



WILLAMETTE UNIVERSITY MBA

MAKING NEW CONNECTIONS

Atkinson Graduate School of Management
Dean's Report, Spring 2005

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LETTER FROM THE DEAN

AACSB RE-ACCREDITATION MARKS NEW BEGINNING FOR ATKINSON MBA PROGRAM.

Acknowledging recent successes and making new connections.

As this issue goes to press, I am returning with Associate Dean Debra Ringold (who ended her tenure in this position May 31) from San Francisco, on the occasion of our Association to Advance Collegiate Schools of Business (AACSB) re-accreditation. We were there to receive our Certificate and to be honored at a reception along with other schools being accredited.

The reaffirmation of our accreditation by the AACSB is a great accomplishment for us. We had three distinguished deans — from Boston College, Rollins College and Shenandoah University — here for our campus visit in February. Their report had a tremendous number of positive things to say about our school, and I thank all the AGSM alumni, Advisory Board members, Trustees, faculty, staff and students who contributed to our report and successful visit. All the work that has been done will help us to implement the team recommendations and continue to be successful in meeting our lofty goals. Please see page 4 of this issue for a more detailed report.

Upon my return from this trip, I am struck by two things. First, while this represents the end of several years' worth of work and effort, we are really at a new beginning for our Atkinson MBA program. We are in select company — only 14 percent (less than 1 in 7) — of the universities granting business degrees hold AACSB accreditation. At the same time, we have just begun to expand our programs, with a new MBA in Portland and other significant activities under the banner of our Executive Development Center. We have tremendous opportunity and potential, but must ensure that our new initiatives are completed with the same level of quality and attention to detail that has built our excellent reputation in the management community. We will be calling upon our alumni to help us in these efforts.

Second, we must continue to make connections in the international community. The AACSB International now includes members from over 70 countries. We heard significant presentations and met several Deans from around the world, proving how our MBA business is internationalizing. This provides many opportunities to build student and faculty exchanges. We have a tremendous opportunity with the recruitment of Ilan Vertinsky as our distinguished visiting professor of International Business studies. Other profiles in this issue feature some of our current international students and alumni working abroad. All represent us well in their respective countries.

We have always had a wonderful international spirit here at Atkinson. We will strive to build this spirit, and our connections to our international community, in the years to come.



JAMES A. GOODRICH

Ph.D., Dean, Atkinson Graduate School of Management

A handwritten signature in red ink that reads "James A. Goodrich". The signature is written in a cursive, flowing style.

MAKING NEW CONNECTIONS

AFTER 30 YEARS IN BUSINESS, ATKINSON FOCUSES OUR GOALS FOR THE FUTURE.



DEBRA J. RINGOLD

Professor of Marketing
B.A., Texas Tech University
M.B.A., Southern Illinois University
Ph.D., University of Maryland

GOALS FOR THE FUTURE

Atkinson is well positioned to accomplish these high priority goals:

- Hire well-qualified faculty and staff.
- Increase total full-time enrollment while improving student credentials and diversity.
- Improve full-time graduates' annual starting salaries.
- Increase the number, duration, visibility and profitability of EDC relationships.
- Launch professional MBA program in the Portland market.

The AACSB review of the Atkinson Graduate School of Management reveals impressive milestones — and exciting goals.

During the last five years, Atkinson has offered an innovative and continually improving core curriculum, with an average of twenty-three second-year electives per semester and six program options (two-year, accelerated, MBA/JD, BA/MBA, MBA/certificate in dispute resolution, and part-time). Student satisfaction with the faculty is high. We have designed and offered successful certificate and workshop programs through the Executive Development Center (EDC). With stakeholder encouragement and support, we are developing the capabilities necessary to launch other new initiatives.

Faculty members are making important research contributions to management practice in the business, government and not-for-profit sectors, and learning and pedagogical scholarship. The average faculty member has published two peer-reviewed journal articles and made six other intellectual contributions during the period under review. Four of our colleagues' disciplinary research has been recognized for excellence, one serves as an editor of an international journal, and five serve on two or more journal editorial boards. The portfolio of capabilities for all faculty members in academic year 2004-2005 ensures high-quality performance of all activities in support of our mission and objectives.

During the next five years, the Atkinson School will continue to focus on recruiting and retaining talented and productive faculty, staff and administrators. We remain committed to the continuous review and improvement of our core curriculum, electives and EDC offerings. We will continue to make the investments necessary to offer state-of-the-art career services and numerous, highly desirable employment opportunities. We will refine admissions policies, processes and systems to attract more, better and diverse students from around the world. We will make investments to increase the number, duration, visibility and profitability of EDC relationships. And we will launch a professional MBA program in Portland. As each of these strategic initiatives produces results, Atkinson will achieve the enhanced visibility and financial viability necessary to our long-term success.

A close-up, slightly blurred photograph of a hand typing on a laptop keyboard. The hand is positioned over the 'begin' and 'enter' keys. A solid blue rectangular box is overlaid on the upper left portion of the image, containing white text. The background is a warm, yellowish-gold color, suggesting an indoor setting with soft lighting.

INTERNATIONAL ACCREDITATION

AACSB International accreditation represents the highest standard of achievement for business schools, worldwide. The AACSB now includes members from over 70 countries, though only 14 percent — less than 1 in 7 — of the universities granting business degrees hold AACSB accreditation. For more information, visit www.aacsb.edu.

ATKINSON FACULTY

MAKING NEW CONNECTIONS FOR INTERNATIONAL OPPORTUNITIES.



ILAN VERTINSKY

Distinguished Visiting Professor of International Business Studies

B.A. Hebrew University, Jerusalem
Ph.D., University of California, Berkeley

Ilan Vertinsky's current research and teaching interests include international business, international trade, strategic management of high-technology enterprises, entrepreneurship, international marketing, comparative management, environmental and forest management, and risk assessment. He is a member of the International Public Management Network, Institute for Operations Research and the Management Sciences (INFORMS), the Academy of International Business and the Academy of Management. He has provided an extensive amount of professional and consulting services and is widely published.

Ilan Vertinsky

With interests in forest economics, entrepreneurship and venture capital along with a love for the Northwest, visiting professor finds Willamette the perfect match.

Born in Israel, Ilan Vertinsky completed a BA in Economics, then continued his studies at the University of California at Berkeley where he received a Ph.D. in Business Administration. His first job after receiving his degree was at Northwestern University, where he received a large grant from the Council of Intersocietal Studies and the Ford Foundation to develop models to facilitate regional growth in a developing country. He presented the results of the project at UBC in Vancouver, Canada where he was asked to run the Center of International Business Studies. The Center has developed study programs in China as well as executive programs serving Korea and China, and has one of the best research groups in North America focusing on international trade and investment.

In the past decade, Vertinsky has developed a very strong interest and research programs in two additional areas: policy analysis with regard to forest economics and the connection between venture capital and entrepreneurship. "I am finding research on these issues in a global frame very complementary to my initial interest in international business," Vertinsky said. "My interest in entrepreneurship and venture capital stems from my prior interest in innovation research. Innovation is a key to competitiveness in the knowledge economy. I am especially interested in the ways innovation is commercialized and how it leads to economic growth."

After many years at UBC, Vertinsky started to search for a school in the Northwest (his love for the Northwest strengthened after moving to British Columbia), where his interdisciplinary interests could find a supportive environment. He also looked for a school with a scope for building new programs. Atkinson proved to be the perfect match with its collegial environment, which encourages a multidisciplinary approach. The international orientation of the school, both in the composition of faculty and students, also attracted him to Willamette.



“Despite globalization, borders do matter and cross-border business relationships require special knowledge.”

— Ilan Vertinsky, Distinguished Visiting Professor of International Business, Atkinson Graduate School of Management

INTERNATIONAL CONNECTIONS

BUILDING AN INTERNATIONAL CURRICULUM SECOND TO NONE IN THE NORTHWEST.

CLASSES CONNECT STUDENTS TO THE WORLD.

Atkinson international course offerings cover topics including:

- Cross Cultural Management
- International Finance
- International Human Resource Management
- International Trade and Investment Policies
- Multi-National Strategies

Distinguished visiting Professor of International Business Studies, Ilan Vertinsky, shares his views on the importance of developing a curriculum focused on international business.

After almost a year of involvement with Atkinson, my focus was, and will continue to be, the expansion of international opportunities for the students and faculty in the school.

Internationalization of the school is especially important in a globalizing world where growth opportunities for businesses are offered outside the U.S. or Europe. To exploit the opportunities offered in an increasingly integrated world economy, it is important to extend the geographical horizons of students and equip them with skills to work across borders. Globalization means working not just across borders (which are becoming more permeable), but working and managing across cultures. Programs that teach the skills to work across borders and cultures, and provide for cross-cultural experiences are essential if Atkinson is to continue occupying its preeminent place among the Northwest's MBA programs.

Under the leadership of the Dean, the school has developed a strong and diverse curriculum focusing on international business. This diverse portfolio of offerings is, to the best of my knowledge, stronger than any offered among our competitors in the Northwest.

Our focus for the "near" future is to develop an extensive student exchange program involving schools similar to Atkinson around the world. We also have been exploring opportunities for a summer school in China. This may involve a short (five-week) summer program in Shanghai taught by local professors covering critical knowledge-areas related to managing and doing business in China. In the future, jointly with a Chinese university, we may offer a joint-degree program to fully employed Chinese students. This may expand the alumni network of Atkinson and create opportunities for exchanges with one of the world's most rapidly growing areas.

Are Atkinson students recognizing the importance of international skills? Not as much as the subject matter deserves. Many of the students are concerned with entry skills, responding to recruiters' demands. This is perhaps myopic and we must increase the awareness among our students that global competition is spreading to all sectors, including services — and what is protected today by distance and technological barriers will be exposed to intense competition tomorrow. Oregon is one of the top states in terms of the importance of trade to its economy. So even those graduates who prefer to stay in the Northwest must understand better the global environment.

With committed faculty and administration, I am confident that Atkinson will build an international capacity second to none in the Northwest.

"It was great that as MBA students we were encouraged to study abroad during our second year. We learned so much about business in Europe, but even more about the culture and the way people interact in another country."

— Woody English '05, studied abroad in Denmark.



ATKINSON STUDENTS

ATKINSON CONNECTS WITH INTERNATIONAL STUDENTS



JORGE ORDONEZ

Atkinson Graduate School of Management '05

Jorge Ordonez

Desire to contribute to home country of Peru brings him to Willamette.

Jorge Ordonez was born and raised in Cusco, located in the Andean region of Peru. He spent five years working as a power engineer, production supervisor and ultimately deputy-planning manager at San Gaban — an energy company that supplies electricity to the poorest villages of the Southern Andean region. Then he accepted a Fulbright Scholarship to pursue an MBA at the Atkinson School in part because of the financial aid that was offered.

"I have been very pleased with my decision," Ordonez, who was president of the International Graduate Student Association at Atkinson, said. "The elective courses are very practical and hands-on, and the faculty has been very helpful. After earning my MBA, I look forward to contributing my knowledge, skills and experiences to the development of my country."



ANNA-MARIE PINTO

Atkinson Graduate School of Management '05

Anna-Marie Pinto

India-native chooses Willamette MBA for human resources specialization.

After earning her undergraduate degree with a double major and a graduate degree in psychology in India, Anna-Marie Pinto decided to continue her education in the United States. "Education in the U.S. is something that is held in high esteem by most back home in India," she explained. "With the help of an educational consultant, I chose Willamette on the basis of the specialization I was looking for (human resources), the financial assistance available and other details."

Pinto says the experience of studying in a foreign country has been quite interesting. "It's been great to meet and get to know people from different countries and cultures. It has opened my eyes to the world in a way I can't describe." Pinto, who was elected as secretary of the Atkinson Student Association, hopes to someday move into the position of Human Resource Generalist at a multinational/global company.

"Our Fulbright and other IIE-related grantees find the curriculum at AGSM challenging but rewarding. The faculty and staff are attentive to the needs of our international students and make every effort to assure that each student feels he or she is part of the academic community. All of us at IIE would, without hesitation, recommend Willamette University/AGSM to any international student interested in pursuing a degree in the field of business."

— Tom Koerber, Student Advisor, Institute of International Education



ATKINSON STUDENTS

ATKINSON CONNECTS WITH INTERNATIONAL STUDENTS



A.K.M. ABDULLAH

Atkinson Graduate School of Management '05

A.K.M. Abdullah

Real-life experiences enrich learning at Willamette.

A.K.M. Abdullah of Dhaka, Bangladesh chose to further his studies in finance because it offers solutions to real-life, complex business problems. And at Atkinson Graduate School of Management, he was pleased to find real-life learning. "The Atkinson education puts a lot of focus on doing real things rather than just reading. The projects, simulations and case studies constitute 70 to 80 percent of the work here. I'm learning how to do things in real life, how to integrate various areas of business and how not to be surprised at unexpected events," Abdullah said.

Abdullah earned his undergraduate and graduate degrees in finance from the University of Dhaka — the largest and oldest university in Bangladesh — and is a Fulbright Scholar. He is also an Assistant Professor on leave from teaching at the University of Dhaka and has accepted a fellowship with the United Nations in New York, where he will work as a Program Evaluator and Financial Analyst.



HILDA W. MWANGI

Atkinson Graduate School of Management '05

Hilda W. Mwangi

Family connection brings Kenya-native to Willamette.

Hilda Mwangi's brother is an alumnus of the Atkinson Graduate School of Management. So Atkinson was on the top of her list of graduate programs she wanted to attend. "I made the right choice because I've grown as a person, and become more focused on my career goals. I received more from the Atkinson graduate program than I ever expected," she said.

Mwangi is studying finance and hopes to become a financial analyst. "The knowledge/education I have attained while at Atkinson will help me in the future. I've established a strong foundation that I will build on when working for an organization. I have achieved a certain level of discipline to keep working hard no matter how difficult circumstances seem. This is something I will use both for my career and my personal life," Mwangi explained.

INTERNATIONAL STUDENTS AT ATKINSON

13% of students currently enrolled at the Atkinson Graduate School of Management are from countries outside of the United States.



ATKINSON ALUMNI

PROVIDING LEADERSHIP AND IDEAS ACROSS THE GLOBE.



DAVID MING LIU

MBA '94

Mr. Liu is Chairman & CEO of Longwell Technology International, a computer DVD distribution company in Hong Kong.

"Thanks to Atkinson, I look at things from a holistic point of view. The faculty helped me learn to analyze every part of business – from management to marketing to human resources and organizational behavior."

David Ming Liu

Atkinson education helps China-native create a successful business in Hong Kong — as well as give back generously to his hometown.

David Ming Liu, MBA '94, grew up in a poor farming family in the town of Hunan, China. Today he runs the \$10 million-a-year Hong Kong technology distribution company that he started just three years ago. Longwell Technology has captured a 40 percent local market share, and Liu credits much of his success to what he learned at Willamette University's Atkinson Graduate School of Management.

"I left Atkinson almost 10 years ago, yet everything is still very fresh for me," Liu explained. "Every day, I think about and use what I learned at the Atkinson Graduate School of Management."

He started small with one employee. Despite the fact that competition in the computer business in Hong Kong is fierce and the profit margins are very low, his business has thrived. "The first year, I wanted to take 20 to 30 percent of the market share. We achieved that in less than eight months. We got a 10 percent return in the first year and we've been profitable every year since," Liu said.

And Liu returns some of those profits to those who need it most. Along with some business partners in Colorado, he has established a foundation to pay for elementary school for children in his hometown of Hunan. "I grew up in a very poverty-stricken community. But I've been very blessed my whole life. So we have supported some 50 students in the last three years to help them finish elementary school."

And he plans to do more. "If we have better business, we'll make more money and we can help more people," Liu said. "It's all about reinvesting in society."

(Excerpted from an article written by Bobbie Hasselbring.)



Randall Davidson

Lessons learned at Atkinson translate into an international career.

As an undergrad majoring in international studies, native Oregonian Randall Davidson, MBA '90, fell in love with the Chinese language, and dreamed of moving to China to pursue an international career. To fulfill that dream, he continued his education at Willamette University's Atkinson Graduate School of Management. But the year before his graduation, the international business community was rocked by the events at Tiananmen Square. Overnight the international investment in China stopped.

Rather than scrap his dream, Davidson networked.

He landed a job with a Taiwanese company based in San Diego and after working long hours for low pay, he finally had the opportunity to move to China. The experience was a stepping-stone to a job with Hong Kong-based Saggio Corporation, one of the largest office supply and services companies in S.E. Asia. Davidson worked for Saggio for seven years, moving up to the position of General Manager for their Singapore division.

One of the biggest challenges, he says, in working internationally is communication. "Atkinson Professor Fred Truitt taught me about language sensitivity. So I'm very careful in the way I phrase things and I may say things more than once and in different ways to ensure they understand the meaning."

A year ago, Davidson left Saggio and joined Direct Link, a 100%-owned subsidiary of Sweden Post, an international mail distribution company. At a recent meeting, he demonstrated his language sensitivity, which impressed his new boss. "He wanted to know how I learned to be sensitive to language and meaning," Davidson explained. "I told him it was Atkinson ... and 15 years of listening in Hong Kong."

(Excerpted from an article written by Bobbie Hasselbring.)



RANDALL DAVIDSON

MBA '90

Mr. Davidson, Direct Link General Manager-North Asia, is an international businessman who has been in China since 1985 and has called Hong Kong home off and on since 1991.

"I chose Willamette University's Atkinson Graduate School of Management for the smallness and intimacy of the school. You go to school with the same people everyday, so you get to know your classmates and the faculty."

ATKINSON ALUMNI

PROVIDING LEADERSHIP AND IDEAS ACROSS THE GLOBE.



RANDALL COLLIS

MBA '90

Mr. Collis is International V.P. of Pacific Coast Asia located in Hangzhou, China.

Collis says Atkinson Professors Mike Hand and Marc Choate influenced him particularly in statistics and corporate finance.

"Both men were brilliant. They could have taught anywhere, but they chose Willamette. The professors at Atkinson are clearly some of the best in the nation."

Randall Collis

Pendleton native's dream begins in Chicago and comes true in China.

Randall Collis, MBA '90, who grew up in the small eastern Oregon town of Pendleton, never dreamed he'd be heading up an international textile company in China.

Collis says he got an MBA because he wanted to become a financial analyst at the Chicago Board of Trade. He chose the Willamette University Atkinson Graduate School of Management because "the professors were really on the ball. They made every class enjoyable, they created a desire to learn and from that came a lot of confidence."

After earning his MBA and hearing that the Chicago Board of Trade intended to open an office in China, Collis got an internship teaching economics in Xian, China. When the Chicago Board of Trade cancelled their China plans, Collis was offered a one-year contract with Xian-Janssen Pharmaceutical in Beijing (a joint venture of Johnson & Johnson) to develop and run their market research division.

Equipped with fluency in Mandarin and three years of China experience, Collis was in a better position to craft a deal with Pacific Coast Feather Company (PFC), a Seattle-based company that deals in textiles and down products. His joint-venture company, Pacific Coast Asia, has 19 employees. In 1999, he did \$9.5 million worth of business with PFC. Since then, his company's business has grown 40 percent each year.

Collis says the leadership skills he learned at Atkinson have been invaluable. "My Chinese staff is brilliant, but they have a hard time deciding where they should go next with an idea. So we have to work as a team and they need someone who can lead and delegate. That's one of the most important things I learned at Atkinson — how to lead and delegate."

(Excerpted from an article written by Bobbie Hasselbring.)

DEVELOPMENT UPDATE

PERSONAL CONNECTION LEADS TO GENEROUS DONATION.

Alumni donation helps international students.

Donors give back for any number of reasons. For Gurpreet Pall, MBA '90, it was all about making connections and helping others to do the same.

After coming to Oregon from his home country of India in the late 80's, Gurpreet began to pursue a management degree at the Atkinson Graduate School of Management. It was here that he found a love of computers through a job in the computer lab and met Professor Suresht Bald.

Professor Bald, a recently retired undergraduate professor from Willamette University, is a native of India herself. Because of this connection, she made a point of meeting incoming university students from her country, including Gurpreet and several others who have attended Atkinson over the years. An extraordinary teacher, Professor Bald received numerous recognitions over her 20+ years at Willamette University, culminating with her selection as Oregon's Professor of the Year in 2003. But even these accolades pale in comparison to the difference she made for a number of students in her role as a friend, advisor and confidant as they transitioned into a new culture and life as a graduate student. The impact she's had in making connections with our international students is difficult to measure, but it can certainly be honored.

It was with this in mind that Gurpreet made the initial lead gift, including a match from his employer, Microsoft, to begin the Suresht Bald Scholarship Fund, supporting international students attending Atkinson. In his own words, Gurpreet adds, "Professor Bald was very supportive and provided a lot of guidance during my time at Willamette." He hopes that others whose lives have been enriched by Professor Suresht Bald — or someone like her — will take advantage of this opportunity for recognition by also making a contribution to the scholarship fund.

For more information on the Suresht Bald Scholarship Fund, giving in general, or corporate matching gift programs, please contact me at 503-370-6727 or dcrawfor@willamette.edu. Gifts are completely tax deductible and directly benefit the Atkinson Graduate School of Management and its students.



DENISE M. CRAWFORD

WU '95, MBA '00. Director of Development & Alumni Relations, Atkinson Graduate School of Management

COMING ATTRACTIONS

WATCH FOR MORE INFORMATION ABOUT THESE AND OTHER DEVELOPMENTS.



Portland is among the top five areas in the U.S. showing the greatest growth among single people ages 25 to 39 who have a bachelors degree. According to an *Oregonian* article entitled "Destination PDX," key attractors include the region's livability and recreational opportunities.

Professional MBA program in Portland, Oregon.

Willamette's Atkinson Graduate School of Management announces an MBA program that's perfect for professionals looking for a quality MBA experience tailored specifically to their needs. Highlights of Atkinson's Professional MBA:

- Conveniently located in the Pearl District, downtown Portland.
- Courses taught by the top quality full-time Atkinson faculty.
- Designed to meet the needs of working professionals (two-year completion, classes two nights per week).
- Quality staff ready to streamline the process.

Watch for more details coming soon!

Willamette University celebrates AACSB milestone!

We're celebrating the official affirmation of Accreditation for Willamette University's Atkinson Graduate School of Management by the AACSB International.

Thursday, June 9, 2005

7 P.M. – 11 P.M.

Crystal Ballroom

1332 W. Burnside, Portland, Oregon



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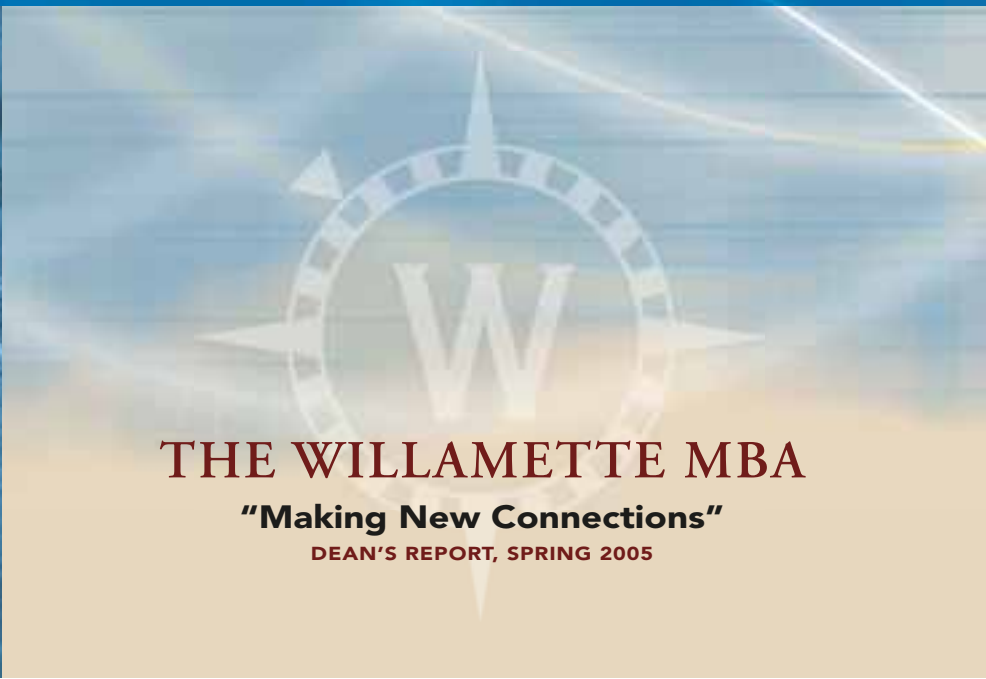
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THE WILLAMETTE MBA

"Making New Connections"

DEAN'S REPORT, SPRING 2005



WILLAMETTE
THE FIRST UNIVERSITY IN THE WEST

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of Management**

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