

The Willamette University MBA
Atkinson Graduate School of Management
Dean's Report, Fall 2005

Directions

30

Years of Excellence
in Management Education



LETTER FROM THE DEAN

TABLE OF CONTENTS

Letter From The Dean.....	3
Faculty Directions.....	4
Student Directions.....	6
Career Directions	7
30 Years of Excellence.....	8
Professional MBA Directions.....	16
Development Directions	18

Reflecting on 30 years of excellence and planning for the future.

The spirit of innovation has guided the development of the Atkinson Graduate School from its founding. Throughout its history, Atkinson's faculty, students and graduates have demonstrated leadership through their successes and professional accomplishments. Each alumnus of the Atkinson School has a special story to tell of his or her experience. I'm sure you will find the photos and stories in this Dean's Report enjoyable as you remember and reminisce about how Atkinson has impacted your life and contributed to your own development as a "knowledge worker."

Our thirty year anniversary also coincides with our re-accreditation by the AACSB International. This is a milestone year for Atkinson in many respects as the average salary of our 2005 graduates is one of the highest ever in the school's history. Our incoming full-time MBA class features the most well-qualified students ever to enter our doors, as well as the highest average GMAT score. The quality of our program is directly related to the quality of our students and we are preparing them well to represent us as future graduates.

As we reflect on a successful past, we also look to our future and the projects that will shape Atkinson in the next thirty years. Now more than ever we are gaining greater visibility through our efforts to expand our brand of management education to a wider audience. Throughout the Fall we have engaged in activities to promote our Portland Professional MBA, welcoming its first class in January 2006. Prospective students from a variety of disciplines are attracted to our enterprise-wide, experiential approach to management which sets our program apart from our competitors. This has resulted in a strong interest to bring a Professional MBA program to our Salem campus during the 2006-2007 school year. We are also hiring a director for our Executive Development Center as we expand our certificate programs and other EDC offerings.

This thirty year anniversary not only marks a milestone in Atkinson's history, but an exciting step in the development of its future. Join me in celebrating our past successes and eagerly anticipating all that lies ahead.



JAMES A. GOODRICH
Ph.D., Dean, Atkinson Graduate
School of Management



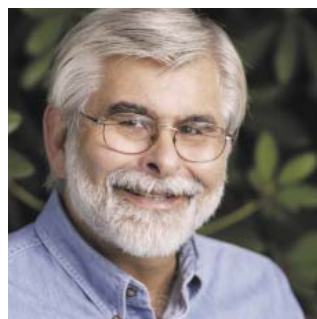
STEPHEN H. ARCHER
 Founder, Atkinson Graduate School of Management
 Dean/Faculty Member: 1973–1998

Stephen H. Archer

Founder’s dream was to build a prestigious management program.

When **Stephen Archer** arrived at Willamette University in 1973 to serve as the first Dean of the Graduate School of Administration, there were no students and no faculty. Archer and his secretary officed in the basement of the women’s dorm. From there he built an administration program where students of business, government and not-for-profit could study in the same school. “I felt the key to a successful program was to hire public administration faculty who were as rigorously trained as business faculty” said Archer.

He started with a budget for five faculty in the first year of the two-year program and helped create the joint degree program with the law school. And today? “Our MBA program is accredited through both the business and public administration agencies. While providing a top quality education to our business students we also prepare our not-for-profit and public administration students unlike any other program,” Archer said. Sounds like a dream come true.



FRED THOMPSON
 Grace and Elmer Goudy Professor of Public Management and Policy Analysis Chair
 Faculty Member: 1985–Present

Fred Thompson

Believes in creating value for others through Atkinson MBA.

Fred Thompson arrived at the Atkinson Graduate School of Management in 1985 as a visiting professor and candidate for the Grace and Elmer Goudy Professor of Public Management and Policy chair, which he assumed the following year. In that role, he founded the International Public Management Network, worked on the management of working capital funds for the Air Force and Navy, as well as consulted on public finance in Eastern Europe and the Caucasus.

Thompson believes Atkinson has a faculty made up of outstanding scholar-teachers committed to the school’s unique mission. Now he believes the school must continue to improve its visibility to attract more and better students. “Atkinson has a unique commitment to management, to the notion that all organizations exist to create value for others and that they can only do so by building long-term trust-based relationships” he explained. “An evaluator from *US News and World Report* described our graduates as kinder, gentler MBAs—well prepared with the knowledge and interpersonal skills needed to succeed. I like that.”

Jennifer Roney

Embraces positive changes while honoring the school’s values.

Jennifer Roney came to the Atkinson Graduate School of Management in January of 2004 because of the innovative curriculum design, the size of the program and the great people who work here. “Atkinson is a place where the people truly matter,” she explained.

Now as Associate Dean, Roney sees dramatic changes taking place as the school expands. “I think that the changes are preparing us to be a more individualized program with multiple offerings to fit the myriad of needs in the MBA marketplace,” she said. “My goal as Associate Dean is to capitalize on our quality brand and strengthen our brand awareness while maintaining the core values of Atkinson.”

“I’m very proud to be a part of Atkinson’s present and future,” Roney said. “I hope that when others look back on today’s Atkinson, they see this as a time of positive and constructive change which led to an even stronger and more vibrant learning environment.”



JENNIFER RONEY
 Associate Dean
 Associate Dean/Faculty Member
 2004–present

Manohar Singh

Newest faculty member ready to help build Atkinson’s future.

Manohar Singh received his doctoral degree in Finance from Southern Illinois University–Carbondale in 1999. He’s worked for the Government of India, served on the faculties of Long Island University, the University of New Hampshire and the University of New South Wales–Sydney, Australia, and was an assistant professor of Finance at the University of Nevada, Reno.

“I’m excited to be here. Atkinson offers the rare combination of a superior academic setting, a supportive administration and a high caliber of students,” he explained. “In the future, I foresee continued efforts to make our program more global in terms of collaborations with universities abroad especially in emerging markets. Given our multi-sector management focus, we can offer newly privatized corporations and government agencies in these markets a wealth of customized training and consulting services.”



MANOHAR SINGH
 Associate Professor of Finance
 New Faculty Member in 2005



LEAH DANIELS
MBA '07
Portland, Oregon

Welcoming new students.

Students attracted to Atkinson's location and tradition of excellence.

The beginning of a new school year brings new ideas, new insight and new faces to the Atkinson School. The entering class participated in a week-long orientation—known as Compass Week—which included a ropes course, an inter-cultural assessment program and a forum discussion featuring the 2005 Oregon Ethics in Business Award winners. The incoming class was also given the opportunity to connect and share what brought them to Atkinson.

Leah Daniels was attracted to Atkinson for its Pacific Northwest location and for the PaCE program. According to Daniels, "the most important features of Atkinson are its reputation, network and internship programs, curriculum, and experiential learning opportunities." Daniels is especially interested in organizational analysis and hopes to become a management consultant.

Peter Johnson decided to pursue a joint MBA/JD degree after spending one year at the law school. He aspires to be a financial planner where he can provide integrated solutions for clients. The PaCE program offers a channel in which Johnson can put what he is learning to the test.

"The PaCE project gives the opportunity to implement business concepts in class and to learn from experience about the most effective ways to manage and eventually increase one's managerial abilities."



PETER JOHNSON
MBA/JD '08
Salt Lake City, Utah



BETH URSIN
MBA '00, Director of Career Services

Building more bridges to the future.

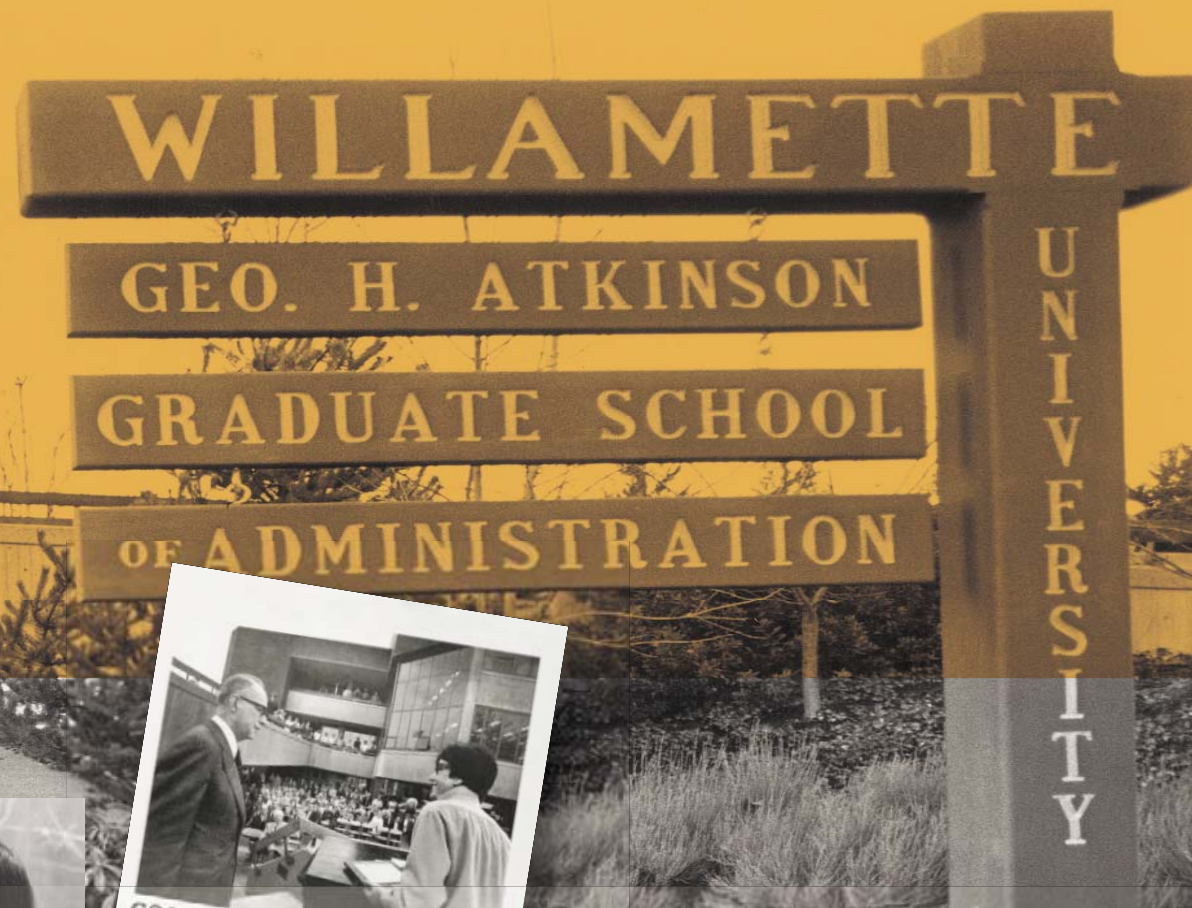
Professional mentors and internships provide contacts for success.

The knowledge, skills and real-world experience that Atkinson students receive in the classroom prepares them for future success. But equally important, according to **Director of Career Services, Beth Ursin**, are the professional contacts students make prior to graduation.

The Mentor Program offered by Atkinson's Career Services department gives students a great opportunity to do just that, by matching students with successful professionals—many who are Atkinson alumni. Students meet with their mentors at least once a month during the year. Students get a chance to see business in action, and talk with their mentors about a variety of topics. It's more than just an incredible learning experience—it's a chance for students to network with area professionals and make great contacts for internships and eventual careers. This year's program kicked off in September with 50 student/mentor pairs.

Ursin also encourages Atkinson students to think about internships early in their first year. According to her, selecting an internship may be the most important choice they make in their career. "A lot of today's companies are recruiting through internships, which means good internships are often the direct path to great jobs," she said.

Alumni play a big role in both internship opportunities and the Mentor Program for Atkinson students. Even if they aren't the person making hiring decisions, alumni provide timely leads for upcoming positions. Contact Beth Ursin at 503-370-6440 for more information on how to get involved.



70s

30 YEARS OF EXCELLENCE

To some, it may seem like yesterday. But more than 30 years ago, the idea of offering a unique graduate management degree at Willamette University was born. And so much has happened since then! Every decade the program has grown and prospered. So take a moment to look back on the last 30 years—as we look forward to the next.

1971 – After years of planning, deliberation and fundraising, the Willamette University Board of Trustees votes in favor of creating the Atkinson Graduate School of Administration (GSA).

1972 – \$500,000 in funding partners with a \$1 million grant from the Seeley G. Mudd Foundation to construct and furnish the building where the school is now located.

1973 – Dr. Stephen H. Archer is hired to establish the management school, recruit faculty and find students. He also negotiates the joint degree program with the College of Law.

1974 – John Mick Luce is the first applicant to the new program and with faculty members Marc Choate and Bruce Gates, GSA opens its doors. The first student body president, Brad King, writes a charter and by-laws for the new Associated Graduate Students of Administration.

1975 – The program admits its second class and expands its faculty. The new building is completed and dedicated and the school officially becomes the George H. Atkinson Graduate School of Administration.

1976 – The first class, numbering 33, completes the Master of Administration degree. John Mick Luce and Betty Hart lead the school in scholarship. Professor Earl Littrell joins the faculty to teach accounting.

1978 – Professor Steve Maser joins the GSA faculty teaching public management and policy.

1979 – The 3-2 program is put in place under a partnership with the College of Liberal Arts.

1980 – Professor Michael Hand joins the faculty to teach courses in quantitative methods. The school graduates 53 students, the largest class thus far. Cora Snow joins the staff as a faculty secretary and works at Atkinson until her retirement in 2004.

1981 – The name of the school is changed to the Atkinson Graduate School of Management to better describe the philosophy of the program in preparing

graduates for professional leadership responsibilities. The degree title changes to Master of Management (M.M.).

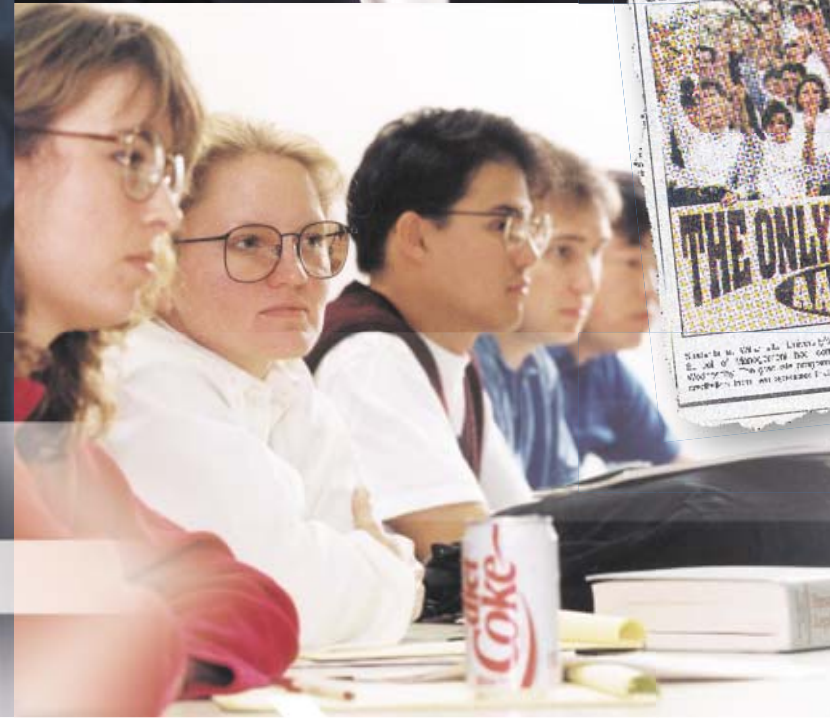
1982 – Professor Patrick Connor replaces Roy Glen as a permanent member of the faculty in the fields of organization theory and behavior.

1984 – Typewriters are replaced by personal computers for Atkinson secretaries. Centralized computers provide printing services to students.

1985 – Governor Victor Atiyeh addresses a tenth anniversary celebration for the Atkinson School sponsored by the Willamette University alumni association. Professor Fred Thompson is hired as the Grace and Elmer Goudy Professor of Public Management and Policy Analysis Chair.

1987 – *US News and World Report* recognizes Atkinson as one of the best regional management schools in the western United States. A designated Career Management position is created, serving students for 40 days during the year. This expands to a half-time position one year later.





90s

1990 – Dale Weight becomes dean and leads the school through 1997.

1991 – Professor Fred Truitt joins the faculty as the Helen Jackson Simpson Chair in International Management.

1994 – Atkinson Graduate School celebrates the beginning of its 20th year with a roast of Steve Archer and the announcement of a new student scholarship in his honor. Professor Debra Ringold joins the faculty to teach marketing.

1995 – A gift of \$500,000 from the William H. Kilkenny family allows the school to construct a state-of-the-art management technology center and a new instructional center. Atkinson becomes the first school in the world to be accredited by both the American Association of Collegiate Schools of Business (AACSB) and the National Association of Schools of Public Affairs and Administration (NASPAA).

1997 – The Atkinson Graduate School is recognized as one of the nation's top schools in *Business Week*. The decision is made to change the degree title from a Master of Management to a Master of Business Administration. Professor Michael Dothan joins the faculty as the Guy F. Atkinson Chair in Finance and Economics.

1998 – PaCE, Atkinson's innovative experiential program, begins. The program provides nearly 2000 hours of community service and \$5000 in funding to non-profits in the local area.

1999 – Professor Elliot Maltz joins the faculty, bringing additional expertise in marketing.

2001 – PaCE program grows to four enterprises, serves four local non-profits and provides nearly 2000 hours of service.

2003 – James Goodrich becomes Dean of the Atkinson School Graduate School replacing Bryan Johnston. Goodrich begins planning the expansion of the Willamette MBA to the Portland market. Ken Murphy, professor of information technology, and Lisbeth Claus, professor of global human resource management, join the Atkinson faculty.

2004 – Atkinson is featured in the *Princeton Review's Best 143 Business Schools* publication. Professors Rob Wiltbank and Ken Smith join the Atkinson faculty, teaching strategic management and accounting, respectively.

2005 – The Atkinson Graduate School of Management is re-accredited by AACSB International. The Professional MBA (PMBA) program, Willamette's first venture into the Portland market is established. Professor Marc Choate, one of Atkinson's founding faculty members, retires. Professor Manohar Singh joins the Atkinson faculty in finance.

THE ENTERING CLASS OF 2005 INCLUDES:

- The highest academic credentials of any incoming class, including highest average GMAT score
- Representation from 10 countries and 12 states, with undergraduate degrees from 40 colleges and universities around the world
- Just under 30% international students
- Experience in a variety of fields, with 21 interested in starting their own businesses or taking over a family business
- Two students who have started their own record labels...one in Salem and one in Romania

2000s





TINA ALEXANDER

Tina served as Assistant Director of Employer Relations at the University of Notre Dame Career Center and as Project Manager for JGSullivan Interactive, Inc. She joined Willamette in May 2005, and is a native of Chicago.



CARLA WILT BANK

Carla worked for the largest water utility in Latin America as well as Korn/Ferry Int'l in Sao Paulo, Brazil. She joined Willamette in June 2005, and is originally from Brazil.

Atkinson reaches out to working professionals.

Classes start in January in Portland's Pearl District.

Now working professionals can earn a Willamette University MBA through the Professional MBA program in the Pearl District of Downtown Portland. The PMBA is tailored specifically to working professionals who want Atkinson's relevant, comprehensive education. The program is designed to allow completion in just 24 months. Courses are taught two nights per week, three semesters per year by the full-time faculty from the Atkinson Graduate School of Management.

Tina Alexander, Director of the Professional MBA, says Portlanders are excited about the opportunity to complete their MBA through Willamette University. "The Willamette tradition is very attractive to area managers seeking to enhance their careers. Plus the positive response to the program from the Portland community demonstrates the area's commitment to local businesses and institutions. I'm thrilled to be connected to a brand that represents the best of tradition, a focus on innovation and stresses the value of human capital," Alexander said.

Alexander and **Senior Program Assistant, Carla Wiltbank**, have been busy spreading the word about the program, holding information sessions, contacting prospective students and companies, taking applications and working to prepare the new facilities for classes in January. Wiltbank sees this as the beginning of more great things for Willamette in Portland, including more Professional MBA cohorts, more executive education activities and more Willamette events.

Alexander and Wiltbank are ready to assist interested individuals in the application process. Apply online at www.willamettepmba.com, or call 1-866-385-PMBA for more information.





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

From Exceptional to Extraordinary—investing in the next phase.

While highlighting the milestones of Atkinson's history in this issue, it brings to mind the financial contributions that made them a reality. Over the course of our relatively short life span, key gifts have shaped our direction and success, bringing us to the place we are today. The first gift in 1972 was a million dollar grant from the Seeley G. Mudd Foundation in support of the facility. Coupled with \$500,000 in matching funds for program and operation, Atkinson was born. As the program developed and flourished, a number of other key gifts were made to the school, funding academic chairs for three faculty members as well as renovations to embrace the growth of technology. These gifts, along with the important ongoing support of the Atkinson annual fund, have enabled Atkinson to provide an exceptional education and an extraordinary experience.

For a generation, the Atkinson Graduate School of Management has built the foundation. Now it is time to move to the next level.

On December 2, 2005, Willamette University will publicly kick-off **From Exceptional to Extraordinary**, a comprehensive campaign targeting the growth of endowed and operating funds primarily in support of Academic Excellence, Scholarship and Annual Giving. The Atkinson portion of this campaign is \$8.5 million, a formidable reach from our fundraising history, but a necessary goal in terms of our future endeavors and dreams. Already we have received nearly \$2 million in gifts and commitments during the silent phase of this campaign and hope to aggressively continue building momentum and support of these priorities.

As you hear more about the campaign, I encourage you to think about how Atkinson has made a difference for you and how you might in turn make a difference for its future. This is your opportunity to leave your mark on the next generation. Be a part in helping us go **From Exceptional to Extraordinary**.



WILLAMETTE UNIVERSITY

900 State Street
Salem, OR 97301
Phone: 503-370-6440
Toll free: 1-866-MBA-AGSM
Fax: 503-370-3011

Office of the President
Dr. M. Lee Pelton, President
Email: lpelton@willamette.edu

University Relations
Ronald Korvas, Vice President
Phone: 503-370-6397
Email: rkorvas@willamette.edu

Board of Trustees
George Hoyt, Chair
Atkinson Committee

ATKINSON GRADUATE SCHOOL OF MANAGEMENT

James A. Goodrich, Dean
Email: goodrich@willamette.edu

Jennifer Roney, Associate Dean
Email: jroney@willamette.edu

Dan Mahoney, Assistant Dean of Student Affairs
Email: dmahoney@willamette.edu

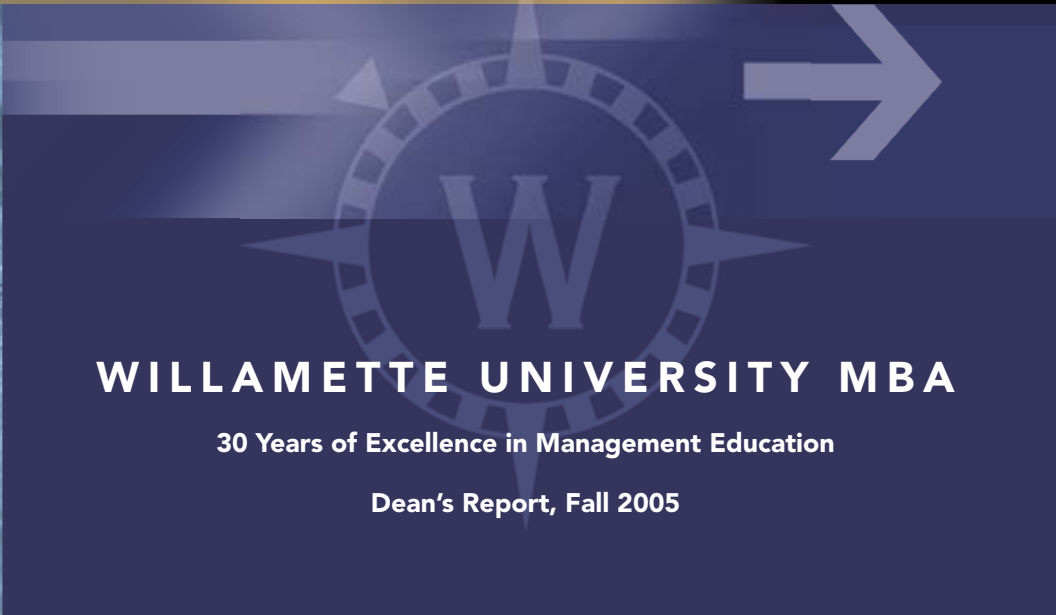
Office of Development and Alumni Relations
Denise Crawford, Director
Phone: 503-370-6727
Email: dcrawfor@willamette.edu

Office of Admissions
Judy O'Neill, Director
Phone: 503-375-5310
Email: joneill@willamette.edu

Office of Career Services
Beth Ursin, Director
Phone: 503-375-5309
Email: eursin@willamette.edu

Office of Marketing
Russell J. Yost, Director
Phone: 503-370-6589
Email: ryost@willamette.edu

Portland Professional MBA
Tina Alexander, Director
Phone: 866-385-PMBA (7622)
Email: talexand@willamette.edu



WILLAMETTE UNIVERSITY MBA

30 Years of Excellence in Management Education

Dean's Report, Fall 2005



WILLAMETTE
THE FIRST UNIVERSITY IN THE WEST

**Atkinson Graduate School
of Management**

900 State Street, Salem, Oregon 97301-3931
Phone: 503-370-6440 · Toll Free: 1-866-MBA-AGSM
www.willamette.edu/mba

NON-PROFIT ORG
U.S. POSTAGE
PAID
PERMIT #113
MEDFORD, OREGON