

the Exchange

Fall 2004

Walla Walla College School of Business

Students in business

WWC brothers doing what they love

By Sameena Johnson

In August 2002, WWC seniors Landon and Justin Libby started their own business—Libby Brothers LLC. With the slogan “Bringing Alaska’s premium wild salmon to you,” they say their fishing company offers customers the security of knowing where their fish are from.

The Libby brothers market their fish as “processed at sea.” While the average Alaskan salmon likely has three or four different people handling it—catching, unloading at the dock, cutting and packaging—Landon and Justin catch and process their own fish.

Each brother has a fishing boat 32 feet long and 14 feet wide—the maximum allowed in Bristol Bay, Alaska. They share the 30-foot barge that serves as their processing plant. Cutting tables take up half of the barge, and the other half is a tented area housing the vacuum

packer and freezer. This isolated environment provides more cleanliness and freedom from contaminants as well as a much faster transition from sea to freezer. The brothers’ goal is 24 hours from water to plate.

Going global Most Alaskan fish go through five or six intermediaries before reaching the consumer, but Landon and Justin decided to bypass those middle steps. Taking off spring quarter last year, they traveled to Boston and New York, to the Florida Keys, to Louisiana and Texas, and to Los Angeles and San Francisco. Although they had instant sales only in Miami and San Francisco, their New York contacts have proved profitable. In fact, they were mentioned in the food section of the July 7, 2004, *New York Post*.

During fishing season—June 20 to July 25—Libby Brothers is the exclusive supplier to 15 restaurants of the national chain Be Our Guest, Inc. During the rest of the year, they take orders, mainly from private individuals. Though they do take phone orders, they are trying to move to a strictly Internet business (see www.libbybrothers.net). Their goal is to “go global with Libby Brothers.”

Time for teamwork Catching and processing 5,000 to 6,000 pounds of sockeye and king salmon, ranging from 7 to 25 pounds each, is no small task. Including their father, Jim, and themselves, there are seven people working for Libby Brothers. During no-fishing hours, which are regulated by the Alaska Department of Fish and Game, they all work on the processing barge.

Landon and Justin say their dad does a lot of the behind-the-scenes work. In addition, he has financed their boats and loaned them money for starting their business. However, they say that they are not only on

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Justin (left) and Landon (right)

Balancing mission and profits

What should drive Christians in their business endeavors? I have pondered this question for many years. For the greatest good in an economy, Adam Smith's classical prescription is simple: Allow people to be free to pursue their self-interests.

His argument makes logical sense. If both parties in a transaction freely and rationally pursue their own interests, each will get something of more value than they give up; thus, both will be better off. When this happens in each of the millions of transactions that occur in an economy, the result is that all are better off in this free economy than they would be in any other.

The greatest good What part of this prescription—"freedom combined with self-interest yields the greatest good"—should Christians embrace? Freedom sounds good, and greatest good certainly sounds good. But the pursuit-of-self-interest aspect of the formula is troublesome.

Jesus seemed to accept that people should love themselves: "Love your neighbor as *yourself*" (Luke 10:27, emphasis added). And Paul expected the Philippians to take care of themselves: "Each of you should look not only to your own interests, but also to the interests of others" (Philippians 2:4).

Self-love and attention to self-interests are condoned but not exactly encouraged—at least not exclusively. The real thrust is toward altruism—concern for others rather than concern for self. We are expected to be self-interested at times but not, as Ayn Rand suggested, only self-interested.

The bottom line Profit and missions sometimes conflict. Christian businesspeople are left with the difficult task of balancing pursuit of profit (self-interest) with pursuit of a mission (altruism). Sometimes these work together: Pursuing a mission in a business yields the most profit. However, this isn't always the case.

For example, hiring hard-core unemployable people (the mission of Greyston Bakery in New York City) may not be good for business. Giving employees adequate health care benefits may not boost the bottom line. A shrewd businessperson may make more money selling an unhealthful product—one that is detrimental to people—than a product that is healthful and good for people.

At this point, I wish I could offer guidance that would apply to every choice in every case. Unfortunately, I don't have the answers. However, I do encourage students to accept the pursuit of self-interest as legitimate and to go a step further. I encourage them to pursue a mission in business. This is the Christian businessperson's responsibility.

From the
**dean's
desk**



Clarence Anderson,
dean, School of Business

Alumni central

By Sameena Johnson

Karl Haffner (class of 1985) has been the pastor of the Walla Walla College Church for seven years now. After graduating from WWC with majors in theology and management, he went on to get his MBA and doctorate in philosophy.



Karl Haffner

Pastor Haffner had never planned to be a pastor, but now he enjoys every minute of it. He says he hasn't made a mark in the business world, but his business degree has been useful in helping him understand the finances and budgets of the church and other institutions he's worked with. His management and leadership background have also helped him in his speaking. He really enjoys motivational speaking and would like to do more of it in the corporate setting.

Looking back at time spent in WWC's business department, Pastor Haffner has fond memories of studying for business law at the doughnut shop and of how his teacher, Bill Messer, would come to class every day with his cup of decaf and "scare the beeebers" out of students by calling them by their last names.

Another teacher that stands out in Pastor Haffner's mind is Ann Gibson. She allowed him to take her internal auditing class before he'd completed the prerequisites so that he could graduate on time. Her helpfulness and support affected him greatly. Pastor Haffner emphasizes how much faculty and staff can affect their students even 25 to 30 years later.

Correction: In our winter 2004 *Exchange*, we misunderstood Lyman Miller to say that his favorite business teacher was Dr. Synder. The name should have been Dr. Schneider.



Sherry Doty

Sherry Doty (class of 1995), after graduating, spent two years teaching English in Korea and then worked for two years as an accountant. In 1999 she passed the CPA exam. She has been working for a large local CPA firm in Los Angeles for the past five years. She loves her job and especially enjoys auditing, particularly in comparison to tax accounting.

Since Doty has such a desk-oriented job, she's taken up very "outdoorsy" hobbies to balance out her life. She enjoys rock climbing, sailing and hiking. She's also currently taking a tap dancing class.

Doty's most vivid memory from her business studies at WWC is of joining other intermediate accounting students regularly in the WEC lounge and bonding with them as they all studied late into the night.



John Sackett

John Sackett (class of 1980) is the CEO of Avista Adventist Hospital (AAH). After graduating from WWC he went to graduate school to get a master's in hospital administration. He then immediately started working at AAH as an administrative assistant.

Sackett has been working at AAH for more than 22 years now. He says that to succeed you just have to apply your talents. When you start out in the job field, he adds, you have to remember that you're as smart as your boss—and that when you apply yourself, you can achieve what your superiors have accomplished.

Sackett reminisces about friends and faculty from his school days, and he has vivid memories of Professor William Messer's classes. In Sackett's 7 a.m. class with Professor Messer, students would be asked whether they had studied. If they tried to lie about it, they would be found out and embarrass themselves. If the professor asked a question that a student couldn't answer, sometimes the student had the option to defer the question to a classmate. However, if one deferred the question, an enemy was made, and revenge was bound to follow.

Another teacher that Sackett remembers is Robert Kappel, who taught accounting. According to Sackett, Kappel had the biggest mustache and was a great communicator. Kappel made accounting interesting, and Sackett is glad he had the opportunity to study under him.

Banquet honors graduates

By Sameena Johnson

The class of 2004 attended the second annual banquet for graduating seniors. Awards given to several students and one faculty member highlighted the dinner. Inductees to Delta Mu Delta—the business honor society—included Betsy Baker, Marianne Callahan, Bryan Fletcher, Michael Hopkins, Mark Janke, Sara Kattenhorn, Jason Krenzler, Michael Lloyd, Melanie Ratzlaff, Paul Rhynard, Brandon Rivinius, Reuben Rogers and Amy Wilkinson.

The graduates' advisors presented faculty recognition awards to five outstanding students: Bryan Fletcher

received his award from JoAnn Wiggins; Michael Hopkins from Clarence Anderson; Melanie Ratzlaff from Norman Anderson; Reuben Rogers from Bruce Toews; and Amy Wilkinson from Lynn Boyd.

The Outstanding Senior Award was presented to Paul Rhynard by Clarence Anderson, and the Teaching Excellence Award was given to Norman Anderson by Ashley Gulke.

Clarence Anderson shared closing remarks about the importance of stewardship, integrity and service in the current world situation.



Congratulations to our graduates

Accounting

Tyler Duffy
Silvia Estrada
Brian Hamburgh
John Huskins
Melanie Ratzlaff
Sabrina Zapata

Bachelor of Science

Joe Zappia
Business (associate degree)
Joel Steffen
Stephan Westcott

Business

Administration

Lisa Badzik
Betsy Baker
Erin Cleveland
Bryan Fletcher

Ashley Gulke
Michael Hopkins
Mark Janke
Elizabeth Joyce
Sara Kattenhorn
Chris Kellie
Michael Lloyd
David Lopez
Rick Munson
Boris Nikolayev
Sarah Onsager
Deanne Maschmeyer Rhynard
Jonathan Visscher
Jason Wart

Computer Information Systems

Jonathan Ferguson
Jason Newmyer

Kris Venden

Finance

Julie Anspach
Jared Barnes
Jered Dederer
Abdiel Garcia
Hans Johnson
Donald Mansell
Daryl Meidinger

Jake Oltman
Paul Rhynard
Reuben Rogers

Human Resources

Deana Chandler
Heather Hill

International Business

Erik Lloyd

Anna Nickolatos

Management

Renee Corbett
Christopher Gottfried
Ryan Johnson
Brian Jorgenson
Jason Krenzler
Lorilea Mitchell
Orene Olberg
Brandon Rivinius
Michelle Rodriguez
Trina Schwartz
Jennifer Winn

Marketing

Marianne Callahan
Krista Juhl
Amy Wilkinson

In memory of William Messer

William “Bill” Messer, who taught in the School of Business from 1977 to 1985, was murdered on April 12, 2004.

As a teacher, Messer masterfully elicited fear and deep respect—and even love—from his students. They will remember Messer’s business law and senior seminar classes.

Rob Ford (class of 1983), a compliance analyst with Adventist Health, describes a typical start for one of Messer’s classes: “Bill, in front of class, browsing down the list of new students...picking a name out, saying, ‘Ms. or Mr. So-and-So, state the facts of the case, the law and how it applies.’” (The student’s reaction? “Gulp.”)



Bill Messer

Ford also remembers the learning. “Many of us were exposed to the conservative point of view for the first time from Mr. Messer. I have fond memories of him and his classes and find it incomprehensible that he is no longer with us.”

No member of the current business faculty served with Messer, but Jon Cole, a senior member of the engineering faculty, remembers him well. Cole invited Messer to lecture in the Environment and Man class on legal aspects of environmental concerns. Cole remembers, “He did so enthusiastically from his Libertarian viewpoint, not always convincing the students in the class, but clearly opening discussion and aiding the educational process.”

Joining US

Dr. Mihail Motzev joined the School of Business in November 2004. Dr. Motzev comes with an outstanding resume, having taught at four universities. He will also add an international touch to the business faculty as he comes from Bulgaria and speaks six languages—Bulgarian, Russian, Serbian, Macedonian, German and English.

Holding a Ph.D. in economic sciences—applied information systems and quantitative methods—Dr. Motzev will teach management information



Mihail Motzev

systems, statistics and operations management at WWC this year. Dr. Motzev, along with his wife and two children, are excited about moving to College Place. “It’s very similar to my country, and I will feel it is my new home,” Dr. Motzev says. As for why he wants to come to WWC, he answers, “To serve God, of course!”

Dr. Motzev’s past positions include serving as dean of the School of Business and lecturer at Pacific Adventist University in Papua New Guinea. In addition to teaching, he spent nine years doing business- and computer-related research. Dr. Motzev makes a great addition to the faculty team in the School of Business at WWC.

Students in business

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target with payments to Dad but are making money as well.

But it’s not all about the money, they say. “It’s all about the love” is the company motto. And the love of fishing goes back a long way in the Libby family. Their grandfather, John Elden Libby, a WWC attendee from 1934 to 1935, moved from Moses Lake, WA, to Bristol Bay in the late 1940s. The family has been fishing ever since.

For the Libby family, fishing has become a multigeneration tradition. Justin and Landon’s father and all three of

his siblings are also fisher folk. In fact, Justin says that their dad is “a fisherman by trade and a dentist by hobby!”

Both born during the summer fishing months, Justin and Landon boast that they’ve never yet missed a fishing season.

Landon, 23, is a business administration major with a minor in chemistry. Justin, 21, is a health science major.

After graduation it’s back to the fishing boats for the summer. Future plans include a year off in Europe, then dental school for Landon and possibly for Justin as well.

the Exchange

School of Business happenings

COLLOQUIUM PRESENTATIONS — WINTER AND SPRING 2004

A motivational self-starter Jerry Gulke grew up on a farm in North Dakota. He graduated with a degree in engineering and, after a few years of working in the field, went on to get an MBA. However, he realized that he could do better by himself and went back to farming.

With his knowledge of business and economics, he used concepts such as the present and future values of money to build one of the 10 best-managed farms in America. When people started asking for tips, he realized he could capitalize on this, and he now writes a newsletter for which subscribers willingly pay \$3,200 per year.

Gulke is an excellent motivational speaker, reminding us to be the best at whatever we do. With integrity and hard work, says Gulke, anything is possible.

A tale of two companies Fred Cornforth and Dan Royal are WWC alumni. They presented a joint colloquium on their individual careers and gave advice to students, emphasizing how important it is to enjoy work.

Cornforth's goal when he graduated from college was to become the president of the Seventh-day Adventist General Conference. He changed directions along the way and has created his own business as a real estate developer, which he thoroughly enjoys. He told the students to keep in mind that success is doing something you truly enjoy, and that

there's always room for one more good person in an industry.

Royal graduated with the goals of becoming a hospital administrator and owning a nursing home and a mortuary. He did end up in the medical sector, but not quite where he originally intended. Royal now works for Proliance Surgeons, Inc., which is a successful group of doctors in the Puget Sound area. Their success results from their ability to be team players and because they began their business with the end in mind. Royal says, "Success is how much fun you're having doing your job."

A business career for the church Robert Sweezy is the president of Adventist Risk Management (ARM). He has undergraduate degrees in theology and business and graduate degrees in law and business. Sweezy talked about the history of ARM and how William Benjamin started the company under the name International Insurance Company in 1935 with an investment of \$25,000.

The important factors and methods in managing risk became clear to the students. Many of them also came away with the realization that there are opportunities to use their business degrees to work for the Seventh-day Adventist Church in ways that they had not previously considered.

SCHOOL OF BUSINESS ENROLLMENT

Enrollment is down by 36 majors this year in the School of Business. However, overall enrollment at WWC is up to a high that hasn't been seen in more than 20 years. The good news in the School of Business is that we have 77 new majors, whereas the historical average is about 50 new majors per year.

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