



UNIVERSITY OF OREGON
Lundquist College of Business

UO BUSINESS

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**GOING
FULL
BLAST**

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MESSAGE FROM THE DEAN

New Leadership Skills for a New Era

Traditional business curricula still focus—to a large extent—on fundamental disciplinary skills such as accounting, finance, marketing, quantitative methods, and management. Although these are essential, they are no longer sufficient to give students an edge as they enter today's competitive global business environment.

In today's multicultural, decentralized corporate structures, getting results and building commitment requires at least four new sets of leadership skills:

- Thinking beyond boundaries
- Building networks
- Being a diplomat
- Interpreting for many audiences

Thinking beyond boundaries means questioning the status quo of everything the organization does at all times. To do this, students must be encouraged to think big, be open to new ideas, and to look beyond themselves and their organizations for ideas, capabilities, and resources.

Network building involves finding and linking with complementary partners at the individual as well as organizational level. It requires developing a relationship mindset, knowledge of one's own value and uniqueness, an ability to recognize the value and uniqueness others bring to the table, and a commitment to identifying and leveraging synergies.

Diplomats know how to manage complex networks, relate well to diverse constituencies, communicate effectively in formal as well as informal settings, and are tough but fair negotiators.

Interpreters help partners see the value of cooperation. To do so, they need solid knowledge of the business, broad knowledge of the marketplace, and an ability to impress and influence others.

Twenty years ago, these leadership skills were barely discussed, let alone incorporated into the business curriculum. Today, at the University of Oregon's Lundquist College of Business, we consider these concepts core elements in the design of our programs. Through our centers of excellence—the Warsaw Sports Marketing Center, Lundquist Center for Entrepreneurship, Center for Sustainable Business Practices, and Finance and Securities Analysis Center—we provide students with hands-on opportunities to develop and practice these skills. This combination of strong fundamentals and experiential leadership development defines our competitive edge.

As you peruse this issue of *UO Business* magazine, you will read many examples of how we are preparing leaders for a new era, and I hope it will also be clear the vital role you—as alumni, donors, and friends of the college—play. You are key components to our leadership approach, helping us build networks, serving as ambassadors for the college, partnering on new initiatives to expand knowledge boundaries, and enhancing our reach to new audiences and future students.

Together we are changing business education. Thank you.



Cornelis A. "Kees" de Kluyver
Dean and James and Shirley Rippey Distinguished Professor

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News and Notes

Seamless



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With scissors wielded, Hope Anstett and her family marked the grand reopening of Anstett Hall on March 17, 2011.

The building was originally built in 1921 and was known for many years previously as Gilbert Hall; during the structure's transformation its historic façade was preserved while its interior was gutted completely and then rebuilt for modern needs, using sustainable materials and the latest classroom technologies.

The renovations included four new classrooms, four large study spaces, a tutoring suite, a new home for the accounting department, and dozens of faculty offices.

The completion of Anstett Hall also marked a watershed moment for the Lundquist College of Business. After more than a dozen years, our vision for providing a seamless, modernized learning environment is complete.

Starting with the construction of Lillis Hall in 1999, the Lundquist College of Business set out to create a place that would foster success and confidence in our students. Anstett Hall was the final wing of the college's original, outdated facilities in need of complete revisioning.

We extend a special thank you to all investors in Lillis, Peterson, Anstett, and Chiles halls whose generosity enabled us

to build one of the premier business school facilities in the world. Your involvement has created a venue that has far exceeded expectations, and your commitment and passion are an inspiration to us all.

As we move forward, we now have the foundation on which to propel the college to even greater heights as our investment priorities shift to pursue new global initiatives, to fund scholarships and incentives to recruit the best and brightest faculty members and students, to enhance our programs and centers, and to lead the future of business education.

Thank you.

Open for Business Research



Students, faculty members, and donors check out the latest technologies in the new Business Research Institute.

“The Business Research Institute truly makes marketing research classes come alive for our students,” said marketing professor Joan Giese, who played a key role developing this latest addition to the Lillis Business Complex.

Funded through generous contributions from the HEDCO Foundation, Electro

Scientific Industries, and other donors, the space is equipped with the very best in market research technology.

One-way observation mirrors, a twenty-station computer laboratory, digital whiteboard, advanced videoconferencing and teleconferencing systems are just a few of the high-tech bells and whistles available.

The space is equipped with the very best in market research technology.

But what takes the facility to the next level is the integration of all this technology, according to Giese: “These systems all talk to each other. It is a truly interactive environment.” For business students aiming for careers in marketing and advertising, working in the sleek, agency-inspired facility provides an invaluable confidence booster.

The institute benefits a wider audience as well. The space is available for use by local and national corporations, research firms, public relations and advertising agencies, and academic researchers from on and off campus. (All usage fees go to support the institute and research initiatives.)

For many of these outside players, an essential part of the draw is the institute’s setting at the University of Oregon in the city of Eugene. While the UO campus provides unique access to faculty experts, diverse demographics, and student populations from around the world, Eugene is regarded as a trendsetter in sustainability, sports, social issues, and adoption of technology.

For in-depth technological capabilities, room overviews, and more photos, visit bri.uoregon.edu.

A New Face behind a New Name

A global outlook, paired with in-depth knowledge of finance and accounting: these are core attributes of the newly renamed Finance and Securities Analysis Center. These traits also describe Jeffrey B. DeBoer, the center’s new managing director, who joined the UO Lundquist College of Business on July 1.

With more than a decade of experience as chief financial officer of Lithia Motors—the Fortune 700 auto retailer that is among Oregon’s largest companies—DeBoer brings a wealth of hands-on experience to his new role.

He is also no stranger to the world of international banking and finance. Prior to his time at Lithia, DeBoer was an analyst and sector fund manager with Fidelity Investments in Tokyo. Earlier, he worked in commercial banking at Fuji Bank. Fluent in Japanese, DeBoer received an MBA from London Business School, where he specialized in international finance and portfolio theory.

“DeBoer’s breadth of experience across industry sectors in Europe and Asia makes him the perfect choice to lead our world-class center,” said Dean Kees de Kluyver.

Why add the word “finance” to the center’s name? To telegraph its broadening mission. “We are expanding the center to include a greater focus on corporate finance and commercial banking, while maintaining the specialty niche we have developed in investment management,” explained DeBoer.

“Few programs in the country give students on-the-ground knowledge and experience tackling the same issues confronting industry professionals,” DeBoer added. “I am thrilled to be part of the University of Oregon and look forward to partnering with the region’s vibrant financial community, students, and more than thirty faculty members contributing to the Finance and Securities Analysis Center’s curriculum and research.”



Jeffrey B. DeBoer

Thriving on Diversity



The first Building Business Leaders cohort on the rise

With an established cohort entering their sophomore year, and a brand new batch of first-year students, the Building Business Leaders (formerly The CEO Network) project is truly thriving.

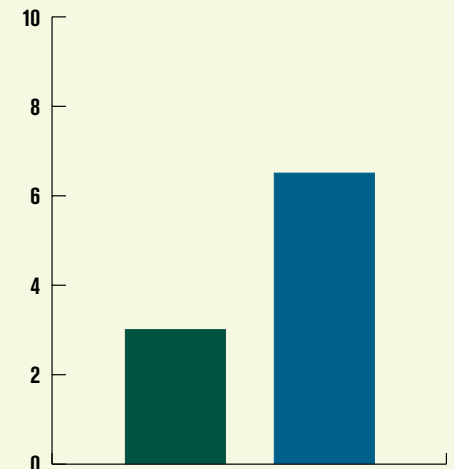
Launched last fall as part of the business school's diversity initiative, Building Business Leaders aims to increase the number of students from underrepresented minority groups who complete the prebusiness curriculum and qualify to enroll in the business school as juniors and seniors.

"Our goal was to create a community of support and leadership," explained Tayah Butler, the undergraduate advisor who has headed up the project since its start. Along with mentoring and leadership coaching, the project provides myriad business and academic experiences, including opportunities for students to:

- Analyze a case from *The Harvard Business Review* in a class session led by Dean Kees de Kluyver
- Attend a daylong series of leadership workshops at the Portland offices of PricewaterhouseCoopers
- Serve as presenters at the UO's annual Embracing the Future event for new admits
- Attend a dinner hosted by UO President Richard W. Lariviere
- Tour the Portland Trail Blazers' headquarters with a business school alumnus

Numbers bear out the project's success. In a proportion that parallels (and even slightly improves on) the 60 percent success rate of students from mainstream backgrounds, an impressive nineteen of the project's twenty-nine students are slated to continue with the prebusiness curriculum in their sophomore year.

Success Rates for Returning and Continuing Prebusiness Majors



Students from underrepresented minority groups (historically): 3 out of 10

Building Business Leaders participants: 6.5 out of 10

Given the competitive nature of our program, not all students who start in the prebusiness program are admitted as full majors to the business college. The goal of Building Business Leaders is to bring the admittance rate for culturally diverse students into equilibrium with that of students from mainstream backgrounds, which was achieved in the first year of the project.

What's next for the growing cohort? Members of Eugene's newly formed Oregon Black Business Alliance (OBBA) have taken an interest, offering mentoring and company visits among other opportunities. And perhaps equally exciting from the students' point of view, plans are already in the works for OBBA to celebrate its launch by hosting a networking event—with the students as guests of honor.

In the end, it's all about empowering the students to create their own success through the project and the connections they forge with one another. "I have students who have come to my office and told me 'I would have thrown my hands up and walked away if it wasn't for the cohort,'" said Butler.

Catch up with the first year's cohort in this fun video at uolcb.co/o7MjER.

The Rebirth of an Exchange

After a hiatus of nearly thirty years, the UO-Nyenrode exchange program is scheduled for relaunch. Begun in the mid-1960s and continuing through the early 1980s, the program sent UO business students to The Netherlands while bringing Dutch students to study in Eugene.

Making the exchange program available to current-day students is just one element of Dean Kees de Kluyver's mission to enhance the business school's global outlook.

"Globalization has increased the demand for business professionals who understand and embrace the new global challenges and realities," said de Kluyver.

The business school dean knows from personal experience just how profoundly a program like this can affect the course of a student's life. He himself is an alumnus of the original UO-Nyenrode exchange program and graduated from the University of Oregon in 1970.

"The exchange program took me in directions I never dreamed possible. Not only did it shape my career—I met my wife here, too!" recalled de Kluyver.

Slated to start in the summer of 2012, the program will at first be available to executive MBA students only, but it will be expanded in subsequent years to include other students. Nyenrode's immense network of corporate partners also offers

"Globalization has increased the demand for business professionals who understand and embrace the new global challenges and realities."

great internship and work opportunities for Lundquist College of Business students.

The program's rebirth was also a cause for celebration on a stormy evening this past April, when a group of alums gathered in the Lillis Business Complex to reconnect, relive old memories, and toast the future of a brand new generation of globally aware students.



UO-Nyenrode alumni reunite to help revive the exchange program.

Getting Messy Being 'Green'



Salem's wastewater treatment facility

Inventing a better grease trap, looking for new uses for industrial wastewater, finding less wasteful ways to deal with cans of food too dinged to sell—these were some of the nitty-gritty challenges students tackled in assistant professor of management Jennifer Howard-Grenville's industrial ecology course. Their clients were key industries up the road in Salem: the city's wastewater treatment plant; Norpac, the regional food processor; and Sequential Pacific Biofuels, the biodiesel manufacturer. All three plan to use elements of the students' research going forward.

"They came up with good ideas, and they got a pretty good handle on the problem," said Mark Steele, an engineer at Norpac. "Because Norpac has been working on these problems for a number of years, it's not easy to find new solutions."

The industrial ecology course—not one you'll find at just any business school—was part of the UO's interdisciplinary Sustainable Cities Initiative, a green development program in which a single Oregon community partners for a year with UO students from business, architecture, and other disciplines.

And what exactly is industrial ecology? It's a leading-edge approach for seeing how industries relate to each other and the communities around them. "Rather than looking at environmental issues in a single location, we look at a company as part of a regional economy," explained Howard-Grenville. "That's when you start to see symbiotic relationships."

And for her perspective, Howard-Grenville appreciated how the students grasped the complexity of the problems they were tackling and yet still tried to find reasonable solutions. "To me, the biggest part of the learning is how complex each situation is," Howard-Grenville said. "That's one of the benefits of the Sustainable City Year program—to see how messy the real world is."

NVC Adventures



Team VisiRay (left to right): Andrew Cook, Jim St. Clair, Orit Ofri, Walther Buecklers

An April tradition for twenty years, the UO Lundquist Center for Entrepreneurship's renowned New Venture Championship (NVC) is well known as a launching pad for successful startups.

It is this reputation that has drawn teams from all over the world to the event in Portland each spring. Additional inducements included a grand prize of \$25,000 plus a guaranteed berth in the University of Texas's Venture Labs Investment Competition.

VisiRay came to NVC fresh from success in several events around the country, including the University of Louisville's Cardinal Challenge and Carnegie Mellon University's McGinnis Venture Challenge.

For a behind-the-scenes look at what it's like to take part in the prestigious investment competition, we embedded a videographer to follow Team VisiRay, the UO Lundquist College of Business's entry in this year's event.

On a roll after their December 2010 victory in the graduate-level Venture Quest competition at the business college, VisiRay came to NVC fresh from success in several events around the country, including the University of Louisville's Cardinal Challenge and Carnegie Mellon University's McGinnis Venture Challenge.

What happened when the team took their business plan for a unique pest-control technology and presented it to a panel of potential investors and seasoned entrepreneurs? **To find out, you'll have to watch the video at uolcb.co/visiray.**

Visions of Green and Yellow



Caleb Iorg

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

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

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

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

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

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

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

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

SHADYPEEPS

More News Online

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

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

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

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

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

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

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

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



JAY FRASHUN

Jesse Thomas

Executive Branch

Lundquist College of Business flag flies at revamped executive education program in Portland.

Employers want targeted executive education solutions that meet their employees' current knowledge needs. And they don't want to lose employees to part-time or extended education sabbaticals.

Working professionals want to go at their own pace and fashion a program that suits their needs. And they want to balance work and family life with courses offering flexible scheduling and distance-learning options.

The Oregon Business Institute (OBI), the UO Lundquist College of Business's revamped and reconfigured Portland portal, intends to solve both those problems.

OBI is the keystone at the center of the Lundquist College's drive to become the leading resource for executive education in the Portland and regional Northwest market. A radical departure from traditional MBA-based programs, OBI is working with Lundquist College faculty members to reorganize the twenty-six-year-old Oregon Executive MBA (OEMBA) program into a modular structure emphasizing nondegree options, and is partnering with businesses to offer customized educational programming.

"We want the Oregon Business Institute to become the preferred provider of executive education for the top leadership of companies in the Portland area, and eventually in the Northwest," said Cornelis A. "Kees" de Kluyver, dean of the Lundquist College. "We want to serve all their executive education needs—degree, nondegree, and just-in-time."

Deconstructing the Executive MBA

OBI, in essence, strives to "deconstruct" the OEMBA program into a menu of prepackaged course modules. A faculty task force is working to design a new curriculum with the intent to provide flexibility such that students can take one module or more, allowing executives to choose only the components they need. For instance, seasoned leaders who received their MBAs twenty years ago may want to gain new skills in business areas only emerging when they received their degrees, such as sustainable business practices. Regardless of their focus, all modules will adhere to accreditation standards established by the Association to Advance Collegiate Schools of Business and seek to offer an experiential context, interdisciplinary design, and global experience. And new, proposed scheduling and e-learning options will make it easier to participate.

For students who want to earn an MBA, faculty members are also looking to develop a "business toolkit" of courses in such fundamentals as accounting, finance, marketing, law, management, and quantitative methods. Combining three modules with the "business toolkit" would qualify for the advanced degree. Consequently, executives could "stack" modules together to tailor a customized MBA for their needs.

In addition to the modular OEMBA, OBI will offer short courses, business labs, boot camps, and policy forums, available to



200 SW Market Street, home of the Oregon Business Institute, the Lundquist College of Business's executive education program in Portland

“The modular approach is on the leading edge nationally and is a radical departure from conventional executive MBA programs that field a cohort of students who move together through the program in one to two years. It combines Oregon values with global reach.”

WES BALDA, EXECUTIVE DIRECTOR
OREGON BUSINESS INSTITUTE

qualified executives, whether or not they’re enrolled in the program.

Students will be recruited exclusively from the ranks of the so-called C-suite or prospective C-level executives (CEOs, chief operations officers, corporate vice presidents, and so forth). Initially, the program will tap the larger companies, but plans call for recruiting from small- and mid-sized companies and entrepreneurial ranks as well.

A Radical Departure

The proposed model represents a far-reaching shift from traditional executive programs and is still under faculty consideration for approval, said Wes Balda, who was named assistant dean for the college’s Portland programs and executive director of OBI on June 15.

“The modular approach is on the leading edge nationally and is a radical departure from conventional executive MBA programs that field a cohort of students who move together through the program in one to two years,” Balda said. “It combines Oregon values with global reach.”

Module design would extend beyond individual students as well. Balda and his staff are meeting with corporate leaders to discuss creating unique modules to suit their specific needs. These customized corporate plug-ins could be taken alone or as a step along the path to an MBA for a firm’s executives. That is, a proprietary corporate module could be one of the three modules an executive student chooses to combine with the “business toolkit” package, leading to the advanced degree.

The outlined changes have won support from numerous Portland-area business leaders, including the likes of Tim Boyle, president and CEO of Columbia Sportswear Company. “Our executives are very busy people, and in my opinion, would benefit more from short, focused courses on leadership, finance, or supply chain



Wes Balda, assistant dean for Portland programs, at the OBI facility in Portland

management as opposed to a full-blown MBA regimen,” he said.

Kurt R. Widmer, chairman of Widmer Brothers Brewing in Portland, agrees: “Our employees are incredibly busy, but at the same time, we very much encourage them to further their training or education in any area relevant to their position. A solution that allows our employees to develop their knowledge without disrupting their work is a win-win for everybody.”

UO Business in PDX

With the revised approach to executive education and the Lundquist College’s renewed commitment to engaging Portland businesses, Dean de Kluyver is convinced that OBI will do more than tap a growing market. “It enlarges the market from degree-seekers to knowledge-seekers,” he said. “We believe our proposed format has such unique advantages over our competitors that we have a real shot at writing our role in the market.”

Between now and when OBI’s new executive education model is proposed to take effect (see “Three to One” sidebar), Balda and his team at 200 SW Market Street in Portland will create a faculty roster, engage as partners with businesses in the Northwest and beyond, and forge relationships with universities and companies abroad to support the global content of the program. The faculty will include UO professors and other highly qualified academics from around the world, as well as executives with an academic background who can teach from experience in particular fields.

Eventually, de Kluyver would like to see OBI host forums in which private, public, and nonprofit sectors can come together to discuss state business-related policy solutions. “I would like to see us associated with this open forum, a place where we can work out solutions in a constructive, academic environment,” he said.

De Kluyver has set out to re-envision how the Lundquist College serves the needs of business. He sees the OBI as one testament to that new approach. And he senses optimism that now is a special moment in the history of the Lundquist College and the UO to seize the future.

“I’m very excited. I’ve found enormous support for the direction we’ve outlined. Not just for the executive programs in Portland, but for other initiatives at the college, as well. These will help us to be seen as thought leaders with tremendous relevance to the Oregon business community—partners for mutual benefit.”

Three to One

Since 1985, the OEMBA has been run cooperatively by the state’s three major academic institutions—the University of Oregon, as the degree-granting body, along with Portland State University (PSU) and Oregon State University (OSU). A review in January 2011, however, determined the program could function more effectively and better serve the needs of students and business if restructured to be managed by the University of Oregon alone.

By fall 2012, the updated OEMBA program will function fully as a modular program under the aegis of the Oregon Business Institute.

PSU and OSU opted out of the new program for strategic reasons. The parting was amicable, though, and both institutions will stay committed until the final cohort of executive MBA students under the previous model graduates in 2013.

“We’ve had a beneficial and productive relationship with PSU and OSU, and look forward to other engagement opportunities in the Portland marketplace,” noted Dean de Kluyver.

For more, see uolcb.co/three2one.

Whirlwind Experience

*Wind power consulting project propels
MBA graduates to new careers.*



John Rumin, senior financial analyst at Intel Corporation: "The project was invaluable in granting me insight into one of the industry's most prominent alternative energy resources."



Greg Carlson, undergoing immersive employee training as a supply chain graduate at Vestas, a global leader in the wind industry: “The ability to speak strategically about the challenges and opportunities of wind power helped me land my dream job.”

Given the choice of several projects of key importance to PGE, the team chose to focus on utility wind integration, an emerging field dealing with the dual challenge of converting wind into electricity and then monetizing the resulting energy.

“Our first major challenge was simply learning the terminology of the utility industry, specifically the details around power generation, energy markets, and transmission grid operations,” Carlson said. A crash course on industry terminology followed, and soon the team members found themselves easily tossing around such technical phrases as “synchronous speed” and “doubly fed induction generator.”

Next it was time to plunge into the project. The group’s first task was to analyze the prominent utility-scale wind integration studies conducted to date, both nationally and internationally.

“I think that what surprised me most about the experience is how nascent the wind energy field really is,” said Rumin. “Going into the project, I was under the assumption that utilities would have a very good idea of how to conduct their wind integration studies. However, it turns out that such studies are still in their infancy, and so it was both challenging and interesting to be part of a project that helped to synthesize what had been conducted to date, as well as adding our group’s ideas as to what future studies should contain.”

With this accomplished, the group was able to identify areas of strategic importance that PGE could explore in its subsequent wind-study phases. Wrapping up the project, the MBAs used their findings to build a series of recommendations for the company.

Through all phases of the project, the group’s contacts at PGE were involved and supportive—as were other industry professionals. “Having a client that was so engaged from the onset helped the process dramatically,” said Carlson. “Every interaction we had with the company was productive, and our contacts always went out of their way to help in our learning experience.”

Getting a full blast of wind-power specifics was an undeniable plus for the soon-to-be graduates. But equally valuable

was a less industry-specific lesson: the opportunity to see leadership in action. “What really blew me away,” noted Rumin, “was seeing PGE’s project manager, Ty Bettis, manage his wind integration team, taking a diverse set of individuals from throughout the company and molding them into a single, high-functioning unit.”

After six months of hard work, it was time for the project’s grand finale: a presentation to the PGE top brass, including the company’s CEO Jim Piro. “The research performed by the UO team provided us valuable insights into best practices in wind integration,” said Lobdell, the vice president who became the group’s executive sponsor.

Indeed, it’s not uncommon for our MBAs’ Strategic Planning Projects to go well beyond the limits of the “for-school” mindset. “There is a real value proposition, based on marketable quality of work,” explained Tom Osdoba, managing director for the college’s Center for Sustainable Business Practices. “With the right support, these student teams can provide work that rivals what companies would pay consultants for.”

This past spring, four students in their final year of the Oregon MBA program made a meaningful contribution to a leading-edge field in sustainable energy, through a consulting project for Oregon’s largest public utility company.

The project shaped the career plans of each graduate—and for one participant, it led directly to his dream job.

Brought together by a common interest in alternative energy—as well as through their affiliation with the college’s Center for Sustainable Business Practices—Jaxon Love, MBA ’11; Greg Carlson, MBA ’11; John Rumin, MBA ’11; and Hendrik Van Hemert, MBA ’11 (not pictured), were looking for an industry partner for their Strategic Planning Project (SPP), the two-term consulting project that typically serves as the capstone of the MBA experience.

Thanks to a connection Love made during his summer internship with Pacific Gas and Electric in San Francisco, the team was able to initiate a conversation with Jim Lobdell, a UO alumnus who is currently vice president at Portland General Electric (PGE).

“Jim was very receptive to our project request and was excited about our interest in the energy business,” Carlson recalled.

“For us it is a win-win any time a company or organization can harness the energy and fresh ideas of the rising generation,” said Lobdell. “They bring a perspective and approach to the table that we wouldn’t have otherwise.”



Jaxon Love, advising on sustainability and energy efficiency as an EDF Climate Corps Fellow at Shorenstein Realty Services, a national commercial real estate organization: “I interact daily with engineers, so the technical knowledge I gained from the wind integration study has been very useful.”

“It is a win-win any time a company or organization can harness the energy and fresh ideas of the rising generation.”

Taste and Brand

A groundbreaking study by Professor T. Bettina Cornwell and her coauthor suggests a connection between fast food brand knowledge and obesity.

In a world where salt, sugar, and fat have been repeatedly linked to obesity, waiting for children to begin school to learn how to make wise food choices is a poor decision, noted T. Bettina Cornwell, a professor of marketing at the UO Lundquist College of Business. A child's taste preferences begin at home and most often involve salt, sugar, and fat. And in a recent study, Cornwell and her coauthor discovered that young kids learn quickly what brands deliver the goods.

In a study of preschoolers ages three to five, involving two separate experiments, Cornwell and Anna R. McAlister, a consumer science researcher at the University of Wisconsin–Madison, found that salt, sugar, and fat are what kids most prefer—and that these children already could equate their taste preferences to brand-name fast-food and soda products. Their findings appeared online in January 2011 and subsequently in regular publication in the journal *Appetite*. The research was cited broadly in hundreds of international news stories from *US News and World Report* to *The Los Angeles Times*, and was a featured story on numerous blogs.

“Our findings present a public policy message,” Cornwell said. “If we want to pursue intervention, we probably need to start earlier.” Parents, she said, need to seriously consider the types of foods they expose their young children to at home and in restaurants. “Repeated exposure builds taste preferences.”

In the first experiment, sixty-seven children (thirty-one boys and thirty-six girls) and their mothers were recruited from preschool classes in a large city. The mothers completed a twenty-one-item survey to report on the taste preferences of their children. The children responded to the perceived tastiness of eleven natural and eleven flavor-added foods. The photos of the foods were presented without labeling or packaging. Cornwell and McAlister found

strong agreement in that both parental and children's perceptions matched: Parents noted the desire for foods high in sugar, fat, and salt, while their children showed preference for flavor-added foods, which contained these ingredients.

Foods well within the preschoolers' experience were presented in the experiment. Natural foods included apples, bananas, plain milk, fruit salad, water, green beans, and tomatoes (strawberries and watermelon were the top picks). Flavor-added foods included such things as cheese puffs, corn chips, watermelon hard candy, banana soft candy, ketchup, colas, and

chocolate milk (strawberry ice cream and jellybeans scored the highest).

The second experiment explored the association of preschoolers' palate preferences to their emerging awareness of brands of fast foods and sugar-sweetened beverages. Participating were 108 children (fifty-four boys, fifty-four girls) from five urban preschools. Each child was shown thirty-six randomly sorted cards—twelve related to each of two popular fast-food chains, six to each of the two leading cola companies and six depicting irrelevant products. All children were able to correctly place some of the product cards with the correct companies, indicating their differing levels of brand recognition.

The results, Cornwell and McAlister wrote, “suggest that fast food and soda brand knowledge is linked to the development of a preference for sugar, fat, and salt in food.” The relationships, they added, appeared to reflect the children's emotional experiences in a way that says the brand-named products deliver their developed taste preferences.

It may well be, Cornwell said, that when parents repeatedly serve certain foods, their children acquire a taste for them and soon recognize what brands deliver that taste. Earlier research has shown that children given red peppers on ten different occasions will acquire a taste for red peppers and that logic extends to other foods. Children served French fries will, in turn, develop a preference for French fries.

The take-away is that fighting childhood obesity should begin at home. First, families should focus on reducing the consumption of low-nutrient “junk” foods and replacing them with increased servings of healthy foods. Such an approach, Cornwell and McAlister noted in their conclusion, moves away from issues of weight and dieting—instead targeting the development of taste preferences.

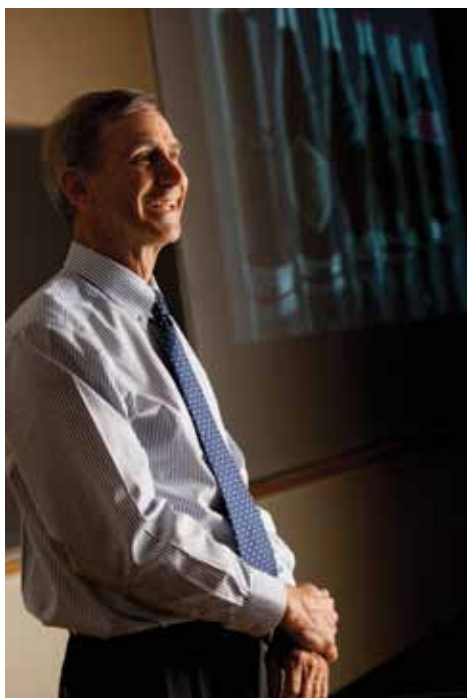


The Teachers' Teacher

Marketing instructor Mike Dore raises the bar for students and professors alike.



A row of Coke cans from around the world sits on a bookshelf in Mike Dore's office. He didn't ask for these examples of global marketing—students inspired by his lecture on New Coke just started bringing them.



Like the framed teaching awards on the adjoining wall, the can collection is too big to be shown in its entirety. The two displays reflect different sides of Dore's considerable teaching expertise.

"I think we learn better if we're enjoying learning," he explained. "Part of my goal is to make class enjoyable. Not just to make it fun, but to actually make it a learning process."

Now in his sixteenth year at the Lundquist College of Business, Dore continues to inspire. Best known as the man behind the core course in marketing management, the former San Diego surfer was featured in a 2007 *Bloomberg Businessweek* article as one of the top twenty professors in the country and

"I think we learn better if we're enjoying learning. Part of my goal is to make class enjoyable."

is a three-time winner of the college's Most Influential Faculty Award, a four-time winner of the Outstanding Teacher Award, and the recipient of numerous other teaching accolades. Dore has a strong following among students, who admire both the relevancy of the material he teaches and the demanding nature of his courses. And they appreciate that they can call him at home.

"He's absolutely a tough teacher, but everyone I know who takes his class puts in a lot of effort because they want to do really well," said Ryan Janoff, a recent Lundquist College graduate who took two courses with Dore. "He's so real and genuine; he's almost like a friend."

Before coming to Oregon, Dore worked in marketing for Carnation, cofounded a Los Angeles advertising agency, and racked up teaching awards at the University of Southern California. He followed his wife Molly, a now-retired Oregon State University researcher, to Oregon. The couple live in a house they built themselves on a forty-three-acre spread in Cottage Grove.

Wendy Mitchell, assistant dean of undergraduate programs, said the college is "extremely fortunate" to have Dore, and not just because he's won so many awards.

"He has a marvelous blend of empathy and sympathy for students, and a willingness to also deliver a swift kick in the rear to students and tell them to 'grow up,'" she explained.

Toughness, humor, humility, and accessibility are all a part of the mix for Dore who teaches "by example, story, and video," bringing DVDs, industry news, and his ever-popular Super Bowl commercial highlight reel into a classroom full of visually minded students.

Increasingly, Dore has been focused on teaching teachers as well as students. He partnered with the UO Teaching Effectiveness Program, and he's been sought out by PhD students for help with their teaching.

Dore's interest in improving teaching is driven by one primary concern, said Diane Del Guercio, head of the finance department and former head of the PhD program.

"Mike is motivated to help others be better teachers," she said, "because he cares deeply about the learning experience of students—not just in his own classes, but in all business classes."

CENTER FOR SUSTAINABLE BUSINESS PRACTICES



A keynote speech from Eugene's Mayor Kitty Piercy kicked off the festivities at the Society for Consumer Psychology's **2011 Conference on Environmental Sustainability** in May 2011. Cosponsored by the center and hosted by marketing department head Lynn Kahle, the event brought consumer psychology experts from all over the world to the Lillis Business Complex to share insights on greenwashing, persuasion tactics, end-of-product-life, and more. Read more online: uolcb.co/pZyzaA.



Collaboration was the name of the game when MBA students from the sustainability track worked with master's candidates from the UO's architecture and landscape architecture programs to compete in the **Urban Land Institute-Gerald D. Hines Urban Design Competition**. "The MBAs wanted to really crunch the numbers before putting pencil to paper," said MBA candidate Andy Fenstermacher. "At times this clashed with design students, who were definitely more eager to start drawing." Differences resolved,



the team saw success when they received honorable mention for Comprehensive Thinking about the Water Cycle for their examination of how a Seattle site could capitalize on its new light rail station.

Named a 2011 Pivotal Leader for his work in the Northwest's cleantech sector and quoted in *Preservation* magazine on economies of scale in a small town's big use of geothermal energy—it's been a busy year for the center's managing director **Tom Osdoba**. Along the way, Osdoba found time to pen an informative piece about energy policy for *Sustainable Business Oregon*. Read the article: uolcb.co/osdoba-sbo.



"Greening the Path to Recovery"—that was the theme of this year's **Green Business Symposium**. The law and business student-run event, held in April at the UO in Portland's White Stag Block, drew dozens of businesses and professionals from around the region and provided a proving ground in prep for the national **2011 Net Impact Conference** on October 27–29, 2011, which the center is cosponsoring and its students are helping to organize.

Follow the center on Facebook and Twitter: uolcb.co/csbffacebook and twitter.com/OregonGreenMBA.

FINANCE AND SECURITIES ANALYSIS CENTER

Jeffrey B. DeBoer is the new managing director of the Finance and Securities Analysis Center. He replaced interim director Beth Hjelm, who has returned to full-time teaching duties as a senior instructor. DeBoer brings a wide range of experience to his new position. **See page 5.**

CEOs who fly private planes for a hobby bring their daredevil ways to the companies they head, according to a new study by **UO finance professor Stephen McKeon**, who joined the Lundquist College faculty this summer. In a study coauthored with Matthew D. Cain, University of Notre Dame, McKeon determined that CEOs who fly on the side take on more debt, make more acquisitions, and produce greater stock return volatility. This isn't necessarily a bad thing, since the thrill-seeking CEOs "tend to be effective leaders," according to McKeon. Learn more: uolcb.co/riskybiz.

Two MBA candidates from the Finance and Securities Analysis Center track were pleasantly surprised to find their innovative funding plan for water infrastructure cited in *Bloomberg Businessweek*, *Forbes*, and other publications last spring. The proposal

was the students' final project for a new course in **impact investing**, an up-and-coming strategy that finds ways to generate healthy returns while helping solve social

and environmental issues. Guest instructor and industry expert Dave Chen, a principal at the Equilibrium Capital Group, led the course. Get details: uolcb.co/o9xMEU.



Richard Reynolds, Liam Bain, and Ryan Bennett (shown left to right)—three undergraduate finance students took first place in the Oregon round of the **CFA Institute Global Investment Research Challenge**—and won the chance to compete in the competition's international finals in Omaha, Nebraska.



Founder and CEO of Mazama Capital Management Ron Sauer, a Lundquist College Board of Advisors member, went back to school in winter term 2011 to teach a course on portfolio management analysis to undergraduate- and MBA-level finance students. What inspired Sauer to leave his company's Portland headquarters for the business school's Eugene campus? The students. "They're like wet sponges," said Sauer. "They're very knowledgeable and very passionate about what we're talking about." Hear from Sauer and his students: uolcb.co/oDII0t.

LUNDQUIST CENTER FOR ENTREPRENEURSHIP

A grand total of eight teams of undergraduate business majors and minors competed in the center's annual **Venture Quest** business plan competition in June. Venture concepts included a social networking site connecting high school students with college recruiters and a



music-sharing website promoting unsigned musicians. Blue Dog Mead won the business major category for its honey-based beverage, marketed as an alternative to beer or wine.



In the minor category, the winner was Liga Profesional Mexicana de Football Americano, a league for American-style football to be played in Mexico.

Still on a roll, **Swing Mobility Aids**, winner of last year's undergraduate Venture Quest, is the brainchild of business major Lindsey Swing and her sister Sydney (a UO grad), Swing Mobility Aids is a line of souped-up walkers geared to disabled youths and adults, as well as active seniors. The sisters shipped their first order last winter—and Lindsey hasn't even graduated—and a special UO Duck walker will be available at The Duck Store starting in October 2011. The future looks bright for the entrepreneurial duo: "We think there are going to be a lot of changes in this industry, because people are going to have to adapt to keep up with us," said Sydney. Find out more:

uolcb.co/nV8Sjc.

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Amazon, Cascade Designs, Microsoft, and Valve were among the companies that first-year MBA students met with on the center's annual Seattle trip. As always, the students planned the trip and set up all the meetings themselves. From start to finish, the experience was eye-opening and empowering. "It showed all of us that all it takes to start reaching out to companies to develop a network or pursue an internship is a phone call," recalled Brian Oehler, MBA '12. Learn more: uolcb.co/nfTsVn.

Did You See?

The Register-Guard's "**Young Entrepreneurs**" article highlighted three MBAs and our center's role in their journey: uolcb.co/opZv3z.

Eugene startup **Floragenex**—launched via the center—kicked off 2011 by landing a major new investment: uolcb.co/nlPJRr.

Fresh off the Venture Launch Pathway program, Doug Anderson and Paul Clark (both MBA '11) teamed with UO architecture professor Ihab Elzeyadi and landed a spot in the **Cleantech Open** semifinals on the strength of their business plan for Elzeyadi's innovative SolarStream Awning: uolcb.co/pdpfYw.

Follow the center on Facebook and Twitter: www.facebook.com/UOEntrepreneurship and twitter.com/UOregonLCE.

WARSAW SPORTS MARKETING CENTER



Stacey Allaster and Billie Jean King attended the Jim Warsaw and Annalee Thurston Award Gala.

A grand new annual tradition began this March: the **Jim Warsaw and Annalee Thurston Award**, created to recognize individuals—male or female—who have created and advanced opportunities for women in the business of sports. The award's first recipient was Stacey Allaster, chairwoman and CEO of the Women's Tennis Association, who was honored at a dinner gala during the BNP Paribas Open in Southern California. Event proceeds strengthen the endowment of the Warsaw-Thurston Women in Sports Business Scholarship. Discover more about the event and watch a video: uolcb.co/pwmp8i.

"The New York trip was amazing!" said Kelsey Philpott, MBA '11. Once again, second-year MBA candidates embarked on a whirlwind trip to the East Coast where—thanks to the strength of the center's network—they connected with high-level executives from the NHL, NBA, ESPN, and Bloomberg Sports, among others. "**We met five of the twenty most influential people in sports,**" said David Bruce, MBA '12. "That in itself is unbelievable." Watch the video: uolcb.co/nytrip2011.

What convinced **five-star linebacker Anthony Wallace** to commit to the Ducks last fall? The strength of our sports business program. "My parents love the idea that I'm picking a school for books and not just for football," said the six-foot, 220-pound athlete.

A leading authority on sponsorship and sports marketing, the center's research director **T. Bettina Cornwell** was an invited guest at the Arabian Sponsorship Forum 2010 in Abu Dhabi, United Arab Emirates,

Undergraduate and MBA students gained a panoramic view of sports business in China thanks to an event organized by the Warsaw Sports Business Club. Participants in the **Global Sports Business Symposium** traveled to Portland where they toured the Pearl District headquarters of Li Ning Sports USA, enjoyed a Chinese lunch, and heard from industry experts from adidas, OctagonAsia, and OneAsia.



last December. Cornwell served on the panel of judges doling out awards for the region's best sponsorship practices and also hosted a workshop for more than 150 students.

The art and science of finding just the right athlete to represent a brand was the theme of April's **Women in Sports Business Symposium**. Nike's Kristin Harrer, MBA '08, moderated the panel, which was held at the UO White Stag Block in Portland. Now in its fifteenth year, the symposium is organized and managed by a group of female and male students from the Warsaw Center.

With only twenty-four hours to prepare a twenty-minute presentation on the future

of Louisville's Muhammad Ali Center, teams vying for the **2011 National Sports Foundation Case Cup** had to move fast. The four MBA students representing the Warsaw Center were up to the challenge and advanced to the finals after besting a pool that included the University of Central Florida, University of South Carolina, and George Washington University. Though the University of Louisville took the top prize, the UO team landed second place out of the ten competing schools.

Follow the center on Facebook and Twitter: uolcb.co/warsawfacebook and twitter.com/UOWarsawCenter.



Lights. Camera. Action. Undergraduate Warsaw Sports Business Club students continued the tradition of crewing for **ESPN College Game** behind the scenes during the Oregon vs. Stanford football game in October 2010. And in June 2011, Warsaw MBA students again partnered to provide in-depth financial analysis for **ESPN: The Magazine's** Ultimate Standings, which ranks professional sports franchises based on the money and emotion that fans invest in them.

Family Ties

Young alumni come together to steer family business through turbulent times.



@CHRISTIANCOLUMBRES

Aneshka Colas-Dickson (left) and Andrew Colas (right) with their father Hermann Colas

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When Andrew Colas graduated from the Lundquist College of Business in 2004, he felt ready to join his family’s Portland-based construction business. Nearly every class and project at the college had provided some skill or knowledge he would employ on the job. And the people he most cared about would be with him all the way.

His sister, Aneshka Colas-Dickson ’00, had become vice president and chief financial officer. Their cousin, Marc-Daniel Domond ’03, worked as executive project manager. Their father, Hermann Colas, Jr.—the head of the business—was ready to groom Andrew to eventually become president and chief operating officer. (Aneshka could have assumed that role but chose her position to allow more time with her husband to raise their three children.)

But there is no teacher like life. Five years after Andrew became the third young member of the executive team, the family stared into the eyes of that severest of all teachers: failure. The general contracting firm was nearly leveled by the collapse of the real estate and building markets in 2009 and 2010. But the lessons learned in that ordeal—along with the business foundation they gained at the Lundquist College—have enabled them to bring the company back to its feet. Today, the company is once again poised to grow.

Aneshka and Andrew knew from an early age they would work with their father. Born the eldest son of eight children in Haiti in 1948, Hermann left the country for political reasons but kept alive his father’s entrepreneurial spirit. Hermann dreamed of building a family business that he could pass on to his children. He began purchasing, renovating, and managing Portland rental properties in the 1980s, often bringing young Andrew with him as an apprentice. He encouraged Aneshka to assume leadership roles and pursue a degree in accounting.

Aneshka enrolled at the UO business college the same year their father founded his own general contracting company. Then, as Aneshka was completing her five-year accounting and business administration major, Andrew started as a freshman.

Preparing to join the family business motivated them to get the most from their education. The accounting program thoroughly prepared Aneshka to assume her executive financial role. A cross-cultural business class helped Andrew as a young executive manage much older employees, clients, and contractors. Management classes taught him how to adapt his leadership style to different personalities. Business law classes enabled both brother and sister to navigate litigation. An accelerated spreadsheet class continues to help him build business systems. “The knowledge I gained from my education has impacted me in every decision I’ve made in this business,” Andrew says.

“Overall, the business college opens your mind to those critical thinking skills,” Aneshka says. “It prepares you for real-life situations. It doesn’t just give formulas, but skills to apply in many situations.”

Those skills were never in more demand than during the recession. A residential project in which they were developers and builders—one that Andrew had personally championed—teetered on the edge of default. Brother and sister finally convinced their father that they had to sell at what the market could support, and this meant huge losses to his personal finances.

Yet letting go of the development proved a Pyrrhic victory. Cash flow still was insufficient to keep the lights on. “Our father asked us, ‘Do you want to close down the company or keep it going?’” Andrew recalls. Shutting the business would mean more than just the end of their jobs. It would mean cutting a lifeline to subcontractors, many of them small minority business owners like them. Worse, it would end their father’s dream.

Doing projections, Aneshka and Andrew saw a way forward, but at great personal sacrifice. They halved their paychecks; their father stopped drawing a salary altogether. They cut their overhead and sold equipment. They laid off most of their staff, adding to their workload. Hermann tapped his retirement savings for a business loan.

Faith in the business and themselves sustained them. “All the work, money and energy we’d put into this, the lessons we’d learned, couldn’t just be for nothing,” Aneshka says. “We didn’t want to lose this whole culture we’d created. It was motivation for us to find another way and keep going.”

Now they are beginning to see their decisions pay off. Business is picking up. They are rehiring laid-off employees. They’re once again working toward their ultimate goal of growing the firm so that they can have a substantial impact in their community.

Running a family business is not for everyone. But its rewards are unlike any the young Lundquist College alumni hear about from friends at larger companies. “You get to see your hard work pay off. And you get to share that with the people you love the most,” Aneshka says.

In September 2010, Colas Construction received the Construction Service Award of the Year during the Minority Enterprise Development Week luncheon in Portland. The award recognized the company’s efforts to contract with diverse suppliers and apply diversity strategies in its workplace. Everyone from the company, including their father and mother, shared a table to watch Andrew accept the award.

“To see the happiness on the faces of every person at that table, to be acknowledged by our peers for our hard work and service, that was rewarding,” he says. “There was not a person without a tear of joy in their eye. When I talked about the sacrifices made by our parents, they knew exactly what that meant.”



Intellectual Leaders

An integral part of the University of Oregon's position as an elite Association of American Universities research institution (only thirty-four public universities are afforded such status), Lundquist College of Business faculty members are intellectual leaders, developing and disseminating knowledge necessary to anticipate and capitalize on the challenges of the future. The following are some of their recent accomplishments.

Rosemarie Ziedonis was elected to the Business Policy and Strategy Executive Committee of the National Academy of Management and findings from her research on "Startups as Suppliers of Patents" were featured in a March 2011 Federal Trade Commission report titled "The Evolving IP Marketplace: Aligning Patent Notice and Remedies with Competition."



Associate professor of marketing **Joan Giese** will assume the responsibilities of assistant dean in charge of the college's undergraduate programs as of January 1, 2012, replacing the retiring **Wendy Mitchell**. Giese will also continue to serve as the director of the new Business Research Institute (see page 5).

Anne Parmigiani and **Jennifer Howard-Grenville** were both promoted to associate professors of management with indefinite tenure as of September 2011. Howard-Grenville also received the Best Reviewer Award for 2011 from the *Academy of Management Journal* and an Extraordinary Service Award from *Organization Science*.

Michael V. Russo, Lundquist Professor of Sustainable Management, won a 2011 Silver Nautilus Book Award for *Companies on a Mission: Entrepreneurial Strategies for Growing Sustainably, Responsibly, and Profitably*. NPR interviewed Russo about the book and *Oregon Quarterly* printed an excerpt in its fall 2010 issue. Russo also received an honorable mention for the

Page Prize, a University of South Carolina award recognizing scholars worldwide that advance sustainable business education, and was a visiting research professor at Bocconi University in Italy in spring 2011.



Assistant professors of finance **Charles Gaa** and **Sith Chaisurote** were awarded financial support from the John and Emiko Kageyama Endowment Fund for their research on whether local investors learn from foreign fund flows.



David Guenther, Scharpf Professor of Accounting, received the Lundquist College of Business 2011 Goulet Research Excellence Award and was also honored with the 2011 Master of Accounting Outstanding Faculty Award. He is spending fall 2011 on sabbatical leave at Oxford University, conducting research on accounting for sustainability.

Nagesh Murthy, associate professor of decision sciences, received the Harry R. Jacobs, Jr. Professional Service Award for

his contributions advancing the college's connections to the business community. The Production and Operations Management Society also appointed Murthy as its vice president for meetings through 2014.



Associate professor of finance **Diane Del Guercio** received the Finance and Securities Analysis Center's Summer Research Funding Award.

Accounting professor **Steve Matsunaga** was named the Charles E. Johnson Professor of Accounting in recognition of his leadership among faculty members and students and in the accounting community.

The American Marketing Association honored Ehrman Giustina Professor of Marketing **Lynn Kahle** with the 2011 Sports Marketing Lifetime Achievement Award for his distinguished career contributions to the scientific understanding of the sports business. Kahle joins fellow faculty member **T. Bettina Cornwell**, who received the honor in 2009.

In recognition of his contributions to advancing the economic vitality of the state, the reputation of the college, and the lives of students, the college honored instructor of entrepreneurship **Donald Upson** as the 2011 Thomas C. Stewart Distinguished Professor.

Senior instructor of accounting **Michele Henney** was named vice chair of the Oregon Society of CPAs and has been appointed vice president of the board for NextStep Recycling.



After more than ten years as associate dean of the Lundquist College of Business and twenty-nine years as an accounting professor, **Ray King** retired from the University of Oregon last spring.

The college named **Michael Pangburn**, associate professor of decision sciences, the Thomas E. Wildish Distinguished Research Scholar.

Senior instructor of management **Beth Hjelm** earned the Dean's College Service Award for her role as interim director of the Finance and Securities Analysis Center. She was also honored with a James E. Reinmuth MBA Teaching Excellence Award (MBA core) by students. Hjelm, along with **Whitney Wagoner** (marketing), **Jennifer Ellis** (finance), and **Ali Emami** (finance), received promotions to senior instructor.

BAC Teaching Awards were bestowed on Donald A. Tykeson Senior Instructor **Dave Duseau** (fall 2010) and instructor of marketing **Mike Dore** (winter 2011). Dore was also honored with a Most Influential Faculty award.

MBA students recognized assistant professor of management **Andrew Nelson** with the 2011 James E. Reinmuth MBA Teaching Excellence Award (MBA elective).

Dean **Cornelis "Kees" de Kluyver** joined the Supervisory Board of Nyenrode Business Universiteit in The Netherlands.

Professor of business **Philip Romero** coauthored an op-ed piece that appeared in *The Register-Guard* in June 2011, discussing the end of the Federal Reserve's second quantitative easing program (QE2).

Jeanne Coe, director of student services; **Jen Jones**, information services; and **Julia Riley**, undergraduate programs, received end-of-school-year honors for their outstanding service to the college's students and faculty members.

Andrew Verner is transitioning from his current position as assistant dean of graduate programs to become director of the PhD Program, where he will lead the development of new policies aimed at strengthening our doctoral degree offerings. After January 1, 2012, he will also serve as the college's coordinator for global course development in partnership with the UO College of Arts and Sciences faculty at both the undergraduate and MBA levels.

The college welcomed **Katie Rohrer** as senior director of development on June 15. Rohrer is the new lead for all college fundraising efforts in the Office of External Relations (see page 33).

Betsy Richanbach joined the college as director of corporate relations, and will be responsible for managing The Century Club program (see page 37) and for strengthening partnerships between the college and leading corporations.



The college has named **Wes Balda** as assistant dean for Portland programs and executive director of the Oregon Business Institute, the umbrella organization for the Oregon Executive MBA (see page 10). **Erika Foyn** remains executive director of the Oregon Executive MBA program.

Ronianita (Ronnie) Casanova has joined the college's Career Services staff as assistant director for employer development. Based in Portland, Casanova is increasing visibility of programs and students among prospective employers.

To enhance fundraising efforts in Portland, **Tara McMahon** has relocated to the college's Oregon Business Institute facility, where she continues to serve as a director of development for the college.

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Welcome, New Faculty

John A. Davis

Instructor of Marketing
From: S P Jain Center of Management (former dean)
Degree: MBA, Columbia University

Teaching and Research Interests: Brand strategy, marketing strategy, corporate sponsorship, Olympics, sports marketing, sales management, and leadership.



Seungmin Chee

Assistant Professor of Accounting
Degree: PhD, University of California, Berkeley

Teaching and Research Interests: Compensation, earnings management, and disclosure policy.



Ted Helvoigt

Instructor of Decision Sciences
Degree: PhD, Oregon State University

Teaching and Research Interests: Statistics and natural resources, energy, and healthcare economics.



Stephen McKeon

Assistant Professor of Finance
Degree: PhD, Purdue University

Teaching and Research Interests: Corporate finance, corporate governance, capital structure and executive risk-taking.



Tina Starr

Instructor of Management
From: University of Nottingham (United Kingdom)

Degree: PhD, University of Nottingham
Teaching and Research Interests: Cross-cultural management, human resource management, international organizations, organizational management.



FACULTY FOCUS

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PRESENTATIONS

Tolga Aydinliyim presented “Subcontracting in the Presence of Transactional and Contractual Customers,” “Discount Pricing to Invoke Eco-Friendly Consumption,” and “Coordination Issues

for the Timely Processing of Outsourced Operations” at the Production and Operations Management Society Annual Conference, Reno, Nevada, May 2011; and “Time Sensitive Capacity Allocation Issues in Subcontracting” at the Institute for Operations Research and the Management Sciences Annual Conference, Austin, Texas, November 2010.

Sith Chaisurote presented “Do Local Investors Learn from Foreign Fund Flows?” at Chulalongkorn University, September 2011.

Eren Cil presented “Large Scale Service Marketplaces: The Role of the Moderating Firm” at the Manufacturing and Service Operations Management Society Annual Meeting, Ann Arbor, Michigan, June 2011; and “A Service Marketplace with Multiple Classes and Multiple Skilled Agents” at the Institute for Operations Research and the Management Sciences Annual Meeting, Austin, Texas, November 2010.



T. Bettina Cornwell presented “Preschool Children’s Preference for Energy-Dense, Branded Foods: An Unsustainable Trajectory” (coauthored with A. R. McAlister) at the Advertising and Consumer Psychology Conference, Eugene, Oregon, May 2011; “Sponsorship-Linked Marketing Research: A Review” (coauthored with Y. Kwon) at the American Marketing Association Winter Educator’s Conference, Austin, Texas, February 2011; and “Examination of Affective Responses to Sponsorship Linked Marketing” (coauthored with Ottmar Lipp) at Brand Camp, Obergurgl, Austria, February 2011.

Diane Del Guercio presented “An Analysis of the Price and Liquidity Effects of Illegal Insider Trading” at York University, Toronto, Ontario, Canada, April 2011, and at the Pacific Northwest Finance Conference, Seattle, Washington, November 2010.

David Guenther presented “What Do We Learn From Large Book-Tax Differences?” at the University of North Carolina Tax Symposium, Chapel Hill, North Carolina, January 2011, and at the University of Texas at Austin, November 2010.

Jennifer Howard-Grenville presented “Not All Artifacts Are Created Equal: Malleability and Embeddedness of Artifacts in Routines” at the EGOS Colloquia, Gothenburg, Sweden, July 2011; and “The Evolution of Facilitated Industrial Symbiosis” (coauthored with R. Paquin) at the International Society for Industrial Ecology Conference, Berkeley, California, June 2011.



Lan Jiang presented “Seeing Smiles: Consumers’ Adoption of Anthropomorphized New Products” at the Annual Conference of China Marketing Science, Guangzhou, China, August 2011, and at invited talks at Beijing University and Fudan University, August 2011.

Lynn Kahle presented “The Psychology of NASCAR’s Signage Moving at 175 MPH: Ubiquitous Decals” (coauthored with **Eda Gurel-Atay**) at the American Marketing Association Summer Marketing Educators’ Conference, August 2011; “The Influence of Regular Sports Participation on Consumer Psychology” (coauthored with **Steven Andrews** and **Catherine Armstrong-Soule**) and “Tweeting Birds: An Aviary Lifestyle Segmentation Strategy for Social Media” (coauthored with **Eda Gurel-Atay**, J. Yu, and K. Ring) at the Academy of Marketing Science World Marketing Congress, Reims, France, July 2011; “Sustainable Marketing and Value Segmentation” (coauthored with **Eda Gurel-Atay**) at the Conference on Persuasion Technology and Design, Columbus, Ohio, June 2011; “Sustainable Marketing and the Emerging Green Economy: Implications for Communications” (coauthored with **Eda Gurel-Atay**) and “Consequences of Legislating Packaging Behavior: Germany’s Green Dot Program and What It Communicates” (coauthored with L. Jones and S. Owen) at the Society for Consumer Psychology Conference on Advertising and Consumer Psychology, Eugene, Oregon, May 2011; “Constancy and Change in Leisure Values through Midlife: A Longitudinal Study” (coauthored with J. Stockard and G. Carpenter) at the Canadian Congress on Leisure Research, St. Catharines, Ontario, Canada, May 2011.

Linda Krull presented “Where in the World are Permanently Reinvested Foreign Earnings?” at the National University of Singapore, July 2011.

Stephen McKeon presented “Cleared for Takeoff? CEO Personal Risk-Taking and Corporate Policies” (coauthored with M. D. Cain) at the Northern Finance Association Conference, Vancouver, British Columbia, Canada, September 2011; and “Internal Equity Issuances and Financing Decisions” at the Financial Management Association Annual Doctoral Student Consortium, New York, New York, October 2010.

Andrew Nelson presented “What’s in a Name? Obliteration, Symbolic Adoption, and Other Finicky Challenges in Tracking Innovation Diffusion” at the West Coast Research Symposium on Technology Entrepreneurship, Seattle, Washington, September 2011; “Analyzing the Intersection of Networks and Institutions Through the Lens of University Commercialization” and “Getting the Job Done: Coordinating Work through Helping Behavior” at the Academy of Management Annual Meeting, San Antonio, Texas, August 2011; and “Putting Universities in Context: Assessing Different Views of the Production and Diffusion of University-Generated Knowledge” at the Technology Transfer Society Annual Conference, Washington, D.C., November 2010, and at the Roundtable on Engineering Entrepreneurship Research, Atlanta, Georgia, November 2010.



Ken Njoroge presented “Small Lending Big: The Real Effects of Trade Credit Demands on Constrained Suppliers” at the Western American Accounting Association Conference, Newport Beach, California, April 2011.

Anne Parmigiani presented “When Collaboration Trumps Rivalry: Examining Organizational Forms in the Construction Industry” (coauthored with S. Holloway) at the Academy of Management Annual Meeting, San Antonio, Texas, August 2011.

Neviana Petkova presented “International Joint Ventures Transformed: Foreign Buyouts and Firm Performance” (coauthored with Jing-Lin Duanmu) at the

Pacific Northwest Finance Conference, Seattle, Washington, November 2010.

Philip Romero spoke at the Pet Healthcare Industry Summit, Portland, Oregon, August 2011.

Michael V. Russo presented his research at Bocconi University, May 2011; Eidgenössische Technische Hochschule Zurich, May 2011; University of St. Gallen, May 2011; Instituto de Estudios Superiores de la Empresa, April 2011; and Universidad Carlos III, April 2011.

William Starbuck keynoted the Ingenuity Conference, McMaster University, Burlington, Ontario, Canada, September 2011; gave four speeches at the Academy of Management Annual Meeting, San Antonio, Texas, August 2011; and guest lectured at the University of South Florida, January–February 2011; University of South Florida Polytechnic, February 2011; ESSEC Business School, May 2011; University of Paris, May 2011; and New Economics School, May 2011.



Rosemarie Ziedonis presented “An Empirical Analysis of Non-Rival Patent Litigation” to intellectual property counsel at Microsoft, Redmond, Washington, September 2011; was a plenary speaker at the DRUID Society Summer Conference on Innovation, Strategy, and Structure, Copenhagen, Denmark, June 2011; presented “Are Weak Patent Regimes Stronger than We Think? Cross-Industry Evidence from Venture-backed Firms” at the inaugural Lundquist Center for Entrepreneurship Innovation and Entrepreneurship Research Conference, Eugene, Oregon, June 2011; and presented “Job Hopping in the Shadow of Patent Enforcement” at the University of Virginia Darden School of Business, May 2011; University of Pennsylvania Wharton School of Business, April 2011; and University of California-Berkeley Haas School of Business, November 2010.

A Class of Their Own

UO Lundquist College of Business alumni are increasingly reconnecting with their alma mater. Below are some of the latest news and updates from this actively engaged community.

1960s

Phil Herres, MBA '65, is the new chief executive of the Bellevue, Washington-based home-automation company Lagotek. Herres joined Lagotek's board a year ago. He takes over for Eugene Luskin, who will remain chairman of Lagotek and serve as chief technology officer.

James E. Ullakko '67 is founding partner at Odenberg, Ullakko, Muranishi & Co. LLP (OUM), a CPA firm that provides assurance, tax, accounting, and business advisory services. He has more than forty years of tax planning, compliance, consulting, and financial planning experience. Prior to founding OUM in 1976, he was a senior manager at PricewaterhouseCoopers.

1970s

Allen F. Emes, MBA '70, is a securities industry professional specializing in corporate finance, with an emphasis on oil and gas financing and advisory assignments. Emes lives in Calgary, Alberta, Canada, and has been an independent businessman since 2007, serving as a director for certain public companies and managing various personal investments. Emes has held the positions of vice president at Integral Securities, vice president of Woodstone Capital Corporation, vice chairman of Octagon Capital, senior vice president of Research Capital, vice president of finance and chief financial officer for Morgan Hydrocarbons Inc., and senior vice president and chief financial officer of Sceptre Resources Ltd.

Kathy McCarthy Murray '78, MBA '88, is now the vice president and senior human resources manager at Umpqua Bank in Portland.

1980s

Morley Financial Services in Portland, Oregon, announced that **Bill Gardner** '82, MBA '84, has joined as director of sales and relationship management. Gardner was formerly with Dwight Asset Management for twelve years, most recently as senior vice president. He has more than twenty-three years of financial industry leadership.

Mandie Rush, MBA '82, who has thirty years experience, is now an entertainment banker, serving the financial needs of film and television companies, with First Republic Bank in Beverly Hills, California. Rush worked for Bank Leumi as vice president in its entertainment group before joining First Republic Bank. Prior to that, she worked in the entertainment divisions of Mercantile National Bank, California United Bank, and the Bank of California.

In April 2011, the U.S. Department of Energy named **Scott Samuelson** '82 manager of the Hanford Office of River Protection. It's one of the two top positions sharing oversight of the Hanford nuclear reservation environmental cleanup. Samuelson's background includes work in the nuclear power industry, developing and implementing inspection and testing programs for commercial light-water reactors.

Jim Lyski '85 was named executive vice president and chief marketing officer for Scotts Miracle-Gro Company, the world's largest marketer of branded consumer lawn and garden products. Prior to that, Lyski was chief marketing officer for Nationwide Insurance in Columbus, Ohio, where he was responsible for corporate strategy, marketing, brand management, advertising, and communications. He has also held senior-level positions in strategy and marketing for CIGNA HealthCare, Inc. and FedEx Corporation.

Barry Reid '86, sustainability manager for Georgia-Pacific LLC Building Products, recently wrote an article for *Design Cost Magazine* titled "Striking a Winning Balance: Can You Overprotect Your Building?" (uolcb.co/reidarticle). Reid has twenty-two years experience in the building products industry and serves as subject matter expert for Georgia Pacific on green building codes, standards, and programs. He works with product development and management teams integrating sustainable and building science principles into Georgia-Pacific products and processes. He is also chair of the American Wood Council's Green Building-Codes and Standards technical subcommittee.

The Hillsboro City Council has chosen **T. Michael Brown** '88 to lead the city. Brown was previously the county manager of Douglas County, Nevada, and in addition to his UO business degree, holds a master's degree in public administration from

An Entrepreneur and Trailblazer



Television pioneer **Carolyn S. Chambers** '53 died August 8, but her leadership and philanthropy will benefit University of Oregon students for generations to come. She was seventy-nine. An emerita president and trustee of the UO Foundation, Chambers spearheaded the university's first major fundraising drive, the Oregon Campaign. She remained closely connected to the university throughout her life through her support of Oregon athletics and her active involvement as an advisory board member and frequent donor to the Lundquist College of Business, School of Journalism and Communication, and School of Law.

"We valued the insight and wisdom she brought to the college and our Board of Advisors," said Lundquist Dean Kees de Kluyver. "Her passing is a loss to her family, our community, and those who considered her a friend."

When she graduated from the University of Oregon in 1953, Chambers was one of only a few women that year to earn a bachelor's degree in business administration. She launched KEZI-TV in Eugene. From there, she went on to create and lead a nationally prominent cable television company. When her husband Richard died in 1986, she became president of Chambers Construction. She also helped to pioneer Oregon's wine industry as owner of Hinman Vineyards, Sylvan Ridge Winery, and Panther Creek Cellars. A celebration of life for Chambers was held August 20 at the Hult Center for the Performing Arts in Eugene.

the University of Kansas. He has worked for governments in Corvallis, Oregon; Lexington, Massachusetts; Olathe, Kansas; and Colchester, Vermont.

At Deloitte since 2007, **Jean-Michel Demaison**, MBA '89, is now an associate director within the company's department of council in France. Deloitte's council department works on international projects, particularly assisting in creating shared service centers in new economies.

Ron Heath '89, MBA '90, became a managing director at Morley Financial on December 27, 2010. Formerly with Dwight Asset Management for ten years, Heath is leading Morley's sales, client service, and marketing efforts.

1990s

Karlin Conklin, MBA '90, joined Bluestone & Hockley Real Estate Services as vice president of sales and leasing. She was previously at CKW Partners, and before that, she was a senior vice president at Guardian Real Estate Services. Conklin has been responsible for approximately \$1 billion in transactions in her career.

Chris Middleton, MBA '90, was named vice president of marketing for Pets Best Insurance. He previously worked eighteen years for Hewlett-Packard and is also a certified public accountant. Middleton lives in Boise, Idaho, with Nancy, his wife of twenty-two years, with whom he has two children.

Cal Collins '98 became president and chief operating officer for ESCO Corp. on January 1, 2011, replacing the retiring Larry Huget. Collins began his career at ESCO in 1977 as a flogger and grinder before going to college. He later went on to a career as an attorney and received an MBA before returning to ESCO in 2000 as vice president of administration and general counsel, and group vice president of engineered products.

2000s

Intel Corporation's **John Hengeveld**, MBA '00, a well-known high-performance computing (HPC) evangelist, has become a featured blogger and columnist on insideHPC (www.insidehpc.com), a short-format news site for high-performance computing. Hengeveld is director of technical computer marketing at Intel.

Quango, a design and strategic marketing agency, welcomed **Wesley Sieker** '00 as its new vice president of business development. Before joining Quango, Sieker served in multiple roles at Intel Corporation, including mobile products channel marketing manager. He was also vice president of marketing at KolorID, Ltd., and founder-owner of Oregon Football

Remembering Stu Rich

It was with great sadness that the Lundquist College of Business community learned of the death of retired professor **Stuart Rich**. Born in 1920, Rich held a bachelor's degree from Wabash College and a doctorate in business administration from Harvard. During World War II, Rich served in the Navy Scouts and Raiders (a forerunner of today's Navy SEALs) and participated in five invasions. Here at the business college, he taught marketing strategy to a generation of students. Starting in 1963, he directed the school's Forest Industries Management Center, implementing a forest industry MBA degree that was unique in the nation. An avid mountaineer, Rich climbed peaks from the Cascades to the Urals. An active member of Eugene Mountain Rescue



even into his seventies, "Stu frequently headed search-and-rescue missions in the most dangerous of circumstances, showing the same courage and wisdom in mountaineering that he had displayed as a hero of D-Day and as an enforcer of rigorous academic standards," said Lynn Kahle, the Ehrman V. Giustina Professor of Marketing.

Calendar, a fan publication that combines sports photography, facts, and news.

Steve Zogas '00 joined Sococo, a social communications company, as vice president of finance. He oversees financial management and planning, reporting, and analysis. Previously, Zogas was vice president of finance and operations for the music-licensing firm Rumblefish and manager of business development at UTi Worldwide, a supply chain services and solutions company. Zogas spent several years in the financial services industry in New York City, most notably in the investment banking groups of Bear Stearns & Co. and Bank of America Securities.

Jonathon Hensley '01 is CEO and lead market strategist at Emerge Interactive, a user-centered digital marketing agency. The *Portland Business Journal* profiled him in its May 27, 2011, edition.

On April 18, 2011, **Esteban Vega Hidalgo**, MBA '03, was named the marketing manager at Ecuador General Motors in Quito, Ecuador. He will be responsible for the design, development, and implementation of marketing plans for all products and services related to GM's portfolio of vehicles in the country. Vega Hidalgo previously worked in consumer goods where he developed and implemented strategies for marketing research and demand planning.



Bryn N. Porter '05 married Mike L. Blay on August 27, 2010. Porter is an indirect procurement analyst with Columbia Sportswear in Portland, Oregon.

Shirley Justice, MBA '06, director of global footwear planning and sourcing at Nike, Inc., has been recognized as a VIP member by Cambridge Who's Who for demonstrating dedication, leadership, and excellence in her career. Justice is responsible for the architecture of a long-term strategic sourcing vision and strategy that supports growth, profitability, and sustainability targets at Nike. She also develops global supply chain strategies while executing key initiatives for future growth, such as forecast alignment and systems integration.

Red Door Interactive, a strategic Internet presence management firm, announced the addition of **Mallory Mahoney** '07 as associate e-mail specialist to its San Diego office. Prior to joining Red Door, Mahoney was the marketing assistant at Heritage Golf Group and was responsible for the marketing initiatives of sixteen private and resort country clubs throughout the United States

RALLY Marketing Group, an integrated marketing and promotions agency, announced the addition of **Scott Mitchell**, MBA '07, as an account executive to the agency's client services team. Mitchell's background includes serving as a public relations account executive at Weber Shandwick Seattle, where he worked with Microsoft and midmarket companies in the cleantech sector.

ALUMNI NOTES

Devan Newman '07 has been named an assistant coach for the Weber State University women's basketball team. Newman joined the Wildcats staff after spending the past three seasons at the University of Louisville.

Cynthia Nustad, MBA '07, joined HMS, a wholly owned subsidiary of HMS Holdings Corp., as chief information officer. Nustad has more than fifteen years of management experience in the healthcare information technology industry, serving as vice president of architecture and technology for Regence (Blue Cross Blue Shield), the largest health insurer in the Northwest and Intermountain region; vice president of software development and product management for OAO Healthcare Solutions, Inc.; and in various leadership roles at e-MedSoft.com and WellPoint Health Networks.

Jason Reno '08 has joined the Medford, Oregon, office of People's Bank of Commerce. He previously worked for JPMorgan Chase as a licensed personal banker, assisting customers with new accounts and services, as well as coordinating consumer and business loans. He was also a client accounts coordinator for Fisher Investments LLC in Vancouver, Washington. He holds a Series 6 securities license.

2010s

David Hawkins, MBA '10, has joined Huntington Bancshares Incorporated, a \$54 billion regional bank holding company headquartered in Columbus, Ohio. Hawkins will serve as senior vice president and director of customer experience.

Neal Rosenshein '10 has joined the family law firm Stahanczyk, Kent & Hook in its Vancouver, Washington, branch. Rosenshein earned his juris doctorate from Willamette University and his MBA from the University of Oregon. The law firm, specializing in family law and estate planning, has offices in four Oregon cities plus an office in Vancouver.

IN MEMORIAM

Glenn Smith '42 died of age-related causes on May 1, 2011. He was ninety-three. Smith served in the Air Force during World War II; worked as an office manager and accountant at Truax Oil Inc. in Corvallis, Oregon; was employed by John W. Stokes Company as a traveling auditor of auto dealerships; and served as an accountant at the University of Oregon business office for many years.

Business Woman and Philanthropist



One of the first successful women in the timber industry and a leading business person in the state of Oregon, **Donna P. Woolley** died February 25, 2011, of heart failure. She was eighty-five. In 1970, when her husband died, Woolley took over as head of the family's logging and lumber manufacturing business, Woolley Logging Company in Drain, Oregon. By 1981, she had sold her mills and plywood company and founded Eagle's View Management

Company in Eugene, which focused on commercial and residential development throughout the western states. She remained president and CEO of the company until her death. Over the years, Woolley's philanthropy benefited organizations throughout the state. She was an active supporter of the University of Oregon and the Lundquist College of Business, serving on the UO Foundation Board of Trustees and the Lundquist College of Business Board of Advisors. In 1980, Woolley received the UO Pioneer Award. She was selected as Eugene's First Citizen in 2000. And in June 2005, she was presented with the UO Presidential Medal, which honors individuals who have demonstrated extraordinary service to the university. Woolley particularly enjoyed engaging with students and attended many events and gatherings at the college, including the annual Women In Business Gala. She will be greatly missed.

Betty Kirtley '44 passed away from age-related causes on April 23, 2011. She was eighty-eight. Born August 2, 1922, in Richland, Oregon, to John and Lela Saunders Perry, she married Orris "Kirt" Kirtley on December 6, 1960, in Nevada. She worked as a legal secretary in accounting firms in San Francisco, California; Tucson, Arizona; and on military bases.

Gerald William Maurer '58 died May 21, 2011, of coronary heart disease. Born in Portland, Oregon, Maurer had a successful thirty-eight-year-career with the California State Automobile Association. He enjoyed fishing, camping, traveling throughout the United States, and exploring other countries.

Paul Richard Muñiz, MBA '75, died of cancer on July 27, 2011. He was sixty-three. Regarded as a California-statewide expert in juvenile dependency law, Muñiz worked for twenty-seven years as Contra Costa County deputy counsel. He was raised in Norwalk, Connecticut. Muñiz served three years in the Army, and obtained an MBA from the University of Oregon intending to go into



the railroad business, but ultimately he moved to California to organize support for the United Farm Workers. Muñiz was a board member of the Institute for Central American Studies, supported community-sponsored radio, and volunteered clearing public trails through the Muir Heritage Land Trust.

Alexis Pennington, a senior business administration major, died of meningoencephalitis on March 6. The twenty-two-year-old graduate of Marist High School in Eugene was a member of the university's water polo team and International Business and Economics Club, and had worked at the Outdoor Program on campus. The Lundquist College of Business presented her family with her diploma during commencement ceremonies in June 2011.

An associate professor at the University of Oregon Lundquist College of Business from 1957 to 1981, **Frederick John Seubert** of Eugene died March 21, 2011, of respiratory failure. He was ninety. Born in Chicago, Illinois, Seubert served as a staff sergeant in the American and Asian Pacific theaters from 1942 to 1946. He received his PhD in business administration from Cornell University in 1954 and was founder and CEO of Ikoso-Kits from 1969 to 1997.

Making the Jump to Make a Difference

Guru S. Khalsa's path to leading corporate responsibility projects for Columbia Sportswear traveled through Norway; Washington, D.C.; California; and Oregon.



Sometimes the smallest questions solve the biggest puzzles. In the first year of her MBA studies at the University of Oregon Lundquist College of Business, Guru S. Khalsa, MBA '09, began a consulting project for California's Clif Bar & Company. Her group was developing a communications plan to highlight the energy bar maker's sustainable packaging practices. The project included consumer research, panel surveys, cost analyses, and strategic thinking.

As the work evolved, Khalsa began to see sustainability from a holistic perspective. "It makes sense from every angle," she said. "It's not just a feel-good practice. It makes smart business sense." That sudden insight would soon shape her entire career.

Originally from Norway, Khalsa completed an undergraduate degree in journalism and communication from

the University of Oregon and moved to Washington, D.C., to work for a startup record label and distribution company. She enjoyed putting her marketing and communication skills into practice, but she knew there were bigger prospects on the horizon: "I was ready to take my career to the next level." She was also spending way too much time in her car. Commuting from northern Virginia made her yearn for open spaces and a better quality of life.

Working for a startup company was exciting and collaborative, which pointed Khalsa toward a business education. She loved Eugene and eagerly returned to Oregon in 2007 to start her MBA. She was motivated, but unsure how to uncover her own interests and competitive advantage. "I went into the program with a broad goal of developing my skills and my career path in general," said Khalsa.

When the packaging project grabbed her attention, Khalsa began to explore sustainability in earnest and, ultimately, focused her studies through the Center for Sustainable Business Practices. She honed her research skills and learned how to analyze information, make solid recommendations, and present strategic findings in a compelling manner. That training has proven to be invaluable, says Khalsa, who completed her MBA in 2009.

Khalsa is now a corporate responsibility specialist for Columbia Sportswear in Portland, Oregon. She works on environmental responsibility projects—including waste analysis, green office and facility assessments, and energy best practices—and social responsibility issues, including labor compliance and manufacturing practices. Khalsa also spearheads communication efforts for her department, developing social media strategies, outreach plans, and narrative frameworks.

Not only does the position fit her talents, but she's also building a career with a positive social and environmental impact. Her work makes a difference. "That really means something to me," said Khalsa, who gets slightly breathless as she describes the possibilities of carbon-neutral production targets and closed-loop manufacturing. She also serves on the leadership board for Net Impact, a global network committed to social and environmental sustainability that she first joined at the UO.

The MBA education built a foundation that Khalsa relies on every day. Developing strategic programs requires sound research and analysis methodologies. "I feel so much more confident in my recommendations than I might have before," explained Khalsa. She also continues to mine the wisdom of her fellow graduates, who have stayed close and often share questions, issues, and war stories from the "real world" of business: "It's great to touch base and say 'okay, so you're negotiating your first raise. How is it going?'" Just two years after graduation, Khalsa's come a long way from the frustrated commuter who wanted something more—and it all started with an energy bar.

HONOR ROLL



A Remarkable Return

It's been an interesting year for the Lundquist College of Business. This past fiscal year saw the institution of a new budget model that more accurately reflected the resources we require to meet the demand for business education at the University of Oregon.

Coupled with the opening of Anstett Hall and the hiring of additional faculty members, we are at the beginning stages of being able to better serve our growing student population.

But how far we have come would not have been possible without the generous support and investments of our alumni and friends. Regardless of our modest increase in university appropriations from tuition payments, we were only able to transcend the status quo thanks to the munificence of our donors. Because of you, we enhanced our programs, pursued new learning initiatives, better attracted talented students, and delivered a world-class learning environment.

Your investments in the value of business education are a vote of confidence that others notice. Consider that, according to a recent study, the University of Oregon produces \$33.64 in economic impact for every dollar it receives in state appropriations. With the state funding less than 8 percent of the cost of education (and that share is expected to drop below 6 percent in the coming year), it is clear that donors are the catalyst for such a remarkable return on investment.

On the following pages, we are pleased to present the honor roll of donors who have contributed so generously to the Lundquist community during the 2010–11 fiscal year.

On behalf of the entire college, thank you for supporting our mission to empower an engaged community of students, faculty and staff members, alumni, and stakeholders who make significant contributions to their professions, communities, and society. You are not only ensuring that we graduate the best and brightest, but also that your investment translates into real financial and economic growth for Oregon and beyond.

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“Looking back it's easy to see the amazing impact that my education and experience at the University Oregon had on my life, both personally and professionally. Realizing this, it feels good to begin giving back and I look forward to building a meaningful relationship with the university.”

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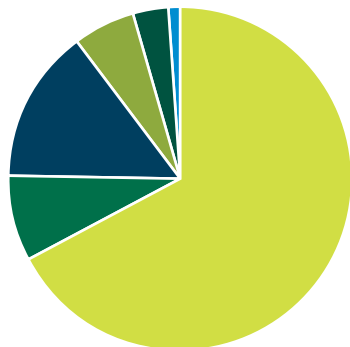
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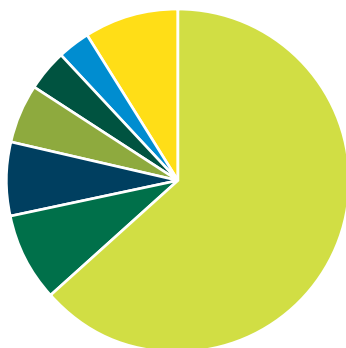
Lundquist College of Business Revenue Sources 2010-11*



TUITION AND FEES	\$16,681,090
ENDOWMENT EARNINGS	\$2,047,000
GIFTS	\$3,588,000**
STATE FUNDING	\$1,446,320
STATE GIFT MATCH	\$792,400
MISCELLANEOUS AND GRANTS	\$259,900
TOTAL	\$24,813,390

**ACTUAL DOLLARS RECEIVED, EXCLUDES NEW PLEDGES
 AND PLEDGE PAYMENTS ON ENDOWMENTS

Lundquist College of Business Uses of Funds 2010-11*



FACULTY SALARIES AND SERVICES	\$15,768,000
ADMINISTRATIVE	\$2,074,500
CENTERS	\$1,722,700
GRADUATE PROGRAMS	\$1,373,200
EXTERNAL RELATIONS	\$956,940
UNDERGRADUATE PROGRAMS	\$727,050
SUBTOTAL	\$22,622,390
OPERATING RESERVES	\$2,191,000
TOTAL	\$24,813,390

*NUMBERS REFLECT NEW BUDGET MODEL

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Welcome, Katie

On June 15, 2011, the UO Lundquist College of Business welcomed Katie Rohrer as our senior director of development. Rohrer heads our Office of External Relations and is responsible for leading our fundraising strategy and development activities. As you will discover when meeting Rohrer, if you haven't already, she is a dynamic and forward-thinking individual who will be instrumental in helping the college achieve its future aspirations. She brings ten years of development and alumni relations experience from top-tier universities and national nonprofits.

Rohrer was most recently associate director for development at Stanford Graduate School of Business, where she worked directly with many of the school's eight- and nine-figure donors. At Stanford, she facilitated a number of key gifts in support of the business school's \$500 million campaign. She also managed the Stanford Business School Trust board, a group of distinguished alumni trustees who invest a portion of the school's endowment. Previously, Rohrer held major gifts fundraising positions at Yale University, during the \$3 billion Yale Tomorrow campaign, and at United Way of Metropolitan Chicago. Additionally, she has held various marketing and alumni relations positions at Northwestern University and the Aspen Institute.

Rohrer has an MBA in corporate strategy from Cornell University's Johnson School, where she was a Roy H. Park Leadership Fellow. A Michigan native, she earned her BS in environmental policy from the University of Michigan in Ann Arbor.

"Coming to the University of Oregon," said Rohrer, "brings together three of my passions—university fundraising, college football, and all things green. I am excited to join such an outstanding enterprise and the dedicated community of donors, alumni, and friends who make the Lundquist College one of the best business schools in the country."

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Lundquist College of Business Private Support 2010-11*

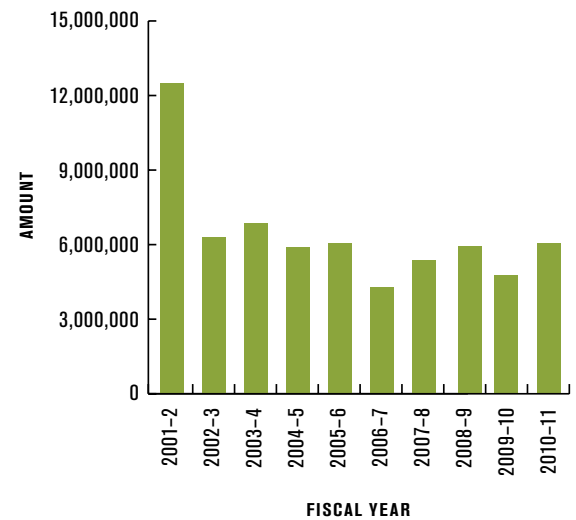
GIFTS AND PLEDGE PAYMENTS	\$5,965,204
NEW PLEDGES	\$1,123,835
GIFTS AND NEW PLEDGES	\$4,000,439
GIFTS AND NEW PLEDGES BY ALUMNI	\$3,617,739
AVERAGE ALUMNI GIFT	\$4,125
MEDIAN ALUMNI GIFT	\$100

*INCLUDES BEQUESTS

Historical Giving to the Lundquist College of Business**

FISCAL YEAR	AMOUNT
2001-2	\$12,425,099
2002-3	\$6,240,982
2003-4	\$6,804,642
2004-5	\$5,864,607
2005-6	\$5,993,014
2006-7	\$4,198,373
2007-8	\$5,270,697
2008-9	\$5,885,612
2009-10	\$4,726,509
2010-11	\$5,965,204

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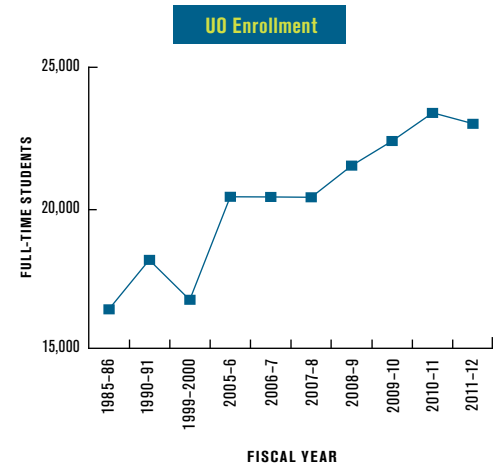
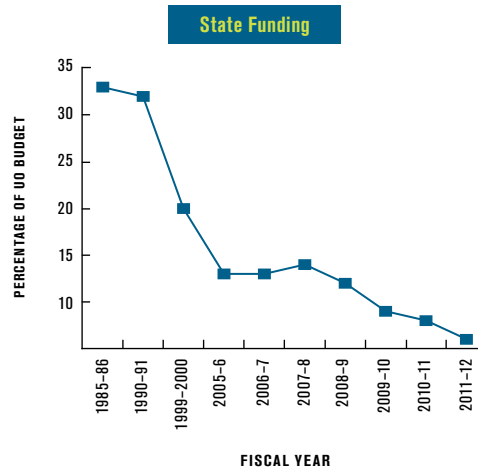
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 Katina Quan and Marco Ching
 Sandra and David Quesnel
 Jane Sommer Quien and Jack Quien
 David Quinn
 Carole and Edwin Quinn
 Frances and Michael Rainey
 Janet Pauly Rasmussen and
 Gregory Rasmussen
 Kendra Rasmussen
 Jhomer Recometa
 Joan and James Reed
 Edith and William Reich
 Linda and Stephen Reichenbach
 Lisa Rein
 Bradley Rentfro
 Gina and Kevin Rich
 Donna and Larry Richards
 Shawn Rietman
 Robin and Bennet Rigall
 Ardys Dahl Ringsdorf
 Gary Rink
 Dane Ritchey
 Richard Robbins
 Kiley Robinette
 Tammy Roche
 John Rogers
 Christina and Samuel Romanaggi
 Ellen and Michael Roney
 Rebecca Rooks
 Laura and Michael Roots
 Brian Rose

State Support and Increasing UO Enrollment

ACADEMIC YEAR	% OF UO BUDGET	UO ENROLLMENT
1985-86	33%	16,375
1990-91	32%	18,141
1999-2000	20%	16,716
2005-6	13%	20,394
2006-7	13%	20,388
2007-8	14%	20,376
2008-9	12%	21,507
2009-10	9%	22,386
2010-11	8%	23,389
2011-12	6%*	23,000*

*ESTIMATES



Leslie Ross
 Matthew Ross
 Roy Ross III
 Barbara Sim Rudd and Donald Rudd
 Jane Haake Russell and James Russell
 Joanne Russell
 Janine and James Rutherford
 Leslie Sakai
 David Sauer
 Katrina Saunders
 Mary Savage
 Margaret Zuber Savoian and Scott Savoian
 Frances and Robert Searce Jr.
 Mary Schaefer and Keith Moffatt
 Kathryn and Paul Schaffner
 Stephen Schendel
 Shanna Pozzi and Edward Scherr
 Mary Schillinger
 Heather and Dennis Schrag
 Rochelle and Kirk Schueler
 Brenda and William Schwartz
 Ronald Scriber
 Terrence Scroggin
 Elena and Dorin Seremeta

Mary Bristol Severson and Donald Severson
 Barbara and Owen Shackleton Jr.
 Eileen and Lawrence Shaine
 Sharon and Philip Shane
 Molly and Daniel Shank
 Sarah Ashraf Sharma
 Susan Henkel Sharp
 Justin Sheraden
 Kelli Johnson Sherman and Barton Sherman
 Mandy Sherman
 John Shickich
 Kenneth Shipley Jr.
 Yasong Shou
 Patrick Simmons
 Kathryn Kimer Simon and Lawrence Simon Jr.
 Adriene Simpson
 Fong Siu and Thomas Yiu
 Harriet Skoog-Belnap
 Donelle and Jay Slater
 Joyce Slater
 Kathy Slivka

Devon Smith
 Gerald Smith
 Sandra and James Smith
 Mary Huson Smith and Eric Smith
 Sara Dykes Snowden and Oliver Snowden III
 Jean and William Sonnenfeld
 Justin Souza
 Martha Ybarra Spinks and Scott Spinks
 Lorilyn and Scott Spiro
 Robyn and Harley Spring
 Christine and David Stark
 Cathy and James Stark
 Barend-Hendrik Steenhuis
 Marsha Morey Steffen and Douglas Steffen
 Daniel Steinberg
 Moya and Dennis Stephens
 Melba Ham Stephens
 Peter Stephens
 Jerri and Todd Stephens
 Jeffery Stevens
 Sandra and William Stevens
 Jean Lotts Still and Richard Still
 Brian Stone
 Sandra and Michael Stone
 Norma and Stanley Stout
 Matthew Stringer
 Karen and Jeremy Strober
 Ronald Stroble
 Allegra Stuart
 Philip Studarus
 Daniel Sullivan
 Scott Sumpter
 Irene '62 and Richard Sund
 Annette Irvine Swangard and Paul Swangard
 Tyler Sweet
 Patsy Glass Swindler and Richard Swindler
 LaVerne and Norman Tada
 Elsie and Fred Takara
 M. Earline and Douglass Talbot
 Harry Tarbell
 Jennifer Findon Taylor and Mark Taylor
 Elizabeth and Thomas Tegart
 Corinna and William Tempelis
 Leslie Thiel
 Diane Kuhl Thomas and Jerry Thomas
 Barbara and Edward Thomas
 Janet Thompson and Thomas Lee
 Joan and Stephen Thompson
 Kimberly and Theodore Thoren
 Dorothy and William Tickle
 Michelle Edwards Tinsley and Alan Tinsley
 Sydney and Edward Todd

Virginia and John Tompkins
 Susan Phillips and Rodney Torbet
 Donald Troxel
 Marjorie Dobbie Tull
 Lorraine and Glenn Uchimura
 Thomas Uckung
 Karen Copperstone Upton and Kenneth Upton
 Jacklyn and Byron Van Metre
 Evelyn and Albert Van Servellen Jr.
 Kristine Brown Vanderhoeven and Erik Vanderhoeven
 Margaret Badgley Vernon and Robert Vernon
 Walter Vierra
 Christina Voges
 Susan Vogt and Michael Baechler
 Hendrik Vroege
 Rebecca and Scott Wagar
 Mylene Simons Walden and Gregory Walden
 Donald Wallace
 Luke Walsh
 Cheryl Walters and James Snelling
 DeeAnne Waltman
 Jing Wan
 Mabel Westley Ward
 Tiffany and Keith Washington
 Ann and Howard Watkins
 Carol and Lawrence Weberg
 Rachel and Walter Weisner
 Bonnie and Mark Weiss
 Judith and Lawrence Welch
 Tara Welfle
 Lynda Wendel and David Felt
 Lisa Sandau Wenzlick and Michael Wenzlick
 Laura Ellis-Westwell and Arthur Westwell Jr.
 Donald White
 Tonya White
 Anne Whiting
 Nancy and Richard Wickizer
 Jack Wiecks
 Kandi Wiens
 Robin Wiley
 C. Faye and David Wilkins
 Drucilla and Robin Wilkinson
 Charlotte and Derwin Williams
 Melissa and Michael Williams
 Carol and Ralph Williams
 Ella Kelly Winans and Ronald Winans
 Janet and Robert Winchester Jr.
 Carol Witbeck
 Deanna and Jeff Wolfe

“The UO Lundquist College of Business helps to nurture an entrepreneurial mindset in its students that contributes to the advancement of business not only in Oregon, but around the globe. My involvement and investment in the college's New Venture Championship has consistently provided a gratifying confirmation of how much of a difference donors can make in the lives of students.”

JOHN DIMMER, MANAGING MEMBER, FIRS MANAGEMENT LLC

HONOR ROLL

Carol Wong
 Jon Woodworth
 Marjorie and Phillip Woody
 Ursula and Bernhard Wuthrich
 Cathy Nagai Yamashiro and Carl Yamashiro
 Staci Yoshihara
 Kathline and David Young
 Jackie and Martin Young
 Todd Young
 Susan and Peter Zboya
 Paul Zeanah Jr.
 Anne and John Zick
 Dwight Zulauf
 Christine and Thomas Zwirlein

Corporation and Foundations \$10,000 plus

Aequitas Capital Management Inc.
 Allied Power Products Inc.
 Anstett Family 1993 Trust
 Avamere Group LLC
 Blue Star Gas Company
 Robert and Lois Braddock Charitable Foundation
 Business Seminars of Oregon
 Deloitte Foundation
 The Dimmer Family Foundation
 Mimi and Peter Haas Fund
 Hawes Financial Group
 HEDCO Foundation
 Hibler Family Trust
 Ing Life Insurance and Annuity Company
 The Jeld-Wen Foundation
 Jeld-Wen Inc.
 Jewish Community Endowment Fund
 Jobar International Inc.
 Ewing Marion Kauffman Foundation
 The Phang Lau Foundation
 The Morgan Family Foundation
 Moss Adams Foundation
 National Trust for Historic Preservation
 National Basketball Association
 Octagon

“Business is global, and UO Lundquist College of Business students are eager to put their knowledge to work in an international context. Having lived and worked in four different countries has given me invaluable insight into the importance of a global education. By giving back to my alma mater, I hope to enable similar life-changing experiences.”

OYSTEIN HARSVIK, DIRECTOR OF THE TREASURY,
 MICROSOFT CORPORATION

Oeser Family Exemption Trust
 Estate of Harold J. Oeser
 The Oregon Community Foundation
 Precision Castparts Corporation
 PricewaterhouseCoopers Foundation
 Rasmuson Foundation
 Robert Family Foundation
 Ruby Family Foundation
 Estate of Douglas C. Strain
 William Swindells Revocable Living Trust
 Tektronix Foundation
 Tykeson Family Charitable Trust
 United Way of King County
 Vanguard Charitable Endowment Program
 Estate of Harry William Wallin
 Warsaw Family Trust
 WTA Tour Inc.

\$5,000–\$9,999

The Autzen Foundation
 The Ayco Charitable Foundation
 Bi-Mart Corporation
 Deschutes Investment Advisors
 Ernst & Young Foundation
 Evergreen Business Capital
 Fidelity Charitable Gift Fund
 Good Faith Trust
 Jones & Roth PC
 J.T. Hartley and D.L. Matlock Living Trust
 Kelly Development Corporation
 Kettle Foods Inc.
 KPMG Foundation
 The Kryptiq Corporation
 Martin-Hagemeister Trust
 Mazama Capital Management Inc.
 Microsoft Corporation
 Moss Adams LLP (Eugene)
 Moss Adams LLP (Portland)

Neil Kelly Company
 Northwest Christian Community Foundation
 SAIF Corporation Headquarters
 ScanlanKemperBard Companies LLC
 U.S. Bancorp Foundation
 U.S. Bancorp
 Verizon Foundation
 The Warsaw Family Foundation
 William H. Hefter CPA

\$2,500–\$4,999

ACG Portland
 Bank of America Foundation
 Geffen Mesher & Company
 Grant Thornton Foundation
 Grant Thornton LLP
 Gregor Professional Corporation
 Harbor Point Charitable Foundation
 Intel Corporation
 Isler CPA
 Lally Family Foundation
 Perkins & Company PC
 Professional Sports Group
 The Standard
 Umpqua Bank
 United Way of Lane County
 Washington Trust Bank

\$1,000–\$2,499

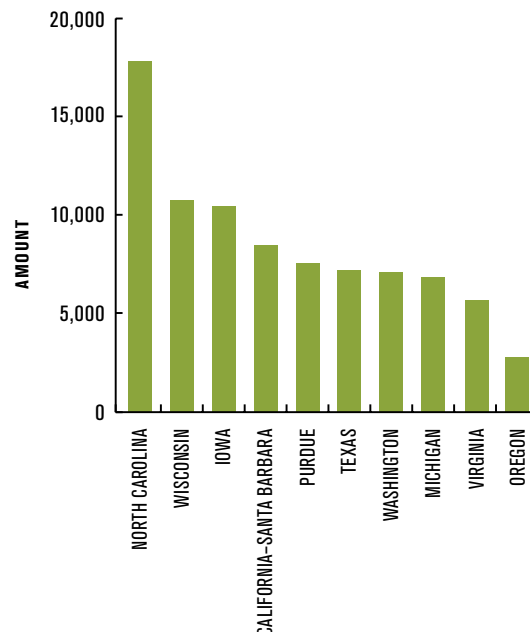
Alliant Energy Foundation Inc.
 Berka Family Trust
 Blount International
 Chartered Financial Analysts Society of Portland
 General Electric Foundation
 Goldman Sachs & Company
 Jibe Consulting Inc.
 Kernutt Stokes
 W.R. Lake Jr. Trust
 Maginnis Charitable Foundation
 Martina Enterprises Inc.
 Morgan Stanley Annual Appeal
 Pacific Continental Bank
 Paige Electric Company LP
 Pension Planners Northwest
 PricewaterhouseCoopers LLP
 R&R Partners
 Susan S. Reynolds Trust
 Mary Jayne Robert Revocable Living Trust
 SCORE, Chapter 416
 Virginia S. Smith Trust
 UBS Foundation
 Union Pacific Corporation
 Wells Fargo Foundation
 Wentworth Foundation
 Dale White Revocable Trust

\$250–\$999

Jeanne I. Arbow Fund of the Oregon Community Foundation
 The Boeing Company
 ConAgra Foods Foundation
 Shelley A. Cooper PT
 DirecTV
 Ford Black & Company PC
 Fred Meyer
 GlobalGiving Foundation
 Hanson & Company PC
 Juanita Inc.
 KPMG LLP
 Marin Community Foundation
 The Merck Company Foundation
 Nike Inc.
 Pfizer Foundation
 Portland General Electric Company
 Rich Sotta CPA PC
 Rusch Family Revocable Trust
 Student Entrepreneurs Inc.
 United Way of the Columbia-Willamette
 US Cellular
 USAA Investment Management Company

State Funding Per Student, 2010–11*

UNIVERSITY OF NORTH CAROLINA	\$17,771
UNIVERSITY OF WISCONSIN	\$10,793
UNIVERSITY OF IOWA	\$10,420
UNIVERSITY OF CALIFORNIA–SANTA BARBARA	\$8,402
PURDUE UNIVERSITY	\$7,515
UNIVERSITY OF TEXAS	\$7,156
UNIVERSITY OF WASHINGTON	\$7,061
UNIVERSITY OF MICHIGAN	\$6,807
UNIVERSITY OF VIRGINIA	\$5,619
UNIVERSITY OF OREGON	\$2,724



*INTEGRATED POSTSECONDARY EDUCATION DATA SYSTEM

Wachovia Wells Fargo Foundation
 Gregory J. Wimmer Living Trust
 Wells Fargo Bank NA

\$1-\$249

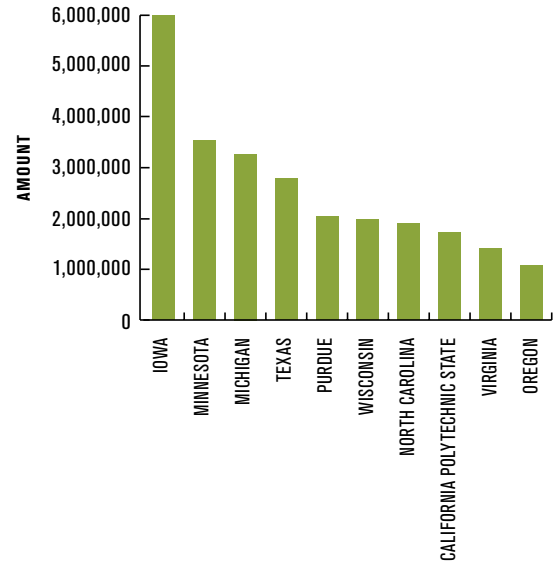
AMD Foundation
 American European Asset Management LLC
 Balanced Books
 Caldwell Family Trust
 Cascade Software Systems Inc.
 Cisco Systems Inc.
 The Cole Law Firm
 Cornelius & Associates
 John H. Cunningham Trust
 Edward Jones
 Jack L. Estep Trust
 The Hedman Family Trust
 The Hover Family Trust
 HR International Inc.
 Incerpi Construction
 Intel Foundation
 International Business Machines Corporation
 Ito Farms
 John Hancock Financial Services
 JustGive
 Peter Kadison-Leslie Kadison Trust
 F. Magers Trust
 Estate of Gladys McCreedy
 Myron E. Brown CPA PC
 Northwestern Mutual Foundation
 Novartis Foundation
 Olson's Crafts
 Redburn Partners USA LP
 SCR Consulting Inc.
 The Swindler Family Trust
 Kandi J. Wiens Revocable Trust

Matching Gift Corporations

Alliant Energy Foundation Inc.
 AMD Foundation
 Bank of America Foundation
 The Boeing Company
 Cisco Systems Inc.
 ConAgra Foods Foundation
 Deloitte Foundation
 DirecTV
 Ernst & Young Foundation
 General Electric Foundation
 Goldman Sachs & Company
 Grant Thornton Foundation
 International Business Machines Corporation
 Intel Foundation
 The Jeld-Wen Foundation
 John Hancock Financial Services
 KPMG Foundation
 The Merck Company Foundation
 Microsoft Corporation
 Moss Adams Foundation
 Nike Inc.
 Northwestern Mutual Foundation
 Novartis Foundation
 Perkins & Company PC
 Pfizer Foundation
 Portland General Electric Company
 PricewaterhouseCoopers Foundation
 Rasmuson Foundation
 Redburn Partners USA LP
 The Standard
 U.S. Bancorp Foundation
 UBS Foundation
 Union Pacific Corporation
 US Cellular
 Verizon Foundation
 Wachovia Wells Fargo Foundation
 Wells Fargo Foundation

Scholarship Money Distributed to Business Majors, 2010-11*

UNIVERSITY OF IOWA	\$5,992,326
UNIVERSITY OF MINNESOTA	\$3,503,007
UNIVERSITY OF MICHIGAN	\$3,235,949
UNIVERSITY OF TEXAS	\$2,807,600
PURDUE UNIVERSITY	\$2,473,084
UNIVERSITY OF WISCONSIN	\$2,003,756
UNIVERSITY OF NORTH CAROLINA	\$1,906,579
CALIFORNIA POLYTECHNIC STATE UNIVERSITY	\$1,725,946
UNIVERSITY OF VIRGINIA	\$1,425,456
UNIVERSITY OF OREGON	\$1,083,737



*BLOOMBERG BUSINESSWEEK, MARCH 2011



Join the Club

The Lundquist College of Business has introduced a new and exclusive benefit society for corporate partners: the Century Club.

Limited to a membership of 100 corporations, the Century Club offers a unique opportunity for companies to gain valuable benefits while creating an effective partnership with the Lundquist College of Business. Based on their membership level, corporations will enjoy a variety of benefits, including preferred access to student recruits and interns, access to beneficial faculty research, student and faculty teams to work on projects, and invitations to join us at special events throughout the year.

By joining this elite group, corporations will develop a close partnership with the college and enjoy the best we have to offer. Current members, who helped initiate the just-launched program, include

- Aequitas Capital Management Inc.
- Hawes Financial Group
- JoBar International Inc.
- Mazama Capital Management Inc.

Three Century Club membership levels are available:

Platinum (\$50,000 per year. Minimum of three years)

Gold (\$25,000 per year. Minimum of three years)

Silver (\$10,000 per year. Minimum of three years)

Find out more: uolcb.co/centuryclub or 541-346-3370.

Century Club

PARTNERSHIP OPPORTUNITIES



Ian McMenemy



Class Year: 2012

Major and Concentration: Business administration, entrepreneurship

Why the UO Lundquist College of Business?

"When looking at schools, I walked in to the Lundquist Center for Entrepreneurship to open doors with a man behind the desk who instantly understood my mindset. I knew then that this business school would help me learn while supporting my passion for creating my own businesses."

Businesses Started at College:

Anythingcoral and Yield Pots

"I didn't know anyone who sold rare salt water corals, so I decided to educate myself and innovate new ways to propagate and grow coral, and then try to create a market for the product. I learned how to sell, distribute, build, maintain, and grow sales with one of the most volatile goods you can think of. I now wholesale across the country some of the most hard-to-find corals in the world with distribution hubs in Boca Raton, Florida; Dallas-Fort Worth, Texas; San Francisco, California; and Chicago, Illinois."

The second company I started was Yield Pots, for which I employ fourteen full-time employees in the Philippines to produce fabric pots for the gardening industry. Yield Pots is one is an economic volume push product. I currently produce 1,500 Yield Pots per day and am working on getting free-trade certification."

Most Influential Instructor or Professor: Dick Sloan, undergraduate coordinator of innovation and entrepreneurship

"There is not one time I can remember walking into his office and being turned away because he was too busy. He always had time to give me advice and to mentor my business ideas and help me to build, focus, and brainstorm solutions for my real-life business problems. For any student interested in starting a business, Dick Sloan is the best advising asset you can have for guidance, help, and encouragement."

Best Class: BA 352: Leadership and Communication with Anne Forrestel, senior instructor of business

"Anne Forrestel was tough. But I learned a lot in her class. I have never been a

typical student, and Anne helped me build, recognize, and strengthen specific traits that have helped me become successful."

Words of Advice to Aspiring Entrepreneurs:

"Being an entrepreneur is a lifestyle, not a cool word or idea. It's living a life that has no boundaries and time limits. You will spend many nights working, many weekends working, and many hours of sleep still thinking about working. It takes a lot of self-discipline."

People May Be Surprised to Know:

"I sleep only about five hours a night. Between coordinating my employees in the Philippines from 2:00 to 3:00 a.m., waking up to orders at 7:00 a.m. from the east coast for Anythingcoral, and school work, it's an interesting schedule."

Erratum

In the printed edition of *UO Business*, McMenemy was incorrectly attributed as starting a third business. Stephen Lossner is the owner and founder of The Original Dirt Bags Co.

Open Doors

Based on undergraduate GPAs and GMAT test scores of applicants to our MBA, PhD, and Master of Accounting programs, Lundquist College of Business graduate offerings are on par with some of the best in the country.

Unfortunately, raising tuition rates and the dearth of scholarships make it tough for us to compete with better-funded universities for those stellar students.

The fact is, more and more graduate students want to come to the University of Oregon for business. We need your help to make sure they walk through the front door.

To create a scholarship for graduate students, contact:

Office of External Relations

1208 University of Oregon

Eugene OR 97403-1208

541-346-3370

lcb.uoregon.edu/invest



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