Hello from the Jepson Center at Gonzaga University! The 2020-21 academic year has begun and like you we are all adjusting to so many things. Needless to say, a lot has happened since our last digest. We are pleased to share with you all of our news in this the fall issue of the Gonzaga University School of Business Administration Digest.

You may have heard that we moved entirely online to finish out the spring 2020 semester. Virtual-only courses also made up our summer offerings. I’m very pleased to say that our students, staff, and faculty handled this transition very well. While it made for some unusually quiet days in the Jepson Center I am likely still be around when we return to our new normal.

We are looking forward to a busy year. While we have made the decision to delay our centennial celebration until the 21-22 academic year (more on that soon), we still have much going on. Our enrollments are as strong as ever. We anticipate “hosting” numerous events and speakers and we hope our students will be able to participate in multiple competitions. Internships and projects are still big draws and, of course, our students still shine in areas like the CPA exam. And we are looking forward to having everyone back in class again!

Our staff and faculty continue to do fantastic work. Our faculty present research findings to their professional organizations (although it happens virtually now) and many hold leadership positions in their respective organization. Staff and faculty also have the opportunity to attend professional development workshops as well as serve on the boards of organizations. And in the spirit of being men and women for others they are very active in community service.

It is noteworthy that at this writing we have multiple nationally ranked programs and we are one of less than 190 business schools worldwide to have earned AACSB accreditation in both business and accounting. You will read about these and many more of our accomplishments in this issue of our Digest. Our students, staff, and faculty are doing outstanding work; we are proud to share them with you. Thank you for your on-going and generous support. Best wishes for fall 2020. Stay safe and be well.

Kenneth S. Anderson, Ph.D.
Dean, School of Business Administration
NEW RANKINGS
US NEWS & WORLD REPORT RANKINGS

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<thead>
<tr>
<th>Undergraduate Business</th>
<th>Undergraduate Finance</th>
<th>Graduate Accounting</th>
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<td><strong>Top 100</strong></td>
<td><strong>#23</strong></td>
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(Registered in the top 100 in the country since 2010)
FACTS AND FIGURES
SCHOOL OF BUSINESS ADMINISTRATION UNDERGRADUATE

$52,560
AVERAGE SALARY
OF GRADS

87.7%
OF GRADS USED THE SERVICES
OF CAREER & PROFESSIONAL
DEVELOPMENT
BASED ON RESPONSES TO SUPPLEMENTAL SURVEY QUESTIONS

68%
IN WASHINGTON
GRADS ARE
WORKING AND
STUDYING IN
30 U.S. STATES
AND 6 COUNTRIES

84%
OF GRADS COMPLETED AT LEAST ONE INTERNSHIP

1,400
UNDERGRADUATE STUDENTS

96.7%
OF GRADS REPORTED WORKING,
CONTINUING EDUCATION, VOLUNTEER
SERVICE, MILITARY SERVICE, OR NOT
SEEKING AS THEIR PRIMARY ACTIVITY
AFTER EARNING THEIR GONZAGA DEGREE.

GRADS ARE WORKING AND STUDYING IN U.S. STATES AND COUNTRIES

TOP EMPLOYERS
DELLOITTE
BOEING
MOSS ADAMS
DOCSIGN
VANGUARD

1,400 UNDERGRADUATE STUDENTS

FACTS AND FIGURES
SCHOOL OF BUSINESS ADMINISTRATION UNDERGRADUATE

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84% OF GRADS COMPLETED AT LEAST ONE INTERNSHIP

96.7% OF GRADS REPORTED WORKING, CONTINUING EDUCATION, VOLUNTEER SERVICE, MILITARY SERVICE, OR NOT SEEKING AS THEIR PRIMARY ACTIVITY AFTER EARNING THEIR GONZAGA DEGREE.

TOP EMPLOYERS
DELLOITTE
BOEING
MOSS ADAMS
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OF GRADUATES REPORTED WORKING, CONTINUING EDUCATION, VOLUNTEER SERVICE, MILITARY SERVICE, OR NOT SEEKING AS THEIR PRIMARY ACTIVITY AFTER EARNING THEIR GONZAGA DEGREE.

**FACTS AND FIGURES**

SCHOOL OF BUSINESS ADMINISTRATION GRADUATE

200

GRADUATE STUDENTS

83.2%

CPA PASS RATES

WITH A PASS RATE OF 83.2% ACROSS ALL SECTIONS OF THE EXAM, GONZAGA REMAINS FAR ABOVE THE NATIONAL AVERAGE FOR THE FIRST-TIME CPA PASS RATE OF 57.5%, ACCORDING TO STATISTICS.

18TH IN THE COUNTRY AMONG LARGE PROGRAMS

$62,959

AVERAGE SALARY OF GRADS

TOP REPORTED INDUSTRIES

ACCOUNTING

HIGHER EDUCATION

INTERNET & SOFTWARE

COMMERCIAL BANKING

HEALTHCARE

98.6%

WE ARE ACCREDITED BY THE AACSB IN BOTH BUSINESS AND ACCOUNTING. LESS THAN 200 SCHOOLS WORLDWIDE HAVE EARNED DUAL ACCREDITATION IN BUSINESS AND ACCOUNTING.

TOP EMPLOYERS

MOSS ADAMS

KPMG LLP

DELOITTE

BDO USA LLP

GRANT THORNTON/ PWC (TIE)

WE ARE ACCREDITED BY THE AACSB IN BOTH BUSINESS AND ACCOUNTING. LESS THAN 200 SCHOOLS WORLDWIDE HAVE EARNED DUAL ACCREDITATION IN BUSINESS AND ACCOUNTING.
SBA TRANSITIONS
RETIREMENTS

Connie Lipsker
Senior Lecturer of Marketing

The destiny that granted my business school colleagues and me the pleasure and privilege to work with Connie Lipsker, know what it was doing when it brought Connie on board of the School of Business after a successful career in marketing and retail management.

The circle started at Gonzaga, where Connie studied, forged friendships that withstood the test of time, enjoyed watching basketball, and was preparing to become one of the leaders for the greater good. Coming from a family of entrepreneurs who were deeply rooted in the community of Port Angeles, she had few doubts about what she wanted to do out of college. She wanted to work in business and to contribute to local communities. The test of this determination came with her very first job out of college, as a Buyer for Bon Marché. After ten years of buying and directing various women’s clothing divisions in Seattle, marriage necessitated a move back to Spokane, where she encountered opportunities in store management. The citizens of Spokane who are visiting Valley Mall Macy’s should really thank Connie because she was the first manager of this store and influenced its design and structure of its operations. After 28 years in corporate retail, she decided to leverage her marketing expertise toward more entrepreneurial work, and a consulting practice was launched to assist local and regional businesses with business planning and marketing strategies. Clients of her consultancy have ranged from family owned stores and professional service offices to the Coeur d’Alene Resort.

Over all of the years that transpired since then, Connie has been leading our students in their academic pursuits and generously shared her professional expertise with them as well as with her Business School colleagues. She has touched all of our lives during this time, and we are sad to see her go. Connie showed that you can make a difference in a student’s life by the day-to-day things you do for them. We all knew that if you needed to talk to Connie, you would have a hard time catching up with her during her office hours because you would have to compete for her attention with her students and advisees. There were always some students in her hospitable office, seeking her advice, asking for help, or just sharing with her.

I remember the last time I went to visit her classroom for a peer review process. Speaking in her soft voice, Connie was like a mother to her “Principles of Marketing” students: sharing, caring, and leading the way. Connie took advantage of every spare minute she had to teach her students and to do it best. She has devoted countless hours to advising and consulting students including time as the Director of Internships at the School of Business prior to the transfer of this function to the CPD center. When she took over the Promotion project in 2019, she led her team to do the project for Big Brothers, Big Sisters. Remarkably, her student team ended up raising $5,000 for this charity and for the first time in history Gonzaga Promotion project class earned a front page article on the Spokesman Review (a big score for Connie and for Gonzaga)!

Connie has been an amazing teacher, but she is also a great colleague and friend. If you ever needed advice on dealing with a challenging situation in class, Connie was always there as an empathetic listener and a wise advisor.

The big beneficiaries of her retirement will be her family and her beautiful garden because she will finally be able to devote more of her time to them. However, their gain is our loss as our marketing group will see her less, not to mention that no one will be able to replace Connie in a semi-official role of “the school of business icon of style.”

I have recently stumbled upon the following quotation by John Steinbeck and I want to share it with you: “I have come to believe that a great teacher is a great artist, and that there are as few as there are any other great artists. Teaching might even be the greatest of the arts since the medium is the human mind and spirit.”

Connie Lipsker is one of the great artists of the teaching profession. She has made a lasting impression on the world through the lives of the students taught by her. Years ago Gonzaga education prepared Connie to become one of the leaders for the common good. Connie paid it forward by bringing up a whole cohort of the bright business leaders who will lead in a Gonzaga way!

-Lada Kurpis
I first met Dave Elloy in 1988 at my job interview for a faculty position at Gonzaga. I was struck then by his friendliness and humility - two traits that he has consistently exhibited to me and other colleagues throughout his 35 year tenure at Gonzaga.

Dave was an outstanding teacher and is loved by his students. He exemplifies the Jesuit value of cura personalis, care for the whole person, both in and out of the classroom. You will often see students visiting with him in his office or the hallway. He is particularly welcoming to our international students and has developed lasting relationships with many students over the years. In addition to teaching at Gonzaga, Dave has been a Visiting Professor at the Graduate School of Management at the University of Western Australia (Perth), Javeriana University (Bogota), Massey University (New Zealand), International MBA Program at Peking University (Beijing), IOS School of Management (Burscough), and Chang Gung University (Taipei). His global experience and perspectives have been tremendous assets to the SBA and to our students.

Simply put, throughout his many years in the SBA, Dave has been an exemplary professional and colleague. Yet, along with his many accomplishments and recognitions, he remains a humble person. He always has a kind greeting and words of encouragement and support for colleagues and students alike. Beyond Gonzaga, Dave is devoted to his wife Shareen, his family, his faith, friends and our community. While we will certainly miss his friendly and calming presence in the Jepson Center, we wish him all the best as he transits to the next chapter in life.

Mariella C. Zavala
Assistant Professor of Marketing

Dr. Zavala's research interests include consumer-object relationships, retail design, social media, and sociocultural aspects of consumer behavior. She has presented her work at various conferences, including the Consumer Culture Theory Conference, the Transformative Consumer Research Conference, and the Association for Consumer Research North American Conference. Her research can also be found in the Journal of Business Research.

EDUCATION
Ph.D. in Management with a Concentration in Marketing
University of California, Irvine

B.B.A. in Marketing with a Second Major in Philosophy
University of Texas-Pan American (Now University of Texas-Rio Grande Valley)

Richard J. Vann
Assistant Professor Marketing

Dr. Vann's research interests include; explaining problematic consumer goal pursuits and disengagement by connecting goal pursuit phases, mindsets, evaluations, and affect. Applying improved goal disengagement theory to predict, encourage, and intervene for better health, sustainability, and well-being outcomes. And developing new constructs and measures to reveal barriers and facilitating factors for consumer goal pursuits with transformative potential

EDUCATION
Ph.D. in Marketing with Sustainability
University of Wyoming

MIT Masters in Teaching
Gonzaga University

MBA with a Marketing Concentration
Gonzaga University

BS in Multinational Business
Florida State University
In the past academic year, John had two journal articles accepted to A-level journals. The first article, Targeting Insider’s Weak Password Behavior, contributes to the literature by providing an empirical study focus on various password-related self-efficacies. The second article, Privacy Maintenance in Self-digitization: Information Disclosure Decisions and Fitness Technology Usage, found that privacy does matter in a post-adoption context and that future research should look at more ways to integrate both areas of research. John also previously published an article in ACM SIGMIS Database: The Data Base for Advances in Information Systems on individual security behavior. The first article, Tarining Insider’s Weak Password Behavior, was published in ACM SIGMIS Database: The Data Base for Advances in Information Systems on individual security behavior.

In the classroom, John utilized a new online book that allowed students to be interactively introduced to the material before class. In the spring semester, John continued to teach synchronously throughout the semester and integrated COVID-19 concepts into the understanding of fundamental information technology in business. He had students conceptually develop a technology that used mobile phones to calculate a person’s probability of having COVID-19 (e.g., microphone to monitor coughing, camera to monitor mask wearing, Bluetooth to monitor proximity to others). He later had students discuss the privacy implications of such a technology with someone older than they are. Additionally, he brought others interested in studying MIS to reflect on their journey through the program and provide advice for those interested in studying MIS.

John served in a leadership role on the SBA’s Data Analytics Task Force and as a member of the Continuous Improvement Committee Member. He also was a project sponsor for Computer Science Senior Design Project.

In the classroom, Yemisi adopted different innovative methods of teaching. To encourage students to think outside the box through reflection papers, she also administered the START-STOP-CONTINUE evaluation in her classes to get some feedback on her teaching. She then responded to the feedback accordingly. Following the transition to online delivery, many students understood the simulation, but a few struggled. To address this, she scheduled a meeting with all 23 teams to discuss their performance and address their concerns. She also asked each team to provide a slide deck on Blackboard to elicit feedback from their classmates.

Yemisi provides students with multiple modes of exposure to address their various learning needs. She also prioritizes being available to support students. While strategic management is what she teaches, she also believes that her role as an instructor involves inspiring students. She therefore freely shares her story of perseverance and determination, and reminds students to treat others the way they would want to be treated while doing it.

Yemisi had two articles published recently in peer-reviewed journals. The first, Work from home and organizational commitment: The sequential mediation of job stress and satisfaction, was published in the Journal of Organizational Psychology. The second, Immigrant entrepreneurs in the USA: A conceptual discussion of the demands of immigration and entrepreneurial intentions, was published in the New England Journal of Entrepreneurship. She also presented Work from Home and Organizational Commitment: The Sequential Mediation of Job Stress and Satisfaction at the 2019 Academy of Management Meeting in Boston.

In the classroom, Yemisi adopted different innovative methods including the use of two simulations to give students hands-on experience of real-life business environments. To encourage students to prepare for class, she included a reading assignment that required them to respond to questions online before the first day of class for the week. From the syllabus to the discussions, Yemisi encourages students to think for themselves constantly, “What is the broad question we are trying to answer in this course” to help keep them focused and engaged.

Yemisi encourages students to think outside the box through reflection papers. She also administered the START-STOP-CONTINUE evaluation in her classes to get some feedback on her teaching. She then responded to the feedback accordingly. Following the transition to online delivery, many students understood the simulation, but a few struggled. To address this, she scheduled a meeting with all 23 teams to discuss their performance and address their concerns. She also asked each team to provide a slide deck on Blackboard to elicit feedback from their classmates.
AWARDS & RECOGNITIONS CONT.

**Loeken SBA Vision & Values Award**

Congratulations to Dr. Annie Voy for receiving one of the two 2019-2020 Loeken SBA Vision and Values Awards. The other award winner is Dr. Danielle Xu. This award recognizes two faculty members for their significant contribution in helping the SBA fulfill its vision and live its values.

Annie has implemented an innovative engagement policy in her courses. She allows student to earn “Citizenship Points” for engaging in civil activities such as registering to vote, voting, watching political debates (national or local), and engaging in other citizenship behaviors. While Citizenship Points are small compared to the other points awarded in the class, Annie has found that these points are enough to remind and incentivize students to engage in the civic process. Annie also provides her students with voter registration cards and free stamps. Students are able to pick these cards up discretely after class. She allows student to earn “Citizenship Points” for engaging in civil activities such as registering to vote, voting, watching political debates (national or local), and engaging in other citizenship behaviors. While Citizenship Points are small compared to the other points awarded in the class, Annie has found that these points are enough to remind and incentivize students to engage in the civic process.

When COVID-19 shutdown schools and impacted the SBA’s involvement in the weekend meal support Bite2Go program for students at Linwood Elementary School, in Spokane, Annie stepped up to deliver meals to families who did not have transportation to travel to Linwood to pick up food. In the first few weeks, Annie delivered approximately 30 Bite2Go meal sacks per week to those families.

Annie is a member of the Committee on Academic Standing, the SBA Continuous Improvement Committee, the SBA Diversity and Inclusion Task Force, the Economics Program Review Committee, and the International Studies Advisory Committee. She served as a faculty mentor on Economics senior theses and as a career/college fair volunteer representing Gonzaga University at Prakrīte View Elementary School in Spokane. In the community, she is a member of the Equity Advisory and Boundary Revision committees in the Mead School District in Spokane.

**Loeken SBA Vision & Values Award**

 Congratulations to Dr. Danielle Xu for receiving one of the two 2019-2020 Loeken SBA Vision and Values Awards. The other award winner is Dr. Annie Voy. This award recognizes two faculty members for their significant contribution in helping the SBA fulfill its vision and live its values.

Danielle and Dr. Tim Olsen founded the study abroad program in China in the summer of 2016 and continued it in 2017 and 2019. They foresaw it as a regular program in the future. They believe this is an innovative program for both School of Business Administration and Gonzaga University and it has had a big impact on students’ lives and the SBA’s curriculum. The four-week program allowed the undergraduate students to understand the financial system in China, the investment opportunities in China, and the technology and E-commerce development in China. In addition, it included several field trips to various multinational and local businesses and network opportunities with the Chinese university students. This helps fulfills the SBA vision and strategic plan of providing global exposures to students and preparing them to become global citizens. Specifically, it fulfills our strategic plan to “deliver a rigorous, relevant and dynamic curriculum to meet the needs of our changing world” and our vision to “make our school a global leader in Jesuit education.”

The trips to Adidas, Nike and Microsoft offices in China also helped to strengthen the SBA’s relationships with its long-term partners. Danielle and Tim plan to include visits to Starbucks and Boeing in China in the near future.

Danielle traveled with students to Boeing in Seattle as a part of the project management class, to the New York as part of the Career and Professional Development Trek, and to Bellingham for a DECA regional competition. She has supported and co-sponsored students’ business case competitions including the CFA research challenge, ACG cup and Venture Capital investment competitions.

Danielle served as the Finance discipline lead and was a member of the SBA Mission and University Library committees. She co-authored a published article in Journal of Applied Business and Economics. She was the faculty advisor to the student DECA group, participated in 2nd Harvest’s Bite-to-Go project, engaged in NE Placed Initiative Project discussions and volunteered in spring NE community center cleanups. She also served as a mentor for visiting scholar Dildora Abdusattarova from Uzbekistan.
Ryan inspired greater student performance and accountability in curricular and co-curricular activities, including starting and continuing the economics tutoring center and acting as lead of the economics discipline which included developing a summer research program (temporarily on hold) and an annual guest speaker series.

Ryan actively engaged in the university and the community to develop rich learning experiences that engage students with real business and community challenges and opportunities. This year, he hosted Len Keifer, deputy chief economist at Freddie Mac, in an event that included the participation of many bankers and real estate professionals. He also worked with colleagues within the SBA to establish a case competition on affordable housing.

Ryan contributed to the excellence and reputation of the university in many ways, including giving talks through the community, being interviewed by the Spokesman Review on the effects of the New NAFTA trade agreement, and participating in a radio session with 1080 The Fan (Portland, OR) on the future of sports and economic/investment matters.

The task force completed its work in one academic year and made recommendations to the dean. Molly also co-facilitates (with Chief Diversity Officer Dr. Raymond Reyes) the Center for Teaching and Advising’s Productive Discomfort faculty affinity group. She coordinated several meetings each semester for discussion of making classrooms welcoming to all students while engaging in difficult conversations on diverse topics. She co-presented a paper titled “Engaging the Whole Professor and Preparing Students For More Inclusive Organizations” at the Midwest Academy of Management. She also presented two papers on education issues at the Colleagues in Jesuit Business Education conference.

In experiential learning activities, Molly coordinated “You Can In Spokane”, an event designed to encourage students to consider staying in Spokane after graduation. Molly arranged a speaker to shine a spotlight on the positives of Spokane, used the event as an experiential learning initiative in her training and development course, and coordinated the networking of students with employers and alumni. She also coordinated with CPD and the Alumni Office to recruit employers and alumni to attend.

As for national recognition, Molly is the incoming president of the national group Colleagues in Jesuit Business Education which is part of the international group Colleagues in Jesuit Business Education. She also presented two papers at the Midwest Academy of Management. She also presented two papers on education issues at the Colleagues in Jesuit Business Education conference.
At the university level, Molly is a member of the Core Executive Committee; the Faculty Formation Task Force (Mission and Ministry), and the Council on Diversity, Equity, and Inclusion. In the SBA, Molly serves on the Continuous Improvement Committee. In the community, Molly is an active member of the Rotary 21 club, serving on foster kids, invocation, and vaccination committees. She also manages a writing group of Spokane community members who are working on fiction, non-fiction, and poetry.

**Barnes Vision Engagement Award**

Congratulations to Dr. Vivek Patil for receiving the 2019-2020 Barnes Engagement Award. This award recognizes engagement with the university and business community. It includes service and involving the business community in the school as well as volunteerism, educational programming and outreach, partnerships with community stakeholders, and community-engaged learning.

In addition to his courses at Gonzaga, Vivek teaches in the DBA program at Creighton University. This work engages him with the university and different schools and colleges. He currently serves on the Continuous Improvement Committee. He is a reviewer for the International Journal of Business and Systems Research. He made three presentations this year at academic conferences.

Vivek continues to seek meaningful opportunities to contribute to the local community. This past year, he was on the marketing committee of the Board of Vanessa Behan Crises Nursery. After the MAPS project for community development and his work with Dr. Peggy Sue Loroz on the assessment of the Jesuit mission of the University that have twice been published in the Journal of Jesuit Business Education (2019 and 2024). These works have involved two conference presentations, one of which won the best paper award during the 2018 CJEIEAJBS conference in Seattle.

In Fall 2019, when Fr. Max Oliva, S.J. announced that he was offering commuter retreats to School of Business Administration faculty, Vivek leapt at that opportunity and was probably Fr. Max's first non-Catholic disciple. Fr. Max has become a good friend and mentor.

Vivek continues to seek meaningful opportunities to contribute to the local community. He has participated in community service events and engaged with students through teaching and research. His work with the Jesuit mission of the university, through teaching, research, advising or service and includes leadership in mission activities on campus, student mentoring activities, and sustainability initiatives.

Mirjeta Beqiri for receiving the 2019-2020 Barnes Inspiration Award. This award recognizes engagement with the Jesuit mission of the university through teaching, research, advising or service and includes leadership in mission activities on campus, student mentoring activities, and sustainability initiatives.

Mirjeta incorporates mission in all the courses that she teaches - qualitative and quantitative. In quantitative and stats analysis courses, students continue to work, when possible, with non-for-profit organizations as data analysts. Such a course has had such an impact and inspired one of her former students in developing and teaching a Business Consulting Projects Lab course. In operations-related courses, Mirjeta discusses such matters as unethical issues of outsourcing (sweatshops, etc.) and sustainability practices in supply chains. The Gonzaga in Belgium and Italy program serves as a platform to share her passion as a global world citizen. Its goal is to inspire students to become individuals that the world needs most. In addition to visiting the European Commission, students also visit sustainable businesses, such as Funghi Express. Additionally, she volunteered to teach in Fall 2020 as Supply Chain Association's co-advisor. Additionally, when the MBA team was getting ready to compete in the ACG Cup Competition and was very determined to go to Portland (in early March), she was by their side without any hesitation despite the circumstances. Furthermore, she mentored several DNP, Ph.D, and DBA students. Moreover, she served as facilitator for the New Student Orientation - ZagHelpsZags.

At the university level, Mirjeta serves as chair of the Academic Council Graduate Curriculum Committee (spring) and chair of the Academic Committee in the Faculty Senate. She also is a member of the Pandemic Response Committee (summer). She also serves as co-advisor for the DECA chapter. Additionally, when the MBA team was getting ready to compete in the ACG Cup Competition and was very determined to go to Portland (in early March), she was by their side without any hesitation despite the circumstances. Furthermore, she mentored several DNP, Ph.D, and DBA students. Moreover, she served as facilitator for the New Student Orientation - ZagHelpsZags. At the university level, Mirjeta serves as chair of the Academic Council Graduate Curriculum Committee (spring) and chair of the Academic Committee in the Faculty Senate. She also is a member of the Pandemic Response Committee (summer). She also serves as co-advisor for the DECA chapter. Additionally, when the MBA team was getting ready to compete in the ACG Cup Competition and was very determined to go to Portland (in early March), she was by their side without any hesitation despite the circumstances. Furthermore, she mentored several DNP, Ph.D, and DBA students. Moreover, she served as facilitator for the New Student Orientation - ZagHelpsZags.
Barnes Research Awards
Each of the following faculty members will receive a Clarence H. Barnes Fellowship award based on their publication of peer-refereed article(s) or unconditional acceptance of a peer-reviewed article(s). Congratulations to all of them for the awards received due to their published research in the past year.

YEMISI AWOTAYE
GERHARD BARONE
RANDY BENNETT
SCOTT BOZMAN
ANDREW BRAICICH
REBECCA BULL SCHAEFER
JASON CHEN
TODD FINKLE
DONALD HACKNEY

SARA KERN
DANIEL LAW
ADRIANE LEITHAUSER
CASEY MCNELLES
MATTHEW MCPHERSON
JUSTIN MORSCHECK
ASHISH THATTE
DANIELLE XU

UNIVERSITY FACULTY AWARDS

Teaching in Excellence Award
Donald Hackney, Associate Professor of Business
Cathy Dehart, Lecturer of Accounting

Long-serving Faculty Awarded Emeritus Status
David Elloy, Professor of Management

2020 Compass Award Winner
Rebecca Bull Schaefer, Associate Professor of Management

Promotion: Assistant Professor to Associate Professor
J.D. Morscheck, Associate Professor of Finance
The SBA heard from the students that the COVID-19 health crisis made it difficult to find or keep a summer internship. In a regular summer, many of them would be doing internships for academic credit or for zero credit (no tuition) with a waiver of the experiential requirement of the business major.

With this rising concern the SBA stepped up and offered two summer classes to help those rising juniors and seniors, who had their internships and other educational opportunities canceled or were not able to attain an internship due to the COVID-19 health crisis, meet their experiential requirement.

The Summer Experiential Intensive courses included two different sections: one section for zero credit and could be taken without paying tuition. Successful completion of this course waived the three-credit experiential requirement in the business major but does not provide the student with any credits. The second section counted for three credits and requires paying tuition. The content and requirements of both sections are the same.

Both sections of the class included one core experience on career preparedness and then required each student to select three modules of experiential content from a menu.
This past spring the School of Business began an on-line program called Mondays at Noon. This hour long program was designed to help the school stay connected with our students and other stakeholders. Available via Zoom each week, we feature a noteworthy leader from the Gonzaga network who provides insight and commentary on the world of business. Additionally, we use this time to give the listeners a chance to interact with the speakers and leadership of the business school.

**FEATURED SPEAKERS**

- **Stuart McKee ’93**
  Chief Technology Officer, State & Local Government
  Microsoft

- **Jennifer West ’87**
  Reputation Management Consultant

- **Katy Bruya ’99**
  Senior Vice-President for Human Resources
  Washington Trust Bank

- **Mary Kuney**
  Spokane County Commissioner

- **Antonella Mediati**
  Brain-Based Leadership Coach

- **Ken Anderson ’81**
  Dean of the School of Business Administration
  Gonzaga University

- **Gary Weber**
  Professor of Accounting and
  Kinsey Robinson Chair of Business Administration
  Gonzaga University

- **Will McCahill ’73**
  Business Manager
  Microsoft

- **Dr. Charlita Shelton**
  Special Consultant to President McCulloh
  Gonzaga University

- **Joe Smith**
  Head of Sponsorships & Regional Marketing
  Truist

- **Jane Hession ’72, ’77**
  Academic Advisor, School of Business Administration
  Gonzaga University

- **Matt Santagelo**
  Executive Director
  Hoopfest

- **Dr. Mirjeta Beqiri**
  Professor of Operations & Supply Chain Management and Director, Graduate School of Business programs.
  Gonzaga University

- **Kyle Teater**
  Director of Finance / CFO, Boeing Research and Technology, Enterprise Engineering

- **Alex Flake**
  Senior Program Manager at Amazon

- **Ryan Boscow**
  Senior Program Manager/Talent Advisor - WW Devices & Business Development; Amazon Student Programs

- **Andrew Sorenson**
  Operations Director, Strategic Manufacturing Capabilities
  Nike
In the days leading up to the Boeing excursion, my excitement grew as I devoured the recommended course materials. Before stepping foot on the bus destined for Boeing’s production facility in Everett, I developed a foundational knowledge in project management through the recommended reading of the Harvard Business Review’s Guide to Project Management. Additionally, I explored lean manufacturing principles and watched the recommended Boeing videos with eyes opened wide. The videos ignited my imagination as I began envisioning the upcoming Boeing excursion, and the experience I would soon share with the Gonzaga MBA crew!

The immersive visit to Boeing began with an inspiring introduction led by Rodney Armstrong, Director of Supply Chain Finance Analytics. During the session, I was surprised by his honest critique of Boeing regarding continuous improvement, admitting the natural tendency for Boeing employees to fixate on their jobs without understanding the why behind what they do. For instance, very few challenge the status quo processes. Reflecting on his words, I realized the importance of facing the unknown, stepping outside my comfort zone, and challenging the status quo to pursue continuous improvement in my own life, my work, and the world.

Armstrong’s Keys to Success left a lasting impression on me. A few items on his list deeply resonated with me. Firstly, I am a strong believer in his recommendation, “don’t sign work you wouldn’t be proud of”, which signifies effort in striving to put only my best work forward. Second, I need to remember the value of “being a first-time learner”. I tend to fall into the trap of perfectionism, which ultimately prevents me from continuous improvement when the fear of failure prevents me from challenging the status quo. Viewing mistakes as learning opportunities will overpower my inclination to dwell on a mistake, especially with negative thinking and hardness. Lastly, I often forget to “have fun”. Having fun was an item I was surprised to see on his list, especially because I put a lot of pressure on myself to perform. As I move forward from this experience, I will aim to integrate more fun into my work rather than approaching work with a mindset of perfection and pressure. Indeed, I gleaned valuable perspective from Armstrong’s Keys to Success to apply throughout my career.

Following Rodney’s session, we segued to a presentation on Project Management. When discussing the four stages of monitoring and controlling the project, the importance of the planning phase was emphasized. The common phrase “haste makes waste” set in my mind. Admittedly, I can recall smaller projects when I failed to give the planning phase adequate attention due to my eagerness to dive into the execution phase. Reflecting on my experience with project management, I acknowledge that the best projects are the result of proper initiation (clearly defined objectives), adequate planning, strategic execution, and an intentional closing process to capture valuable lessons learned.

The most noteworthy project I managed in my career to date was a store opening for Lululemon Athletica in a new market. During each
phase in the project management process, I worked closely with key stakeholders from the corporate office headquartered in Vancouver, British Columbia. With clear objectives defined from the beginning, we spent a significant amount of time and effort in the planning stage. Before opening the store, I identified the major tasks at hand, evaluated resources, and determined a realistic timeline. Next, I was responsible for assembling my ‘dream team’ based on the key skills required to open and operate a new store. Once the team was hired, I further broke down key tasks into more detailed assignments and areas of responsibilities based on the skills of employees. Together, we worked to complete the new store checklist while working diligently to stay on schedule.

After substantial preparation, the highly anticipated grand opening day finally arrived! In the execution phase, performance data was collected and evaluated against our objectives. Reports on sales, inventory, and budgets were compared to actual results before being shared with key stakeholders during the store opening’s execution phase. I’m pleased to report that total sales reached 153% to plan during the store’s opening weekend! Additionally, the store was recognized among the top three stores based on total sales for three consecutive weeks. In closing the new store opening project, I met with stakeholders from the corporate office as well as the district and regional managers to capture lessons learned. The closing phase also brought a celebration with the team to reward our achievements!

Reflecting on the Boeing excursion in its entirety, I am filled with gratitude and return to Gonzaga with an augmented perspective, additional knowledge, and valuable insights to apply to my work and career. The overarching theme that resonates within me as I depart from Boeing is continuous improvement. Continuous improvement becomes reality only by taking initiative, following my passions, and challenging myself day in and day out. While the relentless pursuit of continuous improvement calls for courage, I know in my heart that it’s the path to pursue to ensure I live my best life, leave a legacy, and positively impact the world.

Without a doubt, I highly recommend MBA students participate in the immersive visit to Boeing. As I expressed in my reflection paper, I gleaned valuable insight from the experience and such learning is invaluable to replicate in a classroom setting. The experience facilitated deeper learning as I was able to draw from concepts introduced in the classroom setting, such as supply chain management and lean production, throughout my time at Boeing. Not only do I recommend the Boeing trip to MBA students, but I also recommend developing additional immersive visits to enhance the learning process in other key business disciplines or industries.

-Haley Topliff

Faculty and staff are invited to participate in a series of learning sessions to help them integrate career development into their advising meetings, classroom discussions, and other interactions with students. Career & Professional Development provides faculty and staff with the tools necessary to assist students in their career journey. As a result of the training, participants will be more prepared to converse with students and alumni about their careers in a meaningful way. Staff and faculty will learn proven methods and techniques on how to illuminate the career path of Gonzaga University students in powerful and impactful ways.

The School of Business had 18 Career Kindlers participate in the program over the last 3 years. As a result, they were presented with the following:

- Letter to incorporate into faculty members application for rank and tenure (upon request)
- Certificate of completion of the Career Kindler Training program
- Official pin to designate your Career Kindler status
- Sign for the office door that displays that you have received specialized training in career development

Gerhard Barone
Mirjeta Beqiri
Becky Bull/Schafer
Cathy DeVlart
Maureen Dutillo
Don Hackney
AJ Hawk
Jane Hession
Erica Johnson
Jillian LaBelle
Adriane Leithauser
Connie Lipser
Peggy Sue Loroz
Fr. Max Ollio
Molly Pepper
Chris Stevens
Masha Tackett
Haley Topliff

CAREER KINDLER TRAINING PROGRAM
The SBA has a number of advisory boards that include individuals from within Gonzaga, from across the region, and experts from different industries who have extensive experience in business and other related fields. Advisory Board members contribute to the business school in a number of ways: committing their time, energy, expertise and their financial resources to helping the school achieve its mission. Our Board members help determine the school’s direction, develop priorities, participate in programming and other educational initiatives, and serve as advocates in business, community, and educational circles.

The SBA is extremely thankful to these talented and generous individuals for the many ways they have shaped our purpose and our impact.

THE SCHOOL OF BUSINESS HAS 125+ BOARD MEMBERS SERVING ON 7 BOARDS FROM 6 STATES

REPRESENTING 100+ COMPANIES

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Signia Capital Management
Spokane Club
Spokane International Airport
Spokane Overstock
Spokane Rock Products
Spokane Teacher Credit Union
Sustainable Organization
Teach for America
TG
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The Old Gold, Paydirt & Tough Luck Bars
The Hatt Company
Triad Behavioral Health
TruRooms, INC.
University of Oregon
URM Stores
US Bank
Valleyst
Velop and Needsmet
Washington Trust Bank
Wildlife
Witherspoon Brajcich McPhee
Yokes Foods, Inc.
The Society for Human Resource Management (SHRM) awarded a 2019-2020 Superior Merit Award for designation to the Gonzaga University School of Business SHRM student chapter for providing superior growth and development opportunities to its student members.

The SHRM student chapter merit award program encourages the development of more effective student chapters and distinguishes outstanding activities and projects. Chapters are recognized based on chapter operations, chapter programming, and professional development of members, support of the human resource profession, and SHRM engagement.

"Today’s members of our student chapters are the HR leaders of tomorrow. They are the movers and shakers of the future, and we cannot underestimate the vital role they play in SHRM’s success,” said Johnny C. Taylor, Jr., SHRM-SCP, SHRM president and CEO. “The Gonzaga SHRM Chapter #5444 is evidence that the future of HR is, indeed, in good hands. I applaud their accomplishments and ability to forcibly move forward during a time of such change and uncertainty in the workplace."

The AICPA honors accounting alumnus Chase Ronderos, who earned a Master’s of Science in Taxation (MSTax) degree from Gonzaga in 2019 and a bachelor’s in accounting in 2018, is among 137 winners of the prestigious 2019 Elijah Watt Sells Award from the American Institute of CPAs honoring the nation’s top performers on the Uniform CPA Examination.

To qualify for the award, CPA candidates must obtain a cumulative average score above 95.5% across all four sections of the Uniform CPA Examination, pass all four sections on their first attempt, and have completed testing in 2019. One of nearly 75,000 individuals who sat for the CPA Exam in 2019, Ronderos said the award honors both him and Gonzaga’s faculty.

"Receiving this award represents the culmination of not only my efforts but also those of the faculty at Gonzaga who have helped me over the years,” said Ronderos, who is employed with BDO USA, in San Jose, California. “My professors in the MSTax program always emphasized the importance of learning how to research rather than attempting to memorize the material word-for-word. This was more important than ever on the CPA exam where the sheer breadth of the material made rote memorization nigh impossible, particularly in regard to the task-based simulations. I’m happy to say that the skills my professors taught me in the classroom have applied not only to the CPA exam but also to my work in public accounting.”

Gary Weber, Ph.D., director of Gonzaga’s Graduate Accounting Programs, congratulated Ronderos for the achievement.

"We are pleased to see Chase win the Elijah Watt Sells Award and share in his excitement about this remarkable accomplishment. He was an exceptional student in our program who really distinguished himself through his hard work, attention to detail, and outstanding attitude. Chase is an excellent representative of Gonzaga’s program, and we can see in graduates like Chase just how well a Gonzaga accounting education prepares students for success in their careers.”

Mike Decker, AICPA vice president of examinations, commended Ronderos and all the 2019 Elijah Sells Award winners. "The CPA Exam is a rigorous assessment and these candidates should be proud of their exceptional performance.”

The Elijah Watt Sells Award program was established by the AICPA in 1923 to recognize outstanding performance on the CPA Exam. Sells, one of the first CPAs in the United States, was active in the establishment of the AICPA and played a key role in advancing professional education within the profession. The AICPA, which owns and scores the CPA Exam, works with hundreds of volunteers and other stakeholders to maintain its relevance to the profession and alignment with the knowledge and skills required of a newly licensed CPA.
STUDENT SUCCESSES
SBA EXCELLENCE AWARD WINNERS

BRIAN BOWERS
Hometown: Bellevue, Washington
Degree: Bachelor of Business Administration with concentrations in Finance and Product Management and a minor in the Hogan Entrepreneurial Leadership Program
Post-Grad: Operations Excellence Consultant for West Monroe Partners

ANTHONY KASKURS
Hometown: Orcas Island, Washington
Degree: Bachelor of Business Administration with a concentration in Finance and a minor in Computer Science
Post-Grad: Investment Analyst for RVK Inc.

CHRIS KEANE
Hometown: San Diego, California
Degree: Bachelor of Business Administration with a concentration in Finance and minors in Entrepreneurial Leadership and Spanish
Post-Grad: West Monroe Partners, Financial Services Team

RACHEL DESIMONE
Degree: Bachelor of Business Administration with a concentration in Law and Public Policy

Not pictured
A six-member team of Gonzaga School of Business Administration accounting students won the regional competition of Deloitte’s Audit Innovation Campus Challenge and was among 12 teams nationwide that advanced to the national finals at Deloitte University in Westlake, Texas.

**THE TEAM INCLUDES:**
Sophomore Trevor Diuco, from Rancho Mission Viejo, California; Juniors Andre Eason, Bellevue, Washington; Thea Pelz, Danville, California; Emily Pinder, Portland, Oregon; Natalie Veto, Tiburon, California, and Senior Sam McEwan, Boise, Idaho.

Teams representing 50 colleges and universities nationwide participated in the regional competitions Nov. 21 and 22 in Atlanta, Boston, Chicago, Dallas, Los Angeles and Minneapolis. The Gonzaga team had five weeks to respond to a challenge statement released in October.

“[The students] made an awesome presentation at the regional competitions,” said Gonzaga accounting Professor Sara Kern, one of the team’s advisers. “They faced some tough competition and I am incredibly proud of the Gonzaga team. We are very excited to compete at the national competition.”

Casey McNellis, assistant professor of accounting and a team adviser, said the accomplishment reflects the students’ strong collaborative work and innovative thinking.

“The team addressed the growing concern of data privacy and proposed a unique and practical solution that leverages specific competencies of the accounting profession,” McNellis said. “During the competition, the students worked closely with Deloitte professionals, and I am excited that they will be continue this valuable learning experience in preparation for the national competition.”

### ENTREPRENEURSHIP STUDENTS RECEIVE HONORS

Out of 115 teams from 10 schools that applied to enter the 2020 Northwest Entrepreneur Competition, Gonzaga University had 6 teams from its Entrepreneurship Programs that were finalists. Two of those teams placed in the finals and won prize money.

In the Business Division, Perfect Plastic, a product which reduces waste, placed in 3rd place. It was created by all Entrepreneurship & Innovation students: Mohammed Ageez, Corey Kispert, Killian Tille, Dylan Hay, Cameron Custodio, and Bryan Husin.

In the Technology Division, Magna Hip, a hip replacement product, came in 3rd place. It was created by Megan Nakamura (Entrepreneurship & Innovation and Human Physiology), Charles Debake (Mechanical Engineering), Joseph Heston (Mechanical Engineering), Bassel Mufarreh (Human Physiology), Madeline Robinson (Mechanical Engineering).
In March, a team of MBA students from the Graduate School of Business placed third at the Association for Corporate Growth case study competition in Portland, Oregon. ACG is an organization that brings together finance professionals in the fields of M&A, investment banking, private equity, and financial advisory. The northwest chapters of the group host a competition every year for students to solve a real-life problem in a high-pressure setting, as well as to network with employers and professionals in the area. Eight schools made it to the semi-finals and Gonzaga’s team tied for 3rd place.

**THE TEAM INCLUDED:**

Nicholas Shields, Ciera Thornton, Austin Wahl, Anthony Mazzola, and Matthew Rhew

The competition consisted of a pitch to a panel of judges detailing the groups’ recommended course of action for the case study: a restaurant that had received a tender offer from a holding company. The groups created detailed financial analyses for the different possible scenarios. The final round required groups to perform the same presentation for new judges, taking into account the feedback from the first group. Gonzaga’s team was complimented for having the best analysis of the company’s management and the most creative solution to the case.

The trip was sponsored by the Mozilo Student Experiential Fund.
HONOR ROLL

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ACARent Inc.
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Pepe Alibi, Jr. (RIP)
Dave and Shana (Squier) Allen
Kim and Sue Anderson
Archdiocese of Seattle
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Bank of America
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Eddy and Terry Kay Birrer
The Boeing Company
Eric Brady
Andrew and Alexandra Brojcich
Holly Brojcich and Tom Krzyminski
Leah Brojcich and Christopher Richard
Matt D. Brojcich
Frederick and Paulina Rosario Lauzon (Pinto) Bricker
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STUDENT SCHOLARSHIPS

Total Scholarship given:

$556,996

Number of students receiving scholarships from the SBA:

215
THANK YOU, FOR INVESTING IN OUR STUDENTS!
YEMISI AWOTOYE

GERHARD BARONE

PAUL BULLER

REBECCA BULL-SCHAEFER

TA-TAO CHUANG

TODD FINKLE


SARA KERN

DAN LAW

ADRIANE LEITHAUSER

Peggy Sue Loroz


MOLLY PEPPER

ASHISH THATTE


YELIN ZHANG

VIVEK PATIL

YELIN ZHANG

MATTHEW MCPHERSON

FACULTY PUBLICATIONS

School of Business Administration faculty members embrace the vision and values of the school exemplified by their professional development work. The research produced by our faculty allows them to bring cutting-edge knowledge to the classroom, helping ensure that the SBA delivers a high quality, relevant education to all its students. This is particularly valuable in the SBA’s graduate programs where our students are more likely to take this knowledge back to the organizations they serve. Beyond the classroom, our faculty deliver knowledge to our community partners through consulting, speeches and talk board service, and other networking opportunities. All of these activities allow for a higher quality of engagement between the SBA and the communities it serves. Explore the depth and breadth of our faculty’s most recent publications, and ongoing research.

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