In response to the changing economic environment and developments in the accounting and finance industries, Albers is introducing a new Business Valuation Specialization for Master of Professional Accounting (MPAC) and Master of Science in Finance (MSF) students and a new Post-Graduate Certificate of Business Valuation for professionals with a master’s degree from an AACSB accredited school. This is the first program in the country that focuses specifically on valuation and reporting of intangible assets.

**NOW’S THE TIME**

Last year, the Albers School held a conference on acquisitions-related balance sheet valuation challenges. As a result of this conference and subsequent conversations with professionals, it became apparent that there will be increasing demand for practitioners who have in-depth knowledge of both finance and accounting. Driving this need is the increasing use of fair value estimates on balance sheets in corporate annual reports and SEC filings. This trend will only increase in the future as accounting standards migrate from U.S. rules to International rules.

**ADDRESSING A NEED**

The availability of professionals capable of determining and analyzing appropriate fair value measures used in financial statements does not meet the demand. What is needed is either accounting professionals with a thorough grounding in finance or finance professionals with a deep understanding of accounting.

“Traditionally, accountants graduate with limited finance knowledge and finance professionals have limited accounting knowledge. The new graduate specialization and post-graduate certificate are designed to bridge this huge gap,” said Chair of the Department of Accounting, Dr. Bruce Koch. Koch and Dr. Fiona Robertson, Chair of the Department of Finance, have been championing these new additions to their departments along with Dr. Peter Brous, professor of finance, and Dr. “Chips” Chipalkatti, professor of accounting.

**PROGRAM REQUIREMENTS**

To earn a Business Valuation Specialization, students in the MPAC and MSF programs must take one or two extra classes in addition to their master’s course requirements. New courses developed for this specialization include FINC 560, Business Valuation, FIN 554 (revised course), Valuing Intangible Assets, and FINC/ACCT 565, Valuation for Financial Reporting.

The Post-Graduate Certificate in Business Valuation program is designed for students to expand their knowledge of accounting and finance. The chairs of the accounting and finance departments will tailor a program for a certificate candidate of six or more courses that include FINC 560 and FINC/ACCT 565. The remaining courses will be based on the candidate’s academic background. These courses will fill any gaps necessary for successful completion of the program.

Both the Business Valuation Specialization and the Post-Graduate Certificate in Business Valuation are scheduled to start in the 2009/2010 academic year.
DEAN’S MESSAGE

All universities are concerned about how the economic crisis is impacting students. For this academic year, our students and their families appear to be making it through, but we are very concerned about what will happen in the fall. Will lost jobs, reduced access to credit, and falling property values combine to force students to drop out or not enroll at SU? We do not yet know the answer to this important question.

As luck would have it, the Albers School has been working hard to raise scholarship funds for our students, particularly our graduate students, who receive very little scholarship funding. The results of this work are showing up at just the right time. For example, we had over $20,000 in new scholarship dollars from several different scholarship funds become available this year. The Albers Alumni Board, through their Crab Feed and Golf Tournament events, was able to provide $20,000 this year in scholarship funds to Albers students. As part of the SU Capital Campaign — *For the Difference We Make* — we have raised over $750,000 in endowment scholarship funds for graduate students. Those endowed funds will soon make a difference in the lives of our students, but more scholarship support is still needed!

With the economic outlook uncertain, we ask you to consider making a contribution to provide scholarship assistance to needy students in the Albers School. We want to insure that financial difficulties do not keep a student from finishing her or his degree program. The easiest way to make a contribution is on the university website. In the Comment section, please indicate it is for scholarships for Albers students. Alternatively, you can contact Gail Yates at yatesg@seattleu.edu or 206-296-6115.

We are very grateful to all of you who have already made a financial contribution to the Albers School, and those of you who have really stretched for us are recognized later in this edition of the Brief. Thank you for your continuing support! As always, I welcome your feedback and suggestions. You can reach me at phillipsj@seattleu.edu.

ALBERS PEOPLE

GREG PRUSSIA’S (Professor of Management) article, co-authored with Frances Ryan (University of Nevada at Reno), Meg Virick (San Jose State), Jaron Harvey (University of Oklahoma), and Juliana Lily (Sam Houston State), “Life After the Layoff: Getting a Job Worth Keeping,” has been accepted for publication in the *Journal of Organizational Behavior*.

MARC COHEN (Assistant Professor of Management) and JOHN DIENHART’S (Professor of Management) article, “Rational and Emotional Regard for Others,” has been accepted for publication by the *Business Ethics Quarterly*.

BRUCE KOCH’S (Professor of Accounting) paper, “ERP Systems and Internal Audit,” co-authored with Aditya Saharia (Fordham University) and Robert Tucker (University of Florida), has been accepted for publication in *Issues in Information Systems*.

PETER RAVEN’S (Associate Professor of Marketing) article, “Hope among Franchise Leaders: Why Hope has Practical Relevance to Franchising – An Exploratory Study,” co-authored with Dianne Welsh (University of Tampa), has been accepted for publication by the *Canadian Journal of Administrative Sciences*.

TERRY FOSTER (Assistant Professor of Business Law) and SELDEN PRENTICE’S (Senior Lecturer of Business Law) article, “The Promise of Confidentiality in Mediation: Practitioners’ Perceptions,” will appear in the Spring, 2009 edition of *The Journal of Dispute Resolution*, published by the University of Missouri-Columbia School of Law.

JOT YAU’S (Professor of Finance) book, co-edited with Hung-Gay Fung (Missouri at St. Louis) and X. Eleanor Xu (Seton Hall), *Advances in International Investments: Traditional and Alternative Approaches*, was recently published by World Scientific. He has also co-authored a chapter on socially responsible investing with Albers MBA alumna, Sheryl Law, Founder of Peregreen Group, a financial research and analytics firm specializing in socially responsible investing and corporate sustainability.

STACEY JONES’S (Senior Lecturer of Economics) paper, “Dynamic Social Norms and the Transformation of Women’s Higher Education, 1965 – 1975,” has been accepted for publication in *Social Science History*.

MEENA RISHI’S (Associate Professor of Economics ) article, Global Financial “Fixes”: A Political Economy Perspective,” co-authored with Albers student Kathryn Burruss, has been accepted for publication in a special issue of the *India Economy Review*.

QUAN LE’S (Assistant Professor of Economics) article, “User Fees and Health Service Utilization in Vietnam: How to Protect the Poor?” co-authored with Huyen T. Dao, (Center for Community Health Strategy, Hanoi) and Hugh Waters (Johns Hopkins), has been accepted for publication in *Public Health*.

JAMES LEE’S (Genevieve Albers Visiting Fellow) article, “Migrating Legacy Systems in the Global Merger & Acquisition Environment—Teaching Case,” co-authored with P. Katerattanakul (Western Michigan), H. Kam (North Central Michigan), and M. Torian (Western Michigan), has been accepted for publication in the *Journal of Information Systems Education*.

CHAUNCEY BURKE (Assistant Professor of Marketing) and CARL OBERMILLER’S (Professor of Marketing) article, “Sustainable Business as a Marketing Strategy,” co-authored with April Atwood (University...
ALUMNUS PROFILE

CATCHING UP WITH TOM CAPTAIN, MBA ’79

If you have a question about aerospace and defense, Tom Captain is the man to ask. Having spent the past 28 years at Deloitte Consulting LLP, Tom was recently named vice chairman and global leader of Deloitte’s Aerospace and Defense (A&D) industry group. His primary responsibilities include providing deep industry insights and experience to their audit, tax, consulting, and financial advisory clients. He specializes in strategy, operational improvements, product development, and program management across multiple functions.

With a job like that, Tom had better be an expert in his field, and he is. Being one of the most experienced leaders in the A&D industry, he has contributed numerous articles to industry publications, spoken at conferences and symposiums, moderated panels, and been cited in a plethora of articles.

Tom seemed to know early on that he wanted to go into management consulting as a profession. What attracted him was “the high profile problem solving nature of the work, the diversity of client assignments, and the ability to make a real difference in a short time using the capabilities you had to offer in analytic skills, creativity, ingenuity, influence, and interpersonal abilities.”

According to Tom, “The most important contribution I participated in as a consultant is the assignment for the State of Washington to help win the hotly contested nationwide site selection award for the Boeing 787 Dreamliner final assembly location in 2003. With the passage of the a $3.2 billion economic incentive package for the statewide aerospace industry by the legislature, the state prevailed over stiff competition from Alabama, North Carolina, and South Carolina, to keep Boeing’s airplane assembly business in Puget Sound for decades to come. I was fortunate to work with a great team.”

Starting out at Arthur Anderson Advisory Services after college, Tom was working there when he fulfilled his long time plan of getting an advanced degree. Having earned a liberal arts degree at the University of Washington, Tom chose the Albers School of Business and Economics for his MBA (1979) because of its part-time program at night. The MBA gave him a solid foundational understanding of business, finance, and economics. He has also completed the executive education program at the University of Pennsylvania, Wharton School of Business.

When asked about particular classes or instructors that stood out for him at Albers, Tom said, “Kahlil Dibee’s classes in finance were enlightening.” He went on to say, “…and we must take this opportunity to thank Dave Titius for the difference he has made in so many lives and all the great work he has accomplished over his distinguished career in academia.”

When not working, Tom loves to travel, but he also participates in a number of professional, civic, and community programs. In addition to being on the Albers Dean’s Executive Advisory Board, Tom has contributed to the Puget Sound Regional Council’s Prosperity Partnership Aerospace Competitiveness Initiative, and is a member of the Patrons of Northwest Civic & Charitable Organizations Board of Directors, a former trustee of the Museum of History and Industry’s board, and a past president of the Institute of Management Consultants, Pacific Northwest Chapter.

With such a busy schedule, Tom, a Northwest native from Tacoma, still has time to spend with his wife, Cynthia, and children Evan, who is studying at Quest University, and Lena, a student in the Mercer Island School District.

ALBERS PEOPLE, CONT’D

HOLLY SLAY’S (Assistant Professor of Management) co-authored study that appeared in Human Resource Management, “The Effect of Explanations on Prospective Applicants’ Reactions to Firm Diversity Practices,” received a write up in the October, 2008 issue of HR Magazine, the widely read journal of HR professionals. Their study found that employers pitching diversity to recruits must alter the message across different racial groups in order to be effective.

GREG PRUSSIA’S (Professor of Management) paper, “Connectivity and Leadership: The Influence of On-line Activity on Closeness and Effectiveness,” co-authored with Darl Kolb and Joline Francoeur (both at the University of Auckland), has been accepted for publication in the Journal of Leadership and Organizational Studies.

BRUCE KOCH’S (Professor of Accounting) article, “The Interaction of Accountability and Post-Completion Audits On Capital Budgeting Decisions,” co-authored with Neil Wilner and Alan Mayper (North Texas), has been accepted for publication in the Academy of Accounting and Financial Studies Journal.

of Washington), has been accepted for publication in Business Perspectives.

DAVID ARNESEN (Associate Professor of Business Law) and BILL WEIS’S (Professor of Management) article, “Saving American Business: Changing the Culture of Corporate Leadership Beyond the Next Quarter’s Profit,” has been accepted for publication in the Journal of Business Leadership.

MARC COHEN’S (Assistant Professor of Management) paper, “The Two-Stage Model of Emotion and the Interpretive Structure of the Mind,” has been accepted for publication in The Journal of Mind and Behavior.
FACULTY PROFILE

FRED DEKAY – ENJOYING LIFE AT ALBERS

Being a professor was not one of Albers Associate Professor Fred DeKay’s early career aspirations. He was more interested in consulting and government service. In fact, DeKay was setting up a consulting business with a group of other economists when he and a colleague were offered a job-sharing teaching position for the 1978-1979 academic year at Albers. They had applied for the job to tide them over until the business was established. DeKay enjoyed his experience at Albers so much and was so good at it that when a full-time position came open in 1980, John Eshelman, Albers dean at the time, asked him to consider it. He “jumped at the chance.”

Except for a year’s leave of absence to work with a colleague who founded an internet site for schools, DeKay has been at Albers ever since. He was an associate dean for 10 years and acting dean for two years, but his true love is interacting with the students and having a positive impact on their lives. His favorite part of teaching is “watching students experience those ‘Aha’ moments. It doesn’t make any difference if I am watching sophomores in Statistics find the truth in numbers or seeing executive MBAs in Global Economics suddenly make sense of how monetary policy can affect their strategic decision making, it is immensely gratifying to contribute to those moments.”

In case you haven’t noticed, DeKay’s field of expertise is in the economic arena. More specifically, he teaches primarily macroeconomics, consults in the area of forensic economics and statistics, and publishes with colleagues in the areas of hotel management and economic development. When asked how he got into these fields, DeKay said the teaching was a function of the needs of Albers at the time of his hiring. He brought his consulting business with him, and this has kept him connected to the business world and helped him “bring a very practical perspective to the economics classroom, one which business students especially appreciate.” His research grew out of shared interests with his Albers colleagues. He said, “I find the intellectual interaction with people like Rex Toh and Barbara Yates to be the most rewarding part of scholarly work.”

DeKay grew up in Iowa, but ended up going to high school at North Thurston in Lacey, Washington. He earned his BA in Economics, Magna Cum Laude, at the University of Washington. He then went on to earn his MA and PhD in Political Economy from Johns Hopkins University in Baltimore, Maryland. After spending time in the Midwest and on the East Coast, the choice of settling in Seattle “became obvious.” Surprisingly, where he lives and what he does are not as important to him as job satisfaction. What is important to him is “to be able to enjoy the people I work with” and he has always found that with Albers students, staff, and faculty.

When not teaching, preparing for classes, consulting, or doing research, DeKay likes to “golf, play basketball, garden, hunt, read, fix things, and watch my kids’ soccer games.” And lastly, what would Fred DeKay like you to know about him? “I have the best job in Albers as the advisor to Beta Gamma Sigma, the business honorary society. I get to recognize the top students in Albers, induct them into BGS, and celebrate with them at Commencement.” As associate dean, he was involved with students from the other extreme, counseling students on probation and dismissing those who needed to move on. “BGS is a lot more fun,” he says. “Every spring when I see those students cross the stage, I say thanks to Dean Phillips for giving me that job and that honor.”
ALBERS EXECUTIVE SPEAKER SERIES

Continuing the tradition of bringing outstanding speakers to Albers for our Executive Speaker Series, we had an impressive lineup of CEOs during the fall and winter quarters.

PETER ROSE
CHAIRMAN AND CEO OF EXPEDITORS INTERNATIONAL

On October 15, 2008, Peter Rose entertained a large crowd with stories of how he came up with the idea for Expeditors (in a bar in Hong Kong), formulated a plan, and implemented it successfully. His presentation was entitled “Making 5.2 billion out of 300,000,” a reference to his initial capital of $300,000 and how he used it to build a $5.2 billion business. It was not all easy going, of course. In fact, part way through Rose and his co-founder parted ways. However, with determination and perseverance, the business has become a huge success. Rose credits much of this achievement to careful hiring of his management team and implementing it successfully. He does not have extravagant furniture in his office and does not incur unnecessary expenses. Rose definitely walks the talk. His yearly salary is $100,000.

KEMPER FREEMAN
CHAIRMAN AND CEO OF KEMPER DEVELOPMENT CO.

Freeman talked about the transition of the Northwest from a natural resource based economy to one driven by entrepreneurship. This means that our region is no longer largely dependent on agriculture, mining, timber, etc.; rather, we have become a building ground for successful entrepreneurs who have created companies that make a large impact on our economy. Not many other regions can claim to be the birthplace of companies such as Costco, Boeing, Microsoft, Nordstrom, Paccar, Starbucks, and Amazon, to name a few.

JERRY GRINSTEIN
STRATEGIC DIRECTOR OF MADRONA VENTURE GROUP AND FORMER CEO OF DELTA AIR LINES, BURLINGTON NORTHERN, AND WESTERN AIRLINES

Albers kicked off 2009 with a visit from Jerry Grinstein. Can you think of anyone better to speak about “Restructuring 101”? Grinstein used Delta as an example in describing the process of restructuring a company that has experienced a fundamental change in the business model of its industry. There are two steps to restructuring, pre-bankruptcy and bankruptcy. During pre-bankruptcy, you need to write a solid business plan, build a strong management team, and restore morale among the remaining employees. It takes the whole company to perform well for it to come through major problems. You also need to take inventory of your assets and figure out how to utilize them in the most efficient way. Even after doing all this, sometimes you need to file for bankruptcy so that you can be financially protected while you are implementing your restructuring plan.

During bankruptcy, you need to first sell your plan to the bankruptcy judge. You also need to line up lawyers and investment advisors, and report your progress to an unsecured creditors committee. Bankruptcy is an opportunity to completely change a company. The airline industry has had a bad track record of coming out of bankruptcy. Of the 166 airlines that had filed for bankruptcy before Delta, only two had successfully worked their way out of it. Delta was another success story.

TOM FALK
CHAIRMAN AND CEO OF KIMBERLY-CLARK CORPORATION

Tom Falk was one of the original Albers Executive Speakers in February of 2003. He returned in early February 2009 to talk about “Operating a Global Company in a Global Recession.” With 55,000 employees worldwide and 1.3 billion consumers daily using such well-known global brands as Huggies, Kleenex, Scott, Pull-Ups, Depends, and Kotex, Kimberly-Clark is in the #1 or #2 position in more than 80 countries. How does the CEO of such a large, global company keep everyone on track in a global recession? His formula is:

1. Protect the Core
   Continue to invest in your core assets, i.e. brand, innovation, talent

2. Get Everyone on the Bus
   Make sure everyone has a common goal and remove anyone who is an obstacle

3. Find Levers of Efficiency
   Optimize your organization, sourcing, and supply chain, and aggressively manage discretionary costs

4. Keep the Horizon in Sight
   Continue to develop a long-term strategy and give your employees a reason to hope for a better future

Falk also gave graduates some advice on entering the current job market. He suggested that in starting your career, you should make a difference, be patient, be flexible, and remember that 30 years from now, you won't remember the hard times.
This past summer was the sixth year that the Albers School of Business and Economics offered the Summer Business Institute to under-represented minority high school students. 25 African American, Hispanic, and Native American students from 17 different schools, including one from Texas, descended upon Seattle University for four days of business classes, corporate visits, team presentations, and fun. The students, along with 6 student counselors from Albers, and Program Director Gary Thomas, stayed in the Bellarmine dorms and ate most of their meals at Seattle University’s Cherry Street Market. Classes taught by Albers faculty members included accounting, marketing, ethics, business law, and presentation skills, and students also heard from a panel of young entrepreneurs. In addition, counselors in SU Admissions and Financial Aid gave presentations and answered questions. 

Students, counselors, and director all went on field trips to Costco Wholesale and Qwest headquarters to learn about the workings of a corporation from the inside out. At Costco they were served pizza and learned about accounting, finance, and corporate ethical issues from company executives. At Qwest, they were urged to consider sales as a career, in addition to learning about retail marketing, the difference between retail and large customer marketing, and helping with a market research study for a real product Qwest is targeting at their age group. SBI sponsors Qwest and Costco are eager to participate in the program. They spend a substantial amount of time planning the logistics and presentations for the students. Each firm sees it as a chance to reach out to the community and help guide these students in their career choices. “The Summer Business Institute is a wonderful program that provides a first-hand look at how companies operate and how all employees play a critical role in building and strengthening organizations,” said Kirk Nelson, Qwest Washington president. “Qwest is honored to participate in this important program that provides this knowledge to multi-cultural high school juniors looking at business majors in college.” Vito Romano, Costco director of employee development and training, said SBI is “a great opportunity for business leaders to share their vast knowledge and experience with students, our future leaders.”

All in all, SBI 2008 was deemed a success by Thomas. He said, “Every year brings new challenges for me, and this year was no exception. The students required a little more chaperoning than in past years, but they were also more mature. This is the best year we’ve had at SBI. I’m proud to have been part of it.” As if that weren’t enough, the best endorsement came from 2008 SBI participant, Alyssa Vaughan, who said, “I learned a lot about the business world and specifically what I would like to study while in college. The program really taught me a lot to help with my future.”

Recruiting for SBI 2009 has already started under the direction of new Program Director Carl Marino. “Gary leaves big shoes to fill, but I am excited about the challenge,” said Marino. “He has left me a solid program on which to build. I thank him for the hard work he has put into the Albers Summer Business Institute over the last six years and I am looking forward to taking over as director.”
2008 ALBERS DONOR LIST

THANK YOU FOR THE DIFFERENCE YOU MADE IN 2008

We would like to thank each of our donors for your support of the special brand of education that we in the Albers School of Business and Economics are able to provide our students through your generosity. We want to especially thank those who made gifts at the Dean’s Club level and above during calendar year 2008. Although every effort was made to ensure the list’s accuracy, we apologize for any errors or omissions. Please contact Gail Yates at yatesg@seattleu.edu with any edits.

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Gail Yates
Lee and Barbara Yates
EXECUTIVE SPEAKER SERIES
April 15, 2009
Colleen Brown, President and CEO of Fisher Communications
May 11, 2009
Dan Fulton, President and CEO of Weyerhaeuser
Both events are scheduled in Pigott Auditorium from 5:30 – 6:30 p.m.

GENEVIEVE ALBERS FORUM
May 19, 2009
7 – 8 p.m.
Pigott Auditorium
Stephanie Bell-Rose, Managing Director of Goldman, Sachs Corp. and President of the Goldman Sachs Foundation
“The Role of Corporate Social Responsibility in an Uncertain Economy”

ALUMNI CRAB FEED
March 28, 2009
5 p.m.
For reservations, call 296-2277, or sign up at www.seattleu.edu/go/crabfeed.
Individual tickets: $50
VIP individuals: $125

SAVE THE DATE!
ALBERS GOLF TOURNAMENT
Friday, July 17, 2009

ALBERS BUSINESS PLAN COMPETITION
BPC Trade Show
April 15, 2009
11:00 a.m. – 2:00 p.m.
Student Center, Room 160
Everyone is welcome. Come vote for your favorite team.

BPC Finals
May 13, 2009
3:00 – 6:00 p.m.
Wyckoff Auditorium
This is your chance to see the top four teams compete for a $10,000 grand prize, which will be announced at the awards reception the next day.

Awards Reception
May 14, 2009
4:30 – 6:00 p.m.
Casey Atrium
Find out who wins the top prize.

GET CONNECTED!
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 five 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.