

2021-2022

GONZAGA UNIVERSITY SCHOOL OF BUSINESS ADMINISTRATION

ANNUAL DIGEST



School of Business
Administration

GONZAGA
UNIVERSITY

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LETTER FROM THE DEAN

Hello from the School of Business Administration at Gonzaga University! We have begun the 2022-23 academic year and we couldn't be more excited! There are many things to tell you about and we are pleased to present to you the fall 2022 issue of the Gonzaga University School of Business Administration Digest.

As we enter this new year, I am proud to highlight three of our bigger accomplishments. First, we successfully completed the AACSB continuous improvement review (CIR) process. Our accreditation status in both business administration and accounting has been extended for another five years. As one of less than two hundred business schools to have earned dual accreditation, we embrace this mark of our excellence. Second, we celebrated our 100th birthday in grand style, with many events and programs to mark the anniversary. Third, and not at all least, we navigated another year of the pandemic as we continued to provide an outstanding educational experience while learning and adapting to the new realities of the world around us.

The above accomplishments are a tribute to everyone who is part of our business school. Our students, staff, and faculty to be sure but also our friends, supporters, and the University as a whole. We are an exemplar of Jesuit business education because of the efforts of so many people and we will always be grateful for the opportunities that are presented to us.

Please enjoy the latest issue of our annual digest and thank you for helping to make us the business school that we are.

Best wishes and Go Zags!

Kenneth S. Anderson, Ph.D.
Dean, School of Business Administration

100 YEARS STRONG: GONZAGA'S SCHOOL OF BUSINESS ADMINISTRATION

Rich tradition. Bold future.

Gonzaga's business school was founded in 1921 to help stock a fledgling city with business leaders, bankers, accountants, and professionals in economics, finance and trade. The first formal degree was a Bachelor of Science in Business Administration in 1930.



GONZAGA
UNIVERSITY

School of Business
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Thank you Spokane

We wish to thank the Inland Northwest, Gonzaga community, alumni, and friends for celebrating the School of Business Administration Centennial Year with us. It's because of you that we have such a rich tradition and a bold future ahead of us. The following sponsors generously helped make our celebration possible.



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FACTS AND FIGURES

SCHOOL OF
BUSINESS
ADMINISTRATION

UNDERGRADUATE



97.0%

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

53%

of students are classified as doing more than one thing. The
following are the categories of classification:

- 1) Double Major
- 2) Major-Minor or
- 3) Double Concentration

*If a student could be grouped into more than one of these, they will be
classified as the first group that they qualify for as ordered above.*

1,400

UNDERGRADUATE
STUDENTS

RANKED

U.S. News & World Report, 2022

#84

(TIED) UNDERGRADUATE BUSINESS

#21

(TIED) UNDERGRADUATE ENTREPRENEURSHIP

#31

(TIED) UNDERGRADUATE ACCOUNTING

#34

(TIED) UNDERGRADUATE FINANCE

#39

(TIED) UNDERGRADUATE MANAGEMENT

CPA PASS RATE **#10** IN THE NATION
(among large programs)

MAJORS

ACCOUNTING
BUSINESS ADMINISTRATION
ECONOMICS

MINORS

ANALYTICAL FINANCE
DIGITAL MARKETING
ECONOMICS
ENTREPRENEURSHIP AND INNOVATION
GENERAL BUSINESS
MANAGEMENT INFORMATION SYSTEMS
PROMOTION
SUSTAINABLE BUSINESS

CONCENTRATIONS

BUSINESS ANALYTICS
ECONOMICS
ENTREPRENEURSHIP & INNOVATION
FINANCE
HUMAN RESOURCE MANAGEMENT
INTERNATIONAL BUSINESS
LAW AND PUBLIC POLICY
MANAGEMENT INFORMATION SYSTEMS
MARKETING
OPERATIONS AND SUPPLY CHAIN MANAGEMENT

FACTS AND FIGURES

SCHOOL OF
BUSINESS
ADMINISTRATION

GRADUATE



98.2%

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

RANKED

U.S. News & World Report, 2023

#57

(TIED) PART-TIME MBA
(Ranked in the top 100 in the country since 2010)

#6

GRADUATE PROJECT MANAGEMENT

#14

GRADUATE ENTREPRENEURSHIP

#28

GRADUATE ACCOUNTING

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

7TH IN THE COUNTRY AMONG LARGE PROGRAMS

MASTER PROGRAMS

MASTER OF BUSINESS ADMINISTRATION (MBA)
MASTER OF BUSINESS ADMINISTRATION JURIS DOCTOR
MBA IN AMERICAN INDIAN ENTREPRENEURSHIP
MASTER OF ACCOUNTANCY (MACC)
MASTER OF ACCOUNTANCY JURIS DOCTOR
MASTER OF SCIENCE IN TAXATION (MSTAX)

200

GRADUATE STUDENTS

AACSB ACCREDITED

BUSINESS AND ACCOUNTING



AACSB
ACCREDITED

The business and accounting degree programs in Gonzaga University's School of Business Administration have had their accreditation renewed by the Association to Advance Collegiate Schools of Business.

In its recent announcement, AACSB noted that while 926 institutions across 60 countries and territories have earned accreditation in business, just 189 institutions maintain supplemental accreditation for their accounting programs.

"Both our rich tradition and our bright future are a function of our values of excel, engage and inspire," said Ken Anderson, dean of Gonzaga's School of Business Administration, which is celebrating its centennial. "Our commitment to these values is seen in the AACSB's recent decisions to extend the accreditation of our business and accounting programs."

"The fact that less than 200 business schools worldwide have earned accreditation in both these areas speaks to the high quality of our students, staff and faculty. The impact of what we do has been felt for decades and we will continue to build on our outstanding legacy."

To achieve accounting accreditation, an institution must first earn AACSB business accreditation. Then, in addition to developing

and implementing a mission-driven plan to satisfy the business accreditation quality standards, accounting accreditation requires the satisfaction of a supplemental set of standards specific to the discipline and profession of accounting.

Once accreditation is achieved, each institution participates in a five-year continuous improvement peer review to maintain high quality and extend its accreditation.

"AACSB congratulates each institution on their achievement," said Stephanie M. Bryant, executive vice president and chief accreditation officer of AACSB. "Every AACSB-accredited school has demonstrated a focus on excellence in all areas, including teaching, research, curricula development and student learning. The intense peer-review process exemplifies their commitment to quality business education."

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EXECUTIVE IN RESIDENCE

KEVIN MCQUILKIN
'83



In 2021, the SBA established its Executive in Residence (EIR) Program with founding executive, Kevin McQuilkin ('83), after working in investment banking for 35 years in New York City, NY.

The SBA's EIR program is a unique opportunity for retired or semi-retired senior-level executives to get involved with students, faculty, staff, and community in support of the school's values of academic excellence, engagement in our university and our community, and our Jesuit legacy of inspired, confident, and innovative action.

The program includes various areas of focus including but not limited to:

- Mentoring and advising students
- Teaching
- Working with the Center for Career and Professional Development
- Job placement
- Career counseling
- Organizing guest lectures, special interest presentations, and panel discussions
- Consulting with faculty on curriculum development and skill building
- Fundraising

The impact that an EIR can bring to a program is quite substantial. An EIR can be an excellent avenue for sharing practical experience with students helping to prepare the next generation of leaders. In all cases, the presence of seasoned and successful executives on campus provides students with role models. Sharing lessons learned from practical experience, providing an opportunity for the EIR to use his/her knowledge to share life experiences for the benefit of the next generation of professionals is priceless.

**For Questions on how to apply or further details contact Dean,
Ken Anderson at anderson@gonzaga.edu**

SBA TRANSITIONS:

NEW HIRES

Rich
Tradition.
Bold
Future.

Kelsey Carlston

Assistant Professor Economics

ABOUT

Professor Carlston comes to Gonzaga after completing her Ph.D. at the University of Utah. Dr. Carlston's research background Prior to starting her doctoral studies, Kelsey worked as a Market Analyst for Allianz Global Assistance and an Assistant Economist for Placeworks. At Virginia Tech University, Professor Carlston completed degrees in Economics and Statistics with honors. She is a member of Phi Beta Kappa honor society.

Kelsey grew up in rural Appalachia and started her career with Allianz in Southern California. Observing the stark income differences between the two regions motivated her to explore the factors contributing to the income divide. Her current research is on the causes and effects of geographic patterns of intergenerational mobility. At Gonzaga, Professor Carlston will be teaching courses in Principles of Microeconomics, Urban Economics, and Regression Analysis.

EDUCATION

Ph.D., Economics, University of Utah

M.S., Economics, University of Utah

B.S., Statistics, Virginia Polytechnic Institute and State University

B.A., Economics, Virginia Polytechnic Institute and State University

Danny Kim

Assistant Professor Marketing

ABOUT

Dr. Danny Kim teaches Principles of Marketing at the undergraduate level. His research focuses on consumer behavior related to prosociality and social status. In this regard, his research examines animal welfare consumption, income inequality, and sense of power. His research is published in the Journal of Consumer Psychology and his scholarly works have been presented in the Association for Consumer Research, the Society for Consumer Psychology, and the World Conservation Congress.

EDUCATION

Ph.D., Management, State University of New York at Buffalo

M.A., Quantitative Methods in the Social Sciences, Columbia University

M.S., Management, Seoul National University

B.S., Psychology, University of Michigan, Ann Arbor

Samuel Matthews

Assistant Professor Management

ABOUT

Dr. Sam Matthews joins Gonzaga University as an Assistant Professor of Management in the fall of 2023. He currently teaches courses in Human Resource Management at the undergraduate level.

After working for Deloitte and Infomercials, Inc. as an auditor and accountant, he sought his doctorate degree to research organizational practices and employee performance. Dr. Matthews' research interests focus on humble leadership, decision-making, personality and behavior, team membership diversity and performance, and how pets at work influence organizational life. Most recently, his research inspires practitioners to rethink traditional work schedules and management patterns since the pandemic began.

His research works are published in top-tier journals including the Journal of Organizational Behavior, The Leadership Quarterly, Journal of Applied Social Psychology, Group & Organization Management, and the Harvard Business Review Online. He has presented scholarly works at the Academy of Management, Society for Industrial and Organizational Psychology, and the Southern Management Association annual conferences.

Dr. Matthews serves as a reviewer for journals and academic conferences, including the Journal of Management, Journal of Organizational Behavior, Human Resource Management Review, European Journal of Work and Organizational Psychology, Human Performance, British Journal of Psychology, Scandinavian Journal of Management, Journal of Small Business Management, the Academy of Management, the Society for Industrial and Organizational Psychology, and the Southern Management Association.

EDUCATION

Ph.D., Organizational Behavior & HR Management, University of Oklahoma

M.S., Accounting, Brigham Young University

B.S., Accounting, Brigham Young University

SBA TRANSITIONS

RETIREMENTS

John Beck

Professor Emeritus Economics



The Economics discipline is forever grateful for Professor John Beck's commitment to the university and passion for advancing the study of economics at Gonzaga. The university claims Professor Beck has officially retired, but he is the first to admit he is not retiring, just paying less in taxes. For the foreseeable future, John will continue teaching and students will have the good fortune of

taking his courses in History of Economic Thought.

John came to Gonzaga University in 1988 after spending ten years at Case Western Reserve University in Cleveland, Ohio. A Midwesterner at heart, John completed both his undergraduate and graduate degrees from Michigan State University. John is responsible for introducing the faculty to Danish Kringle. Every year, on Allan Meltzer's birthday, John has a special order of Danish Kringle delivered to the School of Business Administration from O&H Danish Bakery in Racine, Wisconsin.

During his career, John published numerous articles in prestigious economics journals including the Journal of Urban Economics, National Tax Journal, Public Finance Quarterly, Public Finance Review, Eastern Economic Journal, and Southern Economic Journal.

Beyond his research, John will be best remembered for his contributions to the students and dedication to his discipline. John served as the chair of the hiring committee that directly led to the hiring of Professors Kevin Henrickson, Erica Johnson, Annie Voy, Ryan Herzog, and Masha Tackett.

John funded a student essay competition on Henry George. He was director of the Omicron Delta Epsilon International Honor Society in Economics. He was the lead in creating the Bachelor of Science degree in economics. The creation of this program led to several students exploring graduate school in economics. John's students attended doctoral programs at Syracuse University, Columbia University, George Mason, University of Southern California, and University of Oregon.

His colleagues are indebted to John for his vast knowledge of the esoterica of the policies and procedures of Gonzaga. John was a long-time member of the curriculum committee. The school could always count on John to follow all the catalog changes and the historical context behind each change. Outside of Gonzaga, John is an active member of the local orienteering organization, committed to his church, and is best known for his lead in organizing faculty lunch tours of the local eateries. Zips and Wendy's are forever grateful for John's support.

While John will teach fewer courses, miss out on faculty meetings, and no longer be responsible for university service, his colleagues are looking forward to many more lunches at Zips.

-Ryan Herzog

Paul Buller

Professor Emeritus Management



Paul Buller did more than teach strategic management, he applied it to his leadership and work at Gonzaga University. In the School of Business Administration and beyond, Paul's work changed for the better how the university addresses challenges and opportunities. His servant leadership has made the university a better place for all, but especially for the students who benefited

from his work.

Paul joined the Gonzaga School of Business Administration in 1989. He got his Ph.D. at the University of Washington in management and wrote a dissertation on team building. His recent research has examined student-managed investment funds and the Ignatian-centered Creighton DBA program. While at Gonzaga, he also has done research on business ethics, organizational dynamics, strategic management, and Jesuit business education. He presented his work at many conferences including Western Academy of Management Conference and Colleagues in Jesuit Business Education.

In the School of Business Administration, he taught courses on strategic management and held the Kinsey M. Robinson Professor of Business Administration chair for 20 years. He also served on many

committees and lead many initiatives. Most recently, he served the SBA as a member of the Strategic Mission and Planning Committee and as a member of the SBA of the Future Task Force. He also served the university as a committee member of the Opportunity Northeast – Whole Health Subcommittee and as a member of the University Core Integration Seminar Committee.

In the academy, he was the founding president of the board of the Colleagues in Jesuit Business Education and served on the editorial board for its journal, the Journal for Jesuit Business Education, from its inception. CJBE, an organization that supports research and teaching in the Jesuit tradition, has a special relationship with Gonzaga University because of Paul's efforts. He has served the academy in many other ways including being on the editorial review board for Human Resource Management and many committees with the Western Academy of Management.

In the Spokane community, he served through boards and other activities including as a board member with the Spokane Teachers Credit Union, in a leadership position with Big Brothers Big Sisters of the Inland Northwest, and as a committee member with the Health Services Research Roundtable.

We will miss Paul's leadership and collegiality. His work has changed the way we teach business and will continue to guide the SBA for years to come.

-Molly B. Pepper

SBA TRANSITIONS

RETIREMENTS CONT.

Jim Helgeson

Professor Emeritus Marketing



The discipline of Marketing is a most suitable academic field for James (Jim) Helgeson to have pursued in his doctoral studies at the University of Oregon. Jim is a colorful person, student of the arts (including music and his guitar), master of catchy phrases, quick with subtle humor, and a vision for what will work. Those attributes are the ingredients that allowed Jim to flourish at

Gonzaga University as a professor/scholar.

Soon after arriving at Gonzaga in 1984, Jim began his life pursuit in research and publication in prestigious marketing journals. By 2000, Jim had become recognized across the United States as a premier marketing scholar. Marketing experts were amazed to find that Jim, with the reputation he had built, was committed to his position at small Gonzaga University in Spokane as Professor of Marketing. Over those twenty - five years his scholarship achievements placed him in rare air among marketing scholars.

Jim's research and writing on marketing topics became excellent instructional guides in the classroom. Throughout nearly forty years of teaching thousands, his students were inspired and embraced marketing as a critical component of doing business the right way. Former student and renowned winemaker, Russell Bevan 89' offered this observation: "Professor Helgeson was the one teacher who introduced and enlightened me on the competitive edge and positive outcomes that could be realized through ethical marketing practices. He was an exceptional mentor".

Always respectful, always available, Jim supported and collaborated with other faculty sharing his knowledge and vision. He was especially helpful in working with young faculty on classroom management and scholarly research.

Jim's commitment to caring for others extended to his family where he and his wife Cathy raised and educated their two children Eric and Erica who in their own life have moved on to professional careers. He continues to support the community around him with his care for others, especially those less fortunate.

Gonzaga University has been blessed to have James G. Helgeson occupy space in its coveted halls of ivy. This man of unconditional faith and dedication leaves a lasting mark on the School of Business Administration where he served with distinction.

- Clarence H. (Bud) Barnes

SARA KERN NAMED ASSOCIATE DEAN OF UNDERGRADUATE BUSINESS

Sara Kern, professor of accounting in the Gonzaga University School of Business Administration, has been appointed associate dean of Gonzaga's undergraduate business programs effective July 16. Molly Pepper, who has directed the programs since 2012, will return to full-time teaching as a professor of management.

"Sara will be a great associate dean," said Ken Anderson, dean of the business school. "Sara's years of experience at Gonzaga combined with her outstanding performance in all phases of her faculty work will serve her well. Additionally, her attention to detail and her ability to get things done will help her be successful in this new and challenging role."

Kern has served as president of the Western Region of the American Accounting Association, chair of the Forensic Accounting section's Education Committee, and chair of the Teaching, Learning and Curriculum section's Awards Committee. She also served for 10 years as chair of Gonzaga's Faculty Elections Committee.

Kern's teaching areas include auditing, forensic accounting, internal controls (fraud prevention) and professional ethics. Her research interests include forensic accounting, professional ethics, corporate governance and accounting education. Her work has been published in Accounting Horizons, Issues in Accounting Education, Journal of Accounting Education, Journal of Accountancy, and Fraud Magazine. In addition to her PhD in Accounting, Sara is also a CPA in New York and Washington and is a Certified Fraud Examiner.

"I am grateful to be given the opportunity to serve as the next Associate Dean of Undergraduate Programs," Kern said. "I am committed to helping students successfully realize their potential, and I look forward to working together with faculty, staff and students to ensure the smooth operation of processes and programs within the school in support of Gonzaga's mission."



SBA TRANSITIONS

REBECCA A. BULL SCHAEFER NAMED DIRECTOR OF MBA PROGRAMS



Rebecca A. Bull Schaefer, Associate Professor of Management for Gonzaga University's School of Business Administration, has been appointed Director of Gonzaga's MBA Programs. Mirjeta Beqiri, who has directed the programs since 2018, will return to full-time teaching as a Professor of Operations Management.

"Becky is going to do fantastic work as our new MBA Director," said Ken Anderson, Dean. "She has great passion and enthusiasm, and her networks are second to none. The graduate business space is very competitive, and I am very confident she will build on the impressive work of Mirjeta Beqiri and continue to move our MBA programs forward."

Bull Schaefer earned a Bachelor of Science in Business Administration from Bradley University and a Doctorate in Organizational Behavior and Human Resource Management at Purdue University. Her professional experience is in direct sales, business development, recruitment, and consulting.

Bull Schaefer's research focuses on employee reactions to HR-related policies and how those reactions affect personal and professional decisions.

"People make or break a business," she said. "If organizations want to achieve sustainable business objectives, they need to prioritize their employees as their most important investment. Employees are the partners who will lead us into making continuous improvements."

Bull Schaefer, whose appointment took effect June 1, embraces the challenge.

"I am excited to partner with the MBA Programs team to guide our leaders through their professional development," she said. "Those who

seek a Gonzaga MBA are those who seek to improve our communities and industries. Together, we can make it happen."

Bull Schaefer, who moved to Spokane in 2010, teaches undergraduate and MBA classes in management, organizational behavior, employment law, compensation, performance appraisal, team dynamics, emotional intelligence, and negotiations.

She designs her courses to follow Jesuit pedagogy that emphasizes engagement, experiences, reflection, and discernment. Activities focus on experiential learning, tours of local facilities, and interpersonal discussions.

Emphasizing rigorous and relevant experiences in her classes, she offers individualized guidance or tutoring to help students through their unique circumstances.

Besides serving on a variety of university committees, she is faculty adviser for the student chapter of the Society for Human Resource Management (SHRM), a member of the Inland Northwest SHRM Chapter, and Chair of the business school's HRM Concentration Advisory Board.

Beyond the university, Bull Schaefer is both a member of the Board of Trustees and the Employee Engagement Committee Chair of Vanessa Behan, and she is a lifetime member of Leadership Spokane.

Bull Schaefer also regularly conducts workshops for both nonprofit and for-profit organizations in Spokane on negotiations and emotional intelligence.

STUDENT SUCCESSES

NEW YORK FASHION WEEK INFLUENCER AND SBA INTERNSHIP OPPORTUNITY



January 2020: I was preparing to start my study abroad program in Florence. I received an email from the Gonzaga School of Business advertising a Marketing Internship accompanied by the New York Fashion Week Experience. Since I was seven, I had two experiences on my bucket list: travel to Paris and go to New York Fashion Week. When I received that email, I realized that Gonzaga was providing me the opportunity to realize both of those dreams. Twenty-four hours before I boarded my plane to Florence, Italy, I applied for the Marketing Internship and NYFW Experience.

A few weeks passed before I heard that I was selected to interview for the position. Excited that I was one step closer to NYFW, I booked a study room at my school in Florence and coordinated an interview time that worked across time zones. If there's one aspect of being abroad that I wasn't prepared for, it's the slow WiFi. I nervously logged into my video conference account and joined the interview, only to realize that there was a ten-second lag between the questions being asked by the interviewers in Spokane and my responses in Florence. This made the interview that much more nerve-racking. I did my very best to provide conscience answers, and silently cringed every time the video screen froze up. Luckily, we made it through, and I patiently waited for the next step.

February 2020: I was on a weekend trip to Paris with my best friends. One item I could check off my bucket list. It was in Paris that I learned I was one of three students selected for the final round of interviews for the position. I was originally tasked with designing a window display for the ZagShop. I began making arrangements with my friends in Spokane to help me make this happen from abroad.

February 26th, 2020: I get sent back home to San Diego from Italy due to the influx of COVID-19 cases in the region. I came home to a world in its

last moments of normalcy, although we could not know that at the time. Two weeks after my return, Gonzaga announced its closure and transition to virtual classes. As expected, I could no longer design a window display. Instead, the ZagShop mailed me several items from the store and tasked me with creating a social media campaign to promote the merchandise. With nothing but time on my hands, in the midst of quarantine, I began creating my campaign.

April 29th, 2020: I'm getting into the car after a Target run with my mom, our only time in the outside world during those first few weeks of quarantine. My phone screen lights up with an Outlook notification: "Congratulations, you have been selected for the position of NYFW Influencer and SBA Marketing Intern!". I screamed out of excitement. My mom did too. I was finally going to check that second item off my bucket list.

September 2020: COVID cases have not improved. The NYFW opportunity was indefinitely suspended.

June 2021: I received confirmation that in-person events were being revived at Fashion Week. I would finally get to go, a year and a half after I initially learned that I received the position.

At the beginning of September 2021, I was provided the one-of-a-kind educational experience to attend New York Fashion Week. This opportunity was provided to me through UofNYFW, a partnership between Gonzaga's School of Business Administration, Gonzaga Athletics, and CLC, the university's trademark licensing agency. The program was hosted by global fashion leader IMG and provided a behind-the-scenes look at the industry, including entry into select runway shoes, panel discussion, and networking opportunities with industry leaders.

I arrived on Thursday, September 9th. My first time in New York. I flew

into LaGuardia Airport and was met with the chaos of a rainy city. The program scheduled a driver to pick me up, who promptly called to tell me that the rain had caused some serious traffic throughout the whole city. Nonetheless, I was in an escalate on the way to SoHo within the hour. We stayed at the beautiful Hotel Hugo in SoHo. Quaint, but elegant.

I had 20 minutes to do a quick change and then meet the program coordinators and the 9 other students in the program. We met in the lobby, exchanged some hellos, and then headed to the Arlo Soho for dinner. There, we made introductions, opened our welcome gifts, and bonded over pizza and pasta. After dinner, we headed to Times Square to be photographed in our respective colligate gear. As this was my first time in New York, Times Square was so magical. It really does make you feel like a small fish in a very big pond. It was special to represent Gonzaga amongst all the universities around the country.

After Times Square, the rest of the students and I went to the rooftop of our hotel to admire the 360 views of the skyline. In that moment, I genuinely had to pinch myself. I felt so lucky to be traveling to such an amazing city for such a special opportunity, all because of GU.

Friday morning, we met for breakfast in the hotel lobby. We then gathered in the hotel conference room for a panel with UofNYFW alumni. This panel allowed us to hear about the experiences of students who previously participated in the program. The amazing alumni provided insightful advice into how to make the most of our weekend at NYFW. All the alumni we spoke with are successful professionals in their fields, ranging from a procurement buyer for Hello Fresh to a bridal consultant for Kleinfeld Bridal.

Afterwards, we Ubered to the Manhattan apartment of Kyle Calvan, founder of the colligate jewelry company, Kyle Cavan. There, we met two of the company's founders and several members of their team. They



ROCK YOUR COLORS



served us coffee and gifted us beautiful necklaces from their collection. Kyle Cavan and her co-founder, Elizabeth Shirley, answered all our questions about how to start a successful company and how to be a female leader. This experience was one of my favorites. It was so special to meet such successful entrepreneurs and pick their brains about their experience starting a brand in New York City.

Following our visit, we ventured to the Chelsea Street Market for lunch and the Dover Street Market for shopping. We ended our morning excursion with a trip to the Natural History Museum. There, we attended the Color Exhibit, which provided the rich history and theory behind all the colors of the rainbow. We even saw an original dress from Brandon Maxwell (one of the designers we would meet the next day).

A few other students and I decided to end our day with shopping in Soho, dinner at a delicious Italian restaurant near our hotel, and drinks on the hotel rooftop. We then headed to bed in anticipation for the fashion show the next day. Since we arrived on Thursday, our program directors continued to iterate: Saturday will be one of the most magical days of your life. With no idea what that would entail, the anticipation and excitement was at an all-time high. It goes without saying I barely slept that night.

On Saturday, I woke up early and dressed to the nines. I knew I would be surrounded by the top designers, models, and photographers of the fashion industry. No pressure. We then started on the short walk to Spring Studios, the home of New York Fashion Week. This particular weekend, New York was busier than usual. In an odd coincidence, NYFW, the US Open, the VMAs, and the Met Gala all took place within that weekend. These events also overlapped with the 20th Anniversary of 9/11. As one can imagine, New York was bustling that weekend.

After arriving at Spring Studios, we took photographs and even got paparazzied before going inside. Once we entered, we visited some of the brands inside the studio, including Tresemmé and Pinterest. We were then given our VIP passes, granting us access to the exclusive lounge at the top floor. When I say exclusive, I mean this is where the celebrities, models, and designers relax in between their commitments for the day. That is where we resided while we waited for the fashion show.

After drinking some coffee and brushing elbows with a few well-known individuals, we headed to the Studio 189 Fashion Show. Prior to going in, our program directors warned us that fashion shows are typically only a few minutes and go by in the blink of an eye. Nonetheless, it would be special. We sat down on the rounded stools, the room was set up in a circle, with the runway cutting through the center. We were promptly photographed and handed gift bags. Then the show began.

First, two women came out and sang a beautiful African song. They were then followed by a spoken word poem that told of equality and human rights. Then, the models began to come out. They were donned in intricate, colorful fabric draped in all sorts of styles. Some of the models danced down the runway to the upbeat music playing throughout the studio. The show had already lasted 15 minutes when the grand finale happened, and all the models came out together in their beautiful clothing. When we thought it must be over, the models launched into a dance, my favorite part being three young sisters who led the upbeat dance. At the end, the two designers behind Studio 189 came out. They granted a moment of silence for the anniversary of 9/11, and then encouraged us to reflect on the happenings of the past year. They left us with inspiring words of hope and a promise of a better future. There was not a dry eye in the room.

The fashion show was the most surreal experience of the weekend. Being surrounded by such prominent figures of the fashion industry while sitting in on my first fashion show was truly a dream come true. The program directors confirmed that the Studio 189 show was the best they had ever attended.

Our next activity of the day was “The Talks Panel: The New Digital Landscape”. The speakers of the panel were Coco Rocha (supermodel), Brandon Maxwell (designer), Aya Kanai (head of content at Pinterest), Mi-Anne Chan (editor of Vouge), Parker Kit Hill (model and actor), and Tinx (Tik-Tok superstar). This panel took place in a smaller room, allowing for only about 30 guests to attend. This meant we were only a few feet away from these phenomenal individuals. They spent the next hour discussing how the digital world has revitalized the fashion industry, breathing in fresh ideas and a new sense of creativity.

After the panel, we went into a private room to meet with two executives at IMG, the company that puts on Fashion Week. They answered all our questions about what it’s like working for such a big brand and how they were able to navigate the pandemic. Another executive at IMG then led us on a backstage tour of the entire studio, concluding our time at New York Fashion Week.

The remainder of Saturday and Sunday was spent shopping and eating, touring the beautiful city of New York. By the time I boarded my plane on Sunday evening, I was more exhausted than I thought possible. The adrenaline had worn off but the inspiration I had gained over the weekend had not.

The New York Fashion Week Experience was the most unique and spectacular opportunity I have ever been given. The weekend was meticulously planned to provide me and the other students the best ability to become immersed in the fashion world. I was made to feel like I belonged there by both Fashion Week and the program that allowed me to attend. Being in this environment inspired me to set my aspirations even higher and to broaden my ambitions beyond Spokane and my hometown.

I not only learned so much about business and fashion, but I also learned the professional networking skills necessary to attend large events like NYFW. The experience provided me the confidence to walk into any room and feel comfortable introducing myself to the most important person there. It was made even more special by my responsibility to represent Gonzaga University in New York City. This was the first time GU sent a student to this experience, and I was surrounded by other students from much larger universities. I felt proud to advocate for Gonzaga and represent us at such a global event.

I want to thank AJ Hawk and Sam McDonald from Gonzaga for making this experience a reality for me. I am honored to be the first student to represent Gonzaga at New York Fashion Week. Thank you for granting me this extraordinary learning opportunity.

-Sydney Tawfik

STUDENT TEAM TAKES 1ST AT ENTREPRENEURSHIP EVENT

Three Gonzaga University sophomores won first place among 38 competitors at the Sparks Weekend entrepreneurship competition, making them eligible for \$50,000 in seed money for their business, Zaps.

Another Gonzaga student, Anna Deschane, joined a team that won second place for its venture, Gameleon Boards.

All four GU students are pursuing minors in the Hogan Entrepreneurial Leadership Program in the School of Business Administration.

Sparks, a three-day event held is centered on pitching new businesses, and intended to inspire and develop a new cohort of startups in the region. Organizing sponsors are Ignite Northwest and Limelyte Technology Group.

Leaders of Zaps, the winning team, are Siena Merrin, Hayley Mosby and Kate Sprague. Their \$50,000 investment is subject to final due diligence and agreement on investment terms, expected to be finalized this summer.

"Zaps represents the best of Gonzaga and one of our flagship programs, the Hogan Entrepreneurial Leadership Program," said Dan Stewart, professor of entrepreneurship and director of the Hogan program. "Sparks was the catalyst which brought out the potential in a business model the team had worked on diligently in our classroom throughout the semester.

Mosby, a business major from Bonney Lake, Washington, said the weekend was a whirlwind.

"Getting to participate in Sparks Weekend was such an incredible and surreal experience," she said. "Our team put in hours of work over the entire weekend, and there are no words to express my gratitude to our mentors and our Hogan professor, Dan Stewart, who believed in our team and pushed us to reach past our potential.

"Our business, Zaps, is a way for students to mitigate their college expenses by utilizing their dining dollars when they pay each other back."

For example, Mosby explained, a student might buy a friend a coffee using dining dollars, but the friend has no way to pay them back with the same currency. The only options for a refund are cash or Venmo – or no refund at all.

Sprague, a political science major from Longview, Washington, recalled the winning moment.

"When I heard we won, I was stunned," she said. "I felt so confident in our team, that we could win, but hearing our names being called was crazy. Knowing that the project we worked on for months was going to be coming to life was surreal.

"I am so thankful for the people we met at Sparks and the experience, and I can't wait to see what's in store for Zaps."

Merrin, their partner, is a business major from Sammamish, Washington, and Deschane, on the second-place team, is an accounting major from Billings, Montana.

Sparks kicked off on April 29 with a reception and rapid-fire session of one-minute elevator pitches. The business concepts were voted on by all participants and the top 10 ideas moved on.

During a brief networking event, the innovators whose ideas are selected may find participants with complementary skill sets to join their team. The "sparks" then fly as teams try to prove their concept, develop a "minimum viable product" (MVP) and finally present a refined business plan to a panel of judges. Three winners were selected.

FINANCE CLASS WINS INVESTMENT AWARD AGAIN



For the third time in six years, students in a Gonzaga University finance class have won the top award among 21 schools participating in the Student Investment Program sponsored by D.A. Davidson & Co.

During the competition year for the Fred Dickson Memorial Award ending Aug. 31, the Gonzaga portfolio generated a return of 37.5%, topping the S&P

market index return of 31.2%. Over the last five years, the GU students' account not only has been one of just five programs to earn an average annual return (29.2%) above the S&P (18%), but also had the highest risk-adjusted return on both a three- and five-year basis.

"Credit goes to the six years and several classes of devoted students who through three semesters of dedicated study and effort built and managed high-performance investment portfolios," said Clarence "Bud" Barnes, who served as dean of the School of Business Administration for 33 years and now teaches the BFIN 429 class.

"From my view, this is testimony to the Gonzaga curriculum and quality students who undertake the special classes, projects and challenges in all of our disciplines and perform with distinction," Barnes said.

About two-thirds of the award is based on one-year total investment returns and three- and five-year risk-adjusted returns. The other third involves qualitative factors: how well programs stick to their stated investment processes and the level of student engagement.

"We were impressed by the Gonzaga students who conducted consistent portfolio reviews throughout the year and frequently rebalanced their position sizes," D.A. Davidson's Eli Sanders and James Ragan wrote in announcing the award. "Each student was responsible for recommending three potential portfolio additions after conducting fundamental analysis on each name. The school targets a portfolio of roughly 12 equity positions."

The award is named in honor of D.A. Davidson's longtime chief market strategist and advocate for investor education, Fred Dickson.

Michael Jackson, senior vice president, financial adviser and Spokane branch manager for D.A. Davidson, assists the Gonzaga team, whose members were: Michael Boken (Bryn Mawr, PA), Cody Buckley (Las Vegas, NV), Nathan Davis (Redmond, WA), Alex Heller (San Diego, CA), Niko Jacobson (Portland, OR), Patrick King (Seattle, WA), Coleman Kingwell, (Lahaina, HI), Patrick Parelius (Liberty Lake, WA), Matthew Perkins (West Linn, OR), Jose Ramos (Folsom, CA). and Curtis Siemens, (Sammamish, WA). No other school has won the award more than once since its inception in 2015. The other schools are in the West, except for Creighton University in Omaha, Nebraska.

Gonzaga joined the Student Investment Program in 1997.

ENTREPRENEURIAL STUDENT HAS EYE ON EASING TRAVEL FOR THOSE WITH DISABILITIES



She describes it as “*merely an inkling of a concept that I have always had in the back of my head.*” But, encouraged to submit a video to a competition for budding entrepreneurs, she refined her idea, submitted it and won a third-place prize of \$1,000.

Gonzaga University senior Katrina Wagner, who has a physical disability and has

struggled with traveling, pitched TravALL: a travel agency that pairs tourists with trips that include fully accessible itineraries for individuals who use any type of physical aid or need additional services.

Wagner, an accounting major with minors in entrepreneurial leadership and Spanish, said she submitted her video not expecting to advance very far. She called her reaction to being a winner “a mix of appreciation and excitement for the future.”

“My experience in the Northwest Entrepreneur Competition was a spontaneous leap of faith,” she said of the April event. “I was a sole presenter, which provided both learning curves and opportunities for growth.”

With the Spokane University District and North Idaho College as hosts, college and high school teams advanced through two rounds of judging by submitting a 90-second pitch video and then presenting to a panel of regional business leaders and experts. They competed for \$44,000 in prizes in three categories: technology business, traditional business and open business. Wagner’s prize came in the technology group.

TravALL’s website contains both an inventory of trips to major cities with flights, excursions and hotel accommodations that a customer can shop, and a service that organizes accessible, customizable plans.

The tourist, Wagner explained, creates an online profile that captures their capabilities and necessary accommodations, where they are planning to go, and their desired activities.

“With the funds, I am looking to continue to develop my business idea through research and networking while seeking other opportunities to compete more,” she said. “Winning third place ignited a sense of possibility, a desire for improvement, and an ‘I can do this’ attitude that I want to channel when stepping into entrepreneurship.”

Originally from the farming community of Enumclaw, Washington, near Seattle, Wagner’s parents moved to Coeur d’Alene, Idaho, at the start of her freshman year at Gonzaga. She credits the support of her family, GU’s Hogan Entrepreneurial Leadership Program “community” and Ryan Arnold, the professor in her ENTR 302 Strategic Thinking class who encouraged her to submit a video: “I couldn’t have won without them!”



ACCOUNTING STUDENTS MINE OPPORTUNITIES IN LONDON

It started in 2014 with one student being assigned to accounting giant Deloitte’s London office by a Seattle-based recruiter for the firm. Now that placement has become a fixture for Gonzaga University’s accounting program.

Nine Gonzaga students have worked in London with Deloitte UK either as interns or full-time employees.

Andrew Brajcich, GU’s inaugural Jud Regis Chair of Accounting, who is also associate professor and director of Graduate Accounting, followed up after the initial intern placement.

“I was persistent in emailing the partners in London asking for details on the internship and providing unsolicited recommendations for students as candidates,” Brajcich said.

That doggedness paid off.

“We’ve had a wonderful experience partnering with Gonzaga University on the internship program,” said Marek Krawczyk, Deloitte partner in London. “The students have come well-prepared academically to excel within our group and that has been proven by how many full-time offers we’ve issued to Zags at the conclusion of the internship.”

GU graduate Joanna Hazel, currently with Deloitte, has spent two years in London and will soon move to Tokyo, where she will play a larger consulting role with the firm’s international clients.

“The initial thought of starting my career abroad was a lot to consider, but as soon as I arrived, I haven’t looked back,” Hazel said. “It’s been an amazing experience living and working abroad. I can’t wait to see what the next chapter brings.”

Hazel is fluent in Japanese so she will have little difficulty transitioning to her new home. She also plans to continue supporting her favorite English football club, Tottenham Hotspur, from afar.

While a Gonzaga student or graduate hasn’t gone to London every year, Brajcich said, some years there have been more than one.

“I count graduates from ‘14, ‘17, ‘18, ‘19, ‘22 and one from ‘13 who went later in his career,” Brajcich recalled, adding that undergraduates can apply for the internship as well.

“We had an intern there this spring, Jeff Melchor, who’s originally from Saipan. He is pursuing a master’s degree in tax with us next year. He has a full-time offer with them.”

Two intern candidates for next year are waiting to hear on their applications, according to Brajcich. Interns are hired with the intention of starting their career with the firm, he said.

The first Zag to make the jump across the pond was Morgan Eliassen, who spent about two years with Deloitte there. He’s now a tax manager at Belltower Fund Group in Boston.

“I expressed an interest in working abroad with the Seattle Deloitte recruiter when she was on campus,” Eliassen said. “The next thing I know, I was an intern living in central London, walking to work, learning more than I could imagine, and lunching at pubs that had been around over 100 years.”

Zags work for the U.S. Business Tax Group of Deloitte, the largest U.S. tax practice outside the country, where they advise U.S. and foreign multinationals, private equity, real estate, hedge funds, and other organizations on U.S. cross-border activity.

The group has a wide variety of backgrounds, including professionals hailing from the UK, Brazil, Vietnam, Japan, Russia, China, Israel, Korea, and India in addition to the U.S.

Accounting has long been a strength of Gonzaga’s School of Business Administration. The program’s 82.4% CPA pass rate is 10th in the nation and first on the West Coast for schools with at least 60 candidates taking the exam.

On the graduate school level, GU’s master’s of tax program has a 100% placement rate within three months, while the master’s in accounting program has a 95% placement rate within three months.

PERSONAL BRANDING EDUCATION FOR COLLEGE ATHLETES IN THE NAME, IMAGE, AND LIKENESS ERA

On July 1, 2021, NCAA collegiate athletes obtained the right to profit from their name, image, and likeness (NIL) via an interim policy change that suspended decades-old association by-laws which had prohibited such compensation. As a result, Gonzaga student-athletes can now endorse products and brands, start their own athletically- or non-athletically related businesses, promote charitable causes or organizations, and hire agents to assist them in these endeavors.

This transformation of NCAA rules spurred the university to determine how best to educate and support student athletes as they take advantage of these opportunities. Over the summer of 2021, Gonzaga Athletics launched the Next Level comprehensive NIL program, which includes a partnership with the School of Business Administration to provide student-athletes with education in brand management, financial literacy, and entrepreneurship, among other topics. The first academic offering was Personal Branding & Business for Athletes, a one-credit course offered both semesters in the '21-22 academic year.

The course was team taught in the fall by Dean Ken Anderson and Professor of Marketing Peggy Sue Loroz. Drs. Anderson and Loroz both were student-athletes at Gonzaga during their undergraduate years, competing in the sports of men's basketball and women's rowing, respectively. In addition, both have served as Gonzaga's Faculty Athletics Representative, a position designated by the NCAA to be the liaison between each institution's Athletics Department and Academic division. (Dr. Loroz currently holds the position.) In the spring term, while Dr. Anderson was serving as the Interim Provost, Dr. Loroz teamed up with Ed Reese, Principal of Sixth Man Marketing and a regular Adjunct Professor at the Gonzaga School of Business Administration, to teach the course. Both semesters included a variety of subject matter experts as guest speakers who tackled topics ranging from how to use social

media in developing a personal brand to understanding key elements of a contract.

"Teaching this course is exciting because there's no textbook," attests Dr. Loroz. "The collegiate athletics landscape is dramatically shifting, so we are creating the curriculum as we go. However, our focus is on helping student athletes understand that regardless of what happens during their athletics careers, reflecting on and building a personal brand is something they can leverage for the rest of their lives to identify opportunities, pursue jobs, create their own businesses, and engage in the community."

During the semester, students identified their values, passions, and super skills; considered how to create personal brands that are positive, consistent, and authentic; reflected on how to use their influence to make an impact on causes they care about; and developed a personal pitch deck and strategies for engaging potential partners. The class culminated with students making pitches to mentors from the business community and receiving feedback to improve their presentation skills.

Greg Bui, a retired Nike executive and member of Gonzaga's Board of Trustees, was delighted to serve as one of the guest speakers and class mentors. When asked about his involvement, he said, "To see the level of engagement and curiosity demonstrated by the students within this class was exceptional. I sensed a real passion for wanting to learn about the importance of showing up the right way and how to leverage the power of their own story. I'm confident our student athletes will use these experiences to continue to learn about themselves and how best they can win in whatever path they may choose."

Student athletes were also enthusiastic about their experience in the course:

"This class was one of my favorite classes, and I think it may be the most beneficial class for student athletes to take. This class not only taught me about opportunities, but it allowed me to learn more about myself. This is so important as an athlete because we are too often just the jersey with the number on our back. Getting to talk about what you love and care about, what makes you YOU, was so special and to do it in a room full of other athletes was super unique."

"This class gave me a broader view of the opportunities I have as an athlete, even as an international student here at GU. I enjoyed the way none of the classes were the same and how everything could also be applied to your life after GU."

"I was not very interested in getting involved with NIL before taking this class. Because of all the guest speakers and assignments we did, my views on NIL have changed. I am very grateful to the School of Business for creating something like this for student-athletes to learn to build their brand!"

In sum, this partnership between the School of Business Administration and Gonzaga Athletics was born out of the belief that student athletes are students first, and universities are first and foremost about education. Students, including student athletes, choose to attend college because the transformation and growth acquired during the experience is valuable and fundamentally different than the benefit of pursuing other opportunities. This course is not just about helping student athletes immediately capitalize on new NIL opportunities but also allowing them to acquire business knowledge and skills that may drive their success beyond their athletics careers. Additionally, as a Jesuit, Catholic, mission-driven institution, Gonzaga University focuses on the formation of all students to recognize their role in contributing to the Common Good. This course provides student athletes with tools to evaluate and pursue opportunities that align with their values and make a positive impact the world around them.



PROJECTS CLASS A BLEND OF IDEAS AND EXPERIENCES



After a semester of research and preparation, a team of business students walked into the Hogan Board Room to present the culmination of their hard work. They expected to see their classmates and a few company stakeholders representing their client, Washington Trust Bank. To their surprise, the room was filled with senior executives eager to hear their ideas.

The students’ presentation on the bank of the future and gamification (adding the mechanics of digital games into a nongame environment) was a huge success — just one example of the many projects championed by students in the School of Business multidisciplinary action projects class.

Here’s how the 15-week course goes each semester. Students separate into small groups and pair with a business looking to utilize student talent. Not restricted to business majors, the class may include students from

many disciplines who often work on projects outside their area of study. Each semester is different. Past and current projects include: developing marketing plans for nonprofits; creating diversity and inclusion best practices for businesses; getting products to market; aiding recruitment campaigns; and creating cost analyses. Guest speakers and community member feedback supplement the project work throughout the semester.

"The future of the course is bright" - Ken Anderson, Professor & Dean

THE ONLY TEST IS ADAPTATION

Ken Anderson, dean of the School of Business Administration and professor for this projects class, created it in 2014 after he received a variety of inquiries for student help on projects. He began gathering the requests and brainstormed a way to assist the organizations and give students the opportunity to get hands-on experience in the community.

Colleagues Maureen Duclos and AJ Hawk serve as instructors who also coordinate every detail, from vetting projects to arranging guest speakers and connecting with students.

Unlike most courses, the projects class provides little structure and a lot of ambiguity. Anderson’s favorite part is watching student teams face the challenges, adapt and ultimately succeed with this new style of learning.

"By the time a student gets to that class, assuming they’re from the American education system, they’ve probably had 17 years of education and a lot of that has been spent figuring out what’s going to be on the test," Anderson said.

There are no tests in the course – just real-world scenarios with real complications to address. Students work with clients for understanding and guidance, gaining insights into the types of obstacles they may need to address in their own careers.

The class draws on everything students have learned in the classroom up to this point. It requires flexibility and growth, as finance students work on marketing projects and HR-concentrations study financial spreadsheets.

Besides being educational and experiential, it also gives students something to reference during the job search. It’s a necessary resumé booster when students graduate and compete against thousands of other qualified new graduates.

"You’re going to get a success story, and you’re going to gain a strong network," Anderson said.

An alumnus of the Gonzaga School of Business, Jeff Brown (’94), has been involved with the class since 2015. The CEO of Mivation, a company that uses recognition and gamification to motivate personal improvement, Brown still remembers the student project team that worked with him one semester.

"I was blown away that they took the initiative to research multiple stakeholders. Every time students impress me, I want to see if I can help them." he said. He offered them internships at his company, and had them present their ideas to the CEO of Salesforce for higher education. Over the years, students have been able to aid with a variety of important community projects. One of the class’s first projects was helping Second Harvest plan and build a kitchen in the back of its warehouse. The kitchen has been used since for free community cooking classes where Second Harvest teaches how to prepare food and cook at home.

One project challenged students to organize and develop a coffee kiosk at Spokane City Hall. Students partnered with the Arc of Spokane, which employs people with developmental disabilities to build skills and gain confidence. In another endeavor, students started a restaurant that would teach young people work and communication skills. In total,

Anderson’s classes have supported more than 45 nonprofit and for-profit organizations.

UNLIMITED POSSIBILITIES

"We stood as consultants for a small-business owner," says Liz Hogan (’22), a business administration major with a concentration in marketing. "After taking this class, I feel like I have a better idea of what I may experience in a career. I learned problem-solving skills with a hands-on approach."

"The class is unique and will be one that I will carry throughout my career." - Liz Hogan (’22)

"The future of the course is bright," says Anderson. "We see opportunity to develop more options that are specific to a variety of business disciplines, and to make them available to more students."

Duclos agrees. *"This is a place where our wonderful business partners, our fantastic alumni, and our students come together. We are continually on the lookout for new project ideas with the school’s alumni and supporters — even those outside the Spokane region, thanks to available technology."*

Consider that an invitation to be part of educating the next business leaders.

-Sydney Bernardo (’22)

ALUMNI AWARDS:

ALUMNI & FORMER STAFF HONORED

Thank you to the following Zags honored at the annual Ignatian Gala for having a profound impact on Gonzaga University, its students, and the communities in which they live.

In collaboration with the Office of Alumni Relations, four alumni and a retired staff member received awards during Thursday evening's Ignatian Gala celebrating the centennial of the School of Business Administration. Honored were:



Terry Coombes
Faculty & Staff Award



Kevin Daniels, '79
Professional Achievement Award



Callie Johnson '15
Recent Alumni Award



Kevin McQuilkin, '83
Service to Gonzaga Award



Xochitl Velazquez '12, MBA '13
Service to the Community Award

RECENT ALUMNI AWARD

Callie Johnson, class of 2015, is owner of Made With Love Bakery in Spokane.

"On top of her full class schedule, multiple part-time jobs, studying at Gonzaga in Florence, and staying involved in the campus community, Callie was using the tools we were learning in our business classes to map out plans for her bakery's future," her nominator wrote. "Since then, Callie has continued to serve her community and grow and support her team."

"Callie truly embodies Gonzaga's traditions of 'service, leadership and the celebration of all people in pursuit of the common good,' and Made With Love Bakery is a true reflection of her spirit."

SERVICE TO THE COMMUNITY AWARD

Xochitl Velazquez, who graduated in 2012 and completed her MBA at Gonzaga a year later, lives in Wenatchee, Washington.

"Upon her graduation and after working successfully for a number of commercial organizations, Xochitl chose to serve her community as an assistant director of the Washington Apple Educational Foundation – the same foundation that supported her through her time at Gonzaga," her nominator wrote.

"She exemplifies the leaders in service who are central to Gonzaga's mission. In 2021, she was named among the 30 under 35 outstanding young business leaders of the Wenatchee Valley community."

SERVICE TO GONZAGA AWARD

Kevin McQuilkin, who graduated in 1983 and has returned to Spokane and GU's campus as the first Executive in Residence in the business school, was managing director of Mergers and Acquisitions for Wells Fargo Securities after serving in similar positions at both Deutsche Bank Securities and JP Morgan Securities.

"A graduate who made it big back east, Kevin has served as a trustee for over a decade, was instrumental in making the New York Trek a success, and is now the executive in residence," his nominator wrote

"The man lives, eats and breathes Gonzaga. Everything he does, he has the University's best interest in mind."

PROFESSIONAL ACHIEVEMENT AWARD

Kevin Daniels, class of 1979, led Daniels Real Estate, which won three National Preservation Awards as well as many local and state awards.

"Kevin Daniels is known for his amazing tenacity and vision in construction of Seattle's buildings and skyline," wrote his nominator.

"With a passion for looking forward while preserving the past, he is nationally respected for focus on adaptive reuse projects that have saved some of Seattle's most iconic and historic buildings such as The Sanctuary, Seattle Plumbing Building (Gridiron Condominiums), Sears Roebuck (Starbucks Center), Union Station, Frye Art Museum, Merrill Place, and St. Edward Seminary in Kenmore (The Lodge at St. Edward Park)"

FACULTY-STAFF AWARD

Terry Coombes retired from the business school as assistant to the dean in 2004 but was asked to return in 2008. She stayed for another six years and an endowed scholarship was established in her name. She received multiple nominations.

"Terry embodies and exemplifies what Gonzaga stands for – serving for and with others," one said. "Terry has been an inspiration to so many of us both on a personal and professional level. She served with passion whether she was working in the Dean's office or as an adviser. I am grateful to Terry. The world is a better place because of her."

AWARDS & RECOGNITION

JUD REGIS CHAIR OF ACCOUNTING



The inaugural Jud Regis Chair of Accounting was awarded to Professor Andrew Brajcich at the 2022 Ignatian Gala.

This chair was endowed by Jud Regis' son and daughter in-law, Dan and Cecilia Regis, who wanted to honor Jud with a gift that would support three of the biggest values that Jud modeled in his life: family, faith, and freedom.

The story of Jud Regis begins with his older brother Johnny who worked to support his mother and five siblings after their father was killed in 1937. Johnny was 11-years-old.

With no income and little money, the family was split up. Three of the six children had to be sent to live with relatives and then eventually to orphanages. Johnny found work in the Midwest and made enough money to buy the family a modest home in Spokane and reunite the family.

Jud and the other Regis children lived together in the house that Johnny bought until, one-by-one, they grew up and moved away. With a family hero like Johnny and a foundational story like that, it's not surprising that the first of the three values that define this endowment is **Family**.

The emphasis on family blends easily into the second value of the endowment, **Faith**. Jud Regis' family described him as a man who lived his Catholic faith and acted as a servant leader long before servant leader became the buzzword it is today. He lived the values of his faith by being someone his family could count on. He led by example and always with love and pride for his children. And that blends into the next value of the endowment, **Freedom**. Jud Regis was grateful and proud to be an American.

While Jud had to quit school after the eighth grade to help support the family, he believed in the power of education and the freedom it brings. Gonzaga University graduates are not just accountants or marketing managers, they are citizens of a world that needs people with their knowledge and skills. They can transform the world because they have been transformed by education.

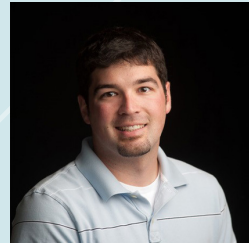
Dan and Cecelia wanted to honor Jud by investing in the Jesuit tradition of academic excellence and teaching. Professor Brajcich's application demonstrated his dedication to providing inspiration to our current students, which is important, of course. But he also has a plan for bringing underrepresented students from the local community to campus for activities around opportunities in accounting and finance. The outcome of this work will be the enrollment of many first-generation college students who learn that education is available to them. It is something they can do. And they will discover the freedom that it brings.

The SBA's pledge to the Regis family is make Jud proud of work we do with this endowment and the students who benefit from it.

FACULTY AND STAFF

AWARDS & RECOGNITIONS CONT.

BARNES VISION ACADEMIC EXCELLENCE AWARD



The committee recognizes **Dr. Ryan Herzog** as the recipient of the Barnes Academic Excellence Award. This past year, Dr. Herzog focused his teaching and service efforts to increase inclusion and recognize diverse perspectives. He recruited David Card, Nobel Prize winner, to speak during the Economic Symposium events, which provided national and local recognition to the SBA. His service to the university is consistent and strategically impactful.

BARNES VISION ENGAGEMENT AWARD



Congratulations to **Dr. Danielle Xu** for receiving the 2021-22 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.

During the past academic year Danielle has been an active and engaged participant of our mission related activities. She supported our students by serving as the faculty advisor for DECA, the ACG M&A Case Competition, and the Bulldog Club, and she was a guest speaker for the Women in Business Club. She also led the MBA and MBA-AIE Study Abroad in Florence (with Dr. Beqiri). In addition, Danielle organized and hosted Careers in Finance, Careers in International Business, Commercial Real Estate Women (with scholarships opportunity), and Richard Schindler's Guest Speaking Affordable Housing community event.

Danielle also served the faculty as the Finance Discipline Lead, SBA Graduate Committee Chair, University Faculty Research Committee Chair, and she served on the CRPT Committee, the Economics Job Search Committee, and

the University VPHR Search Committee. She was involved in community engagement projects at the NE Community Center and 2nd Harvest, and she serves as the Treasurer of Friends of the Bluff, WOW China, and the Spokane Public Schools Foundation. She also volunteered as a Judge for the Washington Future Business Leaders of America 2022 State Business Leadership Conference

BARNES VISION INSPIRATION AWARD



Congratulations to **Professor Cathy DeHart** for receiving the 2021-22 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.

During the past academic year, Cathy was involved in many sustainability activities. She served as a board member for Gonzaga's Center for Climate, Society, and the Environment, she arranged for Alan Yu (State Department Senior Advisor for John Kerry, U.S. Special Presidential Advisor for Climate) to be a guest speaker, and she mentored a student's Honors thesis in sustainability accounting. Cathy also taught a new graduate class on Sustainability Accounting which required her to take a Greenhouse Gas Protocol course in Scope 3 emissions and to develop unique course materials because there are no textbooks for the class. She arranged multiple field trips and guest speakers for the class.

Cathy also developed and taught a new mission-related weekend wellness class where she used Ignatian pedagogy to invite students to draw on their lived experiences and deepen their understanding of wellness topics through reflection and discernment. She invited Professor Hackney to speak about finding purpose, and she engaged students in an Ikigai reflection activity to help them discern the intersection of their passions, mission, profession, and vocation.

CENTIOLI FACULTY SCHOLARS EXCELLENCE AWARD



The committee recognizes **Drs. Shan Xiao** and **Richard Vann** as the two 2021-22 Centioli Faculty Scholars Excellence Award recipients.

In the past year, **Dr. Xiao** published three peer-reviewed papers. She has already made a positive impact in teaching, and she has continued to engage with academic conferences and peer review.

Dr. Richard Vann published a recent article in the Journal of Consumer Affairs. Additionally, his service to our students and other Gonzaga stakeholders was focused and intentional on building strong foundational knowledge and professional applications both internally and externally.

LOEKEN ACADEMIC EXCELLENCE AWARD



Congratulations to **Dr. John Correia** for receiving the 2021-22 Loeken Academic Excellence Award. This award recognizes all-around academic excellence in teaching, intellectual contributions, service, and other professional activities.

During this academic year, John had a paper published in his area's top journal, MIS Quarterly, and has been notified by a number of research universities that this paper will be included in their core research seminar. His students noted that his classes are intellectually stimulating and that their interest in MIS increased substantially as a result of taking John's classes. John also engages significantly with the MIS community by bringing numerous guest speakers to his classes, which has led to a number of internships for John's students. Finally, John organized virtual round tables during which over 100 PhD students from around the world joined MIS faculty from top research universities to discuss ideas and gain insight into the crucial transition from student to faculty member.

LOEKEN SBA VISION & VALUES AWARD



Congratulations to **Dr. Mirjeta Beqiri** for receiving one of the two 2021-22 Loeken SBA Vision & Values Awards. These awards recognize significant contribution to helping the SBA fulfill its mission and live its values.

During this academic year, Mirjeta co-taught a Service Operations course that included meeting with Numerica Credit Union's executive team. She has also brought numerous guest speakers from companies such as Boeing, Nike, Microsoft, Starbucks, Applied Materials, and Inland Imaging into her classes. Her Quantitative & Statistical Analysis class continues to be taught as a service learning course by working with Big Brothers Big Sisters, Second Harvest, and the Spokane Housing Authority. Finally, Mirjeta served as the Director of the SBA MBA programs for the past four years, and she is this year's recipient of both the MBA Faculty of the Year award, as well as the MBA-AIE Faculty of the Year award.

LOEKEN SBA VISION & VALUES AWARD



Congratulations to **Adriane Leithauser** for receiving one of the two 2021-22 Loeken SBA Vision & Values Awards. These awards recognize significant contribution to helping the SBA fulfill its mission and live its values.

During this academic year, Adriane included a two-part research assignment as part of her Senior Seminar in Business Ethics class, where students used course content to create a social-justice related policy for an organization. She also co-taught a new class, Why People Hate: Interdisciplinary Perspectives, that explored systemic injustice in business and asked students to work on a semester-long project with the Spokane County Human Rights Task Force and nine other community organizations representing marginalized community members. Finally, Adriane is a member of Spokane's CHHS Board and Affordable Housing Committee and has been invited to serve on the Mayor's Advisory Council due to her position as a business ethicist at Gonzaga.

FACULTY AND STAFF

AWARDS & RECOGNITIONS CONT.

ZIMMER INTERSECTION AWARD

Congratulations to **Dr. Timothy Olsen** for receiving the 2021-22 Zimmer Award. This award recognizes a faculty member for designing a brand new course that brings together the three values of the School of Business Administration: Excellence, Engagement, and Inspiration. It must be academically rigorous, involve members of the community, and be related to Gonzaga’s mission.



During the past academic year Tim developed a graduate course that requires students to use Python (a data analysis software) to gather data (using web scraping), clean data into useable format, and audit the data for interesting insights. He engaged with community partners to develop the class including a principal from a large accounting firm and an audit innovation professional with previous PCAOB experience. The students are required to use their new programming knowledge to tackle real-world projects.

BARNES FACULTY FELLOWSHIPS

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 Awotoye, Gerhard Barone, Andrew Brajcich, Rebecca A. Bull Schaefer, Ta-Tao Chuang, Todd Finkle, Donald Hackney, Matthew Hoag, Casey McNellis, Tim Olsen, Vivek Patil, Christopher Stevens, Masha Tackett, Yelin Zhang**

DAN AND CECILIA REGIS FELLOWSHIPS

Thanks to a generous donation by Dan and Cecilia Regis, the School of Business Administration and the Accounting discipline will be sponsoring fellowships in AY 2022-23 for activities that enhance the delivery of technology and data

analytics curricula for accounting and SBA students. Faculty were invited to submit a proposal for these fellowships outlining their proposed activities and related student learning outcomes.

Technology and data analytics are vitally important components for business education and current students need to have exposure to these topics to establish a foundation for success as professionals post-graduation. We are appreciative of the generous support of Dan and Cecelia Regis, whose contribution to the School of Business and Gonzaga Accounting will help to strengthen and expand our work to integrate technology and data analytics activities more intentionally throughout the entire SBA curriculum. In total, 15 faculty members were selected to receive a fellowship award for the coming academic year: **Monica Banyi, Gerhard Barone, Andrew Brajcich, Cathy DeHart, Tysen Ficklin, Donald Hackney, Ryan Herzog, Matthew Hoag, Sara Kern, Jillian LaBelle, Daniel Law, Casey McNellis, Matt McPherson, Timothy Olsen, Masha Tackett, Gary Weber, Shan Xiao**

MBA & MBA-AIE FACULTY OF THE YEAR

Each year, a Master of Business Administration (MBA) program instructor and an MBA in American Indian Entrepreneurship (MBA in AIE) instructor is recognized for epitomizing the highest levels of excellence in the pursuit of the School of Business Administration mission and goals. Selected by the graduating students, these honors are bestowed on a professor who distinguishes him/herself in the instruction and engagement with the students.

The 2021-22 winner of the MBA Faculty of the Year Award and the MBA in AIE Faculty of the Year Award is Dr. Mirjeta Beqiri, Professor of Operations Management. Dr. Beqiri has taught in the MBA program for 20 years and served as MBA Programs Director for the last four years.

When submitting their nomination(s), two of Dr. Beqiri's MBA students shared the following comments but many expressed similar opinions as to why she is very deserving of these honors.

“Her perpetual commitment to improving the program and spending time with students clearly shows the dedication she has for achieving excellence. She goes above and beyond her assigned duties, truly showing that she wants students to succeed and have a great MBA experience at Gonzaga.” - Charlie Magruder '22

“Dr. Beqiri is such an active & invested participant in her students' success in and out of the classroom. She is patient, kind, and caring, passionate about her teachings and your pursuits in equal measure. You don't have the opportunity to meet many individuals such as her in a lifetime and I feel blessed to know her.” – Michelle Estes '22

One MBA in AIE Class of 2022 graduate commented Dr. Beqiri is *“incredibly inspiring, supportive and truly enhanced our educational experience”* while another stated she was deserving *“for her above and beyond commitment to the cohort.”* As examples of her support and commitment, Dr. Beqiri is personally mentoring several cohort members in their pursuit of PhDs and she also made sure current cohort members had a voice in the recent MBA in AIE program curriculum revisions so future graduates would be well prepared to meet the emerging needs of their tribes and communities.

Congratulations, Dr. Beqiri, on these well-deserved awards!

MSTAX & MACC OUTSTANDING FACULTY OF THE YEAR

Each year, two outstanding graduate accounting instructors are recognized for epitomizing the highest levels of excellence in the pursuit of the School of Business Administration mission and goals. Selected by the graduating students, this honor is bestowed on a professor who distinguishes him/herself in the instruction and engagement with the students. The class of 2022 students have selected Andrew M. Brajcich, J.D., LL.M., C.P.A., as Master of Taxation Outstanding Professor of the Year. and Casey McNellis, Ph.D., CPA. as the 2022 Master of Accountancy Outstanding Professor of the Year.

“Professor Brajcich reminds me that taxes and fun can belong in the same sentence. The material we learn in class and encounter in practice is difficult. Brajcich is great

in helping us see the light at the end of the tunnel. His classes are very engaging, too.” commented Giovanni Flavel, BBA '22, MS.Tax '23.

As one student put it, *“Dr. McNellis’ Accounting Theory course made the entire M.Acc program worth it for me. It was the most amount of work I've ever put into a class, but also the most fulfilling class I've taken in the program. Dr. McNellis's passion about the subject is contagious and now I think about revenue recognition everywhere I go. I wish I was able to take more classes with him.”*

-Bonnie Harper | Office of the Provost

LONG-SERVING FACULTY AWARDED EMERITUS STATUS:

John Beck, Professor Emeritus in Economics

Paul Buller, Professor Emeritus in Management

Jim Helgeson, Professor Emeritus in Marketing

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 talks, 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.

YEMISI AWOTOYE

Awotoye, Y. F., & Stevens, C. (2021). Breaking a Promise Never Made: Managing Expectations, Motivation, and Psychological Contracts at Rococo LLC. *The Case Journal*.

Awotoye, Y. F., & Stevens, C. E. (2021). Breaking a promise never made: Managing employee expectations at Rocco LLC. *The Case Journal*.

ANDREW BRAJCICH

Friesner, D. L., & Brajcich, A. M. Assessing Financial Statement Comparability Using Spreadsheet Modeling. *Journal of Theoretical Accounting Research*.

REBECCA BULL-SCHAEFER

Bull Schaefer, R. A., & Copeland, L. K. (2022). Performance reviews as an active method to improve feedback and performance. *Active Learning in Higher Education*., doi: <https://doi.org/10.1177/14697874221091898>.

JOHN CORREIA

Correia, J. Would Individuals Renounce their U.S. Citizenship to Avoid Tax Compliance Costs? An experiment on the impact of the Foreign Account Tax Compliance Act (FATCA). *Advances in Taxation*.

Marshall, B., Curry, M., Crossler, R., & Correia, J. Machine Learning and Survey-based Indicators of InfoSec Non-Compliance. *ACM Transactions on Management Information Systems*.

Compeau, D., Correia, J., & Jason, T. When Constructs Become Obsolete: A Systematic Approach to Evaluating and Updating Constructs for Information Systems Research. *MIS Quarterly*.

TODD FINKLE

Finkle, T. A. (2022). Berkshire Hathaway in 2021. *Journal of Business Cases and Applications*.

DONALD HACKNEY

Hackney, D. D. Critical Thinking, Curriculum Mapping, and Economic Education: An Essay. *International Journal of Pluralism and Economic Education*. Hackney, D. D., & Schibik, T. (2021). Mapping Foundations of

Logical Analysis to Principles of Economics Courses. *International Journal of Pluralism and Economic Education*.

Hackney, D. D., & Friesner, D. The Impact of COVID-19 Pandemic on Consumer Bankruptcies. *Journal of Applied Business and Economics*.

Hackney, D. D., Friesner, D., & Patil, V. From Research to Practice: Incorporating Consumer Bankruptcy into Community Development Initiatives. *Community Development: Journal of the Community Development Society*.

DANIEL LAW

Knight, M. E., Cooper, M. L., & Law, D. W. (2021). Exhaustion and Job Performance in Public Accounting: The Mediating Role of Job Satisfaction. *Global Journal of Accounting and Finance*, 5 (1), 135-151.

YOONSOO NAM

Fairhurst, D., & Nam, Y. Collateral Constraints, Financial Constraints, and Risk Management: Evidence from AntiRecharacterization Laws. *Journal of Financial and Quantitative Analysis*.

VIVEK PATIL

Valluri, C., Patil, V. H., & Raju, S. A Conceptual Review of Churn in Business. *Journal of Management and Marketing Research*.

Joanis, S. T., & Patil, V. H. (2022). First-Author Gender Differentials in Business Journal Publishing: Top Journals Versus the Rest. *Scientometrics*, 127, 733-761, doi: [10.1007/s11192-021-04235-z](https://doi.org/10.1007/s11192-021-04235-z).

Hackney, D., Friesner, D., & Patil, V. H. (2022). From Research to Practice: Incorporating Consumer Bankruptcy into Community Development Initiatives. *Community Development*., doi: [10.1080/15575330.2022.2028302](https://doi.org/10.1080/15575330.2022.2028302).

Patil, V. H., & Franken, F. H. (2021). Visualization of Statistically Significant Correlation Coefficients from a Correlation Matrix: A Call for a Change in Practice. *Journal of Marketing Analytics*.

Valluri, C., Raju, S., & Patil, V. H. (2021). Customer determinants of used auto loan churn: Comparing predictive performance using machine learning techniques. *Journal of Marketing Analytics*., doi: [10.1057/S41270-021-00135-6](https://doi.org/10.1057/S41270-021-00135-6).

CHRISTOPHER STEVENS

Awotoye, Y. F., & Stevens, C. E. (2021). Breaking a promise never made: Managing employee expectations at Rocco LLC. *The Case Journal*.

MARIA TACKETT

Tackett, M., & Pavlik Bologna, J. The Effect of Presidential Particularism on Economic Well-Being: A County Level Analysis. *Public Finance Review*.

RICHARD VANN

Vann, R. J., Tannner, E. C., & Kizilova, E. (2022). Perceived Access, Fear, and Preventative Behavior: Key Relationships for Positive Outcomes during the COVID-19 Health Crisis. *Journal of Consumer Affairs*, 56 (1), 141-157, doi: [10.1111/joca.12439](https://doi.org/10.1111/joca.12439).

SHAN XIAO

Luo, X. R., Xu, F., Zhang, J., Xiao, S., & Xue, B. (2022). Effects of Organizational Controls on Employees' Cyber-loafing: The Moderating Effects of Trait Mindfulness. *The Data Base for Advances in Information Systems*.

Marett, K., & Xiao, S. (2022). Broadband Internet Access as a Localized Resource for Facilitating Information Security Knowledge. *Journal of the Midwest Association for Information Systems*.

Xiao, S., & Warkentin, M. (2021). User Experience, Satisfaction, and Continual Usage Intention of IT: A Replication Study in China. *AIS Transactions on Replication Research*.



ALUMNI & FRIENDS

ADVISORY BOARDS

THE SCHOOL OF BUSINESS
HAS **200+** BOARD MEMBERS
SERVING ON **11** BOARDS
FROM **7** STATES
REPRESENTING **140+** COMPANIES

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 programing 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.

Amazon
American Indian Graduate Center
American Indian Science & Engineering Society
Amplify Consulting
Anastasi Moore & Martin
Apple, Inc
Applied Materials, Inc.
AquiPor Tech
Archbright
Associated Industries
Avalara
Avista Corp.
Baker Construction
Bank of America
BDO USA, LLP
Belladona
Bemidji State University
Boeing Corp
Bow Wave Capital Mgmt
Brighton Jones Wealth Mgmt
Calpine Energy Solutions, Wildride
Career Path Services
Caterpillar Inc
CBIZ Berntson Porter
Cencentra(Seattle)
Central Holdings, LLC
Chelon/Rumpl
City of Spokane
City Post & Rail
CITY/BOROUGH OF WRANGELL
CloudEngage, Inc
colormatics
Confederated Salish & Kootenai Tribes
Cultural Program & Svc at Parents at Teachers Nat’l Ctr
Deloitte

Demars Financial Group LLC
Domino Data Lab
Ecolite Manufacturing
Eide Bailly
Enel X Inc
Entrepreneurship Resources, Inc
Etailz
eTrade
Extra Mile Institute
EY
Fed Credit Union Insurance
Fifth Holdings, LLC; Patriot Supps
Flowbuilt Manufacturing (Bellingham, WA)
Gates Foundation
General Dynamics Mission Systems
Gesa Credit Union
Glacier Sun Tours
Gonzaga University
GoodRX
Grant Thornton
GreenbergFarrow (Denver)
Group Health Cooperative
Health & Welfard Consulting, Arthuer J. Gallagher & Co
Health Care Co. Crunch Fitness
Hellam Varon
HMA CPAs
Horrigan Farms Inc.
Hotstart Inc
H-Source
HUB International
Hutton Settlement
Indaba Coffee
Itron Inc.
JPW Communications
JVM Lending
Kalispel Developmt Co

Kootenai Health
KPMG
Lakeside Capital Group, LLC
Leo Berwick
Lewis & Clark Law School
Logitech
Lutgen & Crull, LLC
M&M Housing Solutions LLC, Glas
Aon Properties LLC
Mariners
McKonly & Asbury
Microsoft
mivation
ModRE
Morgan Stanley
Moss Adams LLP
Movsi.com
MW Consulting Engineers PS
Mystery
National Center for Amreican Indian Enterprise Devlpmt
Numerica Credit Union
Nuvodia
NW Farm Credit Services
OddJobbers
Oil Analysis Lab, Inc
Pantry Fuel, LLC
Patriot Supps, Govx.com
Pitney Bowes
Portland
Potlatch Corporation
Providence Health Care
Purrfect Logos, LLC
PwC
Quanta Subsurface LLC
Revamp Panels, LLC
RiskLens
River Bank

Rockefeller Capital Mgmt
Rockwood Health System
Room Svc & Steambus
RSM
Ryan Jorgenson & Limoli, P.S
SBDC/SBA
Schweitzer Engineering Labs, Inc.
Seattle
Servatron
Signia Capital Management
Silicon Valley Bank
Slalom
Smartsheet
Spokane International Airport
Spokane Teacher Credit Union
Ssquared
Sustainable Organization
STCU
Theatine Partners
Theta Investment Holdings
T-Mobile
Treasury4
Triad Behavioral Health
TruRooms INC.
URM Stores, Inc.
US Bank
Valleyfest
Velop and Needsmet
Video Production Inc
Vitalant
Washington Trust Bank
WatchGuard Technologies
Witherspoon Brajcich McPhee
Yokes Foods, Inc.
Zuora, Inc

ALUMNI IMPACT

BUILDING UP THE “B-SCHOOL CLASS OF '91” IMPACT



Born and raised in Kent, Washington, Kevin Briscoe’s parents modeled the family value of giving back to the community with regular giving to their Alma Mater. Briscoe loved his own collegiate experience so much—especially as a member of Gonzaga’s club crew team and student in the School of Business Administration—that when he and his wife, Carol, discussed plans for their own philanthropic impact, Gonzaga was a natural fit. But when it came time to name the scholarship they’d created, the Briscoes paused.

“It’s about having a meaningful impact,” he remarked. “That’s why we landed on the ‘B-School Class of ’91’ for the name—in honor of his graduating class from Gonzaga’s School of Business Administration. Briscoe is excited for what the scholarship will do for students who might not otherwise be able to access a Gonzaga education and for the fund’s potential to grow.

“If other classmates join in contributing, we could build it up together,” said Briscoe. He added, “My Gonzaga education was seminal to the success I experienced in my career. It was the perfect environment for me to be held accountable, and the business and liberal arts focus was

the differentiator in terms of my ability to effectively communicate ideas and convey concepts. The scholarship is so others can benefit from that, too.”

After graduating from Gonzaga, Briscoe joined a Fortune 100 company right after graduation and worked with companies large, small, and in an ownership role, leading him to where he is today, working with a company called CFO Selections.

“We focus on small to mid-market companies that generally don’t need a full-time chief financial officer,” explained Briscoe. “We have a team of professionals who’ve worked in those senior executive roles in companies before but are ready to pull back from the 70-hour workweek. It’s a lifestyle business with about 100 consultants.”

Another brand of the company helps provide professionals in other financial roles, and another focuses on interim executive directors for nonprofit organizations. The company just went public in Colorado and has a significant presence in the Pacific Northwest. True to Briscoe’s Gonzaga roots, which run deeply in service of others, the profits from all three brands contribute to a foundation that awards grants to more than 30 organizations—just over \$1,000,000 so far.

Briscoe’s gift to Gonzaga comes as the University celebrates the 100th anniversary of the School of Business Administration. He takes pride in the growth of the School since his days as a student.

“It’s become far more prestigious,” he mused, “and regardless of the growth, you still have a very strong community.”

He also enjoys telling families with children considering colleges about the benefits he experienced at Gonzaga and offers his alumni tuition waiver whenever he can.

-University Advancement

HONOR ROLL

Russell Abrams	Arnold	Fund	James and Ellen (Corriea) Buller	(Shrack) Combs
Ryan and Mary (Peterson) Actor	John Aspebakken	Douglas G. Bielemeier	Paul and Pattie Buller	Jeff and Mary (Coil) Cooper
Taylor R. Adams	Associated Industries of the Inland Northwest	Rodney and Kathryn Bien	J. Patrick and Nancy Burke	Jeffrey and Shannon (Tierney) Corbett
Gary Agatep and Christine Hennig-Agatep	Yemisi Awotoye	George Binczewski	Noel Cada	Larry and Rosemary Coulson
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Maureen (O'Connor)	Fred and Paula Bevegni	Daniel M. Bukowski	Raymond and Margo	

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Richard E. Driscoll	Garco Construction	Theresa (Zielinski) Haskins	Inland Construction Company	Sara Kern	Christy and Mike Larsen	Scott and Glorilyn (Kimokeo) Maw	Moss Adams Foundation	Mary O'Toole-Kristensen	Benjamin Rieckers
Steve and Debra Duvoisin	Kelly A. Garrett	Gregory V. Hatcher	Inland Northwest Society for Human Resource Management	Zakary and Kelli Kessler	Jonathan M. Lazo	Greg and Dina McCormack	Motorola Foundation	Benjamin J. Page	Martin and Pamela Riley
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Allison R. Foster	Steven Harada	Garth and Lisa Holbert	Kaiser Permanente	Chris Lang	George and Barb Maffeo	Dr. Michael W. Maher	McKay R. Olson	D. Michael and Trea Reilly	Alyssa M. Rustik
	Rex and Ann (Haslinger)					John and Jill (Gibbon)			

Erin Sather	Timothy and Carol Smith	Matthew Teske and Anna Wuitschick	Andy and Jenise Van Pelt	Danielle Xu
Gabriel Saucedo	Kelly and Kolea Snow	Nancy Jo (Erickson) Thomas	Jordan L. Vojta	Sandra (Lum) Young
Aaron Schaefer and Rebecca Bull Schaefer	Mark and Valerie Sonderen	Thomas Hammer Coffee	Jeff and Margaret (O'Meara) Wagner	Stephen Zimmer Family Foundation
Amanda Schaffer	Claudia (Peterson) Spencer	Brian and Kyra (Knight) Thompson	Lewis Walde	
Robert and Judy Schroeder	Spokane International Airport	William and Ashley (Ruen) Thorne	Martin and Judith Wall	
The Schwab Fund for Charitable Giving	Robert and Mary Stark Charitable Fund	Ty and Teresa Thorpe	Kurt and Tami Walsdorf	
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Schweitzer Engineering Laboratories	Christopher E. Stevens	Ron Tierney	Washington Trust Bank	
Bob Seale	Brian Steverson and Adriane Leithauser	Neil Tocher	Todd and Christine (Hohman) Weaver	
The Seattle Foundation	Brady and Nicole (Hillman) Stewart	Morris Torseth and Corina Klaas-Torseth	Gary and Jolanta (Kozyra) Weber	
Kevin and Laura Sell	Thomas Stewart and Kathleen Skillings-Stewart	Towers Watson	Martin and Jane Weber	
Derek Sept	Lori Kay St. Marie	Jason P. Trosine	Kevin and Jennifer (Prince) West	
William and Heather (Roehl) Serres	Subway Store #24444	Mike Tucci	Chris and Kimberly (Thompson) Wilkes	
Rick and Vicky (Hooper) Shanaman	Matthew and Brooke (Wilson) Sullivan	UBS	Michael and Ann (Chenovick) Winger	
Shivang Sharma	Sweeney Conrad PS	U.S. Bancorp Foundation	Jason and Heather (Kampp) Wolff	
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FEATURED EVENTS



HISTORIC 1ST DAY CELEBRATING 100 YEARS!

As part of Historic 1st Day, the School of Business faculty, staff and students celebrated 100 years of the SBA with a cupcake social.



13TH ANNUAL ARAM LECTURE ON BUSINESS ETHICS

Former Gonzaga University Athletic Director Mike Roth spoke about leading a college athletic department through turbulent times and building an ethical culture and climate within a Jesuit University.



ETHICS WEEK PANEL DISCUSSION

"Make Giving Back A Priority In Your Professional Life"

Guest speakers included:

Thayne McCulloh, President, GU
Kevin McQuilkin, Executive in Residence, GU
Brian Steverson, John L. Aram Chair of Business Ethics, GU
Adriane Leithauser, Lecturer of Business Ethics, GU



10TH ANNUAL PIGOTT ENTREPRENEURSHIP LECTURE

"Exploiting Opportunities to Create Disruptive Change" featuring Lisa G. Shaffer, PhD, FACMG.



HOUSING AFFORDABILITY: UNDERSTANDING THIS IMPORTANT ISSUE

Presented by the Mozilo Chair of Business Administration and SBA. The panel explored some of the unique challenges and opportunities the Inland Northwest faces when it comes to housing.

Guest speakers included:

Darin Davidson, President, Inland Group, Spokane WA
Spencer Gardner, Director, Planning Services, City of Spokane
Christopher M. Patterson, Community Solutions Advisor, WA Trust
Fawn Schott, President/CEO, VOA, Spokane WA



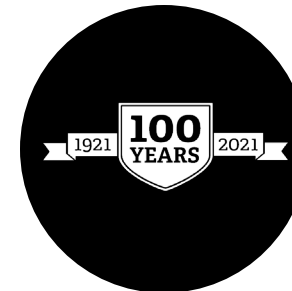
27TH ECONOMIC SYMPOSIUM

"Economics and Public Policy: Lessons from the Debates on Immigration" featuring David Card, 2021 Nobel Prize in Economic Sciences, 1950 Professor of Economics at the University of California, Berkeley and Director of the Labor Studies Program at the National Bureau of Economic Research.



2ND CANFIELD FAMILY LIFELONG LEARNING KEYNOTE.

"DigitalBodyLanguage: Collaborate Faster and Further, Together" featuring Erica Dhawan. We were fortunate to have the generosity of donors who purchased complimentary tickets in support of the event allowing young alumni to attend with no cost. The venue (The Lodge at St. Edwards Park) was spectacular and our keynote speaker, Erica Dhwan facilitated a timely and impactful conversation about digital communication.



8TH ANNUAL ENGAGED COMMUNITY PARTNERS SOCIAL

This year-long centennial celebration for the SBA has been a special one and the Community Partners social was our culminating event. We have so many things to celebrate including the highlights of the year, the SBA Alumni Award winners, fundraising successes, faculty retirees and partnerships across the university we have made, building lasting relationships that have made this year a success.

FEATURED EVENTS CONT.

Other events hosted throughout the year included our Careers in Series. At these events, students can learn about career options from a panel of experts. The speakers talk about their career paths, what it takes to land a job as a college graduate, and what firms are looking for in potential employees.

CAREERS IN FINANCE

Panel members:

- Jill McEntee - Vice President, New FA Development and Acquisition at D.A. Davidson Companies
- Tim Henderson - Executive Director, Financial Advisor at Morgan Stanley
- John O'Dore - Co-Founder at Chinook Capital Advisors
- Steve Helmbrecht - Co-Founder, President & CEO at Treasury4
- Moderator: Kevin McQuilkin, Executive in Residence, Gonzaga SBA

CAREERS IN ACCOUNTING

Panel members:

- Reilly Roach – Accountant at Lakeside Capital Group
- Carly (McPherson) Kotsovolos – VP/Director of SEC Reporting and Technical Reporting at Five Star Bank
- John Huibregtse – Partner at Alegria + Company, PS
- Jake Perry - Manager, Strategy and Operations at Deloitte Consulting
- Moderator: Dan Law, Professor of Accounting

WOMEN IN ACCOUNTING:

Panel members:

- Janay Davis – Manager, Moss Adams
- Monica Marmolejo – Controller, Seattle Mariners
- Kelly Garrett – Senior Associate, KPMG
- Moderator: Sara Kern, Professor of Accounting

CAREERS IN MARKETING

Panel members:

- Patrick Byers, Founder at Outsource Marketing
- Mandy Pham, Principle Territory Success Guide at Salesforce
- Ellis Smith, Strategic Marketing Specialist at Kenetek Media
- Shelby Reed, Executive Visioning at Amazon Web Services
- Matt Teske, Founder/CEO at Chargeway

CAREERS IN MIS

Panel members:

- Ed Barrie - Co-Founder and Chief Product Officer at Treasury4
- Fiona Sutherland - Tax Consultant II at Deloitte
- Max Mortenson - Business Intelligence Engineer at Amazon, Fire TV

CAREERS IN OPERATIONS AND SUPPLY CHAIN MANAGEMENT

Panel members:

- Richard Pfluger, Corporate Strategy Analyst, Boeing
- Meg Miller, Ex-Executive Director, Northern Quest Resort and Casino
- Marci Gannon, Director Project Management Office, URM Stores

FOR MORE INFOR ABOUT SBA EVENTS VISIT:

www.gonzaga.edu/sbanewsevents

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