Winter 2010

CBPA Newsletter

Winter quarter 2010 is now fully underway, and unlike last year where the quarter began with no classes due to snow days, we are experiencing a pretty mild winter thus far. Not good for the skiers and snow buffs, but for some of us, the commute to classes and work is much better.

Winter and Spring quarters are gearing up to have lots of activities for everyone. The College is either sponsoring or co-sponsoring several events that should provide outlets for lots of exciting opportunities.

Once again, CBPA faculty will be handing out refreshments to students during Student Appreciation Week, to be held February 8-10. If you would like to participate, please contact Mary Ann Keogh Hoss by calling her at 358-2263 or e-mail her at mhoss@ewu.edu.

Focus on Diversity is the theme for this year’s annual Health Services Administration 2010 Conference to be held Friday, February 26 on the Riverpoint Campus. Robert Weech-Maldonado, Professor and L. R. Jordan Chair at the University of Alabama at Birmingham is the featured keynote speaker. Dr. Weech-Maldonado will speak on “Cultural Competency in Health Care: Is there a Business Case?” His talk will examine how health care organizations can benefit from the implementation of cultural competency practices and learn strategies and techniques that organizations can implement in addressing the needs of more diverse patient populations. Marty Johnston is organizing the conference. For more information contact Rose Morgan at 358-2230 or e-mail rmorgan@ewu.edu.

“Navigating in a New Economy: Are you ready for the next BULL MARKET?” is the topic of an upcoming event being co-sponsored by the Greater Spokane Incorporated and the MBA Alumni Association. Paul Dietrich, CEO and Co-Chief Investment Officer of Foxhall Capital Management will be presenting on the nation’s economy, where we are heading and what we can expect during these turbulent times. The event will be February 24 at the Red Lion Hotel at the Park, 7:30 a.m. Register for this event by going to www.greaterspokane.org, and click on the “Events” tab. Cost is $35 per person.

The 2009-2010 Inland Empire Business Plan Competition deadlines are approaching. The online entry form deadline is February 25 and the Executive Summaries Deadline is March 19. Undergraduate and graduate students from Eastern Washington University, Gonzaga University and Whitworth University are eligible to compete. Categories for competition are Student-Based, Community-Based and Social Enterprise. Cash prizes are given to first, second, and third place
winners in each category. In addition to each university, this year's competition is sponsored by Avista Corp, Itron, Telect, and the Herbert B. Jones Foundation.

**Health Information Technology Management (HITM)** - The HITM major has been approved by CPAC. Mary Ann Keogh Hoss and Vance Cooney shepherded this through the process with great skill. In addition, the Higher Education Coordinating Board has given us permission to plan for this new major. A full proposal will be prepared for the HECB in the coming weeks.

**MBA News**

The MBA program has experienced record growth in the last year with enrollment up 23 percent for the fall quarter and 40 percent for the winter quarter with over 90 full-time MBA students this quarter. The MBA program continues to see an increased interest and is looking forward to continued growth.

**Patricia Nemetz-Mills** is offering a four-credit elective that will include a *study trip to Chile* during summer 2010. This course will offer valuable exposure to business strategies with Chile through meetings and activities with high-level Chilean managers and governmental representatives. The cost of the trip is still being negotiated with an estimate of $3,000 that includes airfare and accommodations. An information night was held January 13. This trip will also be open to faculty, alumni and community business professionals. For more information about this opportunity, contact Roberta Brooke at 358-2270 or e-mail her at rbrooke@ewu.edu.

The MBA program has also been featured in a TV commercial that ran on local morning news. To view the commercial, visit this web link: [http://www.youtube.com/user/ericgaley#p/u/O/rJNH39VPu3Q](http://www.youtube.com/user/ericgaley#p/u/O/rJNH39VPu3Q).

**College Reorganization**

One of the outcomes of discussions concerning college reorganizations was a request by the Economics Department to join the College of Business & Public Administration. Dean Fuller has had several meetings with the department and the prospect of their becoming a part of our unit looks to be positive. The Dean will continue to work with Tom Trulove on this matter as more details concerning the reorganization are released.

**Dates to Remember for Winter Quarter**

Monday, February 15 – President’s Day, no classes
Monday, March 15 – Last day of Instruction
Tuesday – Friday, March 16 – 19 – Final Exams (note exams begin on Tuesday)
Upcoming Activities for Spring Quarter

**Jim Sinegal, President & CEO, Costco** – Early April. Mr. Sinegal will be speaking to CBPA students during his visit to Spokane as well as hosting a walking tour of the Costco facilities for selected MBA and marketing club leadership students.

**Center for Entrepreneurial Activities Breakfast** – Mid April

**Beta Alpha Psi Banquet** – Late May

**Drive For Excellence** golf tournament – Friday, June 4, Creek at Qualchan

**Commencement** – Friday, June 11 (note new day)

**ISAGA Conference** – July 5-9, EWU hosting international conference

Faculty News

**Larry Luton** is working in Olympia this quarter as EWU’s Faculty Organization legislative liaison.

**Larry** article “Administrative ‘interpretation’ as policymaking: An abuse of discretion by presidential administrations,” was published in the December 2009 issue of *Administrative Theory & Prax*.

“Integrating Experience, Advertising, and Electronic Word of Mouth,” authored by **Damon Aiken**, Scott Jones and David Boush, was published in the 2009 issue of the *Journal of Internet Commerce*.


**Harm-Jan Steenhuis** has had several new articles published. He and his co-author, Erik-Joost De Bruijn, had their article, “Ranking Operations Management Conferences,” published in the *Operations and Supply Chain Management: an International Journal*, 3(1).

They also had published, “The use(lessness) of online quizzes for achieving student learning,” published in the *International Journal of Information and Operations Management Education*, 3(2).


In addition, their article, “Common factors in the withdrawal of European aircraft manufacturers from the regional aircraft market,” was published in the journal, *Technology Analysis & Strategic Management*, Vol. 22, No. 1, January 2010.

**Marty Johnson** received a grant from the EWU Foundation on behalf of the Health Services Administration Student Organization for the 2010 conference on Focus on Diversity. Other EWU speakers are **Wendy Eager**, **Mary Ann Keogh Hoss**, Maria Hernandez-Peck, Robert Sauders, and **Pamela Weigand**.

At this conference, **Wendy Eager** will speak on “Cross-Cultural Communication,” **Mary Ann Keogh Hoss’** topic is “Different Needs for Different Ages in the Workplace,” and **Pam Weigand’s** topic is “Becoming a Manager of Excellence.”

Faculty and Staff in the CBPA who have received grant funding recently include: **Patrick Jones** for Dashboard Website Maintenance from the Community Council - $8,500; and **Bill Kelley**, $45,000 for the VISTA staff for the Business Resource Center funded by the Washington Campus Compact.

*Team Red* is now the official spirit club at EWU. This club is an on-going project in the Administrative Policy class taught by **Robert McGinty**. The team has nearly 6,000 members and they have now sold approximately 1,200 “Rock the Red” t-shirts helping market Eastern’s student athletes.

The *International Journal of Managerial and Financial Accounting* have notified authors **Joe Dowd**, **Bill McGonigle**, and Arsen Djatej, that their article, “The Optimal Level of Budgetary Goal Difficulty: An Experimental Study” has been accepted for publication in the upcoming 2010 issue.


**Sandra Christensen’s** article, Shareholder Shirking?: Distributive Justice and Investment Incentives in Highly Regulated Markets, was presented at the 2009 International Business and Economy Conference, Las Vegas, Nevada.

Accepted for publication was Theresa Smith and **Patricia Nemetz-Mills’** article, “Social Entrepreneurship Compared to Government Foreign Aid: Perceptions in an East African Village,” in the *Journal of Research in Marketing and Entrepreneurship*.

Reminder to faculty: Please remember to contact the dean’s office when you have articles or papers published/presented and to provide a copy for your publications file. Also, remember to enter the information on Sedona.