

## A NEW NAME. NEW DIRECTIONS.



Northwest business leader Michael G. Foster. (see story on pg. 14).

If you look at the various rankings of business schools, you'll find that the majority of premier schools have benefited from a naming gift. Such a distinction impacts a school's reputation, as well as its resources. As the Foster School of Business, we'll have more leverage to market the School both nationally and internationally, and to continue to enhance our visibility with key audiences. The impressive commitment by The Foster Foundation will also buttress our efforts to recruit top faculty and students, and attract more corporate partners and private support as we push toward the conclusion of our *Creating Futures* campaign next June.

With the most recent Foster Foundation gift, our campaign total to date is an impressive \$154 million—all of which will be used to realize our transformational vision for the School. Our largest single investment will be the construction of a new world-class home for the School, scheduled to break ground in September of 2008. These much-needed new facilities will give us a huge boost in terms of strengthening our reputation, improving the learning and research environment, providing space for growth, and running all of our programs more cost-efficiently.

This is a pivotal era in the 90-year history of business education at the University of Washington. In September the UW Board of Regents approved a measure to give us a new name: the *Michael G. Foster School of Business*. The name is in recognition of more than \$50 million in philanthropy to the School from The Foster Foundation and the legacy of

Two other transformational priorities are increasing the scholarships available for deserving students and adding to our faculty endowments to fund prestigious chairs and professorships, as well as other incentives that are essential to keep us competitive in recruiting and retaining the very best scholars and teachers. I'm pleased to report this has been one of the best recruiting years in recent memory, with the hiring of five new faculty members, all with star potential (see pg. 31).

As part of our mission to train the global business leaders of tomorrow, we're reviewing the curriculum in our graduate and undergraduate programs to put more emphasis on leadership and strategic thinking. And we also hope to develop a new center for leadership development and research.

Our plans for the future are ambitious. It was just about a year ago that I first put a stake in the ground by declaring that our long-term goal was to be nothing less than the *best public business school in America*. We know that this is a tall order, given the established positions of top public schools like Michigan and UC Berkeley, but we also believe it is very possible, given our current assets and huge potential. With this exciting naming gift, I'm more confident than ever that when the Michael G. Foster School of Business celebrates its 100th anniversary in 2017, we'll be regarded as one of the premier institutions for business education in the nation—and the world.

Sincerely,

A handwritten signature in black ink that reads "James Jambalvo". The signature is fluid and cursive.

JAMES JAMBALVO

Dean, Michael G. Foster School of Business

Kirby L. Cramer Chair in Business Administration