

# Class of 2017

The UO Sports Product Management master of science class of 2017 is an elite group of students with diverse backgrounds. Each student was chosen because of his or her track record of results and potential to become a future leader in the sport product industry. Introducing our class of 2017.

## TRAVIS ALMON TIGARD, OR



### Undergraduate

University of Oregon

### Degree

Multimedia Design

### Work Experience

Eddie Bauer

### International Experience

Travel to Canada and Mexico

### Sports/Fitness Experiences

Five-sport athlete in high school—soccer, basketball, baseball, swimming and track. Recruited to play soccer in college. Avid golfer.

### Why SPM?

I chose the SPM program because of my love for athletics and my drive to improve quality and design. With my design background, retail experience, and athletic background, I feel that I can have a positive effect on sports related products on a variety of levels.

## ZACHARY BECKER PROVIDENCE, RI



### Undergraduate

Rhode Island School of Design

### Degree

Industrial Design

### Work Experience

Bottles 2 Boards

### International Experience

Architect work with RISD for a month in Ecuador

### Additional Languages

Spanish

### Sports/Fitness Experiences

Skiing, skateboarding, long-boarding, running, hiking, biking, rock climbing, diving, kite-boarding, and wakeboarding

### Why SPM?

I spent my undergrad years studying Industrial Design and gained a great all-round product design education but I want to learn every step of the process so I can help create successful and innovative products that won't fall short due to oversights in the long and complicated process. I want to become a sports product design and production guru. While I am creative and love the design process, I want

to know what else goes into bringing something great to the consumer and I don't want to have a limit on what I can offer.

## GRACIA BERGEN PORTLAND, OR



### **Undergraduate**

University of Oregon

### **Degree**

International Studies

### **Work Experience**

Club Fed Fitness Center, 24 Hour Fitness

### **International Experience**

Studied abroad in Sevilla, Spain for five months

### **Sports/Fitness Experiences**

Training for strength and conditioning, weight lifting, metabolic conditioning, and yoga

### **Why SPM?**

I chose the SPM program because I want to gain the skills to create functional and stylish fitness gear!

## TIMOTHY BETZ BALTIMORE, MD



### **Undergraduate**

Moravian College

### **Degree**

English Literature

### **Work Experience**

City Sports

### **International Experience**

Traveled through central Europe

### **Sports/Fitness Experiences**

Running

### **Why SPM?**

After years selling running products, I'm ready and eager to play a role in creating fun new products.

## LUCIE BROWNING CAMBRIDGE, CAMBRIDGESHIRE, UK



### **Undergraduate**

Cambridge University

### **Degree**

Mechanical Engineering

### **Work Experience**

Cambridge Consultants

### **International Experience**

From the UK but lived in Turkey for two years, Zurich for four years, and worked at a kindergarten in Germany while in high school

### **Additional Languages**

German

### **Sports/Fitness Experiences**

Skiing, tennis, and triathlon

### **Why SPM?**

I've been wanting to follow my heart and find a way to transition into the sports product industry for some time now, and the course seemed like the ideal way to start combining my passions for sport, engineering, and product design.

## DANA BUICE

PORTLAND, OR



**Undergraduate**  
Georgia Institute of Technology

**Degree**  
Biomedical Engineering

**Work Experience**  
St. Jude Medical

### Sports/Fitness Experiences

HIIT and circuit classes, biking, hiking, and surfing

### Why SPM?

I worked for a medical device company for four years and wanted to make a career change. My bachelor's degree is in biomedical engineering so I have a specific interest in how products can be used to help the human body perform at peak efficiency. My background is in heart rhythm, so I'm intrigued in including that in future endeavors, but am open to taking an entirely new path. I chose the Sports Product Management program for the opportunity to merge my interests in fitness and outdoor activities with my technical skills.

## KRISTOFFER CARLSON

PORTLAND, OR



**Undergraduate**  
University of Oregon

**Degree**  
Business Administration

**Work Experience**

Nike NACS Operations

### International Experience

Backpacked through seven countries in Western Europe

### Sports/Fitness Experiences

Basketball, soccer, baseball, golf, and running

### Why SPM?

I've known for a long time that I would go to graduate school at some point, I just hadn't found the right opportunity until now. After working at Nike over the past four years, I developed a passion for sports products and a desire to better understand the industry landscape, and the SPM program is tailored specifically to that goal. Plus, as an Oregon alum, I'm very excited to be a Duck again!

## CARSON COOK

PORTLAND, OR



**Undergraduate**  
University of San Diego

**Degree**  
Business Administration

**Work Experience**

Digital Barista, OSF International

### International Experience

Summer study abroad in Gaudalajara, Mexico

### Sports/Fitness Experiences

Soccer, basketball, baseball, tennis, golf, yoga, barre, paddle boarding, and swimming

### Why SPM?

I choose the SPM program because I aspire to become a quality candidate when applying to future

career opportunities in product development, merchandising, and brand management. Over the last year, I've had my eye on numerous positions within Nike that would require specific product and demand creation knowledge or expert merchandising skills. Without hands-on experience with these job functions and complete understanding of product creation, merchandising and sales triangles, I won't be able to excel in those roles. This SPM program provides that straightforward, personalized learning from industry professionals. A career with a company that creates pioneering products, using innovative technology is the end goal.

## KEVIN DERR CHANHASSEN, MN



**Undergraduate**  
Iowa State  
University

**Degree**  
Industrial Design,  
General Business

**Work Experience**

Shock Doctor, Cutters Gloves

**International Experience**

Studied design last summer at London College of Fashion

**Sports/Fitness Experiences**

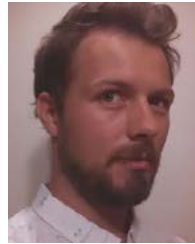
Ice hockey, golf, and wakeboarding

**Why SPM?**

I chose the SPM program because I believe it will sky rocket my knowledge on the sports industry. I knew I always wanted to work in the sports industry and with my undergraduate degree being in product design, the SPM program

seemed like the perfect fit to learn more about the different areas of sports products.

## GEORGE DOLACK HOOD RIVER, OR



**Undergraduate**  
Ithaca College

**Degree**  
Politics

**Work Experience**  
Winds, Mt. Hood  
Meadows

**International Experience**

Semester study abroad in Granada, Spain

**Additional Languages**

Spanish

**Sports/Fitness Experiences**

Skiing, lacrosse, windsurfing, and paddle boarding

**Why SPM?**

It seemed like the logical conclusion after the last few years working in and around the recreation and sports industries. I get the most joy from playing outside and I would love to design, build, and promote products that help people play hard and get the most out of their time outdoors.

## SPENCER DUBE PORTLAND, OR



### **Undergraduate**

University of  
Denver

### **Degree**

Marketing

### **Work Experience**

Satis&Fy, Nike

### **International Experience**

Living outside Frankfurt, Germany as a child and studying abroad for eight months in Bilbao, Spain

### **Additional Languages**

Spanish

### **Sports/Fitness Experiences**

Skiing, running, mountain biking, bouldering, all wake sports, and anything else I can do in and/or around water

### **Why SPM?**

To create compelling products that inject value into the sports and lifestyle I have grown to love.

## MELISSA FESTE BLOOMINGTON, MN



### **Undergraduate**

Ohio State  
University

### **Degree**

Consumer and  
Family Financial  
Services

### **Work Experience**

Ergodyne, Tique

### **International Experience**

Lived in Switzerland and Germany while playing professional hockey

### **Sports/Fitness Experiences**

Scholarship hockey player in college who went on to play professionally overseas

### **Why SPM?**

From a young age it has always been a dream of mine to work in the sports product industry. This is a one-of-a-kind program, where the students will learn each critical step in the process of bringing a product to market. Along with the curriculum the program has the insights and respect from industry leaders. Sports companies have provided their input on what skills and knowledge they would like their employees have in order to be top performers. Upon the completion of this program I believe with the knowledge I will gain, coupled with hard work, I will walk away with unmatched skills and the ability to step into a position to make an immediate impact as a leader and team player.

## KATY FITZGERALD NEWBURYPORT, MA



### **Undergraduate**

University of  
North Carolina

### **Degree**

Exercise and Sport  
Science, German  
Studies

### **Work Experience**

MetroLacrosse, AmeriCorp

### **International Experience**

Summer study abroad in Berlin, Germany

### **Additional Languages**

German

### **Sports/Fitness Experiences**

Played lacrosse for UNC as well as the U.S. National Team

### **Why SPM?**

I chose this program because sports have been my life since I could walk. I was a four-sport athlete in high school (soccer, basketball, lacrosse, track) and being able to be part of the process of innovating new products in the industry excites me! I also love sneakers and have way more than any normal adult should have.

## **ISRAEL FLORES BEAVERTON, OR**



### **Undergraduate**

Central  
Washington  
University

### **Degree**

Psychology

### **Work Experience**

US Army

### **International Experience**

Iraq for one year and South Korea for two years

### **Additional Languages**

Spanish

### **Sports/Fitness Experiences**

Fitness, football, basketball, track, tennis, and wrestling

### **Why SPM?**

The two main reasons why I chose the SPM program are firstly, because my life has revolved around sports and fitness whether it's watching or participating in them and the program will provide me the opportunity to work in the industry. Secondly, I want to be able to still make contributions

to the military in finding better ways to improve military footwear and apparel to enhance soldier performance and capabilities.

## **JEREMY GIN AUCKLAND, ONE TREE HILL, NEW ZEALAND**



### **Undergraduate**

University of  
Auckland

### **Degree**

Marketing

### **Work Experience**

Platinum/

Underground Distributors Limited, Nike

### **Sports/Fitness Experiences**

Fitness, basketball, rugby, and CrossFit,

### **Why SPM?**

I choose the SPM program as it seems to have perfectly merged my two passions of the sportswear industry and technical innovation. I've always kept up with the play in terms of what's new on the market. Also I really love how certain brands tell a story through marketing campaigns and activations when bringing a new product to the market.

# ANDREW HAMBURG

PHOENIX, AZ



**Undergraduate**  
Colorado College

**Degree**  
Economics

**Work Experience**  
Professional  
Hockey Player at  
Botany Swarm

## International Experience

Lived in Slovakia, Norway, and New Zealand playing professional hockey

## Sports/Fitness Experiences

Division I and professional hockey on three continents, Olympics, and marathons

## Why SPM?

I choose the SPM program at the University of Oregon because I wanted to combine my high-level consumer insight with a top-notch education. I believe the SPM program can provide me with the education and network necessary to become a leader in the sport product industry.

# MICHAEL HARRIS

EUGENE, OR



**Undergraduate**  
University of  
Oregon

**Degree**  
Political Science

**Work Experience**  
US Army

## International Experience

Two years in Korea, ten months in

Iraq, four months in Qatar, and two months in Afghanistan

## Additional Languages

German

## Sports/Fitness Experiences

Running, rugby, mixed martial arts, football, and cricket

## Why SPM?

As a shy, introverted kid, sports was a huge social outlet for me. In high school I decided I wanted to work in the sports industry and started to attend the University of Oregon with the plan of getting my undergrad in Sports Marketing. I ended up joining the Army ROTC program and after 9/11 I changed majors to Political Science and commissioned as an officer in the Army. Last year I got out of the Army and started looking into programs that would help me move to the next phase of my life. The SPM program is a perfect fit for what I've always wanted to do.

# NICK HARTFORD

BOISE, ID



**Undergraduate**  
University of  
Oregon

**Degree**  
Business  
Administration

## Work Experience

Nike, Portland Timbers, Fred Meyer/  
Kroger, Morgan Stanley Smith Barney

## Sports/Fitness Experiences

Swimming, basketball, biking, tennis, skiing, football, soccer, and triathlon.

## International Experience

European travel



### Why SPM?

I chose the SPM program to follow my passion for sports, innovation, and the opportunity to learn from the top professionals in the industry.

## AUSTIN HODGES PORTLAND, OR



### Undergraduate

Multnomah  
University

### Degree

Theology/History

### Work Experience

Nike, adidas, Trail  
Blazers

### International Experience

Charity 8 game basketball tour in Taipei and Taichung, Taiwan every year

### Sports/Fitness Experiences

Four-time All-American basketball player in college and currently Head Assistant Basketball Coach at Multnomah University

### Why SPM?

I chose the SPM program because I feel it's the only program that can prepare me for this career. There is no other program that has this focus. Some programs focus on the world of sports, others focus on business, and a few focus on product creation. No other program mixes the three together with hands-on experience. This program is tailored for my focus and can give my ideas the tools to take over the market.

## JORDAN HOUSTON ST. PETERSBURG, FL



### Undergraduate

University of  
North Florida

### Degree

Communication

### Work Experience

Champs Sports,  
Foot Locker

### Sports/Fitness Experiences

Basketball, running, and exercising

### Why SPM?

The reason why I chose this program is there is nothing like it anywhere else. I've always had a passion for athletic footwear and apparel and this program gives me the opportunity to explore the process of making these products. After completing the program I will have the knowledge and experience that will allow me to have a career in a field that I am so passionate about.

## JAMIE HOWLETT LONDON, ONTARIO, CA



### Undergraduate

Laurentian  
University

### Degree

Sports  
Administration

### Work Experience

Living in Xian, China and working at the 2012 London and 2014 Sochi Olympics

### International Experience

Ottawa Senators (NHL), Canadian Olympic Committee



## Sports/Fitness Experiences

Hockey, tennis, and football

## Why SPM?

I chose the SPM program because sports and product (specifically the design and technology aspect) have always been a huge interest of mine. I love observing how products can grow in form and function as athletes' demands continue to change with their sport and needs. I find it fascinating how new technology, practices, and industry trends can influence how a product is developed and then understanding the stories behind the ever evolving sport product world.

## WAN-HSIEN HSIEH

NEW TAIPEI CITY, TAIWAN



**Undergraduate**  
National Chengchi  
University (Taipei,  
Taiwan)

**Degree**  
Education

**Work Experience**

Compai Electronics

## International Experience

Worked as a human resource specialist in a mobile phone ODM company in Taiwan and selected to represent company in Nanjing, China for five weeks at their new factory

## Additional Languages

Chinese, Taiwanese

## Sports/Fitness Experiences

Basketball, running, swimming, and weight training

## Why SPM?

I appreciate the opportunities in the program to learn the real-world experience from the seasoned faculty, an industry internship in a US-based sports product company, and by participating wholeheartedly in the American-style, university sports culture.

## SCOTT HUCK PORTLAND, OR



**Undergraduate**  
Oregon State  
University

**Degree**  
Electrical and  
Electronics  
Engineering

## Work Experience

Intel

## International Experience

Traveled internationally about a dozen times

## Sports/Fitness Experiences

Ran a marathon and biathlon

## Why SPM?

Great industry involvement, history of U of O and sports marketing, and based in Portland where I live.

## DARNELL JONES

BATON ROUGE, LA



**Undergraduate**  
Southeastern  
Louisiana  
University

**Degree**  
Business  
Management

### Work Experience

Foot Locker, Dillard's

### Sports/Fitness Experiences

Earned a scholarship playing college football after originally walking on

### Why SPM?

I chose the SPM program because I have a deep love for the sports shoe/apparel industry. When I first read about the program it almost felt as though a dream had come true. It was very appealing to me because it was the first-of-its-kind and everyone who was accepted the first year is part of something very special in getting to set the foundation for the future success of the program and the industry as a whole.

## CHRISTOPHER KEEFER

MISHAWAKA, IN



**Undergraduate**  
University of  
Notre Dame

**Degree**  
Finance

**Work Experience**  
Sopko, Nussbaum,

Inabnit & Kaczmarek

### International Experience

Worked in London

### Additional Languages

Spanish, French

### Sports/Fitness Experiences

Tennis, soccer, and football

### Why SPM?

During law school, I was interested in sports agency and even founded the Sports and Entertainment Law Society (still going strong today, 16 years later) in pursuit of that interest. I chickened out and took a position practicing law with a local firm. After two years of practice, I had the opportunity to become head coach for the Ohio Northern University Women's Tennis Team, but again chickened out. I've built a significant foundation when it comes to product, both defending and litigating products in multiple contexts. I would like to continue building upon this foundation, but this time in the arena I'm truly passionate about (i.e. sports).

## SHERLYN KOH XIAO TIAN

SINGAPORE



**Undergraduate**  
Nanyang  
Technological  
University  
(Singapore)

**Degree**  
Sport Science and  
Management

### Work Experience

28th SEA Games Organizing  
Committee, Sport Singapore

### International Experience

Coaching the FCBarcelona Soccer  
School in Singapore

## Additional Languages

Mandarin

## Sports/Fitness Experiences

Soccer, basketball, floorball, badminton, and tennis

## Why SPM?

I chose the SPM program because I have taken an interest in sports products while reading up about the latest products. I want to have hands-on involvement in the creation, innovation, and development of products that could give athletes the extra edge over their opponents in an environment where the margin for error is so small. I believe completing the program will help me in attaining the necessary knowledge and skills to achieve my dream.

## KRISTINA LEMENI PORTLAND, OR



### Undergraduate

University of Oregon

### Degree

Business Administration

### Work Experience

Bogs Footwear, Nike

### International Experience

Summer Study Abroad

### Sports/Fitness Experiences

Four-year letterman in soccer, cross-country, and track and field

### Why SPM?

In order to learn about the entire life cycle of product creation and branding to further my career in the sports product field at a global company.

## SARA NAZIM KUALA LUMPUR, MALAYSIA



### Undergraduate

University of British Columbia

### Degree

Marketing

### Work Experience

Native Footwear, adidas Group

### International Experience

Born and raised in Malaysia, I have travelled through every continent (except Antarctica; that will happen in 2017), lived on four different continents, and worked in three.

### Additional Languages

Malay

### Sports/Fitness Experiences

Skiing, climbing, surfing, diving, and hiking

### Why SPM?

The program is a perfect fit to balance out my experience with marketing in the industry and my desire to work more closely with products. I'm particularly interested in innovative materials and the women's category.

## OMAR NUBOER CHARLOTTE, NC



### Undergraduate

Johnson and Wales University

### Degree

Management Accounting

### Work Experience

RAZYN Suriname

### **International Experience**

Lived in the US the past five years and left Suriname when I was 19

### **Additional Languages**

Dutch, Surinamese

### **Sports/Fitness Experiences**

Competitive swimmer and four year Division II basketball player

### **Why SPM?**

I chose the SPM program because I found my passion in the sportswear industry and started my own company supplying teams with uniforms and basketball gear. I am looking to expand and lead my company to new heights in the next decade. The SPM program will provide me with the necessary knowledge and experience to fulfill my dream of becoming a major sportswear brand in the Caribbean and South American region.

## **MARY SABINO**

**CHULA VISTA, CA**



### **Undergraduate**

California Polytechnic State University

### **Degree**

Business Administration

### **Work Experience**

Nike, Hilton

### **International Experience**

Born in Guam and lived in Sasebo, Japan until seven years old

### **Sports/Fitness Experiences**

Basketball, lacrosse, football, soccer, hiking, body boarding, paddle boarding, and kayaking

### **Why SPM?**

Throughout my life, sports have always been a constant interest of mine. It wasn't until I graduated with a business degree and began working for Nike that I realized it was my destiny to work in the industry. I loved working for a company that I believe in and in a field that I'm insurmountably passionate about. The SPM program was the answer to any questions I had about finding a way to leave my footprint within an industry that I had once dreamed about as a kid. The sports product industry is steam-headed by discipline, passion, and helping individuals find their path to greatness—this program is the first step into that journey.

## **CHRISTOPHER SATUA**

**SAN DIEGO, CA**



### **Undergraduate**

University of California Davis

### **Degree**

Environmental Design

### **Work Experience**

UO Sports Product Management, St-Tropez Home

### **International Experience**

Lived and worked in Nicaragua for eight years and Paris, France for one year

### **Additional Languages**

French, Spanish, and Portuguese

### **Sports/Fitness Experiences**

Running, skateboarding, snowboarding, football, soccer, tennis, and hiking

### Why SPM?

I chose SPM because it is one of a few elite academic programs that puts students in a position to make a play—to bring something new to life through hard work, world-class education, and priceless industry resources. This is a once in lifetime opportunity that will combine my love of sport with my abilities as a designer and entrepreneur.

## TIMOTHY SHERRY BEND, OR



### Undergraduate

University of California Santa Cruz

### Degree

Earth Science

### Work Experience

Whole Earth Provision Co., Chevron

### International Experience

Lived and worked for three years in Montreal, Quebec and performed geological research in Namibia and South Africa

### Sports/Fitness Experiences

Rock climbing, running, backpacking, hiking, and trail running

### Why SPM?

I love being in the outdoors. As a geologist I used and abused gear to the point it was difficult to find products that would stand up to my everyday use. I want to design and make outdoor gear that is both practical and durable.

## MALIKA SINGH BEAVERTON, OR



### Undergraduate

Academy Indore (India)

### Degree

Fire Technology and Safety

### Work Experience

ICICI Bank

### International Experience

International student from India who has lived in the US for the past year

### Additional Languages

Hindi

### Sports/Fitness Experiences

Working out and staying fit

### Why SPM?

I've always enjoyed sports products. Living in Beaverton with all the major sports companies around me has only grown that passion and inspired me to join this program. I sincerely believe this elite program will prepare me for my future in one of these sport companies.

## COLIN STUART DENVER, CO



### Undergraduate

Colorado College

### Degree

Economics

### Work Experience

Professional Hockey Player at Providence Bruins

### International Experience

Lived in Iserlohn, Germany and Malmo, Sweden while playing

professional hockey

### **Sports/Fitness Experiences**

Hockey, fly-fishing, fly tying, and fishing

### **Why SPM?**

I chose the SPM program to learn more about the sports product industry, and to strengthen and broaden my professional skill set through the program's curriculum and internships. I want to combine my business, art, and athletic backgrounds and grow these interests in the world of sports products. One of the reasons I am drawn to this industry is the "team mentality" of design teams where everyone works together to bring a product to market.

## **BRIAN WARNER** **BEAVERTON, OR**



### **Undergraduate**

University of  
California Santa  
Cruz

### **Degree**

Business  
Administration /  
Sports Marketing

### **Work Experience**

Nike

### **International Experience**

Traveled to Europe to play in a soccer tournament in Germany and Denmark and to train with Newcastle United's youth squad

### **Additional Languages**

Spanish

### **Sports/Fitness Experiences**

Soccer, running, basketball, football, hiking, backpacking, camping, biking, kayaking, and rock climbing

### **Why SPM?**

I chose the SPM program for three reasons: First, I've been wanting to further my education with an MBA or other graduate degree for some time. Secondly, my desire is to deepen my product experience and direct my career in the product management and/or brand strategy direction(s). I've held various roles within the industry but what I'm missing is the product development and management piece. The SPM program will provide the end-to-end, hands-on exposure I need to accomplish this goal. Lastly, I'm at a point in my life and my career that I'm ready to make a change in order to get oriented towards the professional north star I envision for myself.

## **DANIEL WEHUNT** **JACKSONVILLE, FL**



### **Undergraduate**

University of  
Florida

### **Degree**

Sport  
Management

### **Work Experience**

Fanatics, Nike

### **International Experience**

Spent time in Montreal, Quebec, Vancouver, B.C., and Puerto Rico

### **Sports/Fitness Experiences**

College track athlete, cycling, Olympic lifting, yoga, hiking

### **Why SPM?**

Not only is this first-of-its-kind

program located in Portland, the hub of sports product innovation, but it offers an in-depth approach to the entire product life cycle. Being able to learn curriculum specific to sports product from industry professionals, as well as the hands-on approach offered to product development is unparalleled by any other program. The program provides the opportunity to develop a global mindset through international travel, internships, and a cross-functional relationship with other students coming from around the world.

**ANDREW  
WHEATLEY**  
FLUSHING, MI



**Undergraduate**  
Michigan State  
University

**Degree**  
Mechanical  
Engineering

**Work Experience**

Environmental Protection Agency,  
Toyota Tech. Center

**International Experience**

Studied sustainability in Australia for  
a month

**Sports/Fitness Experiences**

Snowboarding and cycling

**Why SPM?**

I choose the SPM program because it offers me the ability to jump head first into an industry that is difficult to break into. I also appreciate that we'll be going through a full design cycle which is invaluable experience in a design-based industry.

**COURTNEY  
WHITE**  
SAN JOSE, CA



**Undergraduate**

University of Mary  
Washington

**Degree**

Business  
Administration

**Work Experience**

Good Eggs, Tessemae's All Natural

**International Experience**

Studied abroad in Bilbao for six weeks

**Additional Languages**

Spanish

**Sports/Fitness Experiences**

Tennis player in college, running,  
hiking, bootcamp classes, and  
strength training

**Why SPM?**

I chose the SPM program because it is in a class by itself with the extensive knowledge it provides about the sports product industry. It will not only teach us the entire sports product lifecycle, but connect us with industry leaders and professionals.

The program truly combines my passions of sports and fitness with my talents for creation and consumer products. I'm confident it will give me the skills and expertise I need to emerge into the industry as a leader, and fulfill my dream of creating innovative products that allow everyone to experience and love sports as passionately as I do.