

AlbersBRIEF

A PUBLICATION OF NEWS AND CURRENT EVENTS
FROM THE ALBERS SCHOOL OF BUSINESS AND ECONOMICS

FALL 2009

Seattle University's Project Center Page 8



Albers Connects to the Business Community

Colleen Brown

President & CEO, Fisher Communications

Dan Fulton

President & CEO, Weyerhaeuser

Bill Gates, Sr.

Co-chair, Bill & Melinda Gates Foundation



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Dean's Message



As this edition goes to press, it appears the economy has reached bottom and is beginning a long and slow climb toward recovery. Over the past year the economic climate and events in financial markets have proven to be a great “teaching moment” for students. That is the good news. The bad news is that many students and their families are struggling financially, graduates are entering a tough job market, and funds available from university endowments are off. To date, Seattle University and the Albers School have weathered the storm, but we still have our work cut out for us.

When faced with the budget challenges over the past year, the number one priority of the Albers School was to maintain excellence in the classroom. We made sure we preserved our outstanding corps of full-time and adjunct faculty. Our spending cuts were made in areas much less visible to students. Faculty and staff were asked to forgo a pay increase for 2009-10 and this allowed the university to make the smallest tuition increase since 1998-99. That's just one example of putting students first!

Despite the hostile external environment, the Albers School continued to move forward, and this issue of the *Albers Brief* provides plenty of evidence. Stories about Alan Golston, Teresa Ling, and Elisabeth Kingsley demonstrate that our alumni are making exceptional contributions to our communities, our faculty and staff remain focused on the needs of students, and our students are exceptional for their talents and embrace of the SU mission. We continued with our fine line-up of speakers, who always inspire our students with their accomplishments and advice. Albers faculty continue with their excellence in the classroom and their significant contributions to the body of knowledge in their disciplines. And everyone should be proud of the accomplishments of our students in SIFE and the business plan competition.

Thank you for your continuing support! As always, I welcome your feedback and suggestions. You can reach me at phillipsj@seattleu.edu.

Joe Phillips
Dean
Albers School of Business and Economics

ALBERS BRIEF

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Excellence at Albers



THE ALBERS SIFE TEAM AND FACULTY ADVISOR LEO SIMPSON (CENTER), WITH FATHER STEPHEN SUNDBORG, SJ (CENTER LEFT).

SIFE TEAM WINS REGIONALS AND SHINES IN NATIONALS

The Seattle University Students in Free Enterprise (SIFE) team went to the Seattle Regional SIFE competition in March for the first time and not only won Rookie of the Year honors, but also won their division. They then went on to nationals and took the Rookie of the Year award there, which is very unusual, as most first year teams don't make it to nationals.

The mission of SIFE is "To bring together the top leaders of today and tomorrow to create a better, more sustainable world through the positive power of business." The competitions are in place to create "a culture of excellence and provide opportunities for best practice sharing." The criteria for the competition projects include market economics, entrepreneurship, business ethics, and team and program sustainability. Seattle University's SIFE team created 13 projects, including:

Ghana Food Preservation (Market Economics): The team trained a Ghana SIFE chapter to build food dehydrators from available materials so they could preserve food for the three months of drought season to prevent malnutrition

and death. They also coordinated a partnership with Women's Trust, a micro-loan association, to implement the program.

Shelters for Success (Personal Success Skills): The team conducted a professional clothing drive at Seattle University to provide reserved professional clothing to Union Gospel Mission guests for job interviews. They taught classes in professional interviewing skills, demonstrating both appropriate and inappropriate interviewing behaviors to emphasize proper skills, and coached participants on general and personal success skills.

Inflation for the Nation (Environmental Sustainability): The team distributed flyers in Everett to inform community members about the value of proper tire inflation. They informed drivers that keeping tires properly inflated was easy, profitable, and environmentally responsible and had an air compressor on site to help motorists inflate their tires on the spot.

Faculty advisors for the SIFE team are Professor Leo Simpson (Albers) and Associate Professor Jim Forsher (Communications).

POINT INSIDE TAKES TOP HONORS IN HARRIET STEPHENSON BUSINESS PLAN COMPETITION

Emily Marshall, Albers graduate student, and Josh Marti, an alum of the SU College of Science and Engineering and co-founder of Point Inside, beat the rest of the competitors in the 2009 Harriet Stephenson Business Plan Competition with their plan for Point Inside, a gps system for malls, parking lots, and other large acreage locations. They took home the \$10,000 prize...or did they? Josh immediately donated his cut back to the Entrepreneurship Center, which surprised and delighted Executive Director Steve Brilling.

"Participating in the Business Plan Competition with our company Point Inside was without a doubt the capstone of my experience at Seattle University," said Emily. "It was an opportunity to put everything I've learned in the classroom into practice and learn many intricacies of business beyond the textbooks." Emily and Josh's main mentor was Charles Porter, a local seasoned entrepreneur and Angel investor. They also had countless other mentors — including Steve Brilling, Kent Johnson, a panel of investor coaches, trade show specialists, and a speech coach — all provided by the Entrepreneurship Center.

First Runner-up at the competition was Nanofecture (Albers graduate student Bonnie Lehenbauer and Stephen Hawley of Nanofecture). Second Runners-up were Microdose (Albers graduate student Jensen Mauseth, SU alumni Richard Mauseth and Robert Kircher, plus Donald Matheson of Microdose), Nanocel (Albers graduate student Todd Fishman and UW students Dustin Miller and Daniel Rossi), and Snugs (Albers graduate students Sara Spencer and Elena Lausberg, along with Susan Reed of Snugs).

After the SU competition, Nanocel, Nanofecture, and Microdose went to the University of Washington Regional Business Plan Competition. All three of them placed in the Sweet Sixteen, and Nanocel took home the top prize of \$25,000.

Continued on page 4

Albers Faculty Research News

Vidya Awasthi (Associate Professor of Accounting) and **Carlos Mello-e-Souza** (Associate Professor of Accounting) article, "Probing Financial Statements in a Post-Sarbanes-Oxley World," published in *Strategic Finance*, was awarded a Certificate of Merit in the Institute of Management Accounting's annual manuscript competition.

Rubina Mahsud's (Assistant Professor of Management) article, "Linking Strategic Leadership and Human Resource Management," co-authored with Gary Yukl (SUNY-Albany), was published in the April, 2009 edition of the *NHRD Network Journal*.

Greg Magnan (Associate Professor of Operations Management) has had two articles accepted for publication in *Industrial Marketing Management*: "Evaluating the Bases of Supplier Segmentation: A Critical Review and Taxonomy," co-authored with Marc Day (Henley Business School) and Morten Munkgaard Moeller (Dansk Indkøbs-og Logistik Forum), and "Exploring the Reputation Metaphor in B2B Partnerships: Extending the Study of Reputation from the Perception of Single Firms to the Perception of Inter-firm Partnerships," co-authored with Mark Day, Kevin Money, and Carola Hillenbrand (all with Henley).

Ben Kim (Professor of E-Commerce and Information Systems) and **James Lee's** (Genevieve Albers Visiting Fellow) article, "Toward Intelligent Business Integration: The Semantic Web," co-authored with Surinder Kahai (SUNY-Binghamton) and Yong J. Kim (Sogang University), has been accepted for publication in *Issues in Information Systems*.

John Dienhart's (Professor of Business Ethics) article, "Managerial Moral Principles: Realizing the Promise of Integrative Social Contract Theory," co-authored with Ed Soule and Marcus Hedahl (both from Georgetown), has been accepted for publication in the *Business Ethics Quarterly*.

Bonnie Buchanan's (Assistant Professor of Finance) article, "The Ghost of Credit Past: The Specter of the Heilig-Meyers Fiasco Haunts Today's Failed Lenders," co-authored with Tom Arnold (University of Richmond), has been accepted for publication in the *Investment Professional*.

Chips Chipalkatti (Professor of Accounting) and **Meena Rishi's** (Associate Professor of Economics) article, "Do Public Governance and the Depth of Financial Intermediation Impact the Entrepreneurship-Growth Relationship?" has been accepted for publication in the *International Journal of Social Entrepreneurship*.

Madhu Rao's (Associate Professor of E-Commerce and Information Systems) article, "Developing Global Leadership in Emerging Nations: A View From India," co-authored with Sandeep Arora, (Accenture, India), has been accepted for publication in the *Journal for Political Consulting and Policy*.

Rex Toh (Professor of Marketing) and **Terry Foster's** (Assistant Professor of Business Law) article, "Hyatt Corporation v. Women's International Bowling Congress, Inc.: Hotel Room Attrition Issues," has been accepted for publication in the *Cornell Hospitality Journal*.

Jessica Ludescher's (Assistant Professor of Business Ethics) article, "Corporate Social Responsibility: From Corporate Strategy to Global Justice," has been published in the *Harvard International Review*.

Bridget Hiedemann (Associate Professor of Economics) and **Peter Brous's** (Professor of Finance) article, "Success Rates, Optimism Bias, and the Predictive Power of Alternative Performance Measures: A Post-Audit of One Company's Real Investment Decisions," co-authored with grad student Taunya Schultz, has been published in the *Journal of Financial Education*.

Meena Rishi's (Associate Professor of Economics) article, "Economic and Social Characteristics of Albanian Immigrant Entrepreneurs in Greece," co-authored with Daphne Halkias (Hellenic American University), Paul Thurman (Columbia), et al. has been accepted for publication in the *Journal of Developmental Entrepreneurship*.

Bryan Ruppert's (Lecturer in Business Communications) book, *The Origins of Political and Economic Supranationalism in the German Constitution*, has been accepted for publication by Mellen Press.

Vidya Awasthi (Associate Professor of Accounting), **Sarah Bee** (Senior Lecturer of Accounting), **Carlos Mello-e-Souza** (Associate Professor of Accounting), and **Dave Tinius's** (Professor of Accounting) article, "Assessing Accounting Students' Spreadsheet Competency," has been accepted for publication in the *Journal of the Academy of Business Education*.

Excellence at Albers (cont'd. from page 3)

MORE ALBERS WINNERS

Albers undergraduate students, working under the guidance of Harriet Stephenson, received two awards in the Annual Small Business Institute Case of the Year Competition: 3rd Place in the "Comprehensive Undergraduate" category for work on Closets, Etc., and 2nd Place in the "Feasibility/Business Plan Undergraduate" category for work with The Good Cup, a social enterprise business plan for The Rose International Fund For Children, who work with handicapped children in Nepal.

CONGRATULATIONS, ALBERS FACULTY

Gail Lasprogata, Associate Professor of Business Law, was named the 2009-2010 Interim Director of the Center for the Study of Justice in Society. The Center promotes interdisciplinary faculty analysis, dialogue, research, and scholarship examining the theoretical and practical roots of justice, consistent with the mission of the university.

Sarah Bee, Senior Lecturer in Accounting, was appointed co-chair of the Beta Alpha Psi Community Service Day for 2009-2010. Andrew Bailey, BAP President-elect, selected Sarah to this role, which is responsible for organizing community service activities at the BAP annual meeting. BAP is the academic honorary for the accounting discipline.

Peter Raven has been promoted to **Professor of Marketing**. Peter has been on our faculty since 1998 and serves as director of our global business programs. He was instrumental in Albers being awarded the President's "E" Award for our Global Business EDGE program in May 2008.

Ben Kim has been promoted to **Professor of Management**. Ben has been a faculty member since 1999. He led the creation of our ECIS program and currently serves as chair of the Department of Management.

Harriet Stephenson, Professor of Management, received the

Distinguished Teaching Award at the 2009 SU Alumni Awards Celebration on April 21st. Harriet has contributed to the education of thousands of our students since 1967. This is a well-deserved recognition of her work at SU.

ALBERS WELCOMES NEW FACULTY

Welcome back, **Carlos Mello-e-Souza, Associate Professor of Accounting**. Carlos spent the last year teaching at Susquehanna University in Selinsgrove, PA.

Collette Hopton has joined the Albers faculty as an **Assistant Professor of Management**. She is coming to us from Queens University in Kingston, Ontario, where she finished her PhD this summer.

Robert Nieschwietz is our **Visiting Assistant Professor of Accounting**. He has been an Assistant Professor of Accounting at the University of Denver since 2001.

FACULTY PROFILE – TERESA LING

Passionate About Teaching

Albers Assistant Dean Teresa Ling didn't just fall into her "dream job," it took her over 40 years to get there. Having grown up in Hong Kong, Ling had already completed one week of classes at the Chinese University of Hong Kong majoring in Social Work when a friend sent her an application to Seattle University. She decided she would rather major in Mathematics at SU, and so the journey started.

Ling graduated from SU in 1974 with a BS in Mathematics and went on to earn her MA in Mathematics from Washington State University, then an MS in Engineering Science from Berkeley, and her PhD in an Interdisciplinary program, also at Berkeley. She was one of the founding faculty at City University of Hong Kong and a tenured Associate Professor teaching Operations Research and Statistics, when she received her immigration papers to come to the US. In 1984 she and her husband submitted their petitions to immigrate to the US, but it took ten years for them to be included in the quota that would allow that. They became landed immigrants in 1994 and U.S. citizens in 2000.

Ling is passionate about teaching and helping students. With the "hobby of collecting degrees," it "just became natural that I teach at universities," said Ling. When she came back to Seattle, her former chair of the Math Department recommended she try to find a job at Albers. In Hong Kong Ling was teaching Operations Research and Business Statistics, so that made sense to her. "I can still remember the day when I was interviewed by Prof. Yates and Prof. Rivers back in 1996," she said. She got the job.

Ling came to Albers as a full time adjunct faculty member teaching and advising undergraduate students. In



ALBERS ASSISTANT DEAN TERESA LING IS A STUDENT FAVORITE.

"With the 'hobby of collecting degrees', it just became natural that I teach at universities."

2003 Dean Phillips asked her to fill the recently created position of Assistant Dean. "I am always grateful to Dean Phillips for offering me this dream job," said Ling. "I continue to teach, and with the support of Dean Phillips, I have been able to do more for our students, especially our international students."

Her success at connecting with students was summed up by undergraduate student Jordan King. "Teresa Ling is a great professor. As an intelligent, witty, and student-oriented instructor, she transformed our statistics class into an interesting and understandable course that everyone seemed to enjoy. Always willing to lend a friendly hand in and

outside of class, I can say with confidence that Dr. Ling is a favorite Albers faculty member for many students."

Ling and her husband have two grown children, a son who graduated from both Albers and the SU Law School, and a daughter who is currently in medical school. In what little free time she has, Ling plays with her grandson, is constantly on her computer at home, and enjoys curling up in bed with a Chinese book.

Lastly, Ling would like to thank Seattle U, and especially the Jesuit community, for celebrating her birthday every year. It is on July 31, the Feast Day of St. Ignatius of Loyola.



Two Albers Executive Speaker Series events and a Genevieve Albers Forum each drew over 200 students, faculty, alumni, and community members to Pigott Auditorium during spring quarter. The presentations were timely and are available as podcasts on iTunes U. (See box on next page for details.)

Colleen Brown, President and CEO of Fisher Communications, came to Albers in April to discuss the question “Where is Media Headed?” According to Brown, while change is everywhere, today’s changes are momentous. In the world of media, we have moved from the business model of “pushing” content onto the consumer to one of the consumer “pulling” the content that is relevant to them, when and how they want. Technological advances have given them more and more choices of where they get their information as an increasing amount of information is being passed on and distributed in real time. There are a growing number of cable channels and Internet offerings that are available every day and the growth in the nonmedia sector is staggering.

What does this change mean for broadcasters? Brown said, “The move to digital TV platforms has pushed broadcasters into a new competitive realm.” They now have the technology to compete on the Internet as well. It gives broadcasters new business models where they can add channels and programming and upload videos onto the Internet. TV, cell phones, and the Internet are all interconnected, which broadens their distribution base tremendously. All content is linked to the consumer and the consumer decides how to access it.

Because of these changes, many questions have arisen about the importance of mass media today. Brown asserted that “a mass audience is still relevant, desirable, and big.” Local media continues to be the main source for

local economic news, weather, traffic and advertising. While the environment for the broadcasting industry will not get any easier, those broadcast networks with strong brands, local news, advertising relationships, multi-platform choices, and personal media components for the consumer will prosper. And innovation is key.

In May, **Dan Fulton**, President and CEO of Weyerhaeuser, spoke at Albers on the topic of “Managing Today to Grow Tomorrow.” Beginning with the statement, “This is a great time to be a leader,” Fulton went on to talk about the current economic situation and, while it is difficult for everyone, it offers challenges and opportunities for today’s leaders. While it is more fun and stimulating to go to work when you can think about growing your business, good leaders emerge when they are challenged during hard times.

Fulton went on to illustrate that it is easy to manage a company during good times. Case in point is how many startups thrived during the dotcom era. Seen as being started by geniuses, money was thrown at them and they prospered because investors were afraid of missing the growth opportunities. But how many of those leaders or companies are still around today? Very few. The fundamentals of their businesses were not viable.

Good markets can hide a lot of bad management. Fulton said, “You can’t be smug about your current circumstances. You must recognize the world has changed or you will be doomed to suffer the fate of GM.” As head of Weyerhaeuser, he has the responsibility today “to make some difficult and lasting changes to the way Weyerhaeuser operates, setting the stage for its next 100 years.”

Relating these lessons to students today, Fulton said that they may not be able to start in the job they dreamed of, but they will have the opportunity to

PHOTO OPPOSITE PAGE: BILL GATES, SR., CO-CHAIR OF THE BILL AND MELINDA GATES FOUNDATION, WAS THE FEATURED SPEAKER AT A GENEVIEVE ALBERS FORUM IN MAY.

Introducing Albers Podcasts!

Listen to the speakers you missed.

Go to: <http://www.seattleu.edu/itunesu/index2.asp>.

Click on “Albers School of Business and Economics” and select either *Executive Speaker Series* or *Genevieve Albers Forum* to find your choice of speakers.

become stronger leaders because of what they are witnessing today. He closed with some advice for them:

- Follow companies that change and evolve.
- Don’t be afraid of taking a job that’s not your first choice.
- If you think you have the ability to lead a company one day, it doesn’t matter where you start. The most important thing is to get the job, learn about the company and industry in which it operates, and be willing to take on new responsibilities and challenges.

early learning in a child’s life. Some of the highlights of the interview were:

- Gates is impressed with the number of people going to poor countries to volunteer. There are now opportunities to correct inequities that never existed before, and young people are stepping up to help, with the encouragement of their schools and places of employment.
- While agreeing that intellectual property needs to be protected, Gates said that the shortage of funds can lead to competition and lack of sharing in important areas such as vaccines

“You can’t be smug about your current circumstances. You must recognize the world has changed...”

– Dan Fulton

Albers was honored to welcome **Bill Gates, Sr.**, co-chair of the Bill and Melinda Gates Foundation, as the headliner at the Genevieve Albers Forum in May. After addressing a large crowd at the annual Albers Volunteer Recognition reception in Sullivan Hall, Gates then moved to Pigott Auditorium, where the topic of the evening was “Showing Up For Life: Thoughts on the Gifts of a Lifetime.”

Using an interview format, the questions posed to Gates were quite varied. They ranged from how the economy is affecting donations and giving from the Gates Foundation perspective, to how the protection of intellectual property affects innovation in the medical field, to the importance of

being developed. He was optimistic, however. Some scientists working on an AIDS vaccine are meeting regularly to discuss what they’re doing, what’s working, and what’s not working. Even more surprising, they have agreed that all of those involved would participate in any economic gain realized.

- “Early learning is the key to fixing education,” according to Gates. Beginning to teach two and three year olds has proven to increase their performance in school in later years. They adapt better to the classroom and therefore enjoy school more and are better prepared to succeed. If we could start to teach the bottom 30% of kindergartners earlier, the “outcome would be tremendous.”

A Win-Win Proposition

Seattle University's Project Center offers Albers students the opportunity to learn and grow beyond the traditional classroom environment. Having recently joined forces with the School of Science and Engineering, the Project Center links small teams of students with companies and nonprofit organizations to work on projects in areas of International Business, New Venture Business, Computer Science, and Electrical, Mechanical, Civil, and Environmental Engineering.

Every quarter, Albers conducts project-based consulting courses, such as the EDGE program (Education for Global Executives). These courses center around small teams of MBA students who

“The EDGE program provides real world business challenges that many students may not face in a traditional class setting. The ability to work on complex problems really sets it apart from other business courses.”

– Toan Tran, former EDGE student

consult with companies on a wide variety of business topics. The projects vary in scope from finance to new customer acquisition and other key business areas. Every project enables student-learning opportunities while providing unbiased research and recommendations for the sponsoring company.

The consulting courses are not internships. The projects are not case studies. The courses and projects offer real-world learning for students, partnered with faculty, while supporting a company's long-term growth. From project scope to report delivery, the focus is on exercising critical thinking and delivering professional results to address real business challenges.

Examples of projects that have been successfully completed for the Project Center are:

- Developing an online ordering system for U.S. and foreign sales
- Evaluating market research on local and global competitors
- Evaluating the accounting and finance structure of a company
- Researching global online commercial customer self-services delivery

The Project Center courses are a real win for both the company and the students. The consulting projects stretch the students' ability to apply knowledge gained from their business classes. The projects also give companies fresh ideas and recommendations from student consultants. Some companies who have

benefitted from the Project Center are Microsoft, Weyerhaeuser, Nordstrom, Athena Marketing, Jones Soda, and Coinstar. While most of these are large companies, the Project Center works with startups and mid-sized companies also.

“The students at Seattle University who worked on our project were very professional, conscientious, and hard-working,” says Peter M. Guyer, Athena Marketing International. “Their recommendations and conclusions were thoughtful and accurate. I was very impressed with their diligence and ability to strategize at a high level. I would recommend the EDGE program to other businesses seeking a short-term consulting assignment.”

From the students' perspective, the experience they gain from their Project Center courses is invaluable. According to Toan Tran, former EDGE student, “The EDGE program provides real world business challenges that many students may not face in a traditional class setting. The ability to work on complex problems really sets it apart from other business courses.”

Finding the right projects for Albers students is a full time job for Greg Scully, Albers corporate relations manager. He is always interested in reviewing proposals for our student business projects. Greg can be reached at (206) 427-8575 or scullyg@seattleu.edu. Learn more about the Project Center at www.seattleu.edu/albers/projectcenter.aspx.



A JOB WELL DONE. PROFESSOR PETER RAVEN AND HIS PROJECT TEAM LEAVE TERRA BLANCA WINERY AFTER PRESENTING THEIR RECOMMENDATIONS TO MANAGEMENT.

ALUMNI PROFILE – ALLAN GOLSTON

Fulfilling the SU Mission

As President of the U.S. Program for the Bill & Melinda Gates Foundation, Allan Golston, MBA '99, is living the dream of so many Seattle University graduates. In this role, he is responsible for developing strategies to reduce inequity for the poorest and most vulnerable people in the United States. He is truly fulfilling the mission of Seattle University and the Albers School of Business and Economics.

How does one get to such a place in life? With an accounting degree from the University of Colorado, Golston started his career at KPMG Peat Marwick in the areas of auditing, tax, and financial management services. He followed that up at Management Information Systems (MIS, Inc.) as a consultant for the insurance and banking industries on technology and asset management issues. Then he went into the health care field at the University of Colorado Hospital, and on to Swedish Health Services, which brought him to Seattle. He was at Swedish until 2000, when he joined the Gates Foundation, and was named President of the United States Program in 2006.

"I have always looked for pathways for me to use my capacities to add value to the world and have a fulfilling career," Golston said when asked how he chose his career. "My work has been a rewarding way to do both, and I consider myself very fortunate to have the opportunities that my career has afforded."

When Golston decided to go back to school for his MBA, he chose Albers because he "appreciated the approach that SU took in its programs and the emphasis on leadership and the Jesuit traditions in education." At Albers, Golston singles out Professors Sharon Lobel and Peter Brous as having an impact

on him, although he said that almost all of the faculty were particularly influential in his educational experience. Professor Lobel taught the first class he took in his MBA program and he thought her approach was "fantastic." Professor Brous had a way of making finance very interesting.

What did his Albers experience provide for Golston? It expanded his education base as well as his network of leaders who had diverse experiences to contribute to his learning. "It was a great place to exchange ideas and knowledge on leadership effectiveness." These experiences proved to be great assets in both his professional and personal lives. "In my view," said Golston, "networking is one of the most



"I have always looked for pathways for me to use my capacities to add value to the world and have a fulfilling career..."

important ways to accelerate the exchange of ideas, connections, and to build lasting, beneficial relationships. My networks were

enhanced by my experiences from SU both in terms of expanding the number of connections as well as being able to contribute. I have relied on my networks in a range of areas, from getting feedback on an idea to making a connection between two people that can leverage each other's work."

In what little time Golston has for recreation, he pursues a variety of interests. He is quite athletic, liking to run, hike, ski, and do yoga. He enjoys reading, traveling, and spending time with friends. He also is a fan of the arts, visiting museums, and attending the theater. In all, Allan Golston leads a very full life that is dedicated to service and making a difference in the world.

STUDENT PROFILE – ELISABETH KINGSLEY

A Model of Social Consciousness

Elisabeth Kingsley chose Seattle University for her MBA program because of our mission. Although she had an interest in “inequalities socially and economically, particularly in urban areas” before coming to Seattle, it hadn’t become a passion for her like it is now.

Growing up in Atlanta, Elisabeth was a gymnast. She came to Seattle through a gymnastics scholarship to Seattle Pacific University. As a senior majoring in Graphic Design and minoring in Global and Urban Studies, Elisabeth co-founded Rainier Health and Fitness (RHF), a nonprofit fitness center in the Rainier Valley dedicated to helping inner-city residents with health and obesity-related problems. This opportunity seemed the right fit for her, given her interest in sports and helping in an urban community.

Elisabeth decided to pursue her MBA because “the fitness center was a model of social consciousness, a lesson in business, and self-sustaining.” She likes marketing and marketing strategy



and wants to use business in “a social justice way.” Seattle University was the perfect place for her to learn the skills she would need to do this, but how would she pay for it? Fortunately, Elisabeth was awarded the McGowan Scholarship, a fund created by William

S. McGowan, founder and chairman of MCI, to help students who wish to pursue a business education. In his recommendation for Elisabeth’s scholarship application, Albers Professor Bill Weis wrote, “Elisabeth is a truly outstanding graduate student – and an outstanding person – whose enthusiastic and generous contributions to our course activities and to her course colleagues enhances the quality of the experiences for everyone.”

After graduation from Albers, Elisabeth plans to model other businesses after Rainier Health and Fitness. She hopes to first expand the fitness center to other locations, then move on to other types of companies using the same social justice mold.

Elisabeth is athletic and loves to be outdoors. She runs, bikes, and rock climbs. She also enjoys being with friends and spending time with refugee families. She is living the Seattle University mission.

Albers Highlights



ALBERS PROFESSOR MAHDU RAO SHOWED HIS SU SPIRIT AT THE TOP OF MT. RAINIER IN EARLY AUGUST.

Albers Ranks in *U.S. News & World Report’s* Top 25 – Twice!

The Albers School of Business and Economics’s part-time MBA and Leadership Executive MBA both ranked in the top 25 in the 2010 issue of *U.S. News & World Report’s* “America’s Best Business Schools.” After only three years in existence, the LEMBA tied for 21st with Georgetown in the EMBA category; our MBA program moved up from 26th in 2009 to tie for 24th with Arizona State and Babson in the Part-time MBA category.

Join Us For Upcoming Events at Albers

ALBERS EXECUTIVE SPEAKER SERIES

Albers Executive Speaker Series events are held in Pigott Auditorium from

5:30 – 6:30 p.m.

FREE and open to the public

Tuesday, October 20, 2009

Co-op Panel featuring:

Sally Jewell

President & CEO of REI

Gary Oakland

President & CEO of BECU

Scott Armstrong

President & CEO of Group Health

Thursday, November 5, 2009

Bill Ayer

President & CEO of Alaska Airlines

Wednesday, January 27, 2010

Tay Yoshitani

CEO of the Port of Seattle

Thursday, March 4, 2010

Deanna Oppenheimer

CEO of UK Retail Banking, Barclays Bank

GENEVIEVE ALBERS FORUM

Thursday, October 15, 2009

5:30 – 6:30 p.m.

Location: Pigott Auditorium

FREE and open to the public

Rosabeth Moss Kanter, best-selling author, world-renowned authority on leadership, and Ernest L. Arbuckle Professor at Harvard University

"Super Corp: How Vanguard Companies Create Innovation, Profits, Growth, and Social Good"

LEADERSHIP EXECUTIVE MBA INFORMATION SESSIONS

All information sessions are held in Pigott 416

5:30 – 7:30 p.m.

Tuesday, September 15

Wednesday, October 15

Monday, November 16

Contact Steve Sack for details at sacks@seattleu.edu

ALBERS MENTOR FAIR

Friday, October 2, 2009

6:00 p.m.

Location: Paccar Atrium

Contact the Albers Placement Center for participation information.

ALBERS BUSINESS CAREER FAIR

Wednesday, October 21, 2009

11:30 a.m. – 1:30 p.m.

Location: Champion Ballroom

Contact the Albers Placement Center for participation information.

Attention Alumni!

UPCOMING BUSINESS PLAN COMPETITION INFO SESSIONS

October 14, 2009, 4:30-6:00 p.m.

October 27, 2009, 4:30-6:00 p.m.

Location: Piccora Pizza

1401 E. Madison St.

Free pizza and refreshments.

RSVP or questions:

Kim Eshelman, eshelmak@seattleu.edu or (206) 296-5715

ALBERS ALUMNI WINE TASTING TOUR

Fall 2009 – Details to follow



PROFESSOR PETER BROUS (RIGHT) AND TEAM ENJOYED THEMSELVES AT THE ALBERS ALUMNI GOLF TOURNAMENT AT GOLD MOUNTAIN IN JULY.

SAVE THE DATE

MEN'S BASKETBALL VS. HARVARD:

ALBERS FEATURED GAME

Saturday, January 2

Location: Key Arena

CRAB FEED

Saturday, March 27, 2010

Contact Rob Bourke to reserve your table now! bourker@seattleu.edu

ALBERS ALUMNI AND FRIENDS GOLF TOURNAMENT

Friday, July 16, 2010

Contact Rob Bourke for sponsorship information at bourker@seattleu.edu



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AND ECONOMICS
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You can now be one of the nearly 800 members in the burgeoning SU alumni group on the LinkedIn professional networking site, exclusively for SU alumni and current grad students.

To join, set up your profile on www.linkedin.com then go to:
<http://www.linkedin.com/groups?gid=40502>

Strengthen Your Connections

The Albers Alumni Board meets six times a year to develop and organize the alumni programming you enjoy at Albers. Deepen your commitment to Albers in service of your fellow alumni and you will soon experience the value of being connected at this level. If you would like to serve on the Board, contact Rob Bourke at bourker@seattleu.edu.

Stay Connected

Join AlumniWeb—your source for alumni events, online directory, and more! <http://alumniweb.seattleu.edu>.

To join the Albers Alumni Listserve, e-mail carpms@seattleu.edu.