

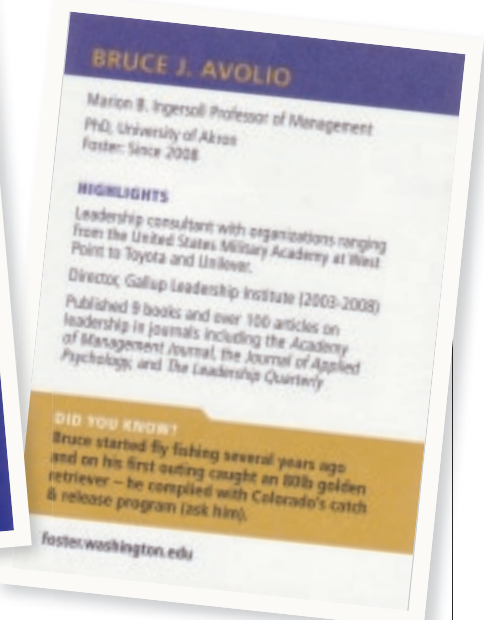
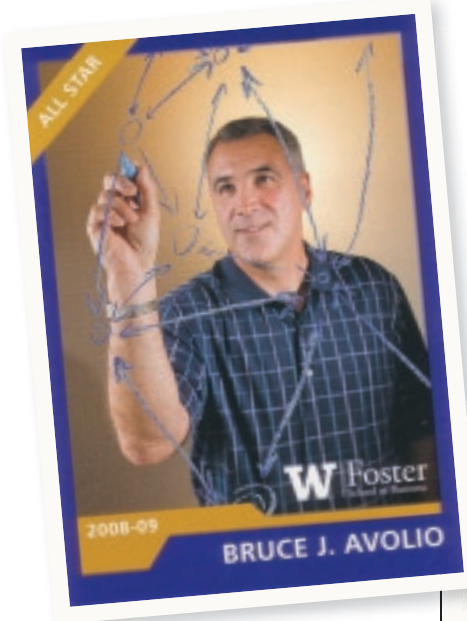
Spotlight

In a League Of Their Own

Every fund raising and development office is looking for new ways to connect with stakeholders and reach potential donors. But the University of Washington's Foster School of Business in Seattle came up with an idea that is, quite literally, a team effort.

In December, the Foster School began distributing a set of 2008–2009 team trading cards to promote its faculty's best accomplishments. Designed like traditional baseball cards, each of the 18 faculty cards features the name and picture of a faculty member on the front. New faculty are designated as “Rookies,” while veterans are “All-Stars.” On his card, Dean James Jiambalvo is “The Skipper.”

On the back, the card lists each professor's title, research specialization, career highlights, and a “Did You Know?” section that provides a fun fact about his or her favorite activity. For example, the card for rookie Hamed Mamani, an assistant professor in operations management, notes his recent research on the application of supply chain coordination to flu vaccine distribution and his bronze medal at Iran's National



“The cards are less formal than other approaches, but they have become a great way for us to connect to people.”

—Steven Hatting

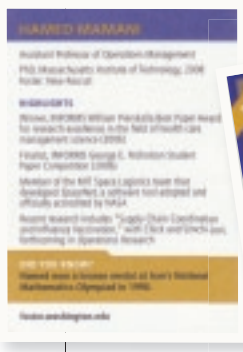
Mathematics Olympiad in 1998. The back of the card for all-star Bruce Avolio, the Marion B. Ingersoll Professor of Management, highlights his work as a leadership consultant and his passion for fly fishing.

Dean Jiambalvo's card notes that he wrote the book *Managerial Accounting*, led a \$181 million capital campaign, and plays a “mean blues guitar.”

The cards were created in-house by Foster School staff, as a fun and entrepreneurial approach to fund raising and development, explains Steven Hatting, Foster's assistant dean of development and external relations. Now, when Hatting visits potential donors, he uses one of the trading cards to spark a discussion about that professor's contributions to the school.

So far, students, faculty, alumni, donors, and even other business

A set of baseball-themed faculty trading cards from the Foster School of Business highlights its professors' best stats while promoting its program.



schools have loved the creative way the cards showcase the school. Because of the positive feedback the cards have received—and the number of Foster faculty who weren't included in the first run—the school plans to design a second set of cards for 2009–2010.

The trading cards are fun for professors, says Hatting. But more important, they help prospective students, potential donors, and possible faculty hires see the school in a new light. “This is a fresh look,” he says. “The cards are less formal than other approaches, but they're a part of who we are. They've become a great way for us to connect to people.”

Get a Higher Return on Your Investment. Get the Rollins MBA Advantage.

The Rollins MBA provides financial gains comparable to many larger business schools, according to *Forbes* which ranks the Rollins MBA #1 in Florida and among the top 9 percent of AACSB accredited schools in the nation. But, as our students and alumni like Nathaniel will tell you, rankings are only part of the story. The Rollins MBA can also equip you with leadership skills to excel in today's global economy and the applied business thinking skills you need to gain a competitive advantage in today's marketplace. That's why Rollins MBA graduates hold some of the most prestigious positions in some of the most successful organizations around the globe.



Investing in the Rollins MBA program provided a holistic experience toward my development to become a more proficient, self aware and strategic manager and leader. Because of the Rollins network and the life-long relationships I have formed, I continue to gain returns from the value of my MBA experience.

Nathaniel Martin '08MBA
Director of Purchasing,
Darden Restaurants, Inc.



The Rollins MBA offers four MBA programs, each tailored to meet the unique learning needs of students, wherever they may be in their career paths and lives. Available are: the full-time, **Early Advantage MBA**; the evening **Professional MBA**; the **Saturday MBA**; and the executive-targeted, **Corporate MBA**.





KEITH VAUGHN, ASSISTANT DEAN, MBA ADMISSIONS, UNIVERSITY OF SOUTHERN CALIFORNIA, MARSHALL SCHOOL OF BUSINESS

Assistant Admissions Dean Keith Vaughn on the true test of business:

“We see thousands of applications from prospective MBA candidates every year. We look at many factors, but one stands out as the most reliable predictor of those who are likely to succeed in our program: the GMAT exam. In fact, it’s the only exam specifically designed to measure the critical skills that MBA students need. We also get invaluable research and information services from the Graduate Management Admission Council (GMAC), creator and owner of the GMAT, that give us a deeper and sharper perspective on graduate business education worldwide. For the Marshall School of Business at USC, the GMAT exam always passes the test.”

To learn more about the GMAT, visit [gmac.com](https://www.gmac.com)

GMAT
The True Test of Business