

Seattle Pacific University

Shareholders

SPRING 2007

SCHOOL OF BUSINESS AND ECONOMICS

NEWSLETTER FOR ALUMNI AND FRIENDS



Going for it...

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STUDENT ENTREPRENEURS BRING THEIR IDEAS TO LIFE

WILMA GARRETT, EDITOR, *SHAREHOLDERS*

Why wait for graduation? That seems to be the thinking of a number of School of Business and Economics undergraduates who have already established their own businesses. Here are the stories of only a few of our student-entrepreneurs.

Jeff Ayers has been acquiring and redistributing goods online through his eBay business, froeybudzo, for several years. But this school year, the business administration major began to give more time and energy to expanding his business. He currently spends about 10 hours per week searching for goods to purchase, then listing, packaging, and sending items.

Ayers reports increasing success as he gains knowledge from experience. But, he admits, "Failure has taught me the most. Setbacks have driven me to look for new ways of conducting business so that I have actually increased my long-term profits."

He credits statistics and economics classes at Seattle Pacific University with helping him analyze the market for a product and choosing the method of sale that provides the highest profit. "Professors Douglas Downing and Jon Deming taught me the concept of opportunity cost and how to analyze the costs of every option in a given situation," he says.

Working independently makes it possible for Ayers to have flexible work times. "I can devote as much time as possible to my business while maintaining good grades," he adds.

Nevertheless, his greatest challenges remain lack of time and capital, though they don't dampen his enthusiasm for the future. "As my business grows, I expect these problems to be minimized," says the sophomore from Edmonds, Washington. "I'm already seeing really good results. My success proves that anyone with a desire to do well and who works hard can succeed."

Motivo Coffee is the business creation of senior **Kelsey Diller** and 2006 alumna **Julie Bodine**, who earned an SBE business minor. The company's mission is to support nonprofit organizations by providing a practical way to make donations: through buying gourmet fair-trade coffee and specialty teas.

Operating exclusively online (www.motivocoffee.com), customers select a charity to benefit by choosing from a menu featuring 23 nonprofit organizations. Sixty percent of profits on each bag of coffee or tea goes to the chosen charity. The remaining profits defray the business



Jeff Ayers



Kelsey Diller



Julie Bodine

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Why We Do What We Do

JEFF VAN DUZER

As the dean, I have the opportunity to teach one course each year — usually one of our capstone business ethics classes. I always approach this opportunity with a mixture of excitement and apprehension. I am apprehensive because I know that when teaching, I will be adding about a one-third time job on top of my full-time job. (There is no corresponding reduction in the rest of my obligations during the quarter when I teach.)

But I am always so much more excited than apprehensive. I love to teach. I love to teach because I am fascinated by my subject matter. I love to teach because I enjoy the creative process of putting a course together. But most of all, I love to teach because I love being with our students. In the midst of all my other activities — planning special events, working on the budget, meeting with my advisory council, negotiating faculty contracts, attending meetings with other deans, presenting papers at conferences, working with alumni, and the like — it is sometimes easy to forget what we are all about.

Our mission is to teach. We are here because of our students; and invariably, when the work seems particularly difficult or frustrating or tedious, it is an interaction with one of our exceptional students that reminds me again of why we do what we do. We have been blessed with many bright, thoughtful, hard-working, and creative students in our programs. I do hope that you will enjoy meeting a few of them in the pages of this edition of *Shareholders*.

Jeff Van Duzer



Ashley Williams

name of her company: APICTURELIFE. "There is always a picture to be taken on every occasion, whether happy or sad," says Williams. "I want people to know that I'm passionate about my work, and my main concern is each client's happiness. I work hard to capture the unique and memorable moments shared at weddings as well as chronicling the love and growth within families."

Beginning in 2005 as an "equipment toter" for a wedding photographer in Laguna, California, Williams soon found herself operating a second camera. Branching out to work for a number of professional photographers, Williams gained more and more hands-on experience as she honed her skills. Soon she began to dream about a business of her own. Her father and brother both were successful entrepreneurs, and they gave her the encouragement and advice she needed. "My parents always told me that when I found something I love to do, I could be successful at it in spite of difficulties," she says. So, at 21 years of age, she launched APICTURELIFE.

Producing a wedding photo album of quality takes many hours of work at a computer, editing the digital photographs to produce just the right image. "But," she says, "the most rewarding part of my job is turning over the albums to my clients. The reaction on their faces makes all the work worth every second." Williams especially likes to take candid shots and feels that is one of her strongest areas. "That's when you truly capture the moment," she says.

Williams advertises her business by word of mouth and through her website (www.apicturelife.com) where prospective clients can view some of her work. Her plans include adding videography to her business services. "And," she adds, "I would like to take on a lot more travel weddings."



Brandon Kamin

Brandon Kamin is another student who followed a father's example. In addition to an excavation business, Kamin's father built a few homes on speculation and sold them as they were completed. Kamin and his older brother, Mark, decided to take over the construction business when their father found he did not have time for both business enterprises. The two brothers incorporated and formed their own limited liability company. They leave the actual construction work to professional tradesmen under the guidance of a superintendent in their employ. They also employ several part-time people who scrap material from the sites and perform other odd jobs. The Kamin brothers assume responsibility for accounting, payroll, acquiring property and permits, house design and schematics, and preparing site plans.

In the two years since Kamin Construction was established, nine single-family homes have been completed. Currently three more are in the beginning phases of construction, and property has been acquired that will be developed into four additional home sites. The houses range in size from 1,500 to 3,600 square feet. Eight of the original nine homes have been sold, and two of those under construction have buyers awaiting the homes' completion.

The business is headquartered in Shelton, where the homes are built. Kamin commutes from Seattle to Shelton once or twice a week to keep abreast of building progress and to handle administrative responsibilities. "It's really tough going to school full time and also trying to handle daily questions from subcontractors or our superintendent, but I have managed to keep afloat for the last two years," says Kamin.

Brandon credits his business classes with giving him a practical approach to business and equipping him with the ability to analyze a project's potential more accurately. "Each day I am busy mulling over different opportunities and solutions to business challenges," he says. "When I am out of school I plan to build and develop in all areas of Puget Sound." When that time comes, Kamin hopes to be able to incorporate another passion, flying, into his business activities. For the present, however, he is content to take to the air whenever possible just for fun.



Teresa Davis

Teresa Davis came to SPU after 18 years of experience in the restaurant business. She and her husband, Kevin, own and operate The Steelhead Diner in Seattle's Pike Place Market. Kevin is CEO and executive chef; Teresa is CFO and general manager, overseeing both operations and finance. The two met in Australia, where Teresa was born and first entered the restaurant industry. Later they followed opportunities for Kevin to practice his expertise and grow as an executive chef in New Orleans, California's Napa Valley, and Seattle. Meanwhile, Teresa worked in roles ranging from accountant to general manager and partner for upscale restaurants in all of those locations.

In 2005, Teresa did some accounting work for a neighbor, Frank Haas, a member of the School of Business and Economic's Advisory Council. "He immediately encouraged me to apply for entrance to SBE's accounting program — and I will graduate this June!"

In mid-2006, the time was right for Kevin and Teresa to open a restaurant. Teresa put together a business plan for the venture they intend to run for years to come. The result, The Steelhead Diner, is a casual dining concept that highlights the cuisine of the Pacific Northwest. "We love Seattle," says Teresa, "and wanted to become a part of the community. We wanted to create a relaxing place where people could come to visit us, eat great food, and enjoy time with their friends and family."

Teresa speaks highly of her time at SPU. "The knowledge I gained here made my transition into business ownership something that I was very certain about," she says. "I always knew that I wanted to run my own organization, but SPU taught me how and gave me the confidence to make it happen. More than anything, I want to provide an environment that encourages growth and community for both our employees and customers. I am strongly committed to the school's concept of 'Another Way of Doing Business,' and I want our company to exist as an example."

Over the years, Teresa's concerns have broadened. Through their restaurant, the Davises help support the Marine Stewardship Council, which works for sustainable fishing worldwide, and the local Long Live the Kings organization, which oversees Northwest salmon populations. Teresa also has a special concern for "the increasing number of young men and women struggling with anxiety and self-esteem issues. Through my exposure to SPU — specifically the business school — I have seen the positive difference that a supportive environment can make in lives. I would like to see this type of care made available in many other settings." To equip herself for work toward that end, Teresa will enter law school this summer. That decision is largely prompted, she says, by contact with business law and ethics professors Grant Learned and Jeffrey Van Duzer, who is also SPU's School of Business and Economics dean. "So far," she says, "I have been able to combine my passion for The Steelhead Diner with other expanding involvements — and I hope I can continue to do so."

Meanwhile, she invites SPU alumni to feel free to drop by the restaurant and introduce themselves. "I am always interested in meeting people associated with the University — and I promise to provide a full tour, an introduction to Kevin, and an unforgettable meal!" You may find out more about The Steelhead Diner, including menu information, at www.steelheaddiner.com.

"My success proves that anyone with a desire to do well and who works hard can succeed."

Social Venture Plan Competition Draws a Crowd

SHEILA VORTMAN AND MARK OPPENLANDER, CENTER FOR APPLIED LEARNING

Care for Kids was the big winner in the First Annual Seattle Pacific University Social Venture Plan Competition Showcase held April 11, 2007. The organization took home the \$2,500 grand prize, determined by the combined votes of nearly 60 judges representing the business, nonprofit, and professional communities. Care for Kids also took home the \$500 Students' Choice Award, with over 200 students voting for their favorite plan among the 16 teams competing.

Care for Kids is a student-run, nonprofit organization whose goal is to empower America's youth to make a difference in the world by offering low-cost, high-impact opportunities to give. Its micro-donation strategy targets high school and college students, soliciting \$5 annual gifts, which will provide health care for a Zambian AIDS orphan for one year. Freshman SPU biology major Brandon Teng and University of Washington premed major Karman Tandon, founders of Care for Kids, were excited by the double vote of confidence in their start-up venture.

Five \$1,000 runner-up prizes were also awarded at this first-time event:

Delgente Labor Agency is the plan of senior business administration major Stephen Mead for a nonprofit organization that would match farms in Central Washington's Quincy Valley with migrant agricultural workers while improving the wages the workers earn.

Foci, a venture envisioned by sophomore pre-majors Brice Budke and Tim Hemker and English major Zeek Earl, would provide photojournalism and online image sourcing to bring attention to social injustices facing our world.

Mobility in Motion, an organization designed to hire and train disabled persons to manufacture or refurbish wheelchairs, is the brainchild of sophomore pre-majors Joel VanderHoek, James Williams, and Kelly Hogan. Profits from the endeavor would provide low-cost wheelchairs to those in need.

Motivo Coffee, owned by senior business administration major Kelsey Diller and SPU alumna Julie Bodine, gives nonprofit organizations a means of raising funds through the online purchase of gourmet coffee and tea. Purchasers designate the charity of their choice to receive a portion of the price they pay.

Sweet Water Baby Clothing would produce a socially and environmentally responsible line of organic baby clothing. Sales would raise funds to aid children and families in Bangladesh by financing the purchase and installation of filters to decontaminate groundwater of arsenic. This plan was entered by sophomores Kaylee DiMaggio, a political science major, Allison Kerr, a history major, and freshman Gwen Rowland, a theological studies major.

The 16 teams participating in the Social Venture Competition Showcase were composed of nearly 40 students. The showcase was the final round of the Social Venture Plan Competition, which lasted for several months. Earlier stages in the competition featured a series of seminars on the basics of business planning, evaluations of each team's written plan, and coaching sessions with community leaders knowledgeable about the students' business ideas.

Robin Carey, an executive vice president at First Mutual Bank and one of the judges in the showcase, commented, "This was a great event. I really enjoyed talking with the students and was impressed by their enthusiasm, hard work, and forward thinking!"

Event organizer Sheila Vortman of SPU's Center for Applied Learning agreed, saying, "I am delighted with the participation and the high energy of the competition. A number of judges have told me how amazing these students are, and I couldn't agree more. As far as I'm concerned, they are all winners!"

Sponsors of the Social Venture Plan Competition are the Kathleen and Scott Cummins Foundation, the Herbert B. Jones Foundation, and Social Venture Partners. The competition is managed by the Center for Applied Learning in the School of Business and Economics with support from the Career Development Center and the Office of Student Life.

"I was impressed by their enthusiasm, hard work, and forward thinking!"



New Class Zeroes in on Community Development

World Vision's national field operations director, Romanita Hairston, launched a new class during Winter Quarter offered jointly through Seattle Pacific University's School of Business and Economics and School of Theology. The class, Community Economic Development, was inspired by the work of John Perkins and the Christian Community Development Association. Perkins, with SPU President Philip Eaton, also cofounded the John Perkins Center at SPU.

In this class, students were exposed to community development in a number of ways. For example, they visited Urban Impact/Emerald City Outreach Ministries in central Seattle. Students also heard from Perkins, who spoke to the class during his eight weeks on campus as a distinguished visiting professor. "These experiences were both beneficial for me," one student said. "We heard from people actually doing the things we were studying in class."

Major attention was focused on community development corporations (CDCs) as the basis for economic recovery and socio-political revitalization. In fact, student teams worked with local CDCs as part of a class project, producing reports that explored solutions to an urban economic issue, such as crime, local economic interventions, location of industrial activities, or poverty among young minorities.

Hairston brings a wealth of experience to her teaching. She has been with World Vision since 1996, filling a number of increasingly challenging positions. Currently, as part of her management responsibilities for World Vision's national agenda, she oversees a \$12.5 million and \$35 million gift-in-kind distribution program with 3,500 partners. Prior to 1996, she worked for Union Gospel Mission as evening program and middle school coordinator and for the University of Washington as mentoring program coordinator. In the early 1990s she cofounded and served as president of Model Printing Corporation, which became profitable after one year.

The 25 students who took the new class responded enthusiastically with such comments as:

"I am thankful this course was offered, because it has heightened my passion and increased my excitement about community economic development."

"The material presented in class provided me with a clear framework and theology for the facets of economic development and helped me think about how the church might respond."

"I am more excited about being involved in economic development after taking this course."

The class will be repeated Winter Quarter 2008.

Students Act on Global Concerns

Global interests characterize many SBE students. Some have gone beyond the classroom to become active participants in global endeavors.

For example, senior **Reena Zakhary**, the daughter of Christian Middle Eastern immigrants, has traveled extensively in the Middle East and lived in mostly Arabic communities all over the United States. Arabic is her first language. This was an asset during employment with a company based in Fort Worth, Texas, that supplied construction and luxury products to Middle Eastern countries. Her language skills also were helpful during a time she served as a nanny for an Arabic family, where she was specifically asked to speak only in Arabic to the children. Zakhary plans to earn a law degree and hopes one day to work with women in the Middle East, advocating for basic human and religious rights.

Another senior, **Carrie Teeter**, grew up in Brazil. During the summer of 2004, Teeter returned to Brazil to work among the Yanomani Indians, where she helped develop reading aids for elementary students. And, while studying in China during Autumn Quarter 2005, she worked at a recording studio creating material for Chinese students studying English. In the future she hopes to use her business major as an access to various countries to be a goodwill ambassador for American business.

Sophomore **Daria "Dasha" Li** and her family are ethnic Koreans born in Kazakhstan. Li's parents were both engineers in Kazakhstan; later they immigrated to Russia and then to the United States, where Li finished high school. At this early stage in her business education, Li is open to God's direction for her future; she expects that her unique background will lead to international involvements.

Junior **Lance Chisum** spent the last of three internships in Los Santos, Costa Rica. He was part of a team that created a marketing plan for the Los Santos coffee and tourism industries. This involved working closely with the Los Santos Chamber of Commerce, several coffee cooperatives, and local tourism groups. This summer's internship will be spent closer to home with Boeing's Shared Services Group in Redmond, Washington.

The experiences and global flavor brought to SBE by these and many other students are a welcome enrichment of our programs.



William Kauppila



Gary Karns



Herb Kierulff



Kim Sawers



Don Doty



Regina Schlee



Jeff Van Duzer



Gerhard Steinke



Randal Franz



Kenman Wong



Denise Daniels

SBE Faculty Notes

WILLIAM KAUPPILA wrote "Employee Embezzlement: Trusted Employee Gnaws Away Profits at Termite Control Firm" in the January/February issue of *Fraud Magazine*, a publication of the Association of Certified Fraud Examiners.

GARY KARNs participated in a panel presentation and subsequent discussion on the topic "Beyond Exams: Accountability That Makes a Difference" at the Marketing Educators' Association Conference in San Antonio, Texas, in April 2007. Gary also collaborated in presenting a paper, "Implications for Marketing Education," at the same conference.

HERB KIERULFF authored "The Replacement Decision: Getting It Right," published in *Business Horizons* in spring 2007.

KIM SAWERS presented a paper, "Loss Aversion, Stock-based Compensation, and Managerial Risk-Seeking Behavior," at an American Accounting Association meeting in January 2007. She also served as coordinator for the Western Region of AAA's Accounting Behavior and Organization Section.

DON DOTY, long-time SPU adjunct professor, was awarded his doctorate by the University of Nebraska in April 2007.

REGINA SCHLEE and JEFFREY VAN DUZER coauthored "An Examination of Alternative Approaches to the Treatment of Confidentiality in Live Case Projects." It will appear in *Marketing Education Review* in summer 2007.

GERHARD STEINKE and ISM graduate Jim Nindel-Edwards published "The Development of a Thorough Test Plan in the Analysis Phase of Software Development Projects" in the *Journal of International Technology*.

JEFFREY VAN DUZER, RANDY FRANZ, GARY KARNs, KENMAN WONG, and DENISE DANIELS collaborated on the article, "It's Not Your Business: A Christian Reflection on Stewardship in Business" in the *Journal of Management, Spirituality and Religion*. In addition, JEFFREY VAN DUZER presented the plenary speech for the "Open for Business Track" at InterVarsity's Urbana Conference in St. Louis, Missouri, in December 2006.

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Briefcase

NOTES FROM AROUND SBE

COMING THIS SPRING: CAREERBEAM VIRTUAL CAREER SUCCESS CENTER!

CareerBeam is the pioneer and industry leader in state-of-the-art online career technology. It provides aptitude/skill assessment, résumé and cover letter development help, search strategies, and research databases integrated into an online portal with 24/7 availability. CareerBeam lets job seekers research 15 million organizations, 20 million industry contacts, in-depth industry profiles, and detailed occupational intelligence in over 70 different countries. Check out all the information at www.careerbeam.com, then register at www.spu.edu/careerbeam.

SBE HOSTS CHRISTIAN BUSINESS FACULTY ASSOCIATION CONFERENCE

More than 300 professors, coming from over 50 different colleges and universities and representing a wide array of business disciplines, will visit SBE October 4-6 to explore plenary and working paper sessions framed around the theme "Business Serving the World." Gerhard Steinke, professor of management and information systems, heads the planning group for this event, the 27th annual gathering and its first time at SPU.

MENTOR PROGRAM REACHES NEW LEVELS

Mark Oppenlander, coordinator of SBE's Mentor Program, reports impressive growth for 2007. Increases in all measures have occurred: 64 percent in total applications; 54 percent in total participants; 54 percent in total matches; 11 percent in graduate student participants; 53 percent in SBE participants; 157 percent in non-SBE participants; and 57 percent in total new mentors procured.

NEW MAJORS WELCOMED

One hundred twenty-two new majors were feted at an April 17 dessert reception. This annual event welcomes students and acquaints them with the curriculum they must complete in pursuit of a business or accounting degree. In addition to informal discussions with faculty, they heard presentations about SBE's program by Dean Jeff Van Duzer and recent alumnus Rob Berg.

HONORS/SCHOLARSHIP LUNCHEON

Induction of new Beta Gamma Sigma members (the honor society for the business school) and announcement of SPU's School of Business and Economics (SBE) scholarship recipients will occur at a special luncheon on May 24. This year's event will feature remarks by Lennox Scott, the CEO of John L. Scott Real Estate. In addition, the second annual Nygard best-writing award will be announced. This is a cash prize of \$1,000 for the best writing received by SBE during the preceding year. Last year's winner was Briana Murphy, and the title of her paper was "Corporate Social Responsibility: Attaining Competitive Advantage in the Marketplace."

OUTSTANDING SPEAKERS VISIT CAMPUS

Approximately 1,200 business and community leaders gathered at the Seattle Sheraton Hotel on April 10 to hear Dr. Vali Nasr discuss Middle East politics and the history of Islam. Nasr is a professor with the Department of National Security Affairs at the Naval Postgraduate School and a leading voice on the conflict in the Middle East. In the afternoon, Nasr returned to campus for a free public lecture in Upper Gwin.

Then, on April 25, Regence BlueShield president Mary McWilliams addressed SBE students and faculty in a continuance of the Dean's Speaker Series. Some of McWilliams' prior accomplishments with other health care organizations include the launch of Secure Horizons as a Medicare risk plan and service as founding CEO for Sisters of Providence Health Plans in Oregon. The Dean's Series also hosted Ron Sims and Bill Center earlier this school year.

SCHOOL ENJOYS BANNER YEAR

Dean Jeff Van Duzer congratulates faculty, staff, and students for outstanding achievement this school year. Among SBE's accomplishments are:

- MBA student credit hours up 17 percent
- The most undergraduate business major applications ever
- More students electing to minor in business than any other program on campus by a factor of nearly 4
- More customized, one-on-one placements of students with business mentors (200+) than ever before
- Largest financial gift to SBE in the school's history

Books

You can find more complete reviews of these books at www.ethix.org.



PROFIT WITH HONOR: THE NEW STAGE OF MARKET CAPITALISM

BY DANIEL YANKOLOVICH

Yankelovich, a social scientist and veteran of major corporate boards, builds the case for socially responsible businesses that filter their financial performance through a long-term view.



LEAVING MICROSOFT TO CHANGE THE WORLD: AN ENTREPRENEUR'S ODYSSEY TO EDUCATE THE WORLD'S CHILDREN

BY JOHN WOOD

This former Microsoft executive's biographical account offers insight into leadership issues of the modern corporation as Wood follows his vision to provide schools and books for the poorest children in the world.



MAKING GLOBALIZATION WORK

BY JOSEPH STIGLITZ

Stiglitz, a Columbia University economics professor and winner of a 2001 Nobel Prize, demonstrates that contrary to Thomas Friedman's assertion, the world is only partially flat and globalization has left many behind.

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