

# UO BUSINESS

## THE MAGAZINE

TAKING

*flight*

IN PORTLAND  
AROUND THE GLOBE  
INTO THE FUTURE

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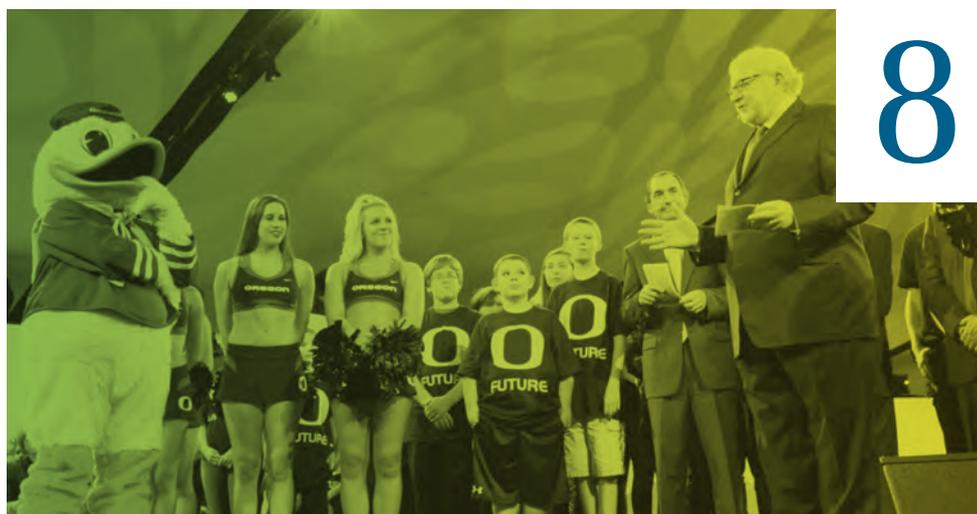
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**CHARLES H. LUNDQUIST  
COLLEGE OF BUSINESS**

Cornelis A. "Kees" de Kluyster, Dean

James C. Bean, Senior Associate Dean, Academic Programs

Stephanie Bosnyk, Associate Dean, Administration

John Hull, Assistant Dean, Centers

Rebecca Monro, Assistant Dean, MBA Programs

Collette Niland, Assistant Dean, Undergraduate Programs

James R. Terborg, Senior Associate Dean, Faculty Affairs

**DEPARTMENT HEADS**

Diane Del Guercio, Finance

Dave Guenther, Accounting

Lynn Kahle, Marketing

Sergio Koreisha, Decision Sciences

Mike Russo, Management

**PROGRAMS AND CENTERS**

Shandon Bates, Information Services and Instructional Technology

Deb Bauer, Honors Program

Dave Boush, Oregon Executive MBA

Robin Clement, MAcc Program

Jane Evarian, Career Services

Michele Henney, Finance and Securities Analysis Center

Nathan Lillegard, Lundquist Center for Entrepreneurship

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**UO BUSINESS  
THE MAGAZINE**

**Communications Director:** Jim Engelhardt

**Editor:** AnneMarie Knepper-Sjblom

**Designer:** Tamra Holmes

**Copy Assistant:** Jeff Angus

**Web Editor:** Kit Alderdice

**Photographers:** Jack Liu, David Loveall,  
Max McDermott, Michael McDermott, Jed Share

**Printer:** Graphic Arts Center

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



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# Soaring TO NEW HEIGHTS

\$2 billion dollars—on October 17, 2014, the University of Oregon announced this ambitious amount as the goal for its latest fundraising campaign. It's an unprecedented amount and a formidable challenge—for a good reason.

Quite simply put—it's an investment in our collective future in Oregon, the country, and the world.

We are at a crossroads economically, socially, and environmentally. Education is the way forward, but education is changing. Learning and doing have become inseparable. Discovery has become paramount.

Indeed, discovery is at the heart of this new campaign. And we at the University of Oregon know a thing or two about discovery. We've never been content with status quo, and we have a great track record of finding the better way forward—whether it's running shoes, leadership in environmentally friendly building design, or pioneering new programs in sustainable business practices and sports product design.

But we can—and will—do more.

Our new campaign is about leveraging the Oregon heritage and realizing our purpose. It's the recognition that the time has come for the university and the state to assume its leadership position among higher education institutions; that for far too long we have been quietly changing the world. It's time to stake our claim.

As part of the university's campaign, our goal at the Lundquist College of Business is \$100 million with strategic investment in growing our faculty, intensifying our research, increasing access for students,

enhancing facilities and technology, and spearheading new programs and initiatives to meet the employment and knowledge needs of businesses. (You can read in depth about our campaign priorities on page 8.) Taken altogether, our goals will solidify our stature as a serious, determined, focused, and hands-on business school. But it will also set us apart as an intelligently informal community of thinkers and doers—who understand and celebrate business at the cultural intersection where ideas become reality and where business does not shy away from societal issues, but tackles them, challenges them, solves them.

As we embark on these efforts, increased support and investment of alumni and friends will be essential. As devoted Ducks, the time is now to discover the future and soar to new heights. We cannot do it without you.



**CORNELIS A. "KEES" DE KLUYVER**

DEAN AND JAMES F. AND SHIRLEY RIPPEY  
DISTINGUISHED PROFESSOR OF BUSINESS



**OREGON MBA A TOP TEN FOR VALUE**

Oregon MBA starting salaries average more than three and a half times the average amount of student debt they carry, according to *U.S. News and World Report*. In other words, our freshly minted MBAs are well positioned to pay off the cost of their education.

*U.S. News* included the Oregon MBA on its 2014 list of “Top Ten MBA Programs with the Most Financial Value at Graduation.” The ranking compared graduates’ average starting salary-to-debt ratio and was based on the survey the magazine conducted of 448 schools for its “Best Business Schools” rankings.

Oregon MBA graduates had an average starting salary of \$61,140 and an average student debt of \$16,950, for a salary-to-debt ratio of 3.607.

# Expanding Our Portland Footprint

Portland has long been home to several University of Oregon research centers and outreach programs, and now the Lundquist College of Business will be significantly expanding the UO footprint in the Rose City. Construction commenced in February 2015 on a brand new, state-of-the-art building in which UO will be an anchor tenant. With a planned opening in early 2016, the \$37 million, six-story structure—to be located on the corner of Northwest First Avenue and Davis Street across the street from the UO White Stag Block—will bring all of the college’s Portland-based programs under one roof.

For the Lundquist College, our stated goals of adding top-notch faculty, experiential learning, and global engagement all tie neatly into this new venture. We are partnering with Gerding Edlen and its CEO Mark Edlen, a 1975 graduate of the college who earned his MBA in 1976 and is also a member of our Board of Advisors. Gerding Edlen specializes in socially responsible, sustainable, community-focused buildings, which is a natural fit for the University of Oregon and the Lundquist College.

“We have the opportunity to serve as a catalyst for long-term renewal,” Edlen said. “The Lundquist College will be an excellent neighbor to existing organizations and businesses, just as the programs in the UO White Stag Block have been since it opened. We look forward to playing a part not only in expanding the UO presence in Old Town Chinatown, but also building up the community feel of an already fantastic Portland neighborhood.”

We are pleased to colocate with other UO academic programs continuing to thrive in Portland including the School of Architecture and Allied Arts, School of Journalism and Communication, School of Law, Academic Extension, and the Library and Learning Commons. Research, outreach, and academic support outlets are



all flourishing in Portland as well.

Our Oregon Executive MBA, currently housed at the 200 Market Street building in Portland, will relocate to the new building once opened. In addition, the college will headquarter its Sports Product Management Program in the new space. We have held several sold-out sports product management workshops in Portland since 2013, and a master’s of sports product management degree program is expected to receive approval and open in fall 2015.

“It’s an opportune time for both the Lundquist College and the University of Oregon,” Dean Kees de Kluyver said. “As we add to and escalate our offerings, our presence in this building will help us realize greater efficiencies in terms of travel, teaching, and student opportunities.”



With a planned opening in early 2016, the \$37 million, six-story structure will bring all of the college’s Portland-based programs under one roof.



## Singapore Student Exchange to Launch

**T**he Lundquist College of Business has long focused on growing our ties to businesses, alumni, and universities in Asia. This coming spring those ties will grow stronger as the University of Oregon and Singapore Management University (SMU) launch a new student exchange program. The five-year partnership will enable students from both universities to learn from the academic and sporting cultures of the two countries.

Students from SMU will benefit from the programs offered in the Warsaw Sports Marketing Center, recognized as the leading think tank and training ground for the sports business industry. Housed within the Lundquist College of Business, the Warsaw Center has produced graduates who have gone on to become sports industry leaders in organizations including Adidas, Nike, ESPN, and the NBA. In 2013, its graduates ranked first in the world in highest average salary at graduation by *Sports Business International*.

Through SMU's interdisciplinary programs, UO students will learn how sport intersects with business and society in Asia, particularly in Singapore. While on exchange, the students will be encouraged to participate in SMU's wide range of sporting events and look for internships with the local sports companies and agencies.

"We see SMU as a key partner in our sports business development efforts in Singapore. Having already successfully forged a long-term partnership with the Sport Singapore, the Warsaw Center is excited to bring a leading local educational institution into the mix," said Warsaw Sports Marketing Center Managing Director Paul Swangard.

SMU is a premier Asian university that is internationally recognized for its world-class research and distinguished teaching.

## Accounting Ranked No. 2 Worldwide

**A**ccounting faculty members at the Lundquist College of Business continue to garner awards and reaffirm their status as top researchers in their fields. Most recently, the Department of Accounting was ranked second worldwide in publishing academic tax research during the past six years, according to ratings compiled by Brigham Young University (BYU).

The BYU rankings are based on publications in eleven peer-reviewed accounting journals between 1990 and 2013. The rankings are broken down into categories including information systems, audit, financial, managerial, and tax. Rankings in each category are compiled over the most recent six years, twelve years, and all years.

The college's accounting faculty ranks second over the past six years, third over the past 12 years, and fourth for all years. A total of 241 colleges and universities from around the world are included in the rankings.

"Tax research is not glamorous, but it is very important at both the national and state levels that policy makers understand the impact of taxation on business decisions," said David Guenther, Scharpf Professor of Accounting and head of the Lundquist College Department of Accounting.

The department is one of just 170 worldwide to be accredited as members of the Association to Advance Collegiate Schools of Business. Its curriculum is designed for students preparing for careers in public, corporate, or governmental accounting, as well as those interested in management careers with an emphasis on accounting.

Read more about one of our accounting department superstars, Associate Professor Linda Krull, on page 18.



## UO Foundation Seed Fund

**E**merging local companies may get a boost from a fund established by the University of Oregon Foundation being guided by students at the Lundquist College of Business.

Infused with \$500,000 from the Willamette Investment Pool, the University of Oregon Foundation Seed Fund is poised to invest in nascent, regional companies with high growth potential. The seed fund plans to make initial investments of \$20,000–\$75,000 in early-stage companies over the next three years, with the ability to make follow-on investments.

Business students will source investment opportunities, perform due diligence, and serve as liaisons with portfolio companies. The students will receive advice and oversight from the college's Business Innovation Institute and its Lundquist Center for Entrepreneurship, from an advisory group of experts in regional venture capital and angel investing, and from the University of Oregon Foundation.

The UO Foundation Seed Fund will invest in companies formed at the UO, but also in companies in the broader community. The program will work closely with the recently announced Oregon RAIN initiative and others in the area to find the most promising young companies.

"We've seen that active participation in early-stage company evaluation and investment provides a high-value learning experience for our business students," said John Hull, executive director of the Business Innovation Institute and assistant dean for centers of excellence. "We are confident that the UO Foundation Seed Fund will benefit the university and the greater community while providing a powerful learning experience that will differentiate our graduates."

The UO Foundation is a nonprofit organization that receives, invests, and distributes private gifts to the university. It manages assets of more than \$900 million, including a \$612 million endowment.



**(ABOVE)** Oregon Executive MBA candidates experience Victoria Peak, Hong Kong, during the program's annual study tour.

## Oregon Executive MBA Celebrates 30 Years

**I**n September the Oregon Executive MBA welcomed its largest class, 52, ushering in a new era for the program. In its 30 years the Oregon Executive MBA has encouraged nearly 1,000 graduates to harness their experience, and that of others, to take them to the next level in their careers.

"When you put this many seasoned professionals together in the room—that's a pretty staggering amount of knowledge in just one place," said Oregon Executive MBA director of executive admissions and recruiting Julianna Sowash.

Also in September, Lundquist College professor emeritus of marketing Dave Boush became the program's new executive director. Boush replaces professor emeritus of accounting Dale Morse, who led the program since 2012 and will continue to teach there.

A pioneer in the region and the nation, the Oregon Executive MBA, when it launched in 1985, was one of only about 75 executive MBA programs in the United States. Now, there are more than 300. And our executive MBA graduates include leaders at Intel, Tektronix, Boeing, Adidas, ESCO, American Red



# Welcome New Faculty



**BRANDON JULIO**  
ASSISTANT PROFESSOR  
OF FINANCE

**Degree**  
PhD, University of Illinois

**Research Interests**  
Corporate investment,  
capital structure,  
international finance,  
and politics and finance

**Teaching Interests**  
Corporate finance, valuation,  
mergers and acquisitions,  
and real options



**FARHAD  
MALEKAFZALI**  
ADJUNCT INSTRUCTOR  
OF MANAGEMENT

**Degree**  
PhD, University of  
Wisconsin-Madison

**Teaching Interest**  
Business environments



**CRAIG ROLLING**  
ASSISTANT PROFESSOR  
OF DECISION SCIENCES

**Degree**  
PhD, University  
of Minnesota

**Research Interests**  
Model selection,  
forecasting, crossvalidation,  
causal inference, and  
treatment decisions

**Teaching Interests**  
Statistics for prediction,  
data mining, marketing  
analytics, and statistics  
in current events

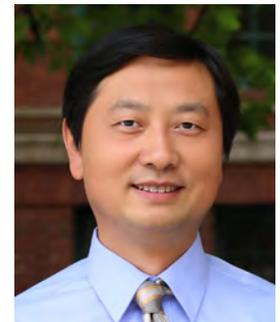


**DAVID WAGNER**  
ASSISTANT PROFESSOR  
OF MANAGEMENT

**Degree**  
PhD, Michigan State  
University

**Research Interests**  
Mood and emotion, sleep  
and work, and work-life  
interface

**Teaching Interests**  
Organizational behavior,  
management, and  
negotiation



**JIAO ZHANG**  
ASSISTANT PROFESSOR  
OF MARKETING

**Degree**  
PhD, University of Chicago

**Research Interests**  
Consumer choice, judgment  
and decision making,  
charitable donations and  
cause-related marketing,  
branding, and sales  
promotions

**Teaching Interests**  
Marketing strategy,  
consumer behavior,  
marketing research, and  
international marketing

Cross, Portland Timbers, Giustina Resources, Oregon Health and Sciences University, Kaiser Permanente, and St. Charles Health System, among many others.

Alumni from previous years who recall toting heavy stacks of books will be interested to learn that for the past few years executive MBAs have received the majority of their study materials on iPads. And sleek electronics aren't the only way the program has evolved. A video-conferencing setup in the UO's Bend campus now offers a convenient new way for Central Oregon professionals to pursue their MBA degrees. For those in Bend, the program requires only eight days of travel to Portland and one stay in Eugene each year, as well as the international study tour in the first year. Class 30's study tour, this year to the Netherlands and the Czech Republic, will take place in May 2015.

And of course, a new primary home for the Oregon Executive MBA is slated to open in early 2016 (see related "Expanding Our Portland Footprint" story on page 2).



## Scanning for Capital

SUSTAINABLE FUNDING FOR A NEW VENTURE, NO MATTER HOW NEEDED AND INNOVATIVE, CAN PROVE TO BE AN OVERWHELMING AND UNCLEAR PATH. ENTER THE OREGON CAPITAL SCAN.

Compiled by the Lundquist College's Business Innovation Institute, Lundquist Center for Entrepreneurship (LCE), and Finance and Securities Analysis Center (FSAC), the Oregon Capital Scan is a comprehensive catalog of funding sources—from Kickstarter campaigns to angel investors to traditional bank loans and beyond.

With the overview the report provides, entrepreneurs can begin thinking strategically about funding throughout their startups' lifecycles, rather than on a just-in-time basis.

"We use the analogy of a mouse going up a staircase. Entrepreneurs do whatever they need to do to get the funding they need right now, not knowing how that's going to affect what they're going to need in five years," said John Hull, executive director of the Business Innovation Institute and the Lundquist College of Business's assistant dean for centers.

Hull headed up the Oregon Capital Scan project, which is an update to a 2012 report. In addition to Hull, the project team included senior lecturer of accounting and FSAC program manager Michele Henney, LCE program manager Nathan Lillegard, independent market research consultant Pen Goodale,

Oregon MBA students Gary Cooper and Curtis Lloyd, and Honors Program undergraduates Kai Gerner, Lawrence Lang, and Josh Mazarella.

Sponsored by the Oregon Community Foundation, CTC|myCFO, Foundations for a Better Oregon, Meyer Memorial Trust, Oregon State Treasury, and Business Oregon, the report represents the latest effort in the Lundquist College's ongoing campaign to help grow the state's economy by fostering an environment in which entrepreneurship can thrive.

The report can also help inform policymakers, educators, and anyone else interested in nurturing the state's growth companies by enabling them to target areas in the funding landscape that need further development.

The past two years have seen notable growth in the number of seed funds, startup incubators, and accelerators, but the report shows an ongoing shortage of venture capital and private-equity firms within the state.

"We're looking to develop a startup culture similar to what you find in the San Francisco Bay Area and Silicon Valley, where entrepreneurship is simply in the air and you can't help but pick it up," said Hull.

Download the report at [uobiz.co/capital-scan](http://uobiz.co/capital-scan)

6



### RIGHT AS RAIN

At the signing ceremony at the UO in May, Governor John Kitzhaber applauded the spirit of cooperation behind the new Oregon Regional Accelerator and Innovation Network (RAIN) initiative.

"Today, we are sowing the seeds of innovation in the Willamette Valley so that forward-looking industries and economic prosperity can grow," he said. "RAIN brings together critical players in this regional economy to not only help scale up new companies, but also to signal to the world that Oregon is creating jobs for the future."

Last year, the Oregon Legislature approved funding for RAIN in the 2013–15 biennium, with \$3.75 million allocated for capital and operating funds. RAIN partners the University of Oregon and Oregon State University; the cities of Eugene, Corvallis, Springfield, and Albany; and regional businesses and agencies to promote innovation-based startups and help commercialize university-based research.

# Find More News and Notes Online

ENTREPRENEUR MAGAZINE'S  
**Entrepreneur of 2014**

## STUDENT STARTUP MAKES ENTREPRENEUR MAGAZINE FINALS

Business major Casey Rondinella '14 with his business partner, computer science major Sahil Diwan '14, were one of five finalists for the magazine's top college startup.

[business.uoregon.edu/entrepreneur-finals](http://business.uoregon.edu/entrepreneur-finals)



## EXPORTING OREGON CRAFT BEERS

Oregon Executive MBA class 28 members Andy Kalamaris, MBA '14, and Nate Webb, MBA '14, graduated from the Portland-based program with more than just an degree. Last year, they founded Craftport, an award-winning craft beer export management company.

[business.uoregon.edu/craft-beer](http://business.uoregon.edu/craft-beer)



## BUSINESS RESEARCH INSTITUTE'S MISSION EXPANDS

When the Lundquist College's Business Research Institute first opened its doors back in 2011, it mostly drew clients with a marketing bent. These days, the mix is a little different.

[business.uoregon.edu/bri-expands](http://business.uoregon.edu/bri-expands)



## STRONG START FOR MENTOR NETWORK

Imagine that you're a second-year MBA student looking to shape your future career. It's a challenging time to be sure, but you've got a powerful resource on your side: a c-level executive who has committed to mentoring you for an entire year.

[business.uoregon.edu/omn-launch](http://business.uoregon.edu/omn-launch)



## EMPOWERING INTERNATIONAL BUSINESS STUDENTS

International prebusiness majors looking to enhance their career development have a new resource on their side.

[business.uoregon.edu/empower-intl](http://business.uoregon.edu/empower-intl)



## STRATEGY ON THE LEADING EDGE

When the Lundquist College of Business created the Professor of Practice classification at the University of Oregon, it sought to bring game-changing business leaders to campus to create world-class learning experiences for students that could not be replicated anywhere else.

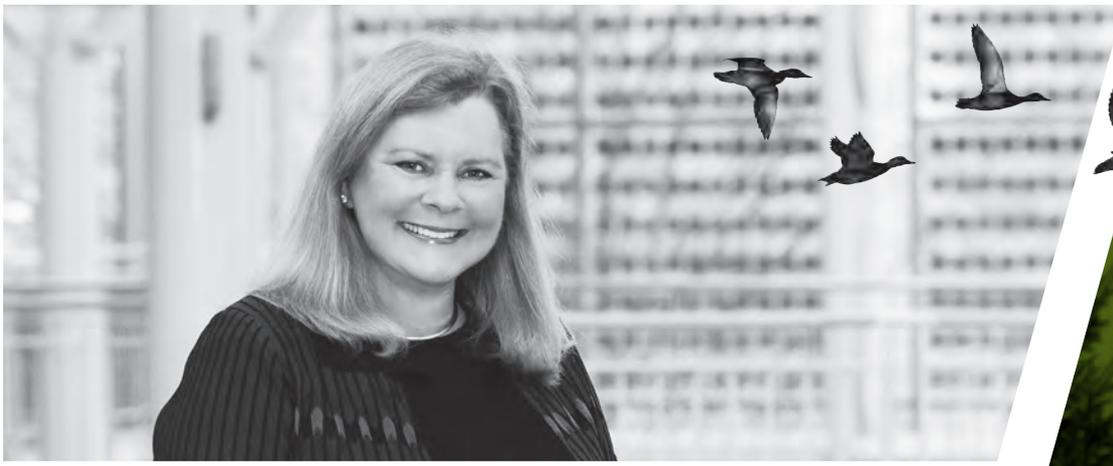
[business.uoregon.edu/oas-course](http://business.uoregon.edu/oas-course)



## NEW BUSINESS DORM UNPACKS THE QUACK

On September 25, approximately 300 business-oriented freshmen moved in to rooms in Earl Complex residence hall, the home of University of Oregon's new College of Business Residential Community.

[business.uoregon.edu/biz-dorm](http://business.uoregon.edu/biz-dorm)



## FROM THE GROUND UP

A great deal of very good planning is at last coming to fruition this academic year, and yet, in many ways, we are just getting started. The Lundquist College of Business Board of Advisors is working diligently to ensure the best possible path for the college. We know our passion and dedication is matched only by yours.

As you read this, workers are busy preparing the land for a spectacular new building in the heart of Portland's Old Town Chinatown. The University of Oregon and our Lundquist College of Business will be an anchor tenant. Our expanded Portland presence will boost alumni reach while also placing students directly in front of potential employment opportunities and internships. The location is also perfect for experiential learning, a long-held tenet of our student-focused programs.

8 | Our students are blazing the trail for innovative living and learning for the greater university. We pioneer new ways of learning and connecting, from our professor of practice model to the new business-themed residence hall. Meaningfully linking students to each other, to mentors, and to potential employers is a proven element of long-term success. We are doing that in Eugene, Portland, Bend, and beyond. Global engagement is a cornerstone of the dean's strategic plan, and the benefits to our students simply cannot be gained through any other means.

Many of the opportunities available to our students are the direct result of our fantastic relationships with an engaged alumni and business community. But we need to be greater. That's where you come in. Your time, your gifts, and your expertise are highly valued. With you, we fly.

At the UO Lundquist College of Business, we are tenacious, innovative, prudent, and purposeful. We have consistently done more with less. It's time to do more with more. It is with renewed focus we approach this unique time in higher education.

It's a great time to be a Duck. It's a great time to study business. We don't need to tell you, for our flock, business is booming.

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### GWENDOLYN H. LILLIS

CHAIR, LUNDQUIST COLLEGE OF BUSINESS  
BOARD OF ADVISORS

# U



CAMPAIGN TAKES

# Wing

THE UNIVERSITY OF OREGON HAS LAUNCHED THE LARGEST CAPITAL CAMPAIGN IN ITS HISTORY, AND THE LUNDQUIST COLLEGE IS AT THE FOREFRONT IN SPEARHEADING ITS PRIORITIES OF ACCESS, EXCELLENCE, AND EXPERIENCE.





# Can you feel it?

There is a crackling, sparking, explosive energy around the University of Oregon right now and, as an essential pillar of the institution, the Lundquist College community is eager to do our part to harness that energy and advance it.

We are pledging to raise \$100 million toward our university's \$2 billion goal, but we think we can do more. We are ready. We are well positioned. We are on the precipice.

Our steadfast commitment to asking questions and taking risks has got us to an enviable position. It's a fundamental truth about Ducks—we are curious. More importantly, we turn our curiosity into action. We've always gone out and quietly got it done. Discoveries, advancements, challenges met—they are happening every day.

What if the whole world knew about the great work our community of scholars does? What if we had enough resources to extend and enhance our services, providing access, excellence, and experience to each and every UO student?

That is the aim of this audacious new campaign. As we continue to gain top students and expert instructors, we are asserting ourselves as a premier public research university.

"One key part of the new Oregon way, is we are going to tell the world how unique and how special we are," said Chuck Lillis, PhD '72, UO Board of Trustees Chair and magnanimous Lundquist College supporter. "It's time to get the message out about our terrific university."

Another intensely generous backer of the business school (see page 41), Dave Petrone, BS '66, MBA '68, is chairing the campaign cabinet. The group of fundraising volunteers is generating engagement and excitement around the campaign for the future of the University of Oregon. Petrone says the institution has curated a great team to fill out its top ranks.

"It's always about the people," he said. "I don't think a university could have a better leadership team than we do. They all have the mission of making this place excellent."

## A FOUNDATION BUILT

Since opening the Lillis Business Complex 11 years ago, we have grown business school enrollment by more than 67 percent. Few organizations can claim such success. However, to keep up with demand alone will require an increase in our budget of \$5 million or more per year—let alone to continue on our upward trajectory.

We are limited in how we can adjust tuition and fees, which currently account for 79 percent of our income. Our faculty must continue to grow. We receive less than 5 percent of our budget from the state, and that number continues to dwindle. In this way, securing recurring income in the form of endowment and annual gifts is critical to the future of the Lundquist College.

In our quest for nonstop improvement we have attracted top talent to teach in our outstanding facilities. Our student body is made up of exceptional men and women, ready to burst forth.

But great intentions must be coupled with action. We believe in making every aspect of the Lundquist College experience not merely good but truly excellent. To do that, we need resources.

## EXCELLENCE SUPPORTING FACULTY

Our priorities for faculty support funding are increasing the number of tenure-track faculty and nontenure-track professors and instructors



as well as improving faculty research funding. We seek to do this through named chairs designed to attract and retain internationally known talent (\$15 million); named professorships that will enable us to add senior faculty teaching and research capacity (\$2.5 million); additional professors of practice to bring distinguished and accomplished industry practitioners to campus and enhance experiential learning through our centers (\$3 million); and new instructors to increase teaching capacity to meet demand (\$2 million). Ultimately, our goal is 60 tenure-track faculty. Currently, we have 46.

## ACCESS

### SUPPORTING STUDENTS

On the student side, we are seeking donor support to significantly expand our scholarship offerings for undergraduates (\$10 million) and graduate students (\$15 million). We currently only provide 25 percent of the scholarship money to our students that our peer business schools do. This is a significant deterrent to ensuring the best and brightest come to Oregon. Additional targets for student support include \$4.5 million for global study tours and study abroad in order to expose more students to business internationally; \$3 million to enhance leadership and diversity programs; and \$3 million for enhancing student mentoring, career placement, and consulting opportunities.

## EXPERIENCE

### HANDS-ON LEARNING AND CENTERS

When it comes to hands-on learning, the Lundquist College is leading the way. We know it to be one of the best learning models, and we do it well. It is an essential element of each and every one of our programs. But we aspire to do more. The structure of our courses facilitates interactions between students and faculty with businesses, but we seek to further strengthen those bonds. Students say they come to us for the face-to-face, real-world experience they gain through coursework, associated clubs, and college activities. Providing long-term funding for endowing our centers of excellence is crucial for the college to keep its edge in this important area. We seek \$10 million for each center and \$1 million for operating expenses.

Our immersive learning partnerships also reach across oceans to locales as varied as Singapore, Italy, and the Netherlands. Deeply-rooted donor and alumni relationships fuel these regional and international collaborations, and we continue to strive to expand our global experiences for students.

Finally, as part of our commitment to enhancing the student experience, we are seeking investments in technology. We don't need to tell you technology moves quickly, and we desire for our students and

faculty to have knowledge and access to the best possible tools for both learning and business. Our graduates need to leave their programs fluent in the latest business technologies and with the skillset to adapt to the next. We have been running lean in this area for too long. We need \$2 million for necessary technology updates.

## WHAT'S NEXT?

Ducks don't fear failure and we don't coast on success. That's why this campaign is unprecedented—it has to be. We make good better and better great, and when an idea doesn't work out, we dust ourselves off and come up with another idea. A better idea. It's what makes a Duck, a Duck.

We are asking the questions, now we need the resources to build the facilities, infrastructure, and programs that will allow curiosity and achievement to flourish.

We have the elements assembled and stand ready to rocket into the next phase of the University of Oregon Lundquist College of Business. We hope you join us on this journey as we propel our college and university to the next level on the global stage.

## Recent Gifts

### \$1 million

Anonymous matching gift to support accounting faculty in recognition of Professor Emeritus Helen Gernon

### \$1 million

Chris '80 and Ron Sauer '80 to name the tiered classroom in the Portland building

### \$800,000

Marilyn and Gerry Cameron '61 for undergraduate scholarships, in addition to presidential and dean's scholarship gifts

### \$300,000

Michelle and Greg Quesnel '70 for MBA scholarships

### \$250,000

Steve Reynolds, MBA '72, to support the Center for Sustainable Business Practices

### \$250,000

(Estate gift) Colleen '67 and Joel McCloud, MBA '72, for MBA scholarships, among other scholarship gifts across campus

### \$250,000

Gerding Edlen and its cofounder Mark Edlen '75, MBA '76, for undergraduate scholarships in sustainability





THE UO SPORTS PRODUCT MANAGEMENT OFFERINGS ARE ON TRACK AND MOVING FULL SPEED AHEAD AT THE UNDERGRADUATE, GRADUATE, AND EXECUTIVE LEVELS.

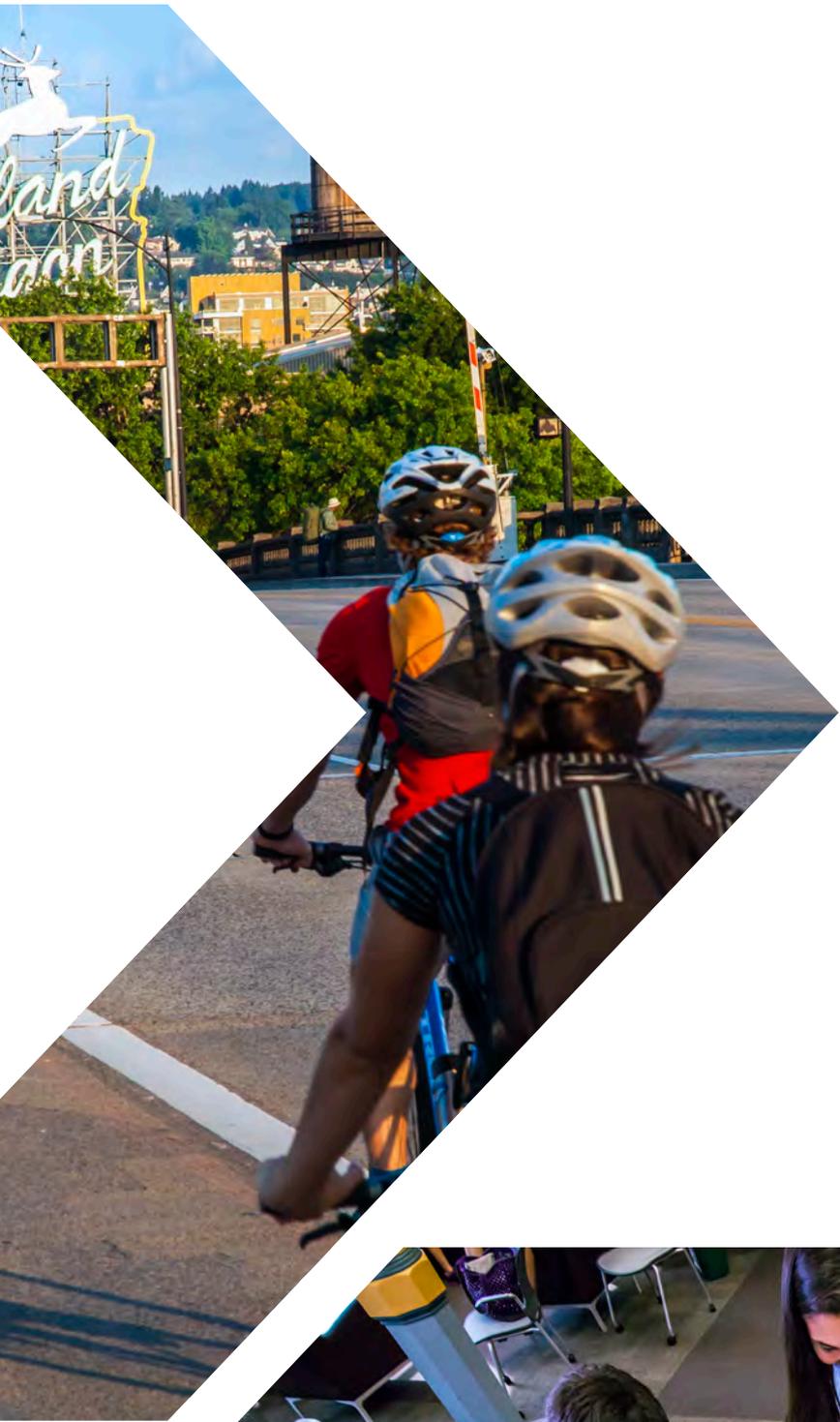
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## THE INDUSTRY TALKED. WE LISTENED.

**P**ortland is a recognized global hub for the sports product industry. The state of Oregon has more than 800 sports product companies with 90 percent located in the greater Portland area. And the names of those companies might be familiar: Nike, adidas (US headquarters), Columbia Sportswear, KEEN, Dakine, Yakima, and more.

Industry experts at these and other sports product organizations beyond Oregon's borders have conveyed a need for highly specialized graduates in the field. Clearly, the demand for sports product managers is here, and we believe the University of Oregon is the consummate educational institution to provide that training.





## MARKET READY

After several years of preparation, the UO is on track to begin offering a sports product management master's degree program in September 2015. The Sports Product Management (SPM) program will be based in Portland and will be housed at the college's new Portland campus (see page 2), steps away from the UO White Stag block. An innovation lab, an integral element of SPM located just across the street, is already in use. A retail lab is also in the works.

"Linking sports marketing in Eugene and sports product management in Portland increases our leadership in the sports business space," said Dean Kees de Kluyver. "We are ramping up scholarships and research and plan to add nine faculty members in the coming year. The timing makes sense to logically and strategically expand."

Like every new degree program, SPM must be approved at the state level. Once a very onerous process, more local control has streamlined the task. On December 3, the University Senate unanimously passed our proposal to launch the master in Sports Product Management. The UO Board of Trustees, likewise, reviewed and approved the proposed program on December 10, and the Oregon University System Provosts' Council endorsed it on January 8, 2015.

"I am very optimistic about the future for this new program, pleased with the progress that has been made, and thank the entire SPM team for their dedicated effort," de Kluyver said. "We fully expect to be approved and to launch in fall 2015."

The University of Oregon's strong brand, our twenty-year-old Warsaw Sports Marketing Center, as well as our relationships and proximity to major sports product companies, provide an excellent opportunity to lead this initiative in education.



## HOW WE GOT HERE

Lundquist College leadership began meeting in spring 2012 to investigate how best to prepare students for careers in the sports product industry through more course offerings and experiential education opportunities. This sparked a thorough needs assessment that entailed more than 150 interviews in fall 2012 with sports product industry leaders, faculty, past and current students, and leaders of other similar domestic and international programs, as well as the Portland Development Commission's Athletic and Outdoor Division.

What we found: There is sufficient need to support a new master's program in sports product management as well as executive workshops for industry managers and students in Portland. And the program has international appeal. In addition, there is room to grow our offerings in Eugene with a new specialization in our Oregon MBA and an undergraduate sports product management certificate.

With supporting research in hand, Lundquist faculty and staff—including Ellen Schmidt-Devlin (a 30-year veteran of the sports product industry), James C. Bean (former UO provost) and Roger Best (emeritus marketing professor)—worked tirelessly on program details. Spring 2013 saw work sessions with industry to assess training and education needs, and the groundwork for an undergraduate course in sports product management was laid. Proposed masters courses were also crafted and presented, and partnerships were formed with the School of Architecture and Allied Arts and the School of Journalism and Communication.

Master's program development continued during the summer, and the Lundquist College faculty unanimously approved the master's in Sports Product Management in early 2014. Our world-class program will aim for 50 percent international student enrollment.

On the undergraduate side, the first sports product management course was taught this past fall, and the potential of integrating a sports product component into a new merchandising management certificate is being investigated.

In parallel with all this, Schmidt-Devlin spearheaded the creation of workshops targeted at working professionals in the sports product industry. Those workshops started in Portland in fall 2013 and were met with great interest and sellout crowds. Topics included "Product Merchandising: From Concept To Consumer," "Creative Storytelling for Sports Product Marketing," and "Craftsmanship and Footwear: The Art of Shoemaking" in cooperation with Ars Sutoria School of Milan, Italy. The success of the academic management/executive education workshops has led to expanded offerings in 2015, with some taking place internationally. The current 2015 schedule includes "Sustainable Supply Chain: From Design to Market" in Hong Kong and "Brand Innovation: How Big Ideas Make New Markets" in Singapore.

### PORTLAND PROGRAMS

Graduate Program in Sports Product Management

Sports Product Executive Education/Management Workshops

### EUGENE PROGRAMS

MBA Specialization in Sport Product Management

Undergraduate Certificate in Sport Product Management

## STUDENT, ALUMNI, AND RETAILER SUPPORT

Excitement around the program has been building since its very earliest stages.

When Claire Underwood '15 heard a new, specialized sports product management learning initiative was forming in Portland, the sports marketing student knew it would thrive.

"The deepest concentration of global research and marketing talent in the sports product industry is located right there. That's a fact," she said. "Who wouldn't want to work alongside leaders from the very brands you know, use, and aspire to?"

And alumni and donor support is already robust. An anonymous donor stepped up early to help fund workshop development and marketing efforts. Additionally, many UO alumni already in the sports product industry helped build enthusiasm and knowledge of the program via word of mouth and social media.

"Just over 20 years ago, the University of Oregon firmly planted its flag as the leader in sports marketing," said Schmidt-Devlin. "Now we are poised to climb the mountain and shout from the top: We are the University of Oregon and we ARE Sports Product Management."

A multitude of retailers, donors, and students, agree.

"A skill set, a curiosity, an understanding of what it takes to win, along with determination, often is what it takes to get you a place in the industry," said Ron Hill, vice president of merchandising at KEEN. "Ellen and her team bring all those qualities and more to this initiative. I'm eager to see UO students bring some very innovative products to market."

With our distinctive set of programs, we aim to become the source in education and research for sports products. And we are well on our way.

Stay up to date and learn more about the Sports Product Management Program as well as upcoming industry workshops at [spm.uoregon.edu](http://spm.uoregon.edu).



# New Career Trajectory

From innovative programs to enhanced employer outreach and advanced technologies, the Lundquist College of Business is preparing students for career success in new ways and creating an even greater stream of talent for employers.

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**J**obs—that’s what business school is all about. The UO Lundquist College of Business has always offered exceptional career support to help students land the jobs of their dreams and to help ensure employers have access to a pipeline of strategic leaders and thinkers that will propel current and future business growth. That trend is continuing as the result of new initiatives and activities that have taken place during the past year. From new hires to recently developed programs to redesigned spaces, our approach to career placement is thoroughly modern and effective. We invite you to learn more below and consider partnering with us to ensure future Duck success.



## EVENTS AND WORKSHOPS

From cover letters to case competitions, we prepare students for it all, with an emphasis on the most important element of the modern job search: networking.

The Lundquist College of Business has curated lasting relationships with employers in the region, the nation, and internationally. Top companies routinely visit the college, hold “office hours” for interested students, and participate in annual events like Careers in Banking and Wealth Management, symposiums, and employer showcases. Students can drop in at any time to Career Services for DuckConnect training. Plus, the Career Services team offers rotating, 30-minute learning sessions each and every week with an emphasis on helping students build their personal brand.



## MEET JANE

Jane Evarian joined the Lundquist College of Business in January 2014 as its new director of career services. Evarian brings with her 25 years of experience in higher education and has already launched several student- and employer-focused initiatives at the college.

Evarian says it’s not just about making all the right “resume building” choices in college. Students must also market themselves appropriately.

“Employable students invest in internships, job shadowing, volunteer activities, clubs, and organizations. These students also learn how to leverage and promote these experiences,” she said. “A student who can successfully use evidence, energy, and enthusiasm to articulate how they fit into an organization will be impressive, and he or she will have a better chance of getting an interview—as well as a job offer.”



## SPACE FOR SUCCESS

According to Director of Career Services Jane Evarian, “Connections fostered through virtual networking, e-career fairs, web-based interviewing, and LinkedIn engagement create opportunities for students to network with employers in an efficient and meaningful way.

To enhance those efforts, the Career Services suite in 240 Lillis has been revamped for optimal student use. Students can connect with employers using the video conferencing space in the suite. The openness of the Career Services office is also now more inviting to students and provides a collaborative locale, empowering students to work with career advisors and their peers to make their own winning career outcomes.

## DUCKCONNECT

Looking for a job? Looking to hire a Duck? Start here.

Our new in-depth career engagement system is bursting with options for students, alumni, and employers. The program is segmented into separate areas for each so that a business owner may use the employer portal, while a student or alumna creates her own profile.

Log on to DuckConnect: [business.uoregon.edu/duckconnect](http://business.uoregon.edu/duckconnect)



## OREGON MENTOR NETWORK

Another newly launched initiative, the Oregon Mentor Network matches c-level executives with MBA students for collaborative sharing of career insights.

Oregon Mentor Network offers a modern format where a reciprocal relationship exists between the mentor and mentee. Mentors are selected based on a variety of criteria including years of experience, industry focus, and desire to work with business students. One-on-one mentoring sessions—one or more per month—are conducted with MBA students in person or via Skype or telephone. Students and mentors work together to develop schedules that are convenient for both. Mentors also have the opportunity to collaborate among the distinctive mentor group via events and gatherings scheduled throughout the year.

Just a few months into the mentoring process, Collin Hoyer, MBA '15, has already experienced how valuable a mentor's feedback can be.

“It's not like getting advice from my parents, a boss, or my friends. My mentor brings a different perspective. He's someone I can tell anything, and I know he'll be completely candid with me,” Hoyer said.

Funded by a generous gift from Lundquist College Board of Advisors Chair Gwen Lillis, the early success of the initiative indicates that it will be a meaningful addition to the offerings of the Oregon MBA.

To learn how to be a mentor or mentee, contact Sally Bell, Senior Associate Director, MBA Professional Development, 541-346-1462, [sbell@uoregon.edu](mailto:sbell@uoregon.edu).



## EMPOWERING INTERNATIONAL STUDENTS

The Lundquist College of Business boasts more international students than any other college or school within the university. In fact, nearly 35 percent of our undergraduate population is made up of international students. So it makes sense that the newly launched International Student Career Empowerment (ISCE) initiative helps business students develop strategies for engaging in work-based learning experiences in the United States. With an emphasis on understanding American business culture, the no-cost program also delves into resume or cover letter counseling, interviewing preparation, internship or job searches, and career exploration—all specifically targeted and tailored to international students.

“If they want to gain a competitive edge in today's job market, students need to do their homework ahead of time,” said Xiaoying (Ava) Chen, ISCE director and assistant career advisor, who heads up the initiative. “They can start to develop transferable skills and build up their resumes by being actively engaged in student club activities or via on campus student employment.”

Job seeking is essentially about relationship management, Chen explained. ISCE has job search and networking workshops designed specifically for international students throughout the year. By conducting informational interviews with alumni and potential employers, students expand their network, obtain practical advice, and increase their chance of success.

To get involved with Career Services activities, contact Director Jane Evarian, 541-346-9270, [jevorian@uoregon.edu](mailto:jevorian@uoregon.edu).

## JOB SHADOW PROGRAM

Built in-house from scratch, our Job Shadow Program is crafted to meet the needs of the modern UO Lundquist College of Business student.

After being carefully matched with a host company, students get the chance to sharpen their career focus, gain industry contacts, and enhance their confidence in their professional skills during one day of intensive and rewarding career exploration.

“Even if you think that you know exactly what you want to do, this is one of the few opportunities available to experience a job for a day,” said sophomore Anna Seydel. “There are a variety of fields and companies available to job shadow. There really is something for everyone.”

And employers are finding value in the program as well.

“This is a great program. Such a perfect way for students to connect with real businesses and create relationships that will benefit them upon graduating,” said Stanley Walker '07 of Oregon Metal Slitters. “Obviously, the benefits go both ways and hosts get a lot out of the program as well.”

Companies including Yahoo, Intel, and Portland's DriveMG have already served as hosts multiple times.

Priorities for the future include even greater student participation, expanding alumni involvement, building up a travel fund for students, and exploring international options for students, among other enhancements.

**49** COMPANIES REGISTERED TO HOST  
**332** STUDENTS IN THE FIRST YEAR

Interested in hosting a student on a one-day job shadow? Contact Chris Bennett, Assistant Director, Undergraduate Job Shadow Program, 541-346-8205, [cwb@uoregon.edu](mailto:cwb@uoregon.edu).

# Show U.S. the Money

LINDA KRULL AND HER COLLEAGUES FOUND MULTINATIONAL AMERICAN COMPANIES ARE INCENTIVIZED BY ACCOUNTING METHODS TO KEEP EARNINGS ABROAD

Some American multinational corporations keep foreign earnings abroad to avoid taxes. The practice is perfectly legal, but it has been the subject of debate recently as such high-profile companies as Apple have lobbied for a “tax holiday” that would enable corporations to repatriate foreign earnings tax free or at a lower tax rate in order to invest in their U.S. operations.

But it turns out the matter is not just a tax issue. There are also accounting rules at play, and associate professor of accounting Linda Krull and others have been studying how firms account for U.S. taxes on foreign earnings for some time. Many firms take advantage of an election to defer recognizing an expense for these taxes until repatriation.

In the study “Is U.S. Multinational Dividend Repatriation Policy Influenced by Reporting Incentives?” Krull, with coauthors Jennifer L. Blouin of the University of Pennsylvania and Leslie A. Robinson of Dartmouth College, found evidence that public company reporting by U.S. multinational corporations (MNCs) creates disincentives to repatriate foreign earnings to the U.S. and contributes to the accumulation of cash abroad.

“We found that, incremental to the effect of having to pay the cash taxes, the accounting further decreases the incentive to repatriate,” she said.

In other words, how firms account for U.S. taxes on foreign earnings can discourage bringing the money back to the U.S., making the firms less likely to repatriate the earnings.

“The accounting rules are contributing to this build up of funds overseas,” Krull said.

MNCs operate under U.S. tax laws and financial reporting rules and face two potential consequences when they repatriate foreign earnings: a cash payment for repatriation taxes and a reduction in reported accounting earnings. It’s this reduction in reported earnings that Krull and her colleagues studied.

The researchers used a confidential dataset of financial and operating characteristics of foreign affiliates of MNCs combined with public company data. They examined how repatriation amounts vary across firms that face relatively strong reporting incentives to defer an accounting expense. “Our results suggest that reporting incentives reduce repatriations by about 17 to 21 percent annually,” Krull said.

And that 17 to 21 percent is significant.

“Our findings are relevant for both tax policy makers and accounting standard-setters because they suggest that the current financial reporting rules for the U.S. tax on foreign affiliate earnings deter repatriation and contribute to the nearly \$1 trillion MNCs have parked outside the United States,” the study’s authors report.

Would the end of the deferral of income

tax expense recognition significantly reduce incentives to, as the authors put it, “park profits” outside the U.S.? They believe so. However, they say net income is often used as a market performance indicator and the elimination of the exception rule could be bad news for a firm’s bottom line.

Further study on the implications of changing accounting practices is in order. Until answers become clear, Krull and her coauthors will continue to study how accounting methods play into repatriation, or the lack thereof, when it comes to American companies with foreign bank accounts. Her current research, a follow-up paper to the study, estimates where the permanently reinvested earnings are held, aggregated by country.

An associate professor with the college since 2008, Krull won the American Taxation Association 2010 Outstanding Manuscript Award. Her other areas of research interest include capital structure decisions and market capitalization of corporate and investor level taxes. Last term Krull taught a course in corporate tax in the Master of Accounting program and a PhD seminar on tax and capital markets.



# Social (Media) Studies

A SUCCESSFUL MARKETING AND ADVERTISING PROFESSIONAL, INSTRUCTOR OF MARKETING JESSYCA LEWIS DISCOVERED A LOVE OF TEACHING AND A PASSION FOR SOCIAL MEDIA. NOW, SHE'S INSPIRING STUDENTS AT THE UO.

A marketer and advertising specialist since age 21, Jessyca Lewis started in newspaper advertising and sales, quickly moving up to positions including national marketing director. But after a career transition, she discovered teaching was her true calling. Starting at the Lundquist College of Business in fall 2010, Lewis now teaches eight different courses, predominantly Introduction to Marketing and Social Media Marketing. And students love her and say her enthusiasm is contagious.

"She is my mentor. She is always pushing her students to be the best professionally," said senior Selah Shepherd, a public relations major at the School of Journalism and Communications. "Her ways are never 'old school.' She is also always up to date with the latest trends, and seems to love learning."

Also, there is no typical day when taking a Lewis course.

"Being in Jessyca's class is unlike any other," said junior Chayla Cummings-Ricks, a business administration major with marketing concentration. "She leads the classroom in a manner that resembles an interactive TED Talk. Everything we talk about is current and relevant, so we can relate to it with our own experiences."

When it comes to her students, Lewis emphasized that she likes being the person that helps them move ahead, that tells them they can do anything.

"They are a joy to be around," she beamed. "I enjoy the conversations we have in and outside of class."

One of the reasons Lewis connects so readily with student is her passion for and use of social media, which she views as still in its cultural infancy.

"We are on the forefront of what is happening," said Lewis. "Social media uses will continue to evolve. To me, that is fascinating subject matter."

And she and others are not content to just wait and see what happens. They want to push the bounds and experiment with the potential of social media. That sense of discovery has lead Lewis along with instructor Kelly Matthews at the UO School of Journalism and Communication and their students to found the university's first Social Media Club this past fall.

The club, which is open to any UO student or faculty, is already off to a running start. Its purpose is to discuss professional social media used in journalism, advertising, and marketing, and to network and meet with social media professionals.

But social media isn't the only way Lewis is impacting students. If you browse through her Twitter timeline, you'll quickly discover other activities in which she is expanding students' horizons. In particular, last summer she took 14 students to Siena, Tuscany, Italy, to tour and understand the business of winemaking. The students wrote marketing plans for three winemakers: Castello di Brolio, believed to be one of the oldest wineries in the world; Antinori, the oldest family-owned winery in the world, and Donatella Cinelli Colombini in Trequanda, the first woman-owned winery in the region.

For most of the students, it was their first time abroad. And Lewis noted that, beyond



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being thrilled to be in Italy, the students had an incredible experience writing the plans and being able to correspond with the wineries' marketing departments.

And of course, "each had a social media component," Lewis grinned.

The trip turned out to be a success for the wineries too, and revealed an underappreciated marketing need and career trajectory in the wine industry that the college hopes to explore further. Plans are now forming to duplicate the trip in summer 2015 with an even more packed itinerary.

"We are expanding on it, adding more wineries, and doing excursions to Pisa and Florence," Lewis said.

To keep up to date on these on future activities, be sure to follow Lewis on Twitter @JessycaLewis.



The **SPRNG (Sustainable Practices Raising Net Growth) Conference**, run by undergraduate students from the center, returned for a second year in Portland and featured three panelists from different sectors with sustainable business practices as a theme. The evening's first keynote speaker was Lisa Sedlar, founder of Portland's new Green Zebra Grocery and former president and CEO of New Seasons markets. Avamere Professor of Practice Michael Crooke rounded out the evening's speakers. In addition to the event, undergraduate students from the center's Net Impact club released a report **ranking the sustainability efforts of sixteen Eugene-area coffee purveyors** surveying each on waste, water and energy usage, products sold, and social responsibility. Locally owned Wandering Goat Coffee Co. won out.

## 20 | Center for Sustainable Business Practices

**T**he nationwide sustainable business organization Net Impact **ranked the Oregon MBA program fifth in the nation** for sustainability programs at public institutions in its *Business as UNusual 2014* guide.

Canadian business magazine *Corporate Knights* last year ranked the Lundquist College **second in the United States and third worldwide** for "green" MBA programs with less than 100 students. The program was cited for its sustainable business track, which is facilitated by the Center for Sustainable Business Practices. The Oregon MBA's sustainable business track integrates coursework and hands-on learning through a variety of methods, including student-managed consulting projects for leading businesses. For more than three decades, the Lundquist College of Business has been preparing students to go out and make a difference implementing green business practices across organizations of all sizes.

The University of Oregon's Net Impact Chapters brought 24 aspiring business leaders from the Lundquist College of Business to the **annual Net Impact Conference in Minneapolis last year, and will send the same number to Seattle this year.** Students who attended the conference enjoyed meeting like-minded professionals from other schools across the country, networking with key sustainable business professionals, and keeping abreast of new developments in the field.

The 2014 **MBA San Francisco Bay Area trip** saw the center's **students** visit with the San Francisco Giants, VISA, Marmot, communications agency FleishmanHillard, Salesforce, Google, asset management firm BlackRock, impact investment firm Equilibrium Capital, and many others. Students were thrilled to interact with leaders from such cutting-edge firms, one describing the bay area as a "global hub of innovation." Participants also enjoyed a special dinner hosted by Mark (MBA '80) and Martha Greenough at San Francisco's prestigious Century Club.



This past June, five second-year students from the sports business and sustainable business tracks of the Oregon MBA presented the results of a months-long study to representatives from Peregrine Sports, the organization behind the **Portland Timbers and Thorns soccer teams.** The Timbers and Thorns were looking to enhance their understanding and get actionable guidance on waste diversion, fan travel, community relations, and messaging and sponsorship ideas around green business practices. The project was part of the Oregon MBA program's Strategic Planning Project, a two-term consulting project for a real-world client that is regarded as the capstone of students' education.



The second annual **Civil War Shark Tank**, an undergraduate business pitching competition between University of Oregon and Oregon State University students, took place this past spring. The event featured keynote speaker Michael Crooke, expert judges, and a networking banquet. The \$1,000 grand prize went to Orchid Health. Oregon State University's Bosky—creators of a line of ecofriendly sunglasses and snow goggles—took second place and \$500.

# Lundquist Center for Entrepreneurship

In December 2014, the Lundquist Center for Entrepreneurship commenced a year-long celebration of **25th Anniversary**. When Charles Lundquist gave his gift to establish the center in 1989 (see page 37 for more on Lundquist), few colleges of business had entrepreneurship-focused curriculums. Now, entrepreneurship is a central tenet of business education. In celebration of 25 years, the center will host events and gatherings for alumni and friends throughout the next year. A special page on the college's website also highlights the center's successful alumni, programs, and history. Join the celebration at [business.uoregon.edu/lce-25](http://business.uoregon.edu/lce-25).



For twelve years, the center's **Technology Entrepreneurship Program (TEP)** has brought together MBA, law, and science graduate students to explore ways to commercialize technologies developed by such partner institutions as the Oregon Nanoscience and Microtechnologies Institute, OregonBEST, and the UO Tech Transfer Office. This year's projects included a low-cost heat exchange technology developed at the UO's School of Architecture and Allied Arts, a carbon dioxide-based adhesive from the National Energy Technology Laboratory, a device for collecting dried blood spots from Oregon Health and Sciences University (OHSU), and a salmon-tracker from Pacific Northwest National Laboratories. TEP also recently received a grant from the Oregon Community Foundation to grow the number of people and organizations with which TEP collaborates.

As the first-ever **RAIN Fellows**, Derek Schloss, JD/MBA '14; Paul Butler, JD/MBA '16; and Cynthia Sandall, MBA '15, are playing an essential role in laying the foundation for the Regional Accelerator Innovation Network (RAIN). The students' work focuses on creating a central repository of resources that incoming RAIN startups will use. Anchored by the UO Office for Research and Innovation and Oregon State University, RAIN is a partnership that includes cities, counties, community colleges, chambers of commerce, and economic development agencies that supports business development throughout the Willamette Valley.

**Reddit cofounder** Alexis Ohanian visited the Lundquist College as a part of his promotional tour for his book *Without Their Permission: How the 21st Century Will Be Made, Not Managed*. The evening was cosponsored by the Lundquist Center for Entrepreneurship and the Wayne Morse Center for Law and Politics. Ohanian outlined the journey that led him to cofound—at age twenty-two—the popular news and entertainment website.



Even at 24 years old, the **New Venture Championship (NVC)** still feels well, new. That is thanks in no small part to the committed group of venture capitalist and industry expert judges as well as our determined and dynamic students. In 2014, 16 teams from the United States, Hong Kong, Thailand, and India vied for the top prize of \$25,000. RediGen, the team from Sasin Chulalongkorn University in Bangkok, Thailand, won with its take on repurposing used tires and other recyclables. This year's NVC takes place in Portland April 9–11, 2015. Visit [nvc.uoregon.edu](http://nvc.uoregon.edu) for more.



At the **Careers in Banking and Wealth Management** event, the center partnered with the college's Career Services office and the Department of Economics to offer panel discussions and a career expo for students interested in banking and wealth management. Topics included women in banking and finance, careers in operations and management, and investing and wealth management. The event brought in a number of employers who were able to interact with the university's top finance students.

# Finance and Securities Analysis Center

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The University of Oregon's finance tracks for both the MBA and the undergraduate business programs have been accepted into the **CFA Institute University Recognition Program**. Fewer than 150 universities worldwide are included on this exclusive list. "This tells a student that if they complete the finance curriculum we offer at the MBA or undergraduate levels, they will be well on their way to mastering the content of the CFA [Chartered Financial Analyst] exam," said Michele Henney, program manager of the Finance and Securities Analysis Center.



It has been another banner year for the **University of Oregon's Investment Group (UOIG)**. All three of its student-managed portfolios outperformed their benchmarks, and many of the group's members obtained jobs and internships on Wall Street, in London, England, and beyond. Said Drew Pinson '08, who also hosted students during the annual MBA bay area trip, "I got my first job at an investment consulting company through the Lundquist College of Business job board. I got my second job at a valuation consulting company in San Francisco through a fellow Duck in the UOIG who graduated in my class. And another UOIG Duck got my foot in the door at BlackRock. I love to see Ducks in finance sticking together."

The **Financial Management Association (FMA) International** now has the University of Oregon as a member and an official student club at the college. The association is an established network of finance professionals, and its local chapters are accessible, professional, and educational points of contact for FMA student members. The FMA also provides information about careers, certifications, education, and the transition from school to the workforce. Students and alumni are already connecting. Jim Patricelli '90 is launching a fund that he will comanage with students from the new UO FMA club. His goal he said "is to help augment the terrific experience these students are already getting. I am really looking forward to the opportunity to mentor and teach students something new that they can take with them to their careers ahead."

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.

- |  |  |
|--|--|
| <b>Carl Burgdorfer and Piman Limpaphayom</b> , CFA Society of Portland | <b>John Wooley</b> , Key Bank          |
| <b>Jan Schalkwijk</b> , JPS Global Investments                         | <b>Mick Elfers</b> , Irvington Capital |
| <b>Clay Skurdal</b> , Advisors Ahead                                   | <b>Jeff Curtis</b> , Tygh Capital      |
| <b>Carolynn Duncan</b> , TenX  | <b>Terry Cook</b> , UBS                |
| <b>Jim Patricelli</b> , Lakeview Capital Advisors                      | <b>Michael Grimes</b> , Morgan Stanley |
|  | <b>Austin Swank</b> , KPMG             |
|  | <b>Lindsay Ramirez</b> , Tektronix     |

**Michael Grimes**, the head of global technology investment banking at Morgan Stanley, delivered a speech to the finance and securities students. Grimes led IPOs for consumer Internet and technology leaders such as Expedia, Google, Groupon, and LinkedIn. *Forbes* magazine recognized him as the top-ranked technology investment banker four times. He was also named Silicon Valley's "go-to banker" in 2012 by *The New York Times*.



A team of five second-year Warsaw MBA students traveled across the world to compete in a prestigious case competition in Doha, Qatar. The team was one of three—out of an initial pool of 33—selected to present their ideas for growing Qatari girls' engagement with soccer to the Qatar 2022 Supreme Committee, organizers of the **2022 FIFA World Cup**. During their five-day stay, team members soaked up the region's culture. Activities included a desert safari, a sail aboard a dhow, and a tour of Doha's Museum of Islamic Art. The team used the insights they gleaned from these experiences to fine tune their campaign. "We were constantly picking up clues from the culture," said team member Elizabeth Brock, MBA '14.

# Warsaw Sports Marketing Center

The Warsaw Sports Business Club is organizing the first annual **Undergraduate Sports Business Global Study Tour** for September 2015. Led by program manager Whitney Wagoner, the trip will give undergraduate sports business students access to industry leaders, corporate visits, and historical and cultural experiences from around the globe. The tour will head to the Netherlands and Germany during the first year, with the potential to visit other markets in subsequent years. Students from the Lundquist College of Business will get the opportunity to visit the European headquarters for such companies as Wieden+Kennedy, Nike, IMG, and Adidas.

After years of formal and informal conversations, the Warsaw Sports Marketing Center officially launched a ticket sales partnership with the **Portland Trail Blazers**. Five undergraduate students were chosen to participate in an all-day sales training module with the Trail Blazers sales staff, which included University of Oregon alumnus Greg Bauman '07. The students were recognized at center court during the halftime of an April 4 game against the Phoenix Suns.

In addition to his duties as the managing director for the Warsaw Sports Marketing Center, Paul Swangard has served as the voice of historic Hayward Field for the past 20 years. His exceptional work was recognized this past spring when he received the **University of Oregon Track and Field Hall of Fame Award**. Swangard, who came to Oregon in 1986 as a walk-on sprinter, had a busy summer calling the Prefontaine Classic in May, the NCAA Championships in June, and the World Junior Championships in July.

David Higdon, managing director of integrated marketing communications at **NASCAR**, delivered a workshop to both first- and second-year MBA students last year. Students were given a behind-the-scenes look at NASCAR's state-of-the-art fan and media engagement center. Higdon, who served as the senior vice president of communications on the ATP Tennis Tour for more than eight years, also asked the students to create integrated marketing campaigns and shared his insights on public relations in the sports space.

The 18th annual **Women in Sports Business Symposium** was hosted in March 2014 in Portland, Oregon. Women's Consumption of Sport was the overarching theme of the event, which is organized annually by MBA students. The symposium featured panel discussions on both sports business and sports products. Anucha Browne, the vice president of the NCAA Women's Basketball Championships, was the keynote speaker.



David Stern, a long-time friend of the Warsaw Center, formally stepped down from his post as NBA commissioner earlier this year. In honor of Stern's tremendous work with the NBA Cares program, Warsaw students from both the MBA and undergraduate programs volunteered their time and energy on the **NBA Cares Day of Service at the Food for Lane County Garden**, a nonprofit food bank that is committed to eliminating hunger by helping create more access to food.

Among the several dozen guest speakers that shared their expertise with students this past year were

**Lee Berke**, president and CEO of LHB Sports at Entertainment & Media, Inc.

**Chris McGowan**, president and CEO of the Portland Trailblazers

**Gavin Lindberg**, vice president and CFO of Brand Jordan

**Mary Harvey**, Green Sports Alliance board of directors

**Mike Belcher**, vice president of media, sponsorship, and events at T-Mobile.

# Charging Ahead with Purpose

KIM CALDWELL '69 BUILT A LONG CAREER IN MANAGEMENT AFTER HIS LUNDQUIST ACCOUNTING EDUCATION. NOW, HE AND HIS WIFE GINGER ARE INVESTING IN STUDENT CAREER TRAINING THROUGH THE JOB SHADOW PROGRAM.

**K**im Caldwell made an impressive career for himself in “pressure sensitive adhesive products,” or what the layperson calls “self-stick labels” or “stickers.”

“People get excited about high-tech stuff,” he said. “But my career is an example of how you can enjoy fabulous success in a low- to medium-technology industry and feel like you are self-actualizing at a company few ever heard of.”

Avery Dennison has no such anonymity now. Look in your desk drawer or company supply closet, and there is more than a good chance the sticky paper tabs you use have the Avery brand on the box.

Retired in 2001, Caldwell now serves as chair of Volunteers of America Los Angeles and is active in philanthropy. He also flies around the country as the pilot of his Beechcraft Bonanza aircraft. Although he and his wife Ginger reside in the Pasadena, California, area, Caldwell makes it to Eugene frequently and has long given back to the institution where he got his accounting degree.

“I like the innovative and entrepreneurial spirit of this school,” he said on a recent visit to the Lundquist College. “I have been visiting the school for fifteen years. There is a spirit here that has only grown richer and is shared

by more people. For me, that’s exciting. I’ve always thrived in an environment of growth and change—trying to achieve things as a team that have an innovative flavor to them.”

Innovation can come from unexpected sources. To some, Avery Dennison seemed like a sleepy little label maker, with sales of about \$200 million in 1974.

“I thought, ‘Haven’t all the uses for labels been found?’ Now, 40 years later and at six billion dollars in annual sales, they are still coming up with new uses,” he said.

After college, Caldwell spent a season in public accounting, served his country as an active duty Air Force officer, and then got a Stanford MBA. He started at Avery Dennison as a financial analyst reporting to the corporate controller, but he quickly moved into the operating businesses in marketing and general management. Along the way he ran a variety of the company’s growth divisions and operating groups under various officer titles, eventually holding responsibility for about one-third of the company. He retired as executive vice president.

“I found that I was really good at leading people and at coaching leaders,” he explained.

It’s that coaching mentality that drew the Caldwells to the college’s new Job Shadow Program.

“We would not have invested in the program if students were told just to show up at participating companies and be expected to know what to do,” he said. “Instead, there is some coaching and required preparation on the front end that makes the whole process a richer learning experience—and even allows the student to show some savvy about the business environment he/she is visiting. My wife Ginger and I decided to make our investment in



the Job Shadow Program because it reflects an element of the business college's strategic plan: experiential learning."

Their gift of \$100,000 represents an early investment in our Job Shadow Program, which was launched in fall 2013. The program is already seeing success. (For more on the program, see p. 16.)

Caldwell said he has been impressed with Lundquist students. He feels that providing these future business leaders with one more tool so they can hit the ground running after graduation is money well spent. The drive and ambition displayed by the college's leadership also factored into the gift.

"The dean and his team are results-oriented and back up their talk with action. I have always respected that," he said. "The talented and energetic folks at this school will achieve their strategic plan with some help from the donor community."

To continue the forward trajectory of the college, Caldwell said the next steps could include building our

alumni network with an emphasis on job referrals. He believes the Lundquist College of Business could be one of the top business schools in the country.

"Maybe ten or 15 years from now," he said, "people will say there's the Harvard b-school, there's the Stanford b-school, and there's the U of Oregon b-school."

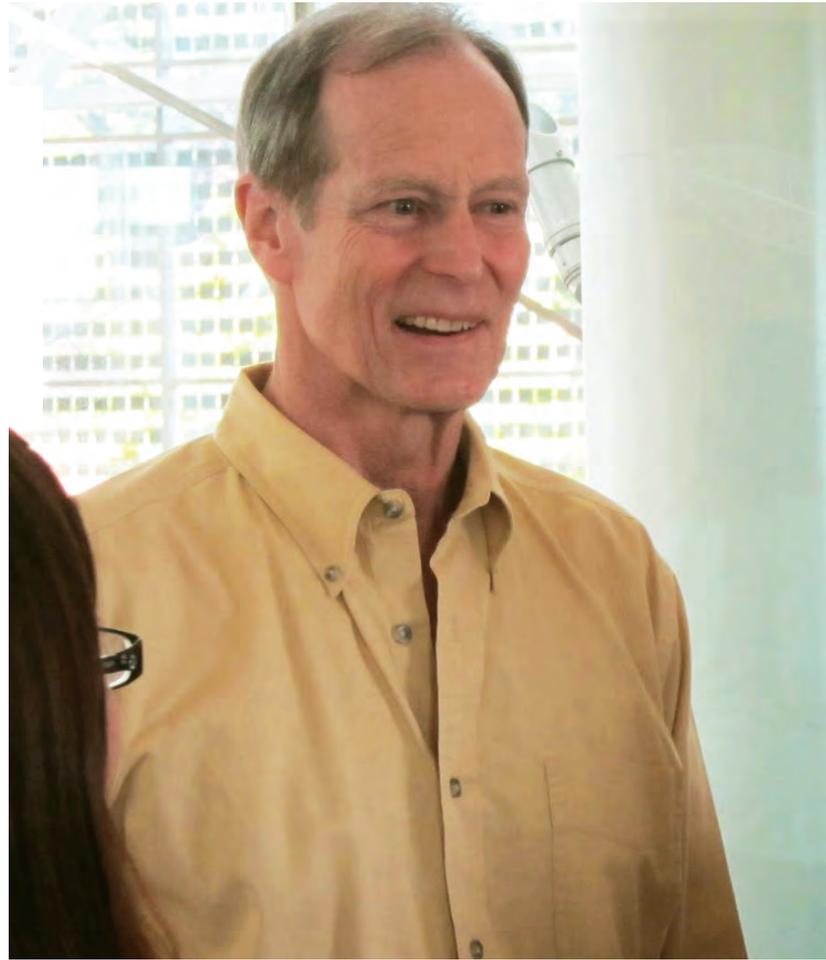
#### ADVICE FOR STUDENTS

"Seek a leadership role in a club, a problem-solving team, a case study team—anything. Volunteer. Be a member of a group or a task force. Do things with other people. The more organization experiences you have, the more likely you are to be successful in business. Business is about people. You can put fancy words on it, but in the end, it's about people interacting with people. Getting things done through other people. And there is that component in the Job Shadow Program, watching people working effectively with each other. So go get some practice at it."

—KIM CALDWELL '69

# Unmatched Dedication

When highest quality, evidence-based research meets hands-on learning opportunities, our faculty members excel and our students reap the benefits. Below are some of our faculty and staff's many achievements and well-earned accolades from the past year.



26



**Rebecca Monro**  
Assistant Dean, MBA Program



**Vineet Bhagwat**  
Assistant Professor of Finance

Associate professor of finance **John Chalmers** was one of two to receive the prestigious 2014 TIAA-CREF Paul A. Samuelson Award for Outstanding Scholarly Writing on Lifelong Financial Security. Chalmers and Jonathan Reuter, a former Lundquist faculty member and now an assistant professor at Boston College, were recognized for their paper “How Do Retirees Value Life Annuities? Evidence from Public Employees,” which used administrative data from approximately 32,000 retirements between 1990 and 2002 in the Oregon Public Employees Retirement System (PERS) to study the demand for life annuity payments by a large sample of retirees. (See p. 28 for more about this research.) Chalmers is in elite company. Previous winners have hailed from Harvard, Stanford, and Yale, among other esteemed institutions.

In February 2014, the *Portland Business Journal* honored 40 “ambitious and civically engaged young professionals” under the age of 40, three of which have strong ties to the college. **Rebecca Monro**, assistant dean for the Oregon MBA joined fellow honorees

Dave Farrell, MBA '07, of Tektronix and Jennifer Schmidt, MBA '10, of Mercy Corp.

Assistant professor of finance **Vineet Bhagwat's** research circulated through dozens of media outlets after *Bloomberg Businessweek* highlighted his research in an article titled “The Most Daring CEOs Were Forged in Fire (and Flood and Earthquake).” The *Businessweek* article also referenced another Lundquist College faculty member's investigation of brash business leaders—assistant professor of finance **Stephen McKeon's** examination of the daredevil behavior of CEOs who fly small aircraft.

Associate professor of decision sciences **Nagesh Murthy** spearheaded the college's platinum sponsorship of the 25th annual Production and Operations Management Society (POMS) Conference held in Atlanta, Georgia, this past May. The four-day conference featured

speakers and panels covering such topics as healthcare and service and included a mini conference entirely devoted to supply chain management.

**Elizabeth Minton**, PhD '14, in the Department of Marketing received the elite Sheth Foundation Dissertation Award at the recent annual meeting in Chicago, Illinois, of the Association for Consumer Research. She plans to use a \$2,000 grant that accompanied the award to pursue an additional research project related to her dissertation. Her work examines how “cause marketing”—putting a charity's logo on a product's packaging—can influence a consumers perception of that product.

Former UO Provost **James C. Bean** has returned to the college as a senior associate dean for academic programs.

Emeritus professor of management **James Terborg**



Larry Dann completed his last day of teaching with the college on June 5. The longtime finance professor had been with the college since 1977. He will be sorely missed, and we wish him all the best in his retirement.

## FACULTY AND STAFF AWARDS

### STEWART DISTINGUISHED PROFESSOR

*Lynn Kahle (2014) and Ryan J. Wilson (2015)*

### JAMES REINMUTH TEACHING EXCELLENCE AWARD, BEST ELECTIVE INSTRUCTOR

*Michael Crooke*

### JAMES REINMUTH TEACHING EXCELLENCE AWARD, BEST CORE INSTRUCTOR

*Stephen McKeon*

### GOULET RESEARCH EXCELLENCE AWARD

*Ryan J. Wilson*

### JUNIOR FACULTY AWARD

*Andrew Nelson*

### UNDERGRADUATE TEACHING AWARD

*Kyle Peterson (spring 2014), Rosemarie Ziedonis (winter 2014), and Steven Mayer (fall 2013).*

### HARRY R. JACOBS, JR. PROFESSIONAL SERVICE AWARD, FACULTY

*Nagesh Murthy*

### DEAN'S COLLEGE SERVICE AWARD, NONTENURE-TRACK FACULTY

*Whitney Wagoner*

### HAROLD K. STROM COLLEGE SERVICE AWARD, OFFICERS OF ADMINISTRATION

*Jessica Best and Stephanie Bosnyk*

### DEAN'S COLLEGE SERVICE AWARD, CLASSIFIED STAFF

*Kit Alderdice*



Ehrman Giustina Professor of Marketing **Lynn Kahle** has had quite a year. This October, he received the Stotlar Award for lifetime achievement at the Sport Marketing Association's annual conference. This follows his February 2014 lifetime achievement award from the American Marketing Association Consumer Behavior Special Interest Group. In addition, Kahle coauthored with **Elizabeth Minton**, PhD '14, a new book entitled *Belief Systems, Religion, and Behavioral Economics: Marketing in Multicultural Environments*. The book examines the influence of religion and other psychological factors on economic decisions.

is now the college's senior associate dean for faculty affairs.

Emeritus professor of marketing **Dave Boush** has taken over the role of executive director of the Oregon Executive MBA. **Julianna Sowash** has also returned to the Portland-based program as its director of marketing and executive admissions.

**Mike Russo** began his two-year appointment as head of the Department of Management in September. Russo comes to the position having previously served as department head from 2003 to 2010. He also served as academic director for the Center for Sustainable Business Practices, as a member of the University Senate, and chaired the University Faculty Personnel Committee from 2011 to 2013.

**Diane Del Guercio** and **John Chalmers** were promoted to professor in September. Del Guercio is now the Gerry and

Marilyn Cameron Professor of Finance. Chalmers is now the Abbott Keller Professor of Finance.

**Nagesh Murthy** was recognized as the Engemann Distinguished Research Scholar.

**Ryan J. Wilson**, **Jennifer Howard-Grenville**, and **Steve McKeon** were honored as Dean's Research Scholars. And **Beth Hjelm** was named a Dean's Fellow.

**Jay Wang** was promoted to associate professor with tenure.

Former Nike executive **Ellen Schmidt-Devlin** is heading up the college's sports product management efforts and a related master of science degree program expected to launch in fall 2015 (see page 12).

**Jane L. Evarian** from California State University, Bakersfield, is now the college's director of career services.

## Custom Products on the Fly

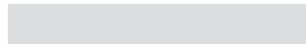
Nike's new Flyknit technology enables running shoe uppers to be knitted at the thread level. The design patterns for the programmable knitting machines are currently limited to Nike designers, but potentially Nike could allow customers to upload their own shoe upper designs for a truly personalized design—even beyond the color swatch selection that Nike currently permits. This is an example of mass customization—that is, mass producing products while simultaneously customizing those products to the needs of individual customers. In its purest form, mass customization can permit each customer to add personalized design input into the product.

In “Mass Customization, Externalities, and Guardrail Products,” a new manuscript in process, assistant professor Eren Cil and associate professor Michael Pangburn analyze pricing, product-variety, and brand-image issues relating to mass customization. A fundamental question their research addresses is whether a firm should put bounds—and to what extent—on the range of designs that users might create when extreme product variety has detrimental brand-image effects.

Cil and Pangburn show that if the brand-image cost exceeds a certain threshold, then the firm should not only restrict the mass customization range, but also augment that range with non-customizable and lower-price product designs targeting those consumers with more extreme tastes. They refer to these products near the taste extremes as “guardrail products.” They show that by including these guardrail products, a firm can simultaneously increase overall profit by as much as 5 percent in some cases. In other words, a brand can be all things to some people, but when it tries to be all things to all people, the brand is lost. Creating noncustom goods at either end of the design spectrum helps to ensure overall profit.



Mass customization can permit each customer to add personalized design input into the product.



When a preschooler's first language of food is replete with branded foods that are high in sugar, salt, and fat, it is linked to being overweight or obese.

## Disaster Exposure and Risk Taking

Does living through a disaster as a child make a CEO more willing to take risks? It all depends on the magnitude of the disaster, according to a study coauthored by Lundquist College assistant professor of finance Vineet Bhagwat. Titled “What Doesn't Kill You Will Only Make You More Risk-Loving: Early-Life Disasters and CEO Behavior,” Bhagwat's study, written with Gennaro Bernile and P. Raghavendra Rau, detailed the effect of natural catastrophes on the risk-taking behavior of CEOs at companies in the S&P 1500.

Those who experienced relatively mild events—defined in the study as those in which property damage totaled less than \$10,000 and no more than one person was killed—tend towards more daring business choices. Their companies have higher debt ratios and smaller cash holdings. They are also more likely to acquire other companies.

Steering a noticeably less risky course were those CEOs whose childhood experiences included disasters in which more than five people lost their lives and property damages exceeded a million dollars.

And what about those CEOs whose formative years were blissfully calamity free? Their behavior falls right in the middle of the risk spectrum.

“They were our baseline group,” said Bhagwat.

## Brand Recognition, Obesity Linked

The child who can point out the golden arches to a parent, knows a Coke bottle without seeing the label, or can identify what Chester Cheetah is selling tends to be heavier, according to research by Edwin E. and June Woldt Cone Professor of Marketing T. Bettina Cornwell and her coauthors published in the journal *Appetite*.

Two sets of children, all aged three to five, participating in Head Start programs, were tested via a collage task on imagery associated with fast food, sugary cereal, candy, chips, and soda. The kids who recognized the most symbols and characters tended to have higher body mass indices. The research indicates children as young as three are already developing their relationship with food and early exposure to unhealthy choices can lead to lifelong associations.

With childhood obesity a worldwide concern, dozens of media outlets, including *Smart Parenting*, AltonBrown.com, and Britain's *Daily Mail* featured the research in recent months.

“Our two studies in this research support thinking that children have a ‘first language’ of food that is hard to change,” said Cornwell. “When a preschooler's first language is replete with branded foods that are high in sugar, salt and fat, it is linked in both studies to being overweight or obese. Unhealthy childhood weight then sets a hard-to-change trajectory to a lifetime of fighting off obesity.”

But what about exercise? Cornwell and her coauthors tested for that factor, but it only made a difference in one test group. This indicates that physical activity is not a cure-all in addressing childhood obesity, according to the authors.



## Demand for Annuities

“Achieving lifelong financial security requires sound choices during employment and at retirement,” professor of finance John Chalmers and his coauthor Jonathan Reuter of Boston College write in “How Do Retirees Value Life Annuities? Evidence from Public Employees.”

Economists’ models suggest that retirees will buy life annuities at retirement, but in real life it appears that few do—unless you are in PERS, the Public Employees Retirement System.

“Our finding that 85 percent of the 32,060 PERS retirees studied chose to receive all of their pension benefits as life annuity payments challenges the idea that demand for life annuities is inherently low,” the study noted.

Why aren’t these numbers reflected in the general population? The authors think that search costs associated with entering the private market for life annuities (which are absent in the PERS setting) keep people away. The authors recommend that plan sponsors combat this by reducing search costs and offering retirees a menu of life annuity payments, coupled with basic and unbiased financial advice.

Additionally, consistent with rational thought by retirees, they found that when an individual knows his or her health is poor, he or she is more likely to choose a lump sum option, which makes sense because monthly annuity payments terminate at death. Less rationally, they found that when past stock returns are high, demand for annuities is lower, suggesting that individuals believe the market will continue to outpace their annuity payouts. Given the PERS system payouts, a healthy individual almost certainly benefits more from the annuity payouts.

Economists’ models suggest that retirees will buy life annuities at retirement, but in real life it appears that few do.



Lost sleep is costing us money, blurring the line between right and wrong, and can be downright dangerous.

## Saving Daylight Wastes Millions

Many question the modern day usefulness of Daylight Saving Time (DST), but assistant professor of management David Wagner and his coauthor assert in multiple recent studies the resulting lost sleep is costing us money, blurring the line between right and wrong, and can be downright dangerous.

In series of studies, the first published in 2009, the second in 2012, and a third forthcoming, Wagner asserts that the 40 minutes or so of sleep most people lose when their body clock is trying to catch up after setting the clocks ahead in spring can lead to idleness at work, lack of awareness in moral judgment situations, and even on-the-job injuries.

In one study, miners returning to work the Monday after turning the clock back suffered a 6 percent increase in injuries, which translated into a staggering 65 percent increase in lost workdays. “It suggests these were really gruesome injuries,” Wagner said.

In another study, Wagner found workers returning the Monday after DST spent additional time “cyberloafing”: checking personal email, entertainment sites, and surfing the web for nonwork purposes. It may not seem like a big deal, but that 3 to 6 percent of extra personal time could have big costs when viewed at a national scale with approximately \$434 million in lost productivity linked to cyberloafing, injuries, and death and sickness, according to Chmura Economics, which built on the findings in the studies, as well as others.

A forthcoming study illustrates that when people are even mildly sleep deprived, they exhibit lower moral awareness than well-rested individuals.

“Sleep is not a dormant time,” Wagner said. “There is a lot going on. Good sleep hygiene is critical. Without it, you are more likely to be unethical, unfocused, and unsafe.”

A man with short brown hair, wearing a purple and white striped button-down shirt and dark trousers, stands in a factory or industrial setting. He is smiling and has his hands in his pockets. The background is filled with industrial equipment, including yellow and green machinery, and red structural beams. The lighting is bright, with some blue and green highlights from the machinery.

# Sustainable Impact

HENDRIK VAN HEMERT, MBA '11, SOUGHT AND FOUND A MEANINGFUL CAREER WITH POSITIVE SOCIAL BENEFITS.

Jobs in local politics and a small nonprofit in his home state of Alaska brought Hendrik Van Hemert, MBA '11, to an unanticipated conclusion: If he really wanted to make a positive impact on the world, he could personally do the most good not in politics, but working in business.

“My previous work experience proved to me that, unless you have some sort of regulatory power, there’s greater opportunity to create rapid change in the private sector than in the political or nonprofit sectors,” he explained.

Van Hemert suspected he’d be among like minds at the Center for Sustainable Business Practices (CSBP) at the Lundquist College of Business.

“I could have gotten a business degree and a certificate in environmental management, but I saw the University of Oregon as offering a more integrated program where you’d leave with a coordinated set of skills,” he said.

He was right.

“Professor Jennifer Howard-Granville and instructor Joshua Skov really stand out as people who equipped me to look at global problems and break them down into simpler issues,” Van Hemert said. “They helped me understand how businesses are motivated, so I could look for win-win solutions that fit a business’s circumstances but also deliver positive social benefits.”

In addition to learning a lot in the classroom, he scored a graduate teaching fellowship with CSBP and worked with the center’s director on several energy systems consulting projects. He hoped to work in energy systems consulting after graduation, so it was a good resume builder as well.

“We basically worked as a team to serve several different clients. Doing that work made my courses much more relevant,” he noted.

The people and ethos of teamwork were the main things that made the Oregon MBA special, Van Hemert added, but the adaptability of the program was also tremendously beneficial.

“I could customize my coursework rather than checking off requirements. I was able to build relationships with my classmates and learn from their experience. All of that gave me a more robust learning environment than other business schools would have been able to provide,” he said.

CSBP took students to visit several companies in Seattle, Washington, including McKinstry, a construction, energy, and facility-services firm known as an industry leader in reducing waste and increasing the energy efficiency of buildings. That study tour allowed Van Hemert to develop relationships with company managers, which eventually led to a job.

He now works as a technology manager for McKinstry, meaning he helps internal and external clients better leverage technology to drive waste out of the built environment. He recently worked with a Fortune 500 client on a strategic sourcing initiative, which will allow the client to better leverage its size and be more intentional when making purchasing decisions. The new process will enable significant annual savings while also providing tools to be more environmentally friendly with its procurement practices.

“I wanted an MBA program that gave me the skills and training to do what I wanted to do—that prepared me for the career that matched my values,” Van Hemert said. “Today I’m doing exactly what I want to do with my career.”

# Lives After Lundquist

Lundquist College of Business alumni are going places. We are opening, expanding, challenging, and disrupting. We are running the numbers and shaking things up. We invite you to duck in, check it out, and see some recent achievements and updates from our Lundquist College graduates.

## 1960s

**HOWARD TEICH '62, MBA '64**, joined the board of directors of Geostellar, an online solar marketplace. Teich is an organizational depth psychologist, leadership coach, and group facilitator serving companies and enterprises such as Clorox, Intel, HP, Microsoft, SAP, and Wells Fargo. He is in private practice as a therapist and is the author of *Solar Light, Lunar Light*.

**KAY (KLINGENSMITH) WINN '67** and **TIM WINN '66, JD '68**, celebrated their 50th wedding anniversary with a trip to Australia and New Zealand. Kay Winn graduated from the University of Oregon business college, and Tim Winn graduated from the University of Oregon School of Law. They are currently trustees of the Lampstand Foundation.

## 1970s

**OMAR ZIAD JAAFAR AL ASKARI '71** is chairman and CEO of United Technical Services, a member of the board of directors of United Bank Limited, and chairman of AlFalah Exchange Co. Earlier in his career, Al Askari assumed control of Technical Services and Supply Company and later established United Technical Services.

**JOHN HANCOCK '71**, partner at Moss Adams LLP, was inducted into the Oregon Bankers Hall of Fame during the Oregon Bankers Association annual convention held in June. Induction into the Oregon Bankers Hall of Fame

recognizes the outstanding contributions inductees have made to the Oregon banking industry and the communities they serve. In 1980, Hancock left banking to start working for the accounting firm Moss Adams LLP. His passion for banking never waned and led him to start a banking niche within the firm's Portland office, which today includes more than 125 full-time personnel and more than 300 financial institution clients.

**DEBORAH SLANER LARKIN '74** has been named CEO of the Women's Sports Foundation (WSF). Larkin previously served as the WSF's executive director from 1986 through 1992. She most recently held the title of executive director for the United States Tennis Association Foundation from 2010 to 2013.

**RICK GRBAVAC '75** released a new book, *The Star Factor: Discover What Your Top Performers Do Differently—and Inspire a New Level of Greatness in All*, which aims to help organizations optimize performance by using affirmative leadership. Grbavac is currently vice president of Cerebyte.

**RUSSELL J. LAU, MBA '75**, was reelected to serve as the Seattle Bank member director from Hawaii. He is currently president and CEO of Finance Enterprises Ltd. and vice chairman and CEO of Finance Factors Ltd. Lau is a member of the Financial Executives Institute and is active in Honolulu's nonprofit community.



**AMY TYKESON '79, MBA '97**, received a 2014 Women of Influence "Orchid" award from the *Portland Business Journal*.



**ANTHONY E. BEEBE '85** was named the new president of San Diego City College. Previously, Beebe served as president of San Diego Continuing Education for eight years. He earned his BA from the University of Oregon college of business, an MBA from Sacramento State University, an EdD from Oregon State University, and he is currently pursuing a second doctoral degree at Fielding Graduate University in Santa Barbara.

## 1980s

**WILLIAM "BILL" MURRAY '81** was named COO of FamilyCare health plans. Murray, a certified public accountant, has held a number of related positions in Oregon, most recently as CEO at North Bend Medical Centers.

**DAVID PEX, MBA '81**, was honored by the *Portland Business Journal* as a CFO of the Year, small business category. He is currently the CFO for THA Architecture, Inc.

**JEFF BECKER '82** was appointed by the Clackamas County Soil and Water Conservation District as Zone 3 director, serving Canby, Oregon, and the surrounding area. Becker has worked with the district since 2012 and is a local farmer in Carus, Oregon. He is also a property manager of the president's residence at Lewis and Clark College. He is currently the board president of the Oregon City Farmers Market.

**JEFF DELAPP '83** was named president of McCain Foods Limited, North America. He brings with him more than 25 years of leadership experience in the food industry. Previously, DeLapp served as president and COO at The Bruss Company and president of Lamb Weston.

**BRIAN SCHMAEDICK '85** was named Principal of the Year by the Association of California School Administrators. After earning his business management degree from the Lundquist College, Schmaedick served more than two years in the Peace Corps in Costa Rica. Returning to the United States, he managed homeless shelters in several cities on the west coast. Ultimately, he returned to school to earn his master's degree in education. Schmaedick is currently the principal of Rosemary Elementary School in Campbell, California.

**MATT KATZER**, MBA '89, coauthored the new book *Office 365: Migrating and Managing Your Business in the Cloud*, which takes a practical look at cloud migration and the use of different technologies to support that migration.

## 1990s

**CHRIS MIDDLETON**, MBA '90, was awarded the role of president of Pets Best Insurance Services, LLC. He previously served as COO. Earlier roles included marketing director and vice president of marketing for the Boise, Idaho-based company. Before Pets Best, Middleton logged 18 years in sales, marketing, and development at Hewlett-Packard. He is also a certified public accountant.

**BOB DAVIES**, MBA '91, was named the next president of Murray State University in Murray, Kentucky. Prior to the new position, Davies served as president of Eastern Oregon University for about six years.

**HADLEY ROBBINS**, MBA '91, was named executive vice president and COO for Columbia Bank. He also currently serves on the board and executive committee for the Freshwater Trust and on the board of directors for the Oregon Bankers Association.

**SUNAE PARK** '92 was named managing director of airport services for Alaska Airlines. Previously, she served as the airline's director of inflight resource management.

**OCEAN YUAN** '93, founder and CEO of Grape Solar, discussed the intricacies of solar panel costs in Chinese and American markets with the European Commission's solar panel inquiry.



**RENÉE JAMES** '86 (College of Arts and Sciences), MBA '92, was appointed by President Obama as a member of the President's National Security Telecommunications Advisory Committee. She is currently the president of Intel Corporation.



**ROBERT MCKENDRY** '93 has been named the 11th head of school at Hawaii Preparatory Academy (HPA). McKendry is a certified public accountant and first joined HPA in 2010 as CFO.



**MIKE JONES** '97 was named one of *Forbes*' 25 Most Influential Kingmakers in Consumer and Retailer Companies. He is currently the CEO of Science Inc. and was instrumental in the firm's investments in Urban Remedy, Dollar Shave Club, and DogVacay.

**LEAH GREENWOOD** '94 was honored as a Friend of Housing by the Washington State Housing Finance Commission. She is currently the executive director of Vancouver's Affordable Community Environments.

**GARY BRUEBAKER** '97 was appointed to the Board of Trustees of the Financial Accounting Foundation. He is CIO for the Washington State Investment Board.

**TRAVIS FRYBACK** '97 founded the company Team Casino. The event planning company has thrown large casino nights for companies like the Hilton Eugene, Whole Foods, Google, and many others. In January, Fryback and Kelly Bosch '98 were also recipients of the 20 Under 40 award, an annual recognition of Lane County's emerging business leaders.

**RUDY TORRES** '97 accepted a position as the quality assurance analyst for the State of Oregon, Department of Human Services.

**JEFF WILSON**, MBA '97, is the design for manufacturing (DFM) product marketing manager in Mentor Graphics' Calibre organization. He develops products that address the challenges of fill and DFM scoring. Wilson previously worked at Motorola and SCS.

**PETER AMIRKHAN** '98 was appointed chief revenue officer of Druva, Inc. He is responsible for establishing the company's long-term revenue strategy. Amirkhan previously served as vice-president of sales for both SeaMicro and BlueArc.

**DAVID NAVA** '98 is one of five senior executives to be promoted to principal of Barney & Barney. He joined the firm in 2008 and leads the apparel practice group. Previous to Barney & Barney, Nava served as benefits consultant for Hays Companies and Standard Insurance Company.

**BRANDON SUYEOKA** '99 was hired as marketing brand manager for simplicityHR by ALTRES, a payroll and human resources service. Suyeoka has more than 15 years experience as an advertising and marketing professional and is responsible for planning and executing the company's marketing communications.

**BEN WALLACE** '99 was appointed vice president of U.S. sales for K2 Sports. The appointment marks his return to K2, where he had once served as national sales manager. Before rejoining K2, Wallace was vice president of sales for POC's helmets and protective gear.

## 2000s

**GABRIELLE VALDEZ DOW** '95 (College of Arts and Sciences), JD/MBA '00, was named vice president of marketing and fan engagement for the Green Bay Packers. She joins the Packers after serving as the vice president of marketing for the Baltimore Ravens for eight years. During her time with the Ravens, Dow created Purple, the first-ever female fan club, which has grown to more than 25,000 members. Purple remains the only club of its kind in pro sports. *The Maryland Daily Record* honored Dow as one of Maryland's Top 100 Women. She also received an Executive Management Award by SmartCEO.

**JEFF KILLIAN**, MBA '01, was honored by the *Portland Business Journal* as a CFO of the Year, public company category, for his work at Cascade Microtech. Previously, Killian spent more than a decade at TriQuint, working in various finance positions including corporate controller and director of financial planning analysis.

**KRISTA KOKJOHN-POEHLER**, MBA '01, was appointed chief girl experience officer for the Girl Scouts of the USA. She has more than 15 years of experience, having worked as the director of Girl Effect University at the Nike Foundation and having cofounded Becky Bones LLC, an eco-fashion brand for tween girls. Kokjohn-Poehler also built and developed a multimillion-dollar girls brand for Osiris Shoes. She has been recognized by *Brandweek* as a Guerilla Marketer of the Year and nominated in the *LA Business Journal* for the Women Making a Difference awards.

**MATT THOMAS** '02 brewed up the idea for his successful teahouse chain in a Lundquist College management course. Townshend's Tea Company opened its fifth location this year, this time in Bozeman, Montana. The new shop joins two locations in Portland, one in Bend, and one in Eugene.

**JEFF LYMAN**, MBA '04, was named CMO at Vivint, a home automation and home security company. Lyman previously worked at Nike in brand management and digital products. During his 10 years with Nike, Lyman won several accolades, including the People's Voice Award at the Webby Awards.

**BRANDIE MCNAMEE** '05, MActg '06, was named the new finance director for the City of Madras, Oregon. Previously, she worked in public accounting for Kernutt Stokes and then for the Baker City, Oregon, firm Randy Guyer. McNamee also serves on the Children's Learning Center's board of directors.

**ERIC WECKERT** '05 founded Drive Marketing Group and his company made this year's *Portland Business Journal* list of Oregon's fastest growing businesses.

**MATT SCHERER** '06 announced his retirement from professional running at age 30. He made the semifinals at the 2008 U.S. Olympic Trials in the 800 meters before beginning a four-year career as a world-class race pacer.

**TISHA OEHMEN**, MBA '07, made BrandGurus.net's prestigious Top 30 Brand Gurus as voted on by more than 22,000 industry peers and professionals. Oehmen is brand strategist and COO at Oregon-based Paradux Media Group, a company she also cofounded.

**BRIAN SIMMONS** '07 has been named vice president and COO at CORE Business Services. He previously held the post of operations director at CORE, which is a managed services provider in Medford, Oregon.

**JOON HENG CHAN** '09 is the Southeast Asia regional managing director for Easy Taxi, an online taxi booking service. Easy Taxi is available in more than 30 countries and serves six million users, making it the biggest taxi app in the world.

## 2010s

**ERIK CHURCHILL**, MArch/ MBA '10, is project manager at SHoP Construction, a digitally connected detailing, engineering, and construction services firm. Churchill was also involved in helping develop the University of Oregon's designBridge into a nationally recognized program.

**RYAN BELTRAN** '11 is cofounder of Original Grain. The company produces durable, wood-based designer watches.



**D**ominic Valdes '02 turned a class project into a thriving company. He dreamed up a business plan at the Lundquist College for a cozy, health-focused, community-based tea business. Seven months after graduating from college, he and his wife Angela decided to make the tea shop a reality.

Tea Chai Té has been offering more than 120 handcrafted tea blends in its retail stores and online since December 2003, and it has grown by leaps and bounds. The company now has three locations in Portland and has set up shop in New York City in the tea bar of Miansai, a high-profile handmade accessories brand.

Valdes has made an art of blending teas, so much so that the vast majority of blends the company carries are his own. The teas are health conscious, ecofriendly, and sourced from companies around the globe who make their workers' health a priority. There are also certified organic teas and tea blends and blended herbal infusions.

Soon, Valdes said, a popular Tea Chai Té product will be available in the city where it all began. "Our kombucha brand, Happy Mountain Kombucha, is really blowing up, and we are signing on with a distributor so our product will be available in Eugene soon."

**KEVIN DAY '11** and **GINA (RAWLS) DAY '13** were wed in July at Lake Grove Presbyterian Church in Lake Oswego, Oregon. Kevin graduated with a concentration in sports business and is currently employed with Nike Golf. Gina graduated with an accounting degree and is a certified public accountant with Ernest & Young.

**BRIANNE THEISEN EATON '11** and husband **ASHTON EATON '10** (College of Arts and Sciences) competed together in Poland at the 2014 Athletics World Indoor Track and Field Championships. Theisen Eaton claimed silver in the pentathlon while Eaton walked away with the gold in the heptathlon for his fourth championship in a row.

**TRUDIE DU TOIT '12** and **LUKE MICHAEL PUSKEDRA '13** were married on October 25, 2013. Puskedra is currently employed as a Nike contracted elite runner in the Nike Oregon Project. Du Toit is employed as a professional tennis coach.

**JACOB LOSBY '13** and **OLIVIA WILLIAMS '13** became co-owners of the popular downtown eatery, Old Town Café, located in Joseph, Oregon.

**TIFFANY PHILLIPS '13** received the 2013 Elijah Watt Sells Award for earning a cumulative average score over 95.5 on the CPA (certified public accountant) exam. Out of more than 94,000 participants who took the exam, Phillips is one of 55 in the country to earn the accolade.



**MICAH ELCONIN, MBA '12**, biked through Oregon and California to expand his vision for strengthening regional food and beverage businesses. Elconin was instrumental in the success of Sprout!, a regional food hub in Springfield, Oregon, focused on food business development. He has since founded Season to Taste, a consulting firm focused on growing small- to mid-sized food businesses to create stronger regional food economies. Elconin referred to his bike adventure as "one part sabbatical, one part research, and one part experiment."



**KAREN BONNER, MBA '13**, **SHANNON OLIVER, MBA '13**, and **JESSICA ZUTZ HILBERT, JD/MBA '14**, are cofounders of Red Duck Foods Inc. The ketchup company, which started as a class project for New Venture Planning, now has products on shelves in over 200 stores, including in many Dean & DeLuca locations.

## In Memoriam

**EDMUND "ED" ROBERT NIKLAS '42** died on September 16, 2013. He was ninety-three. After graduating early from the University of Oregon, Niklas enlisted with the U.S. Marines. He married Dorothy "Dot" on December 2, 1944. In 1955, Niklas purchased 50 percent of Clackamas Greenhouses not owned by his father. He served as president and general manager until 1986, when his eldest son David became president. He remained chairman of the board for two decades.

**MARY JOY (HAM) KIRSCH '49** died on March 9, 2014. She was eighty-six. She was president of the Chi Omega sorority her senior year while at the University of Oregon and met her future husband Walt Kirsch while taking a typing class. They were married for 63 years and had two daughters, Nancy Kirsch and Laurie Quirk.

**C. EARL WALTER JR. '49** died on February 10, 2014. He was ninety-two. During his time as a Duck, Walter was a three-time All American, captain of the swim team, member of The Order of the O, and president of Beta Theta Pi fraternity. He earned the nickname "The Silver Fish" and later in life "Old Barnacle."

**JOHN DAVID LEMMON '53** died on August 16, 2013. He was eighty-five. After graduating from Baker High School in 1946, Lemmon joined the Naval Air Force. Eventually, he graduated from the University of Oregon with a degree in accounting. Lemmon began his career in auto sales, ultimately owning Maywood-Bell Ford in California.

**WILLIAM F. MILLER '58** died on February 16, 2014. He was seventy-seven. While attending the University of Oregon, he met his wife Marilou "Mimi" Goldsmith Miller. His career included marketing and sales

and travel throughout Europe and Asia. He is survived by his wife, children, and six grandchildren.

**ROGER JOHN LENT '65** died on January 3, 2014. He was seventy. Lent attended the University of Oregon and received a bachelor's degree in accounting. After graduation, he served in the U.S. Army. Lent later worked for the State of Oregon. He was an avid Duck football fan.

**ANTHONY BLASKOSKI, MBA '99**, died at Delnor-Community Hospital on Sunday, July 6, 2014. He was fifty-four. Blaskoski is survived by his wife of 32 years, Annette, and his two daughters Aubrey and Amberlee. He most recently served as the North American director of sales for Laco Industries, a position he held since 2006.

Former Lundquist professor **EATON CONANT** died May 28, 2014. He was 84. Conant joined the UO in 1966, and in 1970 he became director of the Institute of Industrial Relations. He was nationally known as a consultant in arbitration and industrial relations, and he was awarded several grants that enhanced the institute's reputation. The institute joined the Lundquist College of Business in 1976 along with a master of science in industrial relations (MSIR). It was an interdisciplinary program with courses from the law school and economics and sociology departments as well as business courses in collective bargaining, labor relations, compensation, benefits, and employee selection.

Conant was the heart and soul of the program and recruited, advised, and found jobs for about twenty students a year. The program was unique on the West Coast and was part of a consortium that included the best programs in industrial relations throughout the country. Conant's retirement and the decline in union membership eventually led to the closing of the institute and the MSIR degree.

## Warsaw Center Alumnae Score at Visa

# Goal!



KARA LINSE '06 AND MEREDITH MCCURDY, MBA '08, ARE EVERYWHERE YOU WANT TO BE, INCLUDING THE FIFA WORLD CUP.

**K**ara Linse '06 was responsible for the digital and social activation of Visa's 2014 World Cup marketing campaign, which included launching its modified tagline "Everywhere you want to be" in 65 countries. The campaign was a huge success for Visa, drawing more than 2.4 billion social media impressions.

Linse double-majored at the University of Oregon in business and Spanish and was first featured in this magazine in the Face of the Future section eight years ago. She now works at Visa's world headquarters in Foster City, California.

Linse looks back fondly on the skills she acquired as an active member of the Warsaw Sports Business Club.

"The Warsaw Sports Business Club taught me the value of participation—that asking questions and joining the conversation is the first step toward relationships and ultimately opportunities," said Linse, who networked her way into a senior account executive role at Octagon before landing at Visa in 2012.

She also credits the Lundquist College of Business with helping her attain success early in her sports business career.

"The Lundquist College of Business helped me approach my career with a very well-rounded perspective, balancing the importance of knowledge, experience,

and curiosity, but above all else, cultivating relationships. I'm still blown away by how much my professors and advisors did for me and how it taught me the importance of mentors."

Linse joined another accomplished alumna, Meredith McCurdy, MBA '08, to help organize a visit to Visa's headquarters in April 2014 during the Warsaw Center's annual study tour to the San Francisco, California, area with Oregon MBA students.

McCurdy, who is also employed at Visa, additionally played a pivotal role in Visa's 2014 FIFA World Cup initiatives. Her role at Visa entails managing the company's sponsorship relationships with FIFA and U.S. soccer properties to ensure that Visa is maximizing their contractual rights and opportunities.

During the World Cup her role became very real-time—both from a problem-solving and an opportunity-seeking perspective.

Following positions at GMR Marketing and IMG Consulting, McCurdy landed the role of director of global sponsorship management for FIFA/football at Visa.

She manages not only Visa's FIFA World Cup relationship but also those with all FIFA global tournaments. Additionally, she oversees all U.S. football (soccer) relationships for Visa, including sponsorships and their related activation initiatives for Major League Soccer, U.S. Soccer Federation, San Jose Earthquakes, and Houston Dynamo.

McCurdy credits the Warsaw Sports Marketing Center with kickstarting her career in the industry.

"The Warsaw Sports Marketing Center allowed me to interact with industry professionals to better understand potential opportunities and career paths," she said. "The experiential learning provided the opportunities to put my skills to practice."

# Success Begets Success

You—our alumni and donors—are difference makers. Thanks to you, we are poised to achieve ever greater aspirations as we embark on a historic fundraising campaign.

Students and alumni from the Lundquist College of Business are creating incredible businesses that solve complex and important issues—from climate change to health care to food and clean water access. We have Ducks working in finance, sports marketing, accounting, consulting, technology, and everything and anything in between. Passionate and driven students and faculty from all corners of the country—and the world—flock to Oregon because of generous donations from people just like you.

This past year was a significant one for the University of Oregon and the Lundquist College of Business. It marked the seventh straight year of donations topping \$100 million for the university as a whole. Close to 80 percent of donors for the 2013–14 fiscal year (July 1, 2013 to June 30, 2014) focused on academics with their gifts, which support students, academic programming, scholarships and student aid, capital infrastructure, faculty, and research. Additionally, more than 20 percent of all gifts came from first-time donors. Big things are happening academically at the University of Oregon, and people want to be a part of it.

Thanks to the investment dollars that come in from donors like you, our students take part in once-in-a-lifetime global business experiences to complement their classroom learning. We bring industry leaders to campus as guest speakers every week. We attract and retain top-notch faculty and staff.

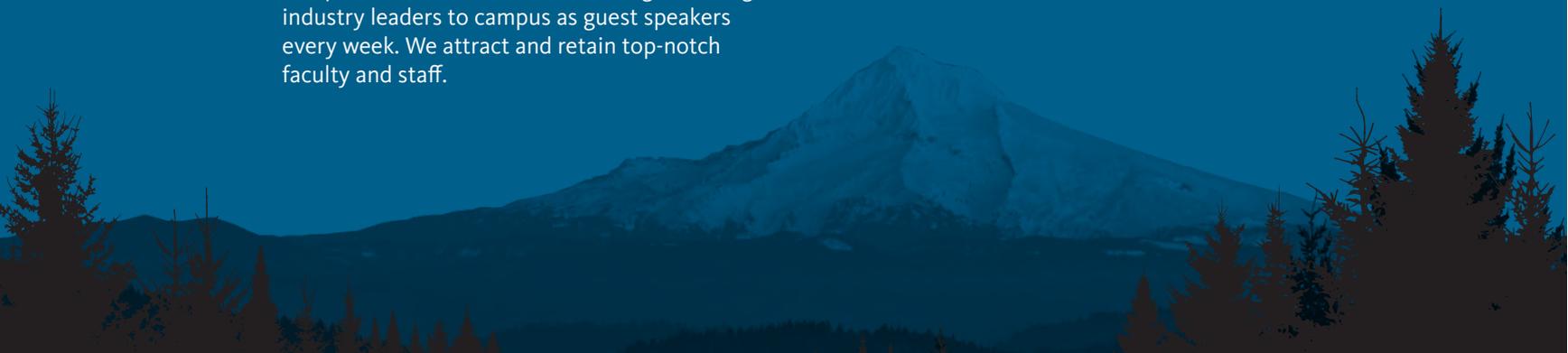
The University of Oregon also ushered in a new era in 2014, with July 1 marking the completion of the university's transition of governance authority from the Oregon State Board of Higher Education to the University of Oregon Board of Trustees. The governor appointed and the Oregon State Senate confirmed the inaugural board led by our own Chuck Lillis, PhD '72.

Adding to all this, the university formally launched its largest capital campaign ever on October 17, 2014. The UO seeks to raise an ambitious \$2 billion. (See page 8 for details on the Lundquist College of Business's goals and priorities for the campaign.)

This unprecedented fundraising effort is only possible because of our donors. Your gifts are a vote of confidence that enable our students to thrive in today's dynamic, global environment. With your generous gifts, we are able to provide an unparalleled learning environment that equips our graduates to succeed as leaders and world changers.

We sincerely thank you and all those who have given—and continue to give—so generously. You are the foundation for all our past and future successes.

**THANK YOU.**



## PLATINUM INVESTORS

**\$25,000+**

Hope Anstett '55  
 Robin and Roger Best, PhD '75  
 James Bramsen, MS '61  
 Ginger and Kim Caldwell '69  
 Marilyn C. and Gerry B. Cameron '61  
 Barbara Cargill '62  
 Tamara Kabush and Alan Evans  
 Lori Bradford and Mickey Friend '75  
 Lawrence Jackson  
 Katherine and Robert Jesenik '80  
 Gail and Frederick Jubitz '09  
 Gwen and Charles Lillis, PhD '72  
 Ellen and Desmond Lynch '84  
 Cynthia '78 and Edward Maletis '76  
 J. Douglas McKay '59  
 Patricia Neuner  
 Judy Oliphant '62  
 Nancy and David Petrone '66, MBA '68  
 Linda '82 and Jim Pliska '81  
 Michelle and Gregory Quesnel '70  
 Janet '66 and Gregory Rasmussen '67  
 Wendy and Kenneth Ruby  
 Christine '80 and Ronald Sauer '80  
 Carol and John Schaus '75, MBA '77  
 Anne and William Swindells Jr.  
 Ann and Tommy Thompson '54

## HERITAGE INVESTORS

**\$10,000–\$24,999**

Morris A. Arntson Jr. '59  
 Barbara Blangiardi '79  
 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  
 Michele and Roger Engemann '64  
 Colleen Greco  
 Renee and Jay Haladay  
 Betsy '71 and Gregory Hatton '71  
 Joseph Hawes '88, MBA '94  
 Jane and Gary Hibler, PhD '72  
 Judith and Mick Humphreys '64  
 Amy '82 and Ross Kari '80, MBA '83  
 Laura '71 and Abbott Keller '72  
 Deborah '74 and John Larkin III  
 Pat Lynch '52  
 Hemma and George Mackin  
 Susie Hagemeister and Mark Martin '84  
 Susan '83 and Donald McNiell



“One hugely beneficial thing I did at the Lundquist College was to graduate with a concentration in finance. I always thought I had an entrepreneur mentality, so pushing myself in finance helped teach me skills that many entrepreneurs need help with—financial viability. Having this background, even at the basic level, is why I think we’ve succeeded. Essentially, it’s having the financial savvy to not get overextended, in debt, or too aggressive in our growth strategy.”

—ERIC WECKERT '05  
 CEO, DRIVE MARKETING GROUP

Merritt and Dwayne Richardson '83  
 Betty '56 and Norman Ruecker '54  
 Louis Scharpf '79  
 Marianne Slade '80  
 Sondria Stephens '88  
 Jacqueline Krull-Sussman and Mitchell Sussman '79  
 Elizabeth and Howard Svigals '75  
 Carol and Robert Warsaw  
 Aira and Peter Williams '55  
 Sandy and Michael Woodley '70

## LEGACY INVESTORS

**\$5,000–\$9,999**

Ann and Howard Allred '77  
 Kari '91 and David Anderton '87  
 Tammy and David Blaskowsky '85  
 Richard Callahan '85  
 Hallie and Steve Christian '75, MBA '76  
 Barbara and William Cobb Jr. '71  
 Rhonda and Jeffrey Curtis '78  
 Susan and James Eager '67  
 Marilyn '59 and Richard Easton '59  
 Kathleen '78 and Barry Elkins '80  
 Olivia '57, MS '62, and Gerald Froebe '56, '61  
 Laury '86 and David Girt '81  
 Phyllis and Paul Goebel Jr. '52  
 Lori and John Hancock '71  
 Tracy and Oystein Harsvik '88  
 Ann and William Hefter '66, MBA '67  
 John H. Herman '60  
 Gretchen '90 and Brian Hibler '89  
 Kasey '86, JD '89, and Steven Holwerda, MBA '91  
 Gary Homsley  
 Grant '64 and Suanne Inman '64  
 Ann and Christopher Johnson '83  
 Julie '98 and Don Jones Jr. '95  
 Catherine and John Knox '72  
 Gail and John Kretchmer '79  
 Kelly '84 and James Lanzarotta '84

Sara Green and Kevin Lewis '85, MS '86  
 Juan Lorenzo '88  
 Jon-Alan Manning '66  
 Betsy McCormack  
 Robin and Douglas Oas '78  
 Kerri '85 and Dale Pellow '84  
 Richard Petit '81  
 Sue and Edward Post '64, MBA '66  
 Melissa '79 and Trace Skopil '82  
 Helen Gernon and Dennis Stimple  
 Sharon and Stephen Terry '76  
 Janice and Bryn Torkelson '79  
 Lisa Biddiscombe Wade and Alan Wade '80  
 Ellyne Warsaw  
 Kristine and Scott Wright '80

## PRESIDENT'S INVESTORS

**\$2,500–\$4,999**

Claire and Thomas Aiello  
 Linda '74 and Scott Andrews '74  
 Angela Belding '89  
 Diane Albracht and John Benson '67  
 Kelly and Jack Berka, MBA '79  
 Chris '77 and Geoffrey Bremer  
 Cindy and Phillip Bullock  
 Susan and Pat Coan '65, MBA '68  
 Melissa Stepovich and Jeffrey Cook '89  
 Virginia and Charles Cowden, MBA '71  
 Louise '71 and Kees de Kluyver '70, 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  
 Leslie and Peter Feibleman '77  
 Colleen '82 and William Gardner '82, MBA '84  
 John '56 and Kyungsook Gregor '61  
 Thomas Greif '66  
 Barbara and Douglas Griesel '72  
 Dawn and David Guenther  
 Dale '59 and Allen Gummer '58  
 Leslie '70 and Michael Hartwig '70  
 Terah and David Haslip '96  
 Wenhua Li and Song-Yu He, MBA '95  
 Lynn and Douglas Henne '74  
 Michele Henney, PhD '94  
 Anita '89 and Danny Hollingshead '69  
 Lori and Henry Holmes  
 Diane Ramsey and William Johnson '70  
 Elaine and Grant Jones '76  
 Karen '86 and Kjell Karlsen '87  
 Jennifer and Ronald Kelly '92  
 Marilyn '97, MA '01, and Donald Lance '89  
 Marjorie and James Lussier '64, MBA '66  
 Dolores Lyons  
 Debra '86 and Mark Madden '80  
 Timothy McCann  
 Deborah '92 and Neal McLaughlin '90  
 Robin '60 and Robert Mesher '58  
 Terri and Edward Minniti '83  
 Terri Oen  
 Brittany '06 and Erik Parrish '03, MAcc '04  
 Barbara '51 and William Peterson  
 Kristine Pizzuti '90  
 Tony Pizzuti '91  
 Faith Quimby '00, MAcc '01  
 Francine '71, MEd '74, and Jeffrey Reingold '73  
 Nicole and Craig Reinhart '88  
 Susan and Gary Reynolds '75  
 J. Bruce Riddle  
 Susan '84 and Todd Ringoen '84  
 Mary Robert '47  
 Maria and Michael Rogers '93  
 Jennifer and Erik Sandhu '94

Continued on page 39

# Charles Lundquist's Revolutionary Vision

In 1994 typewriters were still commonplace in most offices. *Forrest Gump* and *The Lion King* were tops at the box office. *Friends* was the hip new TV show. NAFTA was established. The Channel Tunnel connecting England and France opened. The web—the information superhighway—entered the cultural consciousness. And Charles H. Lundquist '42 fundamentally changed the University of Oregon business school when he made his \$10 million gift.

The groundbreaking investment, the largest in UO history at the time, set the tone for the next two decades not only for the college, but also for the entire university.

At the time of his gift, few colleges of business even had entrepreneurship programs let alone made entrepreneurship a central tenet of business education. And though an enterprising and entrepreneurial spirit had long been a part of what it meant to be a Duck—with students and alumni always questioning and looking for a better way—it was Lundquist's gift that codified and validated that spirit.

Today, the college is a hub of entrepreneurial energy, with an enterprising ethos imbuing everything from accounting and finance to marketing, management, and decision sciences courses. And that energy permeates across campus to architecture, law, science, and beyond.

"Charles Lundquist's generosity not only filled a need for the college, it created a whole new opportunity for an outstanding student experience," said Dean Kees de Kluyver. "We continue to be grateful for the support of the Lundquist family, and we look forward to the bright future ahead."

Lundquist's gift to name the college followed a previous investment in 1989, when he gave \$1 million to create the Lundquist Center for Entrepreneurship.

For the Lundquist family, the center and college represent more than investments, but rather the embodiment of Charles Lundquist's perpetual drive, innovative thinking, and thoughtful risk-taking. They provide a space for creating and managing successful new ventures, for leading the world with new ideas, and for never resting on the laurels of past triumphs.



"The success of the Lundquist Center for Entrepreneurship and its core focus of empowering and encouraging the entrepreneurial spirit in our students, educators, and business leaders remains a significant source of pride and admiration for our family," said Jeff Loftus, MBA '95, and Jeanne and Charles Lundquist's son-in-law.

Jeanne Lundquist added, "When Charles made the generous gift to the college of business, it was really more of a heartfelt and lifelong challenge for both the center and the business school to become the premier catalyst for entrepreneurial education and innovative thinking in and out of the classroom for all future generations. If Charles were here today,

we know he'd be beaming with pride that the entire college has been—and will continue to be—at the forefront of experiential education, research, and innovation on a national and global level."

As we celebrate the past 20 years of accomplishments, we sincerely thank the Lundquist family for what they have enabled and empowered. Indeed, in many ways, the current UO fundraising campaign can be traced back to the legacy of giving that Charles Lundquist catalyzed at the University of Oregon. As we look to the future, we pledge to continue the tradition of doing things differently while aspiring to the lead the nation and world in business education.

## Continued from page 37

Andrea '64 and James Sandstrom '64  
Linda and Daniel Sullivan Jr. '74  
Karen Sullivan '67  
Leslie and Mitchell Vance '85  
Linda and John Vandercook '77  
Claire '73 and James Williams,  
MBA '73  
Carol and John Woodworth '48  
Katherine '84 and Arne Youngman '84

## DEAN'S INVESTORS

### \$1,000–\$2,499

Heather '04 and Sergio Apodaca '02  
Selma Starns '54 and Alexander Bartley  
Patricia and Ronald Bedient '75  
Marie '68 and C. Wade Bell '68, '70  
Stephen Bellotti '75  
Donna Motluk and Ross Bewley '75  
Timothy Bishop '74  
Susan and Lawrence Black '52  
Yvonne Blewett '85  
Melanie and Timothy Breedlove '78  
Lonnie Brist, MS '96, PhD '96  
Laurie '84, MS '85, and  
Lawrence Brody '82  
Ina Broeman II  
Jay Broudy  
Jennifer and John Buller '62  
Kelly '92 and Eric Burke  
Suzanne '83, MEd '90, and  
Robert Carey '78  
Suzanne '56 and Charles Carlborn '57  
John Chambers  
Bernadette '76 and Thomas Chow '76  
Carolyn '80 and Carl Christoferson '81  
Michelle and Changtae Chu, MBA '67  
Janell and Joseph Ciatti '64  
Danelle and Matthew Clark '92  
Robin Clement  
Verdell '60 and James Coleman '60  
Karen and Stephen Conway '71  
Nancy and William Doolittle '62  
Susan and James Durst '74  
Pamela '88, MBA '89, and Jeff Elling  
Laura and David Evans '82  
Marcia and Gary Everton '68  
Monika '03 and Steven Fein '00  
Linda and Philip Fischer, MBA '77,  
PhD '79  
Megan Cavanagh and  
Michael Franson '81  
Barbara and Herbert Fujikawa  
Becky Lancaster and Michael  
Garvey '68  
Kathleen '77 and Brian Gowdy '78  
Margaret '83 and George Graves

Margo Hasselman and  
Joshua Greenough '02  
Gunnar Haugen '04, MAcc '05  
Tabitha Hayes, MBA '00  
Loi '91 and Bruce Heldt  
Michael Henningsen Jr. '85, MBA '88  
Connie and Clifford Hinds '75  
Linda '71 and Eugene Holt '67, MBA '72  
Lesley '70 and Gregory Houser '70  
Jennifer and Derek Jernstedt '98  
Kristen '91 and Douglas Johanson '90  
Marilyn '72 and Raymond Johnson '72,  
PhD '81  
Meredith '95 and Craig Johnson  
Jill and William Jones, MBA '85  
Jayne Carroll and Lee Kell '61  
Billie Jean King  
Melanie Ditton '85 and Alan Krane '79  
Linda Krull  
Jeffrey Lake '63, MS '79  
Kimberly and Robert Lally '83  
Barbara and Charles Landers Jr.  
Joan and Christopher Larkin  
Margerylou and A. Burton Lind '43  
Sally and John Linman  
Anne '84 and John Macdonald  
Devera and Scott Marshall '81  
Roy Matsunaga '09, MAcc '10  
Erin '07 and Brice Mckalip '06  
Peter Mears, MBA '80  
Emel and Johan Mehlum  
Kusum and Rajan Mehndiratta  
Roger Mills  
Sally '88 and Shane Moncrieff '89  
Serena '88 and Tony Morones  
Abigail '98 and Jody Mortimore '98  
Martina Navratilova  
Michael Niedermeyer, MBA '77  
Alexandria Nunley '05  
Tam O'Shaughnessy  
Jayme and Brandon Parker '06,  
MAcc '07  
Sharon and James Patricelli '90  
Kari Patterson '00, MAcc '01  
Angela Davis and Jeremy Piger  
Anne Poulos  
Molly '78 and Peter Powell '78  
Marilyn Powers '58  
Paula and Stephen Reynolds '72  
Jack Rickli '49  
Jill '92 and Steven Ritchie '93  
Catherine Roller '07, MAcc '08  
Geri '77, MBA '78, and Michael Rumbolz  
Mandie Rush, MBA '82  
James Sams  
Carmenza and James Sarvay, MBA '85  
Julie '90 and John Schlendorf III  
Elizabeth and Bruce Shepard, MBA '73  
Lisa and Randall Sias '89  
Anne-Marie '84 and  
Thomas Simpson '84



## Welcome, Kurt

This past spring we welcomed Kurt Zimmerman into the role of senior director of development for the Lundquist College.

Zimmerman comes to us fresh off a fifteen-year stint with UO Athletics, where he was a key facilitator in the Matthew Knight Arena project. He was also a major gift fundraiser during the UO's \$853 million Campaign Oregon: Transforming Lives campaign, and he has worked closely with several members of the University of Oregon's Board of Trustees and Lundquist College of Business's Board of Advisors.

As the college's new chief fundraiser, Zimmerman will continue building relationships with donors, alumni, and friends of the college, as well as help launch new programs and initiatives.

"It's an exciting time for businesses and business education," said Zimmerman. "And at the Lundquist College, I feel I am in a position to help move the entire university forward, especially now that the UO has launched the new campaign."

Zimmerman said he feels right at home in the Lillis Business Complex.

"Every day I walk up through Dads' Gate and see Lillis. I think about what an inspirational place this is. Interacting with the students is extremely fulfilling. Great faculty, great students, great programs—these are coming together for a profound impact on the business community and beyond," he said.



## Pioneer Award for Lloyd Powell '55

The mood felt more like a reunion when the University of Oregon honored Lloyd Powell '55 with a Pioneer Award in 2014.

Family and friends gathered at a gala event in Portland to celebrate Powell's lifetime of achievement and charitable giving.

"My grandfather credits everything he has to the University of Oregon," said Brendan Powell '07, who is also a Lundquist College graduate. "For all his business, for all his passion, he credits the UO."

A talented athlete, the elder Powell met with legendary Ducks football coach Len Casanova, demonstrated his skills, and was added to the roster with a scholarship. It was a sound decision. Powell scored the winning touchdown against the Oregon State Beavers his senior year. He also ran track.

After graduating from the Lundquist College, that characteristic determination served him well in business—first in Lloyd Powell and Associates, Inc., one of the Northwest's top development firms, and later in Powell Development Company, which he founded with his son Peter Powell '78, also a Lundquist

alumnus. The Powells count Costco, Target, Walgreens, Safeway, and Albertsons among their clients. Lloyd Powell also serves as president of Pine Mountain Cattle Company, a cattle ranch in Bly, Oregon.

His family said Lloyd was moved by the recognition.

"My dad is a very quiet man, very intense," Peter noted. "The best part of this award ceremony is seeing him so giddy, getting to see all the people he knows."

Current UO students thanked Powell for his named meeting room in the Lillis Business Complex. Powell Plaza at Hayward Field is named for the Powell family, and Lloyd was a recipient of the 1997 UO Presidential Medal.

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.

Andrew '55 and Phyllis "Phyzz" Berwick '56 were also honored with Pioneer Awards for their many contributions.

Suzanne Algara-Sneed, MEd '07, and Joel Sneed  
 Barbara '51 and James Snow '50  
 Lisa Eiler '04 and Isho Tama-Sweet, PhD '09  
 Charlotte and Fred Thompson Jr. '51  
 Kathleen and Robert Thurston  
 Jaime Vermeer and Paul Tiger '99  
 Karin Wandtke '92  
 Carolyn and Irwin Warsaw  
 Belinda '85 and James Watters '90  
 Judy '77 and Michael Weber '77  
 Stephen Wegener '90  
 Steven Weinstein, MBA '95  
 Anita and Robert Wentworth  
 Kathleen and Gregory Wentworth  
 Scott Wentworth  
 Ronald White '53  
 Nicole '99, MS '01, and Ryan Wilson '99  
 Karen '78, MEd '79, and David Zechnich '78  
 Michael Zick '05  
 Elaine Ziemba  
 Kellie and Jay Zirkle '59  
 Makenzie '04, MAcc '05, and Eric Zuern '04

## LOYALTY FUND INVESTORS \$250–\$999

Joanne and Ted Anderson '58  
 Claudette Armstrong  
 Rebecca Arnold  
 Julia and Ronald Babcock '49, MS '58  
 Felisha '06 and Christopher Bahr '05, MAcc '06  
 Connie '83 and James Barnes '84, MBA '01  
 Carol and Marte Bassi  
 Sarah '94 and John Beliveau, MBA '94  
 Trace and Gregory Bennink '81  
 Martha and Charles Bergren, MBA '74  
 Linda Blankenship '88  
 Melissa Blue '91  
 Gerald Bowden '54  
 Heather '77 and Mark Bowlby, MBA '77  
 Keiko and Daniel Bryan, PhD '02  
 Boni '78 and Ward Buringrud  
 Linda and Richard Burk '70  
 Christopher Canazaro, MBA '12  
 Maggie '99 and Chee Chan '81, MS '83  
 Shelley Cooper  
 Charlene Cosentini '58  
 Marlene and Stephen Cruikshank '63  
 Kathryn '71 and Bruce Cunningham '71  
 Kristi '80 and Jerry Cunningham '78  
 Melissa and Paul Dailey '82  
 Diane '82 and Larry Dann  
 Angel Davis '09, MAcc '10

Kellan Davis '11, MAcc '12  
 Peggy '71 and Paul Davis  
 Stefany and Brian Day '02  
 Molly Dean '07  
 Jan Diamond  
 Michael Dore  
 Michael Drennan '68  
 Delmer Driskill '65  
 Virginia Ehrlich '91, MS '97, DEd '12  
 Sheri, MS '87, and Jeffery Elliott '77  
 Joan '67 and R. James English,  
 MBA '66  
 Matthew English, MBA '02  
 Josh Ewing '96  
 Lynda Wendel '69, MBA '72,  
 and David Felt  
 Hannah Fisher, MBA '77  
 Katherine and Mark Frandsen '70  
 Tory Fretz  
 Judith and John Gallaway '64  
 Donna and Michael Gaughen '70  
 Timothy Geraghty '81  
 Mary and John Gilbaugh '66  
 Mary Gilbert '71  
 Raquel Giscafne  
 Jo Ann Gish '78  
 Janine and Brian Goldberg  
 Janine and Joseph Gonyea III  
 Jerry Gose '70, MBA '71  
 Patricia and Robert Graham '60  
 Victoria and Richard Grimshaw '76  
 Florence and Donald Hadley '83  
 Ellen Halverson  
 Marianne and Robert Hample  
 Donald Hanson '58  
 Maryjean and David Harper  
 Donna and David Hawkins, MBA '73  
 Ann Hayashi  
 Stacy and Thomas Heidegger '92  
 Nancy Hester  
 Melanie, MBA '76, and Frank Hobden,  
 MBA '76  
 Dianna and Gregory Hogensen '82  
 Jamie and Matthew Hutt, MAcc '08  
 Deborah and Kenneth Irinaga '75  
 Leslie Ito '76  
 Debra and Douglas Jalen '78  
 Bonnie and Gene Jenkins '66  
 Joanne Jensen  
 Henry Jeske '63  
 Kelly Johnson '97, MBA '02  
 Robert Johnston '81  
 Barbara Jordan  
 Kathryn Jordan  
 Janice Anderson '70 and John Joyce '70  
 Mona and Derrick Kawamoto  
 Jillinda and David Kidwell, PhD '75  
 Judith '68 and James Knapp  
 Connie '75 and Ken Knepper '74,  
 MBA '75  
 Sharon and Charles Koenen, MBA '71

Erin Frazier '03, MAcc '04, and  
 Danny Konrady  
 Michael Kontich '71, MS '80  
 Stephen Koper, MBA '00  
 Kay Kowitt '80  
 Reta Kyle  
 Michael Larkin '08  
 Janet Thompson and Thomas Lee '84  
 Teresa '76 and Mark Lewis '76  
 Chew Lim '93  
 Marie Patrick and Michael Lofthus  
 Paula and Jeffery Loftus, MBA '95  
 Anne Matson '94  
 Laurie '68 and Jay Maxwell '61  
 Meredith McCurdy, MBA '08  
 Clyde McDowell '74  
 Annamarie McNeil '01, MAcc '02,  
 and Lara McCulloch '02  
 Thomas Mears '79  
 Ellen Merlo  
 Nancy and Christopher Middleton,  
 MBA '90  
 Nancy Mills-Smith  
 Denise and Bruce Mohr, MBA '82  
 Kim and James Mohr '76  
 Julie and Douglas Moshofsky,  
 MBA '90  
 Alicia and Kevin Mullerleile '98  
 Teresa Luong and Christopher Murphy  
 '02, MAcc '03  
 Rhonda Stoltz '88 and John Mustoe,  
 MA '76  
 Roger Neet '78  
 Grenn Nemhauser  
 Joyce Nicholas  
 Terry and Donna Niegel '93  
 Alice O'Leary  
 Carol Oliver '71  
 Sean Oliver '09  
 James O'Rourke '63, '66  
 Justin Packard '05  
 Mary and Martin Packouz '69,  
 MBA '70  
 Susan '69 and William Piche '68,  
 MBA '70  
 Marta '02, MAcc '03, and Peter Powers  
 Walter Prock III '63, MBA '65  
 Tracy Rampton '83  
 Robert Raney '62  
 Linda '85 and Stephen Reichenbach  
 MaryAnne and William Reinking Jr. '86  
 Kelly '96, MBA '99, and David Reiter,  
 MBA '00  
 Gina and Kevin Rich, PhD '09  
 Donald Robinson  
 Wendy and Scott Rogers  
 Bonnie and John Rosen, MBA '72  
 Davia '53 and Theodore Rubenstein '54  
 Julie and Douglas Rusch '78  
 Wendy and Michael Russo  
 Kathryn, MBA '82, and  
 Scott Samuelson, MBA '82  
 Kevin Sanchez '89, MBA '91



## People First

For Dave Petrone '66, MBA '68, it's all about investing in people. He and his wife Nancy are longtime supporters of the University of Oregon, with gifts spanning nearly the entire campus. Their recent \$500,000 gift to the Lundquist College of Business helped jumpstart a new program.

"Wowed, I was just knocked over," Dave Petrone said of the new UO Sports Product Management (SPM) program and its planned graduate degree slated for launch at UO's Portland campus in fall 2015.

"With any investment, I want to know who, what, when, where, and why," he said. "SPM has a sound business plan."

With SPM, he said, students, alumni, and investors get an entrepreneurial, interdisciplinary initiative that connects people and that makes sense in the context of UO. That meshes perfectly with the Petrones' hope that their gifts will help set the course for the University of Oregon's future.

Dave Petrone is former vice-chairman at Wells Fargo and Company and now serves as chairman of Housing Capital Company, which began as a joint venture with, and is now a division of, US Bancorp.

Along with SPM, the Petrones also provided seed money for Women in Flight, a program to raise awareness and funds for women's sports. That program started in June.

In October 2014, the Petrones gave an additional \$1 million to the Erb Memorial Union renovation project. Dave Petrone was honored with the UO Presidential Medal in 1999 and the Pioneer Award in 2012. He is also serving as cabinet chair for the university's fundraising campaign.

## HONOR ROLL

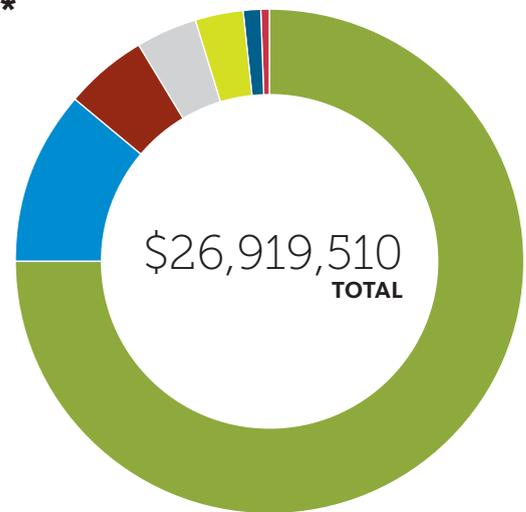
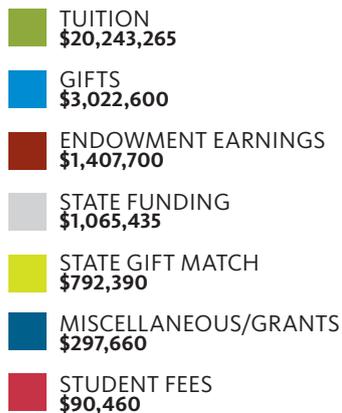
Anne and Jeffery Schilling '80  
 Cuthbert Scott III, PhD '75  
 Sharon '82 and James Scrugham  
 Ann Lamson and Peter Sczupak '99  
 Gloria Segerquist  
 Cecilia and Gim-Seong Seow, PhD '85  
 Deborah and Freddie Sittner, MBA '77  
 Devon Smith '94  
 Nancy and Richard Sotta '81  
 Annette and David Sparks '66  
 Molly '63 and George Spencer '63, '66  
 Maranda and Robert Stackhouse '98  
 Bonnie Sudler and Alan Steier  
 Joanne and Kirk Stevens '79  
 Sheila and Richard Stokes Jr. '63, MBA '65  
 Melody '82 and Michael Stone '76, JD '79  
 Bartosz Straczek  
 Matthew Stringer '05, MAcc '06  
 Myrtle Strom  
 Christine and Erik Stromquist '92  
 Allegra '05, MAcc '06, and Greg Stuart  
 Philip Studarus, MBA '70  
 Austin Swank '10  
 Alfredo Tan, MAcc '04  
 Barbara and Edward Thomas '61  
 Andrea Timmermann '60  
 Barbara and Gary Tolman  
 Hollister Turner  
 Karen '69 and Kenneth Upton, MS '70, MS '75  
 David Urman  
 Marjorie Villamarin '04  
 Christina Voges '02  
 Christopher Wade '01  
 Mylene '81 and Gregory Walden '78  
 Jing Wan, MAcc '05  
 David Wheelwright '85  
 Collin White '01  
 Kenneth Whitney '51  
 Anthony Wicklund '97  
 Sally Williams '81  
 Sheryl and Joseph Wonderlick '88  
 Jocelyn and K. Douglas Wong, MBA '67  
 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  
 George Yioulos '05

## INVESTORS UP TO \$249

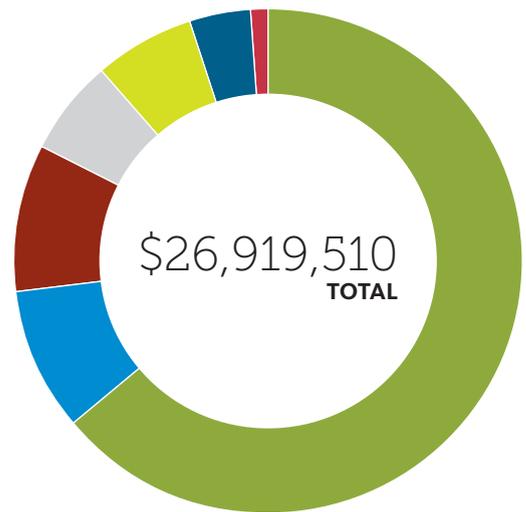
Jane and Leonard Adams, MS '71  
 Michael Adee  
 Robert Albin Jr., MBA '67  
 Katharine Alderdice  
 Alisanne Gilmore-Allen and Wyatt Allen '67

### LUNDQUIST COLLEGE OF BUSINESS REVENUE SOURCES 2013-14\*

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



### LUNDQUIST COLLEGE OF BUSINESS USES OF FUNDS 2013-14



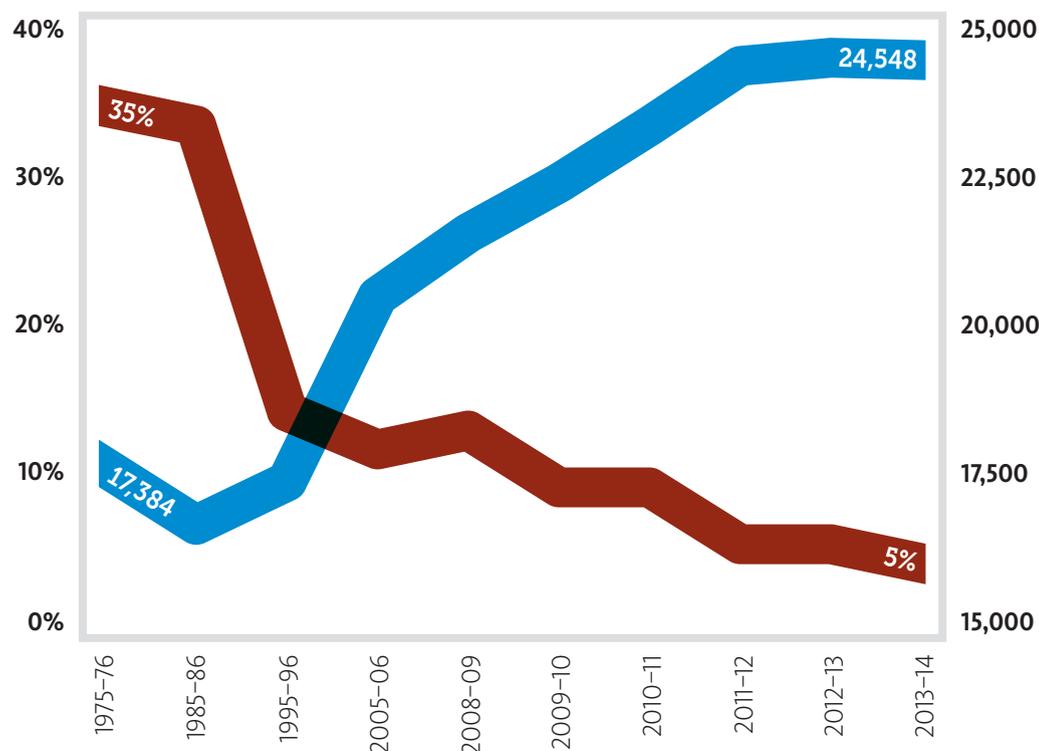
Christine '88 and Richard Andersen '82  
 Denise Anderson '11, MAcc '12  
 Jessica '93 and Dean Anderson  
 Mary and Gregory Anderson '76  
 Susan, MBA '89, and John Anderson, PhD '93  
 Terri and Jon Anderson  
 Kevin Anding, MBA '14  
 Artem Arkhangelski, MBA '99  
 Cynthia '82 and Dana Aschbacher '83  
 Traci and Richard Axtell '82  
 Evan Baechler '12  
 Scott Baer '14  
 Holly Bagent '06  
 Suzanne Baird, MBA '80, and Clifford Hui  
 Cella Baker '71  
 Diana Barkelew '99  
 David Barlow

Brandon Barnett, MBA '02  
 Thomas Barney '92  
 Susan and Orié Barron, PhD '93  
 Lisa Barry  
 Robert Bauer '53  
 Stephanie Baugh, MBA '14  
 Dorothy Baxter '46  
 Doris '68 and Donald Beard, MBA '70  
 Elizabeth Bedford, MBA '88  
 Tracy '85 and Michael Beekman '85, MEd '86  
 Stella Ley and Leonard Beil, MBA '68  
 Jane '73 and Lyle Bell  
 Andrea Belz '93  
 Karen '73 and Steven Bennett  
 Lela '52 and Richard Bennett '56  
 Eric Bentz, MBA '02  
 Phyllis and Lester Berkson

Beulah Betts '56  
 Pamela Birkel, MBA '13  
 Nancy Bittner '78  
 Lisa and Kurt Bjorklund '82  
 Linda and Roger Bjorvik '64  
 Stephanie Blanchard '07  
 Sherry and James Blandin, MBA '72, PhD '74  
 Simon Blatz '12  
 Jeanne and Richard Blenkinsop '52  
 Jordan Bloem, MBA '14  
 Susan '90 and David Blohn  
 Andrew Blume '12  
 Kamish and Steven Blume  
 Richard Boettcher '53, MEd '60  
 Foster Boone, MBA '14  
 Stephanie Bosnyk '72  
 Susan Foster and David Bosworth '60

**STATE SUPPORT**  
PERCENTAGE OF BUDGET

**INCREASING UO ENROLLMENT**  
FULL-TIME STUDENTS



- Betty Faatz '53
- Theresa '64 and William Farrens, MBA '65
- Susan and William Fera '69
- Janine Finley '13
- Jane and David Firth, MBA '73
- Tamalyn and Michael Fitch
- Susan Flad '97
- Maria McQuaw and Rory Foley '84
- Sandra and James Ford '80
- Carrie '00 and Paul Fortier
- John Fox '89
- Bridget Franek
- Deborah and Dennis Frantz '71
- Heidi '99 and Christopher Freeman '00
- Christina '70, MEd '77, and Ronald Friberg '69, MBA '72
- Harry Fukuda '43
- Dominique and Paul Gable
- Julie and Jonathan Gaebe
- Deanna and Kenneth Gaffke '69
- Jill '78 and Michael Gambill '78
- Jo and William Garber '70
- Sherilynn '86 and Henry Gardner
- Mark Gaskill '77
- Isabelle and Craig Gass, MBA '90
- Cameron Gaulke '11, MAcc '12
- Norma and William Geenty Jr.
- William Geller '12
- Elaine Genor
- Terry Carroll-Gettel '68 and William Gettel
- Marianne and Ronald Gienger '62
- Nancy and Ian Gilfillan '77
- Sylvia Gillpatrick, MBA '82
- Louise and Arthur Glassman, MBA '71
- Corey Glidden '10, MAcc '11
- Joshua Goldfinch '10
- Jessica Goodell '10, MBA '14
- Monika Graf '11
- Richard Grand '13
- Walter Grauer '84
- Cassandra Gray, MBA '09
- Helen and Mark Green '81
- Emily Greenwood '14
- Marilyn and Jeffrey Grey, MBA '81
- Larry Gubrud '59
- Daniel Gutierrez '10
- Daniel Hall, MBA '14
- Erin and Jeremy Hall '00
- Katherine '65 and Glenn Hamai '65
- Perry Hammond, MBA '14
- Melanie and Christopher Hampton '81
- Sandra and David Hanford '79
- Deanna Hansen '59
- Rhonda and Von Hansen '68
- Richard Hansen '89
- James Hanson, PhD '80
- Charles Harker '05
- Linda and Allen Harper '74
- Brian Harrington, MBA '71

- Belkis, MS '79, and Gary Bottfeld, MS '79, MBA '86
- Steven Bowers '77
- Elizabeth Bradburn, MBA '96
- Diane Bradford
- Leigh '89 and Mark Brazee '90
- Karen Mason and Tim Brisbols
- Elizabeth Brock, MBA '14
- Stacie Bronson '09
- Carmella and Robert Brothers '93
- Cindy and Myron Brown '75
- Jeffrey Brown '98
- Judith and Jerol Brown '82
- Lisa and Eugene Brown '77
- Lusha Kaufmann and Christopher Brown
- Cecelia and Charles Buchholz '75
- Erika Bulay '10, MAcc '11
- Macy Burnham '05
- Alexander Burt '12
- Kellsey Butler '14
- Scott Buys '07
- Janis and William Byers, MBA '81
- Sherell, 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
- Kristine and James Canessa '93
- Wilma and Jack Canfield '52

- Janice and Kenneth Cardwell '54
- Arline Carter, MEd '72
- Christopher Carter, MBA '04
- William Carter '84
- Kaila Carty '08
- Barbara and Andrew Caruso
- Shirlee and Wallace Chamness '65
- Michael Chase
- Todd Chiles, PhD '96
- Hsiao-Tzu Chou '95
- Joseph Chulick III, MBA '02
- Margaret Claflin '10, MAcc '11
- Janis and Dennis Clark '74
- Nancy Henson-Clark and Donald Clark '62
- Timothy Cling, MBA '77
- Debra Somers-Closs and Edwin Closs III '79
- Kelley Clugage, MBA '04
- Jennifer '82 and Gregory Cohn '82
- Gena and Gary Colbert, MS '88, PhD '91
- Jill College '89
- Yukiko Conlon '10
- Laury '75 and John Cooper
- Isabella Corbin '85
- Sherry and Ronald Cornelius '81
- Geraldene and Frank Corvello '51
- Donna and John Crosiar
- Gwen and John Cunningham, PhD '81
- Keri and Jason Cunningham '96

- Nadira and Abbas Dahodwala, MBA '63
- Marie and Melvin Dailey '59
- Anna and Lawrence Daniels '81
- Ian Davis '12
- Sharon and William Davis '63
- Danice and Dwayne Deckard '81
- Mary Dees
- Sam DeKruyf
- Bonnie and Jack Delaney '69
- Deborah and Mark Doner, MBA '96
- Karen '90 and John Doster
- Sheryl and Thomas Doucette, MBA '72
- Joel Drucker
- Phillip Duchemin, MBA '82
- Eleanor and William Dudley '54
- Linda and Dale Duhan '84
- Christopher Dukeminier '06, MBA '08
- Patricia Dunphy
- John Durbin, MBA '14
- Jordan Dwight '12
- Joanne and Waymen Dwinell '75
- Christina Early '08, MBA '13
- Sheila and Gerald Eckart '63
- Lynnette '87 and Gregory Edwards
- Lori and Clifford Elling '83
- Roy Erickson '53
- Lisa and David Espeland, MBA '91
- Rachel Estep
- Jackie and Danny Evans, MBA '71

## HONOR ROLL

Isabel and John Harrington '55  
 Kathleen '81, MS '83, and  
 Christopher Harris '82  
 Steven Harris, MA '74  
 Christopher Harrison '83  
 Douglas Hart '85  
 Kathleen Hart  
 Trevor Haynes '12, MAcc '13  
 Tim Hays '12  
 Katherine '64 and Kenneth Hedman  
 '64, MS '67  
 Susan, MBA '81, and Roger Hefty  
 Tyler Heinkel '12  
 Jo and Dale Helling  
 Lois Henton  
 Karin Swanson and Jay Hereford,  
 MBA '74  
 Kathryn Kruger-Hickman '12  
 and R. Craig Hickman  
 Jessica Zutz Hilbert, JD/MBA '14  
 Mary Hinsdale '50  
 Virginia Hite '42  
 Vanessa and Joel Hobson '99  
 Sherry and Richard Hockenbrock,  
 MBA '87  
 Barbara '69 and Glenn Holderreed  
 '66, MBA '68  
 Steven Holland  
 Charles Hollis '69  
 Marnie and Philip Holoubek III '95  
 Terry Holschuh '90  
 Kenneth Holtan '76  
 Mary and Craig Horton '70  
 Devon Hotchkiss '96  
 Linda '66 and Dennis Howard '66  
 Betty and Gordon Hoy '48  
 Kathleen Pharis-Huber '81  
 and Henry Huber  
 Maurice Hudson '52  
 JoAnne and Russell Hughes '79  
 Taylor Hughes '12  
 Tracie '94 and Jason Humble '93  
 Jonathan Hunt '07  
 Christine '92 and Brian Hunter '93  
 Michael Hunter II '01  
 LeRoy Huus '63  
 Nancy and Mark Irwin '83  
 Anders Isaacson, MBA '11  
 Ina Jackson '03  
 Henry Jacobson, MBA '84  
 Dale Jensen  
 Janice John, MBA '99  
 Deborah and Larry Johnson, MBA '77  
 Joan and Robert Johnson '51  
 Katie Osgood '83 and Curtis Johnson  
 Priscilla and Robert Johnson, MBA '74  
 Catherine '62 and William Jones '62  
 Joyce and Douglas Jones '55  
 Kenneth Jones '48  
 Reese Jones '14  
 Ronald Jungwirth '69  
 Sharon and William Juza '50

## STATE FUNDING PER STUDENT 2013-14

UNIVERSITY OF NORTH CAROLINA CHAPEL HILL		\$17,191
UNIVERSITY OF FLORIDA		\$11,026
UNIVERSITY OF CALIFORNIA DAVIS		\$10,332
TEXAS A&M UNIVERSITY COLLEGE STATION		\$9,655
UNIVERSITY OF WISCONSIN MADISON		\$9,481
IOWA STATE UNIVERSITY		\$8,064
THE OHIO STATE UNIVERSITY		\$5,853
MICHIGAN STATE UNIVERSITY		\$5,574
UNIVERSITY OF WASHINGTON		\$4,830
UNIVERSITY OF OREGON		\$1,864

Debra Eisert and Lynn Kahle  
 Shirley and Raymond Karnofski '53  
 Richard Katz '60  
 Steven Kayl '78  
 Ashley Keber  
 Kurtis Keeney, MBA '73  
 Charles Kelley '68  
 Joyce '55 and Knud Kellund  
 Peggy, MBA '91, and James Kessinger  
 Elaine and Robert Kiehle, MBA '74  
 Karen '86 and J. Randall King  
 Wendy and David Kistler, MBA '77  
 Aaron Klein, MBA '14  
 Joann Klonowski  
 Lisa '86 and Thomas Klotter Jr. '86  
 Patricia and Leon Klud '63  
 Sylvia and Robert Knapp, MBA '80  
 Barbara Koch  
 Dael Kolwitz '07  
 Barbara and Ronald Kovar '52  
 Cheryl and Lester Kovats  
 Sonia '77 and John Kreag  
 Charles Krietz '70  
 Marilyn and Virgil Kuhls '65  
 Marietta and Glen Kuykendal '58  
 Douglas Landwehr '73  
 Lynn Langfeld '78  
 Gordon Lanser, MBA '92  
 Julie and Macy Lawrence '82  
 Candace and Donald Layton '75  
 Hang Le '99

Donald Lee '56  
 Jason Lee  
 Suzanne '88 and Scott Lee '86  
 Birgitt Leggett '84  
 Rena Lehnert  
 Justin Lehrbaum '13  
 Patricia and Samuel Lehrbaum  
 Nancy Leisure '43  
 Ronald Li, MBA '14  
 Susan and Girard Liberty, MBA '73  
 Andrew Liu, MBA '06  
 Kimberly '89 and Hector Llorens  
 Constance and Leslie Lobo, MBA '79  
 Jason Loomis, MBA '11  
 James Lowder '82  
 Ann '49 and James Luckey '50  
 Gloria and Kenneth Luderma '50  
 Taylor Luell '10, MAcc '11  
 Austin Luher, MBA '14  
 Tonia '90 and Carl Lusk  
 Marcia '88 and Peter Lyons  
 Mary Mahler, MBA '07  
 Ryan Maloney, MBA '08  
 Ron Manseth  
 Amira Mansour '84  
 Cindy Martin '93  
 Diane and Donald Masterson Jr. '55  
 James McClintock '12  
 Cynthia McClung '03  
 Ann McConnell  
 Martha and Micheal McCormick '60

Ina and William McCoy '59  
 Kenton McCreight Sr. '58  
 Susan and Thomas McDowell  
 Janet '79 and David McFetridge '76  
 Kay and Raymond McLaughlin '65  
 Jayne McMahan '83  
 Tara McMahan  
 Maxine McWhorter  
 Charlotte Weber and  
 Michael Menasco, PhD '75  
 Juan Mendoza '08  
 Gregory Mettler '79, JD '84  
 Amanda and Mark Michaelis '02  
 Theresa Michel '88  
 Connie and Robert Michelotti  
 Jeffrey Miller '12  
 James Miller-Murphy '76  
 Mark Milnes '96  
 Eleanor '65 and Perry Mitchell Jr. '64  
 Hannah Mixon-Gilliam '13, MBA '14  
 Mary '86 and Dirk Moeller  
 Tiffany Montes '05, MAcc '06  
 Ayako and Daniel Moore '83  
 Barbara Moore  
 Rebecca Cronkhitte and  
 Joseph Moore '84  
 Roxann and Richard Moran, MBA '76  
 Mitra and David Morse '81  
 Matthew Moshofsky '13  
 Caroline and James Mosman '70  
 Carol and Stuart Munro  
 Caroline Myrah '97

Jan and Wayne Nakamoto, MBA '82  
 Judy and Shizuo Nakawatase '63  
 Travis Nanchy, MBA '08  
 Victoria '63 and Leslie Neighbors '61  
 Kay '64 and Douglas Nelson '64  
 Sherryl '65 and William Nelson  
 Karen '83 and John Nevins, MBA '82  
 Lori and Steven Nichols '80  
 Garrett Nishimura '76  
 Charles Novak '66, MBA '70  
 Arthur Nusom '56  
 Mary and Philip Nyegaard '74,  
 MBA '75  
 RaeAnn Oatman '99  
 Kathryn O'Brien  
 Kay O'Dierno  
 Tisha Oehmen '94, MBA '07  
 Sumie and Earl Ogata  
 Susan and Charles Oltman '82  
 Jean and Clinton O'Neil, MBA '82  
 Susan '89 and Eric Osborn '89  
 Michele and Dennis Oshita  
 Natalie Panzer '89  
 Charlie Pasarell  
 Katherine Patricelli, MBA '86  
 Cheryl and James Paul '00  
 Terri and Terry Paulsen, MBA '87  
 Andrew Perkin '02  
 Barbara Perry  
 Linda '69, MS '70, and  
 David Petersen '69  
 Michelle '89 and Bernard Peterson '89  
 Tracy '97 and Troy Peterson '96  
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 Michael Pollock '98  
 Karen Pong '58  
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## Driven to Succeed

Business savvy, Duck pride, and a commitment to international education—Lundquist College of Business Dean Kees de Kluyver and donor Greg Rasmussen '67 share a passion for all three.

**A**s a UO student, Rasmussen spent a year in the Netherlands attending Nyenrode Business Universiteit. Four years later, as a Dutch student attending Nyenrode, de Kluyver came to Oregon with the same program.

Studying abroad transformed both of them. Thanks to Rasmussen's recent \$1.5 million gift for exchange programs, more UO business students will be studying at Nyenrode soon.

"That year in Europe was a great opportunity," said Rasmussen. "It was the most memorable and educational aspect of my college experience. I'd like to help future students experience the same things in today's world."

For the Lundquist College of Business, internationalization is a top priority.

"Global issues run business," said de Kluyver. "So we want our business students to have great global awareness. Today, it's simply a must."

A study tour abroad is a key component of the Oregon MBA curriculum, and de Kluyver hopes that someday every business student will have an international experience.

"Greg Rasmussen's gift, along with his leadership and support, will help us achieve this goal," he said. "We're very grateful he's an alumnus—and a friend—of the Lundquist College of Business."

— ED DORSCH '94, MA '99

## HONOR ROLL

Robyn '88 and Harley Spring, MBA '90  
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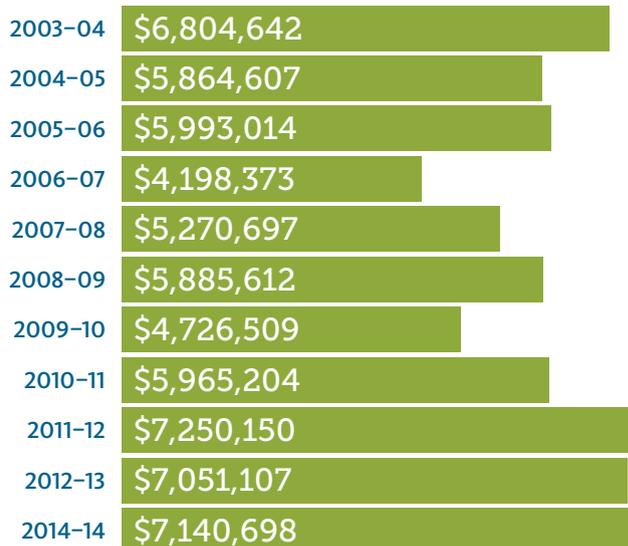
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# Stephanie Baugh

MBA '14 IN  
SPORTS BUSINESS

## INTERNSHIPS AND OPPORTUNITIES

- Graduate Teaching Fellow, Student-Athlete Development
- National Association of Collegiate Directors of Athletics, John McLendon Postgraduate Scholarship
- Annalee Thurston Memorial Scholarship
- Internship, National Association of Collegiate Woman Athletics Administrators

## WHY THE UO LUNDQUIST COLLEGE OF BUSINESS?

The Warsaw Sports Marketing Center—that's the long and the short of it. The Warsaw Center is the best choice in terms of business with a sports focus. Now, I have a degree that will serve me well—no matter what field of business I go into.

## BEST COURSES AND INSTRUCTORS

I really enjoyed Taryn Stanko's negotiation class. You had to go through a negotiation every time, and it brought out some people's theatrical side. It got very competitive. We had fun in that class. Bob Madrigal and Dennis Howard also stand out as great professors.

## GLOBAL EXPERIENCE

My two years at the University of Oregon allowed me to experience and see places I never imagined I would be able to visit. For example, I had the opportunity to work for about two months in Singapore. While there, I was also able to travel to five countries before joining my classmates for our Engaging Asia study tour in China. In January 2014, I was part of a team that presented an integrated marketing campaign to the Qatar 2022 Supreme Committee (the organizing committee for the 2022 World Cup) in Doha, Qatar. It was nothing like



what I was expecting. I have a much greater appreciation for other cultures and enjoyed those experiences immensely.

## WORDS OF ADVICE

Follow your passion without any kind of inhibition. Just do it. My mom said, "Find your passion and find a way to make it work for you." My passion is sports. Do what works for you.

## WHAT'S NEXT

My goal is to be able to help student athletes really understand who they are—not just as athletes, but also to put forth their best selves to their teams, community, and families. That's what's important to me. In my opinion, the University of Oregon does a great job of focusing on the person, not just the sport they represent. They don't do that everywhere.

# WHAT MAKES GLOBETROTTING ACHIEVERS CHOOSE OREGON?

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BUSINESS INVESTED IN ME AND  
MADE ME FEEL AS IF I CAN DO  
ANYTHING I SET MY MIND TO.”**

## **ANA PENA '15**

- Spent the summer in five countries
- Women in Business president
- Diversity scholar and student mentor
- Fred Meyer Rebecca Asla Memorial Scholarship recipient



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