



UNIVERSITY OF OREGON
Lundquist College of Business

UO BUSINESS

THE MAGAZINE

FALL 2013



A True O-riginal: Lillis Turns Ten



TABLE OF CONTENTS

Message from the Dean

3 Business, *Oregon-Style*

Features

10 Innovative by Design: Lillis Business Complex

Ten years ago, our sustainable building helped set the standard for the state, region, and the world.

14 Start Me Up

We are building the leaders who build the future of business.

People

18 On Point

Associate professor of management Jennifer Howard-Grenville is a powerhouse, specializing in groundbreaking research and student engagement.

19 Best of Class

See why students and fellow faculty are so excited about the former CEO and sustainability superstar Michael Crooke.

24 Profile in Success

Investor and former CEO Lawrence Jackson has an inspiring visit with Lundquist College students.

33 Alumni Profile

A life-changing accident put Micah Elconin, MBA '12, on the path that led him to the intersection of entrepreneurship and sustainability.

42 Face of the Future

Nick Barton '14: "I always liked to be a problem solver—helping people understand an issue or resolve it."

Collegewide News

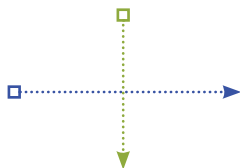
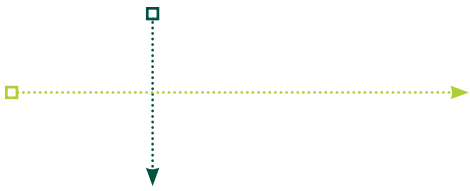
4 Startup

20 Center Spotlight

26 Faculty Focus

30 Alumni Notes

34 Honor Roll of Investors



**CHARLES H. LUNDQUIST
COLLEGE OF BUSINESS**

Cornelis A. "Kees" de Kluyver, Dean
Sergio Koreisha, Senior Associate Dean,
Academic Affairs
Dave Boush, Senior Associate Dean, Administration
Stephanie Bosnyk, Assistant Dean, Operations
Rebecca Monro, Assistant Dean, MBA Programs
Collette Niland, Assistant Dean,
Undergraduate Programs
John Hull, Assistant Dean, Centers

DEPARTMENT HEADS

Dave Guenther, Accounting
Diane Del Guercio, Finance
Lynn Kahle, Marketing
Yue Fang, Decision Sciences
James Terborg, Management

PROGRAMS AND CENTERS

Shandon Bates, Information Services and
Instructional Technology
Deb Bauer, Honors Program
Robin Clement, MAcc Program
Michele Henney, Finance and Securities Analysis Center
Nathan Lillegard, Lundquist Center for Entrepreneurship
Dale Morse, Oregon Executive MBA
Katie Rohrer, Development and External Relations
Laura Strohm, Center for Sustainable
Business Practices
Paul Swangard, James H. Warsaw Sports
Marketing Center
Andrew Verner, PhD Program

BOARD OF ADVISORS

Gwendolyn H. Lillis (Chair)	Rick Miller
Mark Edlen	Jim Pliska
Mick Friend	Steve Reynolds
Bob Jesenik	Merritt Richardson
Ross Kari	Ronald A. Sauer
William Larsson	Wendy Tonkin
Edward L. Maletis	Donald E. Tykeson
	Thomas V. Van Dawark

UO Business

Communications Director: Jim Engelhardt
Publications Editor: AnneMarie Knepper
Designer: Lori Howard
Copy Editor: John R. Crosiar
Web Editor: Kit Alderdice
Photographers: Michael McDermott, David Loveall,
Jack Liu, Don Fera
Printer: Bridgetown Printing

UO Business is an annual publication for alumni and friends of the University of Oregon's Charles H. Lundquist College of Business. Published by the college's Development and External Relations, 1208 University of Oregon, Eugene OR 97403-1208. 541-346-3370, fax 541-346-3338, lcb.uoregon.edu.

The University of Oregon is an equal-opportunity, affirmative-action institution committed to cultural diversity and compliance with the Americans with Disabilities Act. This publication will be made available in accessible formats upon request.

Printed on Opus 10 recycled paper from Sappi Fine Paper North America. Manufactured in the USA using 100 percent Green-e-certified renewable energy. Forest Stewardship Council™ certified. Elemental chlorine-free.

Business, Oregon-Style

In the state of Oregon, we strike out on our own. We experiment, start again, build upon, redefine. We create.

It makes sense then that those who choose the Lundquist College of Business are drawn to its enterprising spirit. It shows in everything we do. The course work, faculty and staff, and even the building itself help blaze the trail for others with inventive approaches to learning. From ketchup to advanced renewable energy solutions, our students, professors, and graduates are innovating the market every day. It's what we do.

The embodiment of that view was achieved in the fall of 2003, when the LEED-certified, nationally recognized Lillis Business Complex opened. In recognizing that business and sustainability are not mutually exclusive, the complex set new standards for environmentally friendly design—standards that have been emulated on campus and across the country in the buildings that have followed.

A decade later, it continues to thrive, as a collaborative space for students, a superior learning environment, and an architectural crown jewel on the University of Oregon's already stunning campus. (See page 10.)

But it doesn't end there. As we continue to build our national and global presence and fortify our relationships with foreign and domestic institutions, the Lundquist College is being noticed. We offer something different.

In the pages that follow you will see a unifying theme: the Lundquist College community is not interested in the status quo. Instead we are focused on launching new businesses and business concepts, improving existing ones, and making the world better through business.

It's a sentiment we share with donors, alumni, and partners.

What do you think of when you think about the Lundquist College of Business? Innovation? Entrepreneurship and sustainability? An originator of the study of sports marketing? Top accountants, managers, and marketers? Maybe industry connections and career mentors? Or student-run million-dollar investment management?

Perhaps all of these things.

We hope you also think of contributing—whether it be your time, expertise, or funding.

Here at the Lundquist College of Business, we have no plans of slowing down. As we honor the past and look forward to an even brighter future, it should be noted: we couldn't have done it without you. Join us for the next stage. It promises to be even more dazzling.



Cornelis A. "Kees" de Kluyver
Dean and James F. and Shirley K. Rippey
Distinguished Professor of Business



TEDxUOregon: Andrew Nelson on Innovation

In February, Andrew Nelson, assistant professor of management, was one of the distinguished speakers chosen for the inaugural TEDxUOregon, a homegrown conference inspired by the wildly popular TED Talks. During his segment, “Radical Interdisciplinary and Other Ingredients for Innovation,” Nelson explained the significance of putting ourselves in areas where the intersection of disciplines occurs—whether it is a classroom, the office, or a practice field. “The root of innovation itself lies in the combination of radically different disciplines,” Nelson explained to the rapt audience at the UO White Stag Block in Portland. “It is the respect that all of us might have for one another that truly gives rise to innovation.” Nelson’s talk was a key highlight of the event, resonating with listeners and the



overall TEDxUOregon theme: “Curiosity and Resistance: Diversity is Critical to Thinking.”

Watch Nelson’s talk at uobiz.co/tedxUO

4



Ketchup Gets Duck-y

Four newly minted MBAs—Shannon Oliver '13, Karen Bonner '13, Kurt Barajas '13, and Jessica Zutz '13—are spicing up the ketchup industry. Their idea for an artisan ketchup company was originally created as a project for the college’s fall 2012 New Venture Planning course. Red Duck Ketchup has quickly evolved into a regional company with products sold in stores across Oregon.

“We’re passionate about America’s favorite condiment, but we believe good ol’ ketchup could use an infusion of artisan craftsmanship and quirkiness,” the Red Duck owners like to say.

Red Duck’s year of success includes winning the Lundquist Center for Entrepreneurship’s Venture Quest competition and winning the University of Louisville’s Cardinal Challenge investment competition, as well as raising more than \$25,000 on Kickstarter, and expanding to retail store shelves.

Red Duck currently offers ketchup in three proprietary spice blends—classic, spicy, and curry. A fourth ketchup flavor is scheduled to take flight in 2014.

New Venture Championship Takes Over PDX

The New Venture Championship (NVC) has become one of the Lundquist College of Business's premier events in Portland. Regarded as one of the top—if not the best—entrepreneurship investment competitions in the world for real-world live-fire experience, the event made its presence known and seen this year. From downtown sidewalks blasted with “reverse graffiti” (using a pressure washer to clear dirt in the shape of the event logo and slogan “What’s Your Venture?”) to video projected on the UO White Stag Block to the sixteen teams pitching cutting-edge startups, it was difficult not to be caught up in the entrepreneurial energy April 4–6.

Participants from Thailand, Hong Kong, Singapore, and such universities across the United States as Harvard, Stanford, Carnegie Mellon, and the University of Michigan experienced first-hand the Northwest's vibrant entrepreneurial culture. And they left more than impressed thanks to the diverse population of entrepreneurs, service providers, angel and venture capital investors, and seasoned business executives who judged the competition and provided the feedback and guidance that make NVC so valuable.

“Unlike other competitions, the judges here are people with real-life experience,” said Nicky Loh of Solaris, the team from Hong Kong University of Science and Technology. “Because of that, they are able to foresee real-life issues and identify the flaws in our business plan. They are very willing to share this information with us.” One of the judges was so impressed with Loh and Solaris, he offered to link them up with a potential strategy partner.

AGcerez, from Thailand's Sasin Graduate Institute of Business Administration, and Awair, from Stanford University tied for the grand prize at the competition. AGcerez pitched a prebiotics syrup that helps prevent digestive diseases. Awair seeks to develop a local anesthetic delivery device to ease discomfort for patients using breathing tubes.

See photos and a map of the “reverse graffiti” locations at uobiz.co/nvc-graffiti and view a complete list of winners from the competition at uobiz.co/nvc13-winners and watch the video highlights at uobiz.co/NVC13video.





Banking on the Future

More than 100 students attended Careers in Banking, a one-day event that aimed to help students chart a more direct path to the field of banking. The March 7 program for business and economics students featured a five-speaker panel followed by a bank-centric career expo.

A strategically designed panel represented for students a variety of banking environments. Local and regional employers from eleven financial organizations were involved with the career expo and showed enthusiasm for the talent of Lundquist College students.

“The motivated students have stepped right up to grab internships and jobs for this next year,” said Jon Moulton, an adjunct instructor of finance, who teaches the college’s commercial banking course and helped organize the event.

Read more about the event: uobiz.co/banking-careers



Dream Team Wins Seattle KPMG Case Competition

Seattle was the city and accounting majors Lindsay Wickman '13, Taylor Gentry '13, Rachel Bruce '14, and Mitchell Van Dyke '13 were the team. **Find out how this dream team of Ducks dominated at the KPMG Financial Accounting Case Competition at Seattle University:** uobiz.co/U0dream-team

Welcome New Faculty and Staff Members

CONOR HENDERSON

Assistant Professor of Marketing

Degree: PhD, University of Washington

Research Interests: Strategic trade-offs in investments in relationship marketing, customer loyalty, and customer engagement
Teaching Interests: Marketing strategy, customer relation management, and customer portfolio management



FRANK R. VELTRI

Instructor of Marketing

Degree: EdD, University of Northern Colorado; MBA, Colorado State University

Research Interests: Economic impact, sport marketing, and sport sponsorship
Teaching Interests: Principles of marketing, consumer behavior, advertising and promotion, entrepreneurship, sport business, and sales



NICOLE BASTIAN JOHNSON

Assistant Professor of Accounting

Degree: PhD, Stanford University

Research Interests: Managerial incentives and performance measurement
Teaching Interests: Managerial and cost accounting



TOM DURANT

Instructor of Management (formerly adjunct)

Degrees: MBA, University of Southern California

Teaching Interests: Global business management, strategic planning, social enterprise, and entrepreneurship



MICHAEL MCQUAID

Instructor of Decision Sciences

Degree: PhD, University of Arizona

Research Interests: Visual analytics, data visualization, visualizing security, and privacy status
Teaching Interests: Statistics and information technology



JESSYCA LEWIS

Instructor of Marketing (formerly adjunct)

Degree: MBA, Northwest Christian University

Teaching Interests: Social media marketing, advertising and marketing, and study-abroad programs



RYAN WILSON

Associate Professor of Accounting

Degree: PhD, University of Washington

Research Interests: Empirical tax research in accounting
Teaching Interests: Intermediate financial accounting, financial statement analysis, and taxation

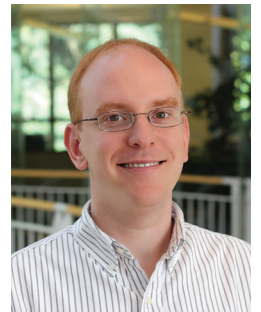


CHRIS BENNETT

Assistant Director, Undergraduate Job Shadow Program

Degree: MA, International Development, American University

Professional Interests: Career exploration, cross-cultural communication, and international economic development





Nyenrode Collaboration Continues



First launched in 1965, the UO-Nyenrode partnership has a rich history of exchange with the Dutch business school. The program was reinstated last summer after a two-decade hiatus with the hope of creating life-changing experiences for more participants.



Inaugural UO-Nyenrode Case Competition

It may have been the first-ever case competition for Brice Helm '13, but that didn't stop him from leaving with the top prize: a full-tuition scholarship to the Master of Science in Management program at Nyenrode Business Universiteit in the Netherlands.

Kevin Cabori '13 and Noelle Salter '13 rounded out Team at the Helm and created a strategy for promoting a brand of sustainably produced eggs.

The competition's judges included André Nijhof, director of the Master of Science

in Management program at Nyenrode, and Albert van Servellen '67, MBA '70, an alumnus of both Nyenrode and the University of Oregon.

Nijhof said he would like to see the case competition become an annual event.

MAccs to NL

Students from our Master of Accounting (MAcc) program headed to the Netherlands's Nyenrode Universiteit for a ten-day study tour this past December.

The week's theme, "From Theory to Practice," included site visits and rigorous discussions of different topics including auditors, enforcement, investor relations, and sustainability reporting.

Nyenrode alumnus and Lundquist College Dean Kees de Kluver kicked off the students' visit with an overview of Nyenrode history and a talk on corporate governance.

For participants, it was a remarkable opportunity to get an insider's look at Dutch and international corporations, meet high-level European executives, and learn how accounting is practiced in a different part of the world.

Sean Oliver '09 was one of several young accounting professionals who joined students from our Master of Accounting program on their recent study tour in the Netherlands. "I was impressed with the program coordinators' efforts to put together a schedule with such high-profile

individuals," said Oliver, who now works as a senior audit associate at the accounting firm Grant Thornton. "The generosity of these professionals also impressed us."

"I think it was beneficial to gain exposure to not only European public accounting firms, but also standards offices and industry professionals alike. We all benefited from learning from their knowledge and experience."

Read more about these adventures on the new MAcc blog: blogs.uoregon.edu/uobusiness/accounting/

Additionally, two Lundquist College students, Kristen Kirkpatrick '12, MBA '13, and Harry Berendsen '12, MBA '13, spent the school year at Nyenrode, culminating with the awarding of their international MBA degrees there last spring.

Dutch Ducks

Of course, the program goes both ways.

This July, thirty-three participants—six from the international MBA program at Nyenrode Business Universiteit and twenty-seven from its executive MBA—traveled to Oregon.

In a program that was arguably even more jam-packed than last summer's, participants took in case studies, site visits, activities, and crosscultural exploration during their two-week study tour.

"The Oregon unit was a great addition to the Nyenrode executive MBA, experiencing the entrepreneurial spirit and hospitality of Eugene and Portland," said Judith Smaling, a Nyenrode executive MBA student. "The combination of lectures, an assignment to explore a business opportunity, a panel discussion with entrepreneurs, and advising a public company on a case was a true example of bringing theory into practice."

Read more at uobiz.co/nyenrode13.



SPRNG: A Driving Success

When Tesla Motors cold-contacted the student organizers of the first-ever SPRNG (Sustainable Practices Raising Net Growth) conference, the students knew they had a hit on their hands.

“A week or so before the event, I received an e-mail from the Tesla location in Washington Square. They had heard of the conference and were very interested in being a part of it,” recalled undergraduate Garrett Dunlavey.

The event took place at the University of Oregon White Stag Block in May and featured such high-profile speakers as UO President Emeritus Dave Frohnmayer and green development pioneer Mark Edlen '75, MBA '76, who just recently joined the Lundquist College's Board of Advisors (see page 35). The event was run by members of UO Net Impact Undergraduate, which Dunlavey and fellow student Ryan Seo founded in early 2012 as a companion to the college's graduate-student-focused Net Impact chapter.



The intent of the conference was to bring various like-minded industries and sectors together to promote progress, share insights, and foster innovative collaborations around sustainable business practices. More than 150 attended. The opportunity to test drive a next-generation electric car from Tesla Motors was the proverbially “icing on the cake” for the crowd already energized and inspired by proceedings.

“Our ultimate goal is making a better impact by believing that power of collaboration can truly fuel creativity, and innovation,” Seo said.

The UO Net Impact Undergraduate chapter hopes to make the conference an annual event.

Read more: uobiz.co/SPRNG13



Did you know? The class of 2013, with 649 graduates, was the largest graduating class at the Lundquist College of Business since 2006.



MBA Win Case Cups

In just twenty-four hours, a team of four MBA students put together a marketing campaign powerful enough to secure the University of Oregon's first-ever top-place win in the National Sports Forum's prestigious Case Cup Competition. **Read more about team members Matt Van Wyen, Gary Wang, Jennifer Swaim, and Christina Early's proposal to Olympic sponsor Chobani yogurt:** uobiz.co/MBA-win

Lillis 'O' is Backdrop for ESPN College GameDay—Again



Lee Corso and company returned in November 2012 and October 2013 to the UO Memorial Quad, using the Lillis Business Complex as its backdrop for the national broadcast of ESPN's College GameDay for the second and third consecutive years. We hope it is the start of a lasting tradition.

Executive MBA Alumni Honored

Three alumni from the Oregon Executive MBA program were honored at the Portland Business Journal's annual CFO Awards luncheon on May 16 at the Governor Hotel in Portland.

Karen Shepard, MBA '05, of St. Charles Health Systems and Doug Shafer, MBA '87, of iovation Inc. took top honors in the nonprofit and medium companies categories, respectively. Mick Reynolds, MBA '97, of Pacific Continental Bank was also a finalist. The annual awards recognize Portland-area business people for their financial savvy.

The Oregon Executive MBA program is housed at the Lundquist College of Business's Portland location at 200 Market Street and entails a twenty-month program geared toward accomplished professionals looking to enhance their skills by working with faculty members and a close cohort of peers to advance their careers to C-level and leadership roles within their organizations.

Warsaw at Twenty: Carrying Forward Jim Warsaw's Vision

The line that Jim Warsaw always used was, "This center is to be the aligning of where 'book smarts' meets 'street smarts.'"

For two decades, students have enjoyed access to industry experts through site visits, functions, and an active alumni network. In the classroom, the James H. Warsaw Sports Marketing Center has built up its faculty to a core stable of sports marketing specialists.

With the center's small size—just twenty students are admitted a year—those who complete the MBA track truly become members of the Warsaw Center family. Like so many industries, personal connections are critical to sports marketing.

Our graduates go on to fulfilling careers at the NBA and NFL, Nike and Adidas, Columbia, Visa, Wieden + Kennedy, and EA Sports, to name a few.

Fan engagement and sponsorship are also specialties of the center.

In fact, *ESPN the Magazine* now calls on the Warsaw Center to develop an authoritative fan value ranking for all 121 professional sports teams in the MLB, NBA, NFL, and NHL.

The center has tremendous global reach, including a partnership formed with the Singapore Sports Council that quickly proved life-changing for students involved.

For more on how you can contribute to and celebrate the Warsaw Center's past twenty years and future successes, see page 37.

"Passion, integrity, and leadership were Jim's three brand pillars," said Paul Swangard, the center's director. "I like to think we achieve that. I like to think we celebrate Jim every day in everything we do."



Hallspot

Social networking sites abound, but according to Sean Thorne, a UO economics major and business minor, none address the insular world of the college "bubble."

What Hallspot offers is exclusivity; it is made for university students by university students.

Check out the full story: uobiz.co/hallspot

BUILDING THE

Future

Form, function, and a thing of beauty, the Lillis Business Complex continues to inspire as it celebrates its tenth anniversary.



It all started with a dream.

“We believe an outstanding business school requires an outstanding physical facility,” Gwendolyn and Charles Lillis, PhD ’72 said in 1999.

Four years later, on October 24, 2003, following the largest (at the time) private fundraising effort for an academic building in the University of Oregon’s history, the Lillis Business Complex opened to rave reviews and silver LEED (Leadership in Energy and Environmental Design) certification by the U.S. Green Building Council.

“I remember how I felt, after coming back from a year’s sabbatical in Australia, seeing for the first time such a magnificent structure,” said Sergio Koreisha, senior associate dean of academic affairs and Philip H. Knight Professor of Business. “The sense of connectivity with our faculty, students, and donors, and the sense of accomplishment. We aspire to be thought-leaders as a business college; this building is the physical manifestation of that. When I walk through the doors each day, I’m greeted with the same feeling. This is a building of which we are immensely, deservedly proud.”

1900

School of Commerce announced.



1916

Oregon Hall (now Peterson Hall) is built.

1920

Commerce Hall is built.

Designed by SRG Partnership, all 196,500 square feet were built to embrace the Lundquist College vision, mission, and curriculum.

“Where we learn affects how we learn. That’s a given,” said Dean Kees de Kluyver. “Space helps create a culture of learning, welcoming visitors, inviting people to interact, and helping people communicate in different ways. The Lillis Business Complex shapes how people perceive their future—that they can be successful and have a chance to practice it here.”

The building champions collaboration, with areas for small groups and centers for specialized study, ultimately leading to more effective teaching and learning. Its open halls, bright interior, tiered classrooms, and more facilitate collegiality and partnership among and between students and faculty members. But even more than that, the building manifests the confidence, expectations, and pride we have in our students.

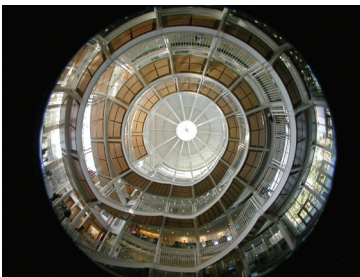
“The Lillis Business Complex is the perfect setting for the modern business student,” said Kyhan Turner, a business administration major with a concentration in marketing. “With centers for tutoring and academic advising, computer labs, and reservable study rooms, we have every resource we need to succeed, housed in an aesthetic package. I also like knowing I’m learning in a sustainable building. The building represents the future of business. The Lillis Business Complex represents me.”

With its stately brick and innovative solar architectural glass, the complex is considered to be one of the crown jewels of the University of Oregon campus. The complex has proven architecturally significant as a trendsetter with university buildings erected afterward, including the Matthew Knight Arena, the HEDCO Education Building, and the Global Scholars Hall, all designed to LEED standards.

“The building represents the future of business. The Lillis Business Complex represents me.”

“Ten years ago, at the opening ceremony, we challenged the college to fully utilize the building in its pursuit of true academic excellence,” recalled Chuck and Gwen Lillis. “We are pleased that the building continues to support development of a first-tier business school for the university and the state. We believe the building is wonderfully supportive of the college’s important educational mission and our original challenge is as relevant as ever.”

As it celebrates its tenth anniversary, the Lillis Business Complex’s impact is showing no signs of lessening. It continues to draw students, professors, and visitors to the UO and the college. Whether sun is streaming through the glass, or raindrops are dotting the bricks—or both, on a typical Oregon day—it’s gleam is undiminished. On any given day, even nonbusiness majors can often be heard saying, “Meet me under the ‘O.’”



Activity Hub

The conch shell-shaped stairway in the center of the building serves as an ever-flowing artery. The Frederick and Gail Jubitz Family Atrium is a popular gathering place for students.



1952

Commonwealth Hall is built to connect Oregon Hall and Commerce Hall (above).

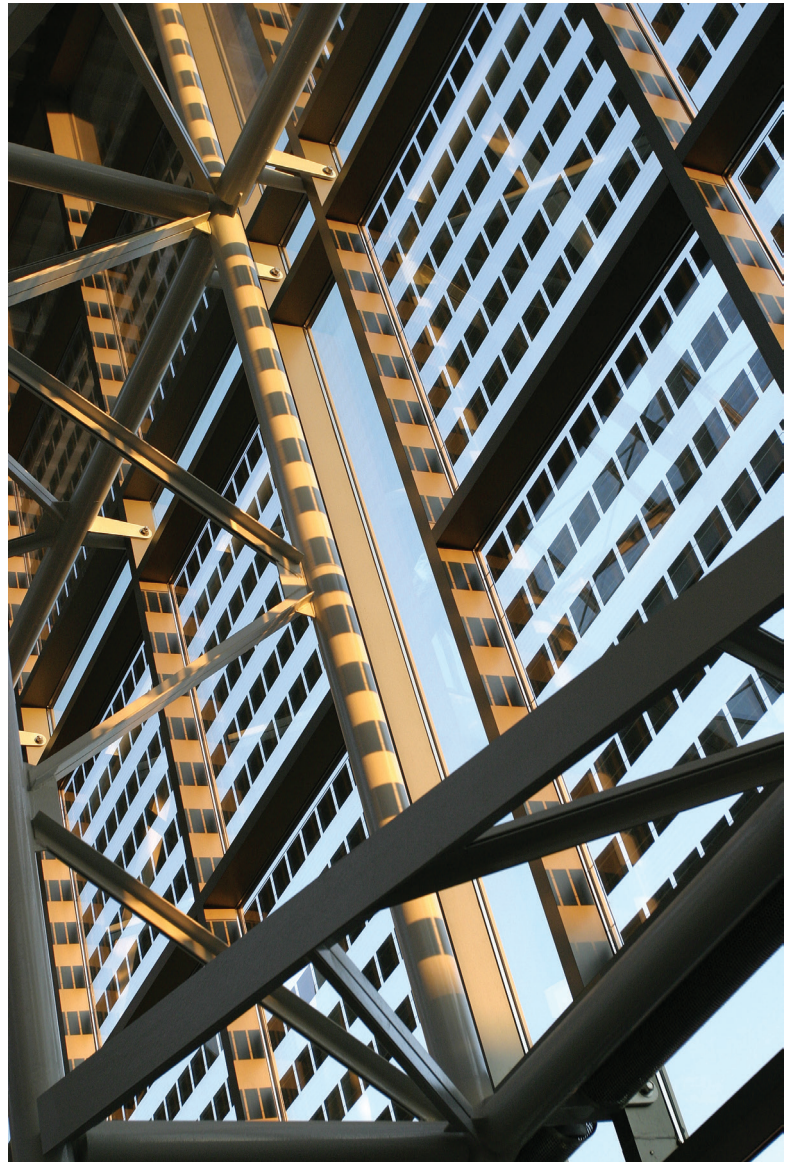
1979

The college receives its first computers, thanks to the vision and foresight of Eleanor and Miles McKay '35.



1986

The Earle A. Chiles Business Center opens, becoming the first building on the UO campus built entirely through private support.



More Than Just a Pretty Façade

The photovoltaic cells that checker the south-facing façade of the complex convert sunlight into electricity. Upon opening, the complex was home to the largest solar array in the Pacific Northwest. It remains one of the largest installations of architectural solar glass in the world. The complex is more than forty-three percent more efficient than Oregon building code, saving nearly 700,000 kilowatt hours each year.





Pioneer Award

The warmth could be felt in the room May 10 as Charles Lillis, PhD '72, and Gwendolyn Lillis took the stage at the Nines in Portland to accept their Pioneer Awards. There is a reason the pair evokes such good cheer in others: Their commitment to the University of Oregon is matched only by their kind, unassuming manner.

The University of Oregon Pioneer Award honors select individuals of outstanding character who have taken risks that led to great success in business, philanthropy, and community service. This is an apt description for these model Ducks, each consistently contributing to the University of Oregon in various and meaningful ways.

Both Chuck and Gwen, as they are known around the halls, have consistently inspired others, whether students, faculty members, donors, or friends of the college. Their guidance paved the way to a new era for the Lundquist College of Business.

World-class instruction, coupled with driven and deserving students, housed in a state-of-the-art facility, has proven during the past decade to be a winning combination for the college. The building that bears their name is still stunning, and the spirit of generosity for which Chuck and Gwen Lillis are known remains luminous.

Proceeds from the Pioneer Award Gala benefit the Presidential Scholarship Endowment at the University of Oregon. Some scholarship recipients were in attendance at the gala, and one, Sarah Rosencrans '13, described to the crowd her family's Oregon experience and the scholarship's positive impact. To read more about Rosencrans's journey, see page 41.



1994

Charles H. Lundquist '42 creates a \$10-million endowment for the business college. It is the first multimillion-dollar endowment in UO history. The college is renamed the Charles H. Lundquist College of Business.

James H. Warsaw '06 founds the James H. Warsaw Sports Marketing Center, the first-ever sports marketing program housed at a college of business.



2003

Lillis Hall opens, thanks to the vision and dedication of Gwen and Chuck Lillis, PhD '72, and others. Replacing what was known as Commonwealth Hall, the building is the first sustainable public building in Oregon and the first LEED-certified business school facility in the nation.

The historic Gilbert West building is renamed Peterson Hall. Gilbert East becomes Gilbert Hall and the entire suite of buildings—Chiles, Peterson, Lillis, and Gilbert Halls—is renamed the Lillis Business Complex.



Any Way the Wind Blows

On the north lawn, the Ned Kahn original "Wind Fence" ripples in the breeze. Made up of hundreds of hinged panels composed of thousands of small anodized aluminum elements, the sculpture was funded by the State of Oregon through its Percent for Art program.

Mega Watts

To date the solar panels on the Lillis Complex have generated approximately 840,000 kilowatts (840 megawatts) of electricity. That's enough to have powered seven average-size family homes for the entire ten years since the building opened. It also amounts to savings equivalent to

- 68,000 gallons of gasoline
- 4,800 60-watt light bulbs powered for eight hours a day
- 603 tons of carbon dioxide (CO²)

Reduce, Reuse

Ninety percent of the old building's mass was recycled. The structural steel and concrete used for the new structure contain recycled content. Marmoleum flooring, a natural, biodegradable product made from linseed oil and waste products of the wood industry, can be found throughout the building. Most carpeting in the building is carpet tile made from recycled carpeting, with a prolonged life span as tiles can be moved to equalize wear.



Well Researched

UO associate professor of biology Jessica Green and her team took to the halls of the Lillis Business Complex to study its microbiome—and found it to be a very healthy environment. The complex was chosen due to its variety of space types, from offices and classrooms, to meeting and study areas, to the café and restrooms. Green and her colleagues presented their research at multiple conferences. A 2011 TED Fellow, Green followed up with a Guggenheim Fellowship in spring 2013.

Fit the Bills

Due to its status as the first public building in Oregon certified to LEED (Leadership in Energy and Environmental Design) green building standards, in July 2009 then Governor Ted Kulongoski chose the Lillis Business Complex as the location in which to sign seven historic climate change bills.

2007

Peterson Hall is completely modernized and renovated to complement Lillis Hall, thanks to a generous investment from Patricia and Ron Peterson '49.



2011

Thanks to a leadership gift from Hope Anstett '55, the former Gilbert Hall is completely remodeled. It reopens in March 2011 as Anstett Hall, in honor of Anstett's late husband Joseph (Joe) Anstett '55.



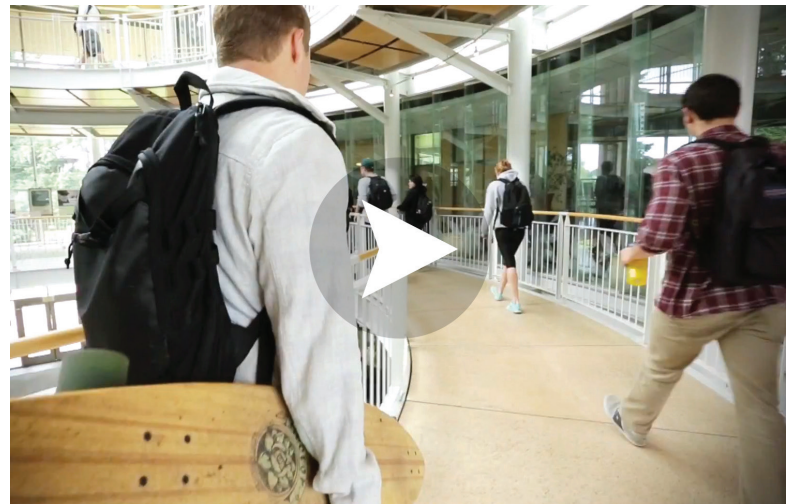
The HEDCO foundation-funded Business Research Institute opens, providing students—and local and national businesses—with a suite of state-of-the-art tools for marketing research.

The University of Oregon logo is installed above the south entrance of the Lillis Business Complex for ESPN College GameDay broadcasts.



Thank You!

The Lillis Business Complex cost \$41 million. A staggering ninety percent of the financing came in the form of private gifts. We are grateful and indebted to the more than 250 individuals, families, foundations, and corporations that contributed to make the building possible. We couldn't have done it without you. Thank you for giving so generously.



Experience It Yourself

To celebrate the tenth anniversary of the Lillis Business Complex, we created a video capturing the excitement and energy of the building.

Visit uobiz.co/Lillis2013.



Start Me Up

WE CREATE BUSINESSES. WE DISRUPT MARKETS. WE SHAPE BROADLY CAPABLE EXECUTIVES.



“Innovation distinguishes between a leader and a follower.” —Steve Jobs

At the University of Oregon Lundquist College of Business, innovation isn't just a buzzword. It's who we are.

“The traditional MBA is focused on a single skill, when entrepreneurship is anything but,” explained John Hull, executive director of the Business Innovation Institute and assistant dean for centers.

“A CFO gets drawn into all areas. That's why our graduates get promoted to more senior levels—because we have a holistic approach.”

This approach includes multiple roles within a company but also an understanding of where and how modern firms interact with other people, communities, and environments on a global scale.

“Today, sustainability means community—a broader definition of stakeholders,” Hull said. “What we do in Oregon matters in China. We don't live in a resource-unlimited world.”

Where It All Comes Together

At the Lundquist College of Business, we understand each student enters business school with different goals. The Lundquist student isn't interested in being a number, a cog in the wheel. Rather, she or he has ideas on how to make the wheel more efficient, cost-effective, and region-specific—all while mitigating environmental impacts.

We find a new way to do things, a method more aligned with our values, and often the rest of the world agrees and embraces it.

Jeff Martens '00 is disrupting the industry of high-performance, high-throughput computing in the cloud through the company he cofounded, CPUUsage.

His product translates what he describes as months of high-performance computing into just minutes.

High-performance computing is a \$29 billion industry, Martens says. He's been pitching the CPUUsage cloud solution at various venture capital and investment competitions, most recently at TechCrunch's Disrupt SF 2013.

To date, CPUUsage has raised \$925,000 in venture capital.

"My time in the Lundquist College was instrumental in my entrepreneurial journey," he said. "Not just because of my concentration in entrepreneurship, but because of the people and experiences I had in the college. This included instructors who continued to mentor me years after graduation."

Amy McCann, MBA '13, and her business partner, Doug Frazier, are changing the way local people purchase local food, on a national scale.

Frazier wrote the program that runs Eugene Local Foods, an online aggregator of local produce for Eugene. It was met with great interest and requests to expand the reach.

Using the insights gained during more than a decade in niche software sales and marketing, coupled with the skills and training McCann received at the Center for Sustainable Business Practices, the pair evolved the program to the national Local Food Marketplace.

Since launching four years ago, the company supports more than sixty online markets, co-ops, and buying clubs across twenty states and three Canadian provinces.

"The timing of my MBA course work was invaluable in providing context, best practices, and insight on building a great company," she said.

"There were times when my courses had a direct impact on Local Food Marketplace, such as New Venture Planning, in which we wrote our first business plan. The life-cycle analysis course with Joshua Skov—where we studied the relative impacts of transportation, agricultural production, and food storage within our food system—helped us create a solid sustainability plan based on hard analytical data instead of the commonly discussed 'food miles.'"

McCann is experiencing tremendous success building on her Oregon MBA while revolutionizing an industry.

"The modern CEO is interested in sustainability," said Dean Kees de Kluyver. "It is no longer an afterthought. Our aim is to equip graduates to affect real change, with positive outcomes for communities, industries, and their enterprise's bottom line."

Beyond Startups

Research at the Lundquist College of Business continues to support this comprehensive, global approach as well.

Associate Professor Jennifer Howard-Grenville has published multiple recent works exploring organizational culture and environmental action (see page 18). Ehrman V. Giustina



Athletepath

16



Perpetua Power
Source Technologies

Floragenex

The genetic research company based on University of Oregon technology developed the business plan through the Technology Entrepreneurship Program (TEP). Cofounder Nathan Lillegard '98, MBA '06, now serves as program manager for the Lundquist Center for Entrepreneurship.

La Flute

The stainless steel, wine glass-shaped corkscrew by David Lee '10 exceeded its Kickstarter pledge goal by more than fifty percent.

Townshend's Teahouse

Matt Thomas '02 developed the idea for Townshend's Teahouse in a Lundquist College management course. Tea aficionados can now enjoy a hot or iced cup or purchase loose-leaf tea in Portland, Bend, and now Eugene. Thomas also developed Brew Dr. Kombucha, a fizzy, tea-based beverage sold by the bottle or on tap.



Perpetua Power Source Technologies

This little “puck” is a renewable thermogenic power source that can reduce or eliminate the need for traditional batteries. Launched by Jon Hofmeister, MBA '05, through TEP and the New Venture Pathway.

Athletpath

Athletpath founder and CEO David Embree '05 wanted an easy way to share race information online. So, with a boost from Weiden + Kennedy's Portland Incubator Experiment, he made one. Now, the device Wired dubbed “Twitter for runners” is being used in races throughout the Pacific Northwest, including the famed Hood-to-Coast Relay.

Society 43

The sunglass company that started out as Shady Peeps has evolved into Society 43. Founder and University of Oregon student Jason Bolt, Caleb Iorg '10, MBA '11, and team now offer officially licensed sunglasses for more than sixty of the largest universities in the world and more than 3,000 custom combinations with new colors added monthly. This fall, Society 43 landed what may be its biggest deal yet: licensed shades for all thirty National Basketball Association teams.

Professor of Marketing Lynn Kahle's edited volume on green marketing, *Communicating Sustainability for the Green Economy*, was just published. Charles H. Lundquist Professor of Sustainable Management Mike Russo and his coauthors explored Mexican consumers' willingness to pay for environmental certification in an article recently published in the *Journal of Business Research*.

The college is also a key player in a new business incubator. Oregon lawmakers in July voiced support for greater collaboration among state government, universities, businesses, and community leaders, coming together to foster new business ideas and scientific breakthroughs. The legislature approved \$3.75 million toward the Regional Accelerator and Innovation Network (RAIN).

Oregon in general and Eugene specifically are great testing grounds for new ideas, according to Nathan Lillegard, instructor and program manager for the Lundquist Center for Entrepreneurship.

“It's a small place that is easy to try new things in, without huge risks,” he said.

Lillegard should know. Previous to his current post, his genetic research company Floragenex got a boost from investors after it made its way through the Lundquist Center for Entrepreneurship and the Technology and Entrepreneurship Program at the University of Oregon.

“Over the past six years, I've watched the Eugene-Springfield area's startup community emerge and organize as a real asset,” said Lillegard, adding that entrepreneurial energy is centered at the University of Oregon and percolates throughout the state.

“RAIN's very existence is validation that we have a growing startup community here,” he noted.

Primed for Growth

As business continues to evolve and grow, the Lundquist College is preparing its students to be leaders and economic drivers. Economic growth in the United States has always been tied to the success of small businesses, with businesses of 500 people or less accounting for 99.7 percent of the jobs in the nation in 2012, according to the U.S. Bureau of Labor Statistics.

The Lundquist College's focus on innovation, entrepreneurship, and sustainable business—and its successes in those regards—positions it as a fundamental contributor not only to the local and regional economy but also the nation's. This intersection has always been a hallmark of the business school and of the State of Oregon in general.

“At the Lundquist College, we are proud to embrace our heritage as imaginative, environmentally conscious citizens of the world,” de Kluyver said. “Entrepreneurship, innovation, and sustainability have long been central to the heart of business education at the University of Oregon. Today's courses, professors, and experiential learning opportunities take these ideals to soaring new heights. Our graduates prove this every day.”



Society 43



La Flute

Clean Sweep

Award winning Associate Professor Jennifer Howard-Grenville's research helps show businesses how waste can be turned into revenue, while decreasing carbon footprints.

One million dollars—that's how much a student project shepherded by Jennifer Howard-Grenville helped generate in new revenue for the City of Salem by processing waste sludge into methane gas and fertilizer (see "Waste Not, Want Not" sidebar for more information). But if you ask what excites her most about the project, it's not the money. "It's a culture change. It's a change in mindset." Howard-Grenville said. "We have this public entity, used in a way that is actually revenue-generating."

Howard-Grenville's research and academic interests lay in how people change their organizations in response to environmental and social demands. And the project for the City of Salem was a rewarding example of how new ideas can spark change in how businesses and organizations operate.

The discovery in January that her students' class project helped usher in million-dollar improvements in efficiency was just one of the reasons it has been an outstanding year for Howard-Grenville. The associate professor of management has been racking up well-deserved accolades and awards from her peers, students, and partner organizations.

The college honored her with its 2013 Thomas C. Stewart Distinguished Professorship and she is also a two-time winner of the James R. Reinmuth MBA Teaching Excellence Award.

Howard-Grenville was also one of fourteen outstanding UO faculty members selected to receive a Fund for Faculty Excellence Award. Recipients of this prestigious award are chosen on the basis of their scholarly impact within their respective fields.

Her colleagues note Howard-Grenville has developed an international reputation in sustainable business, with recent research presentations in Canada and Europe. She is also a prolific author, having published seven articles in refereed journals in the past three years and three books since 2000.

Howard-Grenville also serves as an associate editor for one of the field's most prestigious academic journals, *Academy of Management Journal*, and has previously served on the editorial review board of that journal as well as two other top journals, *Organization Science* and *Organization & Environment*. And she was honored with three reviewing awards from two of the journals.

In addition, her book *Corporate Culture and Environmental Practice: Making Change at a High Tech Manufacturer*, deftly takes on corporate culture. This includes resistance to change, in what John Van Maanen of the Massachusetts Institute of Technology called, "a timely and sparkling narrative of environmental advocacy."

Howard-Grenville's dedication—to research, student experience, and her



colleagues—is worthy of emulation. Laura Strohm, senior instructor and Center for Sustainable Business Practices program manager, summed up Howard-Grenville's many contributions to the college: "She has forged lasting relationships with partner organizations and has proven herself a student favorite time and time again. She has worked hard to position herself as a faculty leader, all while helping to propel the academic reputation of the college. Jen is a true original."

WASTE NOT, WANT NOT

How does a city take its wastewater treatment facility and make it more efficient, economical, and environmentally friendly?

The answer, it turns out, is more sludge. And processing that sludge resulted in an extra \$1 million in earnings for the City of Salem.

Jennifer Howard-Grenville's Industrial Ecology class in 2010 spent a term working with Salem as part of the University of Oregon's internationally regarded Sustainable Cities Initiative (SCI).

One group of students from the college's Center for Sustainable Business Practices set out to examine whether Salem's Willow Lake Water Pollution Control Facility could begin using the excess capacity of its onsite biodigester, a unit that transforms waste sludge into methane gas for generating electricity and fertilizer for nonfood crops.

"We pointed out, with the city's waste alone, that the sludge processor was not anywhere near capacity," Howard-Grenville said. "They had a huge fixed cost with this facility sitting there."

Over time, the city began receiving the sludge, and the money, from the municipalities and other entities, including taking waste from SeQuential-Pacific Biodiesel.

Not only is the City of Salem making money from processing the waste, but operating expenses for the municipalities and companies are also decreased. And the environment benefits, too, through decreased carbon footprints and alternate fuel resources.

"This is a win, win, win, win, win," said Courtney Knox Busch, project manager in Salem's department of urban development.

Strategically Innovative

Michael Crooke, the inspiring CEO from Patagonia, Revolution Living, and more, joined the college as the inaugural Avamere Professor of Practice in late 2012, and he wasted no time developing and teaching a new cross-disciplinary business strategy course, Oregon Advanced Strategy 2.0, that redefines how to innovate and succeed in today's business climate.



When the Lundquist College of Business began its search for its first-ever professor of practice, the goal was admittedly grand: an eminently qualified business, academic, or government thought leader who has made major impacts on the fields and disciplines important to University of Oregon programs.

“We set out, ambitiously, to create four professors of practice, one for each center of excellence at the college,” Dean Kees de Kluyver said. “The centers represent our link to the practical world. This will be someone who has made a major impact in his or her field who can tell us what worked and doesn’t work. In the end, these individuals help students prepare more effectively for the real world.”

The Lundquist College found all that and more in Michael Crooke.

Previously, Crooke served as CEO of the venture capital firm Revolution Living—with mentor, cofounder, and firm benefactor Steve Case—which helped launch and propel such companies as Flexcar-Zipcar and Miraval Resorts. From 1999 to 2005, Crooke was president and CEO of Patagonia, Inc., and of Patagonia’s parent company Lost Arrow Corporation. Prior to his time at Patagonia, he served as CEO and chairman of Pearl Izumi. He developed the Socially, Environmentally, and Ethically Responsible MBA program for Pepperdine University’s Graziadio School of Business and Management. Crooke holds a PhD in management from Claremont Graduate University and a BS in forestry, as well as an MBA, from Humboldt State University. Crooke also served his country as a Navy SEAL.

Since arriving at the college, Crooke developed and taught a new course titled Oregon Advanced Strategy 2.0. The course, which was first taught in spring 2013, was the culmination of the Oregon MBA experience, merging the knowledge students gained in their core MBA training within the framework of modern innovation strategies. Themes build on traditional business disciplines with concepts of environmental stewardship, financial management, corporate citizenship, product and service excellence, new media marketing methods, and an entrepreneurial mindset grounded in strong leadership and creative thinking. Although the skills acquired will find use at any level of an organization, these concepts and strategies resonate best within the C-suite and the boardroom.

The value of establishing a professor of practice position extends beyond the University of Oregon. Embraced by other state institutions, the professor of practice

post “received unanimous support from all the institutions that were polled,” de Kluyver said. “From the onset, they saw the value of this proposition.”

And the Lundquist College community sees the value of Professor Crooke. He has been received by the tenure-track faculty members as a true colleague, noted de Kluyver, and “the students are in awe we have somebody like this on our staff,” the dean added.

Though Crooke and Patagonia had immediate name recognition with students, his pupils say he is an approachable, down-to-earth professor with plenty of relatable lessons and insights to share.

“Crooke was one of the most energetic and engaging professors I’ve ever had,” said Karen Bonner, MBA ‘13 and valedictorian. “The Oregon Advanced Strategy course was the perfect capstone to my MBA. Crooke wove together his personal experiences as a CEO and business leader with relevant concepts. I appreciated the way he curated the most recent articles and research about business and strategy. I think my favorite part of Oregon Advanced Strategy 2.0 was the way it prompted me to self reflect on my time in the Oregon MBA and truly consider what matters most.”

Students like Bonner energize Crooke, too. Bonner has already founded and launched, with three other Oregon MBA students, a gourmet ketchup brand currently gaining national attention.

“Shepherding the ideas of these sustainability-minded entrepreneurs has been, and will continue to be, an immensely rewarding experience,” Crooke said. “I am so impressed with the ideas and business plans these students are bringing to the table.”

The Lundquist College is thrilled to have Crooke on board and looks forward to bringing professors of practice to all four centers. Like the centers of excellence, professor of practice positions are fully privately funded.

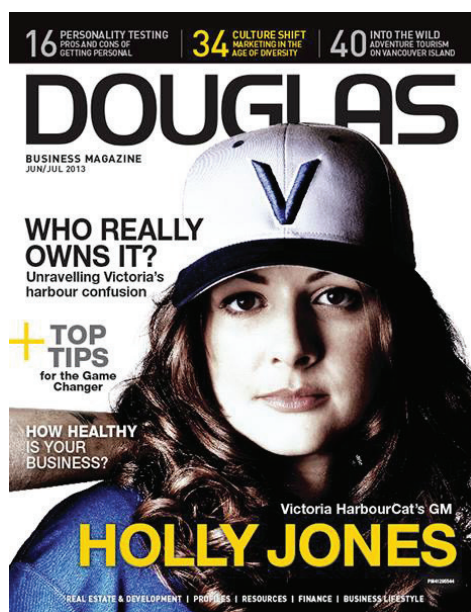
Said John Hull, executive director of the Business Innovation Institute and assistant dean for center operations: “Michael is here to further distinguish the Oregon MBA program, add new strengths, and help differentiate the program, which he has already begun to accomplish. He will continue to enlarge our circle of colleagues and friends of a similar mindset, with similar goals, to help inspire students, enhance opportunities for internship placement, and secure fulfilling careers.”

WARSAW SPORTS MARKETING CENTER

Celebrating Twenty Years of the Warsaw Center We honor two distinguished alumni in these pages, and check in with current students. Please see page 9 for a look at the Warsaw Center's past and future. See page 37 for information on the Warsaw Challenge.

Hit Maker

As general manager of the Victoria HarbourCats, Holly Jones '07 is running the show.



20

In less than twelve months on the job, Holly Jones was named the West Coast League's Executive of the Year—the first female recipient in the summer collegiate baseball league's nine-year history. She graced the cover of Canada's *Douglas*

Business Magazine and brought in the second-largest game attendance numbers in the league for the newly established Victoria HarbourCats Baseball Club.

Sales of sponsorships and merchandise, public speaking, budgeting, financial planning, community engagement, and league interactions are just a few of the enterprising executive's responsibilities.

This isn't Jones's first time at bat. Before even graduating from the University of Oregon, she served as assistant GM with the Corvallis Knights of the West Coast League. A position as a global marketing partnerships specialist for the National Basketball Association followed, to be succeeded by stints at Creative Artists Agency and JetBlue Airways.

As a business administration minor and journalism major, Jones represents the success many cross-disciplinary students and alumni enjoy through the Lundquist College's Warsaw Sports Marketing Center.

"My experience with the Warsaw Center was incredibly important in shaping my deeper awareness of the world of sports

business," Jones said. "I was empowered to leave school with a passion and drive for what a successful career in sports would entail, and I had a solid foundation of skills to guide me in doing so."

Jones said the two years she served on the Warsaw Sports Business Club Executive Committee were crucial to her professional development.

"It was insightful to have a leadership position in such a strong student organization, and the opportunity to consistently hear top-notch industry speakers and learn about internship opportunities was invaluable," she said.

What's next for the woman the *Victoria Times-Colonist* called a baseball "marketing guru?"

"I'm excited to continue to grow our brand via deeper relationships with business partners and community organizations," she said. "We built a strong base in our first year, but we have quite a bit of exciting development in the coming years to establish this team as one of the best in the West Coast League."

More High-Flying Warsaw Center Ducks

Gabrielle Valdez Dow, JD-MBA '00, is vice president of marketing for the Super Bowl XLVII winning Baltimore Ravens. She is the only woman to hold that position in all of the NFL.

David Bruce, MBA '11, was featured in *GQ* discussing David Beckham and his effects on Major League Soccer: uobiz.co/GQ-Bruce

Mitzi Yonezawa, MBA '13, left the Lundquist College with a plum gig as senior project manager for football and baseball at Nike.



Emerald City Friendlies

In May, the **Warsaw Sports Business Club** (WSBC) kicked off the inaugural Emerald City Friendlies five-on-five indoor soccer tournament. Previously, WSBC hosted the University of Oregon World Cup, but the club decided to expand the tournament into the community so they rebranded the event, targeting adult soccer players in Eugene. The five-on-five tournament was held at the Ed Moshofsky Sports Center and is currently the only adult recreational indoor soccer tournament in Oregon. All proceeds benefited the Relief Nursery in Eugene.

Action Plan

From Visa to SECA, Sheng Li, MBA '98, continues to aim high in a career branding sports.

A native of China, Sheng Li first heard about the Warsaw Sports Marketing Center while in Atlanta, Georgia, for the 1996 Summer Olympic Games. Two years later, he had earned his MBA as a member of the inaugural Warsaw Sports Marketing Center class. Li has since seen tremendous success in a career blending sports, commerce, and entertainment.

Li landed an internship just out of school with Nike Inc., followed quickly by a long employment with the world's largest consumer credit card company, Visa.

He thought gold cards and gold medals could go hand-in-hand and leveraged the Visa brand for its massive "Victory China" marketing campaign centered around the 2008 Beijing Olympic Games.

After a dozen successful years with Visa, Li decided to strike out on his own.

"For my career, I had two goals," he explained. "First, do something I like, such as sports business; second, work for myself. So after working for Visa for twelve years, I decided at the age of forty to put this career plan to work and started my own sports marketing company."



Today, Li heads a staff of about forty employees focusing on sports-related business, including talent representation, sports property development and management, sports marketing consulting, and sports marketing services.

Sports Entertainment Content Activation Ltd. (SECA) is headquartered in Shanghai, China, with a branch office in Beijing. Business is good, and Li isn't shy about his ambition.

"We want to be the leading sports marketing and management company in China in five years," he said.



"How can I work in the sports industry and also make an impact on society?" This question inspired senior sports business instructor Whitney Wagoner to create the **Sports for Social Change Seminar**. In November 2012, students spent the day in Portland, networking and engaging in panel discussions with industry professionals who are responsible for helping their organizations make an impact on the community. After the seminar, the students jumped into action as they teamed up with the Portland Timbers' Stand Together Program to volunteer at the Kenton Community Garden in Northeast Portland.

Students from the Warsaw Center this past year traveled to Boston to attend the **Massachusetts Institute of Technology Sloan Sports Analytics Conference**; visited the offices of nine major sports companies in San Francisco, California; volunteered at the espnW Women and Sports Summit in Tucson, Arizona; competed for funding in Cincinnati, Ohio, at the University of Cincinnati's Spirit of Enterprise Competition; and met with alumni and business leaders in New York City where they were treated to behind-the-scenes tours at ESPN New York, NBA corporate offices, and Madison Square Garden.

Quoted in more than **500 media outlets** during 2012, Warsaw Center faculty members continue to offer valuable insights based on academic research and scholarly discussion to informed views on sports marketing and sponsorship topics. Recent analysis included the impact on sponsorship marketing from Lance Armstrong's doping admission, the suitability of Florida Atlantic University's new stadium name, and ESPN's withdrawal from PBS's *Frontline* project on head injuries. Faculty experts appeared on NBC News and ESPN, as well as in *Forbes*, *Bloomberg Businessweek*, *Sports Illustrated*, *The Wall Street Journal*, *The New York Times*, *Huffington Post*, *Washington Post*, and *USA Today*.



Five Warsaw Center MBA students spent their summer, working as interns with the **Singapore Sports Council (SSC)** in areas including premier events, sponsorship, athlete development, and philanthropy. The interns joined Andy Behl, MBA '12, a Warsaw alumnus who is now working at SSC.

Now in its seventeenth year, the **Women in Sports Business Symposium** this past April brought expert professionals and interested students together for an engaging discussion about branding athletes in a digital age.

Competing against student teams from Duke University, the University of Texas, the University of Southern California, and Carnegie Mellon University was a challenge that Jesse Schwarz and Phil Campbell embraced with full fervor. After taking first place in the **Nike Digital Campus Challenge** in February, the champions were rewarded with interviews for a Nike summer internship.

CENTER SPOTLIGHT

BUSINESS INNOVATION INSTITUTE

Lundquist Center for Entrepreneurship

First-year MBA students Whitney Alexander, Derek Schloss, Kyle Spradling, and Ryan Strub had the invaluable opportunity to experience the **Willamette Angel Conference** from the investor's side of the table. All four students spent time outside of class during the winter and spring terms working with teams of local angel investors who were part of the conference, participating in the due diligence process. "If you're planning to enter investment competitions and eventually start your own business, gaining this kind of experience is truly invaluable," said Alexander.

A new course titled **Oregon Advanced Strategy 2.0** is all about recognizing that business innovation today is as less about creating new products and more about creating new business models and market opportunities. The course, developed by Professor of Practice Michael Crooke (see page 19), culminates the Oregon MBA experience, merging core MBA training within the framework of modern innovation strategies, while preparing graduates for leadership positions in their chosen field.



Rob Woltil, MBA '13, had no idea that attending the Oregon MBA would present him an opportunity **to pitch to investors in Bangkok, Thailand**. In March, Woltil and his teammates Joe Wright and KaLynn Alley competed with sixteen other teams in the Bangkok Business Challenge. His team, Real Energy Partners, presented their idea three times during the weekend, including the semifinals. "Words cannot express how amazing this trip was for us," Woltil recalls. **Read his blog post: uobiz.co/realthailand**



Aspiring entrepreneurs put real technology to the test for the University of Oregon's **Technology Entrepreneurship Program**, generously supported by Joseph Hawes '88, MBA '94. Each summer, a select group of Oregon MBA students between their first and second year of studies join with students from the UO's graduate programs in science and law to evaluate newly developed technologies for commercialization. At the end of the summer, teams present to an audience of researchers, business and law faculty, and entrepreneurs. This year's presentations highlighted the business potential for a new type of fuel cell technology developed by the National Energy Technology Laboratory. The team is hoping to take the technology to the next stage via New Venture Planning, the college's business planning course.

Center for Sustainable Business Practices



From smaller startups like Dropcam and Klout to companies like Facebook and Equilibrium Capital, there was much to learn for **Oregon MBAs on a study tour in**

San Francisco, California, spring term. The students squeezed in visits with roughly ten companies during their two-day excursion and were welcomed by many UO alumni along the way.

Finding sustainable ways to deal with industrial waste is one of the century's most pressing issues. MBA and undergraduate honors students affiliated with the center gained insights on the matter via Eugene's **Bulk Handling Systems**, an innovative turnkey system for large-scale recycling. The company hosted site visits and sent top company leaders, several of whom are alumni, to speak at the college about the paradigm-shifting green business.

Innovative work by Pam Birkel, MBA '13, documenting the **sustainable aspects of the 2012 Olympic Trials at Hayward Field**, helped set a benchmark for future multiday events throughout the nation. The trials achieved significant reduction in waste and emissions, while ensuring universal accessibility for all visitors. Birkel's report on the effectiveness of those measures and how they were achieved was picked up and disseminated by the Council for Responsible Sport (ReSport), the national nonprofit organization advancing responsibly produced sports events, as a blueprint for others to follow.

FINANCE AND SECURITIES ANALYSIS CENTER



In January 2013, Finance and Securities Analysis Center MBA students **spent a week in New York** delving deeply into the world of Wall Street. Company tours with Business Wire and Bank of America Merrill Lynch were some of the week's activities offering valuable insight into real-life applications of their discipline. **Read more: uolcb.co/fsacinNY**

Each year, the Finance and Securities Analysis Center has the privilege of hosting some of the industry's best as part of its popular **guest speaker series**. The following is a sampling of the professionals who generously gave of their time and expertise.

Abbott Keller '72, chief investment officer of Kestrel Investment Management, who shared insight on successful investing

Oystein Harsvik '88, director of capital markets at Microsoft Treasury, who offered insight on corporate cash and asset management

Serena Morones '88 from Morones Analytics in Portland, Oregon, who discussed business valuation and financial analysis for litigation

Greg Sherwood, president and chief investment officer of Quest Investment Management, who covered the state of finance and s-curves among other topics

John Schaus '75, MBA '77, divisional sales manager in the Income and Protection Solutions Group, who addressed "The Retirement Income Crisis in America and What the Insurance Industry Is Doing to Help"

Purple Wine Company President **Dennis Carroll**, who informed the group on the life cycle of a wine label

Kevin Sanchez '89, MBA '91, and Katherine Klingensmith from UBS who spoke on emerging markets, world economics, and professional development

Ron Sauer '80, founder of Mazama Capital Management, who spoke to multiple finance classes and held office hours for appointments with individual students

Magdalena Barreiro, former minister of economy and finance of Ecuador and current dean of the Universidad San Francisco de Quito business school, who reviewed investments and debt in Latin America

Todd Gooding '91 with ScanlanKemperBard, who spoke about the company's role in western U.S. real estate capital markets

Ann Marie Mehlum, CEO of Summit Bank, who shared her perspective on the Northwest's banking and investment industry



The **University of Oregon Investment Group** offers its members the chance to manage roughly \$1 million in live money across three differently structured portfolios. Established in the late 1990s, the group offers portfolio managers the opportunity to make annual presentations to fellow students, visiting UOIG alums, and guests. "They are mimicking a money management operation," explained associate professor of finance Ro Gutierrez, who served as the group's advisor during the past academic year. The annual meeting is a great opportunity for members to produce an annual report, have a meeting for stakeholders, and coordinate an event."

Read more about UOIG: uoinvestmentgroup.org



"Research is a collaborative process," said Lundquist College PhD candidate Hai Tran. "It is important for us researchers to present and discuss our work with peers." And collaborate they did when experts from as far away as Shanghai, London, and New York came to Eugene this July to attend the two-day **biennial finance research conference**, sponsored by the Finance and Security Analysis Center. Attendees explored the theme of institutional investors and the asset management industry. (For a synopsis of research on the subject by Tran and associate professor of finance Diane Del Guercio, see page 29.) Associate professor of finance John Chalmers and assistant professor of finance Z. Jay Wang organized the event.

PROFILE IN SUCCESS



An Inspired Connection

Lawrence Jackson knows a good investment when he sees it.

He's served in top-level posts at PepsiCo, RadioShack, Safeway, Dollar General, and others, but these days, he's just "Lawrence Jackson."

"I don't have a title anymore. Maybe Lawrence Jackson: Investor," he said.

The former president and CEO of procurement for Wal-Mart Stores, Inc. remains an active investor in exchange companies, primarily healthcare, but he does so to remain in a position to invest in others.

"Somebody in my life bet on me," he said. "She didn't have anything to gain. She only asked that I reach out and help somebody else." That was Jean Brooks, one of the first African American graduates of Wellesley College. Jackson met her through her son, who was close to him in age.

Jackson grew up in southeast Washington D.C., and was the first in his family to attend college. He earned an economics degree at Harvard University in 1975 and went on to earn his MBA from Harvard Business School in 1979. In 2002, he was named one of *Fortune Magazine's* 50 Most Powerful Black Executives.

Divorced with three children, it was Jackson's eldest son, Vincent, whom he describes as gifted both academically and athletically, who first led him to the University of Oregon campus. His son ultimately chose a different route, but not before Lawrence Jackson met Tayah Butler, a Lundquist College academic adviser for undergraduate programs, who told him about the great things on the horizon for the CEO Network, a group formed to connect and engage with underrepresented minority students at the college.

Last fall, Jackson visited campus, giving a lecture to members of the CEO Network. In June, he made a \$100,000 gift to the Lundquist College.

Ultimately, Jackson said what drew him to visit the Lundquist College—and then to support its CEO Network—was the direct

Left: Lawrence Jackson visits with Lundquist College students.

"My giving is the result of an emotional connection. These kids are me."

Lawrence Jackson, former president and CEO of procurement for Wal-Mart Stores, Inc., after spending the day at the Lundquist College of Business

line to the students themselves. He said the passion of its leadership, specifically Butler, was undeniable.

"In business we invest in people," he said, "You can call it what you want, but in the end it's human beings. If you've been blessed like I have, you want to nourish it. I was blown away by the kids, they reminded me so much of me fifty years ago. From up and down the West Coast, from large and small cities, for most of them, this was the opportunity to break the cycle in their families. These weren't my kids, these students were me. I was inspired."

Jackson described the students as having the passion and the will to change their lives and their families' lives. "I just got excited about it," he said. "I expected to meet great students, but I didn't expect to participate in their hope. I travel a lot and I just don't come across it too often—the chance to really make a difference."

Lawrence Jackson provided a few tips for those getting started in the business world. He said he sees business success in three critical areas: failure, performance, and integrity.

"Each student must try to be the best they can be," Jackson explained. "Otherwise, they are going to be a poor imitation of someone else. Don't say you want to be like someone else. Instead, be the absolute best you can be. Don't be scared to really try. Sometimes we're worried about failure. You can't have success without failure. You can't have reward without risk."

"It's okay to fail every now and then," he added. "As a matter of fact, you fail a lot."

On performance, Jackson espoused, "You have got to be willing to do the work. Take UO football, or a famous actor, or any well known individual of accomplishment—typically you find in their background, they work at it a lot—a lot. Performance is often based on the amount of preparation you do."

In terms of integrity, he said, be comfortable with the truth. "Be comfortable with who you are. You'll find a lot of people will gravitate toward you. Part of integrity is asking for help when you need it. Everyone struggles with something. The successful people are the ones who asked for help."

Outstanding Commitment

The Lundquist College of Business prides itself on its top-tier faculty and staff. Our faculty members' dedication to students, research, and community shines in all that they do. This commitment to supporting and achieving excellence truly sets the Lundquist College community apart. The following are just some of the many highlights and achievements from our faculty and staff in the past year.

Robin Clement, director of the Master of Accounting Program and senior instructor of accounting, has a commitment to the college that is unending. In recognition of her outstanding dedication, she received the Dean's College Service Award.

David Guenther, accounting department head and Scharpf Professor of Accounting, was honored with two prestigious awards: The Goulet Research Excellence Award in recognition of his exceptional research and the Outstanding Master of Accounting Instructor, as voted on by students.

Nagesh Murthy, associate professor of decision sciences and Booth International Distinguished Research Scholar, was awarded the Harry R. Jacobs, Jr. Professional Service Award for his efforts in developing a sense of goodwill between the Lundquist College of Business and the business community.

Andrew Nelson, assistant professor of management, was selected by the MBA students to receive the James E. Reinmuth MBA Teaching Excellence Award for 2013. In addition, the college named him the 2012–13 Bramsen Faculty Fellow in Innovation, Entrepreneurship, and Sustainability.

Taryn Stanko, assistant professor of management, received the college's winter 2013 Undergraduate Teaching Award for her commitment to quality education.

The UO Student-Athlete Advisory Committee presented accounting instructor **Michael Tomcal** with its Above and Beyond Faculty Award. Student athletes from across the University of Oregon vote annually for a faculty member who provides them exceptional education and inspiration. No wonder his students affectionately refer to him as "Coach T!"



Robin Clement



Andrew Nelson



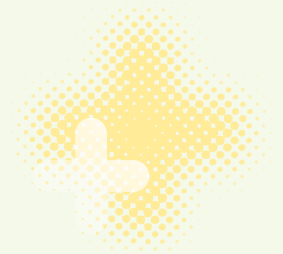
Stephanie Bosnyk

The University Senate honored **Stephanie Bosnyk**, assistant dean for operations, with the 2013 Officer of Administration Award for her outstanding leadership and service to the University of Oregon.

Two outstanding staff members received the Harold K. Strom College Service Award in recognition of their service to the college: **Heather Botorff**, director of advising, and **Paul Swangard**, managing director of the Warsaw Sports Marketing Center.

The Dean's College Service Award was presented to three classified staff members for their relentless commitment to excellence:

- **Jenna Babcock**, accounting technician, fiscal services
- **Cindy Ferguson**, faculty support specialist
- **Ben Foster**, business technology help desk technician and Business Research Institute information technology consultant

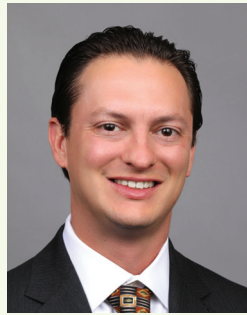


Hong Yuan has ascended from a visiting assistant professor to an associate professor of marketing.

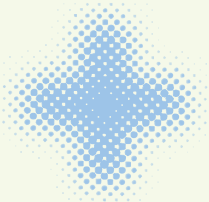
In September, **Whitney Wagoner** took on the new role of senior instructor and program manager for the Warsaw Sports Marketing Center. In her new position, Wagoner will be the administrative lead for the sports business concentration at the undergraduate level and will support the strategic planning projects delivered at the MBA level. She has been instrumental in building the undergraduate concentration to the world-class experience our students enjoy. Wagoner will continue to teach in the undergraduate curriculum. She herself is a product of the Warsaw Center, using her passion for sports marketing to help our students succeed.



Whitney Wagoner



Stephen McKeon



An Elite Scholar

Stephen McKeon, an assistant professor of finance, was one of two cowinners of the Financial Research Association's 2012 Michael J. Barclay Award for the best solo-authored paper by a young scholar. The award is fiercely competitive and in some years the committee does not name a winner at all. McKeon's winning paper, "Manager-Initiated versus Investor-Initiated Equity Issuances," examines the influence of employee stock options on corporate financing. "My research documents that firms raise more money through stock issuances to employees than all initial public offerings combined," said McKeon. The Barclay Award is one of the most prestigious in the financial industry. McKeon's paper was one of the only 2.2 percent of papers submitted that were even considered. To go on to then win the award from among that small consideration set is even more impressive.

In addition, McKeon was honored with two separate teaching awards this year. The college bestowed on him the fall 2012 Undergraduate Teaching Award, and MBA students honored him with the James E. Reinmuth MBA Teaching Excellence Award in June.

The Lundquist College welcomed **Collette Niland** late last fall as assistant dean for undergraduate programs. Niland came to us from the University of Illinois at Urbana-Champaign and brought with her a breadth of experience in both teaching and advising. She holds a PhD in political science from the University of Wisconsin at Madison and cites experiential learning and social entrepreneurship as two of her passions.

Changes at the Office of Undergraduate Programs include the following:

- **Jeanne Coe** has agreed to accept the new position of director of student services.
- **Heather Bottorff** was made director of advising and **Kimberly Rambo-Reinitz** has taken over the position of assistant director of advising.



Collette Niland

UO Business marketing professor **Alan Meyer** explained how Eugene, Oregon, gained (and nearly lost) its reputation as Track Town USA during a talk at Beedie School of Business in Vancouver, British Columbia, in June.

MARKETING: A Downside to Free Perks?

Lan Jiang, an assistant professor of marketing, and her coauthors found customers who are randomly selected to win prizes could actually feel uncomfortable receiving the perk in public, feeling judged by other customers who did not receive anything. Jiang, along with Joandrea Hoegg and Darren W. Dahl of the University of British Columbia, revealed their findings in the article “Consumer Reaction to Unearned Preferential Treatment,” published in the *Journal of Consumer Research*.

All tests placed participants in a situation in which one person received a surprise bonus. In one study, a participant was handed three samples at a booth, and with no explanation, the following subject was handed five. In another phase of the experiment, the perk was repeated while the first person was absent. Subjects receiving the bonus were grateful in both cases, but showed clear discomfort when others could see them.

“It’s the fear of negative evaluation,” the authors note. “Social influence is a critical issue that must be considered by companies considering a preferential treatment program.” The study does not discard the value of perks, but rather offers suggestions to “minimize the potential for negative emotions.” The authors suggest this discomfort can be avoided if companies bestow bonuses to customers in private settings, or make it clear why the customer is receiving the perk if doing so in public.

The research has been quoted in multiple articles in publications such as *Harvard Business Review* and *Inc.* and by NPR. The entire study is to be published in October 2013.

GOOGLE Isn’t Going Anywhere: Librarians and the Internet

Andrew Nelson, an assistant professor of management, and **Jennifer Irwin**, PhD ’12, examined how members of an occupation can stay relevant to society by responding to and shaping new technologies. Their research article, “Defining What We Do—All Over Again: Occupational Identity, Technological Change, and the Librarian/Internet-Search Relationship,” was published in the *Academy of Management Journal* in July 2013.

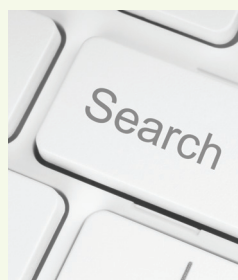
In the article, Nelson and Irwin analyzed twenty-two years worth of journal articles written by and for U.S.-based librarians about the Internet, unraveling how the occupational identity of librarians, a group focused on information search and retrieval, was redefined by the emergence of Internet search.

The transition began with librarians dismissing the technology as something that was not going to be widely used. Next, they began to accept Internet search and to look for ways to collaborate with search engine companies. Finally, librarians redefined their identity, casting a new role for themselves and introducing enhancements to the same technology they had earlier dismissed.

“In contrast to existing work that simply shows technology replacing people,” Nelson said,



Subjects receiving the bonus were grateful in both cases, but showed clear discomfort when others could see them.



The transition began with librarians dismissing the technology as something that was not going to be widely used.



Policy makers are encouraging U.S. multinational corporations to bring their record-breaking offshore earnings home.

“our study shows that occupation members can both react to and shape the path of technology.”

The study, featured in *Science Daily*, *Futurity*, and various other media outlets, helps further the understanding of technology’s impact on work and occupations. Read more online at uolcb.co/web-libraries.

AVOIDING Taxes on \$1.5 Trillion

In a study published in the American Accounting Association’s *The Accounting Review*, **Linda Krull**, an associate professor of accounting, analyzed the effect of an accounting construct that enables multinationals to manipulate earnings and adds to incentives to keep billions in overseas profits from being taxed by the federal government.

The study, coauthored by Leslie A. Robinson of Dartmouth College and Jennifer Blouin of the University of Pennsylvania, comes at a time when policy makers are encouraging U.S. multinational corporations to bring their record-breaking offshore earnings home.

The accounting practice in question is known as the permanently reinvested earnings (PRE) assertion. If a multinational corporation does not account for foreign earnings as PRE, it must recognize the U.S. tax on those earnings in the current period, even if it will not pay the tax until a future period when the earnings are repatriated. Designating those earnings as PRE allows multinationals to defer recognizing the U.S. income tax expense by declaring their intention to indefinitely reinvest foreign earnings back into their businesses abroad. The practice

appears to reduce monetary repatriation and may also mislead investors.

Accounting scholars previously studied PRE, but hadn't yet assigned a number to the losses in repatriation earnings. This study suggests companies would bring back about twenty percent more of their estimated \$1.5 trillion in foreign earnings to the United States if they didn't use this accounting practice.

A tax director of a Fortune 500 company has likened PRE to "crack-cocaine—once you start using it, it's hard to stop." The Financial Accounting Standards Board has contemplated revising the standard in the past, and these recent findings suggest such a revision would have both financial reporting and tax revenue implications.

REDUCING Packaging Waste and Cost

Customers get ten cents knocked off the price of their coffee drink at Starbucks when they bring their own reusable cup. Here at the Lillis Business Complex, coffee drinkers who opt for the throwaway cup are charged an additional twenty-five cents. But do these incentives and disincentives actually mean anything to the customer? And what about the firm's bottom line?

Michael Pangburn, an associate professor of decision sciences, investigates these questions with Tolga Aydinliyim in "Reducing Packaging Waste and Cost via Consumer Price Discounts."

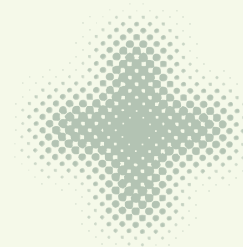
The study examines the conditions under which a firm should offer the reduced packaging, such as selling coffee



The authors also discuss the possibility that some consumers can associate convenience (rather than inconvenience) with reduced packaging.



Is it ever "right" for institutional investors to favor the environment or another social concern over the bottom line?



without a cup in the Starbucks case, solely or in conjunction with standard packaging. Further consideration is given to the question of how large reduced packaging discounts should be. In the Starbucks example, the firm could consider upping its discount to twenty-five cents, potentially exceeding the cup cost for the multinational chain and impacting its profit margin.

The authors also discuss the possibility that some consumers can associate convenience (rather than inconvenience) with reduced packaging. In some product markets, reduced packaging options—such as digital downloads—might support a price premium, provided enough customers place a high value on instant delivery. Amazon.com, for example, could sell the Kindle version of a recently released book for more than the paper version, thus targeting those consumers who place a premium on the convenience of the instantaneous, low-waste delivery option.

Research for the article, published in the journal *Decision Sciences*, was supported by the Center for Sustainable Business Practices at the Lundquist College of Business.

SOCIALLY Responsible Institutional Investing

"Sustainable" and "responsible" are getting more and more buzz in the world at large in recent years, and these concepts are similarly gaining attention in the finance and investing worlds, too. Although a great deal has been written about institutional investor activism

in corporate governance, very few documented studies exist concerning their advocacy in the sphere of environmental and social issues—and only one such study appears in a financial journal.

Diane Del Guercio, an associate professor of finance, and PhD student Han Tran address this deficit in their chapter, "Institutional Investor Activism," within the Kolb Series in Finance Essential Perspectives volume *Socially Responsible Finance and Investing: Financial Institutions, Corporations, Investors, and Activists*.

Institutional investors often manage billions of dollars and, as such, may hold a great deal of influence among shareholders. They also have a legal duty to act in the best interest of clients and beneficiaries.

Is it ever "right" for institutional investors to favor the environment or another social concern over the bottom line? If the client approves of the strategy, yes, say the authors. If that is not explicit, the answer is more complicated.

Citing landmark early victories for social activists at Dow Chemical and General Motors, as well as the first-mover initiatives championed by public employee pension funds, the authors investigate the issues that arise when investors put ethical considerations first, even if it negatively impacts financial performance.

"Socially responsible activism appears to be at the early stages of gaining momentum and legitimacy among mainstream institutional investors," the authors conclude. A steady stream of academic research, they say, is likely to follow.

A Lasting Link

Lundquist College of Business alumni are going places and making change around the world since graduating from the University of Oregon. Below are a few achievements and updates from the lives of those in the Lundquist College of Business community.

1950s

Lloyd Gust '54 guided hikers along the Pacific Crest Trail, helping as many as 300 guests a year. Gust provided everything from advice about the best local food to driving people to get medical attention. Gust stepped down from his role as a "trail angel" this year, leaving some large boots to fill.

1970s

Larry Berg '74 retired from the Vancouver Airport Authority after serving as president and CEO for fifteen years.

In June, **Phil Fischer, MBA '77, PhD '79**, reunited with Bank of America Merrill Lynch as head of municipal research, returning to the post he held from 2004 to 2009. Using his nearly thirty years of municipal-finance experience, Fischer also wrote the book, *Investing in Municipal Bonds*, published in December 2012, and started a consulting firm where he served as managing partner.

Frank J.M. ten Brink '78, MBA '79, was named a board member of Accelerate Diagnostics, Inc. Brink has more than sixteen years of financial experience in high-growth environments. He is currently the chief financial officer and chief administrative officer for Serticycle, Inc.

Darrel Simpson '78 is the founder of Beyond Accounting, a firm that is now operating in Ormond Beach, Florida.

1980s

Jim Hill '84, founder of SportHill, a performance athletic clothing company, is seeing success with his new startup, the Grout Gator.

Joe Mazzoni '84 was named West Coast sales manager for Key Equipment Finance, one of the largest bank-held equipment finance companies in the nation.

Paul Jones, MBA '85, was named CEO of Payless Holdings, parent company of Payless Shoe Source. Jones has held c-level positions at other popular retailers, including Sears, Shopko, and Kohl's.

Margaret Brea, MBA '87, was named chief marketing officer and executive vice president for Informatica Corporation, the world's number one independent provider of data integration soft ware.

Susan Hearn '87 was named executive director of Southern Oregon Friends of Hospice where she has secured more than \$93,000 in grants to promote advance-care planning.



The UO Alumni Association honored **Mark Edlen '75, MBA '76**, cofounder of commercial real estate firm, Gerding Edlen, with the Distinguished Alumnus Award for 2013. He and his wife Ann created an annual scholarship for UO Lundquist College of Business students. Mark Edlen received special recognition at the university-wide commencement ceremony.



Then five-year-old **Braden Papé, son of Jordan Papé, MBA '06, and Keri Papé '00 (College of Education)**, served as guest picker during ESPN College GameDay 2012. The show broadcast in front of the Lillis Business Complex for the third year in a row.

John Miner, MBA '88, became a board member for Tessera Technologies, Inc. He is also a board member of Providence St. Vincent Medical Foundation and SeSequential Pacific Biodiesel LLC, among others.

Jason Halstead '89 was featured in the *Portland Business Journal* for his work as brand strategist and creative director at Gist Brands.

1990s

Scott Beauchene '90 accepted the position of director in valuation services at tax, valuation, financial advisory firm WTAS LLC. Beauchene brings with him to the Seattle office more than twenty-two years of experience in economic analysis and financial advising.

Jerry Yudelson, MBA '93, published *The World's Greenest Buildings: Promise Versus Performance in Sustainable Design*. The book takes a look at the value of sustainable design and environmentally friendly buildings.

John Kochis '95, national sales director at E&J Gallo Winery, recently participated in a region-specific panel discussing the issues facing the wine industry on the central coast of California.

Anne Marie Levis, MBA '96, founder of Funk/Levis & Associates, was awarded as Eugene Chamber of Commerce Woman Business Leader of the Year for 2012.

Chris Hoff '97 returned as tournament director for the annual PGA Tour event at Montrêux Golf and Country Club in Nevada.

George Matthews, MBA '98, was named head of consultant relations and business development at Analytic Investors, a leader in quantitative investment solutions.

Linda M. Pearce, MBA '99, took on the position of chief financial officer for Nautilus, Inc. Pearce brings with her twenty-five years of financial management expertise. Prior to her current position, she worked at Warn Industries, Inc., as executive vice president and chief financial officer.

Ryan Svoboda '99 was named chief financial officer of SFL Data. Svoboda is a CPA and chartered global management accountant. His experience and financial planning expertise will support SFL Data's plans for aggressive global expansion.

Silvano Tumantir '99 was appointed director of Deutsche Bank in Jakarta where he will be responsible for developing the bank's presence in Indonesia.

|||||

2000s

Jasonn Potter '00 was appointed regional vice president for retirement plan sales at The Guardian Insurance & Annuity Company, Inc.

Paul Scagnetti, MBA '00, was named vice president and general manager of the natural resources for FEI Company.

Scott Dybcvad, MBA '01, was featured in the Corvallis Gazette-Times for his work as the sustainability program specialist for the City of Corvallis.



Newlywed Olympic power couple, Brianne Theisen-Eaton '12 and Ashton Eaton '10 (College of Arts and Sciences), both medaled in the 2013 World Championships in Athletics held in Moscow. Theisen-Eaton brought home the silver in the heptathlon for Canada and Eaton, the gold in the decathlon for the United States.



Renee James '86 (College of Arts and Sciences), MBA '92, was named president of Intel. James has been with Intel for more than twenty-five years, working on the software division of the company. She was previously director and chief operations officer of Intel Online Services.



Peter Baldwin, MBA '02, accepted the position of knowledge leader at Greater Yield. In the role, he will work as an operational chief financial officer and change agent for the firm.

Vince Otoupal '02 was appointed director of athletics at Utah Valley University. Otoupal was selected from a competitive pool of eighty applicants.

James R. Prutsman, MBA '02, joined Heffler Claims Group as a shareholder where he will be guiding strategic direction and consulting with attorney clients in consumer, antitrust, securities, mass tort, and labor and employment cases. Prutsman brings with him more than fifteen years of experience in class-action settlements.

Ken Colwell, PhD '03, was appointed dean of the School of Business at Long Island University, Brooklyn Campus, bringing with him extensive experience working with students and helping them develop successful business plans.

Vickie Gunnarsson '03 took on the role of director of Abu Dhabi's Mubadala World Tennis Championship, where the six best players in the world compete against each other.

The Eugene Chamber of Commerce recognized **Erik Jorgensen** '03 and **Nicole McOmber** '03, MActg '05 as Eugene-area emerging business leaders, presenting them both with 20 Under 40 awards.

Andrew Colas '04, president of Colas Construction, now heads up the Oregon chapter of the National Association of Minority Contractors. Colas also sits on the UO Alumni Association's board of directors.

Navadi, a start-up founded by **Mason Adair**, MBA '05, was recently issued a significant patent in the area of mobile location-based advertising.

Luke Dudley, MBA '07, is hitting the slopes with his new startup LDM, LLC. The company markets licensed collegiate themed sports equipment. The firm's first product: skis with the University of Colorado and Colorado State University mascots on them. Perhaps the Ducks will be next.

Sam Blackman, MBA '08, CEO of Elemental Technologies, is making waves as a young executive. Blackman was selected by Multichannel News as one of its movers and shakers under the age of forty. He was recognized for his influence in shaping the multichannel video and telecommunications industry.

Bryan Caplan '08 launched his own marketing and consulting company, BJC Branding. He heads up the company as the chief branding officer.

Angel Davis '09, MActg '10, was awarded the elite Elija Watt Sells Award for earning above 95.5 on her first attempt at taking the CPA exam.

Pro-athlete **Jesse Thomas**, MBA '09, won the Wildflower Long Course Triathlon, one of the largest triathlons in the world, for the third consecutive year. Thomas and his wife Lauren Fleshman also welcomed their first child—a son. Currently, Thomas is taking a breather while he recovers from foot surgery, spending quality time with his son, and managing Picky Bars, a nutrition bar company started by Thomas and Fleshman.

2010s

Chris Brewer '10 and **Alicia Incerpi '09** were married on September 8, 2012. The couple lives in Baltimore where Incerpi works as a marketing coordinator at Becher Media and Brewer works as a marketing coordinator at NovaTech LLC.

Brooke Mittermann, MBA '10, energy manager at Ecova, was recently featured in Sustainable Business Oregon for her work helping clients create programs to integrate energy efficiency into company culture.

Ryan Beltran '11 is the founder of Original Grain, a line of wood and stainless steel watches. It took just five hours for the company to meet its Kickstarter goal of \$10,000, and it kept pouring in from there. When the campaign ended, the company had reached \$390,000 in funding.

Matt Choi '11 is cooking up a storm in Portland, Oregon. Choi and his mother recently started a kimchi company, wowing Portlanders with the traditional spicy Korean dish made of vegetables such as cabbage or radishes that are seasoned and allowed to ferment.

Wyatt King '12 urged the City Council of Lebanon, Oregon, to consider gross domestic happiness as a metric for success as opposed to focusing solely on economic measurements, a concept he was first introduced to in a consumer behavior course.

Jaxon Love '04 (College of Arts and Sciences), **MBA '12**, **MActg '12**, was appointed sustainability program manager for Shorenstein Properties LLC. Love will be running the company's comprehensive in-house sustainability program from its San Francisco, California, office.

Amy McCann '12, CEO and cofounder at Local Food Marketplace, LLC, is developing an app that will make it simple to find locally sourced produce. The app will link together farmers with restaurant owners and food buyers in one central, digital market.

Daniel McTavish '12 and **Addison Stern '12** opened the doors to their brewery, Viking Braggot Company. Pioneered by the Vikings, Braggot is a hybrid between mead and beer, taking the typical brewing process and turning it on its head. The team brews up their ancient drink with local, organic honey and other unique ingredients such as blackberries and orange blossoms.

After graduating in June, **Jordan Hasay '13** accepted a position as a Nike Oregon Project runner. Hasay recently ran the 10,000 meters in 31 minutes 46.42 seconds, a time that qualified her to compete in the World Championships in Athletics hosted in Moscow, Russia, where she finished twelfth.

Mitchell Van Dyke '13 was featured in *Bloomberg Businessweek* for his international internship in China in summer 2012. This summer he spent his time as an intern at PricewaterhouseCoopers, including a two-week stint in the United Kingdom.

In Memoriam

Wayde Drysdale '48 passed away on April 4, 2013. He was ninety-three years old. Drysdale served as a Russian interpreter for the U.S. Army and fought in several battles during World War II, including the Battle of Leipzig. Drysdale was honored with a Combat Infantryman Badge, a Bronze Star, and a Purple Heart. As a salesman and entrepreneur, Drysdale had several successes, including a furniture company, multiple taverns, and real estate investments.

Nels T. Johnson '50 died March 19, 2013, at the age of ninety-five. He worked as a CPA and practiced accounting in Salem, Oregon. Johnson spent his later years living on a farm with his wife Elizabeth.

Leigh Hales '53 passed away on December 11, 2012, at the age of eighty-two. Hales was an integral part of the Spokane, Washington-area higher education system and an influential member of his community.

Jack Eberhard '56 died on January 13, 2011, at the age of seventy-nine after battling cancer for four years. Eberhard put his business degree to work as the coowner and manager of his family's dairy business.

Richard Butler '57, '60 (School of Law), passed away August 30, 2012, at the age of seventy-seven. Butler served with the JAG Corps, practiced as a lawyer for forty-six years, and served as general counsel for PacificSource Healthcare.

Ed "Stuffy" Deschamps Jr. '60 died August 18, 2012. He was seventy-four. Deschamps worked as president and CEO of his manufacturing company, High Country Wreaths. He was a kindhearted person with a soft spot for those in need.

Eric McDowell, MBA '69, passed away at the age of sixty-nine. McDowell was the founder of McDowell Group, where he helped Alaskan corporate, nonprofit, and public agencies succeed through his research and consulting expertise.

Cheryl Linhart '77 passed away at the age of fifty-six. Linhart had a deep love for books and for the neighborhood of St. Johns in Portland, Oregon, where she lived her entire life. In her will, Linhart bequeathed her vast collection of books to her favorite bookstore, St. Johns Booksellers.

Mike McLaran '82 died at the age of fifty-three from a heart attack. McLaran was formerly the CEO of both the Albany and Salem Chambers of Commerce. Most recently, he was a lobbyist and administrator for the Oregon State Chamber of Commerce.

Guy Toyama '92 passed away last November. He was forty-two. Toyama was the CEO of a green-tech company in Hawaii and an advocate of sustainable technologies. Friends established the Guy Toyama Memorial Fund (www.guytoyamafund.org), that seeks to advance innovation and entrepreneurship in environmentally sound practices in Hawaii and around the world.



A Bright New Career Follows a Hard Fall



Seeing Micah Elconin, MBA '12, in action, it's hard to believe that the journey that brought him where he is today began with a bone-crushing fall.

Back in 2009, Elconin had it all lined up. Since graduating from the University of California at Santa Barbara, with a philosophy degree in 2003, he had built up a business as a private chef.

He made a good living doing something he loved—cooking organic, locally sourced meals for a variety of clients—and he had plenty of time to pursue his passion for rock climbing.

Life was about to get even sweeter, since he had just landed a high-flying gig with a plum client. To celebrate, Elconin headed out for a climbing trip.

An ugly fall cut the trip short and left Elconin with a smashed left leg and two broken ankles.

Doctors weren't sure Elconin would walk again. He certainly wasn't ready to return to the kitchen.

It was time for some soul-searching.

"I wanted to do something that was really practical," Elconin recalled. "Something that would strengthen me and give me options moving forward."

He started looking at graduate school, and an MBA seemed the most applicable.

As he researched programs, Elconin found himself drawn to the Oregon MBA.

"There was a lot of business opportunity in food and outdoor recreation in this area. The combination of strong entrepreneurship and strong sustainability, and then blending in what the Warsaw Center does—it just made sense," Elconin explained.

In September 2010, Elconin began working toward an MBA with a concentration in entrepreneurship. It was barely a year after his accident and he still relied on crutches to get around.

From the get-go, Elconin threw himself into his course work. He also took advantage of many of the program's experiential opportunities, including a term spent helping investors evaluate business plans for the Willamette Angel Conference.

During Elconin's second year in the program, a fellow student suggested he begin consulting for Willamette Farm and Food Coalition (WFFC)—the Lane County-based nonprofit advancing locally grown and produced foods. Elconin jumped at the chance, compiling metrics describing the impacts of local food consumption and creating a marketing campaign.

"Micah's work for us demonstrated his passion for food-system issues beyond nutrition and the kitchen," recalled WFFC executive director Lynne Fessenden, who ended up asking Elconin to serve on the organization's board.

Fast-forward to early summer 2012. Elconin had graduated just weeks before and was packing his bags for a climbing trip. (Yes, he has returned to climbing.)

The phone rang. NEDCO, a pioneering Oregon economic development organization, had a new initiative. It wanted to create a regional food hub and business incubator for the local food industry that would serve as a model for similar ventures throughout Oregon and—eventually—the rest of the country.

WFFC's Fessenden had recommended Elconin to lead the initiative as its program manager. By mid-July 2012, Elconin was on board and the Sprout! food hub was underway.

In just a little more than a year, Sprout! has blossomed and Elconin is clearly in his element. A typical day might find him developing Springfield's new food cart program, checking in with clients leveraging Sprout!'s impressive new commercial kitchen, and helping recruit startups for Sprout!'s business incubator program.

On most Friday afternoons, Elconin catches up with customers and vendors at Sprout!'s indoor farmers' market. That's until 4:00 p.m., when he leads the weekly tour of Sprout! headquarters: a repurposed church in downtown Springfield.

Activity at Sprout! continues to keep pace with the business plan Elconin helped develop. Already, the program's influence extends beyond its walls. "We are quickly becoming the go-to resource for local food business in the area," said Elconin.

It's all come together for the former chef. By fusing his passion for food with the business skills he learned, Elconin has begun a career that enables him to shape the future of the regional food landscape.

"When I came to the Oregon MBA, I wanted to grow as a professional and create more opportunity for myself," said Elconin. "I wasn't sure exactly where the program would take me, but I feel like it took me somewhere really special."

HONOR ROLL OF INVESTORS

Unprecedented Opportunities

The spirit of innovation and entrepreneurship is alive and well at the UO Lundquist College of Business.

We feel it in our classrooms, among our students and faculty members, and in the community. Luckily for us, it is matched with considerable generosity from our donors. On the pages that follow, you will find individuals, families, and corporations choosing to join the excitement by investing in the future business leaders of the state, region, and nation.

At the Lundquist College of Business, we have a front row seat to the next big thing in business, and you are right there with us, giving generously and helping us close the gap between aspiration and reality for our students. The hopes and dreams Charles H. Lundquist had for our college are coming to fruition every day.

Thanks to donors, alumni, and friends, our students have more opportunities than ever for experiential learning, access to top-notch faculty and staff members, and an amazing and ever-evolving facility in which to learn.

We are extremely thankful for each and every individual, family, or business for the generous gifts received during the 2012–13 fiscal year (July 1, 2012–June 30, 2013).*

Your support not only enriches the educational experience of our students,



but it also helps drive the economy. The innovative thinking, leadership training, and experiential opportunities available to students at the Lundquist College translate into more businesses, more jobs, and more commerce in the region and beyond.

Here at the Lundquist College, we constantly strive to improve and expand our educational offerings. You gifts help us provide the unique hands-on learning students desire—and that they require to be successful in the real world.

We are drawing to us A-list business groundbreakers to teach and speak, while expanding important academic programs abroad. And it's all because the people listed in the following pages choose to back such pursuits with their investment dollars. By doing so, you, our greatest asset, are propelling the economy, making a difference, and even changing the world.

Students are noticing and want to be a part of the success. In fact, last spring we graduated one of our largest classes to date. We couldn't have done it without you.

Though it has been the case for several years, many do not realize that only a small fraction of our funding comes from the state. The University of Oregon receives only 5.7 percent of its funding from the state. This equated to less than \$1.5 million in direct state funding to the Lundquist College of Business during the past fiscal year. In contrast, private giving to the college last year was nearly \$4.3 million or 16.6 percent.

Our fine facilities, superb faculty, and second-to-none global opportunities come about because of generous donors and sponsors. As the University of Oregon name grows in prestige on the national and international stage, we are thrilled to take part, bringing unprecedented opportunities to our deserving Lundquist College students.

The Oregon, regional, and national economies are moving in the right direction, and so are we.

Thanks to supporters like you, it may just be the best time ever to be a Duck.

**We have made every effort to ensure that all investors have been properly listed, but errors are always possible. Please e-mail uobusiness@uoregon.edu with any corrections so we can ensure they are addressed in future publications.*

Platinum Investors (\$25,000 plus)

Anonymous
Hope Anstett '55
Elizabeth and James Bramsen, MS '61
Earle M. Chiles
Mark Donegan
Joseph Hawes '88, MBA '94
Katherine and Robert Jesenik '80
Gail and Frederick Jubitz '09
Amy '82 and Ross Kari '80, MBA '83
Laura '71 and Abbott Keller '72
Debra and William Larsson '67
Gwen and Charles Lillis, PhD '72
Valaya and Richard Lindholm
Cynthia '78 and Edward Maletis '76
J. Douglas McKay '59
Erika and Rick Miller '87
Patricia Neuner
Alan Pedersen '44
Linda '82 and Jim Pliska '81
Michelle and Gregory Quesnel '70

Paula and Stephen Reynolds, MBA '72
Shirley '53 and James Rippey '53
Carol Ezeir and Edward Robert '69
Wendy and Kenneth Ruby
Christine '80 and Ronald Sauer '80
Nancy Guitteau and David Stern
Anne and William Swindells Jr.
Elizabeth Veatch '43

Heritage Investors (\$10,000–\$24,999)

Ann and Howard Allred, MBA '77
Robin and Roger Best, PhD '75
Susan Blount McNiel '83 and Donald McNiel
Patricia Boyer '45
Virginia and Kim Caldwell '69
Barbara Cargill '62
Susan '70 and Jeffrey Cook '66, MBA '68
Leona '51 and Robert DeArmond '52
Mary and James Dunnam '67
Joan and Alan Earhart '65
Ann and Mark Edlen '75, MBA '76
Lori Bradford and Mickey Friend '75

Colleen Greco
Ellen and Desmond Lynch '84
John Lynch '52
Susie Hagemeister and Mark Martin '84
Barbara Nelson '64
Merritt and Dwayne Richardson '83
Louis Scharpf '79
Carol and John Schaus '75, MBA '77
Melissa '79 and Trace Skopil '82
Marianne Slade '80
Jacqueline Krull-Sussman and Mitchell Sussman '79
Elizabeth and Howard Svigals '75
Ann and Fay Thompson '54
Carol and Robert Warsaw
Sandy and Michael Woodley '70

Legacy Investors (\$5,000–\$9,999)

Richard Callahan '85
Susan and James Eager '67
Marilyn '59 and Richard Easton '59

Megan Cavanagh and Michael Franson, MBA '81
Colleen '82 and William Gardner '82, MBA '84
Laury '86 and David Girt '81
Phyllis and Paul Goebel Jr. '52
Lori and John Hancock '71
Joy '65 and Richard Hanson '65
Betsy '71 and Gregory Hatton '71
Ann and William Hefter '66, MBA '67
Jane and Gary Hibler, PhD '72
Grant '64 and Suanne Inman '64
Catherine and John Knox '72
Juan Lorenzo '88
Timothy McCann
Richard Petit '81
Michele and Robert Poletti '82
Sue and Edward Post '63, MBA '66
Jeff Sanders '79
Carolyn '75, MED '79, and Timothy Slapnicka '75
Eleanor and Georges St. Laurent Jr.
Helen Gernon and Dennis Stimple
Janice and Bryn Torkelson '79

Meet the Board

To help achieve its ambition of attaining national and international recognition for excellence in business education, the Lundquist College of Business maintains connections with the business world through advisory groups.

The Board of Advisors comprises senior business leaders with national stature who advise the dean in matters of strategy and future directions.



Gwendolyn H. Lillis, Chair
Managing General Partner
Castle Rock Investments, LLC
Managing Director
Lillis Family Foundation



Mark Edlen
CEO and Co-founder
Gerding Edlen



Mick Friend
Partner (retired)
PricewaterhouseCoopers



Bob Jesenik
CEO
Aequitas Capital Management



Ross Kari
CEO and Executive Vice President
Freddie Mac



William Larsson
Executive Vice President and CFO (retired)
Precision Castparts Corp.



Edward L. Maletis
Former Chairman
Columbia Distributing Company



Rick Miller
Chairman
Avamere



Jim Pliska
President
Space Age Fuel



Steve Reynolds
CEO (retired)
Puget Sound Energy



Merritt Richardson
Vice President and Global Category Business
Director—Apparel and Footwear
Nike



Ronald A. Sauer
President and Founder
Mazama Capital Management, LLC



Wendy Tonkin
President
Western Exhibitors, Inc.



Donald E. Tykeson
Managing Partner
Tykeson Associates/Enterprises



Thomas V. Van Dawark
President and CEO
Orca Partners LLC

Lisa Biddiscombe Wade and Alan Wade '80
Judy '77 and Michael Weber '77
Kristine and Scott Wright '80

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

Claire and Thomas Aiello
Kari '91 and David Anderton '87
Linda '74 and Scott Andrews '74
Angela Belding '89
Diane Albracht and John Benson '67
Jack Berka, MBA '79
Cindy and Phillip Bullock
Maggie and Ken Chmiel
Susan and Ralph Coan Jr. '65, MBA '68
Verdell '60 and James Coleman '60
Virginia and Charles Cowden, MBA '71
Wendy Dame, MS '82, MBA '88, and Don Doerr '64
Peter Doubleday
Melissa and David Dugan '90
Tricia '92 and Fritz Duncan '89
Claudia, MA '69, PhD '73 and Allen Emes, MBA '70
Olivia '57, MS '62, and Gerald Froebe '56
Margo Hasselman and Joshua Greenough '02
Martha and Mark Greenough, MBA '80
Kyungsook '61, MS '63, and John Gregor '56
Barbara and Douglas Griesel '72
Dawn and David Guenther
Tracy and Oystein Harsvik '88
Wenhua Li and Song-Yu He, MBA '95
Loi '91 and Bruce Heldt
Lynn and Douglas Henne '74
Michele Henney, PhD '94
Michael Henningsen Jr. '85, MBA '98
Anita '89 and Danny Hollingshead '69
Gary Homsley
Marti and Eric Jacobsen '83
Ann and Christopher Johnson '83
Diane Ramsey and William Johnson '70
Elaine and Grant Jones '76
Gail and John Kretchmer '79
Marilyn '97, MA '01, and Donald Lance '89
Joan and Christopher Larkin
Marjorie and James Lussier '64, MBA '66
Dolores Lyons
Christie and Daniel McKenzie '93
Julia '85 and Michael Mee '84
Robin '60 and Robert Mesher '58
Terri and Edward Minniti '83
Indriany Atmadja '83 and Trisna Muliadi '80, MBA '83
Jamie and Mark Myers, MBA '79
Brittany and Erik Parrish '03, MActg '04
Barbara '51 and William Peterson
Gregory Rasmussen '67
Francine '71, MED '74, and Jeffrey Reingold '73
Susan and Gary Reynolds '75
J. Bruce Riddle
Susan '84 and Todd Ringoen '84
Mary Robert '47
Maria and Michael Rogers '93
Betty '56 and Norman Ruecker '54
Kevin Sanchez '89, MBA '91
Andrea '64 and James Sandstrom '64
Andrea and Scott Simpson '94
Sondria Stephens '88
Karen Sullivan '67
Sharon and Stephen Terry '76
Steven Weinstein, MBA '95
Claire, MBA '73, and James Williams '73
Carol and John Woodworth '48

Dean's Investors (\$1,000–\$2,499)

Heather '04 and Sergio Apodaca '02
Patricia and Ronald Bedient '75
Marie '68 and C. Wade Bell '67

Stephen Bellotti '75
Donna Motluk and Ross Bewley '75
Timothy Bishop '74
Susan and Lawrence Black '52
Chris '77 and Geoffrey Bremer
Lonnie Brist, MS '96, PhD '96
Ina Broeman II
Jay Broudy
Jennifer and John Buller '62
Kelly '92 and Eric Burke
Suzanne '56 and Charles Carlbon '57
Aida and Douglas Carlson '64
Janell and Joseph Ciatti '64
Danelle and Matthew Clark '92
Robin Clement
Karen and Stephen Conway '71
Melissa Stepovich and Jeffery Cook '89
Terrance Cook '91
Kyle Davidson '81
Nancy and William Doolittle '62
Pamela, MBA '89, and Jeff Elling
Laura and David Evans '82
Monika '03 and Steven Fein '00
Linda and Philip Fischer, MBA '77, PhD '79
Joshua Frankel '00, MBA '06
Michael Garvey '68
Kathleen '77 and Brian Gowdy '78
Margaret '83 and George Graves
Dale L. '59 and Allen L. Gummer '58
Leslie '70 and Michael Hartwig '70
John Hashim
Terah and David Haslip '96
Gunnar Haugen '04, MActg '05
Connie and Clifford Hinds '75
Kasey '86, JD '89, and Steven Holwerda, MBA '91
Lesley '70 and Gregory Houser '70
Matthew Hutt '07, MActg '08
Shari and Lee Jacobson '76
Kristen '91 and Douglas Johanson '90
Glennis and John Jones Jr. '66
Jayne Carroll and Lee Kell '61
Melanie Ditton '85 and Alan Krane '79
Linda Krull
Barbara and Charles Landers Jr.
Margerylou and A. Burton Lind '43
Sally and John Linman
Debra '86 and Mark Madden '80
Devera and Scott Marshall '81
Roy Matsunaga '09, MActg '10
Erin '07 and Brice McKalip '06
Michelle '01 and Stephen McKeon '00
Deborah '92 and Neal McLaughlin '90
Peter Mears, MBA '80
Emel and Johan Mehlum
Kusum and Rajan Mehndiratta
Sally '88 and Shane Moncrieff '89
Abigail '98 and Jody Mortimore '98
Alicia and Kevin Mullerleile '98
Maggie '99 and Chee Chan '81, MS '83
Michael Niedermeyer, MBA '77
Tam O'Shaughnessy
Justin Packard '05
Carolyn and Anthony Parke
Jayme and Brandon Parker '06, MActg '07
Angela Davis and Jeremy Piger
Kristine '90 and Tony Pizzuti '91
Lindy and Jeremy Prickel '97
Faith Quimby '00, MActg '01
Heather and John Ramseyer '88
Cherie Rice '84
Jack Rickli '49
Jill '92 and Steven Ritchie '93
Julie and Douglas Rusch '78
Mandie Rush, MBA '82
Jennifer and Erik Sandhu '94
Julie '90 and John Schlendorf III
Marsha and S. Frank Shepard '64
Pamela Shriver
Michelle Sicard
Anne-Marie '84 and Thomas Simpson '84
Barbara '51 and James Snow '50

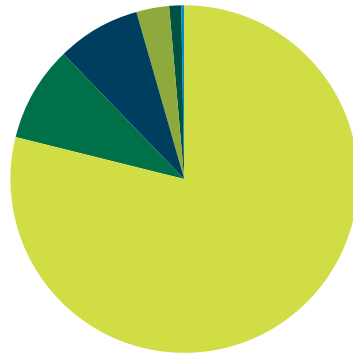
HONOR ROLL OF INVESTORS

Linda and Daniel Sullivan, Jr. '74
 Lisa Eiler, MActg '04, PhD '09, and
 Isho Tama-Sweet, PhD '09
 Charlotte and Fred Thompson Jr. '51
 Kathleen and Robert Thurston
 Jaime Vermeer and Paul Tiger '99
 Barbara and Gary Tolman
 Willie and Don Tykeson '51
 Leslie and Mitchell Vance '85
 Karin Wandtke '92
 Gregory Wentworth
 Robert Wentworth
 Scott Wentworth
 Ronald White '53
 George Yioulos '05
 Karen '78, MED '79, and David Zechrich '78
 Makenzie '04, MActg '05, and Eric Zuern '04

Loyalty Investors (\$250-\$999)

Suzanne Algara-Sneed, MED '07, and
 Joel Sneed
 Steven Anderson, MBA '76
 Nathan Apsel '08, MActg '09
 Jeanette Arbow '73
 Traci and Richard Axtell '82
 Julia and Ronald Babcock '49, MS '58
 Tara '06 and Andrew Baker '04
 Connie '83 and James Barnes '84, MBA '01
 Raymond Beck '88
 Mark Bell, MBA '76
 Martha and Charles Bergren, MBA '74
 Mary Bielenberg-Sanchez, MHRIR '96
 Linda Blankenship '88
 Melissa Blue '91
 Michelle and Andrew Brack '91
 Shannon McGuire '89 and
 William Brennan '89
 Cindy and Myron Brown '75
 Boni '78 and Ward Buringrud
 Mary and John Byers '78
 Jonathon Campo '07
 Christopher Canazaro, MBA '12
 Christopher Carnine '07
 Richard Chanin '79
 Carolyn '80 and Carl Christoferson '81
 Michelle and Changtae Chu, MBA '67
 Melanie and Steven Cohn
 Gena and Gary Colbert, MS '88, PhD '91
 Donald Corbett
 Katherine '81 and Michael Coughlin '79
 Marlene and Stephen Cruikshank '63
 Kathryn '71 and Bruce Cunningham '71
 Diane, MBA '82, and Larry Dann
 Billie and Thomas Davidson '74
 Peggy '71 and Paul Davis
 Angel Davis '09, MActg '10
 Stefany and Brian Day '02
 Lionel Domreis '42
 Kathleen '78 and Barry Elkins '80
 Sheri, MS '87, and Jeffery Elliott '77
 Matthew English, MBA '02
 Joan '67 and R. James English, MBA '66
 Jackie and Danny Evans, MBA '71
 Josh Ewing '96
 Theresa '64 and William Farrens, MBA '65
 Leslie and Peter Feibleman '77
 Karen '75 and Victor Ferrette '75
 Gail and Lynn Firth, MBA '81
 Ann and William Flatz
 Katherine and Mark Frandsen '70
 Erin Frazier '03, MActg '04, and
 Danny Konrady
 Laurel '80 and James Fredlake
 Tory Fretz
 Christina '70, MED '77, and
 Ronald Friberg '69, MBA '72
 Barbara and Herbert Fujikawa

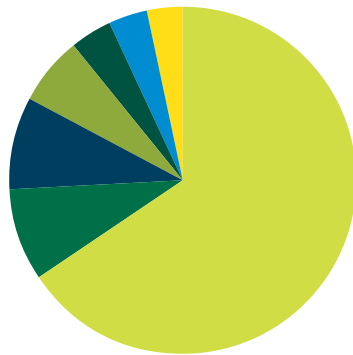
Lundquist College of Business Revenue Sources 2012-13**



TUITION	\$20,330,000
GIFTS	\$2,238,000
ENDOWMENT EARNINGS	\$2,031,000
STATE MATCH	\$792,400
MISCELLANEOUS AND GRANTS	\$250,000
STUDENT FEES	\$54,410
TOTAL	\$25,695,810

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

Lundquist College of Business Uses of Funds 2012-13



FACULTY SALARIES AND SERVICES	\$16,892,000
ADMINISTRATIVE	\$2,229,800
GRADUATE SERVICES	\$2,171,600
CENTERS OF EXCELLENCE	\$1,671,500
EXTERNAL RELATIONS	\$987,650
UNDERGRADUATE SERVICES	\$903,490
OPERATING RESERVES	\$839,770
SUBTOTAL	\$24,856,040
TOTAL	\$25,695,810

Judith and John Gallaway '64
 Donna and Michael Gaughen '70
 Mary and John Gilbaugh '66
 Mary Gilbert '71
 Wendy Gilmore '09, MActg '10
 Raquel Giscafne
 Janine and Brian Goldberg
 Linda Gomez '87
 Jerry Gose '70, MBA '71
 Patricia and Robert Graham '60
 Cassandra Gray, MBA '09
 Victoria and Richard Grimshaw '76
 Florence and Donald Hadley '83
 Marianne and Robert Hample
 Leslie and Michael Hanson '98
 Donna and David Hawkins, MBA '73
 Robert Heiney III '90
 Helen and Robert Heller '49
 Stephen Henry, MActg '09
 Emma and John Hines '69
 Melanie, MBA '76, and Frank Hobden,
 MBA '76
 Lori and Henry Holmes
 Terry Holschuh '90
 Linda '71 and Eugene Holt '67, MBA '72
 Lyn Huber, MBA '91
 Patricia Hui '89
 Deborah and Kenneth Irinaga '75
 Leslie Ito '76
 Joanne Jensen
 Henry Jeske '63
 Meredith '95 and Craig Johnson

Marilyn '72 and Raymond Johnson '72,
 PhD '81
 Jack Jones
 Jill and William Jones '85
 Janice Anderson '70 and John Joyce '70
 MaryAlice and Kyle Keaton '83
 Jennifer and Ronald Kelly '92
 Jillinda and David Kidwell, PhD '75
 Joann Klonowski
 Sharon and Charles Koenen, MBA '71
 Michael Kontich '71, MS '80
 Kay Kowitz '80
 Earl Kuhle
 Jeffrey Lake '63, MS '79
 Michael Larkin '08
 Donald Lee '56
 Janet Thompson and Thomas Lee, PhD '84
 Teresa '76 and Mark Lewis '76
 Paula and Jeffery Loftus, MBA '95
 Lucy Chuah and Keen Loh '88
 Anne '84 and John Macdonald
 Aleksander Magi '12
 Anne Matson '94
 Laurie '68 and Jay Maxwell '61
 Sally '50 and Paul McCracken '49
 Carolyn '87 and James McGeehan
 Ellen Merlo
 Stacey Allaster-Milkovich and John Milkovich
 LeeAnn '82 and Bruce Miyashiro
 Kim and James Mohr '76
 Serena '88 and Tony Morones

Leslie Mittelberg and Dale Morse '69,
 MBA '75
 Christopher Murphy '02, MActg '03
 Kathleen, MBA '88 and David Murray
 Caroline Myrah '97
 Grenn Nemhauser
 Jay O'Connor '08
 Michael Oesterlin, MBA '94
 Carol Oliver '71
 Sean Oliver '09
 James O'Rourke '63
 Cynthia and James Oster
 Charlie Pasarell
 Katherine Patricelli, MBA '86
 Sharon and James Patricelli '90
 Richard Perry '83
 Albert Poston '69
 Micah Potts '08
 Marta '02, MActg '03, and Peter Powers
 Walter Prock III '63, MBA '65
 Frances and Robert Raney '62
 Linda '85 and Stephen Reichenbach
 Kelly '96 and David Reiter, MBA '00
 Gina and Kevin Rich, PhD '09
 Dane Ritchey '78
 Kathleen Rohrer
 Catherine Roller '07, MActg '08
 Bonnie and John Rosen, MBA '72
 Davia '53 and Theodore Rubenstein '54
 Julie and Brent Russell '90
 Wendy and Michael Russo

Kathryn, MBA '82 and Scott Samuelson, MBA '82
 Anne and Jeffery Schilling '80
 Cuthbert Scott III, PhD '75
 Ann Lamson and Peter Sczupak, MBA '99
 Judith and Roger Shockley, MBA '68
 Devon Smith '94
 Nancy and Richard Sotta '81
 Annette and David Sparks '66
 Molly '63 and George Spencer '63
 Robert Spicker '67
 Maranda and Robert Stackhouse '98
 Cathy and James Stark, MBA '76
 Julie and Christian Stavig '97
 Linda Stephens '81
 Peter Stephens '07
 Marlo Stil
 Sandra and Michael Stone '62
 Christine and Erik Stromquist '92
 Kimberly Stradley-Suddock '84 and Richard Suddock '84
 John Suess
 Alfredo Tan, MActg '04
 Barbara and Edward Thomas '61
 Wendy Tonkin
 Karen '69 and Kenneth Upton, MS '70, MS '75
 Janet and Thomas V. Van Dawark '67, MBA '69
 Christina Voges '02
 Gretchen and Hendrik Vroege '86
 Jing Wan, MActg '05
 Belinda '85 and James Watters '90
 Stephen Wegener '90
 Susan and James Wellborn Jr., MBA '73
 Kecia and Tyler Welt '94, MBA '95
 David Wheelwright '85
 Kenneth Whitney '51
 Anthony Wicklund '97
 Nicole '99 and Ryan Wilson '99, MS '01
 Sheryl and Joseph Wonderlick '88
 Katie and Bryan Woodfill '02, MBA '10
 Karen and Russell Woodruff '84
 Karin '53 and William Wright '53
 Lily Tsang '81 and Alistair Wu '81
 Brandon-Michael Yoshimoto '03
 Michael Zick '05

Investors (up to \$249)

Jane and Leonard Adams, MS '71
 Joan and David Aldrich '70
 Alisanne Gilmore-Allen and Wyatt Allen '67
 Jamie and Vernon Alvin '89

Risa and Gary Anderegg '72
 Denise Anderson '11, MActg '12
 Susan, MBA '89, and John Anderson, PhD '93
 Boyd Arnold Jr. '68
 Rebecca Arnold
 Nancy and Edward Asbahr '76
 Cynthia '82 and Dana Aschbacher '83
 Alice Au '80
 George Azumano '40
 Suzanne Baird, MBA '80
 Debra '78 and John Baker
 Kristen '98, MS '08, and Gabriel Ballard '01
 Susan and Orié Barron, PhD '93
 Mollie Barshay '10
 Robert Bauer '53
 Charles Baumann '08
 Nancy and David Bayley '71
 Doris '68 and Donald Beard, MBA '70
 Harriet and Thomas Beck, MBA '73
 Tracy '85 and Michael Beekman '85, MED '86
 Andrew Behl, MBA '12
 Stella Ley and Leonard Beil, MBA '68
 Jane '73 and Lyle Bell
 Rebecca Bell '75
 Andrea Belz '93
 Valerie Hashimoto and Daniel Bender
 Karen '73 and Steven Bennett
 Eric Bentz, MBA '02
 Maja '76 and Cordell Berge '69
 Beulah Betts '56
 Twyla, MS '74, and Richard Biggs '74
 Lisa and Kurt Bjorklund '82
 Linda and Roger Bjorvik '64
 James Blackaby '43
 Stephanie Blanchard '07
 Judith and Rajinder Bling, MBA '65
 Susan, MBA '90, and David Blohn
 Stephanie Bosnyk '72
 Gerald Bowden '54
 Steven Bowers '77
 Joy Boyes '44
 Elizabeth Bradburn, MBA '96
 Marilyn Brandt, MBA '68
 Marion Breaid '41
 Lusha Kaufmann and Christopher Brown
 Jeffrey Brown '98
 Judith and Jerol Brown '82
 Sherri Brown '03
 Cecelia and Charles Buchholz '75
 Erika Bulay '10, MActg '11
 Elise Burkart '91
 Alexander Burt '12



Warsaw Challenge

In honor of the Warsaw Center's twentieth anniversary this year, the college received an anonymous leadership gift of \$500,000 from a generous couple. The donors challenged others to give as well. Many of our alumni and friends immediately joined the campaign, and the challenge is on to double this amount.

We are grateful to all donors listed below who have supported the Warsaw Center since March 1, 2013. Gifts to the Warsaw Center will be matched dollar for dollar through June 30, 2014, or until the challenge is reached.

Platinum Investors (\$25,000 plus)

Nancy Guitteau and David Stern '65
 Wendy and Kenneth Ruby
 Ruby Family Foundation

Heritage Investors (Above \$10,000)

Carol and Robert Warsaw

Legacy Investors (\$5,000–\$9,999)

Robin and Roger Best, PhD '75
 Jeffrey Sanders '79

Dean's Investors (\$1,000–\$2,499)

Devera and Scott Marshall '81
 Marie '68 and Wade Bell '67
 Oregon Community Foundation
 Nike, Inc.
 Bank of America Foundation
 Joshua Frankel '00
 The Warsaw Family Foundation

Loyalty Investors (\$250–\$999)

Janet and Thomas Van Dawark '67
 Ann Lamson and Peter Sczupak, MBA '99

Investors (Up to \$249)

Annette '93 and Paul Swangard '90
 Andrew Behl '12
 Jeff Brown '98
 Debra and Rob Closs '79
 Kelly Olson Clugage, MBA '04
 Gene Willis '04
 Kristen Moore '98, MBA '01
 Sarah Veitch '08
 Erin and Jeremy '00
 Christopher Dukeminier '06, MBA '08

"At an early age, my parents instilled in me the importance of a college education. In turn, I continued this theme with my sons. Their education was the key to their future. Looking back, I am grateful for the opportunity that Oregon gave me. Supporting our business school allows Carol and me the satisfaction of 'paying it forward' to the Duck business leaders of tomorrow."



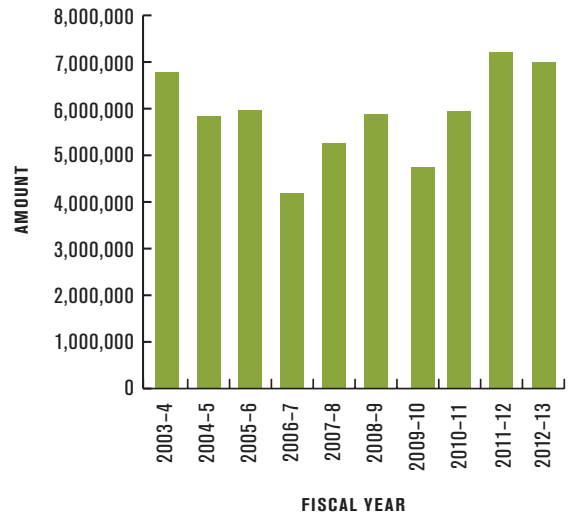
JOHN SCHAUS '75, MBA '77

HONOR ROLL OF INVESTORS

Terry Bushnell '81, MS '90
 Scott Buys '07
 Shere, MS '83, PhD '87, and John Byrd, PhD '88
 Maryjo '82 and Gregory Byrnes
 Eugene Cadenasso '80
 Judy '69 and Richard Caldwell '67
 Ian Campbell '07
 Susan, MBA '95, and Robert Campo
 Wilma and Jack Canfield '52
 Janice and Kenneth Cardwell '54
 William Carter '84
 Suzanne and Davison Castles '49, MBA '50
 Jessica Cederberg '88 and James Redmond
 Todd Chiles, PhD '96
 Hsiao-Tzu Chou '95
 Dathan Choy '08
 Robert Church '55, MS '56
 Marilyn and Arthur Cintel '65
 Janis and Dennis Clark '74
 Nancy Henson-Clark and Donald Clark '62
 Terralyn '76 and Micheal Clark '78
 Marilyn and Alexander Cleary '50
 Debra Somers-Closs and Edwin Closs III '79
 Meredith and Stephen Cole '69
 Jill College '89
 Benjamin Condon '06, MActg '07
 Yukiko Conlon '10
 Mary and David Connolly '57
 Laury '75 and John Cooper
 Shelley Cooper
 Gregg Corbitt '58
 Matthew Cordova '93
 Sherry and Ronald Cornelius '81
 Geraldene and Frank Corvello '51
 Daniel Coyne, MS '77
 Lora and Ronald Creswick, MBA '74
 Cameron Crockett '06
 Donna and John Crosiar
 Keri and Jason Cunningham '96
 Gwen and John Cunningham, PhD '81
 Clarence Curnow Jr. '56
 Victoria Curtiss '93
 Barbara and Leroy Custer '66
 Nadira and Abbas Dahodwala, MBA '63
 Marie and Melvin Dailey '59
 Anna and Lawrence Daniels, MBA '81
 Mary and Paul Daniels
 Mark Daugherty, MBA '05
 Ray Davis '60
 Timothy Davis '94
 Sharon and William Davis '63
 Bonnie and Jack Delaney '69
 Thomas Dent '58
 Silvestre Deras Galarza '11
 Cameron '83 and Kevin Dobbs '83
 Deborah and Mark Doner, MBA '96
 Karen '90 and John Doster
 Sheryl and Thomas Doucette, MBA '72
 Larry Dresser '72
 Delmer Driskill '65
 Phillip Duchemin, MBA '82
 Eleanor and William Dudley '54
 Penelope Dudley '64
 Linda and Dale Duhan, PhD '84
 Christopher Dukeminier '06, MBA '08
 Joanne and Waymen Dwinell, MLS '75
 Sheila and Gerald Eckart '63
 Barbara and E. H. Eckelmeyer
 Kirsten Eckelmeyer, MBA '07, and
 Craig Richardson
 Ronan Eggleston '94
 Kenneth Ehlers '65
 Thomas Engelhardt
 Roy Erickson '53
 Janet '83 and Godwin Esaki
 Lisa and David Espeland, MBA '91
 Rachel Estep

Historical Giving to the Lundquist College of Business**

FISCAL YEAR	AMOUNT
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
2011-12	\$7,250,150
2012-13	\$7,051,107



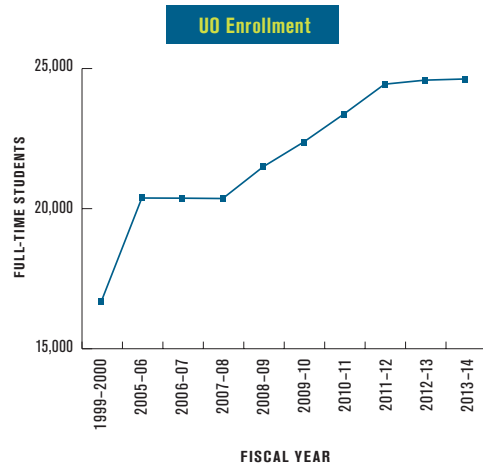
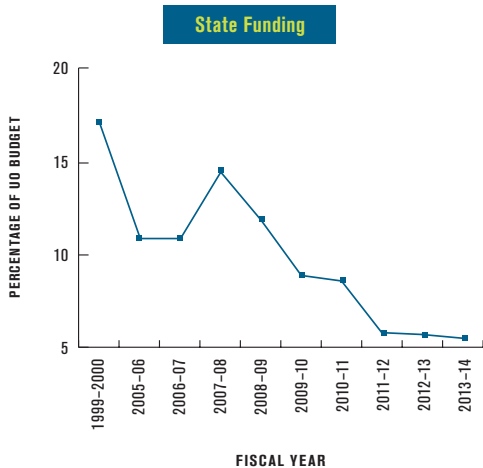
**GIFTS, BEQUESTS, NEW PLEDGES, AND WRITTEN-OFF PLEDGE PAYMENTS (FOLLOWING THE COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION'S FUNDRAISING REPORTING STANDARDS)

Constance Euerle, MLS '75, MBA '81
 Dorothy P. '54 and Clyde H. Fahman '53
 Hua Fan '03, MActg '04
 John Feaster, MS '65
 Lynda Wendel '69, MBA '72, and David Felt
 Susan and William Fera '69
 Jane and David Firth, MBA '73
 Tammy Fischer '98
 Hannah Fisher, MBA '77
 Susan Flad '97
 Sally Follen
 Carrie '00 and Paul Fortier
 Alice and Phillip Foster '62, MS '64, DBA '68
 John Fox '89
 Luiz Franca '98
 Ann Fried-Calkins '95 and Marc Calkins
 Michael Frost '99
 Harry Fukuda '43
 Deanna and Kenneth Gaffke '69
 Jill '78 and Michael Gambill '78
 Jo and William Garber '70
 Sherilynn, MBA '86, and Henry Gardner
 Mark Gaskill '77
 Cameron Gaulke '11, MActg '12
 Norma and William Geenty Jr.
 Timothy Geraghty '81
 Nancy and Ian Gilfillan '77
 Janet and John Gilkey '79
 Jacquelyn '79 and Steven Gish '80
 Louise and Arthur Glassman, MBA '71
 Corey Glidden '10, MActg '11
 Leslie Goetz
 Joan '86 and Wayne Golbek
 Denise Goolsby
 Richard Goslee '69, MBA '76
 Sylvia Gradillas
 Helen and Mark Green '81
 Victoria Wray-Greening and Jack Greening
 Jr. '68
 Marilyn and Jeffrey Grey '76, MBA '81
 Cathy Griffin
 Lynn Groff '87
 Dale Grose, MBA '80
 Larry Gubrud '59
 Erin and Jeremy Hall '00
 Ellen Halverson
 Katherine '65 and Glenn Hamai '65
 Judy Steensland and Steven Hamburger '67,
 MBA '70
 Ralph Hanahan '99
 Sandra and David Hanford '79

Deanna Hansen '59
 Donald Hanson '58
 James Hanson, PhD '80
 Linda and Allen Harper '74
 Brian Harrington, MBA '71
 Kathleen '81, MS '83, and
 Christopher Harris '82
 Steven Harris, MA '74
 Christopher Harrison '83
 Stanley and Susan Hart
 Debra '88 and Robert Hartley '87
 Lucille Harwood, MED '58
 Suzanne, MBA '88, and David Hattery, JD '88
 Katherine '64 and Kenneth Hedman '63,
 MS '67
 Susan, MBA '81, and Roger Hefty
 Tyler Heinkel '12
 Donald Helmich, MBA '69, PhD '71
 Eugene Helser
 Lois Henton
 Jack Henton '45
 Karin Swanson and Jay Hereford, MBA '74
 Melanie '79 and David Hergenroeder
 Deborah and Robert Hickok '80
 Mary Hinsdale '50
 Scott Hinsdale
 Sherry and Richard Hockenbrock, MBA '87
 David Hoffenberg '10
 Morre' and David Hoffman
 Barbara '69 and Glenn Holderreed '66,
 MBA '68
 Shane Holt '10
 Judy and Maurice Hooff '68
 Mary and Craig Horton '70
 Devon Hotchkiss '96
 Linda '66 and Dennis Howard '66
 Betty and Gordon Hoy '48
 Jo Ann and Harold Hubbard '53
 Maurice Hudson '52
 Christine '92 and Brian Hunter '93
 LeRoy Huus '63
 Denise and Rodney Incerpi '76
 Nancy and Mark Irwin '83
 Henry Jacobson, MBA '84
 Jaleb Jaquez '11
 Todd Jensen, MBA '92
 Judy '61 and Wilbur Jensen, DMD '64
 Dale Jensen
 Norma and John Johansen
 Antoinette Johnson '85
 Deborah and Larry Johnson, MBA '77
 Lynn Johnson, PhD '98

Priscilla and Robert Johnson, MBA '74
 Joan and Robert Johnson '51
 Cheryl '65 and Craig Johnston '64
 Yuki '81 and Craig Johnston '81
 Joyce and Douglas Jones '55
 Trent Jones '11
 Catherine '62 and William Jones '62
 Ann '73 and David Jordan '73
 Ronald Jungwirth '69
 Sharon and William Juza '50
 Kevin Kahan '12
 Debra Eisert and Lynn Kahle
 Shirley and Raymond Karnofski '53
 Charlotte '49 and Richard Kathrens
 Richard Katz '60
 Patricia and Jack Katzenmeyer '58
 Mona and Derrick Kawamoto
 Steven Kayl '78
 Rose and Arthur Kegler '53
 Joyce '55 and Knud Kellund
 Douglas Kemmerley, MBA '82
 Peggy, MBA '91 and James Kessinger
 David Keudell '62
 Elaine and Robert Kiehle, MBA '74
 Karen '86 and J. Randall King
 Regina and Richard King
 Dorthea and Walter King, MBA '69
 Wendy and David Kistler, MBA '77
 Patricia and Leon Klud '63
 Sylvia and Robert Knapp, MBA '80
 Stephanie '91 and John Knight
 Dael Kolwitz '07
 Barbara and Ronald Kovar '52
 Sonia '77 and John Kreag
 Shirley and Donald Krieger '54
 Charles Krietz '70
 Mary '59 and Larry Kromling '57
 Marilyn and Virgil Kuhls '65
 Ronelle Kuhnenn '09
 Marietta and Glen Kuykendall '58
 Dale LaFountain, MS '99
 Douglas Landwehr '73
 Patricia Lane '83
 Jeff Lanford '79
 Shirley '52 and Lewis Langer '52
 Callie Larson '09
 Jeffrey Lavey '77
 Daniel Lee '10
 Jason Lee
 Birgitt Leggett '84
 Patricia and Samuel Lehrbaum

State Support and Increasing UO Enrollment



Jay Leisner '82
 Alexander Leonard '12
 Cheng-Liang Li '63
 Susan and Girard Liberty, MBA '73
 David Lindley '70
 Kimberly '89 and Hector Llorens
 Constance and Leslie Lobo, MBA '79
 Suzi and David Logan '78
 James Lowder '82
 Gloria and Kenneth Luderan '50
 Taylor Luell '10, MActg '11
 Tonia '90 and Carl Lusk
 Carla and Jess Lutz
 Nicholas MacIvreen '00
 Mary Elizabeth Madden '02
 Gretchen and Stephen Magers

Amira Mansour '84
 Cynthia March, MBA '06, and Robert Finley
 Joan and Marshall Marley
 Dorothy '59 and John Marsh '58
 Diane and Donald Masterson Jr. '55
 Judy and Richard Masterson '87
 Marie and Rueben Mayes
 Mark McBride '80
 Dortha and Richard McCarthy '51
 Teresa and Homer McClain Jr. '85
 Kathleen and Steven McClain, MBA '75
 Faye and Timothy McClain '69
 Martha and Micheal McCormick '60
 Ina and William McCoy '59
 Kenton McCreight Sr. '58
 Christine '81 and Charles McElligott

Jennifer and Terry McEntee
 Janet '79 and David McFetridge '76
 Brian McHugh, MBA '08
 Kay and Raymond McLaughlin, MBA '65
 Heath McLeod '94
 Tara McMahan
 James McMenam
 Carolyn and Jack McMurchie
 Brandie '05, MActg '06, and Larry McNamee
 Sandy and Timothy McNeas '93
 Kirsten McKnight '98, MBA '01
 Ilene and William Mellor '49
 Elise Merhige
 Gregory Mettler '81, JD '84
 Elizabeth Meyerding '08
 Amanda and Mark Michaelis '02
 Daniel Mills '10
 Elizabeth and Michael Mills '72
 Mark Milnes '96
 Archana and Shekhar Misra, PhD '86
 Eleanor '65 and Perry Mitchell Jr. '64
 Judy and John Mittenenthal '62
 Mary '86 and Dirk Moeller
 Mary Schaefer and Keith Moffatt '85
 Brian Moffett, MBA '96
 Susan and Bradley Mongrain, MBA '95
 Tiffany Montes '05, MActg '06
 Ayako and Daniel Moore '83
 Kathleen and Joseph Moore '84
 Roxann and Richard Moran, MBA '76
 Linda Moreland-Hooker '80 and Steven Hooker
 Julie and Douglas Moshofsky, MBA '90
 Carol and Stuart Munro
 Clarence Naapi '51
 Myrna and Leo Naapi '54
 Chris Nairns
 Donna Lynn Nakai '92
 Judy and Shizuo Nakawatase '63
 Victoria '63 and Leslie Neighbors '61
 Sheryl '65 and William Nelson
 Steven Nguyen '07
 Jill and Art Nichols
 Garrett Nishimura '76
 Sandy and Russell Nishitani '71
 Linda '69 and Roger Noah '69
 Charles Norris '83
 Arthur Nusom '56
 Mary and Philip Nyegaard '74, MBA '75
 Sumie and Earl Ogata
 Karen '85 and Robert O'Gorman
 Isaak Olian '12
 Susan and Charles Oltman '82

Diane and Salem Opeifa '87
 John Orcutt '78
 Katie Osgood '83 and Curtis Johnson
 Mary and Martin Packouz '69, MBA '70
 Dorothy and Raymond Packouz '43
 Susie Yancey Pape '72
 Lorna and Timothy Patterson '82
 Cheryl and James Paul '00
 Terri and Terry Paulsen, MBA '87
 Janine and Jim Paulson, MBA '99
 Mary and Richard Pearson '50
 Debra Peerenboom
 Marilyn and Ronald Peery '64
 Yan Peng, PhD '05
 Molly '00 and Justin Penna '02
 Andrew Perkin '02
 Linda '69 and David Petersen '69
 Brian Phillips '08
 Susan Phillips '92 and Rodney Torbet
 Jean '54 and James Pinniger '54
 Drew Pinson '08
 Karen Pong '58
 Judyth and John Post '67
 Mardi '71 and John Potts '70, MBA '72
 Charlotte and Robert Powell '49
 Shailajah and Venkataraman Prasanna, MBA '92
 Eleanor and John Prince '50
 John Proebstel '75
 Sarah, MA '67, and Henry Pruden, DBA '68
 Mary and Steven Purcer '78
 Jane '91 and Jack Quien
 Frances and Michael Rainey '68
 Tracy Rampton '83
 Maren and James Reinmuth
 Jennifer and Dennis Renton '84, MBA '85
 Richard Richardson '48
 Monique Richmire '98
 Lisa '98 and Kirk Ridgley '98
 Shawn Rietman '86
 Robin and Bennet Rigall '72
 Vanessa '85 and Carl Rimby '85
 Ardyss Ringsdorf '49
 Gary Rink '60
 Kathy and Harvey Ritter, MBA '70
 Mary and Robert Rode '77
 Gretchen '77 and Gary Rodgers '75
 John Rogers '48
 Laura Bibo and Robert Rogers '76
 Christina and Samuel Romanaggi '87
 Rebecca Rooks, MBA '90
 Brian Rose '76
 Corinne Rinard '08 and Matthew Ross '08
 Priscilla '79 and Michael Ross
 Jeffery Ruble '79
 Barbara and Donald Rudd '53
 Janine '70 and James Rutherford '69
 John Sampson '52
 Margaret '02, MActg '04, and Scott Savoian, MActg '03
 Frances and Robert Searce Jr. '55
 Kathryn and Paul Schaffner, MBA '77
 Shanna Pozzi '88 and Edward Scherr, MBA '89
 Ronald Schill, DBA '71
 Melissa and John Schiller
 Elizabeth '97 and Robert Schmitt
 Julie and Kenneth Schrader '82, MBA '84
 Andrew Scott '06
 Helder Sebastiao, PhD '07
 Elena and Dorin Seremeta
 Bonnie Serra
 Mary '51 and Donald Severson '51, MBA '59
 Barbara '53 and Owen Shackleton Jr. '54
 Eileen and Lawrence Shaine '60
 Susan Sharp '77
 Mandy Sherman '09, MActg '10
 Chris Shimabukuro '90
 Richard Showalter
 Kay and William Shrode, MBA '67, DBA '69
 Christina Shuster '12
 Kathryn, MBA '01, PhD '03, and Lawrence Simon Jr., MBA '01

“As a businesswoman and entrepreneur, I’ve seen tremendous change and growth in my industry and many others during the last twenty years. By working with the students in the Lundquist College of Business, I can share some of the lessons (good and bad) I’ve learned along the way. I am passionate about mentorship, which is why I support the Lundquist College and also why I’ve founded groups in my own industry, like WIRe (Women in Research), to help students and recent grads work toward achieving their career goals. I believe it’s our responsibility in the business community to help bring forth the next generation of successful business owners.”



KRISTIN LUCK '98 (SCHOOL OF JOURNALISM AND COMMUNICATION)
 PRESIDENT OF DECIPHER, INC.

HONOR ROLL OF INVESTORS

David Siu '86
 Fong Siu '05 and Thomas Yiu
 Donelle and Jay Slater, MBA'94
 Joyce Slater
 Janet Slawson '64
 Shawna and William Sloan
 Megan Smith '12
 Cheryl Walters and James Snelling '78
 Judy '85 and Michael Snyder
 Steven Snyder, MBA '74
 Martha and Scott Spinks '86
 Loralyn '97 and Scott Spiro
 Robyn '88 and Harley Spring, MBA '90
 Jade Stadick '12
 Christine and David Stark, MBA '98
 Marsha '78 and Douglas Steffen
 Jonathan Steinberg '12
 Etha Stejskal '59
 Melba Stephens '46
 Joanne and Kirk Stevens '79
 Shirley '47 and Rex Stevens '49
 Sandra and William Stevens '61
 Jean and Richard Still '52
 Norma and Stanley Stout '51
 Michael Stricker, MBA '07
 Matthew Stringer '05, MActg '06
 Myrtle Strom
 Daniel Sullivan, MBA '00
 Scott Sullivan '07
 Timothy Sullivan '93
 Irene '62 and Richard Sund
 Annette '93 and Paul Swangard '90
 Colene Doll '84 and Robert Swank '70,
 MBA '72
 Kelly Sweet '87 and David Gross
 Suzanne Sybouts '50
 LaVerne and Norman Tada
 Elsie and Fred Takara
 Chloe and Philip Taylor '63
 Heather '84 and Ronald Teed Jr. '84
 Corinna and William Tempelis, MBA '83
 Phyllis Thomas
 Joan and Stephen Thompson
 William Thompson '50
 Kimberly and Theodore Thoren '93
 Tamara and Douglas Thorne '81
 Michelle '92 and Alan Tinsley
 Sydney and Edward Todd '67
 Virginia '87 and John Tompkins
 John Trauth
 E. William Trimble '64
 Donald Troxel '55
 William Troy '69, MBA '70
 Lorraine and Glenn Uchimura
 Jacklyn and Byron Van Metre '43
 Sarah Veitch '08
 Kevin Vellanoweth '07
 Peggy and Fernando Vellanoweth
 Jill, MBA '98, and Ryan Venable
 Margaret and Robert Vernon '46
 Walter Vierra '89
 Wanda Vinson
 Beverly and Harry Visse Jr. '60
 Michael Vlaming '84
 Colin Wachsner '07
 Kathryn Schloessman and Terence Wachsner
 Mylene '81 and Gregory Walden '78
 Ryan Walsh '08
 Patsy '70 and Kenneth Walter '67
 Holli Walters '04
 DeeAnne Waltman '97
 Betsy '72 and Dudley Walton II '73
 JoAnn and Alan Watts '87
 Shirley Wayne '58
 Benjamin Webb '57
 Carol and Lawrence Weberg '61
 Bonnie and Mark Weiss
 Judith and Lawrence Welch '70

"The Lundquist College of Business is the best part of the University of Oregon. The opportunity for real-world experience through the college's University of Oregon Investment Group (UOIG)—a student-run organization that manages about \$1 million of both university and privately invested funds in the stock market—was invaluable. That experience, combined with the challenging course work, positioned me to excel in my field. As a result of this experience and the donors who support UOIG, I am working on Wall Street at RBC Capital Markets, and I could not be happier. Thank you."



TAYLOR GENTRY '13

Lynda Wendel '69, MBA '72 and David Felt
 Chris Doehle '84 and Steven Westbrook '85
 Selden Wheeler, MBA '76
 Donald White '62
 Lucile and Harold White '53, MS '60
 Jack Wiecks '59, MBA '63
 C. Faye '93 and David Wilkins, MS '71
 Robin Wilkinson '60
 Charlotte and Derwin Williams '59
 Laura Williams '60
 Carol and Ralph Williams, DBA '66
 Melissa '91 and Michael Williams '91
 Gene Willis, MBA '04
 Margaret and Norman Winters '57, MED '66
 Carol Witbeck

Dierdre Wong '81
 Glen Woo, MBA '98
 Tracy Wood '83
 Tenille '02 and Stephen Woodward Jr. '95
 Jon Woodworth '68
 Marjorie and Phillip Woody '58
 Karen and John Woolley, MBA '94
 Kaishu Wu, MActg '11
 Alicia '97 and Joe Young
 Lauren Young '11
 Paul Zeanah Jr., MBA '76
 Anne and John Zick
 Donna and John Zimmerman '67
 Dwight Zulauf '48
 Christine and Thomas Zwirlein, PhD '85

Corporations and Foundations

\$25,000 plus

Aequitas Capital Management, Inc.

Anstett Family 1993 Trust

Chiles Foundation

Estate of John S. McGowan

Hawes Financial Group

Mazama Capital Management

Precision Castparts Corporation

PricewaterhouseCoopers Foundation

Robert Family Foundation

Ruby Family Foundation

Space Age Fuel Products, Inc.

Tektronix Foundation

The Dimmer Family Foundation

The Frederick D. & Gail Y. Jubitz Foundation

The Intermec Foundation

William Swindells Revocable Living Trust

\$10,000–\$24,999

Jobar International, Inc.

KPMG Foundation

Lithia Motors

Moss Adams Foundation—Seattle

Moss Adams, LLP—Eugene

Oregon Bankers Association

Rasmuson Foundation

Robert J & Leona DeArmond

Public Foundation

Vanguard Charitable Endowment Program

\$5,000–\$9,999

Bi-Mart Corporation

Deschutes Portfolio Strategies

Ernst & Young Foundation

Evergreen Business Capital

Fred Meyer

Green Building Services

Hibler Family Trust

Hibler Franke Foundation

Jones & Roth, PC

SAIF Corporation Headquarters

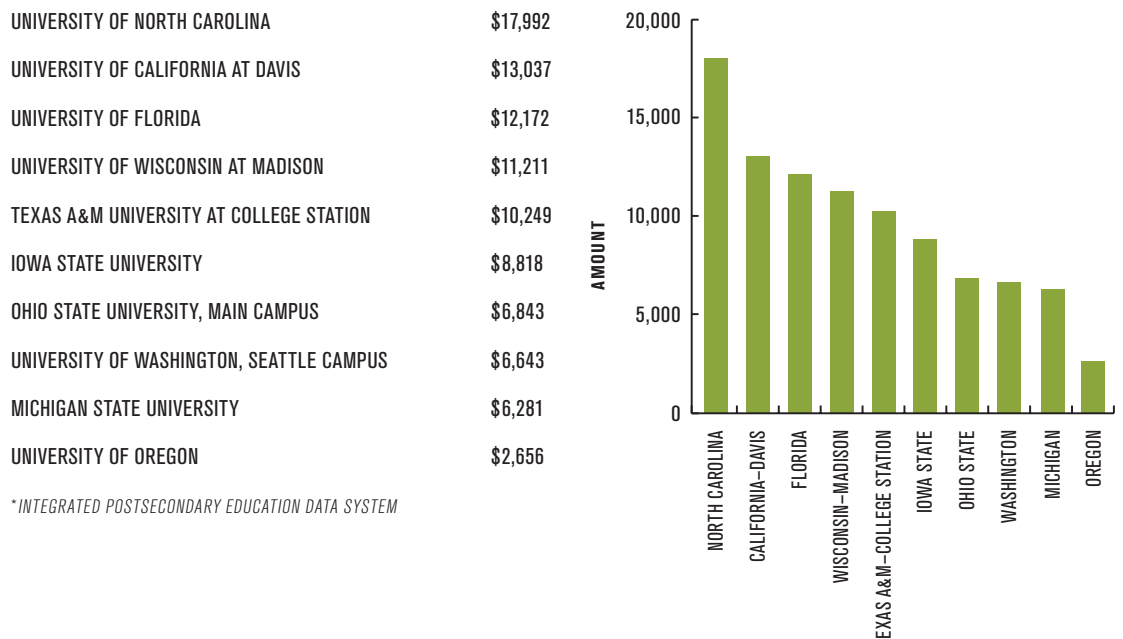
Specialized Bicycle Components

The Autzen Foundation

The Kroger Company

U.S. Bancorp Foundation

State Funding Per Student, 2012–13*



U.S. Bancorp
Verizon Foundation

\$2,500–\$4,999

ACG Portland
Geffen Mesher & Company, PC
GlobalGiving Foundation
Goldman Sachs & Company
Grant Thornton Foundation
Grant Thornton, LLP
Gregor Corporation
Henningens Cold Storage Co.
Isler CPA
Kernutt Stokes
Lussier Revocable Trust
Nike, Inc.
Perkins & Company, PC
Portland General Electric Company
Ralph G. and Susan L. Coan Living Trust
Schwab Charitable Fund
The Standard
UBS Foundation
Umpqua Bank
United Way of Lane County
Wells Fargo Foundation

\$1,000–\$2,499

Alliant Energy Foundation, Inc.
Apple Matching Gift Program
Bank of America Foundation
Blount International
BNP Paribas
Capital One Services, LLC
Chartered Financial Analysts
Society of Portland
Clearwater Paper
Dale White Revocable Trust
Deloitte Foundation
Fidelity Charitable Gift Fund
Intel Corporation
Microsoft Corporation
Moss Adams LLP–Portland
Nike, Inc.
R & R Foundation, Inc.
R. Stuart Bewley & Donna Motluk
Charitable Foundation
Ramseyer Vineyards
Sacramento Region Community Foundation
St. Charles Capital, LLC
Tax Executives Institute, Inc.
The Park Foundation
The Warsaw Family Foundation
Truist
Tykeson Family Charitable Trust
Vista Capital Partners
Wentworth Foundation

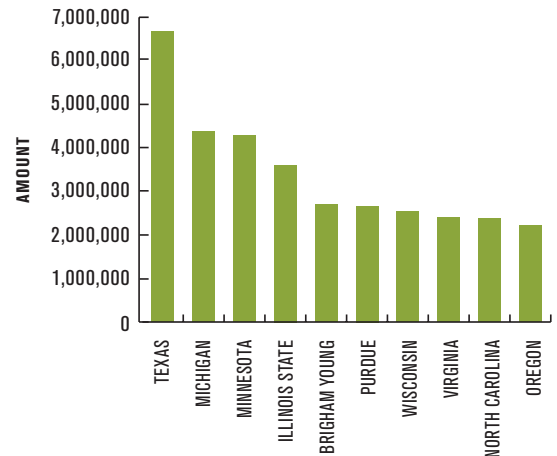
\$250–\$999

Ameriprise Financial
Bright Knight
Charles L. Koenen Trust
Chevron Humankind Matching Gift Program
ConAgra Foods Foundation
ExxonMobil Foundation
Ferrette Family Trust
Ford Black & Company, PC
Intel Foundation
Ito Farms
John Hancock Financial Services
Kenneth Whitney Living Trust
KPMG
Mackemma Consultants
Momentum Group
Morones Consulting LLC
Myron E. Brown, CPA, PC
Oregon Sports Authority
Pfizer Foundation
Portland General Electric Company
Principal Financial Group Foundation, Inc.
Rich Sotta, CPA, PC
Ruth & Sonny Singer Foundation

Scholarship Money Distributed to Business Majors, 2012–13*

UNIVERSITY OF TEXAS	\$6,663,822
UNIVERSITY OF MICHIGAN	\$4,370,958
UNIVERSITY OF MINNESOTA	\$4,285,997
ILLINOIS STATE UNIVERSITY	\$3,590,076
BRIGHAM YOUNG UNIVERSITY	\$2,680,526
PURDUE UNIVERSITY	\$2,656,795
UNIVERSITY OF WISCONSIN	\$2,529,924
UNIVERSITY OF VIRGINIA	\$2,396,987
UNIVERSITY OF NORTH CAROLINA	\$2,367,320
UNIVERSITY OF OREGON	\$2,218,736

*BLOOMBERG BUSINESSWEEK, MARCH 2013



The Boeing Company
The Feibleman Family Rev
The GE Foundation
Tyco Matching Gifts Program
United Way of the Columbia-Willamette
US Cellular
World Tennis Association Tour, Inc.
Zechnich Family Trust

Up to \$249

Balanced Books
Bauer Family Trust
Benevity
BlackRock Matching Gift Program
Bridgeport Timber Export Inc
Charlotte G Kathrens Revoc Trust
Chris Doehe, Attorney At Law
Cornelius & Associates
EAN Holdings LLC
Elizabeth Ann Veatch Trust

Estate of Gladys McCready
Fil-Am Maintenance & Management Service
In the Works Construction Company
KeyBank Foundation
Landerholm, Memovich, Lansverk,
Whitesides, Klossner
The Cole Law Firm
The Hedman Family Trust
The Pape Group, Inc.
The Robbins Group

Matching Corporations

Chevron Humankind Matching Gift Program
Clearwater Paper
ConAgra Foods Foundation
Deloitte Foundation
Ernst & Young Foundation
Goldman Sachs & Company
Intel Foundation
John Hancock Financial Services

KeyBank Foundation
KPMG Foundation
Microsoft Corporation
Momentum Group
Moss Adams Foundation
Nike, Inc.
Portland General Electric Company
PricewaterhouseCoopers Foundation
Rasmuson Foundation
The Boeing Company
The Standard
UBS Foundation
US Cellular
Verizon Foundation
Wells Fargo Foundation

Bold represents Century Club membership.

Sarah Rosencrans '13 knew from an early age what she wanted to study.

With her 4.0 GPA, the Beaverton, Oregon, resident had plenty of options for pursuing her education.

But it was the spectacular Lillis Business Complex—and a Presidential Scholarship—that made the University of Oregon her ultimate choice. “Business is what I love doing,” she said.

Marveling at the complex's Frederick and Gail Jubitz Family Atrium, she recalled, “When I walked in here, I knew—I belong here.”

After four years of study with a concentration in international business and an internship with Marriott International in Australia, this first-generation college graduate is full of hope and gratitude. She described the scholarship she received as truly life-changing.

“Thank you so much for my scholarship,” she said. “I wouldn't be at the University of Oregon without it. It's shaped my career goals and my path in life.”

Rosencrans is currently working at a local Marriott and hopes to continue her career with the hotel chain.



FACE OF THE FUTURE



Nick Barton

Class Year
2014

Degree and Concentration

BS in accounting, planning for eventual master of accounting degree

Internships and Opportunities

- Finance internship at Intuit
- Summer Leadership Program participant at three of the "Big 4" accounting firms (Deloitte, KPMG, and PwC).
- Member of the Lundquist College of Business Honors Program

Why Accounting?

As a kid I always liked to be a problem solver—helping people understand an issue or resolve it. I like the idea of helping someone pay less in taxes or helping to ease a company's worries about their financial statements so that they may focus on what really makes their company go.

Why the UO Lundquist College of Business?

When picking schools, I saw that the University of Oregon's Lundquist College

of Business had a very interactive and in-depth business program. I noticed that the core business curriculum was dedicated to real-world applications of textbook concepts. I didn't want to be surprised as to how the theories taught would be applied in the working world. I ultimately felt Lundquist would best prepare me for life after college.

Activities

As a member of the CEO Network, I mentor and tutor other students and work to help the group expand. The CEO Network is an on-campus group that is dedicated to helping underrepresented minority students, such as African Americans or Latinos, get into the Lundquist College of Business. Through Building Business Leaders, a seminar created to help freshmen and sophomores from these groups with their leadership development, I was able to experience the PricewaterhouseCoopers (PwC) leadership day, which shaped my early interest in accounting. I mentored ten students through the process of successfully applying to the PwC leadership program as I had. Seeing these kids' hard work pay off was a very rewarding experience.

Best Courses

Marketing 311H with Michael Dore

As an instructor, Dore helped me understand the reasons why businesses make the decisions they do. He is also very willing to help students figure out their career path and what is best for each individual student.

Management 322H with James Terborg

Professor Terborg gave so many real-world examples of how the management principles taught are applied in different businesses. Even the case studies were based on actual events that had happened in the real world.

Words of Advice

Don't ever feel like anything is too big or too hard for you to do. With the right work ethic and willingness to ask for help, you'd be surprised as to what you can accomplish. There are so many resources at Oregon as well as tons of people who are willing to help; you just need to put yourself out there and go for it.

What's Next?

Barton has already been offered an internship for summer 2014 at one of his top choice firms: PwC. He ultimately hopes to work at one of the "Big 4" accounting firms and make partner.



UNIVERSITY OF OREGON
Lundquist College of Business

You Make the Difference

Thanks to generous donors, students at the Lundquist College of Business benefit from first-hand contact with the best and brightest business leaders, learning through real world experience with actual companies, in a modern, sustainable learning center..

Your investment in the University of Oregon helps industrious, dedicated business students enter the workforce armed with the tools and experience needed to succeed.

Give today.

lcb.uoregon.edu/invest

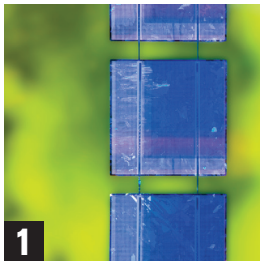
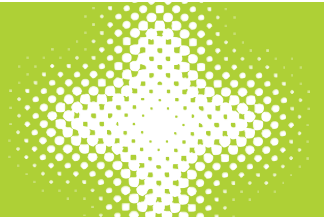


UNIVERSITY OF OREGON

Lundquist College of Business

1208 University of Oregon
Eugene OR 97403-1208

TOP TEN IN TEN



1

First Leadership in Energy and Environmental Design (LEED)-certified business school facility in the nation and public building in Oregon: U.S. Green Building Council 2003



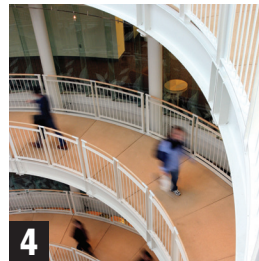
2

Second in the United States for sustainable business MBA programs: *Corporate Knights* 2013



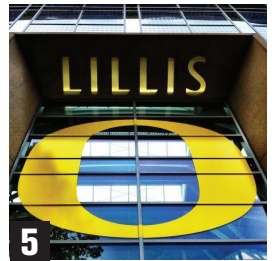
3

Top three investment competition in the world: *Businessweek* 2004



4

Fourth best undergraduate business program on the West Coast: *Businessweek* 2011



5

Top five sports business program: *The Wall Street Journal* 2007



6

Sixth best business school facility in the nation: *The Princeton Review's Best 282 Business Schools* 2007



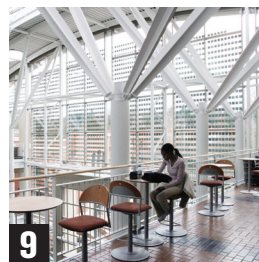
7

Seventh best MBA program for return on investment: *Forbes* 2005



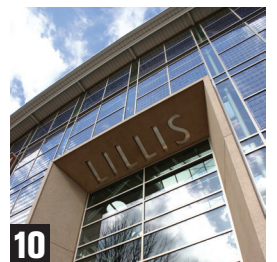
8

Eighth for scholarly productivity by marketing faculty members: *Academic Analytics* 2008



9

Ninth best undergraduate program for sustainable business: *Businessweek* 2011.



10

Tenth Anniversary of Lillis Business Complex opening: October 24, 2013