

Shareholders

SCHOOL OF BUSINESS AND ECONOMICS

NEWSLETTER FOR ALUMNI AND FRIENDS



saluting our faculty

IN THIS ISSUE



Direct From the Dean:
A TERRIFIC TEAM

Feature:
OUR SENIOR
EDUCATORS —
IN THEIR OWN
WORDS



Books:
FREE: THE FUTURE
OF A RADICAL
PRICE

What Do Faculty Do?

DENISE DANIELS, ASSOCIATE DEAN FOR UNDERGRADUATE STUDENTS

It's Wednesday, 8:30 a.m. Ethan (a pseudonym) ducks into his office a little later than usual — this quarter he's teaching a graduate course on Tuesday evenings and he got home late. Ethan needs to review the three cases he plans to use in his 9:30 a.m. marketing class. He's used two before, but this year he added a brand-new case that addresses research published over the summer. He plans to review this one carefully. He just needs an hour of uninterrupted time before class.

At 9 a.m. a student knocks on Ethan's door — one of his 27 advisees. Lauren wants to talk about her schedule, but the conversation soon turns to other topics. Lauren is concerned about finding a job when she graduates. And she's worried about making it to graduation because of her father's layoff. Ethan does his best to reassure Lauren, points her to SPU's Center for Career and Calling for résumé help, and suggests she contact Student Financial Services about her family's financial situation.

His 9:30 a.m. class is one of two Monday-Wednesday-Friday courses he teaches. It ends at 11 a.m. After the class, Ethan figures he has about two hours before he needs to shift his attention to his 1:30 p.m. class, which he prepped for yesterday. He grabs a sandwich from Subway and eats at his desk. As he starts to review an article he's working on, there's a knock on his door.

One of the admissions staff has a prospective student in tow. "He's visiting our campus and hopes to speak with someone in the business school. Can you help?" Washing down his sandwich, Ethan explains SBE's programs. Twenty minutes later he returns to his lunch and article.

This draft of the article received "revise-and-resubmit" feedback from the journal Ethan hopes to publish in. He jots down a few notes about required next steps and then opens his email. Forty-three new posts! Ethan notes six messages are from students confused about a recent assignment. He quickly sends an explanation to the class, and then decides to look at the other messages later so he can get ready for his next class.

After class, Ethan hurries to a 3 p.m. meeting with SBE's undergraduate committee. One of his service roles is to sit on this committee, where today he and other committee members review student scholarship applications.

"He's visiting our campus and hopes to speak with someone in the business school. Can you help?"



“The collegial atmosphere that prevails in our school is unmistakable and impressive.”

DIRECT FROM THE DEAN

A Terrific Team

JEFF VAN DUZER

Ten years ago when I stepped into this role as dean, I received many warnings from friends and associates about “the faculty”:

“How are you going to manage a collection of tenured prima donnas who have probably retired on the job?” “How will you navigate all of the back-biting and petty political squabbles you’ll encounter?”

Perhaps in some academic institutions these warnings would have been on the mark. Not here. The collegial atmosphere that prevails in our school is unmistakable and impressive. I’m consistently encouraged by the faculty’s work ethic, and I’m regularly astonished at their willingness to pick up additional work for the good of the whole.

Since I arrived, we’ve added a host of new events and extracurricular projects that have become simply part of “what we do.” We have wonderful staff members who provide essential logistical support for these initiatives — but this work could not continue without the willing participation and leadership of our faculty.

Each faculty member has a base teaching load of seven classes. Each person is expected to stay current in his or her field, and regularly publish his or her research. Each serves on school committees. Many serve in leadership positions across campus. This is the heart and soul of their work, and they do it well. I regularly have to remind myself that our many “extra” projects can only come out of whatever time they have left over.

I am delighted that this issue features our faculty. Personally, the highest honor I have as dean is to be considered a colleague of these fine folks. I hope you will enjoy meeting our newest faculty and catching up with some old friends.

WHAT DO FACULTY DO?

continued from page 1

At 4 p.m., Ethan turns his attention to reading two colleagues’ promotion files. Each file contains three inches of material assembled by the candidates in accordance with university guidelines. Ethan scrutinizes them in preparation for a departmental vote on Friday. He spends another 30 minutes responding to email and goes home at 5:30 p.m.

After dinner and bedtime routines with his kids, Ethan returns to the day’s unfinished email messages. By 10 p.m. he’s worked his way through those requiring immediate attention and is ready to call it a day — a good day. As for the 30 reflection papers to grade, the journals to catch up on, the student recommendations to write, finalizing a grant application with a colleague — well, there’s always tomorrow.

“After dinner and bedtime routines with his kids, Ethan returns to the day’s unfinished email messages.”

SBE Welcomes Our Newest Faculty Members ...



Bruce Baker

REV. DR. BRUCE BAKER

ASSISTANT PROFESSOR OF BUSINESS ETHICS

What do law and grace have to do with ethics? That’s the guiding question within Bruce Baker’s doctoral dissertation — “The Transformation of Persons and the Concept of Moral Order.”

Baker’s double focus on personal transformation and ethics uniquely fits SBE’s mission — a mission he knows firsthand. Baker was an adjunct at SPU in 2004, and he served on faculty during 2006–07. In 2007 he moved with his family to St. Andrews, Scotland, to pursue his doctorate. We’re pleased he’s back now to teach ethics and further develop our business curriculum’s theological foundations.

In addition to his experience in teaching ethics, business strategy, nonprofit management, and theology, and his many seminar presentations dealing with science, faith, and spiritual formation, Baker brings a technical-entrepreneurial dimension to SBE. After studying physics at CalTech, he developed and launched several products, including an automated 3D X-ray vision machine (for which he earned five patents). He also served as a product manager at Intel and a general manager at Microsoft, where he was responsible for the first “pocket PC” business unit.

Ordained to pastoral ministry in the Presbyterian Church (U.S.A.) in 2001, Baker serves part-time at Seattle’s University Presbyterian Church, and on the boards of Scholar-Leaders International and Reconciliation Ministries. Baker says he loves cycling, backpacking, and travel.



Donghun ‘Don’ Lee

DR. DONGHUN “DON” LEE

ASSISTANT PROFESSOR OF MANAGEMENT

Originally from South Korea, Don Lee brings an international flavor to SBE. He also brings an interest in missions, especially through education systems in the Third World.

Lee and his wife, Hyunzee, met in Korea while preparing a short-term mission trip to Cambodia, where Lee was involved in Vacation Bible School for the children in Phenom Pen and Batambang. In the United States, they’ve served at Korean Central Church of Pittsburgh in children’s ministries, on the praise and worship team, and in discipleship training for undergraduate students at the University of Pittsburgh and Carnegie Mellon University.

At the University of Pittsburgh, Lee specialized in strategic management, particularly in technology strategy, innovation, and competitive dynamics. His research focused on how computer hard-drive firms’ efforts to exploit their knowledge advantages may have affected the innovative activities competitors chose to pursue — and how those decisions affected their viability.

Lee has been interested in how to interpret business competition from a biblical view, and he’s committed to developing new ideas on how competition in the marketplace operates within a Christian mindset. He says he’s devoted to mutual learning with his students in the classroom and through research, and he looks forward to integrating faith and academics as he teaches SBE’s strategic management capstone courses.

Lee loves sports, including soccer and basketball; fishing; and spending time with his wife and two young daughters.



Geri Mason

DR. GERI MASON

ASSISTANT PROFESSOR OF ECONOMICS

Trading in the glories of paradise for Seattle was not a hard choice for Geri Mason. After completing her doctorate in economics in Hawaii in 2010, the Northwest native — born and raised in Spokane — says she’s actually excited to be back with the grey days and rain.

As an assistant professor of economics at SBE, Mason will teach macroeconomics, managerial economics, and issues in political economy. Her fields of emphasis are development economics and human resource economics — and she has a particular interest in microfinance as a means for poverty alleviation.

Mason’s doctoral dissertation examined group-lending methodology, the potential impact of its introduction into a rural financial market, and the use of technology for financial capital accumulation in microfinance. She has researched the challenges and innovations surrounding microfinance in China, and the impact of the political economy of China on the Chinese microfinance industry. Mason says her passion to impact the poor in developing nations has only been strengthened by her travels in China.

From a large family, Mason and her husband, Joshua, enjoy spending time with her 14 nieces and nephews. The couple also loves the outdoors; as time allows you can find them mountain biking, snowboarding, snowshoeing, camping, kayaking, and “just exploring.”



Rainer Seitz

DR. RAINER SEITZ

VISITING PROFESSOR OF MANAGEMENT

Over the past eight years, Rainer Seitz has taught as an adjunct and visiting professor at several universities in the Portland area. Now he’ll spend the 2010–11 academic year at SBE teaching organizational behavior, as well as several undergraduate and M.B.A.-level management courses.

Seitz’s career includes tenures with several global corporations, including two Fortune 200 firms. He’s been responsible for designing selection systems for one of the world’s largest staffing firms, and he developed pre-employment assessments for major retail clients throughout the country.

Seitz successfully ran his own consulting practice, where he helped Pacific Northwest organizations improve hiring, designed performance-management systems, and created employee development programs. He’s also been involved in employee selection and workforce reduction research.

Raised in a Christian home, Seitz didn’t fully embrace his faith and the message of the Gospel until after he experienced a personal crisis much later in life. He says he’s now deeply committed to walking out his faith daily. Seitz enjoys spending time in the outdoors with his three children, who range in age from 16 to 20, and he likes cycling, weightlifting, and tennis. He is a self-professed “gearhead,” who enjoys restoring classic American cars.

... And Celebrates Our Senior Educators

What brought them to Seattle Pacific — and what keeps them here?



AL ERISMAN
EXECUTIVE IN RESIDENCE

When I left graduate school with a doctorate in applied mathematics, I intended to teach at a university. But I wanted to spend a few years experiencing the practical importance of mathematics, so I selected a job in industry, starting at The Boeing Company in 1969.

My intent was to stay five years and then begin my university teaching career. I actually spent 32 years at Boeing, leaving in 2001 as the director of the R&D laboratory focused on information technology and mathematics. By that time, I had come to realize that as fun and interesting as continuously evolving technology is, the bigger challenge within a large company was overcoming the real and perceived barriers to change that technology brings. And this is a business problem.

In 2001, I went in search of an academic career. At Boeing I had become deeply interested in the integration of my faith and work — I saw my role to be full-time Christian service there — and that interest became a significant factor in selecting SPU's School of Business and Economics. Here I've been delighted with the opportunities to interact with respected colleagues and do the kind of teaching I'd dreamed of doing.

When I was at Boeing, I started *Ethix* magazine (ethix.org) with a colleague; eventually this became part of my SBE assignment as well. Doing in-depth interviews with great leaders of industry has been a very fulfilling undertaking. I'm also a founding board member of *Kiros* (kiros.org), part of the advisory team for the Theology of Work Project (theologyofwork.org), and a board member for two small companies started by former SPU students.



DAN W. HESS
PROFESSOR OF FINANCE

I have always been fascinated with money and investing. After receiving an economics degree from Wheaton College and a MBA degree from the University of Washington, I wanted to put my knowledge and interest in investing to good use. So I became a financial advisor.

That was all right, but the stress of finding new clients was not for me. I tried working for the Chicago Board of Trade managing trading operations. That was too administrative; and frankly, I couldn't imagine living in Chicago for the rest of my life. While in Chicago I taught as an adjunct professor at Wheaton College and really enjoyed the challenge of teaching students about finance. So to escape Chicago — and pursue what I began to see as my true calling — I accepted a teaching position at SPU in 1977.

Over the years I've found the biggest challenges in teaching are staying current in the field of finance, sparking student interest in finance, and integrating the seemingly secular world of finance with my Christian faith. Yet these challenges have been more than offset by the delight of helping students find their calling as Christians in the business world.

My advice to young people is to be honest, ask for what you want, cultivate friendships, serve others, enjoy physical activities (while your body still works), take the time to really find out what you want to do in life — and take pictures.



HERB KIERULFF
DONALD SNELLMAN PROFESSOR OF ENTREPRENEURSHIP AND FINANCE

Mostly the twists and turns of my life have been unplanned. But in retrospect I see how, through the grace of God, everything fits together.

I've had many great experiences at three excellent large corporations, and consulted in turnaround management and new venture development. I taught at the University of Southern California for 10 years and have been at SPU since 1980. I use many of my corporate and consulting experiences in my classes, research, and writing.

God became real to me in my 30s. After a series of jolting religious experiences while at USC, I embarked on an inner voyage of discovery that continues to this day.

I had no intention of leaving USC. Things were going well. No other organization had shown any interest in me. Then one March morning about 3 a.m. I suddenly awoke. The words "Behold, I do a new thing" echoed in my mind. I'd better get ready for something, I thought. Within a month I had four job offers, including a USC promotion.

I toured Babson and Baylor, but SPU seemed best for reasons I cannot entirely explain. However, I knew my choice was right when the vice president for academic affairs introduced all new faculty to the campus community that September. He said he felt the Lord was saying, "Behold, I do a new thing." God has been good to me.



JIM RAND
CLINICAL PROFESSOR

It was January 1964; I was sitting with several officers and wives in the officers club in Schwäbisch Hall, Germany, having a great time. Captain Bishop arrived and asked who would like to double their second lieutenant's salary by teaching one night a week for the University of Maryland. I immediately volunteered, and that was the beginning of my passion for *inspirare disciplina* (to inspire learning).

After graduating from Marquette University in 1963, I held various executive and leadership positions within the U.S. military in Special Weapons and for corporations including Kimberly Clark, Crocker National Bank (now part of Wells Fargo), and Fluke. I was blessed with the opportunity to work in several countries and six states.

Starting in 1964, I taught as an adjunct professor for 10 universities before joining SPU in 1993 as a full-time clinical professor. Here I can serve my life purpose because of the community of love and sharing that occurs every day at SPU. The University's focus is clearly on learners.

As a founding partner in Seattle Research Partners, I guide their consulting practice in a wide variety of areas, from executive coaching to the development of learning programs that build individual and organizational capacity.

My life experiences have instilled in me a zeal for the power of strategic thinking, acting, and learning; these topics have become my specialty. I teach with enthusiasm, passion, and intense preparation.

My faith has been formulated through many years of study and work with the Jesuits. Through my relationship with them I've adapted the philosophy of *Spiritus Sanctus — Ad majorem Dei Gloriam*. I try to live every day of my life for the greater glory of God.

Briefcase

NOTES FROM AROUND SBE

LET SBE KEEP YOU INFORMED

SBE Dean Jeff Van Duzer launched his quarterly e-newsletter for alumni this fall. The piece will give recipients short updates on developments within SBE, and let them know about SPU events they may want to attend. To sign up, email sbe@spu.edu. Alumni may also receive email alerts from *Ethix* magazine (sign up at ethix.org) and the Center for Integrity in Business (sign up at spu.edu/cib).

A MEETING WITH TEXAS-SIZED SIGNIFICANCE

The Center for Integrity in Business partnered with the Laity Leadership Institute to host a retreat for 35 thought leaders from around the world at Laity Lodge in Frio River Canyon, Texas. The retreat's focus was "a deeper understanding of a biblical approach to business." It was a conversation that has significant potential to move the field forward. Keynote speakers and panelists during the weekend included Prabhu Guptara (UBS), Bill Pollard (Fairwyn Investment/The ServiceMaster Company), Laura Nash (director of Piper Cove Asset Management), Peter Heslam (University of Cambridge), Katherine Leary Alsdorf (Redeemer Presbyterian Church, NYC), and SBE Dean Jeff Van Duzer. SPU was also represented by six SBE faculty members and School of Theology Professor Doug Koskela.



FACULTY MEMBERS TEACH AT VIETNAMESE UNIVERSITY

In March 2010, Jim and Jama Rand taught several human resource and management classes at Duy Tan University in Dannag, Vietnam. Then in August, Ryan LaBrie and Gerhard Steinke taught classes in database management, e-commerce, and management information systems. Both professors had previously taught at DTU in August 2009. Finally, in September Don Summers taught classes in human resources and management. He will return to DTU in early December to present about social venture planning to approximately 50 students. Summers will also help DTU establish a social venture plan competition (SVPC); the winning team will compete in SPU's annual SVPC showcase in April 2011.

HOW DO YOU SAY "SUCCESSFUL" IN CHINESE?

During Autumn Quarter, 36 students participated in SBE's successful 2010 study abroad trip to China. The trip, which began August 30 and was led by SBE professors Joanna Poznanska and Grant Learned, had students spend two weeks visiting Beijing, Shanghai, and Hong Kong; participate in seminars related to international business; and tour places of cultural, historical, and economic interest. Thirty-four students stayed on to study for a full quarter at Southwest University in Beibei.

FACULTY AWARDS FOR OUTSTANDING PERFORMANCE

At SBE's autumn faculty retreat held in September, awards were presented for outstanding performance during the 2009–10 school year. Kenman Wong was named Scholar of the Year, Gary Karns received the Lisa Klein Surdyk Teacher of the Year award, Jim Rand was named Ambassador of the Year, and Ernie Hughes was recognized as Adjunct of the Year. The Dean's Award for service to SBE and the wider University went to Doug Downing, while a special Service Award went to SBE's information systems manager Richard Sleight.



Ray Davis

GUEST SPEAKERS FEATURED ON CAMPUS

Banking executive Ray Davis spoke to students and faculty during the autumn Dean's Speaker Series held on October 25. The compelling story outlined in his book, *Leading for Growth: How Umpqua Bank Got Cool and Created a Culture for Greatness*, formed the basis for his talk. On November 1, SBE welcomed wireless industry pioneer John W. Stanton to campus for its 10th annual Distinguished Speaker Luncheon, sponsored by the Association of Washington Business HealthChoice. Stanton shared the story of Trilogy International Partners, a wireless operator in Central and South America and New Zealand that received the 2009 Award for Corporate Excellence for its efforts in social responsibility and business transparency. Stanton is chairman of the board for Trilogy. Also in November at SPU, Ted Malloch, chairman and CEO of The Roosevelt Group, screened his PBS-produced documentary, *Doing Virtuous Business*. The documentary highlights 12 companies that exemplify virtues businesses and



John Stanton



Ted Malloch

economies need to thrive. Sponsored by the Center for Integrity in Business, the event included a panel discussion and a Q&A session with Malloch.

ENDOWMENT BRINGS VISITING SCHOLARS TO SBE

SPU has established the Bruce R. Kennedy Endowment for Ethical Business Leadership, in honor of the former CEO of Alaska Air and a former Executive Advisory Board member for SBE. Each year, the endowment enables a visiting scholar to interact with faculty, students, and the surrounding business community on a faith-based understanding of the purpose and practice of business.



Doug Downing



Dan Hess



Don Lee

Faculty Notes

DOUG DOWNING first published his calculus textbook, *EZ-Calculus*, in 1982. The latest edition of the book, which is written as an adventure story, was issued in the summer of 2010.

DAN HESS presented a paper, "Interest Rate Elasticity of Capitalization Rates," at the Mountain Plains Management Conference in Salt Lake City, Utah, in October.

DON LEE was coauthor of an article, "Divestiture and Firm Performance: A Meta-Analysis," which appeared in the November issue of *Journal of Management*.

JIM RAND published the fourth edition of his book *Strategic Thinking, Acting, and Learning* in September. Rand also spoke at three Seattle conferences. He delivered the keynote address, "The Power of Critical Thinking," for the Seattle conference of the Fortune 100 Financial Executives Development and Training Institute in April. He spoke on the subject of business negotiations in June for the Joint Washington, Alaska, Idaho Healthcare Financial Management Association, and also shared on this topic for the Institute of Management Consultants in October.

KIM SAWERS served as chair/coordinator for the 2010 Accounting, Behavior, and Organization Research Conference (a section of the American Accounting Association) in Denver, Colorado, October 6-9.

REGINA SCHLEE will publish her article "Knowledge and Skill Requirements for Marketing Jobs in the 21st Century" in the December 2010 issue of the *Journal of Marketing Education*. You can search for a podcast for this article at www.sagepub.com.

GERHARD STEINKE presented "Integrating Failure Mode Effect Analysis Into the Medical Device Approval Process" at the International Information Management Association meeting October 17-20. The paper was coauthored by former graduate students Vanie Kurniawati and Jim Nindel-Edwards. Steinke and coauthor RYAN LABRIE had their paper "A Call for Deeper Integration of IT Ethics Into the Business Curriculum" in the poster session of the Christian Business Faculty Association conference in Lakeland, Florida, in October.

DON SUMMERS presented a paper coauthored with ROSS STEWART titled "Cultivating Character: Savvy Students With Big Hearts" at the International Conference on Interdisciplinary Social Sciences at Cambridge University, England, on August 2. The article was also published in Volume 5 of *The International Journal of Interdisciplinary Social Sciences*.

JOHN TERRILL published "The Almost-Perfect Game: Lessons in Civility" at *Comment Magazine* online in July.

A new book by JEFF VAN DUZER, *Why Business Matters to God*, was published by InterVarsity Press in October. Van Duzer offers a theological argument and practical examples for the essential importance of business in the world. He lectured on this topic at The Center for Faith & Work in New York City in October.



Jim Rand



Kim Sawers



Regina Schlee



Gerhard Steinke



Ryan LaBrie



Don Summers



Ross Stewart



John Terrill



Jeff Van Duzer

ASSET MANAGEMENT STRATEGIES, INC.

Investment advice provided through Pacific West Financial Consultants, Securities offered through Pacific West Securities, Member NASD, SIPC

This issue of *Shareholders* is sponsored in part by Asset Management Strategies Inc., a premier independent investment firm specializing in tailored portfolio design and management. For more information, visit www.Asset-Mgmt-Strategies.com. SBE appreciates the support.

Who's Who?

Can you match these faculty members with their accomplishments? *Answers below.*

- | | |
|---------------------|--|
| 1. Denise Daniels | a) I have skied the Alps |
| 2. Jon Deming | b) My first business venture was selling grass clippings at the age of 5 |
| 3. Doug Downing | c) I was part of a Japanese comedy movie production |
| 4. Randy Franz | d) I have played competitive cricket |
| 5. Gary Karns | e) I love gardening |
| 6. Bill Kauppila | f) I have a license to teach youth soccer |
| 7. Ryan LaBrie | g) I threw shot put and discus in high school |
| 8. Grant Learned | h) I was once a professional magician |
| 9. Joanne Poznanska | i) I was a member of a touring folk-rock group |
| 10. Kim Sawers | j) I trained cocker spaniels for a 4-H competition |
| 11. Regina Schlee | k) I once flew to Hawaii to see a U2 concert |
| 12. Gerhard Steinke | l) I used the first computer owned by the Seattle School District |
| 13. Ross Stewart | m) I've climbed Mt. St. Helens eight times |
| 14. Don Summers | n) My favorite hobby is scrapbooking |
| 15. Jeff Van Duzer | o) I met Mother Teresa |
| 16. Kenman Wong | p) I have a border collie named Jones |

Answers: Daniels (g), Deming (b), Downing (i), Franz (a), Karns (c), Kauppila (m), Labrie (j), Learned (h), Poznanska (e), Sawers (n), Schlee (f), Steinke (o), Stewart (d), Summers (p), Van Duzer (m), Wong (k)

Book Reviews

You can find more complete reviews of these books online at ethix.org.



FREE: THE FUTURE OF A RADICAL PRICE
By CHRIS ANDERSON
The author lays out the case for a radical transformation of business through technology, and offers the possibility of building viable business around the ultimate low price.



THE CHECKLIST MANIFESTO: HOW TO GET THINGS RIGHT
By ATUL GAWANDE
This fascinating book offers insight into the use of checklists to reduce infection after surgery; it would be an intriguing exercise to adapt Gawande's ideas for use in business.

Shareholders

Seattle Pacific University

Seattle Pacific University: www.spu.edu
School of Business and Economics: www.spu.edu/sbe
Center for Integrity in Business: www.spu.edu/cib
Center for Applied Learning: www.spu.edu/cal
[Ethix: www.ethix.org](http://www.ethix.org)
SPU JobLink: www.spu.edu/cdc

Engaging the culture, changing the world®
Seattle Pacific UNIVERSITY



School of Business and Economics
3307 Third Avenue West, Suite 201
Seattle, Washington 98119-1950
ADDRESS SERVICE REQUESTED

Non-Profit Org.
U.S. Postage
PAID
Seattle, WA
Permit #1179