



Professor of Accounting Ross Stewart's Fulbright Scholarship explored the business-community development connection.

Accounting Professor Wins Fulbright and Journeys to Africa

As a child, Ross Stewart heard missionary stories about Africa. He collected stamps from Africa and dreamed. His opportunity to go to Africa finally came this year when the Fulbright program selected him and six other scholars to go to Kenya.

A professor of accounting, Stewart believes business plays a big role in helping societies build "resilience, economic opportunity, and human flourishing." He saw that idea in action through social ventures, community development, and business cooperatives.

"Business is an important bridge between emergency relief and longer-term development,"

says Stewart. "It can be effective when it focuses on community-based organizations. In Kenya, this is often the local church."

Stewart worked at Daystar University in Nairobi. He felt a welcoming environment in the vibrant and "often raw" city around him. He learned more about Kenya and its importance as an economic force in the Horn of Africa. But it was the warmth of the students and faculty, their inspiring life stories, and their Christian faith that broadened Stewart's perspective.

"The six months passed far too quickly," he says. "But for someone who always wanted to go to Africa, it was a great start."

FACULTY NOTES

Publications

RANDY FRANZ

"Role of Business: a Portfolio Model of Corporate Social Responsibility," in *Journal of Global Responsibility*, Vol. 3 Iss: 1, 2012, pp. 83-110. The article's co-author is Henry Petersen of Alliant International University in California.

VICKI EVELAND

"Role of the Internet Site in the Promotion Management of Sports Teams and Franchise Brands," in *Journal of Promotion Management*, Vol. 18, Iss: 2, 2012. Her co-authors were Steve McClung, Daniel Sweeney, and Jeffrey D. James.

DAN HESS

"Interest Rate Elasticity of Capitalization Rates," in *Journal of Business and Economics*, Vol. 13, October 2012, pp. 24-31, and "The Impact of Religiosity on Personal Financial Decisions," in *The Journal of Religion and Society*, Vol. 14, 2012, pp. 1-13.

Presentations

BRUCE BAKER

"From Imago Dei to 'The Hacker Way': Bringing Theological Anthropology to the Digital Frontier of homo economicus," at the annual conference of the Society for the Study of Christian Ethics in Cambridge, England.

AL ERISMAN

Commencement address at LeTourneau University in Texas on technology's effects on our life and work, and how faith informs it all.

GERHARD STEINKE

"Theory of Trusted Performance," at the International Information Management Association annual conference in Chicago, Illinois. Co-authored with Jim Jenkins, Adjunct Professor of Management Information Systems.

GARY KARNS

"A Problem-based Approach to Marketing Management Course," at the proceedings of the Marketing Educators' Association in Long Beach, California. Gary also led a faculty development workshop titled "Becoming a More Effective Marketing Educator."

DOUG DOWNING

"The Excess Reserves Surge: Evidence From Bank Annual Reports," at the Western Economic Association International convention in San Francisco.

FORMER BUSINESS ADJUNCT FACULTY EDGELL PASSES AWAY

Faculty and staff of SPU's School of Business and Economics mourn the loss of colleague and friend Margaret Sampson Edgell, who died October 17, 2012, of cancer. The former adjunct professor had also co-founded the Northwest Christian Writers Association. In lieu of flowers, you can make contributions to the Margaret Edgell Faith at Work Prize Endowment for SBE students. Contact Kristi Nelson at 206-281-2313 or knelson@spu.edu.

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CATCHING OUR BREATH, PLANNING OUR NEXT CLIMB

From accreditation to new programs, Seattle Pacific University's School of Business and Economics remains true to our "business as service" vision. SBE's dean, Jeff Van Duzer, explains where we stand today.

I love hiking the Cascades. I enjoy the fellowship of my climbing companions, and the vistas of wildflowers, distant snow, or sun poking through clouds. I love aiming for a destination, and the satisfaction of reaching a ridge, hilltop, or alpine lake.

One of my favorite moments, however, comes after climbing through switchbacks or under an evergreen canopy, with little opportunity to look at anything beyond the trail a few feet ahead. I round the curve and break into the open, on a rock outcropping or above the tree line. Suddenly I can see all the way back to the valley where we started, and I marvel that we have climbed so far.

This is one of those times in the life of our school. We have reached a plateau where we can reflect on where we have come from and delight in what a great climb it has been.

Under the leadership of our former dean, Alec Hill, and associate dean, Gary Karns, SBE secured AACSB accreditation in 2000 for its business programs. We were one of the smallest schools with both undergraduate and graduate programs to achieve this top level of accreditation, which is awarded to fewer than one in 10 business schools worldwide.

And then we began to climb. Starting from the base camp of AACSB accreditation, we added new programs, developed significant new concentrations and minors, under-

took new initiatives, featured new events, launched new student groups, and built new degrees. For 10 years, with relatively constant staffing levels, we have added and added to the life of our school.

Last year, we decided it was time for what we call a "purposeful pause," a year to stop adding new things to what we were already doing. We didn't do this perfectly, as we were excited to launch our new Student Investment Club and host our first Business Valuation Resources, Ltd. Valuation Challenge. But we hoped to catch our breath and reflect on the climb.

So last year we wanted to recharge. This year we are starting to plan, and we are very excited about where the next leg of our journey will take us. We are looking at revamping our undergraduate and graduate programs. We are imagining how our two Centers (the Center for Applied Learning and the Center for Integrity in Business) might significantly extend their reach. We are investigating the possibility of a national, theologically driven MBA as we see our "business as service" philosophy gain traction around the country.

I'm confident we will have many new discoveries and adventures to share in years ahead. But this is an issue for looking back at where we came from. I hope you enjoy stepping into a clearing, peering down into the valley, and marveling at how good God has been to us.

IN THIS ISSUE

THE CLIMB

A graphic view of the past decade



FOUR VIEWS

How SBE has touched lives



AWARDS

For outstanding work this year



BRIEFCASE

Van Duzer Speaks Across the Country

Jeff Van Duzer, dean of the School of Business and Economics, has been traveling and speaking all across the United States. Van Duzer was invited to address several groups and organizations, including the University of North Carolina, Duke University, the University of Virginia, Laity Lodge in central Texas, the University of Minnesota, and the University of Michigan. His schedule culminated this November when he was selected as a plenary speaker at the Mennonite Economic Development Associates "Business As a Calling" conference in Niagara Falls, Ontario. This year's conference theme was "Shared Risk: Cascading Returns." Van Duzer's address focused on the four cultural and business trends that he sees increasing the potential for ethical failures, and what we can do on a personal and organizational level to buffer the adverse impacts of these trends.

Alaska Airlines CEO Lands at SBE

Students, faculty, staff, and friends of SBE gathered November 28 for the annual AWP Distinguished Speaker Series luncheon. Bradley Tilden, president and CEO of Alaska Air Group, Inc., was the featured speaker. His topic was "Changing Times: How Alaska Airlines Keeps Adapting to Succeed."

November was the 12th year of introducing outstanding business leaders to our students through this hallmark SBE event. We thank the Association of Washington Business for its continued sponsorship and support.

SBE Faculty and Staff Awards Announced

Awards for outstanding performance during the 2011–12 school year were announced in September at SBE's autumn retreat. Dan Hess was named Scholar of the Year, Kim Savers received the Lisa Klein Surdyk Teacher of the Year award, Mark Oppenlander was named Ambassador of the Year, and Lisa Donegan was recognized as Adjunct of the Year. The Dean's award for service to SBE and the wider University went to Elizabeth Gordon.

Dean's Speakers Series Welcomes Leaders

SPU alumna Sharelle Klaus '92, founder and CEO of DRY Soda, shared her thoughts on "Rebellion: Why It Can Be a Good Thing in Business" (a look at DRY's quest to create a revolution in the soda world) with SBE students and faculty in May. Colleen B. Brown, founder, president, and CEO of Fisher Communications, Inc. and chair of the Mobile500 Alliance, visited in November.

SPU Social Venture Plan Competition 2012: Another Great Success

Competition was fierce at the 2012 Donald B. Summers Memorial Social Venture Plan Competition. After an exhaustive review by the judges, the Grand Prize was awarded to The Protosong Project. According to the team's executive summary, the project is "an innovative online crowd-sourced fundraising platform where artists and consumers collaborate to support leading social causes."

The Pioneer Prize went to HomeSlice, with Honorable Mentions to G'ru, Komanos, and Tesfa Netela. The People's Choice Award went to Grounded.

SPU MENTOR PROGRAM: A DECADE OF GROWTH

In the 2001–02 academic year, 97 students were admitted to the Mentor Program. Each of these students filled out a paper application, carefully affixed a black-and-white headshot to the form, and then dropped the application off at the front desk in McKenna Hall. Most would have been undergraduate business, accounting, or econ majors, with a handful of graduate students and business minors thrown in for good measure.

What a difference a decade makes! The Mentor Program has become a campus-wide service to some 40 different academic programs of SPU. In 2011–12, more than 310 applications were submitted electronically via SPU's Banner Information System for the SPU Mentor Program, and 250 were accepted for placement.

The program itself has evolved, too. Matches have become increasingly customized as we attempt to enhance the quality of the mentor-student experience. Anyone know a forensic psychologist in Seattle? How about a

female veterinarian? Or a businessperson who has lived and worked overseas for a multinational company? We do. Students now have the option of a one-on-one mentor, a job-shadow experience, or a Career 360.

Although much has changed over the past 10 years, some things have not. At its heart, the Mentor Program is still about students glean information and advice from those who have gone before. In fact, one of the most gratifying trends during this decade has been to see an increasing number of our mentors come from the ranks of our alumni — often people who benefited from the Mentor Program while they were at SPU. With that kind of support, the Mentor Program has a bright future in front of it.



Mark Oppenlander
Director, Center for Applied Learning

SVPC: A YEAR-TO-YEAR FOCUS TO MAKE A DIFFERENCE

Changing the world: it's what we're called to do. In big ways, in small ways, in everyday things. I'll be honest; as an incoming freshman, I knew I wanted to change the world in some way, but I didn't know where to begin. I didn't know where to focus, and I didn't know how my business education was going to give me the knowledge I needed.

That's why I grasped onto the Social Venture Plan Competition with such passion — because it taught me how to apply foundational business concepts to a tangible impact that would change an aspect of our common world. To say I wasn't competitive wouldn't be telling the truth, either. I competed twice in the SVPC, as a sophomore and as a junior.

What did I learn from the Social Venture Plan Competition? Profit will always remain the biggest motivator for business. But my definition of profit is not limited to monetary profit, because it includes societal and worldly impact and improvement. This concept is the foundation of the SBE, though it was only words to me until I put those words into practice with the SVPC.

Now, I don't work for a social venture, rather, for one of the largest tech firms in the world. Yet working for a big company doesn't change the impact of the lessons I've learned. I still feel

called to change the world, in some way, and it doesn't matter which company I work for. What matters is my approach to the people and products of that company.

Allen Klein '11
Marketing Manager, Exsilio Solutions



THE CIB — 10 YEARS OF PROMOTING GOOD BUSINESS PRACTICES

In 2001, SBE set out with the idea that Christian theology is highly relevant to business practice and scholarship, and that business can be a force for great good in the world. From that idea, the Center for Integrity in Business (CIB) was launched. Academic collaboration on theology, ethics, and Christian spirituality was a central focus of its early work.

The CIB then launched ambitious initiatives to promote good (and theologically informed) business practices. Since 2009, the CIB has hosted four nationally acclaimed conferences, the first of which was on microfinance. Building on that theme, CIB hosted the "Bottom Billions/Bottom Line" conference in 2011, exploring ways that for-profit business can engage in helping to end global poverty. As a leading organization in the larger faith-at-work movement, the CIB also hosted a national event for scholars and ministry leaders in partnership with the Laity Leadership Institute, followed earlier this year by an international symposium on business and technology.

Over the past decade, CIB has sponsored more than 100 events, research projects, and publishing efforts — all aimed at empowering people in business to lead with integrity and shape a more just and sustainable world. In the years to come, the Center seeks to present a trusted, compelling, and prophetic voice in society, calling business leaders to even higher ethical standards and encouraging business more broadly to embrace (and achieve) its full potential as a force for good in the world.



John Terrill
Director, Center for Integrity in Business

STUDY ABROAD SPANS THE GLOBE SINCE 2002

Eight of us have been submerged in the life-changing opportunity of experiencing China through the International Business study abroad program. While we have greatly enjoyed the tourist attractions that belong to iconic China (such as the Great Wall and the Terra Cotta Warriors), it is the everyday life that makes China such a dynamic experience. As naïve Americans, privileged to experience all that a private university offers, adaptation is an ongoing challenge. We are humbled by how entitled we felt before experiencing a developing country firsthand and being a part of the community at Sichuan University. The growing pains of China's emerging economy are easy to detect. Local students impress upon us the idea that growing up in China involves constant competition. As Americans, we believe in climbing the ladder to success, and we choose to live lives that take in some form of leisure. This concept is hardly understood by our Chinese peers. While life in China has its difficulties, we are blessed by the generosity of locals who are eager to help when we struggle with communication, and we are entertained by their constant fascination with Westerners. No

matter what we face in the weeks to come, we hope to keep in mind our motto for this trip: You're only in China once!

To our SBE professors, every day we are using the lessons you taught us. You all are always in our thoughts!

Textie Gregory
and SBE Students in China



SINCE 2001: SBE'S CLIMB

Seattle Pacific University's School of Business and Economics (SBE) follows a different standard, "another way of doing business." Here are just a few highlights from the past decade of growth.

2001

2002

2003

2004

2005

2006

2007

2008

2009

2010

2011

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CAMPUS-WIDE SOCIAL VENTURE PLAN COMPETITION

SUPPORT FOR STUDENT CLUB OFFICERS TO ATTEND NATIONAL MEETINGS; THREE FACULTY RETREATS ANNUALLY

MONTHLY "DONUTS WITH THE DEAN" TO INVITE INTERACTION WITH THE STUDENTS

MINOR IN ENTREPRENEURSHIP

PARTICIPATION IN PRINCIPLES OF RESPONSIBLE MANAGEMENT EDUCATION EVENTS

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