



UNIVERSITY OF OREGON  
Lundquist College of Business

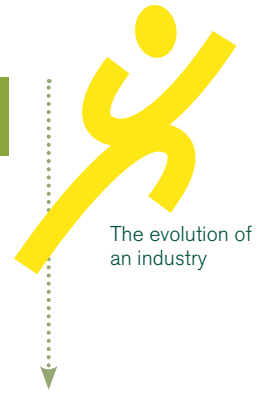
# UO BUSINESS

THE MAGAZINE OF THE LUNDQUIST COLLEGE OF BUSINESS

THE CHANGING FACE OF SPORTS BUSINESS



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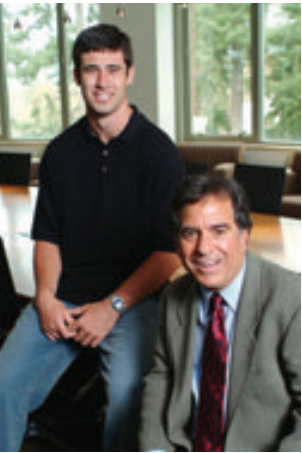
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Remembering Jim Warsaw



Beyond the books

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## MESSAGE FROM THE DEAN

### Emerging Stronger

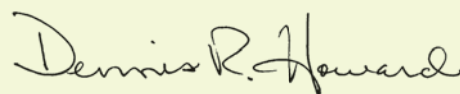
Despite a challenging financial climate, the Lundquist College of Business continues to flourish. Certainly, I worry about the declining state of support for the university, but we've been operating on ever-declining state funding for years. Fortunately, the incremental tuition revenues realized from the past two years of record-breaking enrollment have largely offset diminished state appropriations. And the Lundquist College should be a major beneficiary of growing enrollment, as business remains the most popular major for students entering the University of Oregon.

As a result of the growing demand, the university has supported our need to hire new tenure-track faculty members—fourteen during the past two years alone. Our ability to recruit the best and brightest has been a direct result of the very generous private support we received for our Faculty Excellence Fund. We have been able to capitalize on the fact that many of our traditional competitors have not been able to compete due to serious funding cuts. This past year, all six of the candidates we hired had multiple offers and chose to come to the Lundquist College of Business. Not only do they have sterling academic pedigrees (see page 5), but all have distinguished themselves as first-rate teachers.

We are also attracting more and better-qualified students. This past year, the average cumulative GPA for students admitted to the college was 3.29. As the cost of a University of Oregon education has gone up, scholarship support for our students has grown enormously. In 2000–2001, thirty-nine Lundquist students received scholarships totaling \$50,000. This past year, 127 students received \$343,640 in scholarship monies. This amazing level of support comes entirely from private donations and is making a real difference in many of our students' lives.

We are, in addition, proud of the fact that the Lundquist College moved further up the *U.S. News and World Report* rankings this year than any other business school. Recently, the Princeton Review named the Lundquist Center of Entrepreneurship as a top twenty program out of 2,300. (See page 16 for more information about our centers of excellence). And our faculty members continue to garner prestigious national honors, awards, and recognition (see page 22).

We are pleased to recognize and thank those who make these achievements possible in the Honor Roll list of donors found in the enclosed *Annual Report to Investors 2008–9*. I hope you share my pride in the great work and accomplishments of our students, faculty, and alumni.



Dennis Howard  
Dean and Philip H. Knight Professor of Business  
Charles H. Lundquist College of Business  
dennish@uoregon.edu

PS. I hope you  
enjoy the new  
magazine design!  
-D.H.



# START-UP

## New and Notes

### Accounting on the Rise

The accounting department at the Lundquist College of Business is growing in influence—particularly in the area of tax accounting. A recent study from Brigham Young University ranked accounting programs across the country and placed the University of Oregon ninth for academic publications in the tax area during the previous twelve-year and six-year periods. In addition, the article ranked the department eleventh during a nineteen-year period.

“This ranking is reflective of our hiring of Linda Krull (associate professor of accounting) as a faculty member last year,” said Dave Guenther, department head and Scharpf Professor of Accounting. “Linda is one of the top tax researchers in the country, and she really raised our visibility as a school with a tax specialty.”

In the past, most of the accounting research coming out of Oregon would have been focused on financial accounting, Guenther said, but the



Dave Guenther, head, Department of Accounting.

department is developing a national reputation for tax accounting, as evidenced by an increase in applicants to the Ph.D. program and an increase in the quality of those applicants. The addition of Krull, who came from the University of Texas at Austin last year, has heightened that reputation. And the fact that taxes are on everyone’s minds as governments wrestle with huge budget deficits suggests this area of expertise will only continue to grow.

2

### More Online .....



Oregon M.B.A. students Shi-Mu Huang, Miriam Oh, Eric Chylinski, Kyle Rehder, and Neil Young celebrate their victory.



### Entrepreneur's Top Twenty

*Entrepreneur* magazine and the Princeton Review once again ranked the Lundquist College of Business in the top tier of more than 2,300 programs for excellence in entrepreneurship. Specifically, the college’s Lundquist Center for Entrepreneurship placed twentieth in the graduate category in the 2009 survey. The center was previously twenty-third in the annual survey. The rating was featured in the October issue of *Entrepreneur* magazine as well as the Princeton Review’s *Best 301 Business Schools: 2010 Edition*.

In addition, the publication and test prep organization this past April rated the college a top fifteen program for graduate students interested in marketing.

For more, visit [lcb.uoregon.edu/top20](http://lcb.uoregon.edu/top20) and [lcb.uoregon.edu/top15](http://lcb.uoregon.edu/top15).

### Microsoft Digital Challenge Winners

Oregon M.B.A. students beat 136 other squads, including those from the Massachusetts Institute of Technology, Columbia, Wharton, and the University of California at Berkeley to win the Microsoft Advertising Digital Challenge. [lcb.uoregon.edu/MSchallenge](http://lcb.uoregon.edu/MSchallenge)

### Accounting Students Honored

Students from the local chapter of Beta Alpha Psi brought their ideas to the national stage, garnering one of the top three spots in a competition and receiving top-tier status. [lcb.uoregon.edu/BAPhonors](http://lcb.uoregon.edu/BAPhonors)

### Scholar-Athletes of the Year

Two Lundquist College of Business student-athletes topped the list of Pac-10 stars who succeeded on and off the field, and Galen Rupp was named the NCAA’s Academic All-American of the Year—the first UO student since Bill Musgrave. [lcb.uoregon.edu/scholarathletes](http://lcb.uoregon.edu/scholarathletes)



# Washington Comes to College

When Representative Peter DeFazio announced earlier this year that he was interested in coming to the University of Oregon's Securities Analysis Center at the Lundquist College of Business to discuss some of the financial proposals floating through the halls of Congress, officials were quick to extend an invitation to the Oregon congressman, who happens to be an economics and political science alumnus.

"DeFazio has been pretty active with all of the financial decisions going on in Congress," said Ben Salm, the center's managing director. "He knows financial services, and the marketplace resources he and his staff have are substantial."

DeFazio and an assistant accepted the invitation and for an informal meet-and-greet that included Salm; John Chalmers, associate dean for academic affairs; and David Guenther, accounting department

head. The ideas that were discussed included the merits of curbs on short selling, the municipal bond market, credit-default swaps, the new national budget, and the nascent idea of placing a small tax on stock market transactions.

"I think Congressman DeFazio got a sense that there are some people here who are world class in terms of their research areas," said Guenther, who discussed with DeFazio a proposal to enact a tax holiday to encourage multinational corporations to send foreign profits back to the U.S. "We'd like to be a resource that he can draw upon for different proposals that Congress is considering."

Salm said DeFazio's visit was in keeping with the center's mission of emphasizing applied learning through collaborations. It also reinforced the center's goal of being a relevant source of information with an open-door policy.



Peter DeFazio

"Clearly, what's happening in the world has left everyone wanting answers and asking a lot of questions," Salm said. "We're an important part of that discussion, I'm happy to say."

## Governor Signs Climate-Change Bills in Lillis Complex

On July 22, 2009, Oregon governor Ted Kulongoski chose the Lundquist College of Business's Lillis Business Complex as the backdrop for signing a series of historic climate-change bills that seeks to reduce greenhouse-gas emissions, increase investment in green technology, protect Oregon from new coal development, and help build energy efficiency in homes and businesses. The bills signed into law amid an entourage of state and local officials and business leaders were as follows:

**Senate Bill 38:** Establishes greenhouse-gas reporting

**Senate Bill 79:** Creates green building codes

**Senate Bill 101:** Ensures no new coal development

**House Bill 2186:** Establishes a low-carbon fuel standard

**House Bill 2626:** Provides energy-efficiency financing



Standing left to right: UO President Richard Lariviere, Eugene Mayor Kitty Piercy, and representatives Ben Cannon, Paul Holvey, and Chris Edwards were on hand as Ted Kulongoski (seated) signed legislation.

**House Bill 3039:** Creates a pilot solar feed-in tariff

**House Bill 3463:** Implements a biodiesel blending requirement

The Lillis Business Complex was a symbolic location because it was the first public building in Oregon certified

to LEED (Leadership in Energy and Environmental Design) green building standards, feeds 44 kilowatts of solar power into the university's power grid, and prompted others on campus and across the nation to follow our lead to reduce carbon-fuel dependency.

# START-UP



## A Tale of Two Chinas



“It’s interesting to hear and see that business in China is untamed. . . . It seems like the combination of market size and market immaturity is an opportunity to make big ideas come to life,” noted one M.B.A. student about the college’s annual Engaging Asia study tour, which completed its fourth year in early September 2009.

“One of my big takeaways is that ‘China is for the Chinese,’ meaning that no foreign company is going to exploit this country, and one should be very cautious in choosing to do business there,” noted another student.

As M.B.A. student Eric Chylinski, Class of 2010, pointed out about the trip on the Warsaw Sports Marketing Center’s blog ([lcb.uoregon.edu/blogs/wsmc](http://lcb.uoregon.edu/blogs/wsmc)), “These two opposite thoughts reflect the different views we heard from the range of speakers who spoke with us in China. As with most things, the truth is probably somewhere in the middle.”

Those observations also speak directly to the value of the annual trip, which this year took twenty-nine students and eight faculty members from the



Lundquist Center for Entrepreneurship, Securities Analysis Center, Warsaw Sports Marketing Center, and Center for Sustainable Business Practices to Beijing, Hong Kong, and Shanghai.

From meetings with representatives of Intel Capital, Climate Action, Microsoft, EcoSecurities, Nike, MLB China, NBA China, Helios, Adidas, Octagon, Li Ning, Morgan Stanley, JK Capital, Orchid Asia, Worldwide Capital, Barings Private

Equity Asia, and more to visits to the Olympic Green “Bird’s Nest,” Forbidden City, Factory 798 (Beijing’s artist mecca), Tiananmen Square, and the Great Wall (where one cannot help but gain a sense of China’s deep footprint on the history of the world), students gained invaluable perspectives on Asian business and culture that few in the United States get to experience so intimately.

“It was another successful year,” said Randy Swangard, special assistant dean of external programs at the college. “We are very grateful to Bob DeArmond, Ed Maletis, Don Tykeson, and an anonymous donor for funding the tour, which has quickly become a cornerstone of the college’s M.B.A. experience. We hope the impact of their generosity sparks others to contribute so we may continue this program.”

Please contact External Programs at (541) 346-3370 to learn more.





# NEW FACULTY MEMBERS BRING TOP CREDENTIALS

A business school is only as good as its faculty. That's why the Lundquist College of Business is pursuing an aggressive strategy to hire and retain the very best faculty members. For the 2009–10 school year, we added seven full-time tenure and tenure-track faculty members to our community. They come with prestigious credentials from top institutions and have a wide range of research interests. They also possess a dedication to their profession and teaching that distinguishes them from their peers. The college is pleased to welcome the following new professors:

## Julian Atanassov

**Assistant Professor of Finance**

**From:** University of Oregon, reappointed to tenure-track faculty line after a national search.

**Degree:** Ph.D., University of Michigan, 2006.

**Research:** Corporate finance, corporate governance, and international corporate finance.



## Ekkehart Boehmer

**Professor of Finance**

**From:** Texas A&M University, Associate Professor and Mays Research Fellow.

**Degree:** Ph.D., University of Georgia, 1991.

**Research:** Microstructure (individual trade by trade analysis) in financial markets, information transmission through corporate share repurchases, short sales, and information links among equities, options, and bonds.



## Sith Chaisurote

**Assistant Professor of Finance**

**Degree:** Ph.D., Stanford University, 2009

**Research:** Empirical asset pricing and international finance.



## Kenneth Njoroge

**Assistant Professor of Accounting**

**Degree:** Ph.D., Duke University, Fuqua School of Business, 2009

**Research:** Financial reporting, capital markets, earnings quality, and corporate disclosure.



## Matthew O'Hern

**Assistant Professor of Marketing**

**Degree:** Ph.D., University of Wisconsin, 2009

**Research:** Customer cocreation, new product development, interfirm alliances, customer equity and customer lifetime value, and electronic and Internet marketing



## Zhibin (Ben) Yang

**Assistant Professor of Decision Science**

**Degree:** Ph.D., University of Michigan, 2009

**Research:** Supply-chain risk management, global supply-chain management, asymmetric information and incentive in operations, and applied game theory

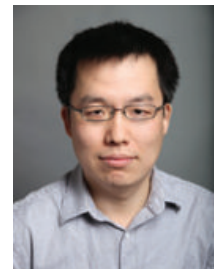


## Yongli Zhang

**Visiting Assistant Professor of Decision Sciences**

**Degree:** Ph.D., University of Minnesota, 2007

**Research:** Time-series analysis, model selection, and applied econometrics.



**Find Out What's New Before It's News**  
Follow the Lundquist College of Business on Twitter: [www.twitter.com/UOBusiness](http://www.twitter.com/UOBusiness)





# THE CHANGING FACE OF SPORTS BUSINESS

With the University of Oregon's Warsaw Sports Marketing Center celebrating the fifteenth anniversary of its first graduating class, faculty members and alumni reflect on the history and future of the industry.



Thirty years ago, basketball fans could still walk up to the ticket window and buy a couple of seats to the NBA finals. Today, those same tickets are among the most sought-after in all of sports. And the price tag? Don't even ask.

To be sure, the business of sports has grown at an exponential rate—particularly since the founding of the Warsaw Sports Marketing Center at the Lundquist College of Business in 1993. And although the economic recession has taken some of the wind out of the industry's estimated \$200 billion sails, the growth continues as technology and globalization add more avenues of exploration.

The continuing evolution of the business of sports and the recent passing of Jim Warsaw (see page 10) have prompted some reflection on the question of what the evolution of the Warsaw Center will look like. Those who've been through the program in the past and those who are shaping the program for today and tomorrow say the principles of the center remain sound, and that now more than ever, sports organizations need the kind of leaders the Warsaw Center produces. As the center looks to continue its prominence into the future, it's worth taking a step back and looking at how we got here.



M.B.A. students Jesse Thomas, Jumane Redway, Melissa Grelli, Elizabeth Estes, and Hisashi Hirai share their enthusiasm for the Warsaw Sports Marketing Center.

## Raising the Stakes

Steve Miller, a former adjunct instructor with the center who now serves as CEO of the Andre Agassi Foundation, said just a few years before the founding of the Warsaw Center, terms such as “sports marketing” didn't exist and the idea of sports as a business was still a stretch for many.

“There were no Warsaw Centers, there were no degrees in business of sport. None of that stuff existed,” Miller said. “And in the meantime, sports was growing at an unbelievable rate, primarily because of the influence of television.”

Miller attested that as TV evolved from offering a couple dozen channels to hundreds, it brought sports to a wider range of consumers. Suddenly

sponsorships became the main issue, as athletes were more visible and more marketable. The entire structure and scale changed. There were new stadiums, new luxury suites, new TV deals, new streams of revenue—and it happened almost overnight.

As the stakes went up, the academic community got involved. Enter the Warsaw Sports Marketing Center, which sought to reflect the ideals of its founder, Jim Warsaw, by training future leaders of the sports industry to be versed in every aspect of sports business, including finance, law, marketing, and sponsorship. The emphasis was on business, but Warsaw, a pioneer in sports apparel and licensing with connections around the world, believed in attracting students to the industry and bringing his global network to bear.

“It’s this blend of book smarts and street smarts, and it’s been a great benefit to the center,” said Paul Swangard, Warsaw Center managing director.

## The Power of Relationships

Swangard was among the students in the early graduating classes affiliated with the Warsaw Center, as was Lauren Anderson, now a senior partnership marketing manager at Adidas. At the time she applied to the program, she was working for a minor league hockey team in Madison, Wisconsin.

“The center was definitely cutting edge,” she recalled. “We met with the most powerful people in sports, who had agreed to meet with us as a favor to Jim because they believed in his vision, and that was a very powerful thing.”

Part of Anderson’s job of late involves partner-marketing initiatives that seek to create shared sponsorships between companies. Instead of fighting over exclusive rights to athletes, naming rights, giveaways, and other sponsorship commodities, companies are now combining forces and creating synergistic relationships.



Steve Miller



Sports Business Club students interned with ESPN College GameDay at the October 31, 2009, Oregon v. USC game.

The trend, Anderson said, is partly a function of the sputtering economy and partly a function of wanting to be different. Companies are throwing the rule book out the window and starting to look at their sponsorships in ways that go beyond the traditional return-on-investment models.

“There’s a lot of creativity, there’s a lot of room for discussion, and there’s a lot more need for critical thinking,” she offered.

Anderson said her Warsaw Center experience helped prepare her for such changes. In addition to stressing values such as passion, integrity, and leadership, she felt the program taught her how to come up with solutions by partnering with others.

“The Warsaw Center taught us the power of looking at business differently and taught us the power of relationships,” Anderson explained.

When Anderson graduated, no Warsaw Center alumni network existed, so she turned to her classmates and the influential figures she’d met in the program. But as more classes graduated, the center’s network has grown.

“It’s great that there is this foundation of people that you know and trust,” she said. “My Warsaw Center network is my family.”

## New Tools, New Outlets

In 2003, the year Gil Beverly graduated from the Warsaw Center, the iPhone had yet to be invented, Twitter was just a gleam in some software developer’s eye, and nineteen-year-old college student Mark Zuckerberg was tinkering away on something called Facebook. Today, all of those tools are primary to what Beverly does as director of sports marketing at ESPN.

Beverly pointed to the proliferation of distribution outlets for sports content as the biggest change he’s witnessed. With the big broadcast networks unable or unwilling to pay the freight for increasingly expensive television rights, sports rights-holders are often opting to contract with cable stations or taking it a step further and launching their own networks.

“From the rights-holders perspective, launching your own network is attractive because you control distribution,” Beverly said. “And you get a per-subscriber fee from the cable-satellite companies while also realizing advertising revenues.”

And that’s just television. In the past, fans consumed sports via two or three different mediums—television, radio, newspapers—but now there are myriad places to turn for content, including





The fast changing landscape is causing disruptions within the industry and forcing business executives to adapt to new technologies.



Dean Dennis Howard with 2003 Warsaw Center alumni Gil Beverly (left), Michele Brown (second from right), and Adam Antoniewicz (right).

websites, blogs, social media networks, and quickly proliferating wireless video feeds.

The fast changing landscape is causing disruptions within the industry and forcing business executives to adapt to new technologies.

“Now you have an environment where sports athletes are ‘tweeting’ during halftime and the leagues are trying to manage that,” Beverly noted. “If you’ve sold exclusive rights to those games for big money and your athletes are circumventing the networks to communicate directly with the audience—basically, for free—how does that change the value?”

Answering those kinds of questions on the fly requires a degree of adaptability for which, Beverly said, his Warsaw experience helped prepare him. He’s learned to be comfortable with the idea of constant change.

“Ultimately, I think it was just exposure to different concepts while I was in school,” Beverly mused. “When you start to see signs of change in the marketplace, you aren’t shocked; you aren’t intimidated. . . . You’ve spent time studying the industry and reading case studies.”

When Beverly looks into the future, he sees a world filled with more and more competitors. Sports juggernauts, such as ESPN, are competing with

bloggers, “tweeters,” and others trying to make their voices heard. The key, Beverly said, will be not only keeping up with the changes, but spreading distribution across a number of channels. Television may have been the gateway to the information age, but the road ahead includes many other routes.

“Technology is only going to get better at an increasingly fast rate. It’s going to be harder, it’s going to mean more competition, and it’s going to require a greater scope to your business,” he said.





## The Future Is Now

Training future sports business leaders who will be able to manage these and other unforeseen hurdles is the challenge facing the Warsaw Center. By all accounts, the program has been a pioneering one, and the fact that so many other universities have followed Oregon's lead of embedding sports programs in their business schools is validation.

But a new chapter may be beginning or already under way at the Warsaw Center. The face of the center's advisory board is changing, the alumni network is growing, and there's a sense that the future may be arriving sooner rather than later. The center's pioneering ideas are still relevant, but as Swangard put it, being a pioneer without continuing to evolve is kind of like being the inventor of the typewriter in a digital age.

Dennis Howard, Lundquist College of Business dean said any path to the future must continue to include up-close involvement with the sports industry.

"Our graduates are out there right now in the middle of all this stuff," Howard noted. "Most of what we're trying to teach is current, state-of-the-art thinking, and if it's going to be relevant, you need to be out there talking to people, finding the latest thinking. A lot



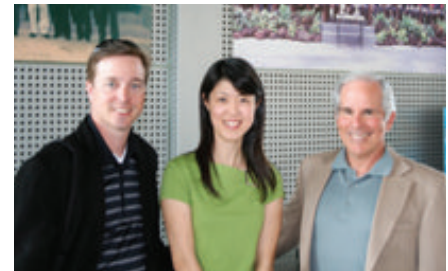
A Warsaw Sports Marketing Center cohort in Beijing, China, during the 2008 Summer Olympic Games.

of it is not in journals because so much of this is happening now."

And why not take advantage of an alumni network that now numbers around 250 at the graduate level, with hundreds more at the undergraduate level, said Swangard. He pointed to a famous quote from hockey's Wayne Gretzky in summing up where the center needs to go in charting its future.

"Gretzky said he was taught never to skate to where the puck is, but to where it's going," he explained. "I think our job

as a center and as a program is to always think about where that puck is going."



Warsaw Center Managing Director Paul Swangard, U.S. Basketball Academy's Fei Fei, and Dean Dennis Howard in China.

# GREAT MOMENTS IN SPORTS BUSINESS

David Warsaw founds Sports Specialties Corporation, the first company to sign a licensing contract with a professional sports team.

1928

Super Bowl III introduces the world to "Broadway" Joe Namath and elevates the NFL championship game to new heights.

1969



ESPN, "The World Leader in Sports," begins broadcasting.

1979



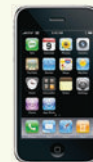
Dallas Cowboys owner Jerry Jones challenges the NFL's dominance by signing endorsement deals with Nike and Pepsi.



Electronic Arts launches its EA Sports line of video games.

1993

1995



Apple introduces the iPhone, bringing wireless digital content to the masses.

2007

1920s

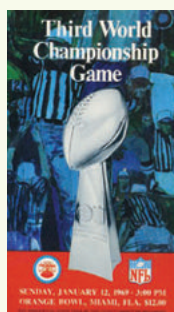
1960s

1970s

1980s

1990s

2000s



Michael Jordan signs a \$2.5 million (plus royalties), five-year shoe endorsement deal with Nike.

1984



Warsaw Sports Marketing Center welcomes its first class of students.

1994



The NBA launches its own television network. MLB, NFL, and others soon follow. Ribbon cuttings take place on eight different arenas in what may have been the high-water mark of a sports facility construction boom.

1999



# A Friend, a Colleague, an *Inspiration*

Jim Warsaw, the beloved founder of the James H. Warsaw Sports Marketing Center at the Lundquist College of Business, passed away in April after complications from a fifteen-year struggle with Parkinson's. He was loved by many and had a positive impact on hundreds of lives through his financial and personal support of the program and its students. More famous than his support was his passion, which is now a part of the Warsaw Center's tradition.



Dean Dennis Howard, Randy Swangard, Jim Terborg, and Paul Swangard with Jim at his 2006 graduation.

"The center was his passion and the students and alumni his pride. Jim, if you are surfing the web from the Heaven's Gate Phoenix Inn, thanks for your friendship and for giving us a perfect definition of passion, integrity, and leadership. The Warsaw family will take it from here, and we'll continue to make you proud."

*Paul Swangard,  
Warsaw Center Managing Director*

"The biggest lesson he shared with me can be summarized in just one word: integrity. Thank you, Jim. I will never forget you and will always be in debt to you."

*Gene Willis, M.B.A. '04,  
Account Supervisor,  
Wieden + Kennedy*



*Jim with his wife, Ellyne, and sons, Bryan, Kyle, and Zak.*



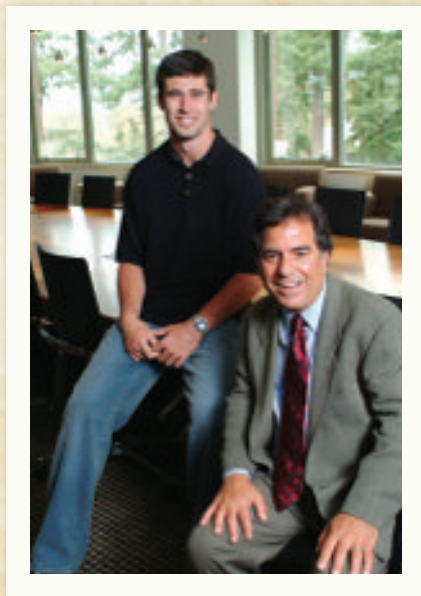


*Jim surrounded by his center's alumni and current students at the 2008 alumni reunion.*

"Jim was a true pioneer in the sports business: passionate, a visionary, and generous. His legacy will live on through all he inspired."  
*Bob Thompson, Former President, Fox National Sports Networks*



*Jim with NBA commissioner David Stern and students in New York City.*



*Jim with Joey Harrington in 2004 celebrating Harrington's scholarship gift to the Warsaw Center.*



*Jim with participants and organizers of the annual Women in Sports Business Symposium.*



*Jim finishes the Jog4Jim 5K road race, held in his honor to fund Parkinson's research.*

"It has been a privilege to witness and share Jim's vision for the center and his passion for helping students learn and develop their careers. As successful as Jim was, he always had a remarkable sense of humility. He openly admired and solicited other peoples' expertise, and he encouraged students to maintain a lifelong thirst for knowledge and collaboration. Even as his health failed him, Jim maintained his dignity and good cheer. Jim Warsaw leaves an admirable legacy of a life well-lived. He earned material success, and shared it. He endured physical hardship, and smiled his way through it. He made loyal friends and colleagues, and stayed true to them. I'm proud to have been your friend, Jim. I know your university feels the same way."  
*Jim Noel, Vice President of Business Affairs, ESPN*





# Putting Ideas into **MOTION**

A group of students take on a business plan for a unique start-up.

When UO Lundquist College of Business career adviser Bill Sherman posted an unpaid internship seeking students to help start-up company Perpetual Motion create a business plan, he received no responses.

He didn't give up hope though. This was a special company, and Sherman felt a real opportunity existed for students to get involved. Not only did the company offer unique products—cell phone holders, headlights, foot rests, and other add-ons for wheel chairs—but founder Hollis Shostrom was not your average business leader. Shostrom has cerebral palsy. When he's not launching his own company, he works for the Eugene Research Institute providing consultations for disabled children





From left to right: Career adviser Bill Sherman and Alpha Kappa Psi students Aron “Joshua” Russell, John Gainza, and Cara Miller try to keep up with Hollis Shostrom.

and adults for computers and adaptive equipment. He uses a wheel chair so he can get around independently and sometimes has difficulty communicating. He also happens to be a brilliant entrepreneur, Sherman said.

If students could meet Shostrom in person, Sherman suspected, they might be more interested in the project. He arranged for Shostrom to speak with the aid of an interpreter at an Alpha Kappa Psi student club meeting, and within a day, six students expressed interest.

“For the students, it represented an opportunity to put to work what they had been learning about business planning,” said Sherman, who served as project supervisor. “Plus, it offered them the chance to help someone in need.”

A core group of four students signed on for the project. The team consisted of senior business majors Elizabeth Godfrey (legal), Aron “Joshua” Russell (financials), John Gainza (product development), and Cara Miller (financials).

After an initial consultation with Shostrom, students set a biweekly meeting schedule and got to work tracking down missing financial information and other crucial data they needed to write a formal business plan. They offered suggestions on ways to save money, such as outsourcing fabrication, and worked closely with Shostrom to determine his goals. Not only did students gain real-world experience, said Gainza, but they also learned how to overcome some challenging obstacles.

“The experience has taught me a lot about patience and working with others,” Gainza explained. “Hollis had a lot of great ideas and thoughts on how he wanted to develop the business. We just had to be patient so we could get the full picture of what he was saying.”

For his part, Shostrom said working with students allowed him to get his project off the ground and injected youthful energy. He hopes to use his business plan to secure grant funding from the Lane Community College Business Development Center.

“The students were really enthusiastic about working on this project,” Shostrom said. “It’s just great to know that there are so many people willing to devote their time and hard work toward helping me put my ideas into action.”

# The Marketplace Can Be Deceiving



Peter Wright

Marian Friestad

Dave Boush

Three professors examine the often-ignored issue of deception in an illuminating new book.

The “Aha!” moment came several years ago when three Lundquist College of Business professors realized they had hit upon a topic that no one else was talking about.

The subject was marketplace deception and how individual consumers protect themselves from marketers’ misleading communications in ways that go beyond relying on legal or regulatory protections. The trio set about analyzing research on the psychology of deceptive persuasion, and a book proposal was born.

Now those three professors—Dave Boush, head of the marketing department and professor of marketing; Marian Friestad, professor of marketing and vice provost for graduate studies; and Peter Wright, Edwin E. and June Woldt Cone Professor of Marketing—are earning accolades and recognition for their May 2009 release of *Deception in the Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection*.

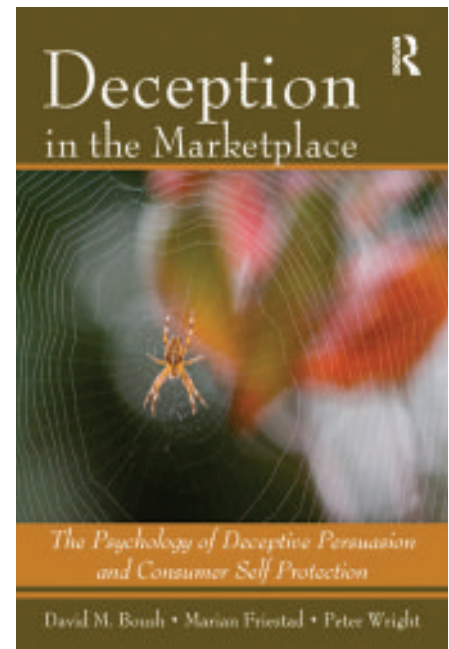
“Over the last thirty years, a lot of research was done on how to effectively persuade other people, but this work has mainly benefited professional

They view their book as a vital step toward designing programs that will help consumers better protect themselves.

marketers,” Wright explained. “It has created a disturbing imbalance between marketers’ expertise in persuasion and an individual consumer’s skill in deception self-protection.”

Wright said the book aims to light fires, stir debates, stretch minds, and inspire future studies on the topic of deception. Some of the diverse areas of deception explored in the book include covert military intelligence, telemarketing scams, and even professional magicians.

But Wright and his cohorts aren’t just intellectually curious about the psychology of deception. They aim to examine ways in which people can learn for themselves how to detect and



neutralize the tactics today’s marketers use to mislead. They view their book as a vital step toward designing programs that will help consumers better protect themselves.

A central premise of *Deception in the Marketplace* is that unchecked deception harms consumers, undermines fair and honest competition, and damages people’s trust in corporate integrity. In this sense, the release of the book seems perfectly timed for this postderegulation era. It’s too soon to tell whether the book will meet the authors’ goal of being rigorous enough for a scholarly audience and accessible enough to appeal to marketing and advertising professionals, but reviews have been strong.

Together, Boush, Friestad, and Wright represent three of the most authoritative voices on the subject of persuasion. Wright and Friestad have jointly conducted groundbreaking research on the so-called persuasion knowledge model, which was the first examination of how to consider the way in which “targets” use their knowledge to cope with persuasive attempts, and Boush has closely examined consumer attitudes in his research, including looking at consumer trust and brand attitudes. Friestad’s research on persuasion and social influence has been heavily cited, and Wright is internationally renowned in the field of consumer behavior.



# The Value of Good Teaching

Instructor's beyond-the-books teaching style introduces some humor and fun to the classroom.

Michele Henney, an accounting instructor at the UO Lundquist College of Business, will tell you quite frankly, "I don't like to teach anything I haven't done because I don't have any war stories to tell, and that's boring. I like to be able to add something more than just what the book says."

It's an approach that works, and Henney—perennially among the top student-rated instructors on campus—has the awards to show for it. She won the Master of Accounting Outstanding Faculty Award in 2007 and 2009, and for the past two years she's claimed the James E. Reinmuth M.B.A. Teaching Excellence Award.

Henney's ability to bring real-world accounting experience to bear inside the classroom extends beyond recalling anecdotes from her past. An active CPA with twenty-seven years of experience, she brings both legitimacy and relevancy to class discussions.

Henney also does pro bono accounting for several local nonprofit organizations, and she's made a strong push to get her accounting students involved in the community. Not only

have such partnerships helped groups in need, but they've provided students with valuable experiential-learning opportunities, including the chance to sharpen those ever-important people skills that textbooks just can't teach.

"It's called 'public' accounting for a reason. We deal with people all the time," Henney explained. "These projects allow students the opportunity to see an actual set of books and to get into the muck of what keeping records can be like when there's information coming from different sources and different formats."

Henney came to the University of Oregon in 2004 after teaching at Western Washington University and the University of Colorado at Denver. She said the excellent faculty and staff at Oregon attracted her, as did the opportunity to be part of such a nurturing and supportive group of people.

First hired to teach an auditing course three times a year, Henney has taught courses on corporate taxes, taxation of business, and entrepreneurial accounting. Recently, she reduced her course load to focus on her new post

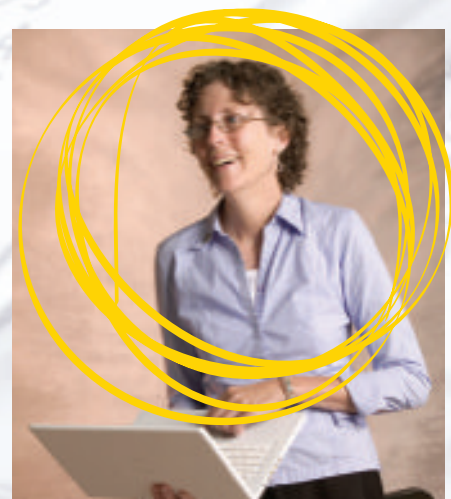


as academic director for the Oregon Executive M.B.A. program, but her love of teaching has not faded.

"I just like watching the light bulbs go on in students' heads," she beamed. "I think the best compliment a student can give me is to say 'I'm not afraid of accounting anymore.'"

Jumane Redway, M.B.A. '09, J.D. '09, was such a student—a self-proclaimed "not a numbers guy." Henney's high marks from fellow students so intrigued Redway that he enrolled in her entrepreneurial accounting class.

"I thought, 'Wow, I've got to see what she's like,'" he recalled. "I was not disappointed. You can feel her nurturing spirit in her class lectures. She truly loves what she is doing."



# Shining a Light on Center Projects and Activities

### CENTER FOR SUSTAINABLE BUSINESS PRACTICES



(EDC) at Oregon. The EDC harnesses UO resources to enhance regional, sustainable economic development by providing technical assistance to distressed communities throughout the state. A major component of the grant is to partner interdisciplinary students in service-learning activities with governments, nonprofits, and businesses.

The **Sustainable Business Symposium** “Growing a Green Economy: Perspectives from Law and Business,” held this past April, was coplanned and comanged by M.B.A. students affiliated with the center in conjunction with the UO School of Law. The thirteenth annual conference was held for the first time at the UO’s White Stag Building in Portland, Oregon. The event included panel discussions on topics ranging from the ways business can transform risk into opportunity using sustainable business practices to examining the Obama administration’s energy policy.



The college welcomed **Tom Osdoba**, a recognized innovator in the sustainability movement, as the new head of the Center for Sustainable Business Practices. A social entrepreneur and strategic adviser who has spent more than twenty years advancing the cause of sustainability, Osdoba most recently served Portland’s Office of Sustainable Development as manager of sustainable economic development. His appointment garnered significant press, including a cover story and photo in the fall 2009 issue of the *Portland Business Journal’s Sustainable Industries* supplement.

• **Read an in-depth Q and A with Osdoba:** [lcb.uoregon.edu/OsdobaQA](http://lcb.uoregon.edu/OsdobaQA)

The center joined with the Department of Planning, Public Policy and Management to secure a grant from the U.S. Economic Development Administration to create an **Economic Development Center**

### JAMES H. WARSAW SPORTS MARKETING CENTER

On May 7, 2009, the Warsaw Center held the thirteenth **Women in Sports Business Symposium** at the UO’s White Stag Building in downtown Portland, Oregon. The event was praised as a success and considered by attendees as one of the best in recent years. This year the symposium honored Sue Rodin as the 2009 Sports Business Woman of the Year. Rodin was honored for her contributions and work in founding Women in Sports and Events, an advocacy organization that celebrates and unites women in these industries.

The fourth annual **Jog for Jim** on May 2, 2009, saw a record number of participants come out to honor the late Jim Warsaw. It was also the first time students coordinated the event in partnership with the Eugene Marathon. The 5K run raised more than \$9,000 for the Michael J. Fox Foundation for Parkinson’s Research.

The Warsaw Center saw an uptick in **media mentions** during the past several months. Journalists have called on the center’s expertise to make sense of everything from Chicago’s failed bid for the 2016 Olympics to Brett Favre’s impact on the Minnesota Vikings, Michael Vick securing a Nike sponsorship, and Yankee stadium ticket sales. Media outlets leveraging the center include *USA Today*, Bloomberg TV, *Chicago Tribune*, American Public Radio, Fox Business, and the *Los Angeles Times*.

The center also once again partnered with **ESPN: The Magazine** on the publication’s annual Ultimate Standings, a rating of professional sports teams based on fans’ perceived value. This year’s top team was the California Angels.



The Center for Sustainable Business Practices brought **Andy Hoffman** to campus to speak to a packed audience on the sometimes-conflicting roles businesses and consumers play in the environmental movement. Hoffman, the Holcim Professor of Sustainable Enterprise at the University of Michigan, Ann Arbor, is coauthor of *Climate Change: What’s Your Business Strategy?* (part of the “Memo to the CEO” series).





Student venture team The Interactive Fan—Dan Pivrotto, Tom Czarnowski, Jeff Sharma, Jesse Thomas, and Jim Sever—earned several honors on the spring 2009 business plan competition circuit.

## LUNDQUIST CENTER FOR ENTREPRENEURSHIP

**Terry E. Sebastian** assumed the role of managing director of the Lundquist Center on August 3, 2009, replacing Randy Swangard.



A successful principal investor and senior executive in the food industry, Sebastian is a founder and managing director of Lake Pacific Partners LLC, a private equity investment firm focusing on consumer products, consumer services, and related industries. He brings his considerable entrepreneurial skills to bear as the director of the center, which, since 1989, has educated and inspired future entrepreneurs.

- **UO Business E-news story:**  
[lcb.uoregon.edu/Sebastian](http://lcb.uoregon.edu/Sebastian)
- **Register-Guard profile:** [bit.ly/oCNF3](http://bit.ly/oCNF3)
- **Portland Business Journal article:**  
[bit.ly/2WvUV8](http://bit.ly/2WvUV8)

The Lundquist Center's student venture team, **The Interactive Fan**, had a great showing at the college's world renowned New Venture Championship last spring. The team was among the top performers in the Elevator Pitch and Trade Show Competitions and won its track in the Oregon Entrepreneur Network's Lightning Round. Meanwhile, a second student venture, Parallel Imaging Corporation, placed third in the 2009 Spirit of Enterprise event at the University of Cincinnati and at the Hong Kong University of Science and Technology International Business Plan Competition. Additional notes from the competition circuit include The Interactive Fan placing fourth at the University of Louisville Cardinal Challenge and winning outstanding presentation in its division at the University of Texas Moot Corp Competition.

**Floragenex** ([www.floragenex.com](http://www.floragenex.com)), a venture launched through the center, has achieved a significant milestone. The genetic technology company based in Eugene, Oregon, established a partnership with the National Center for Genome Resources (NCGR) in Santa Fe, New Mexico. The NCGR is making use of Floragenex's technology to expedite the discovery of genetic variants of economically important crops. Floragenex has received start-up funding from the UO Venture Development Fund ([www.uoventurefund.uoregon.edu](http://www.uoventurefund.uoregon.edu)).

At the undergraduate level, several groups of students competed in the college's internal Venture Quest competition in early June. Venture team **MagStomp**, developer of an innovative snowboarding accessory, won the business major track at the event, and Redstock.com, a website that creates royalty-free video clips of special effects, earned first place in the business minor track.





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M.B.A. students Andy Sterns, Jim Sever, and Guru Simrat Khalsa discuss the educational value of the Securities Analysis Center with Managing Director Ben Salm for a video celebrating Campaign Oregon. Watch the clip at [www.youtube.com/watch?v=N6KdVdHGpgM](http://www.youtube.com/watch?v=N6KdVdHGpgM).

## SECURITIES ANALYSIS CENTER



UO economics Adjunct Assistant Professor Tim Duy speaks at a Securities Analysis Center panel discussion in Portland.

The Securities Analysis Center launched a very successful **speaker series** that brings prominent authorities and industry leaders to the Lundquist College of Business on a nearly weekly basis each term. Seminars and industry panels discussed and enlightened participants on everything from boutique investment banking to Federal Reserve policy to the economics of carbon trading. Speakers have included James Stearns, managing director, Roth Capital Partners; Oystein Harsvik, director, Microsoft Corporation; Brett Hammond, chief investment strategist, Teachers Insurance and Annuity Association—College Retirement Equities Fund; and William Bernstein, author and creator of [www.efficientfrontier.com](http://www.efficientfrontier.com).

Students affiliated with the center took **road trips** to Portland, Oregon, last spring to visit Aequitas Capital Management, Mazama Capital Management, Ferguson Wellman Capital Management, Paulson Investment Company, and Seattle-Northwest Securities. They also took part in the **Engaging Asia study tour** (see page 4), meeting in Beijing and Hong Kong with directors from notable firms at the heart of the global credit crisis. These included a visit with AIG to learn about its Asia insurance operations and to discuss its role in the credit default swaps that sank the firm; a return visit to Merrill Lynch, one year after a takeover by Bank of America; and a discussion with Citigroup about its Asian wealth management and real estate operations. Students also visited the Hong Kong Monetary Authority and Securities and Futures Commission and met M.B.A. students from the Chinese University of Hong Kong.







# Unfinished Business

After helping build and lead one of Oregon's largest privately held companies, the president and CEO of Jubitz Corporation returned to earn his degree.

There's a place in Portland where you can fuel up, see a new movie, eat at your choice of dining spots, get your boots resoled and your hair trimmed, listen to a live music, dance a Texas two-step, and then fall asleep in a clean, comfortable hotel room.

No, it's not downtown, nor is it on the hip eastside. Instead, it's north of town, out on Interstate-5. And it's not a resort—it's a truck stop. But it's not just any truck stop. It's the Jubitz Travel Center, hailed by the Travel Channel and others as "the world's classiest truck stop."

Shepherding this trucker's paradise is Frederick D. Jubitz '09, president and CEO of the business started by his father in 1952. Now sixty-two, Jubitz has seen the business grow from a simple fueling station—he started washing trucks there at age twelve—to one of Oregon's largest privately held companies. *Oregon Business* ranked it sixty-six in its July 2009 list of the top 150 private Oregon companies.

Using its travel center as a sort of incubator for entrepreneurial efforts, Jubitz Corporation also launched related businesses, including Jubitz Fleet Services, which markets private fueling for businesses at card-lock gas stations, and DAT Services, an online load-matching marketplace. DAT Services took its inspiration from the hundreds of handwritten notes left on the Jubitz bulletin board for freight brokers and trucking companies seeking available rigs and drivers. Jubitz pioneered an electronic version of the bulletin board in 1978. By the time Jubitz sold its DAT Services business in 2001, it had turned it into the largest freight load-posting service in the United States.

Despite these industry and career achievements, Fred Jubitz was keenly

aware of what he called "unfinished business" in his life. He'd never graduated from college—and his family prized academic achievement. His father, Monroe A. "Moe" Jubitz, his brother, and step-brother all had earned undergraduate degrees from Yale University, and his brother Al had an M.B.A. from the University of Oregon.

Encouraged by his wife Gail, his sons, and executives at Jubitz Corporation—and with the day-to-day operations of the business in good hands—Jubitz returned to finish his degree at UO. This past spring he took his remaining three courses, including an upper-division business seminar at the Lundquist College with Professor Emeritus Jim Reinmuth.

To the cheers of his family, and with his silver hair shining beneath his black cap and gown, the sixty-two-year-old executive received his diploma, a bachelor's in business administration, in June 2009. His father, who died in 2001, didn't get to see his son graduate, but he was on the younger Jubitz's mind as he held his arms aloft in McArthur Court, one hand clutching his diploma.

"I probably did it for my dad, as much as for anybody," he said.

With the burden of unfinished academic business behind him, Jubitz is focusing on his company's long-term financial strategy, including plans for further growth. But when the subject of his alma mater comes up in a business meeting, it'll be hard for him to say without lighting into a grin, "Oregon, class of 2009."

Left: Gail Y. and Frederick D. Jubitz make themselves at home in the atrium of the Lillis Business Complex.



Now sixty-two, Jubitz has seen the business grow from a simple fueling station—he started washing trucks there at age twelve—to one of Oregon's largest privately held companies.



# Empowering Ideas, Inspiring Success

With a reputation for research quality and productivity, our faculty is also renowned for encouraging students to explore new issues and ideas from traditional and emerging perspectives. The following are some recent faculty developments, honors, and activities enhancing our reputation as one of the country's top public business schools.



**Jim Terborg**, Carolyn S. Chambers Professor of Business, and **Anne Parmigiani**, assistant professor of management, included a paper in the 2009 Academy of Management Best Paper Proceedings. Their paper, "Experience on the Line: The Impact of Firm-Specific Knowledge and Experience on NFL Performance," was among the 5 percent of submitted papers that were invited for inclusion in the proceedings.



**Wayne Mikkelson**, professor of finance, was awarded the Cameron

Distinguished Chair in Finance, was a visiting scholar at the University of Otago in New Zealand, and returned to his role as head of the Department of Finance.

**Lynn Kahle**, Ehrman V. Giustina Professor of Marketing, and **Jim Terborg** received Pat and Stephanie Kilkenny Research Grants. The grant supported Kahle's study examining psychographics of media and event consumption for intercollegiate sports and Terborg's research defining and measuring athletic department effectiveness. Terborg's findings will be included in a Warsaw Sports Marketing Center report for athletic directors.



**John Chalmers**, associate professor of finance, succeeded **Ray King** as the college's associate dean for academic affairs.

**Dave Boush** was promoted to full professor of marketing. His recent research is highlighted in his book, with Marian Friestad and Peter Wright, and was reviewed by eminent scholars in the field (see page 14).

Professor of finance **Ekkehart Boehmer's** paper, "Shackling Short Sellers: The 2008 Shorting Ban," won the best paper award at the University of Michigan's Mitsui Finance Symposium on Financial (In)Stability.



**Robin Clement**, head of the college's master of accounting program, is now a senior instructor of accounting.

Accounting instructor **Michele Henney** received the 2009 MAcc Outstanding Faculty Award and the 2009 James E. Reinmuth M.B.A. Teaching Excellence Award. Henney was also elected to the board of directors for the Oregon Society of CPAs (OSCPA) and promoted to chair of OSCPAs Emerald Empire Local Service Area Council.



**Angela Davis** was promoted to associate professor in accounting with indefinite tenure. She was also a planning committee member for the Trueblood Seminars for Professors, sponsored by the Deloitte Foundation and Deloitte LLP, which took place in Scottsdale, Arizona.

Assistant professors of management **Andrew Nelson** and **Jennifer Howard-Grenville**, along with Julie Haack in chemistry, received nearly \$35,000 in grant funding from the T & J Meyer Family Foundation for a one-year study of the emergence of green chemistry. They are working with doctoral students in management and chemistry on the project.



University of Oregon students voted **Dave Dusseau**, Donald A. Tykeson Senior Instructor of Business, as best professor on campus in the *Oregon Daily Emerald's* inaugural *Emerald Magazine*. Sports business instructor **Whitney Wagoner** received an honorable mention in the same poll.

**Larry Dann**, Richard W. Lindholm Professor of Finance and Taxation, and **Dave Guenther**, Scharpf Professor of Accounting, were awarded Harry R. Jacobs Jr. Professional Service Awards for helping to develop a sense of goodwill between the Lundquist College of Business and the business community.



**Ray King**, the James F. and Shirley K. Rippey Professor of Accounting, received the Harold K. Strom College Service Award for outstanding service by an officer of administration.

Management instructor **Beth Hjelm** won a Dean's College Service Award for outstanding service that has benefited the college as a whole.

**Stephen Greyser**, professor emeritus at Harvard Business School, was the first Warsaw Sports Marketing Center Distinguished Professor in Residence. Greyser gave three on-campus talks to students, faculty members, and the public during spring term 2009.

**Ian D. Parkman**, a Ph.D. student in marketing, received a \$5,000 summer research scholarship from the Warsaw Sports Marketing Center to support his proposal, "Loving the Logo: Managing Corporate Visual Identity in Sports Organizations."



Associate Professors **Steve Matsunaga** and **Diane Del Guercio** received the Goulet Research Excellence Awards for 2009–10 for their exceptional research quality and productivity during the year. The Securities Analysis Center also awarded Del Guercio a Summer Research Grant for 2009, and UO Beta Gamma Sigma students named Matsunaga their Professor of the Year.

The May 2009 issue of *CFA Digest* abstracted **Diane Del Guercio's** paper, "Do Boards Pay Attention When Institutional Investor Activists 'Just Vote No?'" originally published in the *Journal of Financial Economics*. *CFA Digest* draws attention to select research of interest to practicing financial analysts.

The American Taxation Association honored accounting professor **Dave Guenther** and his coauthor as the recipients of the 2009 American Tax Association Tax Manuscript Award for their paper, "Fundamentals of Shareholder Tax Capitalization."

**Bill Starbuck** was honored with a Distinguished Scholar Award at the Western Academy of Management in March. Starbuck was also the visiting Peter Moores Fellow at the University of Oxford in April and May 2009, and he was appointed as a member of the Council of the Society for the Advancement of Management Studies.

*The New York Times*, *The Washington Post*, *AHN*, *El Mundo*, *El Universal*, *Terra*, *Consumers Digest*, the Dave Miller show for KPAM in Portland, and *The Register-Guard* quoted marketing professor **Lynn Kahle** on topics ranging from the market for power leaf blowers to consumer responses to tainted food.

*The Wall Street Journal* referenced **Steve Matsunaga's** research in the June 4, 2009, article "Executives' Stock Deals Preceded Price Drops." The referenced research by Matsunaga was published in 2008 in the *Journal of Accounting Research* as "An Analysis of Insiders' Use of Prepaid Variable Forward Transactions."





# FACULTY FOCUS

## RESEARCH

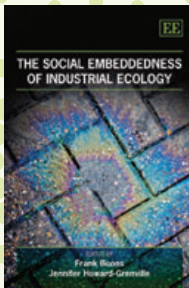
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## PRESENTATIONS

**Diane Del Guercio** presented her paper, “Unbundling the Value of Portfolio Management and Distribution in Retail Mutual Funds: Evidence from Subadvisory Contracts,” at Simon Fraser University and the University of Wisconsin, Madison.

**Jennifer Howard-Grenville** presented at the International Society for Industrial Ecology conference in Lisbon last June, once with Ph.D. student **Suzanne Tilleman**.



**Xuesong Hu** presented “The Geography of Auditor Independence and SEC Enforcement” at the American Accounting Association audit midyear conference in St. Petersburg, Florida, in January, and “The Geography of Insider Trading and SEC Enforcement” at the Universities of British Columbia, Oregon, and Washington conference in February.

**Lynn Kahle** gave three presentations on his research at the American Marketing Association Winter Educators’ Conference last February in Tampa, Florida. He spoke about brands as words, social facilitation theory and youth participation in sport and physical activity, and science, technology, and public knowledge. Kahle also presented “Social Values Segmentation in Marketing Residential Solar Power Installations” and “Consequences of Legislating Packaging Behavior: Germany’s Green Dot Program” at the Public Policy Conference in Washington, D.C. in May, with Ph.D. candidate **Scott Owen**. He and Owen presented “Typology of Consumer Coping Behaviors” (with Johnny Chen and Guang-Xin Xie) at the Academy of Marketing Science Annual Conference in Baltimore that same month. Also in May, Owen and Kahle presented “Marketing

Solar Energy Residential Systems via Segmentation by Social Values” at the American Solar Energy Society National Solar Conference in Buffalo, New York.

**Linda Krull** presented “Is U.S. Multinational Intrafirm Dividend Policy Influenced by Capital Market Incentives?” at the 2009 University of North Carolina Tax Symposium in January and the Universities of British Columbia, Oregon, and Washington conference in February. She also discussed a paper at the 2009 American Taxation Association midyear meeting in Orlando, Florida.



**Kyle Peterson** presented “The Effect of Accounting Policy Disclosure Length on Investor and Analyst Uncertainty” at the University of Colorado in December, and at the Financial Accounting Reporting Section Midyear Meeting in New Orleans, Louisiana, in February.

**Wayne Mikkelson** presented “Do Favorable Market Conditions Lead Costly Decisions to Go Public?” at Victoria University and Massey University earlier this year.

**Andrew Nelson** gave conference presentations at a Massachusetts Institute of Technology workshop, titled “User Innovation and Intellectual Property,” and at the European Group for Organization Studies conference in Barcelona, Spain.

**Michael Pangburn** and **Tolga Aydinliyim** presented “Discount Pricing for Source Reduction via Consumer Reuse,” addressing the intersection of sustainability and operations management at the INFORMS (Institute for Operations Research and the Management Sciences) Manufacturing and Service Operations Management Conference at the Massachusetts Institute of Technology in June.

**Anne Parmigiani** and Will Mitchell’s research paper from the *Strategic Management Journal* was recognized as exemplary at the Academy of Management Entrepreneurship Research Conference at the University of Connecticut in May, and Parmigiani also presented at the Alfred P. Sloan Foundation Annual Industry Studies Conference in Chicago that month.

**Jim Terborg** and **Anne Parmigiani** presented “The Impact of Firm-Specific Knowledge and Experience on NFL Performance” at the Academy of Management Conference in Chicago in August, and Parmigiani and Ph.D. candidate **Jennifer Irwin** also presented at the Strategic Management Society conference in Washington, D.C., in October.





# Lifelong Connections

Lundquist College of Business alumni are making a difference all over the world. Here are updates about recent news and achievements from your classmates and friends.

## 1980s

**Mary (Gomm) Kimmel** '82 is living in southern Illinois with her husband and two sons. She works part time as a CPA.

## 1990s

**Yoza Fujitani** '93 is working as the CEO of Fujitani Company Ltd.

**Steve Tallman** '93 recently moved Frank Creative, his branding and advertising agency, to Portland, Oregon. He and his wife, Jill, are expecting their first child in December 2009.

**Brian Thompson** '95 lives in Portland, Oregon, with his wife and two children, and he is involved in the wine and parking industries.

**Megan Fowler** '97 works in human resources for a technology company and is renovating a house in southeast Portland, Oregon.

**Trevor Thompson** '97 has worked at MTV in New York City for more than nine years.

**Ryan Svoboda** '99 has been elected managing partner of Smith, Lange & Phillips LLP, a full-service public accounting firm in San Francisco, California.

## 2000s

**Matt Hogle** '01 is working for Facebook.

**Ross Minckler** '01 recently moved to San Francisco, California, with his wife, and accepted a sales job for ON24, a webcasting and virtual events firm.

**Jack Gaube** '02 recently married Melinda Fidler. The couple visited Europe on their honeymoon.

**Mary Elizabeth Madden** '02 is currently the economic officer with the U.S. Consulate General in Karachi, Pakistan. She has been a Foreign Service officer with the Department of State since 2003.

**Rayne Gaisford** '04 married Deb Carbonaro, and the couple lives in Manhattan, where Rayne has worked in financial services for the past five years.

**Kayle Chrysler** '05 recently relocated to London, United Kingdom, with her company.

**Ariel Ungerleider** '05 graduated with a joint J.D. and M.B.A. in May 2009, and plans to practice corporate transactional law in San Francisco, California.

**Leah (Carter) Callahan** '06 married Neil Callahan '99 in Eugene, Oregon. She's a commercial real estate broker and he's teaching kindergarten.

**Ashley Thibodo** '06 is working as a human resources manager for a manufacturing company near Seattle, Washington.

**Marcus Christian Mundy**, M.B.A. '07, was the subject of a feature story in the Summer 2009 issue of *Oregon Quarterly* magazine ([bit.ly/mlUwJ](http://bit.ly/mlUwJ)).

**Jordan Wooley** '09 received a U.S. Student Program Fulbright Award to serve as an English teaching assistant in Germany during the 2009–10 academic year.



# Sharing Knowledge

Enabling students to gain real-world insights from today's business leaders is a cornerstone of the UO Lundquist College of Business education. The following is a partial list of people who recently shared their knowledge and experiences in the classroom, during site visits, at career events, and more.

## Accounting

David Anderton, Ernst and Young  
 Jessica Auxier, Moss Adams LLP  
 Warren Barnes, Kernutt Stokes Brandt and Co. LLP  
 Trenton Blair, Deloitte  
 Jennifer Blouin, University of Pennsylvania  
 Alex Bjorvik, Willamette Valley Co.  
 Mark Bradshaw, University of Chicago  
 Pat Collopy, PricewaterhouseCoopers  
 Mary Case, Moss Adams LLP  
 Hui Chen, University of Colorado  
 Jenny Cohrs, Roger CPA Review  
 Brian Day, Ernst and Young  
 Fritz Duncan, Jones and Roth P.C.  
 David Evans, KPMG  
 Weili Ge, University of Washington  
 Diane Gramil, Ernst and Young  
 Melody Guy, Becker CPA Review  
 Kathy Haines, Geffen Mesher and Company P.C.  
 Amy Hall, Northwest Christian University  
 Rebecca Hann, University of Maryland  
 David Haslip, Deloitte  
 Regina Hauser, The Oregon Natural Step Network  
 Rachel Hayes, University of Utah  
 Bruce Heldt, Isler CPA  
 Ashley Hinman, Jones and Roth P.C.  
 Erin Hoffman, McCormick and Schmick's  
 Michael Hunter, Internal Revenue Service  
 Jeff Irving, Grant Thornton LLP  
 Tim Jakubowski, KPMG  
 Grant Jones, Perkins and Co.  
 Ryan Kuenzi, Moss Adams LLP  
 Stephanie Langfeldt, Moss Adams LLP  
 Oliver Li, University of Arizona  
 Julie Lockhart, Western Washington University  
 Patrick Meadows, Deloitte  
 Tracie Melchior, Becker CPA Review  
 Jon Newport, PricewaterhouseCoopers  
 Patrick O'Brien, Grant Thornton LLP  
 April Panowicz, KPMG  
 Julie Parker, Isler CPA  
 Erik Parrish, Kernutt Stokes Brandt and Co. LLP  
 Roger Phillip, Roger CPA Review  
 Toni Pizzuti, Geffen Mesher and Company P.C.  
 Jeremy Prickel, Jones and Roth P.C.  
 Joshua Proudfoot, Good Company  
 Faith Quimby, Isler CPA  
 Carrie Rees, PricewaterhouseCoopers  
 Scott Remington, Grant Thornton LLP  
 Trae Richardson, Jones and Roth P.C.  
 Steve Ritchie, Kernutt Stokes Brandt and Co. LLP

Julie Schendorf, PricewaterhouseCoopers  
 Scott Simpson, Moss Adams LLP  
 Josh Skov, Good Company  
 Lana Smith, Deloitte  
 Tracey Stoppelmoor, Geffen Mesher and Company P.C.  
 Ted Vacek, Intel Corporation  
 Andrew Van Buskirk, University of Chicago  
 Bryce Wilberger, Kernutt Stokes Brandt and Co. LLP  
 Amanda Willot, Deloitte  
 Mandy Wilson, PricewaterhouseCoopers  
 Andrew Wright, Deloitte  
 Scott Wu, Ernst and Young  
 Tina Zamora, Boston College

## Career Services

Tammy Alford, U.S. Bancorp  
 Chris Amistadi, Kone Corporation  
 Stephanie Bartlett, FactSet Research Systems Inc.  
 Derrick Bates, Cintas Corporation  
 Steven Christianson, Kone Corporation  
 Steen Copeland, Nike Inc.  
 Karen Fauser, Farmers Group Inc.  
 Jesse Finch Gnehm, Air BP Limited  
 Brian Hathaway, MassMutual Financial Group  
 Davey Jackson, GarageGames  
 Jeff Kister, U.S. Bancorp  
 Kelli Koontz, The Kroger Co. (Fred Meyer)  
 Ryan Loftin, Federated Insurance Companies  
 Melissa Mackie, The Regence Group  
 Charles Maier, Eli Lilly and Company  
 Dominic Mara, Pepsi Bottling Group Inc.  
 Kyle McGee, Maxim Healthcare Services Group Inc.  
 Ashley O'Hollaren, Portland Trail Blazers  
 Ryan Papé, The Papé Group Inc.  
 Lauren Pfannes, Eli Lilly and Company  
 Mychele Riddick, AT&T Inc.  
 Kurt Sigler, Maxim Healthcare Services Group Inc.  
 Taryn Stastney, Northwestern Mutual Financial Network  
 Ron Susa, Chevron Corporation  
 Ted Thoren, First Investors Corporation  
 Brian Tom, FactSet Research Systems Inc.  
 Greg VanderZanden, Precision Castparts Corp.  
 Karen Yeager, The Kroger Co. (Fred Meyer)

## Decision Sciences

Pat Bradach, Nike Inc.  
 David Savoy, Xerox Corporation

## Entrepreneurship

Jeff Althouse, Oakshire Brewing  
 David Bluhm, Medio Systems  
 Chad Barczak, IDX Inc.  
 Caroline Cummings, Eugene Chamber of Commerce  
 Marsha Edwards, Prudential Real Estate  
 Mark Frohnmayer, GarageGames  
 Terry Gent, Umpqua Bank  
 Bernie Hansen, Pacific Northwest National Laboratory  
 Nick Hiersche, Coast 2 Coast Mixtapes  
 John Hull, Oregon Venture Partners (formerly)  
 Laura Illig, Corinthian Consulting LLC  
 Rick McCloskey, TechnoCom Corporation  
 Katherine Moyer, Endeavor Law Group  
 Omer Orian, Off the Waffle  
 Marty Parisien, Kestrel Growth Brands Inc.  
 Mike Parrott, Ater Wynne LLP  
 Bill Pettit, Merrill Gardens  
 Matt Powell, Windermere Real Estate  
 Dan Vishney, Spirit Leather Works LLC  
 Tom Wright-Hay, Oregon Manufacturing Extension Partnership

## Finance

Dave Coates, Precision Castparts Corp.  
 Chris Greyerbiehl, Precision Castparts Corp.  
 Jeff Tarbell, Houlihan Lokey

## Marketing

Scott Hettink, Baden and Company  
 Trish May, Athena Partners  
 Molly Powell, Powell Development Company  
 Peter Powell, Powell Development Company  
 Ann Redmond, Penn, Schoen and Berland Associates

## Management

Bob Bussell, Labor Education and Research Center  
 Tiffany Cruickshank, Fort Boise Produce  
 Joe Farmer, Fort Boise Produce  
 Jake Horton, GolfingMyWay Inc.  
 Jeanne Long, *Oregon Daily Emerald*  
 Steve Mayer, Franz Family Bakery (formerly)  
 Ann Carney Nelson, Menlo Ventures (formerly)  
 Jim Pliska, Space Age Fuel Inc. and Pliska Investments LLC  
 Scott Rasmussen, GolfingMyWay Inc.  
 John Robinson, GolfingMyWay Inc.

## Securities Analysis

Scott Andrews, Melvin Mark Companies  
 Carl Burgdorfer, CFA Institute  
 Trent Davis, Paulson Investment Company Inc.  
 Tim Duy, University of Oregon  
 Javier Fernandez, Seattle Northwest Securities Corporation  
 Michael Franson, St. Charles Capital  
 Oystein Harsvik, Microsoft Corporation  
 Bob McLean, CFA Institute  
 Joe Meissner, Executive Capital Partners  
 James Rudd, Ferguson Wellman Capital Management  
 James Stearns, ROTH Capital Partners LLC  
 Dave Taylor, Seattle Northwest Securities Corporation  
 Bryn Torkelson, Deschutes Investment Advisors

## Sports Business

Tony Asaro, Sacramento River Cats  
 Malcolm Bordelon, San Jose Sharks  
 Marc Badain, Oakland Raiders

Justin Byczek, NBC Sports  
 Linda Choong, NBA  
 Justin Connolly, ESPN  
 Len DeLuca, ESPN  
 Jarrod Dillon, Oakland Raiders  
 Andy Dolich, San Francisco 49ers  
 Cory Dolich, Portland Timbers and Beavers  
 Dave Doroghy, Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games  
 Tom Fritz, Marmot Mountain LLC  
 Sal Galatioto, Galatioto Sports Partners  
 Chris Granger, NBA  
 Stephen Greysier, Harvard University  
 Darrin Gross, Sacramento River Cats  
 Eric Guthoff, IMG  
 Ripper Hatch, Sacramento River Cats  
 Jim Hill, SportHill  
 Stu Jackson, NBA  
 Akash Jain, NBA  
 Eric Johnson, ESPN  
 Stan Kasten, Washington Nationals  
 Matt LaRose, Sacramento River Cats  
 Alan Ledford, Sacramento River Cats  
 Ted Leonsis, Washington Capitals  
 Hunter Lochmann, New York Knicks  
 Mark Martin, Marmot Mountain LLC  
 Joe Mattson, Relay Worldwide  
 Mike McCarley, NBC Sports  
 Tom McDonald, San Francisco Giants  
 Matt Mirchin, Under Armour  
 Rob Morse, Portland Timbers and Beavers  
 Jim Noel, ESPN  
 Eric Ogbagu, Under Armour  
 Jeff Price, *Sports Illustrated*  
 Andrew Rentmeester, Oakland Raiders  
 Robert Rowell, Golden State Warriors  
 Hilary Shaev, WNBA  
 Adam Silver, NBAE  
 Joanna Snyder, SportsMark Management Group Ltd.  
 Bryan Srabian, Sacramento River Cats  
 Marcus Stephens, Under Armour  
 David Stern, NBA  
 Robert Strand, Strand IP  
 Donna Tripiano, IMG  
 Steve Tseng, IMG  
 Jeff Tucker, San Francisco Giants  
 Heidi Uebertho, NBA  
 Melissa Wallace, Under Armour  
 Howard White, Nike Inc.

## Sustainable Business Practices

Bonnie Choruby, Rejuvenation Inc.  
 Josh Creasman, Yakima Products Inc.  
 Kristin Dahl, Travel Oregon  
 Jana Davis, NW Natural  
 J. Ned Dempsey, Pneu-Logic  
 Felicity Fahy, City of Eugene  
 Taylor Gordon, Myers Container LLC  
 Jason Graham-Nye, gDiapers  
 Eric Grogan, NW Natural  
 Ian Hill, SeQuential Biofuels  
 Andrew Hoffman, University of Michigan  
 Marilyn Johnson, IHS Inc.  
 Holly Meyer, NW Natural  
 Amy Nyberg, Travel Oregon  
 Judy Redding, NW Natural  
 Alysa Rose, Rejuvenation Inc.  
 Ali Saalabian, Silver Eagle Manufacturing Company  
 Rob Smith, *Portland Business Journal*  
 Mike Steck, Yakima Products Inc.  
 Marc Stuart, EcoSecurities Group PLC  
 Randy Urness, Silver Eagle Manufacturing Company  
 Craig Wessel, *Portland Business Journal*



# Jim Sever

**Class Year:** M.B.A. 2009

**Hometown:** Washington, D.C.

**Leadership Positions:** President of the Oregon M.B.A. Association and a graduate teaching fellow

**Track or Center Affiliation:**  
**Securities Analysis Center**

“The center is one of the ways the Oregon M.B.A. delivers on its mission of experiential education. Not only is the curriculum strong and balanced, but the chance to work on consulting projects and network with players in the financial services industry is invaluable.”

**Memorable Moment:**

**New Venture Championship**

Sever’s team made it to the finals at the college’s famed business plan competition with a start-up called The Interactive Fan, a marketing platform that offers live trivia contests and other games for sports fans to play on web-enabled phones.

**Best Course: Strategic Planning Projects**

“The course gave me the opportunity to analyze, evaluate, and recommend a go or no-go action on a new venture for a private equity firm. This consulting project demonstrated the challenges of working for a client and managing deliverables according to a constantly evolving timeline.”

**Career Path: Corporate Finance**

Upon graduation, Sever accepted a job as a financial analyst for Intel in Portland while continuing part-time with former classmates on The Interactive Fan venture—but not before spending three weeks in Italy and Greece with his wife, Megan.

**College’s Best-Kept Secret:**

**Alumni Network and Career Services**

Sever secured an interview with Intel through the Securities Analysis Center’s network of recruiters, and “two of the interview questions came straight out of lectures from my managerial accounting and strategic cost management courses,” he noted.





UNIVERSITY OF OREGON  
Lundquist College of Business

ANNUAL REPORT TO INVESTORS

2008-9

# THE DIFFERENCE IS YOU







## A Bright Future

You've read the papers and watched the news, and you've probably experienced some repercussions of the recession in your own household. Yet, in the face of all this, you chose to invest in the University of Oregon's Lundquist College of Business.

This *Annual Report to Investors 2008–9* overviews the impact that your funds have had on the college, our students, our faculty, and programs. You'll see that in a challenging economy, with dwindling state funding, we've carefully evaluated our position in the market and leveraged our strengths to maximize the return on your investment.

As you read profiles of students you've aided and review our financial data, you'll probably notice that state support is estimated to provide only 9 percent of our budget this year (compare that to 34 percent in the 1975–76 school year), and that state funding per student at our university is a fraction of what is provided to other public schools around the country.

We are able to bridge that gap because of you—our dedicated alumni and supporters. Total giving to the Lundquist College of Business was up this year, almost rising to prerecession levels. As a result, we hired more new tenure-track faculty members than most business schools in the nation, and we awarded scholarships to dozens of deserving students.

But more than this direct impact, your generosity is a vote of confidence in our students and faculty, empowering them to make a difference, lead, and discover opportunities for business and economic growth.

On behalf of the entire college, thank you. Your support is more than just a gift: it's an investment in our collective future.

## Highs and Lows

Within months of earning her M.B.A. from the Lundquist College of Business, Celine Seeger experienced the gut-wrenching lows and euphoric highs of starting a company. The Berlin, Germany, native graduated in December 2008 with a specialization in entrepreneurship. She barely had time to hang her diploma when she joined start-up Alpzite LLC as vice president of marketing and finance.

Seeger came to UO to study entrepreneurship after a stint in marketing with Intel's German operations. The reputation of the Lundquist Center for Entrepreneurship lured her, along with Eugene's laid-back West Coast lifestyle and the M.B.A. curriculum, which allowed her to tailor a program to suit her passion for technology product development. Pivotal, too, was a scholarship that paid half her tuition.

To hone her product development smarts, she supplemented her core business courses with studies in psychology and industrial design. She also took advantage of experiential opportunities to work on a technology-transfer project for the Pacific Northwest National Laboratory, to meet investors, and to learn to raise capital.

Those experiences proved invaluable when she joined Alpzite. She'd met Alpzite founder Ken Furnanz, a former Intel software engineer, in Germany. In Oregon, the pair had hoped to shepherd development of its first product, a pet-tracking device known as the Pet Compass. But development schedules dragged, costs mushroomed, and



lending markets evaporated. Without funds to pay contract engineering and design firms, they had to ice product development. "We were devastated," Seeger said.

From the depths of despair, though, came salvation, in the form of a check for seed capital from an investor. That allowed them to restart production and license the Pet Compass to a marketing partner. They're on track to get the product on the shelves and online catalogs of national pet store chains by the end of 2009. Eventually, they hope to use their core technology in new products and markets, such as a tracker for lost skis and surfboards.

The Lundquist College's Oregon M.B.A. program gave Seeger the knowledge and tools to execute her marketing and finance roles, raise capital, and wear the many hats of an entrepreneur. But perhaps the most valuable lesson she learned was to tap her inner reserves in the face of adversity.

"One day is really black and you can't continue your product development. And the next day you're flying high because you just received your seed investment. Working for yourself requires a lot more self-discipline and self-motivation because there's nobody forcing you to get the work done."

Seeger might add one new job skill to her entrepreneurial résumé: rollercoaster rider.

The Lundquist College's Oregon M.B.A. program gave Seeger the knowledge and tools to execute her marketing and finance roles, raise capital, and wear the many hats of an entrepreneur.





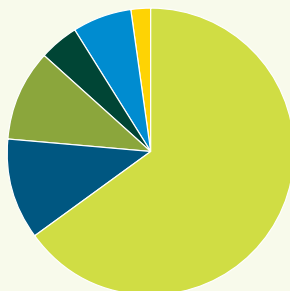
## A Distinguished Gift

Wayne Mikkelson was awarded the Gerry and Marilyn Cameron Distinguished Chair in Finance on September 11 in a special ceremony at the Lillis Business Complex. His two sons, Evan and Lewis, UO President Richard Lariviere, Dean Dennis Howard, and Gerry and Marilyn Cameron attended the event. This was the first ceremony of its kind at the college attended by the donors, giving Mr. and Mrs. Cameron the opportunity to experience their gift's significance firsthand.

"Education to us is like a three-legged stool. You need the best students, the best faculty, and the best facilities possible to develop the experiences one needs to succeed in life and make a difference in the world," said the Camerons. "Consequently, we have established an endowed scholarship, invested in Lillis Business Complex, and have created the Cameron Chair in Finance. We feel proud and honored to be able to help in this manner and hope that our commitment to the Lundquist College of Business will challenge others to support the University of Oregon."

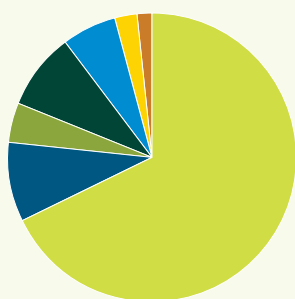
In honor of the occasion, Mikkelson discussed some of his early research at the university, much of which was done with his late wife, M. Megan Partch, who was also a finance professor at the UO. Mikkelson contrasted these earlier pieces with some of his more recent research, emphasizing the industry's evolution during his career. He's currently researching whether favorable market conditions lead to costly decisions going public.

## Lundquist College of Business Revenue Sources 2008-9



TUITION AND STATE FUNDING	\$11,833,000
ENDOWMENT EARNINGS	\$2,102,000
GIFTS	\$1,876,000
STATE GIFT MATCH	\$792,400
STUDENT FEES	\$1,185,000
MISCELLANEOUS	\$398,600
<b>TOTAL</b>	<b>\$18,187,000</b>

## Lundquist College of Business Uses of Funds 2008-9



FACULTY SALARIES AND SERVICES	\$12,333,000
ADMINISTRATIVE	\$1,638,000
EXTERNAL AFFAIRS	\$819,500
CENTERS	\$1,569,600
GRADUATE SERVICES	\$1,089,600
UNDERGRADUATE SERVICES	\$456,330
<b>OPERATIONS SUBTOTAL</b>	<b>\$17,906,030</b>
INCREASE IN OPERATING FUNDS	\$280,970
<b>TOTAL</b>	<b>\$18,187,000</b>

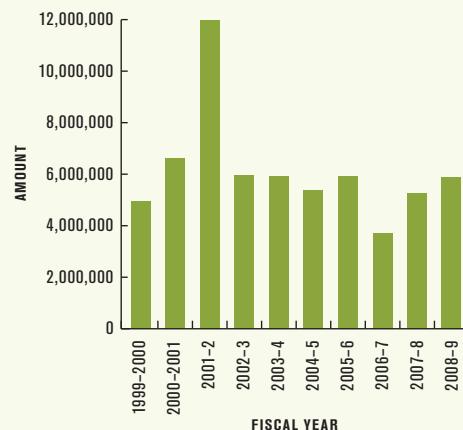
## Lundquist College of Business Support 2008-9

TOTAL GIFTS AND NEW PLEDGES BY ALUMNI	<b>\$2,503,507.57</b>
AVERAGE ALUMNI GIFT	<b>\$2,327</b>
MEDIAN ALUMNI GIFT	<b>\$100</b>

## Total Giving to the Lundquist College of Business\*

FISCAL YEAR	AMOUNT
1999-2000	\$4,948,069
2000-2001	\$6,621,703
2001-2	\$11,993,863
2002-3	\$5,945,942
2003-4	\$5,925,654
2004-5	\$5,364,920
2005-6	\$5,942,538
2006-7	\$3,696,934
2007-8	\$5,258,996
2008-9	\$5,881,233

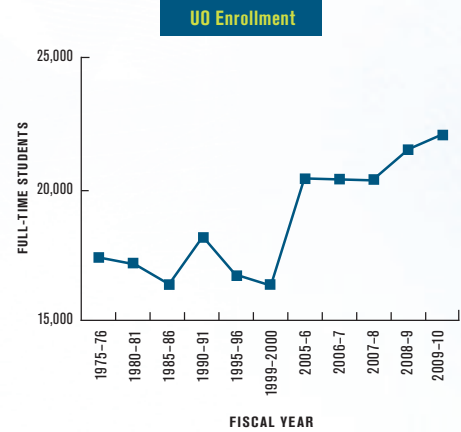
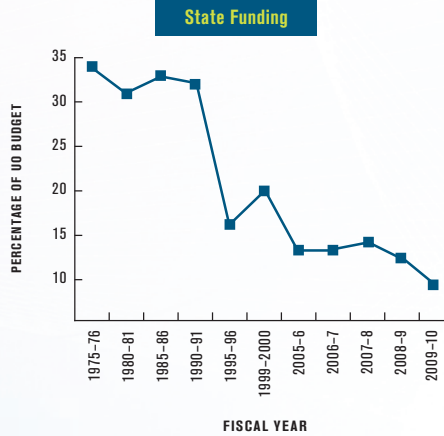
\*EXCLUDES BEQUEATHED GIFTS



## State Support and Increasing UO Enrollment

ACADEMIC YEAR	% OF UO BUDGET	UO ENROLLMENT
1975-76	34%	17,384
1980-81	31%	17,379
1985-86	33%	16,375
1990-91	32%	18,141
1995-96	16%	17,138
1999-2000	20%	16,716
2005-6	13%	20,394
2006-7	13%	20,388
2007-8	14%	20,376
2008-9	12%	21,507
2009-10	9%*	22,050*

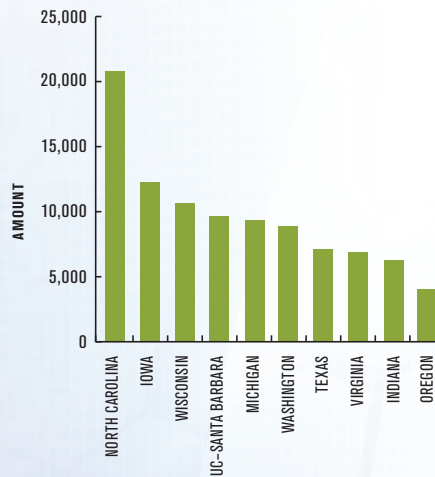
\*ESTIMATED



## State Funding Per Student at AAU Universities\*

UNIVERSITY OF NORTH CAROLINA	\$20,759
UNIVERSITY OF IOWA	\$12,249
UNIVERSITY OF WISCONSIN	\$10,706
UNIVERSITY OF CALIFORNIA AT SANTA BARBARA	\$9,641
UNIVERSITY OF MICHIGAN	\$9,415
UNIVERSITY OF WASHINGTON	\$8,876
UNIVERSITY OF TEXAS	\$7,127
UNIVERSITY OF VIRGINIA	\$6,864
INDIANA UNIVERSITY	\$6,233
UNIVERSITY OF OREGON	\$4,071

\*INTEGRATED POSTSECONDARY EDUCATION DATA SYSTEM

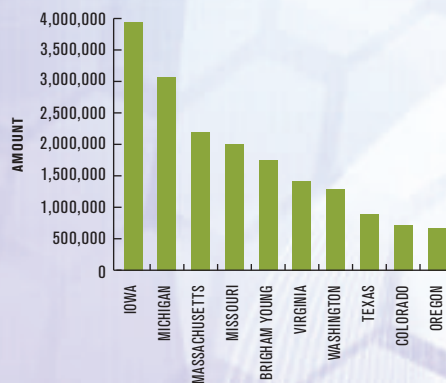


"I support the Lundquist College of Business because it strives to be the best in its strategic disciplines. Most of my support to the college is dedicated to the Warsaw Sports Marketing Center. From the beginning, this unique program has drawn attention from the business community for its innovative curriculum, best-in-class students, and its emphasis on the principles of business."

DAVE PETRONE '66, M.B.A. '68,  
CHAIRMAN OF HOUSING CAPITAL  
COMPANY

## Scholarship Money Distributed by Peer Schools 2008-9

UNIVERSITY OF IOWA	\$3,946,873
UNIVERSITY OF MICHIGAN	\$3,074,953
UNIVERSITY OF MASSACHUSETTS	\$2,200,000
UNIVERSITY OF MISSOURI, KANSAS CITY	\$2,006,217
BRIGHAM YOUNG UNIVERSITY	\$1,735,705
UNIVERSITY OF VIRGINIA	\$1,430,138
UNIVERSITY OF WASHINGTON	\$1,300,000
UNIVERSITY OF TEXAS	\$906,000
UNIVERSITY OF COLORADO	\$720,000
UNIVERSITY OF OREGON	\$681,533





# Honor Roll

We would like to thank each of the thousands of alumni and friends that gave to the Lundquist College of Business during the 2008–9 fiscal year, supporting our programs, faculty, and students.

We know that you have many options when you consider where to invest your money, and we are grateful that you have prioritized supporting the University of Oregon. Your contributions enable us to achieve our greatest potential, and we are honored to recognize all those enhancing our effort to educate the next generation of business leaders.

## Heritage Investors (\$10,000+)

Hope Anstett '55  
Carolyn L. and Morris A. Arntson Jr. '59  
Diane and Robert Baumgardner  
Patricia McFadden Boyer and Terence Boyer  
Mary and Timothy Boyle  
Norm and Linda Brenden  
Virginia and Kim Caldwell  
Barbara Cargill '62  
Gary Countryman  
Leona '51 and Robert DeArmond '52  
Mark Donegan  
Joan and Alan Earhart  
Lois and John Elorriaga  
Michele and Roger Engemann '64  
Laury '86 and David Girt '81  
Phyllis and Paul Goebel Jr. '52  
Denise '89 and Todd Gooding '91  
Colleen and Donald Greco  
Lori and John Hancock  
Susan Waldron Hansen and Robert Hansen  
Jane and Gary Hibler  
Constance and Howard Hull Jr. '51  
Katherine and Robert Jesenik  
Laura '71 and Abbott Keller '72  
Debra and William Larsson  
Gwen and Charles Lillis '72  
Donna and John Luger '68  
Ellen and Desmond Lynch  
John Lynch  
Cynthia and Edward Maletis  
J. Douglas McKay  
Jill Schreck and Ellison Morgan  
Barbara Nelson  
Robin and Douglas Oas  
Judy Fosdick Oliphant  
Patricia and Ronald Peterson

Linda '82 and Jim Pliska '81  
Marni and James Reinmuth  
Carol Ezeir and Edward Robert  
Christine '80 and Ronald Sauer '80  
Robert Scanlan  
Louis Scharpf  
Melissa Saltzman Skopil and Trace Skopil  
Mary Lou '67 and Marty W. Smith  
Alice '71 and Eric Sorensen '69  
Eleanor and Georges St. Laurent Jr.  
Susan Stevens and Hugh Fremantle  
Jeffrey Stewart  
Elizabeth and Howard Svigals  
Willie and Don Tykeson '51  
Clare Villari '80  
Mary Ward '50  
Jonathan Widney  
Barbara and Richard Williams

## Legacy Investors (\$5,000–\$9,999)

Lori Bradford and Mickey Friend  
Richard Callahan  
Suzanne and Charles Carlbom  
Jo Ann and Nathan Coleman  
Diane and Mark Cruzan  
Wendy Dame and Don Doerr  
Susan and James Eager  
Marilyn '59 and Richard Easton '59  
Laura and David Evans  
Shannon and Gordon Frost Jr. '69  
Colleen and William Gardner  
Leah and Joseph Hawes  
John H. Herman '60  
Connie and Clifford Hinds  
Kasey and Steven Holwerda  
Catherine and John Knox  
Kelly and James Lanzarotta  
Grace and Cheng-Hock Lau

Kevin Lewis  
Samuel Megeath III  
Terri and Edward Minniti  
Anne and Richard Petit  
Merritt and Dwayne Richardson  
Laura and James Schlueter  
Elizabeth and Bruce Shepard  
Catherine Tribe Siegmund  
Marianne and Colin Slade  
Carolyn Kunze Slapnicka and Timothy Slapnicka  
Sondria Stephens  
Sharon and Stephen Terry '76  
Kathy and Norman Walker  
Carolyn and Irwin Warsaw  
Judy '77 and Michael Weber '77

## President's Investors (\$2,500–\$4,999)

Kari and David Anderton  
John '50 and Helen Backlund '51  
Kathryn and Warren Barnes  
Margaret and James Bean  
Diane Albracht and John Benson  
Lois Johnson Braddock  
Robert Braddock Jr.  
Mary and Spencer Brown  
Cindy and Phillip Bullock  
Susan and Ralph Coan Jr. '65  
Susan '70 and Jeffrey Cook '66  
Julie and Rocky Dixon '78  
Tricia Stedman Duncan and Fritz Duncan  
Lynne '73 and Mark Evans '73  
Virginia and Paul Farkas  
Leslie Schram Feibleman and Peter Feibleman  
Linda and Philip Fischer  
Helen Gernon and Dennis Stimple  
Julie and Robert Granger  
Kyungsook and John Gregor  
Barbara and Douglas Griesel  
Dawn and David Guenther  
Susie Hagemeister and Mark Martin  
Leslie '70 and Michael Hartwig '70  
Terah and David Haslip  
Ann and William Heffer  
Loi Brumley Heldt and Bruce Heldt  
Lynn and Douglas Henne  
Michael Henningsen Jr.  
Suanne '64 and Grant Inman '64  
Ann and Christopher Johnson  
Elaine and Grant Jones  
Kenneth Kahrs  
Amy and Ross Kari  
Billie Jean King  
Gail and John Kretschmer  
Kimberly Tague Lally and Robert Lally  
Barbara and Charles Landers Jr.  
Susan and Christopher Leupold  
Diane Matlock and John Hartley  
Robin '60 and Robert Meshner '58  
Kathy Miller-Hoyt  
Dale Morse  
Patricia and J. William Neuner  
Brittany and Erik Parrish  
Barbara and William Peterson  
Diane Ramsey and William Johnson  
Judith and Scott Remington  
Susan and Gary Reynolds

J. Bruce Riddle  
Mary McClelland Robert  
Maria and M. Chris Rogers  
Mandie Rush  
Julie and John Schlendorf III  
Kimberly and Douglas Strand  
Leslie and Mitchell Vance  
Carol and John Woodworth  
Scott Wright

## Dean's Investors (\$1,000–\$2,499)

Angela Belding  
Marie and C. Wade Bell  
Stephen Bellotti  
Jack Berka  
Lisa Biddiscombe-Wade and Alan Wade  
Timothy Bishop  
Susan and Lawrence Black  
Kimberly and Lonnie Brist  
Martha '75 and Larry Bunyard '66  
Kelly McCaffrey Burke and Eric Burke  
Stephen Cappy  
Aida and Douglas Carlson  
Jean Jerrel Carlson and Paul Carlson  
Jayne Carroll and Lee Kell  
Bernadette Leung Chow and Thomas Chow  
Danelle and Matthew Clark  
William Cobb Sr. '48  
Melanie and Steven Cohn  
Karen and Stephen Conway  
Virginia and Charles Cowden  
Diane DuVal Dann and Larry Dann  
Kyle McGuinn Davidson  
Shannon Dolan  
Nancy and William Doolittle  
Susan and James Durst  
Kathryne and John Elliot  
Camille Ellison  
Jackie and Danny Evans  
Christine Evert  
Mary and John Gilbaugh '66  
Jerry Gose  
Margaret Fisher Graves and George Graves  
Nancy Guitteau and David Stern  
Dale L. '59 and Allen L. Gummer '58  
Joy '65 and Richard Hanson '65  
Donna and David Hawkins  
Jody and Gordon Haycock  
Michele LeCouteur Henney  
Linda Hoffman  
Anita and Danny Hollingshead  
Gary Homsley  
Deborah and Kenneth Irinaga  
Shari and Lee Jacobson  
Melanie and Gavin James  
Kristen Koski Johanson and Douglas Johanson  
Demetrios Karakitsos  
Dorothy and Willett R. Lake Jr. '50  
Marilyn and Donald Lance  
Joan and Christopher Larkin  
Deborah Slaner Larkin and John Larkin III  
Cathy and Dean Lemman  
William Lindberg  
Randal Lund  
Kazuko and Shinya Maeda

Elizabeth and Steven Manning  
Keith McKaip  
Danielle and Neal McLaughlin  
Peter Mears  
Thomas Mears  
LeeAnn Wilson Miyashiro and  
Bruce Miyashiro  
Sally and Shane Moncrieff  
Martina Navratilova  
Mary and Martin Packouz  
Bonnie and Robert Peterson  
Tony Pizzuti  
Albert Poston  
Susan Poston  
Lisa Ohlmann Prentice and  
William Prentice  
Ella and Walter Racette  
Nancy and Albert Radcliffe  
Francine and Jeffrey Reingold  
Jack Rickli '49  
Geri and Michael Rumbolz  
Andrea '64 and James Sandstrom '64  
Cecilia and Gim-Seong Seow  
Virginia Scoville Smith  
Norma Stauffer  
Linda and Daniel Sullivan Jr. '74  
Phoebe and Charles Swank  
Ann and Fay Thompson  
Kathryn and Patrick VanWinkle  
Christina Voges  
Karin Wandtke  
Mary Bruce Whitman and  
Robert Whitman  
Peggy Wier  
Claire and James Williams  
Melissa and William Williams III  
Karen Doane Zechnich and  
David Zechnich  
Kellie and Jay Zirkle

## Loyalty Fund Investors (\$250–\$999)

Darwin Allison  
Heather and Sergio Apodaca  
Rebecca and Timothy Arnold  
Randall Baker  
Diana Barkelew  
Connie Cooper Barnes and  
James Barnes  
Christina and Daniel Bayley  
Patricia and Ronald Bedient  
Tracy Volker Beekman and  
Michael Beekman  
Eric Bentz  
Robin and Mark Berry  
Nancy Bittner  
Lynn and Owen Blank  
Melissa Blue  
Edward Bondurant  
Michelle and Andrew Brack  
Patricia and George Bradach  
Kim and John Bradley Jr.  
Chris Surtees Bremer and  
Geoffrey Bremer  
Nancy Prill Brown and David Brown  
Keiko and Daniel Bryan  
Jennifer and John Buller  
Boni Birkenfeld Buringrud and  
Ward Buringrud  
Macy Burnham  
Mary and John Byers '78

Karen and John Chalmers  
Mandy and Joe Chan  
Josie and Raymond Cheng  
Michelle and Changtae Chu  
Roger Clark  
Robin Clement  
Ann and Patrick Collier  
Donald Corbett  
Debra and William Cox  
Marlene and Stephen Cruikshank  
Melissa and Paul Dailey  
Peggy McAlister Davis and Paul Davis  
Louise and Cornelis de Kluyver  
Diane and Dan DeAutremont  
Melissa Pennington Donile and  
Dean Donile  
Debra Harju Dunham and  
Brian Dunham  
Kathleen '78 and Barry Elkins '80  
Sheri and Jeffery Elliott  
Joan and R. James English  
Marcia and Gary Everton  
Josh Ewing  
Steven Fein  
Jennifer and Tad Fergusson  
Katherine and Mark Frandsen  
Christina and Ronald Friberg  
Barbara and Herbert Fujikawa  
Leslie and Gerald Geist  
Gary Gibb  
Joan and Shane Giese  
Mary Gilbert  
Jo Ann Gish  
Terry Gordon  
Ann Graham  
Patricia and Robert Graham  
Roger Graham Jr.  
Florence and Donald Hadley  
Marianne Hample  
Joyce Strickland Healy  
Emma and John Hines  
Shawn Hintz  
Melanie and Frank Hobden  
Michael Hoff  
Linda Collins Holt and Eugene Holt  
Lisa and Brandon Howell  
Maurice Hudson  
Kai Wai Hui  
Wallace Hwang  
Joanne Fischer Jensen  
Thomas Jernstedt  
Henry Jeske  
James L. Johnson Sr.  
Marilyn Wallace Johnson and  
Raymond Johnson  
Janice Anderson and John Joyce  
Karen Mackin Karlsen and Kjell Karlsen  
Sharon and Charles Koenen  
Kay Kowitz  
Jennifer and Brett Kumm  
Aida Kurniawan  
Jeffrey Lake  
Ann Lamson and Peter Sczupak  
Travis Layton  
Donald Lee  
Teresa McShane Lewis and Mark Lewis  
Margerylou and A. Burton Lind  
Sally and John Linman  
Brett Logan  
Luis Machuca

Wendy and Jules Marine  
Devera and Scott Marshall  
Laurie MacDonald Maxwell and  
Jay Maxwell  
Maureen and Dennis McConaghy  
Deborah and Neal McLaughlin  
Aileen '41 and Arhtr McNett '43  
Sarah McVay and Asher Curtis  
Roger Mills  
Judy and John Mittenthal  
Linda J. '67 and Craig W. Moore '67  
Abigail Handa Mortimore and  
Jody Mortimore  
Caroline and James Mosman  
Steven Mozinski  
Jamie and Mark Myers  
Caroline Myrah  
Charles Nasburg  
Laura and Emeka Ofobike  
Carol Gunderson Oliver and  
George Oliver  
Justin Packard  
Paula Schmidt Pallett and David Pallett  
Anthony Parke  
Katherine Patricelli  
Sharon and James Patricelli  
Yee-Chew Pek and Andrew Sin  
Mary and Richard Pierce  
April Stiebel Press and Eric Press  
Michelle and Gregory Quesnel  
Tracy Rampton  
Frances and Robert Raney  
Kathy and Richard Re  
Lucille Bryant Reagan and  
William Reagan Sr.  
Kelly and David Reiter  
Cherie Collier Rice  
Joel Richardson  
Martha Van Camp Richardson  
Susan and Todd Ringoan  
Bonnie and John Rosen  
Julie and Douglas Rusch  
Michael Russo  
Constance Ross Sams and  
Charles Sams  
Kathryn and Scott Samuelson  
Peter Schablik  
Cuthbert Scott III  
Karol Stark Shafer and Mark Shafer  
Erik Sheldrake  
Todd Sherman  
Wendy '78 and Jeffrey Sigel '75  
Amy Silverman  
Caryn and Darren Sonderman  
Nancy Gibbs Sotta and Richard Sotta  
Mark Spear  
Amy and Leif Stavig  
Melissa Stepovich and Jeffrey Cook  
Joanne York Stevens and Kirk Stevens  
Susan and Thomas Stewart  
Rhonda Stoltz and John Mustoe  
Elton Storment  
Linda and Daniel Sullivan Jr. '74  
Ronald and Jaime Sutton  
Kelly Sweet and David Gross  
Elizabeth and Thomas Tegart  
Bonnie Campbell Thomas and  
David Thomas  
Vernell and Ronald Torgensen  
Linda and John Vandercook  
Michael Vlaming

Belinda and James Watters  
Stephen Wegener  
Jane and Joseph Weintrop  
Sherie Weisenberg  
Susan and James Wellborn Jr.  
Kelly and Gregory Wentworth  
Robert Wentworth  
Scott Wentworth  
Shauna Whidden  
Ronald White  
Karon Stirling and John Whiting  
Daphne and Peter Whitney  
Heather Wilcox  
Linda Williams  
Nicole and Ryan Wilson  
Sheryl and Joseph Wonderlick  
Tracy Wood  
Soichiro Yamamoto  
Ping Eric Yeung

## Investors (\$1–\$249)

Julia Abbott  
Jane and Leonard Adams  
Joseph Adeyemo  
Hollie Agee  
Erin Akagi  
Stuart Allen  
Christopher Amistadi  
Susan and John Anderson  
Gaylene and Robert Anderson  
Colleen and Roger Anderson  
Joan Walker Anderson and  
Ronald Anderson  
Gayla and Gordon Andresen  
Carol and Robert Andriani  
Steven Angvick  
Adam Antoniewicz  
Artem Arkhangelski  
Boyd Arnold Jr.  
Nancy and Edward Asbahr  
Andrew Asbra  
Cynthia '82 and Dana Aschbacher '83  
Sarah Ashraf  
Susan and Scott Asla  
Alice Au  
Traci and Richard Axtell  
Tamara and Stephen Aydelott  
Nobuko Mori Azumano and  
George Azumano  
Julia and Ronald Babcock  
Janet Shangle Bagley and  
William Bagley  
Suzanne Baird  
Hayon Ester Bak  
Debra Baker  
Marie and Ted Baker '48  
Ronald Baker  
Donald Ballew  
Marta Taylor Ballew  
Thomas Barney  
Daniel Barrell  
Eric Bartland  
Matthew Bartley  
Johanne Bauer  
Robert Bauer  
Christina Hofmann Bauske and  
Brian Bauske  
Tyler Bausom  
Doris Ludwig Beard and Donald Beard  
Harriet and Thomas Beck



Dawn-René Becker and Kevin Conefrey  
Elizabeth Bedford  
Jane Raapke Bell and Lyle Bell  
Andrea Belz  
Cheryl and John Benedict  
Jenna and Gilbert Beverly Jr.  
Jo Hatfield Birmingham and Daniel Birmingham  
Lisa and Kurt Bjorklund  
Robert Black  
Michael Blade  
John Blakinger  
Sherry and James Blandin  
Cynthia McCann and Christopher Blattner  
Susan and David Blohn  
Brandon Bloomquist  
Kamish and Steven Blume  
Carin and Douglas Bohne  
Rosario Bonafede  
Veronica Teebay Boone and Clifford Boone  
Carol and Kenneth Bosanko  
Stephanie Bosnyk  
Coralie Bouchard-Carty and Kenneth Carty  
Andrea Bouck  
Brandon Bourbonais  
Iris and Paul Bourque  
Marian and Gerald Bowden  
Heather Stein Bowlby and Mark Bowlby  
Elizabeth Bradburn  
Harold Brainerd  
Marilyn Brandt  
Kathy and John Braun  
Marion Everaert Braid  
Susan '72 and Robert Breedon '81  
Kathleen Kucera Bremner and Steven Bremner  
Lynette and John Brice III  
Joan Simpson Brock and Clifford Brock  
Cindy and Myron Brown  
Jeffrey Brown  
Jennifer Byron Brown and Kevin Brown  
Judith and Jerol Brown  
Susan and James Brown  
Nola and Charles Brumfield  
Cecelia and Charles Buchholz  
Barbara McGill Buono and David Buono  
Henriette Burns  
Mark Burton  
Sherri and Paul Buvick  
Scott Buys  
Janis and William Byers  
Maryjo and Gregory Byrnes  
Steven Callow  
Carol and Ronald Calvert  
Ian Campbell  
Lisa and Scott Campbell  
Thomas Campbell  
Wilma and Jack Canfield  
Alice Stewart Cannon and Gary Cannon  
Stephanie Powers and Dan Caplis  
Jessica and Raymond Carbullido  
Pamela Cardone  
Janice and Kenneth Cardwell  
Kelly and James Carlson  
Dyan Carney  
Tamara '80 and Craig Carpenter  
Christopher Carter  
William Carter

Kaila Carty  
Mark Chang  
George Chinen  
Sarah King-Christison and Joseph Christison  
Lucy Chuah and Keen Loh  
Janis Barclay Clark and Dennis Clark  
Nancy and Donald Clark  
Emily Davis Clark and Doug Clark  
Terralyn Denison Clark and Micheal Clark  
Marilyn and Alexander Cleary  
Patrick Clifford  
Deb and Edwin Closs III  
Cydney and Reginald Cloudsley  
Kelley Clugage  
Jennifer and Gregory Cohn  
Gary Colbert  
Patsy and James Coldren  
Brienne Cole  
Russell Cole  
Melinda and Stephen Cole  
Jill College  
Jocelyn West Compton and Eric Compton  
Daniel Conway  
Brandie Cook  
Bernard Copping  
Geraldene and Frank Corvello  
Pauline Cotten  
Margot and Patrick Cougill  
Holly Cowan  
Lori Crampton  
Dorothy and David Crean  
Kathryn and Bruce Cunningham  
Keri and Jason Cunningham  
Gwen and John Cunningham  
Cynthia and Clarence Curnow Jr.  
Barbara and Leroy Custer  
Howard Dade III  
Marie and Melvin Dailey  
Lori and Jeffrey Dake  
Michelle and Willis Damkroger  
Martin Dana  
Anna and Lawrence Daniels  
Getty and John Davis  
Mary and Scott Davis  
Marian and Robert Davis  
Sharon and William Davis  
Brian Day  
Gail De Back  
Danice and Dwayne Deckard  
Sebastian DeGregorio  
Bonnie and Jack Delaney  
Margaret Dember  
Helen and Paul Dexter  
Jan Diamond  
Milenko Doder  
William Donahue  
Deborah and Mark Doner  
Ashesh Doshi  
Karen Byers Doster and John Doster  
Sheryl and Thomas Doucette  
Sally Gustafson Doughty and Richard Doughty  
Tina and Quentin Douglas  
Larry Dresser  
Delmer Driskill  
John Dubois  
Eleanor and William Dudley

Linda Price Duhan and Dale Duhan  
Jacqueline and Louis Duncan  
Catharine and James Dunlap  
Joanne and Waymen Dwinell  
Sheila and Gerald Eckart  
Barbara Eckelmeyer  
Kirsten Eckelmeyer  
Susan Edwards  
Roberta and Lynn Egli  
L. Catherine and Kenneth Ehlers  
Nichole Ehlinger  
Glenda and Robert Ekblad  
Lori and Clifford Elling  
Nancy and David Elliott  
Yvonne and Paul Ellison  
Judith and Victor Enchelmayer  
Matthew English  
Carol Urman and Kenneth Entwisle  
Joshua Erde-Wollheim  
Roy Erickson  
Jack Estep  
Constance Euerle  
Christopher Evans-Webber  
Hua Fan  
Cheryl Durbin Fantz and Gerald Fantz  
Kristin and Douglas Farnham  
Sandra and Victor Feld  
Donna and Ramsey Fendall  
Rochelle Fenton  
Susan and William Fera  
Irving Field  
Gail and Lynn Firth  
Hannah Fisher  
Susan Flad  
Darryl Fleck Jr.  
Lita Flores-Romero and Philip Romero  
David Floyd  
Lloyd Ford  
Carrie and Paul Fortier  
Philip Fortunato  
Cynthia Hill Frazier and Cleve Frazier  
Erin Frazier  
Stephanie Fredrickson  
Lori Friedt  
Kathleen and James Fritz  
Harry Fukuda  
John Funatake  
Betty and Del Funk  
Clyde Furushima  
Deanna Stefani Gaffke and Kenneth Gaffke  
Marjorie and Robert Gallagher  
Jo and William Garber  
Amanda Gardner  
Francine and Jeffrey Gardner  
Sherilynn and Henry Gardner  
Katherine Garner  
Lanetta Cook Gaskill and F. David Gaskill  
Isabelle and Craig Gass  
Louise and Murray Gast  
Donna and Michael Gaughen  
Norma and William Geenty Jr.  
Susan Palmer Giannini and Gary Giannini  
Marianne and Ronald Gienger  
John Gilkey  
Barbara and Thomas Gilmore  
Louise and Arthur Glassman  
Janine and Brian Goldberg

Ilene and Michael Goldstein  
Carol Goss  
David Goward  
Helen and William Graeper  
Nancy and Alan Green  
Haley Green  
Helen and Mark Green  
Victoria and Jack Greening Jr.  
Martha and Mark Greenough  
Marilyn and Jeffrey Grey  
Kelsi Griesel  
Cathy Griffin  
Samuel Gross  
Carin and Sean Grove  
Margaret Groves  
Steven Gruber  
Renee and Michael Hafeman  
Katherine and Michael Haines  
Jeremy Hall  
Judy Steensland Hamburger and Steven Hamburger  
Wendy and Howard Handler  
Sandra and David Hanford  
Darrel Hansen  
Deanna Bishop Hansen  
Linda Haun Harper and Allen Harper  
Brian Harrington  
Cora and Jack Harrington  
Mark Harrington  
Kathleen and Christopher Harris  
The Dixie '51 and Robert Harrison '50 Family  
Lucille Grimm Harwood  
Russell Harwood  
Ramzy Hattar  
Richard Haugen  
Michael Haydon  
Susan and James Heberlein  
Katherine Berry Hedman and Kenneth Hedman  
Julie Heidenreich-Rawitscher and Scott Rawitscher  
Robert Heiney III  
Helen and Robert Heller  
Donald Helmich  
Daniel Henderson  
Charlotta and Jay Hendricksen  
Lori and William Henneger  
Douglas Henney  
Lois and Jack Henton  
Robby Heroux  
Joanne and William Herrin  
Kathryn and Stephen Himes  
Mary Vranizan Hinsdale and Scott Hinsdale  
Virginia Willson Hite  
Patricia and James Hoag  
Sherry and Richard Hockenbrock  
Craig Hodgson  
Morré and David Hoffman  
Barbara and Glenn Holderreed  
Terry Holschuh  
Judy and Maurice Hooff  
Mary and Craig Horton  
Stanley Horwich  
Devon Hotchkiss  
Jerold House  
Jaimie and Bradley Houser  
Meredith Houston  
Cletus Hover

Linda Webb Howard and Dennis Howard  
Betty and Gordon Hoy  
Jo Ann and Harold Hubbard  
Lyn Huber  
Cheryl Walline Hughes and Joseph Hughes  
Christine Voas Hunter and Brian Hunter  
LeRoy Huus  
Peter Ingle  
Nancy and Mark Irwin  
Leslie Ito  
Gayellyn and Henry Jacobson  
Mardel James-Bose and Harry Bose  
Deepa and Virendra Javadekar  
Alta and Randal Jefferis  
Todd Jensen  
Judy Marsh Jensen and Wilbur Jensen  
Carolyn Jessop  
Karen Zuther and Thomas Jessup  
Joyce and Lloyd Johanson  
Judith and Edward Johnduff  
Katie Osgood and Curtis Johnson  
Shannon McDonald Johnson and David Johnson  
Amy Weaver Johnson and Kit Johnson  
Deborah and Larry Johnson  
Priscilla and Robert Johnson  
Yuki and Craig Johnston  
Robert Johnston  
Linda and Troy Johnston  
Joyce and Douglas Jones  
Laura and Kenneth Jones  
Catherine and William Jones  
Ann Ranta Jordan and David Jordan  
Ronald Jungwirth  
Sharon and William Juza  
Barbara and Kenneth Kaighin  
Allen Kamemoto  
Cynthia Kane  
Shirley and Raymond Karnofski  
Richard Katz  
Shannon Zimble Katz and David Katz  
Linda Katzman and Dennis Glaser  
MaryAlice and Kyle Keaton  
Connie Steed Keefe and Jerald Keefe  
Kimberly Arkes Keizur and John Keizur  
Fern Kellmeyer  
Joyce McGee Kellund and Knud Kellund  
Ronald Kelly  
Susan and Michael Kerrick  
Peggy and James Kessinger  
David Keudell  
Reweti Kewene  
Elaine and Robert Kiehne  
Jinsook Kim  
Karen GaNung King and J. Randall King  
Patricia King  
Roland King  
Theodore King  
Teresa and Jeffrey Kinkaid  
Sandy and Robert Kirchner  
Donald Kirtley  
Patricia and Leon Klud  
Jack Knapp Jr.  
Judy and John Knutson  
Dael Kolwitz  
Jade Kousky  
Barbara and Ronald Kovar

Carol Woodard Kozimor and Jeff Kozimor  
Paul Kramer  
Janice Krause  
Sonia Saito Kreag and John Kreag  
Mary Allabach Kromling and Larry Kromling  
Rebecca and Norbert Kugele  
Marilyn and Virgil Kuhls  
Lisa Kutcher  
Marietta and Glen Kuykendall  
Marilyne and Richard Lakefish  
Douglas Landwehr  
Kelly Marcus Lanford and Jeff Lanford  
Janet and Gary Langenwalter  
Lynn Langfeld  
Julie and Macy Lawrence  
Nancy and Thomas Leahy  
Paul Leavy  
Velma Lee  
Jennifer and Max Lee-Kwai  
Nancy Riesch Leisure  
John Leydon Jr.  
Susan and Girard Liberty  
William Lighthall  
Michelle and William Lilje  
Denise and Charles Lilley  
Ida Mae Nickels Lillie  
David Lindley  
Jason Link  
Molly and L. Scott Liston  
Roderick Livesay  
Susan Gintz Livingston and Mike Livingston  
Suzi and David Logan  
Erwin Lorenz  
Phyllis and Kurt Lorig  
James Lowder  
Qing Lu  
Marla Keith Lucas and David Lucas  
Jeffrey Lyford  
Tania Lynn  
Molly and Jeff Lyon  
Marcia Gossard Lyons and Peter Lyons  
Brent MacCluer  
Anne Flatland Macdonald and John Macdonald  
Nicholas MacIvlen  
Howard Mader  
John Madrosen  
Molly and Rodney Malone  
Amira Mansour  
Cynthia March  
Mary and Jeffrey Marineau  
Dorothy Schray Marsh and John Marsh  
Carrie and William Mason II  
Diane and Donald Masterson Jr.  
Nancy and Alvin Matsumoto  
Susan and Richard Maxwell  
Mary Baker Maybee  
Corey Maynard  
Faye and Timothy McClain  
Peggy Ann and John McConnochie  
Martha and Micheal McCormick  
Christine and Charles McElligott  
Patricia McEntee-Baxter and Lee Baxter  
Carolyn Botcheos McGeehan and James McGeehan  
Ann Long McGill and Ronald McGill  
Erin McKalip

Diane and James McKittrick Jr.  
Kay and Raymond McLaughlin  
Gail and Robert McLay  
Cathy and Thomas McLean  
Jayne McMahan  
Maryanne McMurren and Jeffrey Sprague  
Tere and Scott McNaughton  
Patrick Meadows  
Lea and John Meldrum  
Ilene Painter Mellor and William Mellor  
Joylenn and Gary Mendoza  
Randy Merrill  
Lisa Messinger and Aaron Panken  
Gregory Mettler  
Elizabeth Meyerding  
Amanda and Mark Michaelis  
Nancy and Christopher Middleton  
Barbara and Sheldon Migdal  
Beverly and Jeffrey Milanowski  
Bradford Miller  
Judy Miller-Hedin  
Richard Minkler  
Archana and Shekhar Misra  
Donald Moffatt  
Kevin Moffitt  
Bradley Mongrain  
Mary and Robert Mooers  
Ayako and Daniel Moore  
Vera and James Moore  
Linda Moreland-Hooker and Steven Hooker  
Jeanne Morgan  
Richard Morgan  
Teresa Morgan  
Jenifer Morrison  
Julie and Douglas Moshofsky  
Lynn and Steven Mowe  
Carol and Stuart Munro  
Christopher Murphy  
Monique Fracz Myhre and Steven Myhre  
Clarence Naapi  
Donna Lynn Nakai  
Judy and Shizuo Nakawatase  
Eduardo Nasrallah  
Russell Neely  
Victoria and Leslie Neighbors  
Carl Neisser  
Cynthia Vernon Nelson and Thomas Nelson  
Karen Smith Nevins and John Nevins  
Lori and Steven Nichols  
Heidi and Daryl Nishida  
Garrett Nishimura  
Linda Shannon Noah and Roger Noah  
Daniel Nollette  
Charles Norris  
Mary and Philip Nyegaard  
Patricia Mapes Nystrom and Stanton Nystrom  
Jean and Clinton O'Neill  
Colin O'Neill  
Harold Oeser  
Michael Oesterlin  
Sumie and Earl Ogata  
Paul Olson Jr.  
Em-Orn and Sanfred Olson  
Susan and Charles Oltman  
Fumiaki Ono  
Michele and Dennis Oshita

Rade Oxman  
Cathy and Stanley Oyama  
Dorothy and Raymond Packouz  
Linda and Peter Paisley  
Barbara Palmer  
Catherine and Daniel Park  
Arlene and Fred Patterson  
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# Beyond the Numbers

Peter Wong, class of 2010, said he has always been a numbers guy. Even as a child he felt a need to quantify things. What Wong lacked, though, were some of the more intangible talents, such as leadership experience and interpersonal skills.

"I always did well academically, but I was never really involved in high school activities," Wong noted. "I wouldn't say I had weak communication skills, but stuff like public speaking was never my strong suit."

That all changed when Wong came to the University of Oregon's Lundquist College of Business. He found that getting involved was easy. He signed up for campus clubs and organizations and became a student advocate for freshman and sophomore students as a peer adviser for the undergraduate advising office.

"It was a great way for me to help out and work on my communication skills," said the twenty-one-year-old undergraduate accounting major and economics and Chinese minor. "The peer advising program was valuable to me, and I wanted to give something back."

And Wong knows a thing or two about the importance of giving back, having received multiple scholarships to help fund his education. A Lundquist College of Business Honors Program member with a 3.89 cumulative GPA, Wong said he now seeks out activities based on their potential to help others in a positive way. When he's not helping students pick their courses or shepherding potential students through the application process, he serves as the vice president of finance for the Beta Alpha Psi student group.

He's also applied to serve as an "ambassador" for the University



of Oregon through Inroads, an advancement program that trains and develops talented minority youth for professional careers in business and industry.

A native of Beaverton, Oregon, Wong hopes to live in Portland and work for the KPMG accounting firm when he graduates in winter 2010. He credits the Lundquist College of Business and the Inroads program with putting him in touch with the firm, where he

completed a summer internship. A previous internship at Liberty Northwest also yielded some valuable firsthand experience, Wong said, as did a leadership-training mentorship.

"I'm going to be dealing with companies and clients after I graduate, so leadership and communications skills are important," Wong said. "When I got here, I could look into the future and see myself developing. Now, I would say I am on the path to success." ■

# Talent Matters

A man with glasses and a suit is writing on a whiteboard. The background is a solid blue color. The man is in the foreground, looking towards the camera while writing. The whiteboard behind him has some faint, dark markings, including a plus sign and some illegible characters.

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