

VEMBA 'OHANA

A semiannual publication of the University of Hawai'i's Executive MBA program in Vietnam

Volume 1, Issue 1

July, 2011



VEMBA3-HCMC Pre-graduation (page 16)



VEMBA 'Ohana welcomes Mr. and Mrs. Jay Shidler to Vietnam. Mr. Shidler will meet with VEMBA alumni in Hanoi and HCMC, and will attend VEMBA3-HCMC graduation at the White Palace Convention Center

July 17th, 2011
VEMBA3-HCMC
Graduation Ceremony

In Hawaiian language, 'Ohana means extended family

introduction

Aloha,

The University of Hawai'i VEMBA program is proud to welcome you to the first edition of the VEMBA 'Ohana Newsletter. The newsletter will feature articles that celebrate the accomplishments of our students and alumni, and share news about the latest VEMBA program developments in Hanoi and Ho Chi Minh City. The newsletter allows us to stay in touch with you and let you stay informed of future alumni reunions, career events and seminars that bring value to being a graduate of the UH VEMBA Program.

Mahalo,

VEMBA Team

If you have suggestions for the 'Ohana or would like to get involved in writing or producing the newsletter please contact Ms. My at xuanmyn@hawaii.edu or embahcmc@hawaii.edu.

2011 VEMBA Calendar

July

- ❖ Alumni Reception in Hanoi, **Jul 15**
Ginger Restaurant, 87C Ly Thuong Kiet
- ❖ Alumni Reception in HCMC, **Jul 17**
- ❖ Graduation Ceremony VEMBA3-HCMC, **Jul 17**
Graduation & Reception at The White Palace
- ❖ Information Session in Hanoi, **Jul 16**
Horizon Hotel
- ❖ Information Session in HCMC, **Jul 20**
11bis Nguyen Gia Thieu, 3rd Floor
- ❖ Business Seminar co-sponsored by the Bank of Hawai'i & the Association of Young Entrepreneurs in Hanoi **Jul 15** and in HCMC **Jul 18**

October

- ❖ VEMBA5-HCMC Residence Weekend, **Oct 7 – 9**
- ❖ VEMBA6-HN Residence Weekend, **Oct 21 – 23**

December

- ❖ Graduation Ceremony in Hawai'i **Dec 17**

For HCMC event information, contact Mr. Thanh,
thanhp@hawaii.edu

For Hanoi event information, contact Mr. Duc,
domd@hawaii.edu

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VEMBA3-HCMC PRE-GRADUATION

message from the VEMBA Faculty Director

I am thrilled to see this newsletter coming alive. With it, we celebrate the tenth year of the Vietnam Executive MBA program of the Shidler College of Business. More importantly, I would like to see this newsletter become a medium to help us sustain our business education in Vietnam. We aspire to use our VEMBA as an effort and a catalyst for Vietnam's drive to economic prosperity. We hope the news and stories that we assemble in this newsletter, and the feedback we receive from the readers, will inspire all of us, and will continuously help us adapt our curricula to Vietnam's business, economic and social changes.

In 2001, we started the first VEMBA cohort in Hanoi with an outstanding group of students. This year, we are pleased to welcome Dr. Vance Roley, Dean of Shidler and First Hawai'iian Bank Chair of Leadership and Management, to HCMC to graduate another 37 outstanding students. The graduates of this 8th VEMBA cohort will join more than 250 Shidler alumni currently working in Vietnam, and 29,000 alumni worldwide.

We continue to invest in VEMBA and would like this executive program to continue its transformational role in assisting our graduates, and the organizations they lead, to fulfill their dreams of achieving greatness. As I look to the future, I can not help but be grateful to those who have worked so hard for the last ten years to get VEMBA to where it is today. In particular, we



recognize the support and partnership of our local governmental, academic, philanthropic and business partners in Vietnam and in Hawai'i.

Enjoy reading this first issue, and please share your stories with us for future issues. In addition, please visit the Shidler website regularly (<http://shidler.hawaii.edu>) to keep abreast of our ongoing activities.

Aloha,

Tung Bui, PhD
Professor and Matson Navigation Chair of Global Business
Faculty Director, Vietnam Executive MBA Program

2011 VEMBA Information Sessions in Hanoi & HCMC



@UH Campus in HCMC (Apr 13)



@Melia Hotel Hanoi (Apr 9)

VEMBA holds information sessions for prospective students each spring and summer. Two remaining sessions will take place in Hanoi on **July 16** and HCMC on **July 20**. For more details or to help, contact Mr. Thanh in HCMC (thanhpn@hawaii.edu) or Mr. Duc in Hanoi (domd@hawaii.edu)



An Open Mind *The Secret of Success*

"The meaning of life – and the essence of power – is to bring benefit to others. People will follow you if and only if you give them what they want, including both material value and psychological value."

Ms. Nguyen Thi Thien Huong –
VEMBA-HN '04
ARCO's Standing Member (former Deputy
Director) of Techcombank,

by Ngo Duc Luu, VEMBA Hanoi Staff

After graduating with highest distinction from Mendeleev Chemical University in Moscow, in the former Soviet Union, Ms. Nguyen Thi Thien Huong started working for A Dong Paint Manufacturing Company in the General Chemical Department in 1985.

In 1995, with 10 years of experience as a professional chemist at both the Institute of Chemistry and Cotec Chemical Company within the Vietnam Institute of Science – HCMC, the

academic laboratory position no longer satisfied her.

At that time, Ms. Huong decided to make a bold career move to the credit department of Techcombank. Despite a lack of experience and knowledge in banking, Ms. Thien Huong believes that "in order to adapt and grow in a new environment, one should keep an open mind and always look for new and interesting things to learn." In essence, the greatest difficulty is how to maintain motivation for learning and a passion for the industry. After more than 16 years of work in the banking sector, and in her new role as ARCO's Standing Member of one of the six largest banks in Vietnam, Ms. Huong has proven her bravery, and that she made the right career choice.

Now an expert in the field of banking and finance, Ms. Huong asserts that Vietnam's banking sector is still quite "young" compared with banking in other parts of the world. The challenge for banks in Vietnam is how to both satisfy the needs of the Vietnamese business environment, and also meet international standards in their transactions with international financial institutions and businesses. This is especially true in the service sector in general and the financial sector in particular. "The lack of permission to test things out," and "wrong decisions, missing elements and very basic regulations," could result in a loss of billions, Ms. Huong added.

To overcome these challenges, the Bank of Vietnam should always strive to learn from the successes and failures of other financial institutions throughout the world. According to Ms. Huong's perception, "One must always be open-minded and understand the details and depth of society and the market in order to make adjustments while still holding to the fundamental principles." Ms. Huong added, "The deciding factors are that we are equipped with fundamental knowledge and know to approach problems logically in order to devise innovative solutions that meet the real needs of our customers."

Faced with these difficulties and challenges, Ms. Huong stated that the business and development strategy of Techcombank is "to establish a solid foundation for the bank based on the traditional business model of commercial banks. Techcombank should differentiate on the basis of package solutions for each customer group, market segment and field, in order to compete with in a global setting. Above all, the establishment of a good human resource management system is a key factor in determining the sustainability of Techcombank, including employment policies, compensation packages, training, and appointments to build an excellent team that can manage a bank worth billions of dollars.

When asked why she participated in VEMBA, Ms. Huong said:

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A man who “wears many hats”

By Ellen T. Suarez, Director of Marketing,
Windsor Management Corporation

Windsor Real Estate Management Corporation (WMC) is one of the largest hospitality and property service companies in Vietnam, managing a portfolio of restaurants, hotels, service apartments and commercial shopping centers. Supported by a diverse team of local and international professionals, the Deputy Chief Executive Officer, VEMBA 4’s very own Vincent Truong, is a man who “wears many hats.”

As Deputy CEO, Mr. Truong directly oversees the group’s Central Marketing, Loyalty Programs, Event Management, and IT group and actively assists the CEO in Sales and Revenue Management. He is also the Chairman of Dang Co Investment Services Corporation – the owner of WMC Tower (formerly IWA Square) and the soon to be opened Mayfair Suites, a boutique service apartment and office complex located at 102 ABC Cong Quynh, District 1. Also the Director of Sherwood Residence - Ho Chi Minh City’s most luxurious service apartment complex and the first property certified by the Vietnam National Administration of Tourism, Mr. Truong’s regular days include shuttling back and forth from one district to another.

Yet somehow, despite the competing professional and personal demands on Mr. Truong’s energy, he manages not only to bring his enthusiasm into the VEMBA classroom, but also to facilitate opportunities for VEMBA students and alumni to engage. One

example is the April opening of Saigon’s first contemporary Japanese restaurants – KISSHO, located at the heart of Saigon’s bustling business district at 14 Nguyen Hue. Two days before the grand opening ceremony, Mr. Truong provided his classmates in VEMBA 4, UH staff, and Professor Steve Vargo with the opportunity to test its multi-concept cuisine at both lunch and dinner settings, allowing VEMBA 4 to get to know each other in a less formal setting.

More recently, Mr. Truong offered VEMBA 4 students discounted tickets to the Windsor Plaza Hotel’s famous Beerfest, a chance to sample 14 local and international beers, enjoy multinational cuisine, and dance on tables to the tunes of a live band. After seeing the first set of discount tickets selling like hotcakes, Mr. Truong decided to extend the offer to all VEMBA HCMC cohorts, emphasizing his desire to bring the cohorts closer together through informal gatherings and joint activities.

“I think the long-lasting value of the VEMBA program comes from the network of colleagues we build among all of the cohorts,” Truong stated, “Having opportunities to build these relationships gives all of us greater potential for success in our careers.”

Mr. Truong’s energetic commitment to the VEMBA program and to the development of stronger ties among cohorts has spread to other VEMBA’s, who are likewise stepping in to offer opportunities for VEMBA to engage with local businesses outside the

classroom. When the VEMBA program rolls out its new line of trendy apparel for students and alumni, Vincent Truong will surely be one of the first to receive a hat.



Vincent K. Truong
VEMBA-HCMC ‘12
Deputy CEO
Windsor Real Estate
Management Corp (WMC)

“I think the long-lasting value of the VEMBA program comes from the network of colleagues we build among all of the cohorts. Having opportunities to build these relationships gives all of us greater potential for success in our careers.”

VEMBA in the community

VEMBA

Charity Fund

by Ngo Trong Thanh, VEMBA-HN '10



In June 2009, members of VEMBA 5 Hanoi founded the VEMBA Charity Fund (VCF), with the aim of supporting kindergarten children in poor and remote areas in northern Vietnam.

Drawing on important lessons from similar funds, whose charity activities failed to reach the right beneficiaries, the founders of VCF took initiative to hand-select beneficiary organizations and directly manage all VCF charity activities. Ms. Luu Le Thuy VEMBA-HN'10, the administrator of the fund, travels frequently to charity sites to check on project status.

The VCF has selected two kindergartens at Ban Khoang (Sapa district) and Pa Cheo (Bat Xat district) as main beneficiaries. Each child at these schools receives an amount of 2,000 VND per day in order to improve the quality of their lunches.

Although this is a humble contribution for all of us, even this amount makes a difference, as it ensures these children consume the right amount of nutritional food each lunch period. The VCF founders are thrilled knowing that because of VCF support, these children will attend school more often, and will be more joyful at school.

VCF plans to expand its scope of operation by extending its help to other kindergartens, and also plans to raise a special fund (around 100,000,000 VND) to build a one-room school for Ban Khoang Kindergarten. They currently share a classroom with a primary school, as they have no school of their own.

So far, VCF has been honored to receive support not only from VEMBA 5 members, but also from outside donors who are friends of VEMBA Hanoi alumni. This support is essential to help us fulfill the VCF objectives.

The VCF welcomes all VEMBA alumni to join us in our efforts, and we hope that the fund will belong not only to VEMBA 5 Hanoi, but will become the charity fund of VEMBA overall.

Together VEMBA alumni can help under privileged children in less economically developed areas smile, and relieve some of the effects of their poverty toward a brighter future.

If you are interested in contributing to VCF, please send donations to:

Ms. Luu Le Thuy, VEMBA-HN '10

Bank account: 12310000103764 – BIDV bank

Mobile phone: 093 465 2609

VEMBA in the community



From the Classroom to the Board Room: Cultivating Leaders for the Private Sector

by Lillian Forsyth, VEMBA-HCMC '12

Survey results showed that VEMBA was able to help graduates grow in their careers by providing updated curriculum, networking opportunities during and after the program, and practical hands-on coursework, while also maintaining a high level of academic rigor and candidate selectivity.

In February 2011, a colleague told me about an education conference in Hanoi on the status of higher education partnerships between the U.S. and Vietnam. After discussion with VEMBA Faculty Advisor Dr. Tung Bui, I decided to write and submit a paper about how the VEMBA partnership effectively prepares graduates for private sector employment, addressing one of the three conference themes.

Just a few days before the conference, my paper was accepted and I quickly prepared

to fly to Hanoi to speak to colleagues and peers about VEMBA's unique program model and successes. On the afternoon of April 9, I stood at the podium practicing my remarks under my breath and smiling as the conference attendees trickled in from lunch. The room filled up quickly, and I tried to calm my nerves by visualizing success: a technique I learned from my VEMBA classes with Linda Harris and David Bangert.

The heart of my presentation came from the results of a VEMBA HCMC

student and alumni survey conducted in February 2011. The survey asked questions such as "What are the keys to success and advancement in your career?" and "How do you think the VEMBA program can help you obtain these keys?" Based on the survey results, I was able to present several key ideas about VEMBA.

Discussion focused on those unique aspects of VEMBA that have enabled graduates to attain career success. Survey results showed that VEMBA was able to help graduates grow in their careers by providing updated curriculum, networking opportunities during and after the program, and practical hands-on coursework, while also maintaining a high level of academic rigor and candidate selectivity.

"But how can we expand these types of benefits beyond VEMBA?" conference participants asked. Myriad ideas were raised, such as including soft skills training for university students, establishing business networks for young graduates, and providing career development services for students and alumni. Clearly other educators look to VEMBA as a leader in the field of private sector education in Vietnam. Some even suggested that VEMBA could take on some of the above-mentioned training

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VEMBA in the classroom



By Nguyen Ky Bao Ngoc
VEMBA-HCMC '11

VEMBA 3's Consulting Practicum has been both an interesting and challenging course. When the project first began, we were excited to finally be dealing with a real retail firm, Hoa Binh Corporation and to be working together out in the community, interviewing dealers and end-users.

Our group interviewed

dealers in the major cities where Hoa Binh Corporation is doing business, including Hanoi, HCMC, Da Nang and Can Tho. Our group also spent a weekend in An Giang Province to collect feedback from farmers in the countryside that proved extremely worthwhile. These results added considerable value to our report.

While our group experienced great success in our project, the challenges we faced were equally hard. Keeping on top of our project work schedule was a constant headache, since most of us were quite busy with our full-time jobs. Many of the steps in our action plan had to be altered or rescheduled due to time constraints. But in spite of these difficulties, we were

committed to making our report worthwhile in both qualitative and quantitative aspects. For that reason, our brainstorming meetings focused on how to effectively mobilize our varied experiences and knowledge in order to achieve the most practical outcomes.

After finishing the Consulting Practicum, it is evident to me that the project could not have been successful without the full engagement of every member. We assigned work based on individual capabilities, but personal initiative was also an important aspect of our group's success. Debates are inevitable in any group work situation, but it is because of these debates that our team

was able to see the "big picture" more clearly.

Our group bonded and motivated each other by regularly singing a popular Vietnamese war-time song: "*Nam anh em tren mot chuyen xe tang.*"

In my opinion, an insightful report stems from real data and an objective evaluation of the problem at hand. Our group worked hard to maintain objectivity, integrity and a cooperative spirit with our client, both in our analysis and recommendations. I believe that it is because of this integrity and collaboration that our client found our advice not both satisfying and beneficial for the company we analyzed.

Introduction to the VEMBA-HCMC Student Executive Board

In May 2011 VEMBA 4 – HCMC introduced the first VEMBA program Student Executive Board. The role of the Board is to align University of Hawaii VEMBA objectives with the needs of alumni and current students, as well as to provide additional management and support for program initiatives. Some of the value-added services that will be offered include academic support for current students, activities to support charitable organizations, and the strengthening of the UH VEMBA alumni network in Ho Chi Minh City and Hanoi.

Members of the Board include:



Mr. SiHeng Tang
President



Ms. Huynh Thu Huong
Vice President



Ms. Vu Diem Chau
VP Finance



Ms. Lillian Forsyth
VP Internal Affairs



Mr. Nguyen Hoang Van
VP External Affairs

VEMBA in the classroom



On the first day of my first visit to Hawai'i, everything was just awesome. I fell in love with Honolulu and its people. On the one hand Honolulu boasts a high living standard and is very modern, but on the other hand, life is very peaceful and the people are very friendly and polite. I love the weather and the spectacular scenery. It's no wonder that the world named this place a paradise of tourism. There are plenty of activities for visitors, many of which I have tried, such as hiking, surfing, sightseeing and of course various cultural activities.

I particularly enjoyed the University of Hawai'i campus. I've been to lot of universities throughout Vietnam and also some in Australia, and in comparison the UH campus is so nice. From the dormitory to the Shidler College of Business, I felt as if I was walking through a lovely park with a nice, green environment. I love this feeling. The UH campus also surprised me because it is SO big; much bigger than any other campus that I have visited. It would take me at least a full day just to explore all of the departments of the campus.

I also enjoyed studying in Hawai'i. The Professors' teaching methods were not much different than the way we've been taught in the VEMBA core program, but I had the opportunity to make friends with classmates from many different countries. I think this opportunity to see diverse perspectives was one of the most valuable learning experiences of my trip. **Nguyen Minh Long – VEMBA-HCMC '11**

Learning to read Eyes

by Jennifer Yi,
VEMBA-HCMC '11

Back in June, VEMBA-HCMC alumni and current students experienced the power of Neuro Linguistic Programming (NLP) from Bente Sternberg M.S.W, who studied with one of the original founders of this unique method. NLP brought us essential tools for success in our professional and personal lives by providing understanding of how people feel, think, and react.

A few of the tools we learned were: interpreting eye movements, building a rapport through body language, and achieving the right state of mind with the Magic Circle. By using these tools one can effectively communicate, actively engage, and make an impact in any situation. Each person took away something different from this course, as it brought creativity, courage, new perspectives, and a rejuvenated mind and soul.

Next time you are in conversation with Su Le VEMBA-HCMC '11 or Quan Tran VEMBA-HCMC '11, and you wonder why they are staring so intently into your eyes...? Now you know!

"It was such a refreshing training. You will come out being a renewed and more effective you! Also, it was a great opportunity to meet and reconnect with VEMBA alumni across the cohorts."

Nguyen Trinh (VEMBA-HCMC '10)

"Nerk Nerk helps me very much in problem solving; Power Nap boosts my energy. NLP works!"

Dao Huu Khuong (VEMBA -HCMC '09)

"I really appreciate the NLP training program. NLP helps me to think more positively, how to relax my mind and interact with people around me to be more confident and effective. No matter who you are, what you do, NLP will undoubtedly help."

Sin Tuyet Mai (VEMBA-HCMC '12)

UH VEMBA & UCI FEMBA Networking Night

by Vu Thuy Vy, VEMBA-HCMC '09

An executive MBA program does not simply offer students academic knowledge, but also provides opportunities for students to learn from each other and expand networks. Vietnam Executive MBA program of the University of Hawaii ("VEMBA") has performed an excellent job in this sense.

On March 21, 2011, we VEMBA citizens had a valuable opportunity to enhance relationships among our four cohorts and get to know 35 fully-employed executive MBA students from University of California at Irvine ("UCI"). As part of their executive MBA program, the UCI students chose to visit Vietnam as a model of an emerging economy.

They came from the U.S. and had worked in different industries from financial services to real estate, engineering, health care and consulting. By meeting these students, I had an opportunity to



VEMBA's and FEMBA's together at Sherwood Residence

have interesting discussions about what was happening in each of our country's economies, with people who work in the same industry as me. They were all impressed by Vietnam's dramatic changes over the past few years.

Who knows how we, VEMBA citizens, may become ambassadors who help facilitate business opportunities between the U.S. and Vietnam in the next few years? I believe that by taking opportunities to do so, we enrich the value of each individual and the entire VEMBA society.

I would say VEMBA has offered us experience and knowledge not only during our two years as students, but has also provided a lifetime of opportunities by building strong connections among its citizens and with citizens from other societies, just like UCI in this case.

From the Classroom to the...

(Continued from page 7)

initiatives in the future.

I left the conference with a firmer commitment to helping VEMBA maintain its leadership in the field of executive education in Vietnam.

I believe that if all VEMBA members work together,

we can find ways to increase both the unique opportunities VEMBA provides students, and the extent to which VEMBA serves the business education needs of the community.

I want to thank Dr. Tung Bui, Mr. Thanh Phan, and all of my VEMBA colleagues who helped with this paper by providing feedback on the survey and in-person. The success at the education conference is your success.

“Entrepreneurs in the Inflation Hurricane”



Dr. Le Dang Doanh, Mr. Tong Quoc Truong with VEMBA alumni & Hanoi Staff



Ms. Ha Thi Thu Thanh, CEO, Deloitte VACO

The Business Coffee Shop, hosted by EduViet, creates a field for businesspeople from various industries and professional areas to share experiences, concepts and perspectives on current business matters as well as economic subjects.

by Nguyen Ba Tuong, EduViet Corporation

On Sunday, May 30, 2011, Coffee Shop Number 4 hosted the topic “Entrepreneurs in the Inflation Hurricane,” sponsored by the University of Hawai’i Executive MBA program in Hanoi. Honored speakers included Dr. Le Dang Doanh, a leading Vietnamese economist, Mr. Tong Quoc Truong, CEO of Petro Vietnam Finance Corporation, Mr. Tran Anh Vuong, CEO of BacViet Steel Company, Mr. Ngo Trong Thanh VEMBA-HN ‘10, CEO of Mancom and Ms. Ha Thu Thanh, VEMBA-HN ‘03, CEO of Deloitte Vietnam.

Dr. Doanh addressed the overall economic picture in Vietnam and raised different strategic approaches and suggestions for overcoming the current state of severe inflation, such as SWOT, the “Fast Follower” concept, and talent retention.

Voicing another perspective, Mr. Truong, CEO of PVFC, a key state-owned corporation, suggested that entrepreneurs must accept the economic situation and scrutinize all situational factors.

Mr. Tran Trong Vuong, CEO of BacViet Steel Company, added that rather than expecting more supportive policies from the government, businesses and entrepreneurs should establish affiliations to support each other in the interim.

The current inflation crisis is a perfect time for entrepreneurs to reassess their core values, evaluate the powers of their branches, and understand their market segments, noted Mr. Ngo Trong Thanh.

VEMBA alumna Ms. Ha Thu Thanh, CEO of Deloitte Vietnam, shared valuable thoughts as well. From Ms. Ha’s perspective, savings is the key to survival. She emphasized that businesses must distinguish between the concepts of budgeting for savings and making budget cuts.

VEMBA sponsorship and the participation of several VEMBA alumni contributed not only to the success of this Business Coffee Shop, but also increased the ability for VEMBA to show leadership in the field of cutting edge business education in Vietnam.



Dean V. Vance Roley

The Shidler College of Business at the University of Hawai'i at Manoa has maintained its business accreditation by AACSB International – The Association to Advance Collegiate Schools of Business. AACSB is the leading accrediting institution for business schools offering undergraduate, master and doctoral degrees in business and accounting.

Only 607 schools of business, or less than five percent worldwide, are accredited by AACSB International. To maintain accreditation, a business program must undergo a rigorous review every five years and must demonstrate a commitment to standards relating to faculty qualification, strategic management of resources, interactions of faculty and students, and a commitment to continuous improvement and achievement of learning goals of degree programs.

“We are extremely pleased with the results of the accreditation process, and are grateful to our students, faculty, alumni and donors for

their contributions in helping us improve our programs,” said V. Vance Roley, Dean of the Shidler College of Business. “The AACSB accreditation is the standard by which all leading business schools strive for and we are honored to be a part of this impressive group of schools.”

In addition to the renewal of AACSB accreditation, VEMBA also has been approved by the WASC (Western Association of Schools and Colleges). Dr. Sharon Salinger, Dean and Professor of History of the University of California at Irvine, conducted a site visit to VEMBA-HCMC in March 2011. In her report, she noted: “Shidler College’s main mission is to foster its international excellence, with a focus on Asia Pacific and entrepreneurship. VEMBA programs have allowed the Shidler College’s faculty to have first-hand exposure to one of the most dynamic countries of South East Asia, through class discussions, written assignments, and group presentations. Another benefit of the program is the opportunity of Shidler College faculty teaching in Vietnam to meet with guest speakers and local firms. Since 2009, VEMBA has made it a tradition that each course has at least one local guest speaker discussing the relevancy of the discipline being taught to the local economy and business.”

With this WASC 10-year accreditation, US citizens who enroll in VEMBA are eligible to apply for US federal grant and aids.



Putting a face to a name: introducing the UH Staff

Toni M.K. Mingo

Assistant Director, Executive Degree Programs

Antoinette “Toni” Mingo serves as the Assistant Director of Executive Degree Programs at the Executive Education Center. Toni joined the Shidler College of Business at the University of Hawai‘i in 2002. Prior to her position in Executive Education, Toni was the Assistant Director of Career Development. Toni earned her Master’s degree in Human Resource Management (MHRM) from the Shidler College of Business and a B.A. and a B.S. from Central Washington University. When she’s not swimming, biking or running (not necessarily in that order), you can find Toni with her husband Darin and son Kaikea traveling to (or in search of) favorite vacation spots.



Chad Yamamoto

Program Associate for Degree Programs, Executive Education Center

Chad Yamamoto is the program associate for degree programs in the Executive Education Center. He received his Bachelor of Arts in business Administration with a focus in Finance from Seattle University and has been in the education and hospitality industries. He is responsible for student advising, faculty support, and operations for the various programs such as VEMBA, EMBA, Neighbor Island MBA (NIMBA) and the Master of Human Resource Management (MHRM) programs.



Maelynn L. Puchalski

Fiscal Manager, Executive Education Center

Maelynn L. Puchalski serves as the Fiscal Manager of the Executive Education Center. Maelynn joined the Shidler College of Business at the University of Hawaii in 2003 as a Fiscal Support Specialist for the Pacific Asian Management Institute before joining the Executive Education Center in 2005. She earned her Bachelor’s degree in Human Resources Management and Finance from the Shidler College of Business. When she’s not working or serving as a Board member of her Home Owners Association, she’s spending quality time with her family and friends.



VEMBA alumni updates

VEMBA alum founds Vinh Duc Home



Vinh Duc Home differentiates itself from other home builders by distinctive building technologies and materials as well as a strong commitment to quality control

Four months ago, **Do Chi Hieu, VEMBA-HCMC '10**, and his business partners saw a tremendous opportunity in the individual home builder market, which to date has been served by a handful of small, disorganized contractors with low levels of technological advancement. They believed that there was ample room for a real player who could differentiate itself through a serious investment in technology, internal quality control and customer service.

For these reasons, Hieu and his partners decided to found VinhDuc Home, an ambitious housing development company leveraging the latest building technologies. These new technologies not only offer customers benefits such as better ventilation, sound proofing, faster construction speed, less errors, and less human resource demands, but also save home builders significant costs in both construction and energy.

Since its launch four months ago, VinhDuc Home has already built a number of new houses around the city.

www.vinhduchome.com.vn



by Shannon Hopkins VEMBA-HCMC'10

In June, Cohort 2 of VEMBA-HCMC had another great get-together in Da Lat. Classmates and their family members met for a weekend away playing golf, enjoying an exclusive visit to Hasfarm and a fun night with singing, dancing and barbecuing. The barbecue was a special night because Hao Le handed his leadership role over to Thinh Pham.

One of the things I love most about our cohort is that no matter how much time passes in between get-togethers, we always are able to pick up right where we left off. We have found friendships that will last a lifetime.

It was really great to see everyone again and we really missed our classmates who couldn't join this time. I'm looking forward to seeing everyone again soon at Cohort 3's graduation!

VEMBA alumni updates



Nguyen Ba Quynh



Nhan Kim Hieu



Maily Nguyen



Chu Thi Thanh Ha

Hewlett-Packard Vietnam donates USD \$20,000 towards student scholarships.

In July 2010, **VEMBA-HCMC '10 Alum Nguyen Ba Quynh** donated USD \$20,000 to the VEMBA program on behalf of his company, Hewlett-Packard Vietnam. This generous donation will be used to provide scholarships to matriculating students who have displayed a high level of achievement and would contribute to the quality of the VEMBA program. Nguyen Ba Quynh is currently the Country General Manager of the Hewlett-Packard Vietnam – Imaging and Printing Group. In addition to this donation, Mr. Nguyen has also been a strong advocate of the program and has recruited several VEMBA graduates to his HP Vietnam team. **Mr. Nhan Kim Hieu VEMBA-HCM '11** has just been promoted to NIKE Factory Relations Manager, based in Singapore. Hieu will start the new position right after his VEMBA graduation on July 17. **Ms. Maily Nguyen VEMBA-HCMC '10** has just accepted a position as Director of Hewlett Packard Global Business Service, a move from her former position as Vice President of Viet A Bank. **Ms. Chu Thi Thanh Ha, VEMBA-HN '06**, has been promoted to Vice President of FPT Corporation.

An Open Mind: The Secret of Success

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"strategic management is the weakest point for businesspeople Vietnam in all fields. The need for business management knowledge is not only necessary for individual managers, but is also vital to bankers. Bankers, when working with businesses, must understand their daily work and "speak the same language" as business owners. Only in this way can bankers analyze and assess the effectiveness, competitiveness, and long-term sustainable development of a business.

The VEMBA subject with the greatest applicability for Ms. Huong was "Business Strategies and Policies," because not only did she learn how to "draw" a business strategy, but she also began to learn about herself, her strengths and weaknesses, her competitors, her target customers, and the reasons enterprises survive and grow. The most important thing was that all courses provided tools to manage business strategy, such as basic accounting and finance, reporting systems, marketing and HR, enabling students to extract the most important elements and implement a

successful business strategy. With extensive and varied professional and personal experience, Ms. Huong shared her life-work principle: "The 'win – win' principle benefits all stakeholders. People need you and come to you if and only if you give them something they want physically and mentally. One only needs to place herself in another person's position – 'to put herself in another's shoes.' Only when you understand other people's desires, needs, and thinking can you generate the right solutions. This is true for both professional and personal life.

VEMBA3-HCMC pre-graduation



The Shidler College VEMBA program in HCMC is sponsored by the International University of the Vietnam National University in HCMC. Since 2006, the two institutions of higher education have engaged in faculty exchange. IU and Shidler co-share the downtown campus located in 11bis Nguyen Gia Thieu, D.3, HCMC.