

School of Business

PLU BUSINESS VENTURE NEWS-WINTER 2008

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NEWS

MBA SAC golf charity event a success



The 1st Annual PLU Golf Charity Event, sponsored by the PLU MBA Student Advisory Council, fundraised \$463 to be split between two charities, the Helping Hand House and Seattle VA vets. Twenty participants attended the event that was held at the PLU golf course. The winning team consisted of Rune Hejrskov, Josh Carver, Vernon Kissner and Erik Mortensen. The winner of the longest drive competition was Rune Hejrskov, the winner of the closest to pin contest was Josh Carver and the winner of longest putt contest was James Van rosmalen. Special thanks to volunteers Cara Davis, Sophie Pratt, and Sophie Monnier, BECU for the Callaway HX Hot golf balls, Mark DeMatteis for the raffled Adobe software suite, and to Cool Guy Gear for the donation of the raffle items. Please visit their website at www.coolguygear.com.

e-Business Day 2007 brings IT leaders to campus

The School of Business and ePLU E-Commerce & Technology Management Center hosted e-Business Day 2007 in mid-November. The event included two panel discussions on the topics of user generated content and next generation business services.



AMA gains club awareness through bowl-a-thon

The PLU chapter of the **American Marketing Association (AMA)** recently hosted a bowl-a-thon at Paradise Bowl. The event was a success, attracting over 75 PLU students from all different majors.



Senior business major and AMA Vice President of Marketing, Megan Proffitt, coordinated the event. "Over half the people there were freshmen and sophomores. The rest of the executive board and I hope that this event will help spark people's interest in AMA. Since most of the club this year consists of juniors and seniors, it will be nice for these new students to carry on the tradition of making marketing fun and realizing the hard work that goes into this field of business."

The bowl-a-thon was made possible with sponsorship by College Pro Painters and Randy Swanlund, DDS.

BAP helps at Yule Boutique

Beta Alpha Psi participated in the 36th annual Yule Boutique by lending their accounting expertise. PLU's annual Yule Boutique features quality arts and crafts by Puget Sound artists and a variety of food vendors.



Panelists included Neil Crist, David Geller, Kristie Dokes, Michael Bolognino, Justin Foster, Todd Ostrander, Aaron Fossum, Dr. Sam Chung and Jason Sommerset.

Chris Pirillo, founder of lockergnome.com, delivered the keynote presentation entitled "Doing Business in the Blogosphere".

The event offered multiple networking opportunities for students to talk with these prominent business professionals. Dr. Chung Shing Lee was responsible for coordinating the event.

"Overall this event was a huge success. About 60 people attended, including a number of current PLU students."

Lee started this annual event in 2001 and hopes to continue it in the future. Please visit the ePLU website at <http://eplu.plu.edu/> for more information on this event and events planned for the future.



2007 PLU Family Business Award Winners

Dynamic Language Center is the Northwest's leading provider of professional language services. Founded in 1985 by Ricardo and Maria Teresa Antezana, their children, Sandra Dupleich and Rick Antezana, have since joined them in the business, along with other family members. Dynamic Language Center is a pioneer in the translation and interpreting industry. They provide training for interpreters and translators, and offer translation, interpreting, technical publication, and graphic design services in over 100 languages.

Air Van, based in Kirkland, has 10 full-service facilities throughout the Northwest and Alaska. This family owned transportation firm redefines the moving and storage business in a technological age. Remo Galvagno joined Air Van as a partner in 1982 and bought the company in full in 1994. Led today by sons Steve and Marc, Air Van continues to customize services to become a valued business partner with each client. With more than 200 employees, this company is committed to honesty, reliability and innovation.

R.D. Merrill Company & Merrill Gardens of Seattle was founded by Richard Dwight (R.D.) Merrill, a timber pioneer and family man. In the 1890s, R.D. Merrill started harvesting timber and was one of the first to adopt the practice of sustainable harvesting. Today, Charles Wright III is the fourth generation Merrill to run the business. In 1983, in the family's spirit of entrepreneurial and forward thinking, he launched a diversification into the retirement community business. They now operate 53 retirement communities across eight states with the capacity to serve over 6,700 residents.

Real Estate Marketplace NW, Inc. was founded in 1999 by real estate brokers Jim Palmer Jr. and Jim Palmer Sr. This Deer Park firm is a full service real estate company. The firm includes 20 independent contractor agents and office staff. Real Estate Marketplace NW currently sells more property than any other firm between north Spokane and the Canadian border. Future plans include opening up several more offices in neighboring towns in the northeast corner of Washington.

Beta Alpha Psi has contributed to the event each year by calculating and summing the books for the vendors. They also calculated the percentage each vendor owed the Yule Boutique and collected checks. In addition, they calculated the sales tax for some of the vendors. Lovina Rodriguez, reporting director in charge of volunteering services for the club, says this was a great experience for everyone. "The sense of being a part of the community we get from participating in the Yule Boutique is a great feeling."

Faculty Accomplishments

Chung Shing Lee was recently elected to the editorial board of "Competitiveness Review", an international business journal published by Emerald Group Publishing Limited. His research and writing earned him the honor.

Dave McNabb recently received an expression of interest in the Chinese translation rights for "Public Utilities: Management Challenges for the 21st Century". The exclusive option to the Chinese rights has been granted to China Renmin University Press. He was also recently notified that a second edition of his book Research Methods in Political Science has been approved for a second edition by ME Sharpe, Inc.

Fred Wolf, Linda Gibson and Bruce Finnie recently had their manuscript "Cornish Miners in California: One Hundred and Fifty Years of a Unique Sociotechnical System" accepted for publication by the Journal of Management History.

Sven Tuzovic's paper "Are Renters Different than Buyers? -- An Exploratory Study of Technical and Functional Quality in the Real Estate Industry" was selected as "Best Paper" at the Academy of Marketing 21st Services workshop at University of Westminster in London.

Jim Albers and MBA student **Dan Fenton** co-authored a paper titled "Leveraging Knowledge in the Sales Force of a Pharmaceutical Company" which was published in the Journal of Knowledge Management Practice, Vol. 8, No. 4, December 2007.