From that humble beginning emerged a university that has produced more than 14,000 alumni who are making an indelible mark in our community.

This is the number of students who received degrees and certificates last month. It was our largest graduating class to date, and will likely be surpassed next year.

UW Bothell is the fourth fastest-growing public university in the nation (among public, four-year campuses). I also could have used the numeral 1 since we are also the fastest-growing campus among all public or private nonprofit post-secondary institutions in the Pacific Northwest. This is based on six-year national enrollment data from the National Center for Education Statistics.

In a national survey of 1,700 colleges, UW Bothell has been identified as one of 19 colleges that score well on measures of access, affordability and success. The survey, conducted by the Center for Higher Education Reform, looked for colleges where at least one-quarter of undergraduates were low-income, at least 50 percent of students graduated in six years and where the “net price” for low-income students was less than $10,000.

Our mission demands that we plan for increased enrollment. As our enrollment will reach 5,000 during the 2014-15 academic year, we are now looking ahead to our next goal: 7,500.

Enrollment growth is not arbitrary; it indicates we are fulfilling our mission to provide access and opportunity for a University of Washington education to talented students in our state and region.

The cost of Discovery Hall, which officially opened June 30. Home to the School of Science, Technology, Engineering and Mathematics, the building will allow us to accommodate 1,000 additional students and greater number of STEM graduates. We will be holding a grand opening event in September; watch your mailbox for an invitation.

Thank you for supporting our work for 25 years. Enjoy your summer.

Wolf Yeigh, Chancellor
More than 1,600 students received degrees and certificates from the University of Washington Bothell in June. The 23rd annual Commencement ceremony took place on June 15 at Hec Ed Pavilion, Alaska Airlines Arena on the UW Seattle campus. The keynote speaker was John Quiñones, host of the ABC television show What Would You Do? For the first time on any UW campus, graduating veterans wore special commemorative stoles denoting their branch of service in the U.S. military.

Three community leaders received the 2014 Legacy Award, which is presented annually to recognize an individual or group of individuals that support the university in its vision and impact on the community. The honorees were Snohomish County Deputy Executive Mark Ericks, state Senator Rosemary McAuliffe and Representative Derek Kilmer. They were recognized at the Chancellor’s Reception in May. Ericks’ and McAuliffe’s legislative support in the expansion of the Washington public higher education system was instrumental in the founding of UW Bothell in 1990. Kilmer’s and McAuliffe’s commitment to providing education and job opportunities in the STEM field resulted in the allocation of funding for Discovery Hall, home to UW Bothell’s School of Science, Technology, Engineering and Mathematics.

“Thanks to their commitment, UW Bothell has grown and been able to provide access and opportunity to greater numbers of students across the state of Washington,” said Chancellor Wolf Yeigh.

Terryl Ross, Ph.D., is the new director of diversity at UW Bothell. Ross, a University of Washington alumnus, will be the university’s first full-time director of diversity.

Ross is a scholar and activist who brings rich experience in higher education and civic engagement. He counts the 11 years spent earning his doctorate at the University of Washington among his greatest achievements, as he balanced his academic pursuits with part-time jobs that ultimately led to the creation of the UW Diversity Compacts in 2000 and 2001.

“I’m very excited for the opportunity to serve this campus, this community and Chancellor Yeigh,” says Ross. “I believe in his leadership and vision. There’s no place like home.”

Family, friends and MBA alumni celebrated the legacy of Don Whitney at a fundraiser held June 19 to support the Don Whitney Memorial Scholarship. Whitney was a longtime manager of the School of Business graduate services; he died in 2012. The event, held at the Novelty Hill Januik Winery, raised more than $11,000. The second recipient of the Whitney scholarship will be named in September.

Don Whitney MBA Scholarship Fundraiser
About nine years ago, while Deanna Godsey was earning an undergraduate business degree from UW Bothell, she found herself feeding dinner a few times a week to a neighbor who was going through a divorce. “He started making salsa to kind of deal with everything, and he’d come over and say, ‘Hey taste this, how does this taste?’” she says. After he had won two Evergreen State Fair competitions with his Okie Joe’s Salsa, he invited her to go into business with him.

Godsey is like many graduates from UW Bothell’s School of Business, who turn their passions and great ideas into successful businesses. Just a sampling of graduates reveals restaurateurs and makers of handcrafted ice cream and wine. These graduates leave UW Bothell with the skills, ambition and confidence to make their dreams come true. “One thing I loved about UW Bothell was
Taylor Hoang, who graduated from UW Bothell in 2000 with a degree in business finance and marketing, is owner of Pho Cyclo Café, a Vietnamese restaurant and catering business. Hoang says she grew up helping her parents in their restaurants. “After college I went on to do a number of other things until one day when I saw a need in the community for good Vietnamese food that wasn’t just located in the International District or based around more of an Asian clientele,” she says. “So that’s when I decided to open up the restaurant and our first location was based in Sodo.”

While Hoang created most of the menu, she says she does not work as a chef. “I have more management duties now, but the recipes are all mine, and we continue to develop them,” she says. In her original business model, Hoang planned for multiple locations; “We have five now and depending on the market we’ll decide later on if we’re going to go to ten,” she says.

Brady Dibble, a 2013 UW Bothell graduate with a degree in business, partnered with his wife Pink to create Pink’s Ice Cream, with flavors inspired from Pink’s homeland of Thailand. After
working as a server in a Thai restaurant in Seattle, Pink saw an opportunity. “Pretty much all the Thai restaurants in the state were importing their ice cream from Thailand,” says Dibble. “None of the companies in the U.S. were making Thai style or essentially Asian style ice cream of the same quality or the same flavor that you would have in Thailand.”

Pink’s ice cream mirrors the kind she grew up with, with light, intense flavors that have a clean aftertaste. “The restaurant found it didn’t have to import the ice cream, the distributors found they didn’t have to buy it in bulk, and it worked very well for everyone,” says Dibble. “So she pretty quickly added on a couple dozen restaurant accounts, and we picked up a restaurant distributor.”

From there Pink’s Ice Cream began selling in grocery stores and at farmers markets. “We’ve just kind of grown that bit by bit over the past few years,” he says.

But starting a business from scratch has challenges. Both Dibble and Pink still have to work at other jobs to make ends meet and without a big infusion of capital, it is difficult to take the business to the next steps. “Unfortunately we spend a lot of time still making ice cream,” says Dibble. “It leaves not as much time for sales and marketing and other aspects.”

Dibble says that he would like to switch to a co-packer, a company that manufactures and packages food or other products for its clients. But finding one on the West Coast that will work with smaller production runs and still make financial sense is difficult.

Godsey of Okie Joe’s Salsa was able to find a local co-packer that produces and bottles her salsas. “I’m still at every production run doing quality control on it,” she says. “I know there are some food companies that don’t do that, but I have to be there because it’s my baby, and I have to be sure it’s done the way I need it to be done.”

Sara Papanikolaou, who graduated in 2007 from UW Bothell with an undergraduate degree in business, started a wine making business with her husband after falling in love with wine on a trip to Napa Valley in California. They learned about how to make wine and began making their own to share with friends and family.

“The thing about home wine making is you have a barrel you need to fill and if you want to make two different varietals or two different blends you have to fill another barrel,” she says. “Each year we kept adding to our production until finally we said we should really get a license and sell this because we have a whole small winery here already.”

Their label is called Open Road and like Dibble and Pink of Pink’s Ice Cream, Papanikolaou and her husband continue to produce their own product. “It’s been

“One thing I loved about UW Bothell was the core business classes that really helped prepare me for what I’m doing now.”

DEANNA GODSEY, BUSINESS, CLASS OF 2007
very organic in growth,” she says. “It’s been seven years now that we started the business and we do about a thousand cases a year.”

Open Road Wine Company is enjoying success. Their first vintage, an Old Vine Semillon won a double gold medal at the Seattle Wine Awards and a gold medal at Finger Lakes International Wine Competition in New York. “It’s pretty exciting for us; the past couple of years we’ve gotten our wine in the Four Seasons downtown, and last fall it was featured at the Herb Farm,” she says. “It’s been really kind of wonderful to have so much hard work start to pay off and to be recognized by these fabulous restaurants featuring our wines.”

All of the entrepreneurs say their education at UW Bothell helped prepare them for owning and running a business, marketing a product and managing the financial aspects. “For me it would be the missing piece if I hadn’t gone and gotten a business degree,” says Papanikolaou. “It gave me so much insight into those aspects of it that I wouldn’t have had otherwise. I really do not think we would be where we are today without me having gone through the business program.”

Brady Dibble says he also appreciates the effort that faculty and staff made to connect him to people in the community who could provide advice. “That was always great,” he says. “I’ve been connected to some very, very excellent mentors as a result of their efforts.”

Taylor Hoang says her professors have also remained important contacts. “When I left I had made a lot of connections with my professors, and some of them I still stay in constant contact with today,” she says. “They have become mentors. They have shared their networks of business connections, their influence and their experience.”

Like those of her peers, Godsey’s business is growing at a steady, sustainable pace. With five salsa flavors, including Pineapple Ginger, Chipotle Habanero and Coconut Lime, they are slowly making their way into more and more grocery stores. “We’ve set several goals for ourselves including this year we’d like to increase the number of grocery stores by 25 percent,” she says. Okie Joe’s Salsa also has its sights on the surrounding states. “We just got into Oregon; we’ll hopefully be in Utah later this year and then California as well.”
AINA BRAXTON
BRIDGES DIGITAL TECHNOLOGY AND COMMUNITY DEVELOPMENT

By Stacey Schultz

Aina Braxton, program coordinator for the Digital Future Lab at UW Bothell, brings a mission of community development and organizing to her research and scholarship. In these efforts, she seeks to touch the lives of people who may feel that higher education is just out of reach. “The overarching outcome at least for me is the idea of building scholarship into the identity of people who have that as a desire and something that they want to embrace, and yet a lot of things around them tell them that they don’t belong in college,” she says. “I really have a strong passion for stepping in and being another one of those people in these young people’s lives that says ‘you are a scholar’ and allows them time and space to explore that.”

The mission of Braxton’s work comes from her life experience. While she graduated from UW Bothell in 2012 with a B.A. in Law, Economics and Public Policy and a minor in Human Rights, she had a rocky start in academics. “I had always wanted to go to college; my parents wanted me to go to college, but I was not successful in high school,” she says. “I needed these other things to be catalysts for me to see myself as a scholar and they happened outside of school.” She attended an alternative high school at Seattle Central College where she was encouraged to take charge of her learning. She also attended a couple of week-long programs at local colleges with workshops on college readiness and learning in general. “For me that was pivotal,” she says.

Braxton’s work to find the overlaps between digital technology and community development is well in sync with UW Bothell’s goals for civic engagement on campus and in the region. “We really do see this in line with what the Office of Community-Based Learning and Research is already doing,” she says. Through courses, forums to make community connections and fellowships, UW Bothell’s Office of Community-Based Learning and Research fosters hands-on experiences and scholarship that address issues of public concern. And for Braxton, having the support of Jason Pace, the director of the Digital Future Lab, has been key. “Jason has empowered me to take this job where my passions really lie,” she says.

Braxton’s first project in the lab has involved connecting college students in the Monroe Correctional Complex with UW Bothell students to develop and publish new works online. This effort is a joint publishing project where prisoners write a piece that will appear on the Digital Future Lab’s student-run blog called The Next.

When the project started over a year ago, the process seemed like it would be fairly simple. “Our editorial board and one of our designers met with three of the authors, and then I met with them as well to workshop the pieces,” she says. “These were handwritten pieces that they had submitted, and we did workshops with them where we fleshed out how they wanted to see the piece developed into an online form or an interactive or animated form.”

But as they got into it, Braxton and the students in the lab faced some challenges. For starters, there are the restrictions imposed by the prison system. “There is
Assistant Professor Christian Anderson, Interdisciplinary Arts and Sciences, has been working on a Community-Based Action Research project that focuses on increasing awareness of resources and bringing technology into local communities. For the last ten months, she has been trying different ideas of how to do that.

"So we’ve been throwing around a lot of ideas of how to do that," she says. "The way these things get shared," she says. "Then we had another student who met with the authors and talked about musical choices. He has created custom music scores for two pieces so far and plans to do a third.

Braxton says the curriculum for the next story, which they will launch four weeks of onsite programming at the Lake City Court Housing units," she says. "We have a really exciting team of people from UW Bothell coming in to do a participatory action research project around using technology as a way to map out resources in neighborhoods."

The team includes faculty and staff in the Interdisciplinary Arts and Sciences and Interactive Media Design departments. It also includes Braxton’s sister Amber, who is a UW Bothell graduate and a K-8 educator. "We have two undergraduates who are coming on as researchers, tech assistants, and design facilitators," she says. Some of the students grew up in the neighborhood, as did Braxton herself. "It’s a very different way to do research because we kind of are the community that we are researching," she says.

Braxton says the curriculum for the project is based on co-researching with the participants. "What we are researching is the assets within the community. What is already there, what do these people have in abundance and what do they not have in abundance," she says. "And where can UW Bothell step in with the resources it has to build human capacity and also how can UW Bothell change and build it’s human capacity by learning from this community."

Braxton says that in the long term, she hopes there can be more projects like this one. "We are trying to build a really tight pipeline between some of these nontraditional student communities to our college or college in general," she says. "This university is chock full of really highly skilled and talented people and resources that are lacking in certain communities, and if we can come in in a really gentle way, a lot of exciting things can happen."

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AINA BRAXTON, LAW, ECONOMICS AND PUBLIC POLICY, CLASS OF 2012

WHERE ARE THE BLACK SUPERHEROES?
excerpted from an article on Pixelkin.com by Simone de Rochefort (IAS ’13)

People of color, women, and anyone who doesn’t fit cultural norms often feel left out when it comes to representation in the media. As part of her work at UW Bothell’s Digital Future Lab, Braxton examined some of the black characters in video games—and what those characters mean to black students.

At a recent workshop at UW Bothell’s Black Opportunity and Leadership Day, Braxton worked with high school students to examine portrayals of black characters in video games. She did research on six characters from well-known video games and asked students to look at pictures and discuss the characters. Then they received the character profiles to find out that a lot of them were really dead on with their descriptions.

Braxton says she is adjusting the program, with a “focus on the idea of what it means to be your own personal superhero, within the framework of democracy, human rights, and agency. I’m a sucker for indoctrination of what I think are good values.”

a lot of red tape and a lot of paperwork,” she says. “It’s been a learning process for everybody in the lab including me.”

In addition, the pieces submitted were narrative-based, which is different from the content that is usually presented on the blog. “We came up with the idea to create more animated, interactive stories,” she says. With one piece, the class used Twine, which is an open-source tool for telling interactive, non-linear stories. For the next story, they brought in UW Bothell students in the Interactive Media Design program. “They used Flash to do full animations of the story,” she says. “Then we had another student who met with the authors and talked about musical choices. He has created custom music scores for two pieces so far and plans to do a third.

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ALUMNI

UW BOTHELL ALUMNI FACES in PLACES

DON WHITNEY MBA SCHOLARSHIP FUNDRAISER

9th ANNUAL HUSKY 5K

AROUND THE WORLD

Melissa Watkinson ’12 and Ben Wiselogle ’12 volunteering in Haiti.

Yami Melaks, Program Director, Rachael Meares ’14 and Stephanie Thomas ’14 Blue Nile Falls in Ethiopia.

Marlena Manzo ’14 in front of Trevi Fountain in Rome, Italy.

Been anywhere awesome lately and want to see yourself in our faces in places section? Email your high-res photo to alumni@uwb.edu.
Hello UW Bothell alumni and friends,

Here we are at the end of my year as the UW Bothell Alumni Council’s chair. I now hand over the lead to George Lampe (Business ’10) and look forward to what has planned for the year.

Since our last Insight update, your Alumni Council has been busy with many events and gatherings. I hope you were able to join us.

- On April 12, UW Bothell Alumni Council members answered questions for high school students who received early acceptance to UW Bothell.
- April 16 brought another Resume Review Night where council members joined other reviewers from the community to help students organize their resumes and answer questions about interviews and various industries.
- Your Alumni Council then joined the Career Fair on April 23 and 24 and hosted another popular LinkedIn photo booth. We hope this helps add a professional touch to those LinkedIn profiles.
- May 10 brought our biggest event of the year, the Husky 5K Run/Walk. UW Bothell hosted more than 700 people at our 9th annual event. The day started out gray but we were once again lucky to have another rain free race. Those who attended enjoyed free breakfast, giveaways, and a play area for little Huskies with face painting and a bouncy house. Once again, we exceeded our fundraising goals, raising more than $14,000 for the UW Bothell Alumni Student Scholarship fund.

- Alumni Council members also enjoyed meeting with students, faculty, donors, community, and administration at the Chancellor’s Reception held at the new Discovery Hall on May 17.
- Tickets for the UW Day with the Sounders sold out quickly, and students, alumni, and friends enjoyed a fun game between the Seattle Sounders FC and Real Salt Lake. Our Sounders won 4-0, and our students won with the portion of ticket sales going to the UW Bothell Alumni Student Scholarship fund.

Lastly, I was honored to present the 2014 Distinguished Alumni Award to Sue Ambler, Workforce Snohomish CEO, at this year’s UW Bothell commencement on June 15. Congratulations, Sue.

If you have feedback or ideas, you’re welcome to join our meetings on the first Wednesday of every month starting in September from 6 to 8 p.m. in UW1-280 (Rose Room) on the UW Bothell campus. We send event announcements and updates through email so make sure we have your updated information. Check out our website at www.uwb.edu/alumni for the most current information.

See you at one of our events,
Michelle M. Gamboa (CSS ’05)
UW Bothell Alumni Council Chair (July 2013- June 2014)

Long-time Education Program advisor Amelia “Mimi” Bowers is retiring this summer after 17 years of service to UW Bothell. By her own estimation, Bowers is passionate about “offering the gift of education to every person.” By her own estimation, she has talked with more than 20,000 prospective students and recruited for every new Education program cohort.

She and her family have established the Amelia M. Bowers Family Post Baccalaureate K-8 Certification Endowed Scholarship. This fund will reward high-achieving and deserving students and help the Education program recruit outstanding candidates.

One of the many ways to honor Mimi’s legacy is by supporting the endowed scholarship that she and her family have established. Mimi’s son, Logan, has generously pledged to match every gift given through this campaign up to $15,000, which means that every dollar given will have double the impact!

To make a donation, visit www.giving.uw.edu/ameliatowers or call 425.352.3716.
MARK YOUR CALENDARS

CONVOCATION
SUNDAY, SEPTEMBER 21
Mobius Hall

SALLY RIDE SCIENCE FESTIVAL
SATURDAY, OCTOBER 4
11:00 a.m.-4:30 p.m.
University of Washington Bothell Campus

UW BOTHELL IN THE BAY AREA
FRIDAY AND SATURDAY
OCTOBER 10-11 | TBD
Bay Area

HOMECOMING TAILGATE PARTY
SATURDAY, OCTOBER 25 | TBD
Husky Stadium Parking Lot E-1

The University of Washington is committed to providing access, equal opportunity and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation contact Disability Resources for Students at 425.352.5307, TDD 425.352.5303, FAX 425.352.3581, drs@uwb.edu.