

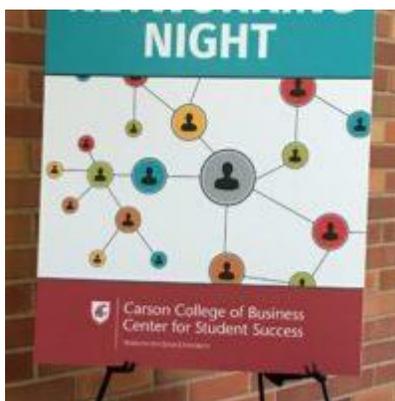
December 2016 Edition

Dean's Message December 2016



Dear Friends, As a college, we are committed to providing transformational experiences that serve our students for life. And this means every student who is willing and able to do the work we expect. Higher education is an amazing path to opportunity. For many of us, this path was made possible in part by gifts from those who came before us. Those of us who have received this gift in turn have the opportunity—some would say the responsibility—to pay that gift forward.

Being a Carson Cougar means...Being the Pride of the Palouse



This fall, the Carson Center for Student Success launched a series of programs which align with WSU's strategic goal of creating a transformational student experience. The career and academic advising teams at the Carson Center focused on teaching students how to be their own advocates while progressing on their paths to be outstanding Carson Cougar professionals.

Carson Cougs for Life



Starting with its renaming in 2013, the college embarked on a journey to establish a new brand as the Carson College of Business, the first choice for students seeking a business education in the Pacific Northwest, a place where transformative student experiences occur, and a model for business education in public universities.

Dean's Excellence Fund Opens Doors of Opportunity



Isaiah Evans, a senior majoring in accounting and finance, is a great example of how one small-scale opportunity provided by the Dean's Excellence Fund developed into a much larger one. The fund supports the college's highest priorities and ensures students receive transformational learning experiences. Evans was one of a select group of Carson College students supported by the fund to attend the 2016 Power Breakfast, an annual networking event for alumni and Seattle business leaders.

Carson Center for Student Success Endowed Excellence Fund: The Gift That Keeps on Giving



The Carson Center for Student Success continues to evolve. With the onboarding of Director Suzi Billington, eight new staff have been hired over the last year to improve existing programs and implement new ones. Now more than ever, the center is fully staffed and uniquely able to provide business majors with tailored services including career advising, networking and professional development opportunities, quality academic advising and tutoring, international and leadership experiences, and scholarship assistance to help students succeed in the classroom and in their professional lives.

Tradeoffs: EMBA Grad's Unrealized Dream Leads to Most Rewarding Career Experience



Growing up, Kelly Fox ('16 EMBA) had a dream of becoming a park ranger in the National Park Service, committed to preserving the environment and educating communities about natural resources. While attending college, his entrepreneurial interests proved to be a more powerful calling, and he left school to focus on small business development.

Big Ideas Shared at the 2016 Power Breakfast



If Slalom Chief Executive Officer and cofounder Brad Jackson asks one of his employees “So what’s the big idea?” there’s no cause for alarm. That’s because all Slalom employees are encouraged, if not expected, to share their business ideas and contribute to the firm’s culture of embracing different thoughts, opinions, and people.

[Business Tech Symposium 2016](#)



From beer to cell phones, digital technology affects almost every product on the market today. At the annual Business Technology Symposium Friday, September 9, top business executives came together to talk about how technology can and will change the world.

[Walton Lecture](#)



At the 2016 Walton Lecture, students learned the importance of how distinctions can quickly become discriminatory if ethical practices are not followed. Keynote speaker Brian Steffel, Oregon Mutual Insurance Company president and chief executive officer, discussed the boundaries of fair pricing in the property and liability insurance industry.

What Makes a Successful Finance Professional? Industry Panel Reveals Tricks of the Trade



According to a panel of successful finance industry experts, besides a passion for the industry and excellent business skills, it may take a little bit of magic to be an effective finance professional.

The Risk, Responsibility, and Rewards of Being an Insurance Professional



While the medical field may sound like a perfect fit for students with a passion for helping and creating hope in others, several professionals participating in the Insurance Industry Professionals Night panel that a career in the insurance industry may be just as rewarding.

Research & Popular Press December 2016



“WSU’s Senior Housing Management Class Grows”

Nancy Swanger, director of the [School of Hospitality Business Management](#) and associate dean, discusses what makes the school’s senior living course successful and attractive to students interested in the senior housing management niche in her article published in the February 11, 2016 issue of the *Spokane Journal of Business*.



“How Black Men, Vets are Uniquely Qualified for STEM Jobs”

K.D. Joshi, professor of management, information systems and entrepreneurship, discusses how military veterans and black men, two groups that have previously lacked opportunities in STEM fields but possess unique soft skills, can meet the need for a larger, skilled workforce across the state of Washington in her article published in the February 19, 2016 issue of the *Puget Sound Business Journal*.



“Free Student Consultancy Helps Farrar’s Bistro Grow”

Mistie Josephson, [Business Growth MAP](#) manager, WSU Vancouver, describes how MAP students helped Farrar’s Bistro, a neighborhood grill, achieve an 18 percent growth in revenue in her article, published in the April 29, 2016 issue of the *Vancouver Business Journal*.



“Co-working spaces may help fuel local tech industry”

Iis Tussyadiah, associate clinical professor of hospitality business management, WSU Vancouver, discusses the demand for co-working space in her article, published in the June 3, 2016 edition of the *Vancouver Business Journal*.



“Addressing Ethical Conflicts Directly in the Workplace: Frameworks are Available for Handling Such Issues,”

Jane Cote, academic director of the Carson College of Business, WSU Vancouver, and **Clair Latham**, associate professor of accounting at WSU Vancouver discuss how to respond when values or ethics are challenged in the workplace in their work, published in the July 14, 2016 issue of the *Spokane Journal of Business*.



“Workplace Conflict and Bringing Voice to Your Values”

Cote and **Latham** are also featured in their work, published in the July 15, 2016 issue of the *Vancouver Business Journal*.



“Non-GMO Menu Items Can Earn Higher Markups”

Dogan Gursoy, professor of hospitality business management, discusses his study that found customers will pay extra to eat restaurant meals free of genetically modified ingredients in his article, published in the July 28, 2016 issue of *Restaurant Hospitality*.



“Are You Present or Future Oriented?”

Jeff Joireman, associate professor of marketing, discusses how spending habits and financial responsibility can be influenced by whether a person is present or future oriented in his article, published in the August 26 issue of the *Vancouver Business Journal*.



“All Facets of Faculty”

David Sprott, senior associate dean for faculty, research, and international programs, and **Andrew Perkins**, associate professor of marketing, discuss strategies to help faculty manage workload and contribute research in his work, published in the August 19, 2016 issue of *BizEd*.



“Northwest Wine Schools Embrace Business Coursework”

Robert Harrington, professor of hospitality business management, discusses the **Wine Business Management Certificate** in his article published in the September 21, 2016 issue of *Wines & Vines*. The certificate is also featured in **Sip Northwest Magazine** and in **Washington Tasting Room Magazine**.



“18 Ideas for Campus Career Center Events and Services”

Suzi Billington, director of the **Carson Center for Student Success**, discusses strategies the Carson Center uses to help students productively use wait time leading up to the fall career expo in the article, published in the September 30, 2016 issue of *University Business*.

December 2016 New Hires



Sophia Gaither is the new associate director for employer connections and career outcomes in the [Carson Center for Student Success](#). She oversees the career connections team which embodies employer relations and career education. She previously served as the director of career and professional development for Livingstone College in Charlotte, North Carolina. She has been recognized by colleagues for some of her efforts to improve freshman engagement with career services and access to resources to increase professional

development.
She earned her
B.A. in English
from the
University of
North Carolina
at Charlotte and
her M.S. in
higher
education with
a specialization
in college
administration
and leadership.



Chelsea Gese ('15 Strategic Communication) is the new admissions coordinator for [Graduate Programs](#). She is a new employee at WSU and has many years of experience working in hospitality, client relations, sales, and customer service. She is passionate about the community she lives in and is excited to be working for her alma mater.



Courtney Anne Jackson is the new international study abroad coordinator in the [Carson Center for Student Success](#). She recently moved from Washington D.C., and is originally from Quincy, California. She has previously worked supporting international students with Hult International Business School in San Francisco and with the American International Recruitment Council (AIRC) in Bethesda, Maryland. She received her B.A. from Whittier College in Los Angeles County and her M.A. in international education management from the Middlebury Institute of



International
Studies at
Monterey.

Robin Olson is the new college facilities coordinator in the Carson College Office of Technology. She has been with the college for the last three years as a student employee and has recently joined the team full-time. She graduated from WSU last May with a bachelor of arts in interior design with an emphasis in sustainable development.



Ana Maria Sears ('01 Chemical Engineering) is the new employer relations coordinator in the [Carson Center for Student Success](#). She will work with employers who wish to hire WSU students for internships and career positions. After earning her degree, she postponed a professional career to raise four children with her husband, who owns an investment and insurance business in Pullman.



Angela Senter ('02 Agricultural Education; '10 Education) is the new Carson College event coordinator and is located in the marketing and communications unit. Prior to coming to WSU, she worked for the past seven years as an activity director and health care educator for a local senior living facility.



Mitch Swanger ('14 M.A.Ed.), former graduate recruitment and admissions manager, is now the [Graduate Programs](#) coordinator for online programs.

Unbreakable Bonds: Cougar Spirit Reflected in Legacy Scholarship



Ann Redmond-Blais ('76 Marketing) and her late husband Patrick Redmond ('77 Finance) are one of many examples of two Cougs who met at WSU, fell in love, got married, had a family and successful business careers—

NIC Scholarship



In September, Anna Lee and Marlo Pettie, WSU hospitality business management seniors, received scholarship support from the National Investment Center for Seniors Housing & Care (NIC) to attend the NIC conference in Washington, D.C.