THE HELEN GERNON
ACCOUNTING FACULTY ENDOWMENT FUND
Helen Gernon has summited many mountains during her career. First, she earned her CPA license in 1972—a distinction she shared with only 2,000 other women in the United States at that time. Gernon soldiered on, earning her MBA in the same year. While pursuing that degree, she gained exposure to teaching introductory, intermediate, and management accounting to undergraduates, and developed a passion for it. After earning her PhD in accounting at Penn State in 1978, she joined the Department of Accounting at the University of Oregon’s college of business, where she became the first woman to be promoted to full professor and the first woman to be awarded a named professorship.

Beyond reaching professional heights that few women of her era could claim, Gernon pushed herself to conquer personal goals as well. She climbed Mount Kilimanjaro in 2005 and the ruins of Machu Picchu recently. From mountains to marathons, Gernon’s motto for achieving success is “slow and steady, like the tortoise.”

In the classroom, Helen taught with authority, energy, and creativity, inspiring her students to push themselves harder to be successful in their studies and in life. Gernon’s many admirable qualities are apparent to the hundreds of students and faculty and staff members who have had the good fortune to interact with her over the years.
About Faculty Support and Funds

The top 50 universities and business schools in the United States have enormous financial firepower available to them from large endowments. Endowed faculty positions make it possible to provide additional funding for competitive faculty salaries. We have found there is a direct connection between the size of a business school’s endowment and its national ranking. Large endowments lead to better faculty members and better students, which in turn lead to higher rankings.

A Clear Need for Faculty Members

Accounting is enjoying a significant increase in student enrollment, yet no tenure-track faculty positions have been added in the past three decades. In 1983, nine faculty members served 251 undergraduates in the major. From 1983 to 2013, undergraduates have increased 35 percent to 339, yet the number of tenure-track faculty members has remained the same. Greater enrollment was addressed with non tenure-track faculty members. Continuing to fortify the accounting department with world-class, tenure-track faculty members remains a goal.

Identifying the Opportunity

Not only is accounting an already in-demand profession, it’s a growing one. The Bureau of Labor Statistics projected the job outlook for accountants and auditors as increasing 13 percent between 2012 and 2022. With increased job prospects, enrollment has risen and will continue to do so, underscoring the need for high-quality accounting educators.

Great universities, public and private, achieve their greatness largely through the accomplishments of gifted faculty members. The contributions of these special people make the difference between academic programs of good quality and those that are truly excellent. Outstanding faculty members also serve as role models and as a source of inspiration for their students. It is not uncommon for influential alumni to trace the impact of higher education on their lives and careers to a single professor who “made the difference.”

Further, due to ever-dwindling state support, supplemental funding for the accounting faculty is crucial to the continued success of the department and its students. Contributing to this fund in Helen Geron’s name will help attract and retain highest-caliber faculty members, thereby enriching the student experience, and further strengthening our already top-notch alumni base. Now is the time to support this initiative. The Geron Fund will continue Helen’s passion and drive to build the strongest and best accounting program in the world. Please consider supporting this key initiative today.
HELEN GERNON’S ACCOMPLISHMENTS BY YEAR

1965–1974
- 1968 BBA, University of Georgia
- 1972 MBA, Florida Atlantic University
- 1978 PhD, Pennsylvania State University

1975–1984
- 1980 Completed the Avenue of the Giants Marathon
- 1982 Won the Harry R. Jacob Distinguished Teaching Award for excellence in the classroom
- 1985 Honored with the University of Oregon Erskine Distinguished Teaching Award

1985–1994
- 1984 Promoted to associate professor with indefinite tenure
- 1987 Coauthored and published Accounting: An International Perspective, new in six languages
- 1990 Served as Lundquist College academic associate dean
- 1991 Appointed director of the OSCPA

1995–2004
- 1993–1995 Served as director of the University of Oregon International College
- 1996 Received the OSCPA–American Institute of Certified Public Accountants Lifetime Achievement Educating aspiring Accountants Award
- 1998 Received the OSCPA–American Institute of Certified Public Accountants Lifetime Achievement Educating aspiring Accountants Award

2005–2014
- 2005 Received the Harry R. Jacobs Professional Service Award
- 2006 Became a reverend with the Universal Life Church and officiated her first wedding

“Helen Geron has a passion for life that I have never seen in any other individual. Her life overflows into others, providing encouragement to all who meet her.”

ERIK PARRISH ’83, MActg ’04
CFO, Hawes Financial Group

“One of the most profound things I’ve learned from Helen is that she never doubted I could achieve great things. Helen’s ‘of course you can do it’ attitude was contagious, and it didn’t take long to believe I could accomplish more than I originally thought. Her fearlessness in what she has achieved in her career and in her life in general is truly inspiring. I am so privileged to have her as a mentor and as a friend.”

MARGARET ZUBER SANDOVAL ’02, MActg ’04
Administrative Manager, Department of Accounting, University of Oregon

“I have always been impressed and inspired by Helen’s commitment to the University of Oregon’s accounting department and its faculty, staff, and students. Her approach is direct and focused, which is appreciated, as you never are left to wonder what Helen is thinking. The development of the Accounting Circle under Helen’s leadership is a wonderful example of her commitment and passion for the university and accounting department. Thank you, Helen!”

TRACE SKOPIL ’02
Partner, Moss Adams

“Helen has had a big impact on shaping my academic career—particularly related to teaching and outreach. On the teaching front, I have incorporated several of her ideas on how to make large classes more personable and how to hold students accountable by encouraging them to take ownership. On the outreach front, I observed how Helen interacted with alumni and friends to increase support for the accounting department. She is sincere, honest, and straightforward in her interactions. I strive for the same. Helen was a master at the role of department chair. If I ever take that role, I can only hope to be as effective as she.”

LISA (BRYANT) KUTCHER
Associate Professor of Accounting, Colorado State University, and Former Assistant Professor of Accounting, University of Oregon

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LISA (BRYANT) KUTCHER
Associate Professor of Accounting, Colorado State University, and Former Assistant Professor of Accounting, University of Oregon

2010 Rafted the Colorado River through the Grand Canyon
2012 Rode bike from Oregon to Colorado
2014 Climbed Machu Picchu
MATCHING CHALLENGE GIFT
FOR GERNON FUND

On October 17, the University of Oregon announced the public phase of the most ambitious fundraising campaign to date, for the UO or any organization in our state. The campaign is intended to mark the beginning of the UO’s rise to become one of the preeminent public research universities in the country—a university that offers access, excellence, and a distinctive student experience.

In conjunction with this campaign, the Lundquist College of Business is pleased to announce a very special giving opportunity. Last spring, two accounting alumni approached the college with the intent to raise funds in Helen Gernon’s honor. A third alum learned about this and was so excited that a match was anonymously issued for the first $1 million raised.

Now, any gift made to support the Helen Gernon Accounting Faculty Endowment Fund will be matched dollar-for-dollar. All funds will go toward faculty support—Helen’s passion.

HOW THE MATCH WORKS

The anonymous donor will match all cash gifts and pledges to the fund up to a maximum of $1 million received now through July 31, 2016. Pledges will be matched if they are at least $1,500 per year, and the match will be the first four years of the pledge.

HOW TO MAKE YOUR GIFT

To make a cash gift (no minimum to be eligible for the match):

• Write your check payable to “UO Foundation/Gernon Faculty Endowment” and mail to

LUQUIST COLLEGE OF BUSINESS
EXTERNAL RELATIONS
1208 UNIVERSITY OF OREGON
EUGENE, OR 97403-1208

OR

• Make your gift online at business.uoregon.edu/give/accounting and click on the Give Now button under The Helen Gernon Accounting Faculty Endowment Fund. A separate window will open in which to enter your gift information. If your employer matches gifts, please make sure to register your gift with your employer’s foundation separately.

To make a pledge ($1,500 minimum to be eligible for the match): Contact either Margaret Savoian or Anita Kolar, and they will put you in touch with the appropriate person to help you set up your pledge.

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Truly Exceptional

Outstanding faculty members, like leaders in all professions, are much in demand. Attracting and keeping successive generations of exceptional scholars requires resources. Please consider making a donation in honor of Helen Gernon to help University of Oregon’s already strong accounting department continue on its upward trajectory.

FOR MORE INFORMATION, CONTACT
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Accounting | 541-346-1461

Lundquist College of Business
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Our Goal
$1 Million