



MBA Program Newsletter

Winter 2006

Monica Bertucci, Editor

From the Director, Dave Gorton

Dear Friends,

This academic year has been exceedingly busy as we met with record numbers of new candidates who plan to enter the program in the coming year. It also appears that we will graduate a record number of students by the end of summer.

This fall, two teams of students in Dr. Rachel Maldonado's Marketing Management class chose to take on the MBA Program as their client. One team wrote a local marketing plan and the other team wrote an international plan. Both teams created outstanding bodies of work that will be utilized in the near future.

At the end of October, I spent a week in Seoul with Mary Brooks of the ELI and Dr. Atsushi Inoue of Computer Science to promote our graduate programs. It was one fast week visiting with sister universities, friends, alums and new students. Seoul is an impressive, beautiful and modern city. People are friendly, helpful, and forgiving of my limited language skills. Korean hospitality and food are truly wonderful.

The next week of the trip was spent in Taiwan, where we were joined by Dr. Patricia Nemetz-Mills. She and I presented an academic paper together at the 2005 International Conference on Knowledge-Based Economy and Global Management at Southern Taiwan University of Technology (STUT), a sister university. The remaining time was spent visiting with friends, new students, alums and colleagues, and sampling outstanding local cuisine. As a bonus, the entire Executive MBA class from STUT will visit us for ten days this May.

In my 2005 travels for work and fun, I had the chance to visit five world-class cities which had formerly hosted the Olympic Games — Paris, Seoul, London, To-

kyo and Los Angeles. This reminded me that as a young man I aspired to be a great Olympic athlete. During my freshman year of college, struggling as a student and an athlete, I quickly realized that a degree would be the most important product of my college years. Thus, the long and interesting path that led me here.

As I write, a series of runners are transferring the Olympic flame from its origin in Greece to a temporary home in Torino. Symbolically, the individual runners are not as important as the act of keeping the flame alive. Over the holidays, I came to the conclusion that after five years as MBA Director, it is time for me to pass this torch to the next runner. I am first a teacher and will return to the classroom at the beginning of fall quarter.

I am so proud of the many students who have taken on the challenge of this great program. Your dreams, your goals and your stories are all important. I will always be happy to have been one of many who served you. We keep the flame alive for you.

Warm regards,
Dave Gorton

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Partnership in Employment Career Fair

Since 1995 the Career Services offices of Eastern Washington University, Gonzaga University, Washington State University, and Whitworth College have combined their efforts to organize this annual event. The objective of the Fair is to expose students and alumni to employers who are looking to hire interns, part-time employees, and full-time employees. This is a great opportunity to meet and greet individuals from over 90 businesses and non-profit agencies with whom you might like to work.

This year's employers are looking to fill positions in Marketing, Financial Advising, Financial Analysis, Insurance Billing, Plant Supervision, Accounting, Sales, Client Services, Tax Compliance, Quality Control, Production

Coordination, and Management.

For more detailed information on the Fair, advice on networking, and the complete list of employers and job offerings, visit www.partnershipfair.com. For more information on effective networking and job searching, also visit www.FiveOClockClub.com.

Partnership Career Fair
Date: Thursday, February 16th, 2006
Time: 3:00 p.m. - 7:00 p.m.
Location: Red Lion Hotel at the Park
Free Admission

Alumni at Work An Interview with Kirsten Anderson

After graduating from the MBA program in August 2004 it didn't take long for Kirsten Anderson to move out of her part-time job doing promotions for KXLY radio into a full-time position managing The Wake Up Call, the newest coffee house in downtown Spokane.

This month the coffee house will celebrate its first anniversary downtown. With two thriving drive-through locations in the Valley and another café location in production, the owners are well on their way to becoming a competitive force in the local coffee market. And with Kirsten's knowledge, dedication, and experience they are likely to see their dreams realized.

Kirsten is using the knowledge and skills gained in her undergraduate and graduate degree programs to manage all aspects of the downtown café. Her primary task is to recruit, hire, train, and yes, in some cases, fire employees. Her undergraduate education in human resources has helped her in the process of screening resumes, identifying which skills she needs employees to have and what personal characteristics fit the atmosphere of the café.

The techniques learned in accounting and finance are helping her to choose wholesale suppliers, place orders, design a lunch menu, set prices and forecast sales goals.

Kirsten practices Total Quality Management by listening to what her customers are saying about the other coffee products they purchase and what kind of atmosphere they enjoy. Her emphasis in training employees also reflects TQM techniques: consistent delivery of the product, maintenance of a clean and inviting store, creation of an inviting atmosphere for customers, preservation of the ambience of the store, and providing the

value-added service of recognizing customers and making their drinks the way they want them.

In addition to the number crunching and managing staff, Kirsten is also responsible for managing coffee deliveries and the commercial coffee service. The commercial coffee service is customized to each client, so she works with them (sometimes through trial and error) to determine what they want out of the service. With over 15 coffee blends to choose from, there can be a lot of trial!

Kirsten does not hesitate to emphasize that her education in business writing and communication has been very valuable. Her verbal and written communication skills come strongly into play in all areas of her work.

Wake Up Call is open Monday through Saturday and is located between Riverside and Main at 108 N. Washington. The store has an inviting atmosphere, comfortable and varied seating (if you are lucky you can score a seat on the couch in front of the fireplace), and the best prices on coffee downtown. Currently the food items are limited to baked goods and soups, but Kirsten is working on a more complete lunch menu. Stop in and say "Hi" and help spread the word about Wake Up Call.

Monica Bertucci

Program Notes

The MBA Program has a course on Blackboard. All Pre-MBA and MBA students need to enroll in this course to receive program updates and information. Students can access class schedules, course book lists, course syllabi, job & internship opportunities, scholarships, forms, newsletters, and the student manual.



Cy Parker

Leadership Spokane

Leadership Spokane is a non-profit organization that was founded in 1982. The mission of the organization is **"to prepare and encourage a diverse group of community members to assume trustee leader roles for the purpose of building effective communities throughout the greater Spokane area"**.

The inspiration for Leadership Spokane came out of the work necessary to prepare Spokane for hosting Expo '74. Leadership Spokane is funded by the Leadership Spokane Foundation. The foundation is supported by individuals and local, regional, and national businesses located in the Spokane area. Leadership Spokane is affiliated with the Spokane Chamber of Commerce and maintains its own office and staff. The 23 members of the Board of Directors represent colleges, the health care industry, financial institutions, community programs, and general business.

There are two programs that Leadership Spokane executes each year. These are the Adult Program and the Youth Program. Each year-long program consists of 9 day-long sessions (one a month), an overnight retreat, and an orientation. Titles of the Adult Program learning sessions are: The Regional Economy, Human Needs, Healthy Community, Media & Communication, Intercultural Competency, Education, Governance Arts, and Moving Out Into the Community.

In the last 23 years, 600 people have graduated from the Leadership Spokane program. Program objectives are to instill leadership skills in the students and educate them about Spokane's history, demographics, economics, services, and community. The style of leadership that is the basis for the program is "Servant Leadership" which is based on the philosophy of Robert Greenleaf.

I had a chance to speak with two graduates of the Adult Program, Kaarin Appel and Dr. Dean Kiefer. Kaarin graduated from the MBA program in June 2005 and a year earlier she graduated from the Leadership Spokane Adult Program. While Kaarin was completing her MBA she was employed by WSU Conference Services where she continues to work today. Her involvement in Leadership Spokane was encouraged by her supervisor, who is also a board member for Leadership Spokane.

Dr. Dean Kiefer is a professor in the College of Business and a 2003 graduate of the Leadership Spokane Adult Program. Like Kaarin, Dr. Kiefer was introduced to the program through work. As a new resident of Spokane he took the opportunity to get to know the city better and become involved in the community.

In an interview with Kaarin about her participation in the program she reflected on what a personally enriching experience it was. The program not only increased her leadership skills, it also broadened her perspective and opened her eyes to all of the different sectors that make up the city of Spokane. She acknowledged that one of the program's strengths is that it breaks down barriers and bridges the gaps between individuals and organizations in Spokane.

For Kaarin, the leadership skills that she gained are centered around communication. For her, this doesn't mean talking so much as it means listening and being open to other people's contributions to a conversation or a project. Kaarin is still in contact with her classmates from the program and finds that she benefits from the network that she developed while in the program.

Dr. Kiefer spoke to me about the broad scope of the curriculum and the diversity of the individuals participating in the program. He noted that the individual programs and activities were always led by experts or leaders in that area.

As a result of his experience in the program, Dr. Kiefer is an active member on the Mt. Spokane State Park Advisory Committee and he contributes to the ongoing development of the Leadership Spokane programs and activities.

Applications for the 2006-2007 Adult Program are available now from the Leadership Spokane website. Completed Applications are due April 10, 2006. 45-50 individuals are chosen from a complete cross-section of the community – arts, business, education, government, non-profits, and religion.

Briefing sessions about the Leadership Spokane Program will be held February 24, March 8, and March 28. Please consult the Leadership Spokane website at www.leadershipspokane.org for complete information on these sessions as well as the entire Program.

Monica Bertucci

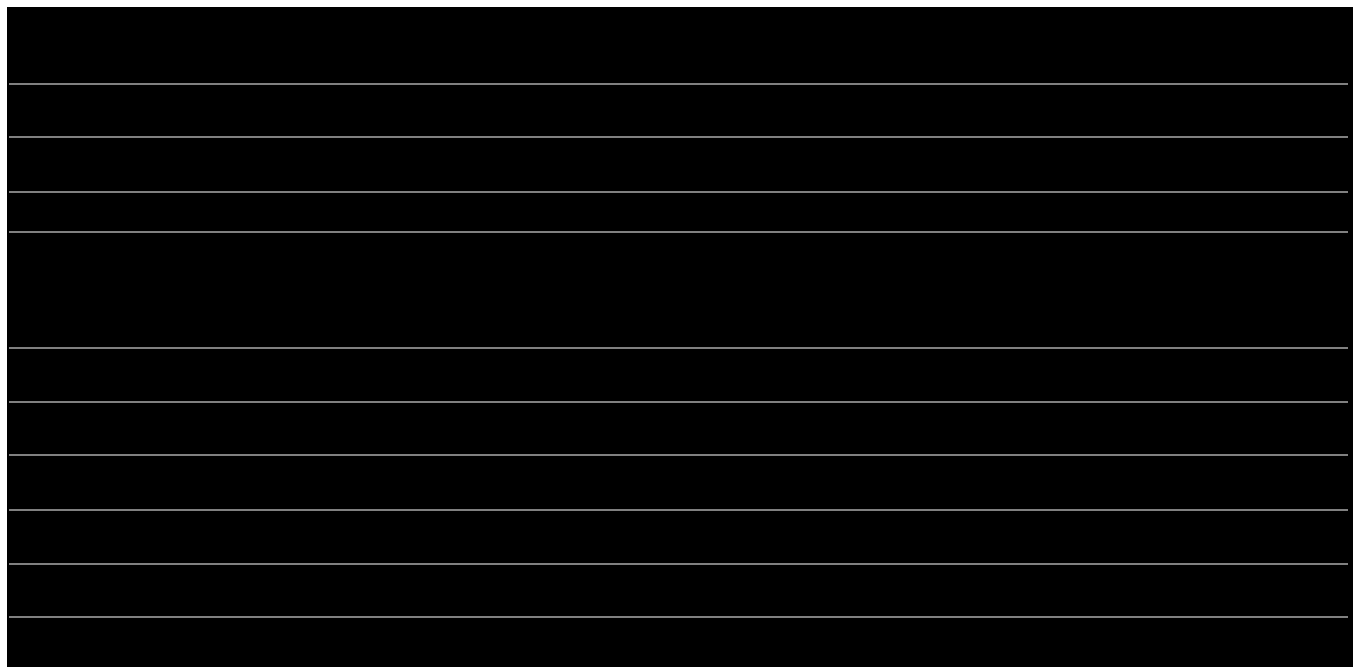
Winter 2006 Graduates



CONGRATULATIONS!

- Ying-Hsuan (Ruby) Chen
- Martina Coordes
- Fang Wei Hsu
- Hoil Kang
- Marci Lynch
- Deena Marlow
- Jollette Miller
- Mariah Morris
- Erica Saar
- Kristian Vielbig

Spring 2006 Pre MBA and MBA Classes



**COLLEGE OF BUSINESS AND
PUBLIC ADMINISTRATION**

Riverpoint Campus, Phase 1 Building

MBA PROGRAM, 3RD FLOOR

Dave Gorton, Director 509.358.2270

Cy Parker, Secretary 509.358.2248

COMPUTER LAB, 2ND FLOOR

509.358.2286

Monday-Thursday 10-10

Friday 10-5

Saturday-Sunday 12-5

CALS LIBRARY, 1ST FLOOR

Reference Desk 509.358.7930

Monday-Thursday 8-9

Friday 8-5

Saturday 9-5

Sunday 10-6

Spring Calendar & Application Reminders

◆ **Application for Candidacy**

Advancement to candidacy must take place **after completion of 16 credits and before completion of 24 credits**. If you wait and earn more than 24 credits, you must file an appeal to the Academic Appeals Board, which meets quarterly.



◆ **Graduation Application**

Graduation Applications are due the second Friday of the quarter previous to the quarter in which you will graduate. Applications for summer graduation are due on or before April 14. Applications for fall graduation are due on or before July 7.

◆ **All forms are available in the MBA 500 class packet, the Blackboard MBA course, online at <http://www.ewu.edu/x12976.xml>, or from Cy in Room 330 at Riverpoint.**

◆ **Spring Quarter 2006 Academic Calendar**

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| Spring Priority Registration: | February 21– March 3 |
| Spring Instruction Begins: | Monday, April 3 |
| Summer 2006 Graduation Application Due: | Friday, April 14 |
| Memorial Day Holiday: | Monday, May 29 |
| Last Day of Instruction Spring Quarter: | Friday, June 9 |
| Spring Quarter Final Exams Week: | Mon – Thur, June 12–15 |
| Commencement Ceremony: | Saturday, June 17 |
| Spring Quarter Grades Available on EagleNet: | Wednesday, June 21 |
| Summer Instruction Begins: | Monday, June 26 |
| Fall 2006 Graduation Application Due: | Friday, July 7 |

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