BEYOND BLUE CHIPS
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MESSAGE FROM THE DEAN

Business and Society

Create a stronger presence in Portland, become more interdisciplinary, and enhance our global posture—these are three themes I have chosen as cornerstones for the college’s upcoming strategic planning effort as I commence my deanship. These priorities reflect the needs of the academic and business communities, fit well with the university’s academic plan, and provide an opportunity to differentiate the Lundquist College of Business in an increasingly competitive environment.

They also respond to how business is changing. Businesses today are increasingly called upon to address society’s problems, from healthcare to the gulf oil spill. This was not the case twenty years ago. As a result, the functional disciplines (accounting, finance, marketing, management), though still fundamental, are no longer autonomous. Add to this the recent economic crisis, and it is clear a paradigm shift is happening. It is imperative to prepare students for the realities of business in this shifting climate.

The Lundquist College of Business is ahead of the curve in heeding this new reality, and I am excited to return to my alma mater to lead the college in this time of unprecedented change. The college has already taken the bold steps of realigning its MBA program around four specialty centers. Renovations are underway on Anstett (formerly Gilbert) Hall. We have leveraged our strategic advantage in the down economy to hire dozens of new faculty members—young upcoming faculty members and seasoned veterans. But the best is yet to come.

Moving forward, we are aligning our resources and structure to infuse a focus on global issues throughout programs, centers, and departments. Related, the college will converge its curriculum around broader issues: sustainability, innovation, risk management, corporate governance, and more. Much of this work will be funneled through our centers, broadening their missions and roles.

We will additionally expand our presence in Portland. If we are to be successful and serve the needs of Oregon, we need to better engage the state’s largest business hub. We will. And we will do so in a way that is synergistic with larger UO efforts at the White Stag Block.

I close with a special note of thanks to President Richard Lariviere, Dennis Howard, and the numerous donors, alumni, and friends of the college with whom I have already met. They all have gone out of their way to make my wife Louise and me feel welcome. The college is in better shape than it has ever been, thanks to the willingness of our friends to play an active part in our future.

I wish you all the best and look forward to many more engaging interactions with students, alumni, faculty members, and constituents in the coming year.

Cornelis A. “Kees” de Kuyver
Dean and James and Shirley Rippey Distinguished Professor
“People become professors because they want to make a difference in the world. They want the world to be a better place,” explained Dave Guenther, one of three Lundquist College professors the University of Oregon honored with Research Innovation Awards in May.

Guenther, along with Alan Meyer and Sergio Koreisha, were recognized for their scholarly achievements as well as for the applications and implications of their research for business and society.

Meyer’s work, for instance, on the Technology and Entrepreneurship Program connects the college’s entrepreneurship center with the School of Law and other campus programs to create interdisciplinary graduate student teams, giving them a chance to look at cutting-edge technologies and test the possibility of building businesses around them.

“The only reason it works is because of the connective tissue,” noted Meyer. “I would have done anything to have the chance to do this when I was their age,” he added.

Koreisha was likewise honored for creating more efficient forecasting models to speed business decision making.

“Everyday decisions are being made based on some type of forecast . . . for planning purposes, for staffing, to figure out inventory, to plan finances. Having tools that are reliable, practical, and easy to use is extremely important,” Koreisha attested.

And Guenther earned accolades for his research into the affects of taxes on society and on the decisions people make—financial and otherwise.

“The world will be a better place if we understand how taxes affect people,” he noted.

Watch videos of them talking more about their research at ria.uoregon.edu.

New York City . . . and Beyond

New York, New York, city of big dreams. Students from the Warsaw Sports Marketing Center made the trek to the Big Apple and other East Coast locales as part of the annual rite of passage for second-year MBAs.

The premier networking and learning opportunities—thanks to the Warsaw Center’s industry connections—set the trip apart from others in the country. And this year students kept an extensive travel log of their activities on the Warsaw Center blog.

Highlights included

• A chance encounter with Under Armour’s founder and CEO Kevin Plank, who gave a great pep talk.

• An in-depth discussion with IMG executives about the fragmentation and concentration of media power and the rise of branded media

• The industry luncheon with Warsaw Center alumni working in the New York area, attended by more than a hundred people.

• The realization that Harvard business students got only a couple hours of NBA execs’ time whereas Warsaw students had a full day.
Competition Is Good for Business

Publicity around the college’s renowned New Venture Championship kicked off early this past year, with Forbes lauding it in the January 26, 2010, issue as one of the fifteen best business plan competitions. This was followed by a Lundquist College of Business MBA student venture, Mosaic Genetics LLC, winning second place and $10,000 at the event in April.

As a student from Nanomark Therapeutics noted, it’s the judges that really make the competition stand out: “The judges’ feedback and their experience—they really asked questions we had never been asked before at other competitions.” Nanomark from Louisville University finished first in the 2010 competition.

Add to this the amazing success of last year’s NVC winning team, KT Tape from Brigham Young University. KT Tape’s revolutionary athletic tape for injuries is being spotted on dozens of professional athletes and is now available at Sports Authority, Dick’s Sporting Goods, REI, Target.com, Big 5, and more. It’s just another great example of how NVC can help provide a successful launching platform for start-ups.

Catch a recap of the event, including a complete list of winners and video highlights at oregonnvc.wordpress.com.

Designing Green Products

Consumer demand is changing. From organic food to hybrid cars—more and more people want to know that the goods and services they purchase are paying attention to the triple bottom line of people, planet, and profit. Yet, inventing and marketing profitable products that truly are green from the get-go is not easy. It requires a broad approach that brings together expertise from various disciplines and industries.

A new initiative at the University of Oregon does just that. The Green Product Design Network (GPDN) brings together students, faculty and staff members, and business leaders with expertise in chemistry, product design, business, law, and journalism and communication. The network is one of five key projects identified as a major strategic initiative for the University of Oregon because it leverages and unifies the UO’s unique strengths.

The network is already working with Oregon businesses on projects ranging from building materials to athletic apparel, with support and involvement from Lundquist faculty members, including Mike Russo, Nagesh Murthy, Jennifer Howard-Grenville, Andrew Nelson, and Tom Osdoba, and students from the Center for Sustainable Business Practices.

“This is a dynamic time. There’s a window of opportunity for what could be a generational process of making products greener and addressing socioeconomic issues,” said Osdoba, about GPDN.

Navigating the complexities of sustainable supply chains and green marketing provides additional challenges we are helping students and businesses understand, he explained. For example, the energy it takes to produce a green material for a product may outweigh the material’s environmental benefits.

Get involved with the Green Product Design Network at uo-gpdn.ning.com.
START-UP

Connection, Engagement, Opportunity

A new initiative seeks to create and support a diverse community within the Lundquist College of Business. Known as The CEO Network, the program provides a cohort program for students of underrepresented populations to complete the pre-business curriculum on a planned schedule with the same group of peers. It also connects students, faculty and staff members, and alumni who are inspired by the power of diversity through student leadership teams, mentoring programs, and advisory boards.

The UO Office of Institutional Equity and Diversity awarded the college a grant for the program in May. The ultimate goal of the program, explained Ron Bramhall, the primary author of the grant and director of the Honors Program, is to enhance the education of all students and the excellence of the university by celebrating and recognizing the cultural diversity of students in the college.

This is especially important because students in three target populations are not matriculating from pre-business to full major status at the same rate as other populations. The CEO Network’s innovative cohort model for first-year students is being launched this academic year. Junior and senior business students will serve as mentors to those first-year students. In addition, alumni and business practitioners are being actively sought to mentor junior and senior students as they prepare to enter the workforce.

Find out more at ufolio.uoregon.edu/ceonetwork.

Who’s That?

Just a few of the faces recently encountered around the Lillis Business Complex and beyond.

NBA Hall of Fame member Bill Walton shared with students his views on the changing sports market as well as stories about John Wooden and a sponsorship deal with Phil Knight that Walton turned down.

Ryan Blair, author of Nothing to Lose, who overcame adversity to see his first venture grow to be valued at more than $1 million after only a few months, shared his inspirational story with Entrepreneurship Club students.

Oystein Harsvik, director of the treasury for Microsoft, a firm whose wealth is the envy of the corporate world, impressed students with creative strategies and innovative approaches he’s pioneering in fund management for strategic acquisitions and investment management.

Ahmad Rashad and David Stern picked up the Jim Warsaw bobble head at the NBA Finals as part of the ongoing “Where Is Jim?” tribute to the Warsaw Sports Marketing Center’s late founder; see jimwarsaw.com/extras/where-is-jim.

Did You Know?

The University of Oregon is one of only nine universities participating in the federal government’s Chinese Flagship program (casls.uoregon.edu/uoflagship). Since starting in 2009, several Lundquist College of Business undergraduates have participated in the innovative program. Here’s what some of them have to say about the experience:

“It gave me the opportunity to see a side of China that I had previously heard of but had no real experience. I saw how important having connections was in China; how gift giving can facilitate or hinder business endeavors. I believe that all I observed and experienced will follow me for the rest of my life.”

—Jenny Chen ’10

“I was able to experience and observe the work ethics and behaviors in their environment. I had the opportunity to interact with a different generation of Chinese people. This opened my eyes to the contrast of their thoughts and personalities.”

—Grace Ong ’10

Find Out What’s New Before It’s News: twitter.com/UOBusiness
Growing Our Ranks

The Lundquist College of Business continues to grow, and this year we made some significant strategic hires that bring us renowned expertise and emerging young talent. We are pleased to welcome the following new faculty members, who will greatly impact the future of our students and the college.

**Eren Cil**
Assistant Professor of Decision Sciences
From the Kellogg School of Management at Northwestern, Cil earned his PhD in operations management. His research interests lie in the areas of service operations, strategic pricing under competition, and the applications of queuing theory. His current research focuses on competition among independent service providers in large-scale online marketplaces.

**Heidi Connole**
Instructor of Business Leadership and Communication
Connole’s PhD is from the College of Business and Economics at Washington State University. She was previously the faculty team leader for the University of Idaho’s executive MBA program and held teaching positions at the United States Army War College, Washington State University, and The University of Montana. In addition to teaching leadership and communication classes, Connole will be codeveloping a professional writing program for undergraduates.

**T. Bettina Cornwell**
Professor of Marketing
Cornwell will serve as the first research director of the Warsaw Sport Marketing Center. She comes to the college from the University of Michigan and previously held positions at the University of Queensland and University of Memphis. She received her PhD degree from the University of Texas. She is a renowned expert on sports sponsorship and her research interests include consumer information processing and marketing communications.

**Bruce Darling**
Instructor of Accounting
Darling has taught accounting and finance for eighteen years, the past four as an adjunct instructor at the Lundquist College of Business. He is a licensed and practicing certified public accountant and runs an accounting and consulting firm he founded in 1980. Darling recently earned his PhD from Madison University.

**Shane Heitzman**
Assistant Professor of Accounting
Heitzman has a PhD from the University of Arizona and most recently served as an assistant professor at the University of Rochester. Heitzman received the Deloitte Foundation Doctoral Fellowship at the University of Arizona. His interests include taxes and incentives in mergers and acquisitions.

**Lan Jiang**
Assistant Professor of Marketing
Jiang recently received a PhD in marketing from the University of British Columbia. She has an MA in economics from Simon Fraser University and a BA in economics from Beijing University. She researches customer relationships, effects of the retail environment on product judgments, and new product design.

**Arvids Ziedonis**
Assistant Professor of Management
Arvids Ziedonis earned his PhD in business and public policy from the University of California, Berkeley, and was most recently on the faculty at the Stephen M. Ross School of Business at the University of Michigan. Before that, Ziedonis served as a senior fellow at the University of Pennsylvania’s Wharton School. He studies factors that influence acquisition and commercialization of embryonic technologies. He takes over the role of academic director for the Lundquist Center for Entrepreneurship.

**Rosemarie Ziedonis**
Associate Professor of Management
Rosemarie Ziedonis specializes in intellectual property, technology strategy, and innovation. She was most recently codirector of the Center for Law, Economics, and Technology at the University of Michigan Law School. Ziedonis holds a PhD in business and public policy from the University of California, Berkeley, and has served at the University of Pennsylvania’s Wharton School. She is the first research director of the Lundquist Center for Entrepreneurship.
The college’s new dean brings excitement, fresh ideas, strong and proven leadership, and a personable demeanor.

It was an unlikely setting for a lesson in business management and an even less likely method of teaching. One evening several years ago new dean Cornelis de Kluyver, then at the Peter F. Drucker and Masatoshi Ito Graduate School of Management at Claremont University, led a group of executives through an intensive session on shared leadership. The Dutch expert on global strategy and corporate governance broke out a banjo and steered three improvisational jazz musicians who had never met before through a series of instructive exercises, rehearsals, and, eventually, performances—all to show how a group could use leadership and communication skills to create something fresh, novel, and inventive.

“In two-and-a-half hours,” de Kluyver recalled, “we grew from a group of strangers into a fairly tight-knit quartet that was willing to take some risks and really play some recordable music.”

The lesson was an enterprising approach to education that reveals a lot about the college’s new dean, who has some very strong ideas about how to take the Lundquist College of Business to the next level (see page 1). But he also knows he can’t just push forward without the support of those around him.

“This is going to be a collective process,” he stressed, pointing to the work of his predecessor, former dean Dennis Howard, as a jumping off point. “We have a very strong foundation, and I believe there’s a lot of opportunity to build on that foundation.”

The Dutch-born de Kluyver, who goes by the name “Kees” (pronounced “case”), previously served at the helm of Claremont University’s graduate business program and the School of Business Administration at George Mason University. Having developed and implemented plans for both universities, as well as other organizations—de Kluyver worked as a partner on European integration for Cresap Management Consultants, a Towers Perrin Company in the 1980s—the new dean has shown a propensity for strategic thinking. A disciple of Drucker, he has written four books, including *Strategy: A View from the Top*, now in its fourth printing. It doesn’t hurt that he has two degrees from

“I thought Dean de Kluyver was really personable and enthusiastic. When he first came into the room, he introduced himself to the students. He talked a lot about finding a strategic vision.”

STEPHANIE VAN DELLEN, UNDERGRADUATE BUSINESS MAJOR
the University of Oregon—including an MBA from the Lundquist College of Business—and a long personal history as an exchange student, donor, guest lecturer, and friend of the university.

“When I came here from Europe forty years ago, the college was my first stop in the United States. It was a great experience,” de Kluyver said. “I’ve seen what the Lundquist College of Business has done, and it’s quite stunning.”

De Kluyver’s enthusiasm for his alma mater showed during his selection, say those who participated in the process. The search was guided by the Dallas, Texas, firm R. William Funk & Associates and included students, faculty members, and administrators. Michael Bullis, dean of the UO College of Education, served as chair of the search committee.

“To be a dean you have to have a vision. You have to know where you are going and where you will end up,” Bullis explained. “De Kluyver knows what he’s going to have to do to take the college to the upper levels of business schools in this country.”

The committee recommended a short list of finalists to UO Senior Vice President and Provost James Bean, who ultimately made the decision to hire de Kluyver. Bean, who previously held the position of dean of the Lundquist College of Business, said de Kluyver understood the unique demands of the job.

“One of the qualities that impressed those who met with de Kluyver was his willingness to engage with students. Not only did he meet directly with student members of the selection committee, but he also responded to e-mails and even helped advise one student on a summer internship. As dean, he vowed to have an open-door policy and said staying attuned to the needs of students will always be a priority.

“Let’s remember why we are here,” he explained. “We are here to provide students with the best education we can and to endow them with the values that will steer them throughout their lives. So, yes, I feel very close to students.”

In preparation for his move to rainy Eugene, de Kluyver’s acquaintances have been giving him umbrellas, but as he pointed out he’s from Holland, which is not exactly a desert. De Kluyver’s European heritage informs other aspects of his life, including his desire to boost the Lundquist College of Business’ global presence. He acknowledges the college has achieved a measure of success in this realm—particularly with its Engaging Asia initiative—but he would like to take the global push a step further by partnering with institutions to offer exchanges with faculty members, students, and research initiatives.

“Creating a network of international opportunities helps build our brand and expand it from ‘regional prominence’ to ‘internationally recognized,’” he elaborated.

Part of that expansion toward wider brand recognition will hopefully involve the support of the Portland business community, de Kluyver said. Many of the partnerships he envisions will be with small- to mid-sized companies. The goal would be to create a world-class starter course in Portland for the state’s corporate world that is academically based and backed by a research institution.
De Kluyver said he would like to build on the Lundquist College of Business’ successful four-center model and focus on other strengths as well. He sees interdisciplinary partnerships emerging with the School of Journalism and Communication and the College of Education, and he points to the college’s outstanding research and teaching in the areas of finance, marketing, and management as three disciplines that could be broadened.

“The college has an outstanding reputation for research and teaching and that’s absolutely great,” de Kluyver said. “But if we can go beyond discipline-based excellence to broad interdisciplinary-based excellence, we can tackle bigger problems in society.”

“Having spent time both as an academic and as a practitioner, de Kluyver brings a well-rounded perspective to the discipline of business administration. His natural sociability will make him a dynamic representative of the Lundquist College of Business before policymakers, the faculty and staff, potential donors, alumni, and students. I was surprised at his willingness to go out of the way to help students. He assisted one of my classmates in her summer internship search and promptly responded to e-mails sent by myself and other students, even before his official start date.”

JAXON LOVE, MBA STUDENT
Renovations are underway on what will become Anstett Hall, thanks to a generous gift from Hope Anstett ’55.

Hope Anstett remembers first noticing her future husband Joseph during an Economics 101 class in their sophomore year at the University of Oregon. “I was sitting in the middle of the classroom and asking a lot of questions. Joe kept turning around to see who was asking the questions.”

The Anstetts married the day after receiving their business degrees in 1955. Hope worked as a secretary to a bank president in Las Vegas while Joseph served in the Army in Korea. When he returned to Las Vegas, he began a thirty-seven-year career with Silver State Disposal Inc., working his way from accountant to president and chief executive officer. The Anstetts became strong supporters of the Lundquist College of Business. They gave $1 million to the Lillis Hall construction fund in 2001, and they supported the accounting department and the college annual Investors Fund. After Joseph died in 2008, Hope gave $1 million to establish a scholarship endowment in his memory.

On campus to announce the scholarship, Anstett toured the Peterson Hall renovation. She came away impressed with how Peterson had been integrated with the new Lillis Business Complex, and she saw how that same seamless quality could carry over into a renovation of Gilbert Hall. She realized she had a significant opportunity both to help realize the college’s vision and to memorialize her husband. So, in February, she announced she would give a $5 million gift to the Lundquist College to help renovate Gilbert Hall. The building was renamed Anstett Hall in the couple’s honor.

“I have very strong feelings for the university and the business college,” said Anstett, who remembers taking classes in Gilbert Hall as a senior. “I thought this gift would be a good way to complete the Lillis Business Complex and provide a lasting memory of my husband.”

Anstett Hall forms the historic east wing of the Lillis complex. Originally called Commerce Hall, it became Gilbert East in 1975 and then simply Gilbert Hall in 2001 after the adjacent building was renamed Anstett Hall in the couple’s honor.
Commonwealth Hall was demolished to make way for Lillis. The cluster of four buildings in the Lillis Complex now includes Anstett Hall, Peterson Hall, the Chiles Business Center, and the stunning LEED-certified Lillis Hall, which opened in 2003. The plaza surrounded by Lillis Hall and the two historic wings is being permanently named in honor of James Gilbert, professor of economics and dean of the College of Arts and Sciences during the first half of the twentieth century.

Built in 1921, Anstett Hall had never been substantively renovated. It lacked modern wiring and technology and was not conducive to learning. Moreover, it failed to accommodate student enrollment at the college, which has grown from 2,661 students in 2000 to 4,377 students in 2009, an increase of 64 percent.

With the help of the Anstett investment and other gifts, the $6.5 million project is outfitting the hall with much-needed new classrooms, study spaces, and faculty offices. The interior remodeling will integrate the latest teaching technologies and incorporate green building elements also found in Lillis and Peterson halls.

Anstett’s first floor will provide five medium-size classrooms and four faculty offices for general university use. The second floor will offer three rooms for graduate teaching fellows and a new space for the tutorial and counseling center. The second and third floors also will open up new business faculty offices, needed to accommodate existing faculty members as well as twenty-three new faculty members expected to be hired within the next five years. Also moving to Anstett Hall will be the Anstett Family Accounting Suite, which will free space in Lillis Hall for the Center for Sustainable Business Practices.

Construction began on the hall April 17 and is expected to be completed in April 2011.

None of these changes would have been possible without the generosity of Hope Anstett, noted former Dean Dennis Howard. “The gift from Hope has had a transformative impact on our college,” he said. “Hope’s generous support has meant much more to us than just the bricks and mortar improvements; it has rekindled broad donor interest and has allowed us to make significant improvements to another wing of the Lillis Complex.”

Anstett graciously accepts the appreciation but insists the pleasure is in fact hers. “I just feel privileged that I can afford to do that,” she said. “Joe attributed his success to his education at Oregon. We felt we should remember where we came from, how we met, our happy days there. I never dreamed I’d be able to give $5 million. But I’m glad to share it. It was the right thing to do.”
Kettle Foods, the Oregon-grown producer of natural chips and snacks, had a problem with big bricks-and-mortar implications. A team of students from the Lundquist College of Business had an uncommon interest in material handling.

A coupling of the Kettle Foods problem and the students from Associate Professor Nagesh Murthy’s decision sciences course resulted in a fifteen-page project report that Murthy rates as the best ever in his 300-level undergraduate course.

“There was no outline in any of our courses on how to tackle the project, or even where to begin—I mean, we were designing a building,” said John Fischer, who tackled the project along with fellow undergraduates Erika Bulay, Patrick Burton, J.D. Mesa, Allyson Scott, and Christine Amanatidis.

“The problem we gave the student team to solve is more complex than a textbook or case study, because our data are not as easy to find or understand,” said Joe Iagulli, Kettle Foods’ supply chain director, adding that the student model envisions about 10 percent more storage capacity than he expected.

“Eventually, we had to stop obsessing the details and just commit on a good design.”

She and Fischer each point out that the student team also bonded during the project, even getting together for group dinners and holiday gatherings.

“As a group, we were capable of doing some great stuff,” Fischer beamed. “It was nice to slowly move past that ‘How the heck are we supposed to do this?’ feeling in the beginning, and into ‘I think we rocked this, guys!’”

Right: J.D. Mesa, Christine Amanatidis, Allyson Scott, Patrick Burton, and Erika Bulay lined up a great analysis for Kettle Foods.
Ahead of the Curve

Professor Russo’s new book provides fresh insights into how companies focused on sustainability think, act, and cluster. And he says Portland is a hotbed for these emerging businesses.

In researching his new book, Companies on a Mission: Entrepreneurial Strategies for Growing Sustainably, Responsibly, and Profitably, Michael Russo interviewed the owners of dozens of socially and environmentally conscious companies and compiled data on more than 100 others. If that sounds like a chore for Russo, it wasn’t. The companies were small, surprisingly open and, he said, he felt fortunate to have a license to talk to them.

“In much the same way that technological innovation comes from the fringes, that’s also true of social innovations,” noted Russo, who serves as the Charles H. Lundquist Professor of Sustainable Management and head of the management department. “The level of social and environmental stewardship within these companies is making larger companies pay attention to them.”

Many of the most exciting developments are occurring right here in our backyard, continued Russo, who includes a chapter on Portland as a hotbed of innovation in his book. Years in the making, his book has been garnering plenty of praise, both from those inside and outside of academics.

It’s been a good year for Russo in other ways. He was the first professor to earn the title of Fetner Visiting Sustainability Leader from Syracuse University, a one-year post that sent him to New York state in February and August to teach and to speak about his work with faculty members and students.

After having spent time on another campus, Russo said the UO is ahead of the curve when it comes to interdisciplinary collaborations between departments on campus. He pointed to partnerships between professors Jennifer Howard-Grenville and Andrew Nelson from his department and those in the chemistry department and arrangements that encourage faculty members from different parts of campus to serve on committees together.

“It’s just part of the culture here,” he said.

A former civil engineer, Russo has contributed to numerous scholarly business journals and is the editor of Environmental Management: Readings and Cases, but Companies on a Mission is the first book he has written. While there’s no shortage of books on sustainable businesses, what sets Russo’s work apart is its focus on small- to mid-sized companies and the care with which he conducted his analysis.

In choosing the companies he profiled, Russo looked at regionally based businesses, such as Salem’s Kettle Chips or Portland’s KEEN Footwear, as well as companies headquartered across the United States and in other countries. And unlike other books, he examined not only successful companies, but also those that suffered setbacks.

You won’t learn much if you only look at successes, offered Russo.

He found that mission-driven businesses face challenges unique to their markets. Although he did find a few instances of “greenwashing”—in which companies exaggerated their environmental claims—for the most part he paints a picture of a movement that inspires quality, elicits employee loyalty, and engenders social and environmental innovation. The end results are products and services that enjoy customer allegiance and are frequently sold at premium prices. Russo concludes that mission-driven companies are altering the entrepreneurial landscape and, ultimately, having an impact on the business mainstream.

For more information about Companies on a Mission, see www.sup.org/book.cgi?id=12336.
BEST OF CLASS

Heart and Soul

Beth Hjelm is tough. She pushes and challenges students, has high expectations, doesn’t sugar coat anything. She also wears her compassion and dedication on her sleeve.

Beth Hjelm knows her students well enough to recognize it isn’t the academics that draw them to her courses. It’s her previous life—that, and her inclination to send students out into the world of commerce, rather than attempt to replicate business scenarios in her classroom. When they get to her, a term or two before graduation, they’re ready for the plunge.

“By the time they’re about to graduate, they have no desire to make me happy anymore. They want their experiences in the classroom to show and prepare them for the road ahead,” said Hjelm, an instructor since 2003 at the Lundquist College.

She’s an unabashed proponent of hands-on experience, largely because she has plenty of that herself. After receiving her bachelor’s degree in philosophy from the University of Notre Dame and her MBA from the Kellogg Graduate School of Management at Northwestern University, she worked fifteen years for Coopers & Lybrand Consulting, stationed in London, New York, Detroit, Chicago, Connecticut, and then back to New York.

That’s where she retired from the firm to do some independent consulting before changing tracks to pursue certification as a landscape designer. Her husband suggested a move to Oregon, and not too long after arriving in Eugene, she noticed a help-wanted ad for someone to teach a business strategy class at the UO.

“I said, ‘I can do that,’” she recalled. And she has, ever since—to rave reviews from her students. She is consistently among the instructors rated highest on student evaluations, and in 2008 and 2009 she was voted most influential faculty member by seniors.

“She treated my group like a boss treats a team,” said Jeff Gibb, who last spring took Hjelm’s business capstone class, which incorporates students’ entire Lundquist education into a single project.

“If we ran into a roadblock, she not only expected an explanation, but also new ideas to overcome the problem,” added Gibb, who now works for All Star Directories, a Seattle-based college directory company.

Ben West—now the general manager of StoveTec, a Cottage Grove maker of rocket stoves—took a strategic planning course from Hjelm while earning his MBA. He said Hjelm’s background in business set her apart.

“She came from a consulting background,” West offered. “She’s hands-on. She doesn’t sugar coat anything, but she really cares, too.”

Hjelm readily admits that she pushes her students. “They need to start to ask questions about things they don’t know,” she said.

But, she explained, it’s the content of her classes that makes them both fun and useful. She regularly taps her business contacts for problems or propositions her students can work through.

And she points out that a positive conclusion isn’t always the most favorable outcome for a real world scenario. Although most projects end in results that clients start to implement, that is not always the case. She recently had sixteen teams working on projects, and four concluded the business plans they studied were not feasible.

“I’ve done enough consulting that I know even a project with twists and turns can be educational and informative to both the clients and the students,” Hjelm said.

“When students walk out of here, they’re going to be working on incomplete information and inconsistent information,” she added. “Projects rarely finish where they start.”
Sustainability students worked hands-on with local and national companies including NW Natural, Portland Clean Energy Works, Jibe Consulting, EWEB, Nike, Burgerville, Costco, and Pivotal Investments to solve issues the businesses are facing.

“Green Behind the Scenes: Perspectives from Law and Business,” the fourteenth annual UO student-run sustainability conference, was held at the White Stag Block in Portland in April. Representative Earl Blumenauer and Equilibrium Capital’s Dave Chen were keynote speakers. The center’s managing director Tom Osdoba was part of a panel discussion on “Making the Business Case for Renewable Energy.”

On April 1, the center, in conjunction with professors in architecture, chemistry, and planning, convened Oregon business leaders for a UO leadership summit at the White Stag Block in Portland. The summit focused on the sustainable economic development opportunities that are emerging through several UO activities, including the Sustainable Cities Initiative and Green Product Design Network (see page 3).


As part of a grant from the Oregon Transportation Research and Education Consortium (OTREC), assistant professors of management Jennifer Howard-Grenville and Andrew Nelson worked with business, planning, and product-design students to help assess the feasibility of developing electric vehicle charging station infrastructure in Oregon.

The New Energy Cities program, coordinated between the center and Climate Solutions, saw Osdoba traveling around the country to conduct workshops and deliver action plans for twenty-year clean energy strategies in Jackson Hole, Wyoming; Thurston County, Washington; and more. Visit www.climatesolutions.org for a list of cities participating in the program.

Nagesh Murthy, associate professor of decision sciences, served on the Production and Operations Management Society’s (POMS’s) conference committee, and the center sponsored the doctoral consortium and several tracks at the annual POMS conference in May.
On August 27–28, 2010, the Lundquist Center hosted the Eighth West Coast Research Symposium on Technology Entrepreneurship at the Lillis Business Complex. The event welcomed scholars from around the world to showcase the cutting-edge work being undertaken by technology entrepreneurship researchers. More than twenty-four papers were presented and discussed. Topics included commercialization of biotechnology, serial entrepreneurship, new organizational forms, scaling for growth, knowledge inheritance, intellectual property, and investment practices of corporate capital managers. The event is a yearly collaboration between entrepreneurship programs at the University of Oregon, Stanford University, the University of Southern California, the University of Washington, and the University of California, Irvine.

Ten teams of undergraduate business majors and minors competed in the center’s annual Venture Quest business plan competition in June. Venture concepts include green architectural technology, eco-fashion accessories, and a bicycle transportation system. Swing Mobility Aids won the business major category for a product that alleviates pain for individuals requiring assistance to walk or support themselves. Blueprint Brewing placed first in the minor category with a venture enabling restaurants to have a custom branded beer.

In addition to placing second at the New Venture Championship, Mosaic Genetics LLC competed in the McGinnis Venture Competition at Carnegie Mellon University and the 2010 Cardinal Challenge at the University of Louisville, where it finished in the top eight. The MBA student venture was also one of only forty in the world invited to the Moot Corp competition at the University of Texas in May. Teammates Elizabeth Holsapple, Nick Boehm, and Yonatan Schultz have also now officially launched the venture and are seeking customers. Visit mosaicgenetics.com.

Above: Lundquist Center Managing Director Terry Sebastian (right) awards a check to Swing Mobility Aids—Aaron Getty, Lindsey Swing, Amber La Mons, Enoch Choi, and Dan Hernandez—winners of the 2010 undergraduate Venture Quest competition.
**CENTER SPOTLIGHT**

**SECURITIES ANALYSIS CENTER**

The center provided summer research support to three faculty members: Julian Atanassov, Diane Del Guercio, and Ro Gutierrez. Atanassov worked on several projects, including investigations of how nonfinancial stakeholders use data on corporate policies and how firms leverage arm’s length financing to create innovations. Del Guercio analyzed the impact of broker incentives on mutual fund market segmentation, studied how public pension fund and labor union activism interests align with other shareholders, and examined subadvising in the mutual fund industry. Gutierrez focused on performance of mutual funds that invest primarily in corporate bonds and assessed stock price effects related to imbalance of buys and sells by institutional investors.

In its continued effort to bring relevant, timely, real-world issues home for students, the center secured visits from speakers ranging from Oystein Harsvik of Microsoft Corporation to regional capital management expert Jeff Curtis and Calvert Investments’ “green” expert Geoff Ashton. Topics included social responsibility and green investing, financial fraud as viewed from the inside, boutique equity management, and key issues plaguing the financial sector—regulatory issues, executive compensation, and corporate governance.

The student-run UO Investment Group held its annual meeting in May, welcoming back alumni and reporting on portfolio performance. The group managed to drive positive returns on two of its three funds during the past year and outperformed the benchmark on the third. Ironically, one of the key challenges it faced was adjusting to flourish in the strong financial recovery. UOIG students also noted that of the original twelve schools that began competing in the DADCO portfolio competition in 1999, UOIG has returned 77.10 percent since inception, while other schools have returns ranging from 32.63 percent to -79.19 percent.

The June 11, 2010, issue of the Portland Business Journal ran a feature article on the center and the project work students completed with such firms as Wells Fargo and Deschutes Investment Advisors. “To work with Wells Fargo in my first year was more than I expected,” MBA student Nihal Jambotkar said. Read the article at www.bizjournals.com/portland/stories/2010/06/14/focus4.html.

Beth Hjelm assumed leadership of the Securities Analysis Center on July 1 as interim director. She replaced Ben Salm, who returned to the private sector. Hjelm was previously interim director of the Center for Sustainable Business Practices (see page 15 for more about Hjelm).
The 2009–10 academic year featured another robust speaker program at the Warsaw Sports Marketing Center. Speakers came from all corners of the sports industry and included UO alumnus and former NFL player Joey Harrington, the chief marketing officers of the Anaheim Ducks and Portland Trail Blazers, and the CEO of the Seattle Seahawks and Sounders.

Students completed projects for a number of companies, including the Portland Trail Blazers, Papé Group, Oregon Track Club, Anaheim Angels, Portland Golf Club, True North Marketing, LPGA, Portland Beavers and Timbers, Bandon Dunes Golf Resort, Duck Athletic Fund, Emerald Valley Youth Lacrosse, NBA Draft.net, and the Action Sports Dew Tour.

The following well-known companies hired MBA students from the Warsaw Center in the past year: Major League Soccer, IMG, Octagon, GMR Marketing, Wieden+Kennedy, Columbia Sportswear, EA Sports, adidas, and the Reno Aces and Bighorns. In addition, undergraduate placement included Altus Marketing, Octagon, R*Works, EA Sports, and the Sacramento Kings.

Cementing the center’s reputation as a leading think-tank for sports business, more than sixty references to the center, including quotes from faculty members, appeared in major national news outlets, including The Wall Street Journal, The Washington Post, Los Angeles Times, Bloomberg News, Fox Business, and USA Today.

The center and its students organized several major events during the year designed to educate and give back to the community. Events included

**Jog for Jim:** A five kilometer race held in conjunction with the Eugene Marathon drew 620 finishers and raised more than $6,500 for Parkinson’s research.

**Women in Sports Business Symposium:** Beatriz L. Perez second from right), chief marketing officer for the North America division of The Coca-Cola Company, was honored as the Sports Business Woman of the Year.

**Warsaw Classic-Kidsports Invitational:** Competing in the annual three-on-three basketball tournament were 320 players in grades five through eight who raised money for two scholarship funds, one at the college and one for children who want to participate in Kidsports.

Warsaw Center MBA students were one of ten teams invited to participate in the National Sports Forum Case Cup in February 2010. Each team had twenty-four hours to draft a response to a case focused on reducing the childhood obesity epidemic. Warsaw students were invited to participate in the competition again in 2011.

The center welcomed David Higdon, chief communications officer of the LPGA and long-time sports industry executive, as its 2010 Executive in Residence. Considered one of the top sports communications and public relations executives, Higdon is helping to expand the center’s reputation and influence as one of the leading sports business research and education programs.
In the Middle of It All

Tom Van Dawark ’67, MBA ’69, leveraged his University of Oregon business education into a successful career and is now giving back to his alma mater in the form of insight, guidance, and strategic visioning.

It’s officially called 311 Lillis, but it’s known to many simply as “the war room.” A skunk works for strategy, the small, windowless conference room overflowed from floor to ceiling this past winter with ideas, mission statements, and mantras on poster-sized sheets. And commanding this strategic hub was Tom Van Dawark.

Van Dawark knows his way around a business plan. He spent most of his professional career as CEO of one of Seattle’s largest shipping yards, and served twelve years on the board (four as chair) of Virginia Mason Health Systems, now recognized as having one of the top hospitals in the country for patient care. Today, he is CEO and principal consultant of Orca Partners, advising executives and boards throughout the country on governance issues.

His involvement with the Lundquist College of Business began by hosting student workplace visits. He then judged several New Venture Championship competitions. Eventually, he joined the dean’s Board of Advisors, which he currently chairs. He has been active on search committees for both the previous dean, Dennis Howard, and current dean, Cornelis A. “Kees” de Kluiver.

“I always strongly believed in giving back to the community you grew up in, your kids were raised in, or you found valuable,” Van Dawark said.

At Lundquist College, Van Dawark has done that, and then some. Randy Swangard, assistant dean for external programs, praised Van Dawark as a role model for graduates and an exemplar of alumni dedication. “I’m astounded at Tom’s level of commitment to the college,” Swangard said.

Perhaps Van Dawark’s most profound contribution was building consensus to focus strategic priorities around students—a testament not only to his leadership skills but also to his deep-seated belief that customers come first, Swangard explained.

Back in the war room, Van Dawark and his team completed the development phase of the 2015 Vision and Strategic Plan in March. The plan identified two key strategies to help differentiate Lundquist: creating an outstanding learning experience for students and ensuring graduate success. A big part of the plan’s success now depends on how well it’s communicated, understood, and embraced by the entire Lundquist community, including alumni, Van Dawark stressed.

With the strategic plan implemented, the college will be positioned for a bright future, Van Dawark believes. But, judging from the mood he senses when he visits the Lillis Business Complex, the Lundquist College is already on its way.

“You walk through the Lillis Business Complex, and students are buzzing,” he said. “They’re in groups talking with each other outside the classroom. It’s just got a great feel to it. It’s an exciting place right now.”
Putting Knowledge to Work

A collegial culture of research and teaching is the hallmark of the Lundquist College of Business. Our faculty members are at the core of this mentality, inspiring and empowering students to explore new issues and ideas from both traditional and emerging perspectives. The following are some recent faculty accomplishments.

The Oregon Executive MBA graduating class in June selected Nagesh Murthy, associate professor of decision sciences, as their Outstanding Faculty Member for 2010.

Associate professor of marketing Joan Giese won the college’s Harry R. Jacobs, Jr. Professional Service Award for her work advancing the college’s integrated communications efforts and championing the creation of a business research lab in the Chiles Center. The 2010 Academy of Marketing Science also named her a track cochair and session chair at its May 2010 conference in Portland, Oregon.

Students honored senior accounting instructor Michele Henney with the 2010 Outstanding MAcc Faculty Award. She was also elected to serve another two-year term on the Oregon Society of CPAs board of directors, received a promotion to senior instructor, and became the accounting department’s coordinator for outreach and development.

Accounting professor Steve Matsunaga was promoted to full professor. Matsunaga was also named the college’s 2010 Thomas C. Stewart Distinguished Professor, recognizing his accomplishments inspiring undergraduates, advancing the college’s research culture, mentoring Ph.D. candidates, and garnering high-level media coverage.

The university granted tenure to associate professor of accounting Linda Krull and recently honored her and assistant professor of management Anne Parmigiani with 2010 Goulet Research Excellence Awards. The Western Academy of Management also recently recognized Parmigiani with an Ascendant Scholar Award, which recognizes remarkable young researchers who are no more than seven years out from their PhD programs.

Ro Gutierrez was promoted to associate professor of finance with tenure and recognized for his research on the predictability of stock returns.

Effective July 1 in conjunction with the start of Kees de Kluyver’s tenure as dean, marketing professor Dave Boush was named associate dean for administration and decision sciences professor Sergio Koreisha accepted the newly created position of associate dean for academic affairs. Boush’s responsibilities include all operational functions of the college, Career Services, the centers, and joint oversight (with the associate dean for academic affairs) of the MBA program. Koreisha will oversee all departmental functions, faculty affairs, and academic programs. They join Randy Swangard who continues as assistant dean for external programs.
Reporters from the Seattle Post-Intelligencer, The (Bend, Oregon) Bulletin, The Register-Guard, LiveScience.com, National Public Radio, and more referenced Ehrman Giustina Professor of Marketing Lynn Kahle’s research and called on his expertise for everything from consumer spending habits and fanaticism over Apple’s iPad to what your choice of pet tells marketers.

Michael Russo, the Lundquist Professor of Sustainable Management, penned commentaries on mission-driven companies and Oregon’s hidden industry cluster for The Portland Business Journal’s Sustainable Oregon and the Harvard Business Review’s The Conversation blog.

Taryn Stanko received the 2010 Outstanding Reviewer Award in the Organizational Behavior Division from the Academy of Management.


MBA students selected Jennifer Howard-Grenville, assistant professor of management, for the 2010 James E. Reimnuth MBA Teaching Excellence Award for MBA Core Instruction.

Assistant professor of management Andrew Nelson received the 2010 James E. Reimnuth MBA Teaching Excellence Award for MBA Elective Instruction. Nelson also received the college’s Business Advisory Council Undergraduate Teaching Award for fall 2009.

The Business Advisory Council awarded marketing instructor Mike Dore its Undergraduate Teaching Award for winter 2010.

Reflecting the well-deserved admiration of some of the college’s top students, Mark Phelps, the Donald A. Tykeson Senior Instructor of Business, was voted the Beta Gamma Sigma honorary society’s Professor of the Year.

Alan Meyer, the Charles H. Lundquist Professor of Business, and Andrew Nelson, assistant management professor, received a $10,000 grant from the National Collegiate Inventors and Innovators Alliance to create experiential learning opportunities for students in innovation and technology entrepreneurship, with an increasing emphasis on environmental and social entrepreneurship.

Robin Clement, senior instructor of accounting, received a Dean’s College Service Award for her outstanding service as head of the master of accounting program.

James Chang, director of Lundquist College Career Services, was the conference cochair for the MBA Career Services Council’s annual national conference in Boston, Massachusetts. The council also elected him to serve on its board for a three-year term.

Taryn Stanko received the 2010 Outstanding Reviewer Award in the Organizational Behavior Division from the Academy of Management.


**PRESENTATIONS**


Ekkehart Boehmer presented “Shackling Short Sellers: The 2008 Shorting Ban” (coauthored with Charles Jones and Xiaoyan Zhang) at the annual meeting of the American Finance Association, Atlanta, Georgia, January 2010.

**Andrew Nelson** won the 2010 Best Paper Award for “Dissecting Diffusion: A Longitudinal Perspective on Multiple Pathways and Competing Norms in the Transfer of Know-How” at The Davis Conference on Qualitative Research at the University of California, Davis, March 2010; and presented “Putting Universities in Context: Assessing Different Views of the Production and Diffusion of University-Generated Knowledge” at the University of Maryland’s Smith Entrepreneurship Research Conference, College Park, Maryland, April 2010; “Do Technology Transfer Metrics Distort Knowledge Transfer Processes? Assessing Different Views of the Production and Diffusion of University-Generated Knowledge” at the Tilburg University Conference on Innovation, Tilburg, The Netherlands, June 2010, and at the DRUID Summer Conference 2010, London, United Kingdom, June 2010; and “Measures and Impact: Assessing the Production and Diffusion of University-Generated Knowledge” at the Academy of Management Conference, Montreal, Quebec, Canada, August 2010.  


**Angela Davis** presented “Managers’ Use of Language Across Alternative Disclosure Outlets: Earnings Press Releases Versus MD&A” at the 2009 Contemporary Accounting Research Conference, Montreal, Quebec, Canada, November 2009.  


**Mike Russo** gave lectures on his book *Companies on a Mission: Entrepreneurial Strategies for Growing Responsibly, Sustainably, and Profitably* at McGill University and Concordia University, April 2010, and at the University of Washington, May 2010.


**William Starbuck** was the keynote speaker at Encontro da Divisão de Estudos Organizacionais da Associação Nacional de Pós-Graduação e Pesquisa em Administração, Florianopolis, Brazil, May 2010; was an invited speaker at Iowa State University’s College of Business, Ames, Iowa, November 2009; and spoke at the Economic and Social Research Council’s “Successful Radical Innovation” seminar, Nottingham, United Kingdom, May 2010, and at the European Commission’s “Emergency Preparedness in the UK” seminar, Birmingham, United Kingdom, September 2010.
ALUMNI NOTES

Connecting and Contributing

The Lundquist College of Business is exceptionally proud of our alumni—prominent in so many fields. Their success is our success, furthering our reputation as a top business school. Below are updates and news from your classmates and friends.

**1960s**

Nobutake Matsuki ’67 is now semi-retired after working in Yokohama, Japan, the past fifteen years for a warehouse company where his brother is president.

1970s


1980s

Jan Eric Frydman ’80 was appointed deputy head of international affairs at the European Commission in Brussels, Belgium. He oversees economic relations between the European Union and countries outside the union, including the United States.

Jacques Gotlieb ’80 is an international business consultant specializing in setting up and supporting small-to-medium-sized enterprises in Africa, Central Europe, and Asia. He is married to Kay Ann Wallace and has three sons.

Eirik Uboe ’84 is the chief financial officer of DHT Maritime, Inc., in Oslo, Norway. He and his wife Ann L. Savage ’86 have two daughters.

Chroong Kanjchanapoomi, MBA ’88, is currently managing director of AkzoNobel (formerly ICI Paints) in Thailand. He held past positions with such multinational companies as Unilever, Coca-Cola, and Shell.

Marjorie Tey ’88 is Malaysian Association vice president. She lives in Singapore with her husband Kim Loon and two daughters.

**1990s**

After a career in marketing and communications, Vincenzo Muollo ’92 and his wife are now professional tango dancers.

Jackie Lyons ’94 lives in Canada. She and her husband Bruce Lyons have two children ages thirteen and eleven.

Isabella Ching Wai Ma ’96 launched a startup in Hong Kong focused on the event management industry.

Miguel Arriaga ’99 recently became a nationwide licensed professional hydrogeologist, licensed professional geologist in Illinois and Indiana, and registered geologist in Missouri.

**2000s**

Ben Schuman ’03, a senior research analyst at Pacific Crest Securities and a founding member of the UOIG while at the Lundquist College, was interviewed on CNBC’s “Closing Bell” regarding stimulus funds.

In 2009, Gary Wong ’03 relocated to Hong Kong where he works at Swire Properties in the real estate development and valuations division.

Kirsten Schmidt (Mutz) ’04 lives in Germany and recently had a baby.

Brittany Sims ’08 has launched SEAchange Tour (www.seachangetour.com), an ongoing, transnational project exploring social entrepreneurial approaches to tackling world problems.

**In Memoriam**

Bob Wren ’47 passed away at the age of eighty-eight from causes associated with Parkinson’s disease. While a student at the University of Oregon, he played and lettered for Coach Howard Hobson’s 1941–43 basketball teams. Wren was a first lieutenant in the Marine Corps in Guadalcanal, Okinawa, Guam, and Japan during World War II. He worked as an insurance agent business owner in Eugene for more than thirty years.

**The Ultimate Job Interview**

Chris Dukeminier ’08 put his life on hold from June to August 2010 to publicly compete for a coveted job with adidas Golf as its social media catalyst. He was one of two finalists selected out of thousands. The “job interview” involved creating compelling content through Twitter, Facebook, YouTube, and other social media channels highlighting a series of challenges in nine countries over fifty days.

Follow his adventure at wearintheworld.adidasgolf.com.
From My Perspective

In my entire time pursuing an MBA at Harvard Business School, I never felt disadvantaged by my time at Oregon and the Lundquist College of Business—quite the opposite, in fact. I thought I had a better grounding in economic, financial, marketing, and management fundamentals than the vast majority of classmates (even those from business and economics programs)—and from the discussion-based learning style of the Lundquist College of Business Honors Program, I felt leaps and bounds ahead of most of my classmates in articulating myself during class discussions.

I constantly marveled at how the great professors I had at the Lundquist College (professors Mills, Partch, Dann, Racette, Chalmers, and Koreisha, to name just a few off the top of my head) equalled and often surpassed the best that Harvard had to offer. —John Fillmore ’02

Submit class notes to uoalumni.com/connect or facebook.com/uoalumni.

UO Business Hall of Fame

The University of Oregon Office of Development and The Portland Business Journal inducted five UO alumni and friends of the college into the UO Business Hall of Fame on April 29, 2010. The inductees represented a variety of businesses, all of which have added value to society while bringing product and service innovation to the global marketplace. They included

Edwin Artzt ’51, journalism, retired chair and CEO of Proctor & Gamble Company
Paul Brainerd ’70, business, founder of Aldus Corporation and The Brainerd Foundation
Aaron Jones ’47, physical education, founder and president of Seneca Sawmill Company
Lila Acheson Wallace ’17 (deceased), Germanic languages and literature, cofounder and cochair of Reader’s Digest
Dan Wieden ’67, journalism, cofounder and CEO of Wieden + Kennedy, Inc.

Watch the video at youtube/IXcmVLE0nFo.

All in the Family

In 1979, Miles E. McKay ’35 and his wife Eleanor donated the first computers to the Lundquist College of Business, anticipating how technology would transform the business world. In 2008, their son J. Douglas McKay ’59 established a $1 million endowment to honor his late parents and just this past year, he gave another $600,000 to enable additional renovations to the Chiles Center, including a new technology lab on the second floor.

Miles founded McKay’s Market in 1939 and grew the grocery chain to sixteen stores before he sold them in 1959. McKay then devoted his energies to McKay Investment Company, a partnership consisting of Miles, Eleanor, and their children Doug and Linda Korth McKay ’63. McKay Investments became a successful developer of commercial property, partnering to build and lease stores to Bi-Mart Corporation and owning and evolving Eugene’s Oakway Center on the former family farm site where Miles’s father had lived.

Thank you, McKay family, for being such loyal alumni and avid supporters of Duck academics and athletics.

In Memoriam

Remembered with fondness, Sue Sullivan, the college’s long-time graduate student services manager, passed away on November 7, 2009. She was a beacon of unflinching support, loyal assistance, and motherly concern for PhD, MBA, and master of accounting students dating back to the 1980s.
Class Year: 2010

Hometown: Woodinville, Washington

Major and Concentration: Business administration, finance with a minor in economics

Honors and Awards: Class of 2010 valedictorian and 2010 The Wall Street Journal Student Achievement Award

Leadership Positions: Director of operations, UO Investment Group (UOIG)

“My time with UOIG has been one of the most influential and rewarding experiences in my college career. My financial skills have improved greatly, and being part of this group has been a valuable extension of my course work. UOIG has challenged me to solve practical problems and to think creatively and critically, and prepared me for my career.”

Favorite Lundquist Moment: Trip to New York City

“The UOIG’s annual trip to New York City was a very memorable experience for me. We met professionals from myriad firms, ranging from hedge funds to private banks, and also got a chance to tour the New York Stock Exchange. The opportunity to experience Wall Street first-hand and hear the stories and careers of these successful individuals was very rewarding. It provided valuable insight that furthered my interest and passion for the field of finance.”

Best Course or Instructor: Finance 473 with George Racette

“Professor Racette challenged us to think outside the box—to find different ways to sift through data, value assets, dissect cash flows, and reach a conclusion. His lessons and cases had a tremendous impact—and provided actionable tools—on how I approach and tackle investment management.”

Career Aspirations: Investment management

“After graduation, I am starting a job as a financial analyst for a small hedge fund in Bend, Oregon. I am thrilled to have this rare opportunity to work for a hedge fund not in New York. And with a staff of about eight people, it’s a great opportunity to launch my career while also contributing to the Northwest’s burgeoning reputation for alternative investment management.”

College’s Best Kept Secret: Clubs and organizations

“One of the best ways to get involved and improve your résumé is through joining a club and taking on a leadership position. The Lundquist College offers a variety of such opportunities, within the areas of finance, accounting, marketing, entrepreneurship, and so forth. Although they may not be the first item people think about when discussing the college, these groups provide students with hands-on experience, great memories, and numerous networking opportunities—definitely a way to set yourself apart.”

People May be Surprised to Know:

“I love to travel and have been all over the world, including Australia, New Zealand, Alaska, the Galapagos Islands, and much of Europe.”
A Changing World

The business landscape is changing. New economies and markets, shifting consumer expectations, unprecedented technological advancements, and a younger generation of emerging business leaders—all these will and are dramatically affecting how companies look and act.

This Report to Investors 2009–10 highlights the impact of alumni and friends in helping us to prepare students for this changing world. Your support has enabled us to enhance our programs, recruit senior and junior faculty members from competitors, attract talented students, and deliver a stimulating and welcoming learning environment.

In other words, this annual report reflects a business school with momentum. Total giving to the Lundquist College of Business continued to rise. Renovations are nearing completion in two of our wings. And the university’s new budget model will positively impact our bottom line in the coming year, tying tuition and state dollars we receive more closely to student demand for the major.

We encourage you to take pride in this momentum as you read about how your investment served the Lundquist community during the 2009–10 fiscal year. It is because of you—our dedicated alumni and supporters—that we are experiencing such exceptional growth and realizing our potential. Your support is a vote of confidence and a reflection that a strong business education benefits us all in the form of services, knowledge sharing, job creation, and workforce preparedness.

On behalf of the entire college, thank you to everyone supporting our mission to develop the students who will lead our future. You are ensuring our place as one of the best business schools for the world.
Honor Roll

We are extremely grateful to each of the 1,223 alumni and friends that gave to the Lundquist College of Business during the 2009–10 fiscal year (July 1, 2009–June 30, 2010).

Your support of our students, faculty, and programs in this time of economic fluctuation has dynamically enhanced our efforts to educate a new generation of business leaders. You are making a difference not only in the lives of students, but also in the future of business and the world.

We know you have many options when you consider where to invest your money, and we thank you for supporting the University of Oregon.

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President’s Investors ($2,500–$4,999)

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Lisa Ohlmman Prentice and William Prentice
Nancy and Albert Radcliffe
Francine and Jeffrey Reingold
Jack Rick ’49
Mary McClelland Robert
Cathryn and James Rudd
Jennifer and Erik Sandhu

Honor Roll

We are extremely grateful to each of the 1,223 alumni and friends that gave to the Lundquist College of Business during the 2009–10 fiscal year (July 1, 2009–June 30, 2010).

Your support of our students, faculty, and programs in this time of economic fluctuation has dynamically enhanced our efforts to educate a new generation of business leaders. You are making a difference not only in the lives of students, but also in the future of business and the world.

We know you have many options when you consider where to invest your money, and we thank you for supporting the University of Oregon.

President’s Investors ($2,500–$4,999)

Esther and Stephen Abouaf
Diane Albracht and John Benson
Kari and David Anderton
John ’50 and Helen Backlund ’51
Margaret and James Bean
Susan and Lawrence Black
Cindy and Phillip Bullock
Kenneth Chmiel
Margaretta Chmiel
Susan and Ralph Coal Jr. ’65
Diane and Mark Cruzan
Melissa and David Dungan
Tricia Sledman Duncan and Fritz Duncan
Virginia and Paul Farkas
Ann Pollock Ferguson and David Ferguson
Helen Geronn and Dennis Stimpie
Julie and Robert Granger
Barbara and Douglas Griesel
Dawn and David Guenther
Susie Hagemeister and Mark Martin
Leslie ’70 and Michael Hartwig ’70
Terah and David Haslip
Bettina and Greg Haugen
Ann and William Hefter
Loi Brumley Heldt and Bruce Heldt
Lynn and Douglas Henne
Michael Henningsen Jr. ’72
Connie and Clifford Hinds
Ann and Christopher Johnson
Diane Ramsey and William Johnson
Elaine and Grant Jones
Gail and John Ketchmer
Kimberly Tague Lally and Robert Lally
Randall Lund
Dolores Lyons
Emel and Johan Mehurn
Rabin ’65 and Robert Mesher ’58
Kathy Miller-Hoyt
Leslie Mittelberg and Dale Morse
Patricia and J. William Neuner
Brittany and Erik Parrish
Barbara and William Peterson
Bonnie and Robert Peterson
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Judith and Scott Remington
Susan and Gary Reynolds
J. Bruce Riddle
M. Chris and Maria Rogers
Betsy ’56 and Norman Ryecue ’54
Mandi Rush
Andrea ’64 and James Sandstrom ’64
Barbara ’51 and James Snow ’50
Denise and Peter Stanton
Loretta and Kenneth Story Jr.
Linda and Daniel Sullivan Jr. ’74
Kathy and Norman Walker
Carolyn and Irwin Warsaw
Belinda and James Watters
Claire and James Williams

Caroline and Colin Slade
Carolyn Kunze Slapnicka and Timothy Stappnicka
Sondra Stephens
Carol and Robert Warsaw
Judy ’77 and Michael Weber ’77

Dean’s Investors ($1,000–$2,499)

Heather and Sergio Apodaca
Kathryn and Warren Barnes
Angela Belding
Stephen Bellott
Jack Berka
Timothy Bishop
Kimberly and Lonnie Brist
Suzanne and Charles Carlborn
Aida and Douglas Carlson
Danelle and Matthew Clark
Robin Clement
Karen and Stephen Conway
Virginia and Charles Cowden
Kyle McGuin Davidson
Angela Davis and Jeremy Piger
Nancy and William Doolittle
Jackie and Danny Evans
Judith and Ferrell Farleigh
Leslie Schram Feibleman and Peter Feibleman
Monika and Steven Fein
Barbara Miller Ransler ’41
Ann and William Flatz
Connie Freeman and Keith McKalip
Mary and John Gilbaugh ’66
Jerry Gose
Margaret Fisher Graves and George Graves
Serena Skeels Hall
Joy ’65 and Richard Hanson ’65
Donna and David Hawkins
Jody and Gordon Haycock
Wehrha Hu Li and Song-Yu He
Michele LeCouteur Henney
Michael Hoff
Anita and Danny Hollingshead
Gary Hornsley
Deborah and Kenneth Irriaga
Shari and Lee Jacobson
Kristen Koski Johanson and Douglas Johanson
Lori and Michael Keohoe
Ronald Keil
Melanie Ditton and Alan Krane
Dorothy and Willett R. Lake Jr. ’50
Marylin and Donald Lance
Barbara and Charles Landers Jr.
Margerylou and A. Burton Lind
William Lindberg
Marjorie and James Lussier
Timothy McCann
Christie and Daniel McKenzie
Deborah and Neal McLaughlin
Marianne and James Mitchell
Sally and Shane Moncrieff
Heidi Nelson
Mary and Martin Packouz
Lisa Ohlmman Prentice and William Prentice
Nancy and Albert Radcliffe
Francine and Jeffrey Reingold
Jack Rick ’49
Mary McClelland Robert
Cathryn and James Rudd
Jennifer and Erik Sandhu

Honor Roll

We are extremely grateful to each of the 1,223 alumni and friends that gave to the Lundquist College of Business during the 2009–10 fiscal year (July 1, 2009–June 30, 2010).

Your support of our students, faculty, and programs in this time of economic fluctuation has dynamically enhanced our efforts to educate a new generation of business leaders. You are making a difference not only in the lives of students, but also in the future of business and the world.

We know you have many options when you consider where to invest your money, and we thank you for supporting the University of Oregon.
Lundquist College of Business Revenue Sources 2009–10

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tr>
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<td>Endowment Earnings</td>
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<td>Miscellaneous</td>
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<td><strong>Total</strong></td>
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Lundquist College of Business Uses of Funds 2009–10

<table>
<thead>
<tr>
<th>Source</th>
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<td><strong>Total</strong></td>
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Loyalty Fund Investors ($250–$999)

- Julie and John Schledorf III
- Cynthia Bryan Schuler and Denton Schuler
- Virginia Scoville Smith
- Norma Stauffer
- Glen Ulmer
- Linda and John Vandercook
- Alan Wade ’80
- Tricia and James Walker
- Karin Wandtke
- Steven Weinstein
- Ronald White
- Mary Bruce Whitman and Robert Whitman
- Peggy Wier
- Susan and Robert Wise
- Kelle and Jay Zirkle

Loyalty Fund Investors ($250–$999)

- Judith and John Gallaway
- Michael Garvey
- Leslie and Gerald Geist
- Donna ’54 and Frederick Gent ’54
- Frances White and Donald Gerhart
- Joan and Shane Giese
- Mary Gilbert
- Jo Ann Gish and Roger Stephen
- Kathleen and Brian Gowdy
- Ann Graham
- Patricia and Robert Graham
- Layne Gray
- Dale L. ’59 and Allen L. Gummer ’58
- Elizabeth Thayer Gunther and Lester Gunther
- Florence and Donald Hadley
- Marianne Harple
- Leslie and Michael Hanson
- John Hashim
- Richard Haugen
- Joyce Strickland Healy
- Helen and Robert Heller
- Cheryl and Terry Holden
- Linda Collins Holt and Eugene Holt
- Jack Howard
- Kai Wai Hui
- Steven Isaac
- Mardel James-Bose and Harry Bose
- Joanne Fischer Jensen
- Henry Jeske
- Marilyn Wallace Johnson and Raymond Johnson
- Sheila Jones
- Jill and William Jones
- Janice Anderson and John Joyce
- Demetrios Karakitsos
- MaryAlice and Kyle Keaton
- Sharon and Charles Koenen
- Michael Kontich
- Kay Kowitt
- Janice Krause
- Jennifer and Brett Kumm
- Jeffrey Lake
- Ann Lamson and Peter Szczupak
- Donald Lee
- Teresa McShane Lewis and Mark Lewis
- Sally and John Linman
- Debra Gonyea Madden and Mark Madden
- Mary Elizabeth Madden
- Devera and Scott Marshall
- Laurie MacDonald Maxwell and Jay Maxwell
- Stephanie and Robert McClellan
- Maureen and Dennis McConaghy
- Sarah and Timothy McCool
- Erin and Brice McKalip
- Peter Mears
- Roger Mills
- Judy and John Mittenthal
- Kim and James Mohr
- Abigail Hands Mortimore and Jody Mortimore
- Caroline and James Mosman
- Mary Glide and Chris Munoz
- Rhonda Stoltz and John Mustoe
- Caroline Myrah
- Carol Gunderson Oliver and George Oliver
- Justin Packard
- Paula Schmidt Pallett and David Pallett
- Anthony Parke
- Katherine Patricelli
- Sharon and James Patricelli
- Donna Philbrick
- Kristine and Tony Pizzuti
- Jeffrey Powell
- Marta and Peter Powers
- Christopher Prindiville
- Tracy Rampton
- Frances and Robert Raney
- Loyalty Fund Investors ($250–$999)

- Jeanette Foust Arbow
- Janice and Larry Baker
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- Patricia and Ronald Bedient
- Trace and Gregory Bennink
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- Michelle and Andrew Brack
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- Nancy Phill Brown and David Brown
- Keiko and Daniel Bryan
- Jennifer and John Buller
- Boni Birkenfeld Buringrud and Ward Buringrud
- Linda and Richard Burk
- Macy Burnham
- Mary and John Byers ’78
- Jonathon Campo
- Alice Stewart Cannon and Gary Cannon
- Paul Chan
- Josie and Raymond Cheng
- Michelle and Changtse Chu
- Lucy Chuah and Keen Loh
- Ann and Patrick Collier
- Madeleine Cornacchia
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- Peggy McAlister Davis and Paul Davis
- Stefany and Brian Day
- Louise and Cornelis de Kluyver
- Diane and Dan DeAustmont
- Barbara and Barry Dember
- Janet Schmidt Diem and Vincent Diem
- Catherine Froehlich Ednie and Bruce Ednie
- Lisa Elfer
- Kathleen ’78 and Barry Elkins ’80
- Sheri and Jeffery Elliott
- Camille Ellison
- Matthew English
- Josh Ewing
- Jennifer and Ted Fergusson
- Katherine and Mark Frandsen
- Erin Frazier
- Barbara and Herbert Fujikawa

- Judith and John Gallaway
- Michael Garvey
- Leslie and Gerald Geist
- Donna ’54 and Frederick Gent ’54
- Frances White and Donald Gerhart
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- Kay Kowitt
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- Jeffrey Lake
- Ann Lamson and Peter Szczupak
- Donald Lee
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- Stephanie and Robert McClellan
- Maureen and Dennis McConaghy
- Sarah and Timothy McCool
- Erin and Brice McKalip
- Peter Mears
- Roger Mills
- Judy and John Mittenthal
- Kim and James Mohr
- Abigail Hands Mortimore and Jody Mortimore
- Caroline and James Mosman
- Mary Glide and Chris Munoz
- Rhonda Stoltz and John Mustoe
- Caroline Myrah
- Carol Gunderson Oliver and George Oliver
- Justin Packard
- Paula Schmidt Pallett and David Pallett
- Anthony Parke
- Katherine Patricelli
- Sharon and James Patricelli
- Donna Philbrick
- Kristine and Tony Pizzuti
- Jeffrey Powell
- Marta and Peter Powers
- Christopher Prindiville
- Tracy Rampton
- Frances and Robert Raney
Lundquist College of Business Support 2009–10*

**TOTAL GIFTS AND PLEDGE PAYMENTS**

**NEW PLEDGES**

**GIFTS AND NEW PLEDGES BY ALUMNI**

**AVERAGE ALUMNI GIFT**

**MEDIAN ALUMNI GIFT**

*EXCLUDES BEQUESTS

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

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<th>FISCAL YEAR</th>
<th>AMOUNT</th>
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<td>2009–10</td>
<td>$4,670,124</td>
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</tbody>
</table>

*GIFTS AND PLEDGE PAYMENTS, EXCLUDING BEQUESTS

**Investors ($1–$249)**

Kim and Theodore Abajian
Jane and Leonard Adams
Heather and Fredrik Wallberg
Stephen Wegener
Jane and Joseph Weintraub
Susan and James Wellborn Jr.
Kathleen and Gregory Wentworth
Robert Wentworth
Scott Wentworth
David Wheeler
Shauna Whidden-Schulze and Peter Schuze
Karon Stirling and John Whitling
Daphne and Peter Whitney
Anthony Wiclund
Linda Williams
Steven Williams
Nicole and Ryan Wilson
Sheryl and Joseph Wonderlick
Janis and Stephen Wood
Katie and Bryan Woodfill
Karim Sundeleaf Wright and William Wright
Ping Yeung
Karen and David Zechnich

**Investors ($250–$499)**

William Adams Jr.
Holli Agee
Debra Mellow Atikian and Craig Atikian
Mary and James Allen
Renée and Richard Alley
Betsy and Darwin Allison
Susan and John Anderson
Gaylene and Robert Anderson
Joanne and Ted Anderson
Steven Angnick
Adam Antoniewicz
Artem Arkhangelskii
Frank Arnold II
Regan and Edward Arrington
Nancy and Edward Asbahr
Cynthia ’82 and Dana Aschbacher ’83
Sarah Ashraf
Traci and Richard Astell
Nobuko Mori Azumano and George Azumano
Julia and Ronald Babcock
Suzanne Baird
Debra Baker
Robert Baker Jr.
Julie Barritt
Eric Bartland

**Investors ($500–$2,499)**

Matthew Barbe
Charles Baumann
Christina Hofmann Bauske and Brian Bauske
Dorothy Fleming Baxter
Christina and Daniel Bayley
Nancy and David Bayley
Doris Ludwig Beard and Donald Beard
Mark Beasley
Harriet and Thomas Beck
Andrea Belz
Valerie Hashimoto and Daniel Bender
Karen Swanson Bennett and Steven Bennett
Eric Bentz
Kathy and Craig Berardi
Laura Bibo and Robert Rogers
Carol Ruminiski Binder and Carl Binder
Jo Hatfield Birmingham and Daniel Birmingham
Lisa and Kurt Bjorklund
Susan and David Blohn
Melissa Blue
David Blunt
Doralyn Bocchi
Mary and Robert Bosak
Carol and Kenneth Bosanko
Stephanie Bosnyk
Andrea Bouck
Marian and Gerald Bowden
Donna and Jean Bowles
Renee and Dale Bracy
Gwen and Timothy Bradlee
Marilyn Brandt
Kathy and John Braun
Leigh Kindred Breeze and Mark Breeze
Marion Everaert Bread
Susan ’72 and Robert Breeden ’81
Lynette and John Brice III
Timothy Brittain
Carmella and Robert Brothers
Lisa and Eugene Brown
Susan and James Brown
Jeffrey Brown
Jennifer Byron Brown and Kevin Brown
Judith and Jerol Brown
Cindy and Myron Brown
Rollie Brown
Nola and Charles Brumfield
Ruchira Brunvand
Suzanne and Dennis Bunday
Kelly McCafferty Burke and Eric Burke
Sherry and Matthew Burlingame
Clifford Burns
Mark Burton
Sheri and Paul Buvick
Scott Buvys
Janis and William Byers
Shere Kuss Byrd and John Byrd
Maryjo and Gregory Byrnes
Eugene Cadenasso
Laura and Hugh Caldwell
Judy Jarmin Caldwell and Richard Caldwell
Carol and Ronald Calvert
Ian Campbell
Wilma and Jack Canfield
Janice and Kenneth Cardwell
Kelly and James Carlson
Tamar ’80 and Craig Carpenter

Bonnie and John Rosen
Julie and Douglas Rusch
Wendy and Michael Russo
Alisa Sacash-Johnson and Steven Johnson
Constance Ross Sams and Charles Sams
Kathryn and Scott Samuelson
Laurie Hansen Saxton and Robert Saxton
Cuthbert Scott III
Erik Sheldrake
Devon Smith
Nancy Gibbs Sotta and Richard Sotta
Amy and Leif Stavig
Alan Steier
Melissa Stepovich and Jeffry Cook
Joanne York Stevens and Kirk Stevens
Allegra Stuart
Jacqueline Krull-Sussman and Mitchell Sussman
Jamie and Ronald Sutton
Isho Tama-Sweet
Jaime Vermeer and Paul Tiger
Andrea Timmermann
Michael Vlaming
Juel Walker
Matthew Barbe
Charles Baumann
Christina Hofmann Bauske and Brian Bauske
Dorothy Fleming Baxter
Christina and Daniel Bayley
Nancy and David Bayley
Doris Ludwig Beard and Donald Beard
Mark Beasley
Harriet and Thomas Beck
Andrea Belz
Valerie Hashimoto and Daniel Bender
Karen Swanson Bennett and Steven Bennett
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Melissa Blue
David Blunt
Doralyn Bocchi
Mary and Robert Bosak
Carol and Kenneth Bosanko
Stephanie Bosnyk
Andrea Bouck
Marian and Gerald Bowden
Donna and Jean Bowles
Renee and Dale Bracy
Gwen and Timothy Bradlee
Marilyn Brandt
Kathy and John Braun
Leigh Kindred Breeze and Mark Breeze
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Clifford Burns
Mark Burton
Sheri and Paul Buvick
Scott Buvys
Janis and William Byers
Shere Kuss Byrd and John Byrd
Maryjo and Gregory Byrnes
Eugene Cadenasso
Laura and Hugh Caldwell
Judy Jarmin Caldwell and Richard Caldwell
Carol and Ronald Calvert
Ian Campbell
Wilma and Jack Canfield
Janice and Kenneth Cardwell
Kelly and James Carlson
Tamar ’80 and Craig Carpenter
State Support and Increasing UO Enrollment

<table>
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<th>ACADEMIC YEAR</th>
<th>% OF UO BUDGET</th>
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<tr>
<td>1980–81</td>
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<td>2009–10</td>
<td>9%</td>
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<td>2010–11</td>
<td>8%*</td>
<td>22,740*</td>
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*Estimated

William Carter
Kaila Carty
Janice and Bob Cassidy
Alissa and Herman Castellano
Suzanne and Davison Castles
Timothy Cathcart
Shirley and Dennis Chambers
Mandy and Joe Chan
Tracy Johnson Chapman and Michael Chapman
Abner Chong
Daniel Christ
Margaret and Arden Christensen
Gail and Chris Christensen
Nancy Henson-Clark and Donald Clark
Kathleen Willmorth Clark and Andrew Clark
Debra Somers-Closs and Edwin Closs III
Suzanne and Craig Coggins
Gary Colbert
Kristin Genzer Cole and Matthew Cole
Patricia and Ralph Cole IV
Russell Cole
Meredith and Stephen Cole
Melinda and Stephen Cole
Jill College
Stephanie Lynde Collins and Craig Collins
Mary and David Connelly
Caroline Stromme Conrado and Eduardo Conrado
Bernard Copping
Charles Cornwell
Geraldene and Frank Corvello
Matthew Crakes
Lori Crampton
Dorothy and David Crean
Deanna Crowley
Markene and Stephen Cruikshank
Carley Cummings
Kathryn and Bruce Cunningham
Gwen and John Cunningham
Cynthia and Clarence Curnow Jr.
Barbara and Leroy Custer
Marie and Melvin Dailey
Anna and Lawrence Daniels
Cathleen and David Davie
Getty and John Davis
Sharon and William Davis
Mandy and Joshua Dearborn
Danice and Dwayne Deckard
Bonnie and Jack Delaney
Martin Desmond
Shannon Dolan and Alan Gilds
William Donahue
Deborah and Mark Doner
Karen Byers Doster and John Doster
Margaret and John Dorty
Sheyl and Thomas Doucette
Tina and Quentin Douglas
Jamie and Christian Dowd
Sean Downs
Eleanor and William Dudley
Linda Price Duhan and Dale Duhan
Joanne and Waymen Dwinnell
Sheila and Gerald Eckart
Barbara Eckelmayr
Robertha and Lynn Egi
L. Catherine and Kenneth Ehlers
Lori and Clifford Elling
Jessie and Deibert Ellis
Denise Lee Enos and Brian Enos
Joshua Erde-Wolheim
Deborah Erickson
Roy Erickson
Lisa and David Espeland
Jack Estepp
Christopher Evans-Webber
Vivian and Oberlin Everson
Sylvia and Tony Everson
Betty and Lawrence Faatz
Hua Fan
Cheryl Durbin Fantz and Gerald Fantz
Kristin and Douglas Farnham
Darren Fauk
Donna and Ramsey Fendall
Susan and William Fera
Irving Field
Pamela Finley
Hannah Fisher
Susan Flad
Sandra and James Ford
Linda Brown Forker and Mark Forker
Linda and James Forsberg
Carrie and Paul Fortier
Philip Fortunato
Alice and Phillip Foster
Loretta and Bernard Fox
Cynthia Hill Frazier and Cleve Frazier
Heidi Alig Freeman and Christopher Freeman
Christina and Ronald Friberg
Kathleen and James Fritz
Harry Fukuda
John Funatake
Clyde Furushima
Geir Gabrielsen
Clyde Furushima
Geir Gabrielsen
Kenneth Gaffke
Mary and Scott Garell
Katherine Garner
Mark Gaskill
Isabelle and Craig Gass

“Bi-Mart is committed to education as part of our community outreach goals. We strive to support the efforts of institutions and individuals that are making a difference in the lives of deserving people in our communities. The UO Lundquist College of Business provides a great educational opportunity, and Bi-Mart is pleased to play a part in the success of their students and programs.”

PEGGY PRIVRATSKY, PHARMACY RECRUITING AND DEVELOPMENT MANAGER, BI-MART CORPORATION
Sticking with the Plan

To say that Aigerim Tulepbergenova knows what she wants to do with her life is a bit of an understatement.

The nineteen-year-old undergraduate keeps a detailed list of all of her future goals—everything from landing a summer research internship to learning to speak Chinese. Sort of a career “bucket list,” this tally of objectives is divided into long- and short-term categories and fills more than 100 pages of a well-worn notebook.

“I think writing things down is important,” explained Tulepbergenova, who goes by the name Aia. “If you don’t write it down, it’s like it’s not going to happen.”

Even Tulepbergenova’s chosen academic track—she’s a business administration major seeking a concentration in finance and a minor in Chinese—reads like a list of aspirations. Before transferring to the University of Oregon’s Lundquist College of Business in May 2009, Tulepbergenova left her native country of Kazakhstan as part of a high school exchange program that took her to tiny Hutchinson, Kansas. She came to Oregon after a year at a heartland community college and quickly started racking up achievements. In May, she learned she had received a Bi-Mart Business School Scholarship.

“This really is a life-changing scholarship,” she said of the award. “I’m just really thankful that there are donors who are willing to invest in my future.”

Tulepbergenova credits the college with providing challenging and engaging courses, as well as “outstanding professors, great mentors, and amazing advisors.” A member of the college’s Honors Program and the Society of College Scholars, she hopes to graduate with honors as the top international student in her program.

Meanwhile, the next item on Tulepbergenova’s career to-do list is to serve as a research assistant for finance Associate Professor Diane Del Guercio. Looking down the road, she aims to earn an MBA and, perhaps, a PhD, too. She plans to work abroad and put her considerable language skills to good use. In addition to Kazakh, she speaks Russian and English fluently and has a general knowledge of French and Spanish. She envisions a career in international business, but for now, she said, she has found a home at the Lundquist College of Business.

“In Kazakhstan, family is the number one priority and is the most important part of life,” she offered. “I like to treat the college as my home, where I have a big family within an atmosphere of mutual understanding, trust, and support.”
State Funding Per Student, 2009–10*

<table>
<thead>
<tr>
<th>University</th>
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<tr>
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<td>UNIVERSITY OF OREGON</td>
<td>$2,658</td>
</tr>
</tbody>
</table>

*INTEGRATED POSTSECONDARY EDUCATION DATA SYSTEM
Now, thanks to their $500,000 gift, the space will henceforth be known as the Frederick D. and Gail Y. Jubitz Family Atrium. Their gift was instrumental to completing the final phase of the college’s facility improvement program.”

But Fred’s fondness for the Lundquist College of Business goes beyond atmosphere. That’s because, after leaving the University of Oregon in 1972, just ten credits shy of his degree, he returned in 2009 to take his three remaining courses, including an upper-division business seminar with Professor Emeritus Jim Reinmuth. To witness how much Fred enjoyed that experience, one needs look no further than his graduation photo, taken as his wife, three sons, and relatives cheered.

The Jubitz’s gift supported the college’s building fund, contributing to the $6.8 million renovations underway for Anstett Hall (formerly Gilbert Hall) and defraying loans for Peterson Hall’s reconstruction. Their investment was part of a total $1 million gift to the UO, with the remaining $500,000 going to the UO Department of Intercollegiate Athletics in support of scholarships for student athletes.

“Fred and Gail are two of the nicest people I met as dean and certainly among the most generous,” said Dennis Howard, who returned to his role as Philip H. Knight Professor of Business in the marketing department on September 1, 2010. “I’m very pleased we can recognize the Jubitz family in the most spectacular space in the Lillis Business Complex. Their gift was instrumental to completing the final phase of the college’s facility improvement program.”
Blown Away

One of the first times Dan Tremblay, MBA '10, can remember feeling a passion for business was after a company visit with representatives from the wind turbine manufacturer Vestas in fall 2008.

So there's something poetic about the fact that while an MBA student at the Lundquist College of Business he earned a scholarship from the Danish company.

“Part of what made the Vestas scholarship so significant to me was that it symbolized the idea that there are people out there interested in my success,” Tremblay said. “There are people who are willing to support you in the pursuit of your dreams.”

Tremblay's full-tuition award allowed him to lay the groundwork for his business aspirations. The award was Vestas' first donation to the college and unique in that it was awarded after Tremblay had already begun his studies.

Tremblay said the award helped inspire him to work harder while studying at the Center for Sustainable Business Practices. He soaked up as much real-world experience as possible during his two-year program, attending company visits and speaking engagements and taking advantage of everything faculty members and students had to offer.

“The center is one of the main reasons why I came to the UO,” Tremblay noted. “I wanted a fresh perspective on a relevant topic, and I would say that the program delivered in ways expected and unexpected.”

An undergraduate chemistry major who once considered himself a radical environmentalist, Tremblay said he's come to see business as part of the solution rather than the problem.

“I reached a point where I said, ‘If I want to change things, I have to understand business and engage in it,’” he recalled. “I’m interested in environmental and social issues, and I do believe that there are solutions to the problems that communities face, that regions and nations face, and that the world faces.”

One concept from his schooling that particularly resonated with Tremblay is the “stakeholder model” in which business is viewed as less a matter of shareholders and more as a web of decisions in which actions affect a wide array of different stakeholders in different ways.

Now that he has graduated, Tremblay has been chosen for the Peace Corps, and but he is pursing other options as well in which he feels he can apply his education to make a difference. Wherever he goes, his decision is bound to be driven by a strong passion, which so far has steered him to all the right places.
Scholarship Money Distributed to Undergraduates, 2009–10*

<table>
<thead>
<tr>
<th>University</th>
<th>Amount</th>
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<td>PURDUE UNIVERSITY</td>
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<td>BRIGHAM YOUNG UNIVERSITY</td>
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<td>UNIVERSITY OF OREGON</td>
<td>$1,032,358</td>
</tr>
</tbody>
</table>

*BUSINESSWEEK, APRIL 2010

“Vestas is proud to partner with the University of Oregon’s Center for Sustainable Business Practices. Wind is the most environmentally friendly, scalable technology available today and our technologies have been built on the foundation of environmental stewardship and sustainability. In order to remain competitive in a growing industry, Vestas needs an educated workforce. The Vestas scholarship enables an MBA student to focus on wind power as a future career path.”

JENNIFER ASKEW, COLLEGE RECRUITER, VESTAS PEOPLE AND CULTURE
In 1872, just over a decade after Oregon became a state, the state legislature established the University of Oregon. Immediately thereafter, residents of Lane County found themselves battling to finance the university. Children donated pennies, and residents raised funds with strawberry festivals, church socials, and produce sales. Townspeople gave money, and faculty members took deep salary cuts, but by 1881, the university was swimming in debt and facing closure.

Enter Henry Villard, a railroad man and our first benefactor. He rescued the university from certain closure by paying off the majority of the university’s debt.

Henry Villard and the other fundraisers got the university through those first years, and many donors did the same. Without you, the college would have trouble functioning, for the Lundquist College of Business in the past year.

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Ford Black and Company PC
GlobalGiving Foundation
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International Business Machines Corporation
Ito Farms
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Mutual of Omaha Companies
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Microsoft Corporation
Intel Foundation
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KPMG Foundation
The Merck Company Foundation
Merrill Lynch and Company Foundation
Microsoft Corporation
Momentum Group
Moss Adams Foundation
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Moss Adams LLP (Portland, Oregon)
Mutual of Omaha Companies
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U.S. Cellular
Verizon Foundation
Wachovia Wells Fargo Foundation
Wells Fargo Foundation
Williams Companies Foundation Inc.

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Jeld-Wen Inc.
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KPMG Foundation
Lease Crutcher Lewis
Moss Adams Foundation
The Oregon Community Foundation
Paradise Tahoe Community Foundation
The Phang Lau Foundation
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PricewaterhouseCoopers Foundation
Robert Family Foundation
Ruby Family Foundation
ScanlanKemperBard Companies LLC
Space Age Fuel Products Inc.
State of Douglas C. Strain
Sumption Family Trust
Tektronix Foundation
The Cameron Foundation
U.S. Bancorp
Vanguard Charitable Endowment Program
Warsaw Family Trust

$5,000–$9,999
The Autzen Foundation
The Ayco Charitable Foundation
Bi-Mart Corporation
Deloitte Foundation
Evergreen Community Development Foundation
Fidelity Charitable Gift Fund
Good Faith Trust
The Granger Family Charitable Trust
Jones and Roth PC
J.T. Hartley and D.L. Matlock Living Trust
Kelly Development Corporation
Kettle Foods Inc.
Estate of Arthur E. Mace Jr.
Margareta Chmiel Trust
Martin-Hagemeister Trust
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Moss Adams LLP (Portland, Oregon)
Neil Kelly Company
Palo Alto Software Inc.
PricewaterhouseCoopers LLP
SAIF Corporation Headquarters
U.S. Bancorp
Verizon Foundation

$2,500–$4,999
Ernst and Young Foundation
Geffen Mesher and Company
Grant Thornton Foundation
Grant Thornton LLP
Gregor Professional Corporation
Henningreen Cold Storage Co.
Isler, CPA
Ken Story Inc.
Kernutt Stokes Brandt and Company LLP
Leupold and Stevens Foundation
Perkins and Company PC
Rasmussen Foundation
SIOR Oregon Inc.
The Standard
Umpqua Bank
Washington Trust Bank
Williams Companies Foundation Inc.

$1,000–$2,499
Barbara R. Fischer Trust
Blount Inc.
Chartered Financial Analysts Society of Portland
City of Seattle
Frederick Gent Trust
Goldman Sachs and Company
Intel Corporation
Jibe Consulting Inc.
Mary Jayne Robert Rev Ltr Trust
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Oregon Iron Works Inc.
Paige Electric Company LLP
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SCORE, Chapter 416
Union Pacific Corporation
United Way of Lane County
Virginia S. Smith Trust
Wells Fargo Foundation
Wentworth Foundation

$250–$999
Accenture Foundation Inc.
Bank of America Foundation
Banner Bank
DirecTV
Intel Foundation
KPMG, LLP
Lucille R. Reagan Living Trust
Marin Community Foundation
The Merck Company Foundation
Merrill Lynch and Company Foundation
Microsoft Corporation
Momentum Group
Nike Inc.
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U.S. Cellular
The Vanguard Group
Wachovia Wells Fargo Foundation
Wright Land Co.
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$1–$249
American West Properties
Balanced Books
Chinook Capital Management LLC
The Cole Law Firm
ConAgra Foods Foundation
John H. Cunningham Trust
Dee Dee Crowley CPA LLC
Deloitte and Touche LLP
Dolby Laboratories Inc.
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