



EXPERIENCE FOSTER

30TH ANNUAL BUSINESS LEADERSHIP CELEBRATION

Wednesday, October 26, 2022 | 5:00 p.m. | The Seattle Convention Center

The Foster School of Business educates leaders who better humanity through business. Our coursework, delivered by world-class faculty, comes to life through the indelible experiential learning opportunities we provide. Foster students study abroad, consult small businesses and Fortune 500 firms, learn to lead in student organizations and on non-profit boards, intern with blue chip companies, test their mettle in case competitions, and drive entrepreneurial ideas from business plan to marketplace. These—and many more—profound learning experiences endow them with both purpose and power to build a better world through their careers.

Please join us for a special evening to *Experience Foster* and support our experiential learning programming. We'll feature Brad Smith of Microsoft as our keynote speaker, honor this year's Distinguished Leadership Awardees, and meet some of the students who are being informed and inspired by learning experiences at Foster. More than 600 business leaders, Foster supporters, and students will attend. Net proceeds directly support Foster School of Business experiential learning programs.

[More information >](#)

KEYNOTE SPEAKER



BRAD SMITH, President & Vice Chair, Microsoft
As Microsoft's president and vice chair, Brad Smith leads a team of more than 1,900 business, legal and corporate affairs professionals located in 52 countries and operating in more than 120 nations. He plays a key role in spearheading the company's work on critical issues involving the intersection of technology and society, including cybersecurity, privacy, artificial intelligence, environmental sustainability, human rights, immigration and philanthropy. In his recent bestselling book, coauthored with Microsoft's Carol Ann Browne, *Tools and Weapons: The Promise and the Peril of the Digital Age*, Smith urges the tech sector to assume more responsibility and calls for governments to move faster to address the challenges that new technologies are creating. The New York Times has called Smith "a de facto ambassador for the technology industry at large" and The Australian Financial Review has described him as "one of the technology industry's most respected figures." He has testified numerous times before the U.S. Congress and other governments on these key policy issues.

DISTINGUISHED LEADERSHIP AWARDEES



KEN DENMAN, Sway Ventures
Ken Denman is a General Partner at Sway Ventures, a venture capital firm. He was President and Chief Executive Officer of Emotient, a developer of software technology to analyze facial expressions, until the company was acquired by Apple in January 2016. Previously, Denman was the Chief Executive Officer of Openwave Systems, and iPass, and a Senior Vice President for MediaOne. He was Chief Operating Officer of MediaOne International based in London. He is a member of the boards of directors of Costco Wholesale, VMware, and Motorola Solutions, where he is the lead independent director. Previously he was a director at ShoreTel, United Online, Mitek Systems, and LendingClub. Denman was appointed to the Edward Fritzky chair as visiting professor at the University of Washington's Foster School of Business in 2012. He also sits on the boards of the Foster School, the University of Washington Foundation, and the Hospital Board of Trustees of Seattle Children's.



BETTI FUJIKADO, Co-founder, Copacino Fujikado; Co-Founder, Success Cohorts
Betti Fujikado is the co-founder of Copacino Fujikado, a Seattle advertising agency, and Success Cohorts, a coaching and community-building company serving early career, first-generation college graduates. In 2020, she co-developed Seattle Unite's Democracy Cup that gathered the Seattle Sounders FC, Seattle Kraken, Seattle Seahawks, Seattle Storm, and OL Reign in a grassroots effort to reach communities of color to complete the 2020 Census. In 2021, Fujikado, along with four other Seattle-based Asian women leaders, created Our Stories Are Your Stories for AANHPI Heritage Month. Fujikado has been a Trustee at Western Washington University, a Board member at Pike Place Market PDA, and a long-time MBA mentor at University of Washington. She has been a Junior Achievement Washington Hall of Fame Laureate, PSBJ Woman of Influence, AAF WA Silver Medalist, and AABDC 50 Outstanding Asian Americans in Business. As the daughter of Japanese American parents incarcerated during World War II, Fujikado uses her voice to promote diversity in the Seattle business community.



EXPERIENCE FOSTER PARTNERSHIP OPPORTUNITIES

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Partners will be recognized during the Business Leadership Celebration on Wednesday, October 26, 2022. Net proceeds will benefit Foster's experiential learning programs.

PRESENTING - \$100,000

Exclusive to one company, our lead donation ensures support to every experiential learning facet in the Foster School of Business impacting the education of every student the academic year. During the 2022-23 academic year, ten employee volunteers are invited to participate in programming we rely on to shape the business leaders of tomorrow. Business Leadership Celebration premium benefits include three named tables of ten (30 guests total), and recognition at the event and in associated marketing.

EXPERIENCE - \$30,000

Exclusive to six companies/individuals, your donation ensures support to three areas of experiential learning in the Foster School of Business. Three employee volunteers are invited to participate in programming. Business Leadership Celebration premium benefits include two named tables of ten people (20 guests total), and recognition at the event and in associated marketing.

PARTNER - \$15,000

Exclusive to eight companies/individuals, your donation ensures support to experiential learning in the Foster School of Business. One employee volunteer is invited to participate in programming. Business Leadership Celebration premium benefits include one named table of ten people (10 guests total), and recognition at the event and in associated marketing.

CONTRIBUTOR - \$10,000

Your donation ensures support to experiential learning in the Foster School of Business. Business Leadership Celebration premium benefits include one named table of ten people (10 guests total), and recognition at the event and in associated marketing.

A premium of \$125 per attendee will be deducted from each gift receipt (e.g., a table of ten at \$1,250 premium). Your gift may be tax-deductible as allowed by IRS regulations. Please consult with your tax advisor to determine tax deductibility of your gift. For questions or to support this event and business education at the UW, please contact **Eileen Bhatia, Assistant Director of Corporate Relations, 206.661.3303, eileenhb@uw.edu. [More information >](#)**