

Center for Excellence in Management Education

Fostering excellence in management education through partnerships between business and the university in order to:

- Enrich students
- Encourage faculty
- Engage the business community
- Reward excellence

The sponsored activities and programs include:

- Teaching Scholarship Day
- Strategic Management Executive Speaker Series
- Ethics and Social Responsibility Speaker Series
- Virtual Mentor Program
- Leadership Lunch
- Academy for Success in Business
- Faculty Enrichment Seminars
- Allette and Cayden Chase Franklin Excellence in Teaching Award
- Distinguished Teaching and Research Fellowship Awards

The Director of the Center for Excellence in Management Education is Associate Dean Craig K. Tyran, PhD.

Distinguished Teaching Fellow

Recognizing outstanding scholars and educators is critical to the pursuit of excellence in the College of Business and Economics. Faculty selected as Fellows have demonstrated excellence in scholarship through sustained and significant contributions to research, teaching and learning in the fields of business and economics.

The Fellow plays an important role in furthering the mission of the College through leadership activities in research, teaching and learning at Western Washington University. The Fellowship is for a three year period.

Distinguished Executives Award

Management Honorary

The purpose of Sigma Iota Epsilon is to encourage and recognize scholastic excellence and promote cooperation between the academic and practical aspects of management.

Business Honorary

Membership in Beta Gamma Sigma is the highest recognition a business student can receive in a business program.

Together, these two honor societies are proud to recognize distinguished executives who have contributed to the excellence of students at CBE.



COLLEGE OF BUSINESS AND ECONOMICS

*Invites you to
Celebrate Excellence
in Business and Education at*

Teaching Scholarship Day

Dr. Brian K. Burton, Dean, College of Business and Economics
cordially invites you to celebrate excellence in business and economics education at the
Sixth Annual Teaching Scholarship Day, October 23, 2009

Distinguished Executive Awards:

Sigma Iota Epsilon (Management Honorary) and Beta Gamma Sigma (Business Honorary)



Steve Staves

Mr. Staves spent the first 13 years of his career with the Proctor and Gamble Company culminating as Group Managing Director for P&G's

European health and beauty care business. Next, Steve moved to Sterling Winthrop, a \$2 billion pharmaceutical and HBA division of Eastman Kodak. He became President of Sterling Health, the HBA half of the business. After the sale of the company to A.G. Bayer, Steve moved to Duracell as President of their International Division and, after Duracell's sale to Gillette, he moved up to President of the company.

Steve's corporate career has focused on consumer packaged goods marketing, corporate and brand strategy, general management, leadership issues and M&A activity. Since 1998 Steve has worked as a consultant specializing in these same areas. He has worked for companies ranging from high tech start-ups to Fortune 500 companies including P&G, Colgate, Bic and Gillette.

Mr. Staves currently serves on CBE's Advisory Board for The Center for Excellence in Management Education.



Horst-Otto Gerberding

Mr. Gerberding was born in Goettingen, Germany. After Boarding School he made a bank apprenticeship in Frankfurt for a duration of two years. He later received

his bachelor degree in Business Administration from Western Washington University in 1979. After his return to Germany, he joined Dragoco GmbH, one of the top 10 fragrance and flavor companies worldwide, founded by his grandfather in 1919. In 1981, he became Managing Director and in 1987 President and CEO.

In 2002 Mr. Gerberding decided to merge Dragoco AG with another German competitor, Haarmann & Reimer GmbH, a Bayer subsidiary, to secure a leading position in the fragrance and flavor industry. After leading the merger process as President & CEO of the new company, named Symrise GmbH & Co. KG, Gerberding moved into the board. In December 2006 Symrise went public.

Now, Mr. Gerberding is President of Drago Invest GmbH & Co. KG, his platform for investments and is serving on a number of different boards.

Teaching Scholarship Day is

organized by The Center for Excellence in Management Education at the College of Business and Economics (CBE). This event provides an opportunity to bring together faculty, students, business professionals and the CBE community to recognize accomplished faculty members and industry executives. Activities include a breakfast recognizing outstanding executives, a luncheon to recognize the recipient of the distinguished teaching fellowship and afternoon forum sessions.

WADE KING RECREATION CENTER

Breakfast: 7:30 – 8:30 a.m.

Distinguished Executive Award

Mr. Steve Staves

Mr. Horst-Otto Gerberding

Luncheon: 12:00 – 1:15 p.m.

Distinguished Teaching Fellow Award

Dr. Yvonne Durham, Economics Dept

Keynote Speaker: Rob McKenna

Attorney General, State of Washington

PARKS HALL FORUMS

1:30–2:20 p.m.

*Innovative Teaching Showcase

*Student Experiences

*Industry/Education Panel

2:30–3:20 p.m. Capstone Panel

*"Leadership in Green Times:
The Path to Sustainability"*

3:30 p.m. Reception

We invite you to be our guest at the breakfast, luncheon and afternoon forums. The cost for an additional guest is \$25.00. If you would like to sponsor a student to attend (\$25.00) please indicate on the R.S.V.P. and include with your remittance.

Please R.S.V.P. by October 9 using the enclosed reply card or contact:
Jacie DeLaruelle (360) 650-2902 or
Peggy Warner (360) 650-2617.

Professor Yvonne Durham

College of Business and Economics
Distinguished Teaching Fellow



Yvonne Durham received her Ph.D. from the University of Arizona in 1994 and joined the Department of Economics at Western Washington University in 2000.

Her teaching and research interests

lie in the areas of experimental economics, industrial organization, applied micro-economics, and economic education. She regularly teaches courses at the principles level and plays a leadership role in coordinating and assessing the teaching of the principles of economics at WWU.

Dr. Durham was selected as the Outstanding Researcher for the University of Arkansas College of Business in 2000. She was also a recipient of a National Science Foundation grant to fund her research on the use of economic experiments as a pedagogical tool. She later received a WWU College of Business and Economics Dean's Research Award for her work in this area. She is a recipient of the Allette and Cayden Chase Franklin Excellence in Teaching Award from the College of Business and Economics.

Additionally, she has influenced many educators through numerous presentations and workshops on teaching economics and using experiments in the classroom.