Greetings from Taiwan

Dave Gorton, MBA Director at EWU, has gone EAST accompanied by Mary Brooks of the English Language Institute. His seven-day trip to Taiwan started Wednesday, October 20, but it wasn’t until Friday morning at 8:30 when he finally arrived in Taipei. Dave reports that “Taipei is a beautiful city; the people are friendly and generous. Also, the food is out of this world!”

Dave has met several MBA EWU graduates including Derek Tseng and Alex Lai. Both are doing well. Together they have toured the city and eaten at some great restaurants. “Included in our tour was a visit to the new 101 Tower, which is the tallest building in the world. There is a world class shopping mall at the base of the building with six floors filled with high-end shops. Later, we found a small neighborhood Szechuan restaurant where we ran into four EWU graduates who had worked with Mary in the past! It is truly a small world.”

One of Dave’s major reasons for being in Taiwan is to introduce EWU’s MBA and Pre-MBA program to major universities in the country. He has visited De-Lin University of Technology, the Southern Taiwan University of Technology (STUT), and the Chinese Cultural University. He has met with the presidents of the universities and made presentations about EWU before all of the academic deans and top university brass. They very much wish to work with EWU in both student and faculty exchanges. At STUT, Dave met with the university President and all of the academic deans to discuss how EWU and STUT might possibly work together. He also met with some potential MBA students.

Dave truly has had an incredible experience by going to Taiwan. Next to visiting great cities such as Taipei and Tainan, introducing EWU’s MBA Program, and getting to know Taiwan, he has lived through one of nature’s truly remarkable phenomenon. “A typhoon passed over the island Monday and it was a bit scary for most of the day. Everything was shut down. By nightfall everything returned to normal as the storm passed out to the sea.”

Back in the U.S. he will have to tell us all about it!

Business Plan Competition 2005

The Business Plan Competition (BPC) is back. Last year, Eastern Washington University held its first BPC. This year, a $20,000 grant from the Herbert B. Jones Foundation of Seattle, Washington, provides an opportunity for a collaborative effort between Gonzaga University’s Hogan Program, Eastern Washington University’s Center for Entrepreneurial Activities, and Whitworth College’s School of Global Commerce and Management. This creates the largest business plan competition in the Inland Northwest. The competition will be open to all graduate and undergraduate students from the three participating institutions. Students will be competing for a record prize fund of $42,500. If you ever dreamed of owning your own business, this competition will provide a foundation for success. Creating this plan now is your opportunity to receive professional help from business plan experts and it could provide you with much needed startup capital.

Your idea or participation in a team to create a business plan could win up to $10,000! Prize money will be awarded in three categories, with three places each: Student-Generated (for business ventures based on an original student idea - $10,000 First Place, $5,000 Second Place, and $2,500 Third Place), Community-Based (for commercial venture ideas originated by the entrepreneur - $7,500 First Place, $3,500 Second Place, and $1,500 Third Place), and Social Enterprises (for non-profit ventures - $7,500 First Place, $3,500 Second Place, and $1,500 Third Place). For a Student-Generated plan to be accepted all team members must be enrolled students. In the other categories at least one team member must be enrolled. There is no cost for entering a business plan.

Winners of this competition automatically advance to the second round at the University of Washington competition where last year teams competed for over $80,000 in total prizes. Complete rules and guidelines, as well as information on workshops and seminars designed to assist in preparation of the plan may be obtained at EWU’s Business Resource Center’s webpage http://www.ewu.edu/x8268.xml, or contact Terry Sanchez at 358-2208 or tsanchez@mail.ewu.edu.
Welcome to our new student section. This part of the newsletter is here to give you the opportunity to raise your voice and let us know what you have to say. If you would like to have your message printed in our next issue email to: klippoldt@mail.ewu.edu

Dr. Harm-Jan Steenhuis
Dr. Harm-Jan Steenhuis was chosen as this year’s CBPA faculty member to receive the CENTURYTEL FACULTY ACHIEVEMENT AWARD for Publication & Teaching Innovation. This is the twelfth year that CenturyTel has underwritten awards of $1,000 each for six faculty members who receive awards for teaching and research excellence. Professor Steenhuis joined Eastern Washington University in 2002. His research focus is on the challenges companies face when operating in international business environments, including dealing with different cultures, operations practices, international supply chain issues and international technology transfer.

Prior to joining EWU, Dr. Steenhuis held a two-year post-doctorate position at North Carolina State University. During his time at NCSU, he gave lectures on strategy and research methodology at NCSU and on the aircraft industry and global manufacturing at Duke University.

In the classroom, Professor Steenhuis’ focus is on facilitating the students’ mastering of knowledge that is relevant and practical. He tries to bridge the gap between what students learn and what companies need by organizing local company tours and creating a dialogue with companies about their needs.

Professor Steenhuis will be teaching International Operations Management for the MBA Program (Winter: BADM 539-41) in addition to several undergraduate Operations Management classes during Winter and Spring quarter.

Dr. Dean Kiefer
Dr. Dean Kiefer recently has been awarded the right to use the title Chartered Financial Analyst (CFA®), a truly significant achievement in his professional career. Earning this title required a dedicated effort over a minimum of three years to pass three six-hour examinations covering a globally relevant Body of Knowledge set by an international council of investment–industry leaders.

The Chartered Financial Analyst is recognized around the world. Dr. Kiefer joins a dedicated group of CFA charterholders in 116 nations who have all mastered the identical curriculum, passed the same rigorous examinations, and have been measured against a single, uniform standard of excellence.

Dr. Kiefer takes much pride in staying actively involved in our community. In addition to being the secretary of the CFA Society of Spokane, he will be serving on the Mt. Spokane State Park Advisory Committee starting in 2005. He also is involved in Leadership Spokane, an organization committed to preparing and encouraging a diverse group of community members to assume trustee leader roles for the purpose of building effective communities throughout the greater Spokane area. Dr. Kiefer is a graduate of the Leadership Spokane class 2003.

Professor Kiefer will be teaching Entrepreneurship & Small Business Finance (Winter: BADM 574-40) as well as an Investments class (Summer) for the MBA Program in addition to several undergraduate Finance classes during Winter and Spring quarter.

OPINION—MBA Students Speak UP!

Anonymous
I’d say that the best part of my experience so far is meeting people from different countries, states and walks of life. I’d encourage anyone to take the time to talk to people outside of class: in the hall, with a study group, or over a Guinness at the pub.

Worst part – some classes too easy - I expect a Masters program to make me work so when I’m done I can look back and say I met the challenge and achieved something.

Melanie Benjamin (2nd Quarter)
The MBA program is a great well-rounding program from what I have seen thus far. I am in my second quarter of the program and the work load is a lot more intense than the first quarter was. I am working full time and working on the MBA program full time. I think that my experience in business has helped me benefit from the program because I can relate to the scenarios that we encounter in our class discussions or research. However, my one piece of advice that I would like to give to other students considering the MBA program or just starting the program is that if possible try to work part time, not at all, or work on the program at a slower pace than full time because classes can sometimes be very work-intense.

Rachel Rupiper (3rd Quarter)
Have you ever noticed the cluttered bulletin boards around campus? The messages scream “apartment for rent” or “algebra book for sale.” Do you miss the important postings? The flyers notifying students of graduation deadlines or registration dates? I propose an online solution. The university hosts both the EWU website and Blackboard. Students need a page just for them! A page allowing them to post advertisements for used books or apartments for rent. For students, it would serve as a central “information” point. I would even recommend a chat room for students to provide feedback on classes and professors! MBA students, especially, are notorious for trading information. This site would help centralize the content and stimulate interaction among students. I look forward to reading your opinion in the future!
Bill Van Tatenhove

My experiences in this M.B.A. program will benefit both my career and personal life. I have learned many new financial and statistical formulas and business definitions, but I feel I have gained the most from this program in the areas of public speaking, ethically leading, and confidently proceeding. Because my life is filled with opportunities to lead meetings, projects, and people, one of my top goals as I entered the M.B.A. program was to learn how to present myself clearly and confidently. I feel this program has taught me that. This program also taught me about the many different philosophies of ethical leadership, and that these differences were not as black and white as I presumed. Gaining insight into the different perceptions of an ethical leader not only solidified my beliefs, but also provided me the knowledge to understand other points of view. This expanded awareness will be a great benefit to both my business career and personal life.

Lastly, these new skills and knowledge have provided me with the confidence to proceed with both my business career, where securing full-time employment is my main goal, and my personal life, where positively influencing the people in my life is important. The business knowledge acquired and the personal-skills mastered have certainly provided me with confidence which will benefit me in both my business career and personal life. Good luck to you all!

Jing (Jenny) Song

When I was a child in China, I dreamed that I would have a chance to work overseas someday. To realize the dream, I thought it was necessary to gain professional business knowledge. Therefore, I came to the U.S. and entered the M.B.A. program at EWU. Through the program, I gained new ideas and knowledge in a variety of business areas. Also, a lot of group work and presentations gave me the chance to improve my communication and public speaking skills as well as experience American culture. I believe these experiences will benefit my future career.

After I graduate, I am planning to work in the area of international marketing. In the long term, my goal is to become a professional marketing manager in the international business. I believe that applying what I learned in the M.B.A. program to my job will help me achieve the goal.

Fall MBA Graduates

Bill Van Tatenhove

My experiences in this M.B.A. program will benefit both my career and personal life. I have learned many new financial and statistical formulas and business definitions, but I feel I have gained the most from this program in the areas of public speaking, ethically leading, and confidently proceeding. Because my life is filled with opportunities to lead meetings, projects, and people, one of my top goals as I entered the M.B.A. program was to learn how to present myself clearly and confidently. I feel this program has taught me that. This program also taught me about the many different philosophies of ethical leadership, and that these differences were not as black and white as I presumed. Gaining insight into the different perceptions of an ethical leader not only solidified my beliefs, but also provided me the knowledge to understand other points of view. This expanded awareness will be a great benefit to both my business career and personal life.

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After I graduate, I am planning to work in the area of international marketing. In the long term, my goal is to become a professional marketing manager in the international business. I believe that applying what I learned in the M.B.A. program to my job will help me achieve the goal.

Finally, I would like to thank the faculty, my classmates, and friends because all of them gave me a lot of advice with my study and American life. I am also grateful to my parents because they encouraged me to study overseas.

Nita Holbert

Wow! It is hard to believe that I am at the end of this journey! My experience has changed me in a way I never dreamed possible. I would recommend this program to anyone ready to experience challenge and professional growth. Even though I am happy to be at the end, I know that I will miss the challenges and the camaraderie this experience has given me. As in most significant life experiences, it is the journey through the experience that is the most rewarding and I have thoroughly enjoyed my journey through this program. I would like to express my appreciation to the staff and faculty of the MBA program and all of my fellow MBA students for the encouragement and assistance I have received.

Alden Forbes

My experience in the MBA program at EWU has been fantastic, and it has given me the well-rounded set of tools I need for where I want to take my life. I've grown professionally and personally in what I have accomplished with the help of the professors, the support staff, and my classmates. The people in the program come from many diverse cultural and business backgrounds and create a stimulating and welcoming team environment.

The program has been an ideal complement to my "real-world" management experience, with the flexibility I needed to pursue my own unique interests. For me, the focus on entrepreneurship has been invaluable in forming a start-up company. I only wish I had "jumped in" earlier in my career!

The faculty, students, and administration offer our sincere congratulations to all of the MBA students graduating this fall quarter: Lee Ayers, Alden Forbes, Jackie Franklin, Nita Holbert, Yi-Ping (Lydia) Lin, Nicole Schmauder, Jing (Jenny) Song, Bill Van Tatenhove, Kodo Yokozawa, Curtis Templin

Winter 2005 MBA Classes

<table>
<thead>
<tr>
<th>Class</th>
<th>Title</th>
<th>Days</th>
<th>Instructor</th>
<th>Cr.</th>
<th>Times</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Pre-MBA</td>
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<tr>
<td>BADM 503-40</td>
<td>Quantitative Analysis in Business</td>
<td>R</td>
<td>Murff</td>
<td>4</td>
<td>6-9:40</td>
<td>1/6-3/18</td>
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<tr>
<td>BADM 505-40</td>
<td>Essentials of Accounting</td>
<td>M</td>
<td>Dowd</td>
<td>4</td>
<td>6-9:50</td>
<td>1/3-3/18</td>
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<td>MBA</td>
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<tr>
<td>BADM 539-40</td>
<td>Entrepreneurship Seminar</td>
<td>W</td>
<td>Schwartz</td>
<td>4</td>
<td>6-9:40</td>
<td>1/5-3/18</td>
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<tr>
<td>BADM 539-41</td>
<td>International Operations Management</td>
<td>R</td>
<td>Steenhuis</td>
<td>4</td>
<td>6-9:40</td>
<td>1/6-3/18</td>
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<tr>
<td>BADM 539-42</td>
<td>Multivariate Data Analysis</td>
<td>M</td>
<td>Birch</td>
<td>4</td>
<td>6-9:40</td>
<td>1/3-3/18</td>
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<tr>
<td>BADM 539-88</td>
<td>Public Sector Grants Writing &amp; Administration</td>
<td>F,S,U</td>
<td>Zinke</td>
<td>4</td>
<td>6-9, 9-5,12-5</td>
<td>2/21,22,23 &amp; 2/25,27</td>
</tr>
<tr>
<td>BADM 540-40</td>
<td>Marketing Management</td>
<td>M</td>
<td>Maldonado</td>
<td>4</td>
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<td>BADM 541-40</td>
<td>Managerial Communications</td>
<td>T</td>
<td>Weigand</td>
<td>4</td>
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<td>1/4-3/18</td>
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<tr>
<td>BADM 552-40</td>
<td>Leadership and Ethics</td>
<td>W</td>
<td>Christensen</td>
<td>4</td>
<td>6-9:40</td>
<td>1/5-3/18</td>
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<tr>
<td>BADM 570-40</td>
<td>Information Technology and the Organization</td>
<td>T</td>
<td>Shervais</td>
<td>4</td>
<td>6-9:40</td>
<td>1/4-3/18</td>
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<tr>
<td>BADM 574-40</td>
<td>Entrepreneurship &amp; Small Business Finance</td>
<td>R</td>
<td>Kiefer</td>
<td>4</td>
<td>6-9:40</td>
<td>1/6-3/18</td>
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</table>
All MBA Students—if you have completed 15-24 MBA credits and have not filed your Application for Candidacy, do it Today! If you wait and earn more than 24 credits, you must file additional paperwork. You received the form in your MBA 500 class or you can pick up a new one from Cy in Room 363.

### Graduate Document Deadlines

<table>
<thead>
<tr>
<th>Document</th>
<th>Purpose</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Graduation Application</td>
<td>Lets the Graduate Studies Office know how you want your name spelled in the Commencement Bulletin</td>
<td>Second Friday of the quarter preceding the quarter of graduation (for Summer graduation: January 14, 2005)</td>
</tr>
<tr>
<td>Terminal Research Approval Form</td>
<td>Gives the Graduate Studies Office a chance to send you, the second, and third members of your oral board a letter detailing when and where your orals are located and indicate your portfolio has been approved.</td>
<td>Two weeks before the date of your orals</td>
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</table>

### Upcoming Events & Dates to Remember

- **Entrepreneurship Seminars** *(for more info please contact Terry Sanchez @ 358-2208)*
  
The CPBA’s Business Resource Center will deliver a series of monthly seminars addressing the business planning needs of entrepreneurs and small firms which will focus on topics such as accounting, legal issues, and marketing. Dates of seminars are:
  
  - *February 5, 2005*  
  - *March 5, 2005*  
  - *June 18, 2005*  
  - *August 20, 2005*

- **Business Plan Competition** *(for more info please contact Terry Sanchez @ 358-2208)*
  
  For more information read the article on page 1

- **Graduate School Fair** —November 18, 2004 at Whitworth College, 10 a.m. to 2 p.m.

- **Winter Quarter Academic Calendar**
  
  - Instruction Begins: Monday, January 3
  - M.L. King B-Day: Monday, January 17
  - President’s Day: Monday, February 21
  - Spring Priority Registration: Tuesday, February 22 (tentative)
  - Last Day of Instruction: Monday, March 14
  - Final Exams Week: Tuesday, March 15 - Friday, March 18

- **Winter Speaker Seminar Series** *(for more info please contact Bob Schwartz @ 358-2254)*
  
  EWU offers a winter MBA course laid out as seminar series in which senior level Spokane professionals conduct 1 1/2 hour long discussions related to their specific topics. The course covers diverse small business and entrepreneurship topics. The seminar portion is open to all students as well as the public.

  1st Seminar: Jan 12, 2005 “Entrepreneurship” (EWU, Riverpoint Auditorium)
  2nd Seminar: Jan 19, 2005 “Marketing and Market Intelligence” (Whitworth, Weyerhaeuser Hall)
  3rd Seminar: Jan 26, 2005 “Legal Issues for Early Stage Firms” (EWU, Rpt Auditorium)
  5th Seminar: Feb 9, 2005 “Human Capital, How to manage” (Gorzaga at EWU Rpt Auditorium)
  6th Seminar: Feb 16, 2005 “Debt and Equity Capital, How to get it” (same as Feb. 9)