

Albers Brief

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A Publication of News and Current Events
from the Albers School of Business and Economics

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SEATTLEU
ALBERS SCHOOL OF
BUSINESS AND ECONOMICS



Editor

Barb Hauke
haukeb@seattleu.edu

Dean

Joseph Phillips

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Seattle University
901 12th Ave.
P.O. Box 222000
Seattle, WA 98122-1090
www.seattleu.edu/albers

On the cover

Learning to make tortillas
in Guatemala.
Photo by Stephen Wong.



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Dean's Message

Globalization — it can sneak up on you. As I write this, I have just returned from the World Forum of the International Association of Jesuit Business Schools in Montevideo, Uruguay. I am also worrying about my trip to India later this month to visit the Xavier Institute of Labor Relations in Jamshedpur. And the development office wants me to go to China and Hong Kong in October.

What's one result of all this international travel? I went out and got my Global Entry pass — no one wants to wait in those immigration lines!

We're working harder to expand global experiences for our students. Study tours organized by our faculty members are one way. This edition of the *Brief* has an article by Barb Hauke describing our recent trip to Guatemala, organized by Adjunct Professor Aaron Thornburg and Economics Professor Meena Rishi. Although study tours are relatively short in duration, they have a powerful and lasting impact on students.

Since returning from Montevideo, I have been besieging our Global Engagement Office about possibilities for more semester abroad exchange agreements with other Jesuit universities around the world. They are getting sick of hearing from me. The reality is, the university will launch a huge expansion of semester-abroad opportunities for our students in fall, 2016. It's part of Goal One in the university's strategic plan!

It's not just about how globalization impacts the student experience. You can see it in our faculty research. Nearly half of the faculty publications highlighted in this *Brief* have an explicit global orientation to them!

You can't miss globalization in the Albers Executive Speaker Series. When leaders from PACCAR, Amazon, Blue Nile, and Holland America are on stage, the context and comments get very global very quickly! (If you are not from Seattle, you may not know that PACCAR makes trucks — like DAF — or Kenworth!)

Then there is the small matter that 30% of our undergraduate students are international students, and our graduate programs are close to that at 27%.

And it's not just about the university strategic plan — what about the Albers School strategic plan? Its initiatives include expanding global experiences for students and engaging our international alumni.

Yes, globalization is here. It's become part of everything we do. There is no avoiding it.

Joseph M. Phillips
Dean, Albers School of Business and Economics



UNSUNG LEADERSHIP

BY MARIA BAUERMEISTER, JON GREER, ANGELINA KALINOVICH, MEGAN PAHL, LAUREN ROCHHOLZ, AND BARRY WILSON

Meeting Seattle CEOs and business leaders who model the kind of leadership to which Seattle University MBA students aspire is a powerful experience and goal of the Leadership Formation Certificate. Not only did the students meet and interview leaders, they were also responsible for selecting their top three choices to be honored, which provided excellent practical learning opportunities. That's the concept behind Leadership Formation, a two-quarter, two-course elective that has been offered in the MBA program at Seattle University's Albers School of Business and Economics since 2010.

Taught by Associate Professor of Management Dr. Jennifer Marrone, Leadership Formation asks students to identify and recognize unsung leaders in the Seattle area who are working to make a positive social impact on the greater Seattle community. The curriculum was inspired by the similar mission of the national Opus Prize, organized by 11 U.S. Catholic universities, including Seattle University. This year, students selected the following honorees:

- **Sally Bergesen**, CEO of Oiselle, a women's athletic apparel company that has set out to change limiting stereotypes about female athletes
- **Steve Butcher**, founder of the Not-Just-For-Profit business model and CEO of Brown Paper Tickets, a ticketing service that offers transparent fees for ticket buyers, donates 5 percent of its profits to charity, and provides each of its employees one paid week off to volunteer with charities of their choice
- **Todd Dunnington**, CEO of Skills, a large nonprofit aerospace supplier with 620 employees that trains,

employs, and serves persons with disabilities

Along with identifying the honorees, students also must decide on and complete a project that will recognize them. This year's cohort decided to write an academic paper featuring the honorees for publication in a scholarly journal and raise funds to attend the Association of Leadership Educators conference in Washington, D.C., in July. The student-driven nature of the course allows for a diverse selection of leaders and recognition projects; for example, previous cohorts have raised funds for awards presentation ceremonies and made videos about their leaders. The Leadership Formation experience offers students a threefold view of leadership: Assigned readings and class discussions introduce students to different leadership styles. Meetings and interviews with local professionals allow students to hear stories of leadership styles and development. Finally, the recognition portion of the course challenges students to put into action what they've learned about leadership.

The Leadership Formation students learned many important lessons during their time in the program. While interviewing her leader, Maria Bauermeister realized that it is "important to not only identify the strengths you have at the table but to also identify what strengths are missing... you want to set people up for success by giving them tasks that they feel comfortable doing and recognize what strengths you are missing, so you can find the resources you need in order to make your plan successful." Barry Wilson's leader "inspired me to work towards being aware of the social impact and humility aspects of being a



2015 GLFC COHORT, LEFT TO RIGHT: BACK ROW: JON GREER, BARRY WILSON, FRONT ROW: MEGAN PAHL, LAUREN ROCHHOLZ, MARIA BAUERMEISTER, ANGELINA KALINOVICH

The student-driven nature of the course allows for a diverse selection of leaders...

leader that I did not previously feel were as important as leadership and business acumen in today's business world."

The students were able to apply the leadership theories learned in class to the project as they worked in self-designed and -directed teams practicing and experimenting with their leadership. This enabled them to develop an effective team, where each member was accountable and engaged. As Jon Greer put it, "Being presented with leadership theory and the opportunity to practice and reflect on it has been tremendously educational...the diversity of responses to leadership styles and my teammates' candidness with it has helped me gain perspective on how others would like to be led." Lauren Rochholz confirmed that this exercise was "a trigger for [my] leadership development, especially in the context of working in a self-designing team where everyone has a turn to lead."



ALBERS FACULTY RESEARCH NEWS

Matt Isaac's (Assistant Professor of Marketing) paper, "The Sleeper Framing Effect: The Influence of Frame Valence on Immediate and Retrospective Judgments," co-authored with Morgan Poor (University of San Diego), has been accepted for publication in the *Journal of Consumer Psychology*.

Vladimir Bejan's (Assistant Professor of Economics) paper, "Examining the Effect of Repressive and Conciliatory Government Actions on Terrorism Activity in Israel," co-authored with William Parkin (Department of Criminal Justice), has been accepted for publication in *Economic Letters*.

Bonnie Buchanan's (Associate Professor of Finance) article, "Securitization: A Financing Vehicle for All Seasons?" has been accepted for publication in the *Journal of Business Ethics*.

Eric Wehrly's (Instructor of Finance) paper, "The Market Value and Reputational Effects from Lost Confidential Information," has been accepted for publication by the *International Journal of Financial Management*.

Carlos De Mello-e-Souza's (Associate Professor of Accounting) paper, "Circles

of Ethics: The Impact of Psychological Proximity on Moral Reasoning," co-authored with Cristina De Mello-e-Souza Wildermuth (Drake University), has been accepted for publication in the *Journal of Business Ethics*.

Colette Hoption's (Associate Professor of Management) paper, "It Doesn't Add Up: Comparing Daily and General Leadership Ratings," has been accepted for publication in *Leadership*.

Peter Raven (Professor of Marketing) and **Quan Le's** (Associate Professor of Economics) paper, "Teaching Business Skills to Women: Impact of Business Training on Women's Microenterprise Owners in Vietnam," has been accepted for publication in the *International Journal of Entrepreneurial Behavior & Research*.

Chips Chipalkatti (Professor of Accounting) and **Meena Rishi's** (Professor of Economics) article, "Sustainable Development in India: Balancing Poverty Alleviation, Economic Growth and Reduced Carbon Emissions," has been accepted for publication in the *International Journal of Social Entrepreneurship and Innovation*.

Gareth Green (Associate Professor of Economics) and **Stacey Jones's** (Instructor of Economics) article, "Teaching Real-World Applications of Business Statistics Using Communication to Scaffold Learning," co-authored with John Bean (Department of English), has been accepted for publication in *Business and Professional Communication Quarterly*.

Quan Le (Associate Professor of Economics) and **Peter Raven's** (Professor of Marketing) paper, "An Assessment of Experiential Learning of Global Poverty Issues through International Service Projects," has been accepted for publication by the *Journal of Teaching in International Business*.

Suzanne De Janasz's (Thomas F. Gleed Chair of Business Administration) chapter that will appear in *The Oxford Handbook of Work and Family*, "Communicating Work-Family Research beyond Academia for Thought Leadership and Impact," co-authored with Monique Valcour (EDHEC), has also been published on *Oxford Handbooks Online*.



We're on the Move

Actually, it's our Eastside campus that's on the move. Beginning in September, Bellevue classes will be held at 200 112th Ave. NE in downtown Bellevue. A much more central location, the new building offers free parking and is close to the Bellevue Transit Center.

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>.

CONNECT WITH US

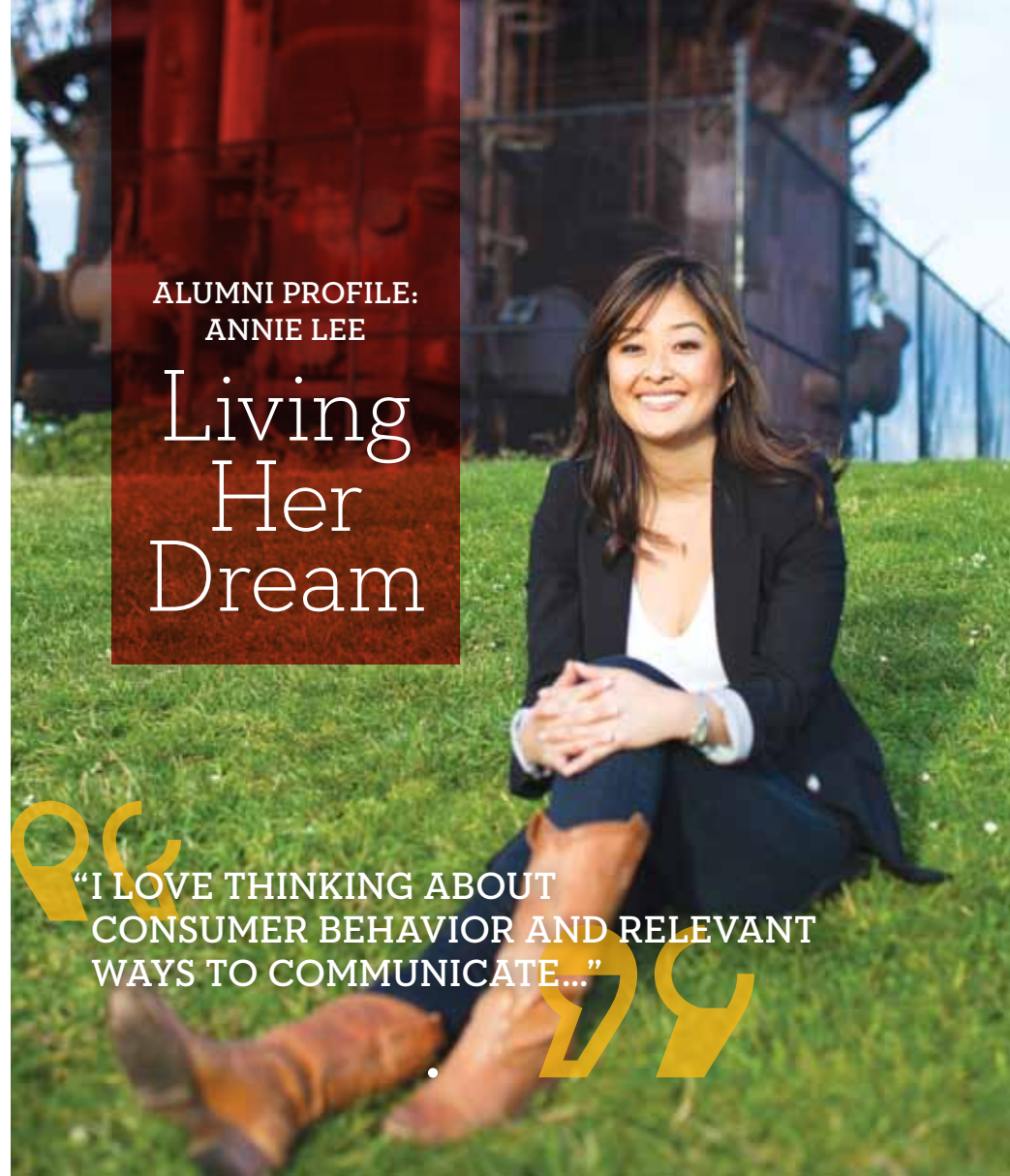
Follow us on our social media sites for updates on speakers, events, and news. Engage in discussions and networking opportunities. If you have ideas on what you would like to see on one or more of these sites, please email Barb Hauke at haukeb@seattleu.edu.



What major would you pursue in college if you wanted to do something creative in your career? Many people would immediately think of something in the arts. Albers alumna Annie Lee initially took that path, majoring first in Fine Arts with a focus in Digital Design. “It took me a few majors,” she said, “to discover marketing as a true passion.” She finds marketing to be the perfect balance of art and science. “I love thinking about consumer behavior and relevant ways to communicate, while using data to inform decisions and improve our work.”

After graduating from Seattle University in 2005 with a BA in Business Administration (Marketing), Lee worked at Microsoft for a few years helping brands advertise on MSN.com and Bing before deciding she was more interested in the consumer side of marketing than B2B. She was intrigued with the newly emerging digital advertising channels as a way to “influence the way we communicate,” Lee said. She decided to get a Master of Communication in Digital Media degree at the University of Washington.

Lee then joined Amazon “to experience the world of e-commerce,” she said. Among the many things she learned there were “the value of content and merchandising and, most importantly, putting the customer first.” All these experiences laid the foundation for her move to Pinterest which, according to its website, is “a visual discovery tool that you can use to find ideas for all your projects and interests.” Lee joined when Pinterest was still a fairly small company, so she’s had the opportunity to work in a number of different positions and directly impact the growth and marketing efforts. Now, as Marketing Manager, she’s leading the Content Marketing team and overseeing editorial efforts across consumer



ALUMNI PROFILE:
ANNIE LEE

Living Her Dream

“I LOVE THINKING ABOUT
CONSUMER BEHAVIOR AND RELEVANT
WAYS TO COMMUNICATE...”

channels. Her career goal has always been to love what she does and look forward to getting up every morning for work. Even though she realizes that not every day is perfect in any situation, she is now working in her “dream job.”

While a student, Lee was very active on campus. In fact, she describes herself as “kind of addicted to campus activities during my time at SU.” She was an Orientation Advisor, worked on “Search for Meaning,” went on a service trip to Belize, and volunteered with a couple of multicultural clubs. She was also a member of the chapel choir before relocating to San Francisco for her opportunity at Pinterest.

Although she was born in Seattle, Lee grew up in Seoul, Korea; Georgia; and Hawaii. Most surprising for those

who don’t know her very well would be that “English is my second language!” she said. She moved back to the Pacific Northwest for college and ended up living here for 11 years until her move to San Francisco in 2012. Lee chose Seattle U for school because she was looking for a college that was small enough for “meaningful classroom interactions,” in a city she wanted to thoroughly explore.

Not surprising, Lee is very active. She loves running outdoors, traveling internationally, rooting for the Seahawks, and cooking for friends and family. In her next career, she plans to open a restaurant. “Everyone is invited!” she said.



ALBERS EXECUTIVE SPEAKER SERIES

Can't attend a speaker
event? Podcasts are
available at:
[http://www.seattleu.edu/
albers/news-events/
speaker-series/](http://www.seattleu.edu/albers/news-events/speaker-series/)

BELOW LEFT:
BILL RUCKELSHAUS
PRESIDENT & CEO,
BLUCORA

CENTER:
ADRIAN HANAUER
CO-FOUNDER &
GENERAL MANAGER,
SEATTLE SOUNDERS FC

RIGHT:
JEFF WILKE
SENIOR VICE
PRESIDENT OF
CONSUMER BUSINESS,
AMAZON.COM

Value Creation and the Internet Economy

When Bill Ruckelshaus, President & CEO of Blucora, was appointed into his current position in 2010, his father told him good luck. He then went on to tell him that most CEOs do not last more than four or five years and usually end up leaving for health reasons. On top of that, he said that everybody in the company would grow sick of him. Five years later, Ruckelshaus is going strong and is overseeing a company that has grown from one business, InfoSpace, into three businesses after acquiring TaxAct and Monoprice. Though the businesses are in three discreet industries, they all center on a common theme. Ruckelshaus describes this as, "They leverage the web to bring information and solutions to confident, value-seeking customers."

The technology marketplace is changing rapidly, fueled by innovation and market disruption in mobility, cloud-based software, and global connectivity. The challenge is to create a product or service that can take advantage of what is going on in this area and create value for customers while remaining relevant in its offerings. Ruckelshaus defines value creation as "something that is sustainable and important for your stakeholders." He describes success as "getting things right over and over again while at the same time organizing for success."

The three major questions that Blucora asks when evaluating its products are:

- What are the market opportunities we face?
- Do our products represent step-function improvements over the alternative?
- Are we managing dependencies the way we bring our solutions to market?

Culture and leadership are most important in positioning a company to compete. At Blucora, the leaders promote two key values:

- Clarity of objective: Regularly communicate your objectives clearly.
- Distributive leadership: Allow business unit teams reasonable autonomy.

Ruckelshaus closed his talk with advice to the students. "I want to emphasize the critical importance of having fun in what you do," he said.



The Story Behind Seattle Sounders FC

According to Adrian Hanauer, co-founder and former General Manager of Seattle Sounders FC, “a ton of things had to come together” to make it the successful organization it is today. The management team was able to “knock it out of the park” across 20 critical areas. Some of these things were in its control, some were not, but luck and timing also played an important role in its ultimate success. High on the list of successes were:

Timing: At the time the founders were first discussing bringing a professional soccer team to Seattle, there was already a fan base for soccer here through the success of Seattle’s North American Soccer League team. In addition, the other sports teams in the area were not doing well, and the Sonics were about to leave town.

Diverse Ownership Team: The ownership group had a great deal of diversity and each one brought something special to the organization.

Strong Management: Fortunately, Paul Allen provided his Seahawks senior management to the Sounders. The Seahawks were very well managed and had the bandwidth to take on a new project, so the management team that started the Sounders was very strong and deep.

“Democracy in Sports”: Fan engagement and stakeholder status, not just ticket holders, is an important goal to the ownership team. Unique in the United States, Sounders fans are included in major decision-making in the organization.

Unique Targeting: Instead of primarily going after the youth soccer kids and their parents, as was the norm with other teams, the Sounders successfully targeted “a younger demographic of sports fans who were the people out in the pubs, people playing adult sports, people with first or second jobs who wanted and had the available emotional energy and, quite frankly, the time to become season ticket holders,” Hanauer said.

Good Recruiting: The Sounders were able to build a good team and have been investing in youth.

Leaders in Technology: True to their Seattle roots, the Sounders have led other sports teams in technology, including having launched one of the first apps in major league soccer and implementing MatchPass, which allows for paperless entry to the stadium and a better fan experience.

Amazon.com: Our Peculiar Leadership Principles

The “frantic, chaotic growth” that occurred during the early stages at Amazon.com “would not yield robust scale but did give us the first sequences of our DNA,” said Jeff Wilke, Senior Vice President of Consumer Business. “Today,” he went on, “I would argue that our leadership principles really codify our DNA.” Those leadership principles are outlined very clearly and concisely from the start with new employees.

Among the 14 principles of leadership Amazon uses that have made the company the powerhouse it is today are:

Customer Obsession: Leaders work vigorously to earn and keep customer trust. “We expect leaders to start at the customer and work backwards,” said Wilke. “Although leaders pay attention to competitors, they obsess over customers.”

Long-term Thinking & Ownership: Leaders think long-term and “don’t sacrifice long-term value for short-term results,” according to Wilke. They work for the entire company, not just their team. They never say “that’s not my job.”


Invent & Simplify: Leaders expect and require innovation and invention from their teams and always look for ways to simplify. They look outside as well as inside for ideas; “not invented here” is not a limitation.

Bias for Action: In contrast to many large companies, leaders at Amazon are encouraged to take calculated risks. Speed matters in business and many decisions and actions are reversible, so the leaders are encouraged to act quickly, many times without extensive study.

Vocally Self-Critical: Wilke’s favorite line in the leadership principles is, “Leaders do not believe their or their team’s body odor smells of perfume.” Leaders identify problems or information, even if it is embarrassing or awkward. They benchmark themselves and their teams against the best.

Have Backbone, Disagree, & Commit: Amazon is not a company of “yes-men.” It expects its leaders to respectfully challenge and disagree, even if that is an uncomfortable stand to take.

Are Right, A Lot: Leaders are expected to have strong business judgement and good instincts, and to exercise them every day. “In fact,” said Wilke, “at one point we stopped to ask if there should be just one leadership principle. Leaders Are Right, A Lot.”



INSIDE AN ALBERS STUDY TOUR

BY BARB HAUKE

An erupting volcano; a visit to the fields of a coffee cooperative; a home-stay with a Mayan family. These are not common experiences in an economics or international business class. But they were some of the highlights of GuateAbroad Summer 2015, the Albers Study Tour to Guatemala June 27-July 6, 2015.

A class on Cultural Intelligence and Global Business Communications was led by Adjunct Professor Aaron Thornburg. Central American Development Economics was led by Meena Rishi, Professor of Economics. They joined forces to make their classes hands-on and memorable. The program was designed to offer three distinct types of experiences: introduction to a rich and diverse culture, interaction with organizations and businesses operating out of Guatemala, and exposure to the juxtaposition of life between the affluent and the extremely poor.

The trip started in Guatemala City, a large, anonymous Latin American city with a very high crime rate. During a city tour by bus, we were exposed to the extremes of Guatemala, from the poorest of poor in an area called La Limonada, to the “mall” featuring high-end stores targeted at the wealthy and tourist population. While the contrasts would have been stunning to hear about in a classroom in the U.S., seeing them first-hand was an unsettling experience. Fortunately, we had the opportunity to reflect and process this experience in small discussion groups later, a daily activity throughout the trip.

From Guatemala City, we took an hour bus ride to Antigua, a charming UNESCO World Heritage Centre founded in the early 16th century. The look and feel of this former capital of Guatemala (before it was destroyed by a devastating earthquake in 1773) is 180° from Guatemala City, with its cobblestone streets amid ruins preserved after numerous earthquakes, volcanic eruptions, and floods. Antigua is also a city of contrasts. We visited the shop of an American ex-pat (from Seattle, no less!) who established a business making women’s shoes and accessories using only handmade materials. Her goal is to provide jobs to “talented and deserving individuals and promote economic growth in the developing world,” according to the website.

We had the opportunity to visit a cooperative of Mayan women who are working together to preserve the weaving techniques of their ancestors and contrast that with a tour of one of the largest textile makers in the country. A hike into the growing fields of a coffee cooperative to learn about how coffee is grown and processed was a real eye-opener into the complexity of the business of coffee and the pros and cons of free trade.

Continued on page 10



DOING WHAT HE LIKES

Although not particularly interested in studying business per se, Carl Obermiller, professor of marketing and chair of the Department of Marketing, is fascinated by the role of business in society and in consumer psychology. He considers himself a social scientist who wants to know the “how and why of people” and “how we know things.” Obermiller’s areas of expertise are information processing, consumer responses to advertising, scale development, and research design. “I like to figure things out,” he said.

Obermiller did not start out to be a marketer. He began working on a PhD in English and taught high school, but was not finding that to be his calling. A friend of his was in a marketing doctoral

scientific questions,” he said. He developed the course Marketing and Social Issues to encourage students to examine various ways in which marketing can contribute positively or negatively to social problems. One aspect of this is the effect of marketing on happiness and materialism. Explains Obermiller, “Does marketing make people buy things they don’t need and, ultimately, contribute to an unending spiral of wanting, buying, wanting more that is the worst form of materialism? Or, does marketing respond to consumer needs, raise the standard of living, and make people happy?”



According to Obermiller, he has been “fortunate enough my entire life rarely to be required to do other than as I like.” He likes his work, but also has other interests. He is an accomplished tennis player and was a teaching pro for a few years.

In addition to biking, reading, watching TV, baseball, and skeet shooting, Obermiller has an interest in restoring 17th-century Georgian troikas. (Google them and you will learn something about Carl’s sense of humor!) While claiming not to have passions, he does have strong feelings about “beer, wine,

HE CONSIDERS HIMSELF A SOCIAL SCIENTIST WHO WANTS TO KNOW THE “HOW AND WHY OF PEOPLE” AND “HOW WE KNOW THINGS.”

program and suggested that Obermiller try that route. He enrolled at Ohio State University, but almost quit after two quarters of MBA core courses. Fortunately, he said, “I was saved by my eventual thesis advisor,” who put him to work on some experimental research he was doing in the psychology department.

Obermiller soon developed an appreciation for the practice of marketing. His favorite courses to teach are Buyer Behavior, Marketing Research, and Marketing and Social Issues. He considers the first two “the closest marketing gets to science and

Curiosity about those questions in turn led to Obermiller’s keen interest in sustainability. As a result of his work in that area, he co-chaired Seattle University’s first President’s Committee on Sustainability, which was created to oversee the teaching of sustainability to students across campus. He helped develop a measuring tool to assess the progress on this and, as a result, the committee has assessed sustainability literacy of incoming freshmen, as well as faculty and staff, for the last three years. “I was pleased to observe,” he wryly noted, “that faculty score higher than students.”

chocolate, topspin backhands, throwing to the right base, the difference between ‘that’ and ‘which,’ Elmore Leonard, Lucinda Williams, Starbucks, and Albers.” And what are those strong feelings about the Albers School? “When I interviewed at Albers, I was struck with the sense that it was a welcoming, supportive, place. People here care about other people. I’ve never thought I was the best person for Albers, but I’ve always thought that Albers was the best place for me.”





DID YOU KNOW THAT ALUMNI ARE WELCOME TO PARTICIPATE IN STUDY TOURS WHEN SPACE IS AVAILABLE? FOR INFORMATION ON UPCOMING STUDY TOURS, GO TO [HTTP://WWW.SEATTLEU.EDU/ALBERS/PROGRAMS/STUDY-ABROAD/](http://www.seattleu.edu/albers/programs/study-abroad/).


INSIDE AN ALBERS STUDY TOUR (CONTINUED FROM PAGE 8)

As in any country, there are varying opinions on how to approach the problems in Guatemala. This was highlighted by two visits. The first one was to a university in Guatemala City where we listened to the dean of the business school tell us that, in his opinion, "The only solution for Guatemala is a revolution." He believes that outside aid, including NGOs, is harmful to the economy because it takes the responsibilities of change and improvement off the government. The other visit was to Eco Filtro, an entrepreneurial business that makes water filters and is trying to impress upon the people of Guatemala the importance of clean water to the lives of their children. The owner saw an important need in the country and is trying to provide a solution to it in the absence of governmental action.

The final leg of our journey was by bus and then boat to the beautiful little Mayan town of San Juan la Laguna on Lake Atitlán. There, we stayed with local families who welcomed us into their homes with warmth and graciousness. There is no way to duplicate an experience like this in a classroom, and with the help of Magic Carpet Rides, an NGO owned and

operated by Orcas Island ex-pats, we were able to interact with the locals on a deeper level. We brought Frisbees to an elementary school, where we taught the students how to throw them and then played Frisbee with them. We were also fortunate enough to meet with a cooperative of women weavers who are using microfinance loans from the Grameen Bank to fund their businesses. Finally, we met with the local head of an organic farming micro-enterprise who is trying to restart its business after failing to convince the local farmers that the time-intensive labor required to grow produce organically was necessary for the health of their children and families. In smaller groups, we brainstormed ways to help him establish and grow his business into a sustainable enterprise. Then it was off to the fields, literally, where we weeded, watered, made growing beds, mixed fertilizer, and more as part of our service learning experience.

This was an experience of a lifetime. For the students, it was an amazing way to round out their education. For a "guest" on the trip (me), it was a fulfilling way to learn about a new country from a totally different perspective.



The Albers School of Business and Economics Presents

BUSINESS INSIGHTS

SPEAKER
SERIES

The Albers Business Breakfast tradition continues as Business Insights with three great programs slated for 2015-2016. Join us from 7:00 to 9:00 a.m. for networking, news, and nourishment.

Register online at: <http://www.seattleu.edu/albers/alumni/>

October 16, 2015
David Shultz
Global Program Leader, Drug Development Program, PATH
Global Heat: Everyone's Business

TBD, 2016
Dr. Nela Richardson
Chief Economist, Redfin
Economic Outlook for 2016

May 4, 2016
Dr. Jeffery Smith
Frank Shrontz Chair of Professional Ethics
Business Ethics Week



HARRIETT S. STEPHENSON BUSINESS PLAN COMPETITION – ENTER OR JUDGE!

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SEATTLE UNIVERSITY WINE TASTING

ALBERS ALUMNI ASSOCIATION BOARD • COMMENCEMENT RECEPTION

NEW STUDENT RECEPTION • SUPPORT SCHOLARSHIPS

WESLEYAN ALUMNI DAY OF SERVICE • THE ALBERS BRIEF

WESLEYAN UNIVERSITY DEGREE

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YOUR Albers Alumni Association

CONNECT...
FOR YOUR CAREER

ENGAGE...
FOR A LIFETIME

SERVE...FOR YOUR
COMMUNITY

A Community with Shared Values

PLAY...FOR A PURPOSE

EDUCATE...FOR THE
NEXT GENERATION

You're already a member! As a graduate of Albers, you're already a member of the Albers Alumni Association. Check out all the upcoming alumni activities at <http://www.seattleu.edu/albers/alumni/>.

Join Albers on Linked-In, Facebook, and Twitter. Call Rob Bourke at 206-296-2277 to learn more.



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MARK YOUR CALENDARS

ALBERS EXECUTIVE SPEAKER SERIES

Events are held in Pigott Auditorium from
5:30-6:30 p.m. (unless otherwise posted)
Free and open to the public

Alan Mulally

Former President & CEO, Ford Motor Co.
Former CEO, Boeing Commercial
Airplanes

Wednesday, October 28, 2015

Jamie Nordstrom

President of Stores, Nordstrom

Thursday, November 12, 2015

Dan Price

CEO, Gravity Payments

Thursday, January 21, 2015

Colleen Brown

Board Chair, American Apparel

Tuesday, February 16, 2015

ALBERS PLACEMENT CENTER EVENTS

Albers Mentor Fair

Friday, October 2, 2015

6:00 – 8:00 p.m.

PACCAR Atrium, Pigott Building

Kick-off event for the Albers Mentor
Program

Business & Engineering Career Fair

Tuesday, October 20, 2015

11:00 a.m. – 2:00 p.m.

Campion Ballroom

Alumni are welcome to attend all campus
career fairs to connect and engage with
employers

Internship Fair

Thursday, February 11, 2016

11:30 a.m. – 1:30 p.m.

Campion Ballroom

Albers Career Night

Tuesday, February 23, 2016

6:00 – 7:30 p.m.

Student Center 160

Networking reception for undergrads to
connect with employers and Albers alumni.

More info on these events or need help
with career advising? Contact the Albers
Placement Center at 206-296-5687 or
apc@seattleu.edu

GRADUATE PROGRAMS INFORMATION SESSIONS

Seattle

October 10, November 17, December 10

Bellevue

October 6, November 12, December 1

For details on these information sessions
and future ones, and to RSVP, go to <http://www.seattleu.edu/albers/news-events/infosessions/>.

FAMILY BUSINESS EXCHANGE

Monday, October 12, 2015

4:30 – 7:30 p.m.

Casey Commons (CASY 500)

Dean Allen of McKinstry will share the
unique succession challenges in family
business – including the leadership roles of
non-family employees.

Please register for this FREE event at
<http://conta.cc/1MmLPxl>.

BUSINESS INSIGHTS BREAKFAST

Friday, October 16, 2015

7:00 – 9:00 a.m.

Student Center 160

Register online at: <http://www.seattleu.edu/albers/alumni/>.

SAVE THE DATE!

ALBERS CRAB FEED

Saturday, March 12, 2016

Now Open to Alumni!

EMOTIONAL INTELLIGENCE DOLOMITES EXPEDITION

September 2016

This program takes leadership develop-
ment beyond the bounds of the usual
classroom setting to the magnificent Italian
Dolomites. This is not a class on the theory
of emotional intelligence – you will learn by
doing, practicing, failing, and repairing. The
course helps you see and know yourself
better and communicate effectively to
engage, inspire, and support others.

For more information on the September
2016 programs offered, please go to
<https://www.seattleu.edu/albers/programs/study-abroad/italian-dolomites/>.