

Visions of Green and Yellow



Caleb Iorg

There's a fresh new way to keep an eye on Duck football: from behind the polarized lenses of a pair of Shady Peeps—in classic UO green and yellow.

The team-themed, Wayfarer-style sunglasses are the brainchild of former UO

student Jason Bolt. “Looking around Autzen at all the Duck-inspired gear, I realized that the one thing missing was sunglasses,” recalled Bolt.

Inspired by Bolt's vision, Caleb Iorg, MBA '11, joined Shady Peeps in the fall of 2010—not long after he had graduated from our undergraduate program. Together with Bolt and Iorg, a rotating cast of business students worked to develop the Shady Peeps business plan. When they entered the plan in the Lundquist Center for Entrepreneurship's Venture Quest investment competition, they snagged valuable mentoring and advice along the way.

Reasoning that the fan base would follow the students, the company grew the product's buzz by giving out free sunglasses in the stadium's student section, as well as selling them in locations en route to the Ducks' home games.

Sales took off. “The Stanford game was unbelievable,” recalled Iorg, now the company's chief financial officer. “Seeing fans on DuckVision throughout the game with their Shady Peeps was awesome.”

Gazing ahead, the future looks rosy. As the official sponsor of the UO Alumni Association (UOAA) at the football team's season opener in Dallas this September, Shady Peeps donated \$5 to the UOAA for every pair of shades sold at the event. The company also now has contracts at twelve universities, with plans to double that number before year-end. And though most of their current customers are Pac-12 schools, even fans in far-off South Carolina and Louisiana can show their school spirit with the sporty specs.

You can watch an *Oregon Daily Emerald* video about Shady Peeps at uolcb.co/qu09Jr, read an interview with Caleb Iorg on *UOBusinessBlogs* at uolcb.co/rhmf, or buy a pair at The Duck Store at www.uoduckstore.com.

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Wondering where the current cohorts of Oregon MBA candidates hail from and where they've had internships? Check our **interactive map** at uolcb.co/pHCFuv.

How airlines should handle plus-size passengers was the controversial topic tackled by undergraduate teams competing in the school's first-ever **ethics case competition** this spring. View a video at uolcb.co/iUxckA.

Oregon MBA students took a break from studying to create a video **celebrating all things bicycle**. Hop on board at youtu.be/KZSS3xxKXil.

UO President Richard W. Lariviere was one of many men on campus sporting a **swashbuckling mustache** last November, when business students took the lead in organizing a men's health awareness campaign. Find out more at uolcb.co/p0hPem.

“Who is this guy?” was everyone's question when first-year pro triathlete **Jesse Thomas, MBA '09, won the prestigious Avia Wildflower Triathlon** this spring. Catch up with Thomas at uolcb.co/qYWJTz.

Undergraduates aiming for jobs in the financial world connected with representatives from twenty-one companies and learned from industry pros at the **Careers in Banking and Wealth Management** event this spring. See more at uolcb.co/ohmGCn.

The first-ever reception for the **UO Accounting Alumni Network** took place in the UO in Portland White Stag Block in June. View the photos at uolcb.co/qyAncT.

Starting this fall, finance-minded MBA students have the opportunity to manage live money in emerging markets, via the school's newly created **Emerging Markets Equity Portfolio**. Get details at uolcb.co/nexDNM.



JAY FRASHUN

Jesse Thomas