

Seattle Pacific University

# Shareholders

AUTUMN 2007

SCHOOL OF BUSINESS AND ECONOMICS

NEWSLETTER FOR ALUMNI AND FRIENDS



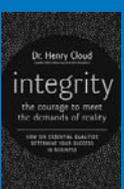
## bridging... across the gaps

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## A Four-Way Bridge

AL ERISMAN, EXECUTIVE IN RESIDENCE AND EDITOR, *ETHIX* MAGAZINE

Greene County, Indiana, is home to a famous four-way bridge. It crosses two waterways and connects roads running north and south with roads running east and west via an elevated intersection.

During Autumn Quarter 2007, Seattle Pacific University was home to its own four-way bridge. More than 100 Christian academicians and business practitioners from around the United States met together in a one-day preconference to a longer gathering of the Christian Business Faculty Association (CBFA). The preconference featured plenary remarks, panel discussions, and various papers, all seeking to build a four-way bridge to span two gaps. The first: the gap between Sunday and Monday — between biblical faith and the practice of business. The second: the gap between academic scholars and business practitioners — between those who research and write and those who implement.

Throughout the day, bridges were built and traffic began to move. For many, remarks from Don Flow, owner and operator of a number of auto dealerships, became the “high water mark” of the day. A one-man four-way bridge, Flow spoke to the group about how, as a committed Christian, he finds mission value in his daily work on the floor of his showrooms.

According to Flow, many people in business have not grounded what they do in solid theory. “Typically, when I speak in a setting of business people, they really want to skip the theory and the theology to get to the examples ... something they can take home and implement,” says Flow. “The problem with this approach is that it does not provide an underlying theory or theology. It is what I call the ‘cafeteria approach’ to engaging the world. We go down the cafeteria line and pick out items we like.”

From Flow’s perspective, because we lack a deeper framework for thinking about these issues, “we gravitate to charismatic figures and practical examples that lose their relevance when they are lifted from a specific context. They become the equivalent of the latest management fad.”

Similarly, many Christians in business struggle to articulate any intrinsic purpose in their day-to-day work. “*Shalom* represents the world as it was meant to be,” responds Flow, addressing this point. “It is the content of the Kingdom of God. It provides the conditions necessary for all of creation to flourish. When *shalom* is present, truth, beauty, justice, plenty, and the good flourish and bring life. ... Our calling in this world is to pursue *shalom* in every aspect of life [including through our business careers].”



Al Erisman

“Our calling in this world is to pursue *shalom* in every aspect of life.”

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## In the Intersection

JEFF VAN DUZER

It was Saturday at 2 p.m. I had just finished sharing a few closing remarks with our visitors from the Christian Business Faculty Association. More than 250 faculty from mostly Christian colleges and universities from around the country had gathered to share scholarship, conversation, and worship. I was exhausted, but grateful for the opportunity to gather with this group of thoughtful and faithful disciples.

Just 24 hours later, I was traveling to Scottsdale, Arizona, to participate in the regional meeting of deans from business schools accredited by AACSB. We spent two productive days considering current trends in management education. Again, as we worked together on common questions, I found myself grateful to be in the company of these colleagues and friends from some of the best business schools in the country.

These back-to-back conferences reminded me of the privilege it is to be at Seattle Pacific University. There are more than 100 schools in the Council for Christian Colleges and Universities (CCCU). There are more than 500 schools worldwide whose business programs have been accredited by AACSB. However, there are only two schools in the intersection of these two circles, and SBE was the first CCCU school to receive AACSB accreditation.

This unique position drives our mission: We are committed to engaging the broader business culture with the gospel of Jesus Christ. With our CCCU colleagues, we dig deep into our biblical and theological roots. From that place we enter into important conversations about business and management education. And in each case, we seek to faithfully hold up God's perspective.

## True Entrepreneurs Give Back, Says Baldwin Speaker

Upper Gwinn buzzed with conversation among about 300 students, faculty, and guests as the Baldwin luncheon convened on November 13, 2007. The event brings a distinguished business speaker to campus each year, and anticipation is always high. Kemper Freeman Jr., chairman of Kemper Development Company, was this year's guest. Sometimes called "Mr. Bellevue," Freeman is the third generation involved in the ownership and development of Bellevue Square, Bellevue Place, and Lincoln Square, all located in Bellevue, Washington.



Kemper Freeman Jr.

Freeman says innovative thinking and risk-taking mark leaders in all successful entrepreneurial enterprises. He urged students to develop these traits. He also emphasized that contributing to the wellbeing of one's community and world is part of a true entrepreneur's responsibility.

The Pacific Northwest is "leading the country because of this lively entrepreneurial spirit," Freeman states. "The Puget Sound area is the regional center for the Northwest and has become a major competitor of San Francisco and Los Angeles." However, Freeman believes that transportation is the region's critical issue. "If we can't solve this problem, we will be in trouble in the future. And it could all be done for less money than the recently defeated Proposition 1 initiative if we give the problem the same creative attention we have given other business difficulties. We must find a solution without delay," he warns.

## Business Educators Meet at SPU

GERHARD STEINKE, PROFESSOR OF MANAGEMENT AND INFORMATION SYSTEMS

What do a private reception at the Seattle Aquarium, a production of *Adam and Eve* at Taproot Theatre, a tour of the Boeing 787 assembly plant, faculty panel presentations of research findings, and a rousing time of worship led by Unlimited, Seattle Pacific's rhythm and vocal ensemble, have in common?

These were all pieces of a conference held October 4–6, 2007, where more than 250 business professors from such institutions as Yale University Divinity School, Asbury Theological Seminary, and Biola University converged on SPU for the 27th annual meeting of the Christian Business Faculty Association (CBFA). Attendees gathered to share fellowship, worship, and research under the broader theme, "Business Serving the World."

The CBFA exists to assist and encourage Christian business faculty in the study, integration, teaching, and application of biblical truths in service to the academy, students, and the business community. It gathers annually at a different college or university, usually in the Midwest. This year, for the first time in decades, SPU was selected to host the event. It was quite an honor to host important discussions with guests from so many academic institutions.

The School of Business and Economics was also able to draw on the depth of cultural and business resources in our community. In addition to the opening reception at the aquarium and closing with the Taproot Theater production, conferees were able to choose from a variety of corporate tours. Some selected Boeing's production facilities, while some visited Microsoft's Center for Information Work. Other tours showcased Seattle's container port, taught attendees about the worldwide operations of World Vision, and showed how PATH, a small research center, seeks to develop ways to purify water in developing countries of the world.

Of course, the heart of the annual gathering is an academic conference. More than 70 papers and presentations were shared in separate break-out sessions. These individual offerings were interspersed with several plenary presentations. Particularly thought provoking was a presentation by Don Flow, the keynote speaker for the conference's Friday, October 5, 2007, luncheon.

Flow, owner and operator of 30 auto dealerships in North Carolina and Virginia, shared in remarkably practical terms how he applies his theological understanding of *shalom* across his organization [see "A Four-Way Bridge" in this issue of *Shareholders* for more insights]. By providing a radical set of examples, Flow demonstrated how *shalom* extends into such areas as compensation policies, extended warranties, employee education opportunities, and community activities sponsored by the company.

Other speakers provided heartfelt challenges to conference participants. Chi-Doo "Skip" Li, a partner with the law firm of Ellis, Li & McKinstry in Seattle and the founder of Agros International, urged professors to educate students to recognize and stand up for what is right. Jack Van Hartesvelt, senior vice president at Kennedy Real Estate Council, urged professors to exhibit humility in all that they do.

Altogether, it was a weekend infused with rich conversations, thoughtful presentations, morning worship gatherings, prayer, the renewal of old friendships, and a lot of fun.

We were gratified by this opportunity to showcase Seattle to our visitors; to treat attendees to some of Seattle's signature beverage, coffee; and above all, to come together to raise and work through questions around the importance of business serving the world.



Gerhard Steinke

"For the first time in decades, SPU was selected to host the event."

### A FOUR-WAY BRIDGE

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As with any bridge-building exercise, learning occurred in both directions throughout the day. Many academicians haven't had to deal with the day-to-day challenges of business operations. By having strong representatives from both the academic and business communities involved in each session and in the presentations, "cross-cultural" discussions were the norm.

For instance, professors in attendance had the opportunity to listen to and learn from practitioners such as Jack van Hartesvelt, lead negotiator for Westin Hotels and now for Kennedy Associates Real Estate; Barry Rowan, former CFO for Nextel Partners; and Katherine Leary, former Silicon Valley CEO, and now the director of the Center for Faith and Work at Redeemer Presbyterian Church in New York City.

SPU's School of Business and Economics (SBE) also benefited from these "cross-cultural" discussions. SBE has established a basic statement about the *purpose* of business under the phrase "Another Way of Doing Business." For SBE, the purpose of business is service to the world. But the question of the preconference day was: Can we go yet a step further?

If biblical insight can help us understand the *purpose* of business, can it also help us understand the *practice* of business? Can we look at areas of business such as leadership, organizational culture, marketing, finance, human resources, and corporate social responsibility and gain biblical insights about them? Should Christians in business approach the practice of these disciplines differently?

These questions motivated the desire for a four-way bridge-building exercise and are what the conference theme, "Bridging Sunday and Monday," was about. Numerous responses presented in research papers from 14 universities (including member institutions from the Coalition of Christian Colleges and Universities) demonstrated the ways faith-based practitioners in business have found to carry out their work in wide-ranging business disciplines, thereby honoring and partnering with God in kingdom work.

# Popular Adjunct Joins Faculty

The School of Business and Economics (SBE) welcomed Don Summers, Ed.D., to its faculty at the beginning of Autumn Quarter 2007.

Summers has more than 30 years of experience at the highest levels of management in human resources, leadership development, and strategic planning. Throughout his career he has been involved in a variety of adjunct teaching positions, first in Boston, where he earned his doctoral degree in organizational studies in 1975, and continuing after his move to the West Coast.



Don Summers

"Teaching has been a passion for me," Summers says. "I love being in the classroom. I love the interaction. Teaching requires me to keep up-to-date in my field, and it's always a stimulating challenge to find effective ways to communicate concepts to students."

On the verge of accepting a similar appointment at another university, Summers had a conversation with Jeff Van Duzer, dean of the School of Business and Economics. As the recipient of SBE's 2006 Adjunct of the Year award, a 20-year veteran of involvement with the school as member and chair of the Executive Advisory Council, and a popular mentor to students, Summers was asked to commit to SBE as executive-in-residence and clinical lecturer in the MBA program. This half-time position would allow him to continue consulting, which is a source for enhancing his teaching.

"SPU has a clear vision of what it wants to do in the community and the world," explains Summers. "SBE has committed to preparing students for a transformational role in the world by doing business 'another way.' That was an attraction to me."

So, too, were the small classes, which let students and teachers interact more closely. "I like the flexibility of the program here," adds Summers. "Courses can be developed to meet explicit student needs and interests."

In addition to teaching managerial and leadership classes, and leading management issues seminars during the year, Summers has assumed oversight responsibility for the Social Venture Competition within the Center for Applied Learning. The first competition in 2007 involved nearly 40 students. Summers hopes to encourage even greater participation this year from both SBE and the University at large.

# Upcoming Events Worth Noting

Please join us. Please contact Lindsey Peterson for further details, except as noted otherwise. Email [lpeterso@spu.edu](mailto:lpeterso@spu.edu) or call 206-281-2992.

2008

**January 22:** SBE Graduate Open House for Prospective Students, McKenna Conference Room, 4:30–6 p.m. Contact [djwysom@spu.edu](mailto:djwysom@spu.edu).

**January 24–26:** *Honk!*, a musical adaptation of the Ugly Duckling, \$12, E.E. Bach Theatre, 7:30 p.m. Contact 206-281-2959.

**January 24:** Homecoming Celebration Chapel honoring Samuel Lin, 2008 Alumnus of the Year, First Free Methodist Church, 9:30–10:30 a.m. Contact 206-281-2449. [www.spu.edu/homecoming](http://www.spu.edu/homecoming).

**January 26:** SBE Homecoming Breakfast, McKenna 117, 9–10:30 a.m. Contact [djwysom@spu.edu](mailto:djwysom@spu.edu), and visit [www.spu.edu/homecoming](http://www.spu.edu/homecoming).

**January 31–February 2:** *Honk!*, a musical adaptation of the Ugly Duckling, \$12, E.E. Bach Theatre, 7:30 p.m. Contact 206-281-2959.

**February 8:** SBE Dean's Series Speaker, Dan Brettler, CEO of Car Toys, Library Seminar Room, 11 a.m.–12:20 p.m. Contact [marko@spu.edu](mailto:marko@spu.edu).

**February 14:** 2008 C. May Marston Lecture, Owen Ewald, C. May Marston professor of classics, Demaray Hall 150, 7:30–9 p.m. Contact 206-281-2003.

**March 4:** Palmer Lecture, Kaslitos Ware, Upper Gwinn, 7:30–9:30 p.m. Contact 206-218-2342. Sponsored by the SPU School of Theology.

**April 10:** Weter Lecture, Frank Spina, Upper Gwinn, 7:30–9:30 p.m. Contact 206-281-2003.

**April 17:** Public Lecture, Carly Fiorina, former CEO of Hewlett Packard and author of *Tough Choices: A Memoir*, Upper Gwinn, 1–2:30 p.m. Contact 206-281-2723.

**April 28:** SBE Dean's Series Speaker, Carolyn Kelly, COO of The Seattle Times, Library Seminar Room, 11 a.m.–12:20 p.m. Contact [marko@spu.edu](mailto:marko@spu.edu).

**May 13:** Public Lecture, Robert W. Wall, the Paul T. Walls professor of Scripture and Wesleyan studies, First Free Methodist Church, 9:30–10:30 a.m. Contact 206-281-2342.

## SPU and iTunes U

Catch up on what you've missed. Visit [www.spu.edu/itunes](http://www.spu.edu/itunes) to download and hear SPU faculty lectures, guest speakers, chapels, music, sporting events, and more.

Highlights from Autumn Quarter 2007 include prominent theologian Jürgen Moltmann discussing "The Vital Power of Hope" and the Rev. Earl Palmer sharing about the Apostle Paul's secret for unflappability: joy.



## Briefcase

NOTES FROM AROUND SBE

### SBE AGAIN RANKED IN TOP FIVE BUSINESS SCHOOLS

The *Princeton Review's* 2007 edition of the Best 282 Business Schools recognized the SPU School of Business and Economics as one of America's most outstanding. "The School of Business and Economics at SPU is distinguished by its dedication to mission and vision." For three years running, *The Princeton Review* has also ranked SBE as one of the top five "Best-Administered Business Schools" in the country. The ranking is based on a survey of more than 18,000 students nationwide.

### STUDY ABROAD—CHINA 2007



On August 30, 2007, 13 undergraduate and three graduate students, led by professors Ryan LaBrie and Joanna Poznanska, left Seattle to study in China at Hong Kong, Shanghai, and Beijing. Eleven students stayed in China to study through December 2007 at Southwest University near Seattle's sister city of Chongqing in the Sishuan province. In addition to formal studies, students

explored the culture and life of the Chinese people. Tours included a day tour of Hong Kong Island, plus visits to the former Portuguese colony of Macau, the Great Wall of China, the Forbidden City, the Temple of Heaven, and many other sites.

### DEAN'S SERIES SPEAKER

#### JUNKI YOSHIDA

Junki Yoshida, the founder, chairman, and CEO of the Yoshida Group, spoke to several combined classes of SBE students on November 7, 2007. Yoshida shared his life story and lessons he learned along the way. His first lesson: Never give up. As a destitute immigrant from Japan, Yoshida spoke no English and lived in his car. However, he pressed on to become the owner of karate schools, a police SWAT team trainer, and an entrepreneur. Beginning with a secret family recipe for a teriyaki-style cooking sauce prepared on his kitchen stove, Yoshida has used his business acumen to create the Yoshida Group, a conglomerate of 18 companies in a wide array of industries. Grateful for help he received at critical junctures, Yoshida stressed a second lesson: The importance of payback. He and his businesses support many community and charitable organizations in and around Portland, Oregon, where his group is headquartered.



Junki Yoshida

### DENISE DANIELS ASSUMES ASSOCIATE DEAN POSITION

Professor Denise Daniels was appointed to the position of associate dean for undergraduate studies at the beginning of the 2007–08 academic year. Daniels will administer the entire undergraduate program while continuing her teaching responsibilities as professor of management.

### FACULTY RECOGNITIONS

The 2006–07 awards for outstanding achievement by SBE faculty were announced in September 2007. Professor Kenman Wong was recognized as Teacher of the Year; Professor Denise Daniels was named Scholar of the Year; and Professor Don Doty was awarded Adjunct of the Year.

### STUDENTS EXCEL IN UW'S BUSINESS PLAN COMPETITION

Two SPU students entered the University of Washington Business Plan Competition, a process that started in November 2006 and lasted through May 2007. Business major Kelsey Diller (Alenergy) and intended major Dan Price (Gravity Payments) made it to the investment round of the competition. Price's plan for Gravity Payments continued on to the final round, where it was awarded \$10,000 for second prize, as well as a \$5,000 prize for best retail or service idea. Price's achievement marks the best showing to date by an SPU student or team in the UW competition.

### STUDENT WINS WRITING PRIZE

The 2007 SBE "best writing" prize was won by Mackenzie

White, a junior economics major, for her paper "Ethical Issues in International Pharmaceutical Patenting." The paper, judged as the best writing received during the 2006–07 school year from SBE students, was recognized with a \$1,000 cash award at SBE's May 2007 awards banquet. Also at the banquet, the management and accounting honor societies inducted new members, and scholarship recipients were recognized.

### GRADUATE KICK-OFF DINNER

New and returning graduate students joined graduate alumni, faculty, and staff for a special kick-off dinner on September 18, 2007. Approximately 60 people attended the event. Three recent master's degree graduates spoke, giving "survival hints" for busy professionals who take on the additional responsibilities of graduate studies. The speakers also shared how their degrees have impacted their careers and helped them understand the school's emphasis on "Another Way of Doing Business." Jeff Van Duzer, dean of the School of Business and Economics, spoke about SBE's vision and goals for the 2007–08 academic year.

### IN MEMORIAM

Former Alaska Airlines chief executive and humanitarian Bruce Kennedy died June 28, 2007, in a plane crash in Cashmere, Washington. Kennedy was a long-time member of SBE's Executive Advisory Council. He was also a member of SPU Fellows, which supports student scholarships.



Doug Downing



Al Erisman



Jeff Van Duzer



Randy Franz



Henry Petersen



Herb Kierulff



Sheila Vortman



Mark Oppenlander



Ross Stewart



Regina Schlee



Grant Learned



Kim Sawers



Don Summers

# SBE Faculty Notes

DOUG DOWNING presented a paper on wage subsidies at the Oxford Round Table in Oxford, England, in July 2007.

AL ERISMAN collaborated on two papers presented at the Christian Business Faculty Association conference at Seattle Pacific in October 2007. The first, "Bridging Sunday and Monday," was co-authored by JEFF VAN DUZER, dean of the School of Business and Economics; while the second, "Feasibility Study and Roll-Out Strategy for MED in the Central African Republic," was co-authored with John Terrill. Erisman also wrote "Called to the Marketplace," which appears in *Devotional Ventures*, edited by Corey Cleek, Regal Books, 2006.

RANDY FRANZ and HENRY PETERSEN's report of their Corporate Social Responsibility research was presented by Franz at the European Association for Business in Society in Barcelona, Spain, in October 2007. Franz and Petersen presented a second paper, "Role Expectations for Business: Implications for Social Responsibility," at the Christian Business Faculty Association conference in October 2007 at Seattle Pacific University.

HERB KIERULFF wrote two articles, "The Replacement Decision: Getting It Right," published in the May/June 2007 issue of *Business Horizons*, and "MIRR: A Better Measure," also to be published by *Business Horizons*. Kierulff collaborated with fellow staff and faculty members SHEILA VORTMAN, MARK OPPENLANDER, ROSS STEWART, and REGINA SCHLEE on the paper

"Organizing a Social Venture Competition in a Small School Environment," and with GRANT LEARNED on two papers, "Sources and Uses of Wealth from a Christian Perspective" and "Limiting Laissez-Faire Profits: The Financial Implications," all of which were published in the Proceedings of the Christian Business Faculty Association conference in October 2007. In November 2007, Kierulff's paper "Avoiding Financial Disaster: Ten Lessons Learned From Turnaround Management" was included in the Proceedings of the Applied Business and Entrepreneurship Association.

KIM SAWERS participated in the August 2007 American Accounting Association annual meeting as a paper discussant, moderator of a presentation session, and member of the Sectional Executive Committee as Western Regional Representative.

DON SUMMERS presented his paper "Organizational Change and the Communication Roles of Middle Managers," which was coauthored with Drs. Tracy Thompson and Jill Purdy, at the Academy of Management Sciences in August 2007.



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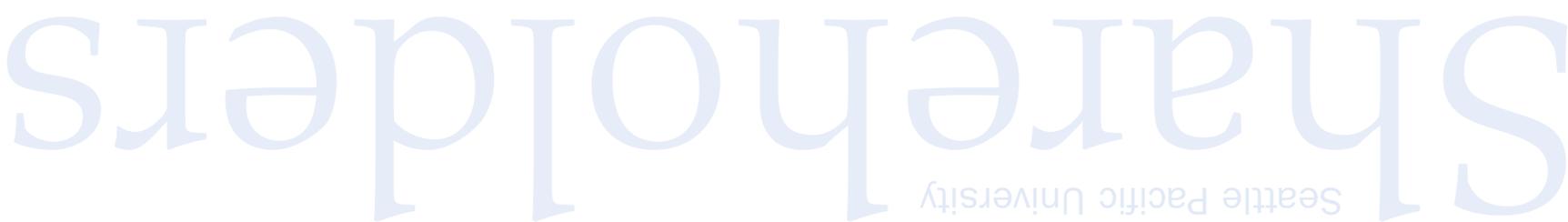
**INTEGRITY: THE COURAGE TO MEET THE DEMANDS OF REALITY**  
BY HENRY CLOUD  
After looking deeply into the subject, author Cloud posits that one of the signs of true integrity is the ability to embrace the negative rather than ducking it.



**IWOZ: HOW I INVENTED THE PERSONAL COMPUTER, CO-FOUNDED APPLE, AND HAD FUN DOING IT**  
BY STEVE WOZNAK WITH GINA SMITH  
A fascinating look into the life of one of the true geniuses of the computing industry, *iWoz* is a firsthand guide for any leader on how to manage and encourage highly technical people.



**A BILLION BOOTSTRAPS: MICROCREDIT, BAREFOOT BANKING, AND THE BUSINESS SOLUTION FOR ENDING POVERTY**  
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