



UNIVERSITY OF OREGON
Lundquist College of Business

UO BUSINESS

THE MAGAZINE OF THE LUNDQUIST COLLEGE OF BUSINESS · FALL 2010



BEYOND BLUE CHIPS

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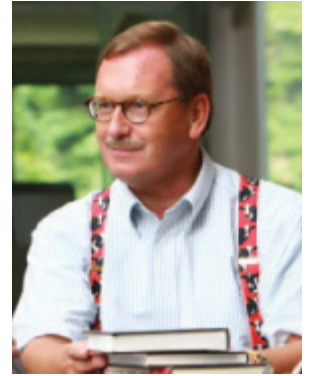
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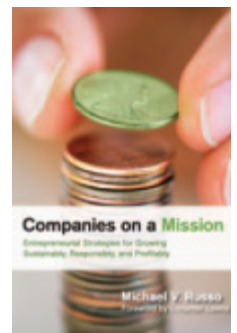
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UO Business

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MESSAGE FROM THE DEAN

Business and Society

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

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

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

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

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

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

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

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

New and Notes

Societal Connections



2 Dave Guenther, Sergio Koreisha, and Alan Meyer show off the hardware from the UO's Research Innovation Awards to former dean Dennis Howard.

“People become professors because they want to make a difference in the world. They want the world to be a better place,” explained Dave Guenther, one of three Lundquist College professors the University of Oregon honored with Research Innovation Awards in May.

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

Meyer's work, for instance, on the Technology and Entrepreneurship

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

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

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

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

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

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

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

New York City . . . and Beyond

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

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

Highlights included

- A chance encounter with Under Armour's founder and CEO Kevin Plank, who gave a great pep talk.
- An in-depth discussion with IMG executives about the fragmentation and concentration of media power and the rise of branded media
- The industry luncheon with Warsaw Center alumni working in the New York area, attended by more than a hundred people.
- The realization that Harvard business students got only a couple hours of NBA execs' time whereas Warsaw students had a full day.



Read more at ufolio.uoregon.edu/lcblogs

Competition Is Good for Business

Publicity around the college's renowned New Venture Championship kicked off early this past year, with *Forbes* lauding it in the January 26, 2010,

issue as one of the fifteen best business plan competitions. This was followed by a Lundquist College of Business MBA student venture, Mosaic Genetics LLC,

winning second place and \$10,000 at the event in April.

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

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

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



Members of venture team Mosaic Genetics LLC—Elizabeth Holsapple, Nick Boehm, and Yonathan Schultz—flash the Oregon "O" while celebrating their \$10,000 finish at the New Venture Championship.

Designing Green Products

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

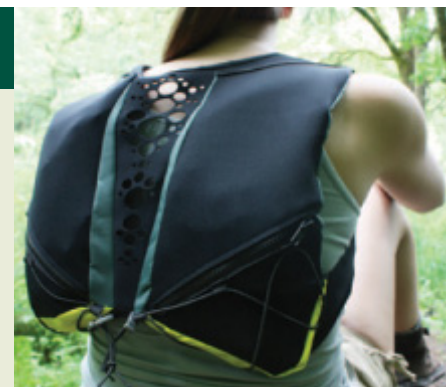
A new initiative at the University of Oregon does just that. The Green Product Design Network (GPDN) brings together students, faculty and staff members, and business leaders with expertise in chemistry, product design, business, law, and journalism and communication. The network is one of five key projects identified

as a major strategic initiative for the University of Oregon because it leverages and unifies the UO's unique strengths.

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

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

Navigating the complexities of sustainable supply chains and green marketing provides additional challenges



The Green Product Design Network can help products like the "Flex" nutrition pack (made from recycled materials by student Hillary Swain) go from prototype to production.

we are helping students and businesses understand, he explained. For example, the energy it takes to produce a green material for a product may outweigh the material's environmental benefits.

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

Connection, Engagement, Opportunity

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

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

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

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

Did You Know?

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

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

—Jenny Chen '10

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

—Grace Ong '10

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Left to right: Bill Walton, Ryan Blair (center), Ahmad Rashad, Oystein Harsvik, and David Stern.

Who’s That?

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

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

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

Oystein Harsvik, director of the treasury for Microsoft, a firm whose wealth is the envy of the corporate world, impressed students with creative strategies and innovative approaches he’s

pioneering in fund management for strategic acquisitions and investment management.

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

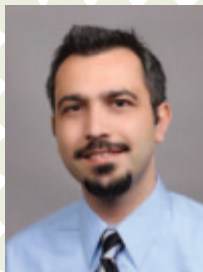
Growing Our Ranks

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

Eren Cil

Assistant Professor of Decision Sciences

From the Kellogg School of Management at Northwestern, Cil earned his PhD in operations management. His research interests lie in the areas



of service operations, strategic pricing under competition, and the applications of queuing theory. His current research focuses on competition among independent service providers in large-scale online marketplaces.

Heidi Connole

Instructor of Business Leadership and Communication

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



T. Bettina Cornwell

Professor of Marketing

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



Bruce Darling

Instructor of Accounting

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



Shane Heitzman

Assistant Professor of Accounting

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



Lan Jiang

Assistant Professor of Marketing

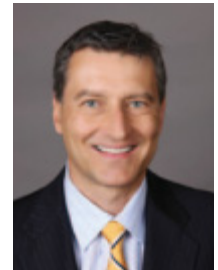
Jiang recently received a PhD in marketing from the University of British Columbia. She has an MA in economics from Simon Fraser University and a BA in economics from Beijing University. She researches customer relationships, effects of the retail environment on product judgments, and new product design.



Arvids Ziedonis

Assistant Professor of Management

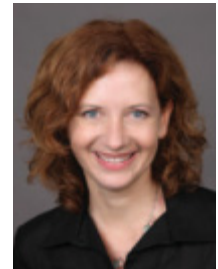
Arvids Ziedonis earned his PhD in business and public policy from the University of California, Berkeley, and was most recently on the faculty at the Stephen M. Ross School of Business at the University of Michigan. Before that, Ziedonis served as a senior fellow at the University of Pennsylvania's Wharton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



Rosemarie Ziedonis

Associate Professor of Management

Rosemarie Ziedonis specializes in intellectual property, technology strategy, and innovation. She was most recently codirector of the Center for Law, Economics, and Technology at the University of Michigan Law School. Ziedonis holds a PhD in business and public policy from the University of California, Berkeley, and has served at the University of Pennsylvania's Wharton School. She is the first research director of the Lundquist Center for Entrepreneurship.





LUNDQUIST C

FREDERICK AND GA

ALL JAZZED UP

The college's new dean brings excitement, fresh ideas, strong and proven leadership, and a personable demeanor.

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

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

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



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

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

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

STEPHANIE VAN DELLEN,
UNDERGRADUATE BUSINESS MAJOR



“I was most impressed by Dean de Kluyver’s grasp of the big picture. He had an excellent understanding of how he might be able to use the Lundquist College of Business’ current strengths to better position the school within the larger national academic environment—something I view as being important to the long-term success of the college.”

KELSEY PHILPOTT, MBA STUDENT

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

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

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

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

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

“In any of the professional schools, the primary emphasis is being able to provide classical academic leadership,” Bean said. “But at the same, you have to be able to engage the external community with equal facility. It takes someone with very broad experience and talent to be able to play both of those roles.”

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

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

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

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

Part of that expansion toward wider brand recognition will hopefully involve the support of the Portland business community, de Kluyver said. Many of the partnerships he envisions will be with small- to mid-sized companies. The goal would be to create a world-class starter course in Portland for the state’s corporate world that is academically based and backed by a research institution.

De Kluyver said he would like to build on the Lundquist College of Business' successful four-center model and focus on other strengths as well. He sees interdisciplinary partnerships emerging with the School of Journalism and Communication and the College of Education, and he points to the college's outstanding research and teaching in the areas of finance, marketing, and management as three disciplines that could be broadened.

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



"WE CAN TACKLE BIGGER PROBLEMS IN SOCIETY."

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

JAXON LOVE, MBA STUDENT



A Legacy of Hope

Renovations are underway on what will become Anstett Hall, thanks to a generous gift from Hope Anstett '55.

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

The Anstetts married the day after receiving their business degrees in 1955. Hope worked as a secretary to a bank president in Las Vegas while Joseph served in the Army in Korea. When he returned to Las Vegas, he began a thirty-seven-year career with Silver State Disposal Inc., working his way

from accountant to president and chief executive officer. The Anstetts became strong supporters of the Lundquist College of Business. They gave \$1 million to the Lillis Hall construction fund in 2001, and they supported the accounting department and the college annual Investors Fund. After Joseph died in 2008, Hope gave \$1 million to establish a scholarship endowment in his memory.

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

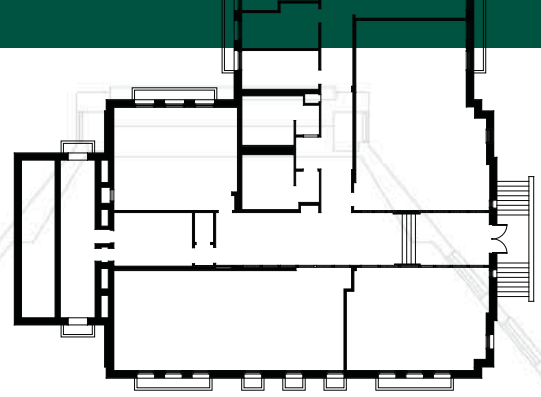
“I have very strong feelings for the university and the business college,” said Anstett, who remembers taking classes in Gilbert Hall as a senior. “I thought this gift would be a good way to complete the Lillis Business Complex and provide a lasting memory of my husband.”

Anstett Hall forms the historic east wing of the Lillis complex. Originally called Commerce Hall, it became Gilbert East in 1975 and then simply Gilbert Hall in 2001 after the adjacent

**THE BUILDING WAS
RENAMED ANSTETT HALL IN
THE COUPLE’S HONOR.**



and Family



Commonwealth Hall was demolished to make way for Lillis. The cluster of four buildings in the Lillis Complex now includes Anstett Hall, Peterson Hall, the Chiles Business Center, and the stunning LEED-certified Lillis Hall, which opened in 2003. The plaza surrounded by Lillis Hall and the two historic wings is being permanently named in honor of James Gilbert, professor of economics and dean of the College of Arts and Sciences during the first half of the twentieth century.

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

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

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



Joe and Hope Anstett in 2003.

"I WAS SITTING IN THE MIDDLE OF THE CLASSROOM AND ASKING A LOT OF QUESTIONS. JOE KEPT TURNING AROUND TO SEE WHO WAS ASKING THE QUESTIONS."

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

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

improvements to another wing of the Lillis Complex."

Anstett graciously accepts the appreciation but insists the pleasure is in fact hers. "I just feel privileged that I can afford to do that," she said. "Joe attributed his success to his education at Oregon. We felt we should remember where we came from, how we met, our happy days there. I never dreamed I'd be able to give \$5 million. But I'm glad to share it. It was the right thing to do."



IN THE BAG

When businesses and students partner, everyone wins.

That's what a snack-food company discovered when bringing a challenging problem to a decision sciences course at the University of Oregon.

Kettle Foods, the Oregon-grown producer of natural chips and snacks, had a problem with big bricks-and-mortar implications. A team of students from the Lundquist College of Business had an uncommon interest in material handling.

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

"Their solution was very simple and practical," Murthy says. "These kids went way beyond what Kettle Foods officials thought they'd get."

The boiled-down version of the potato chip maker's dilemma is that its warehouse is a three-and-one-half-mile drive south of its Salem production facility. It's an inefficiency that costs the company \$300,000 per year.

But the warehouse lease expires in 2012, and Kettle Foods has access to a parcel of land adjacent to its plant. So the six-student team had a mission: come up with the most efficient design for a new warehouse next-door to the production facility and determine the construction project's feasibility.

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

"There were no 'How to design a warehouse' chapters in our business administration and management classes," Fischer elaborated. "It was nice to get an opportunity to step out of our comfort zones and use the other side of our brains a little bit."

In the end, the team of honors students—all of whom graduated in June 2010—came up with a plan for an 80,000-square-foot warehouse that would hold 8,100 pallets of Kettle Foods products (almost 3,000 pallets more than the project's low-end threshold). It also called for a conveyor to transport pallets of materials directly from the production area next-door, for different depths in the rows of stored pallets to account for the turnover rates of various products, and for loading docks on opposite sides of the building—with staging areas in between to minimize wasted space.

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

"This finding makes the build option a real potential that will need to be rigorously evaluated from a financial return point of view," he noted.

Company President Tim Fallon said student projects—Kettle Foods hosted three of them during the past academic year—always energize his business and inspire employees to look at problems from new directions.

"The students bring a fresh set of eyes, intelligence, and enthusiasm to tackle a variety of issues that impact daily operations," Fallon explained.

Murthy lines up about thirty real-life projects each year for his decision sciences courses. He said his students get invaluable experience by playing in the arena of everyday business, and he commended companies such as Kettle Foods for "providing the sandbox."

"For me, the biggest thing to let students know is how different the real-world setting can be from the classroom setting," Murthy said.

For team member Allyson Scott, those differences played out in the areas between black and white. She says the team quickly realized its project could go in multiple directions.

"For awhile, we were getting caught up on creating the best design, but we soon discovered that there are trade-offs for every solution," Scott noted. "Eventually, we had to stop obsessing the details and just commit on a good design."

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

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

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



KETTLE BRAND
SUSTAINABLE
12-9oz/255g

KETTLE BRAND
SUSTAINABLE
12-9oz/255g

KETTLE BRAND
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POTATO CHIPS
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POTATO CHIPS
SUSTAINABLE
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KETTLE BRAND
POTATO CHIPS
SEA SALT & VINEGAR

KETTLE BRAND
POTATO CHIPS
SEA SALT & VINEGAR
ALL NEW

KETTLE BRAND
SUSTAINABLE

Ahead of the Curve

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



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

"In much the same way that technological innovation comes from the fringes, that's also true of social innovations," noted Russo, who serves as the Charles H. Lundquist Professor of Sustainable Management and head of the management department. "The level of social and environmental stewardship

within these companies is making larger companies pay attention to them."

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

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

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

"It's just part of the culture here," he said.

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

sized companies and the care with which he conducted his analysis.

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

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

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

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



Heart and Soul

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



Beth Hjelm knows her students well enough to recognize it isn't the academics that draw them to her courses.

It's her previous life—that, and her inclination to send students out into the world of commerce, rather than attempt to replicate business scenarios in her classroom. When they get to her, a term or two before graduation, they're ready for the plunge.

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

She's an unabashed proponent of hands-on experience, largely because she

has plenty of that herself. After receiving her bachelor's degree in philosophy from the University of Notre Dame and her MBA from the Kellogg Graduate School of Management at Northwestern University, she worked fifteen years for Coopers & Lybrand Consulting, stationed in London, New York, Detroit, Chicago, Connecticut, and then back to New York.

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

"I said, 'I can do that,'" she recalled.

And she has, ever since—to rave reviews from her students. She is consistently among the instructors rated highest on student evaluations, and in 2008 and 2009 she was voted most influential faculty member by seniors.

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

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

Ben West—now the general manager of StoveTec, a Cottage Grove maker of rocket stoves—took a strategic planning course from Hjelm while earning his



MBA. He said Hjelm's background in business set her apart.

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

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

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

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

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

"When students walk out of here, they're going to be working on incomplete information and inconsistent information," she added. "Projects rarely finish where they start."

CENTER SPOTLIGHT

Projects and Activities

CENTER FOR SUSTAINABLE BUSINESS PRACTICES

Sustainability students worked hands-on with **local and national companies** including NW Natural, Portland Clean Energy Works, Jibe Consulting, EWEB, Nike, Burgerville, Costco, and Pivotal Investments to solve issues the businesses are facing.

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



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

Osdoba and Kristin Walker, MBA '10, presented at the Sustainable Development and Building Conference in Seattle in March. The presentation, “The Economics and Financing of Green Buildings: Scaling Finance to Meet the Living



Rendering of the Oregon Sustainability Center under development in Portland.

Building Challenge,” showcased an analysis completed by Walker; Kevin Cook, MBA '10; and Erik Churchill, MBA '10, for their Strategic Planning Projects course. The project involved a financial analysis of the **Oregon Sustainability Center**, under development in Portland.

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

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

www.climatesolutions.org for a list of cities participating in the program.

Nagesh Murthy, associate professor of decision sciences, served on the Production and Operations Management Society’s (POMS’s) conference committee, and the center sponsored the **doctoral consortium** and several tracks at the annual POMS conference in May.



Jessica Schneider, Kellam Nelson, Julia Stenderup, Michael Pierce, and Kate Harrison worked on a project for Jibe Consulting.



LUNDQUIST CENTER FOR ENTREPRENEURSHIP

On August 27–28, 2010, the Lundquist Center hosted the Eighth **West Coast Research Symposium** on Technology Entrepreneurship at the Lillis Business Complex. The event welcomed scholars from around the world to showcase the cutting-edge work being undertaken by technology entrepreneurship researchers. More than twenty-four papers were presented and discussed. Topics included commercialization of biotechnology, serial entrepreneurship, new organizational forms, scaling for growth, knowledge inheritance, intellectual property, and investment practices of corporate capital managers. The event is a yearly collaboration between entrepreneurship programs at the University of Oregon, Stanford University, the University of Southern California, the University of Washington, and the University of California, Irvine.



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

with a venture enabling restaurants to have a custom branded beer.

In addition to placing second at the New Venture Championship (see page 3), **Mosaic Genetics** LLC competed in the McGinnis Venture Competition at Carnegie Mellon University and the 2010 Cardinal Challenge at the University of Louisville, where it finished in the top eight. The MBA student venture was also one of only forty in the world invited to the Moot Corp competition at the University of Texas in May. Teammates Elizabeth Holsapple, Nick Boehm, and Yonatan Schultz have also now officially launched the venture and are seeking customers. Visit mosaicgenetics.com.

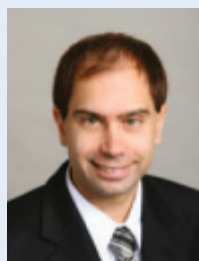
Above: Lundquist Center Managing Director Terry Sebastian (right) awards a check to Swing Mobility Aids—Aaron Getty, Lindsey Swing, Amber La Mons, Enoch Choi, and Dan Hernandez—winners of the 2010 undergraduate Venture Quest competition.

SECURITIES ANALYSIS CENTER



Beth Hjelm assumed leadership of the Securities Analysis Center on July 1 as interim director. She replaced Ben Salm, who returned to the private sector. Hjelm was previously interim director of the Center for Sustainable Business Practices (see page 15 for more about Hjelm).

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



Julian Atanassov

In its continued effort to bring relevant, timely, real-world issues home for students, the center secured **visits from speakers** ranging from Oystein Harsvik of Microsoft Corporation to regional capital management expert

Jeff Curtis and Galvert Investments' "green" expert Geoff Ashton. Topics included social responsibility and green investing, financial fraud as viewed from the inside, boutique equity management, and key issues plaguing the financial sector—regulatory issues, executive compensation, and corporate governance.

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



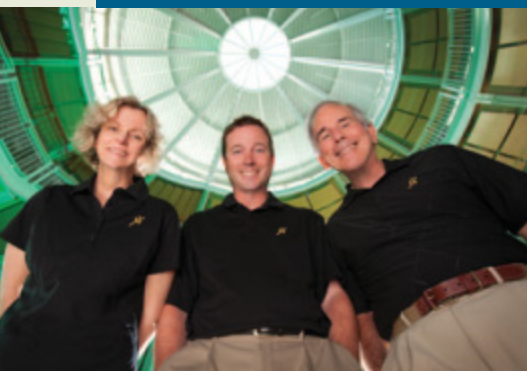
The June 11, 2010, issue of the *Portland Business Journal* ran a feature article on the center and the project work students completed with such firms as Wells Fargo and Deschutes Investment Advisors. "To work with Wells Fargo in my first year was more than I expected," MBA student Nihal Jambotkar said.

Read the article at www.bizjournals.com/portland/stories/2010/06/14/focus4.html.



Tygh Capital Management President Jeff Curtis (left) chats with students after his presentation on boutique equity management.

WARSAW SPORTS MARKETING CENTER



The Warsaw Center's brain trust: Bettina Cornwell (the new research director), Paul Swangard (managing director), and Dennis Howard (returns as academic director).

The 2009–10 academic year featured another **robust speaker program** at the Warsaw Sports Marketing Center. Speakers came from all corners of the sports industry and included UO alumnus and former NFL player Joey Harrington, the chief marketing officers of the Anaheim Ducks and Portland Trail Blazers, and the CEO of the Seattle Seahawks and Sounders.

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

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

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

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

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



Women in Sports Business

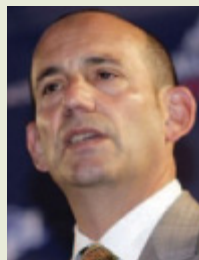
Symposium: Beatriz L. Perez second from right), chief marketing officer for the North America division of The Coca-Cola Company, was honored as the Sports Business Woman of the Year.

Warsaw Classic-Kidsports

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



Larry Scott



Don Garber

Sports Executive Speaker Series:

Launched in partnership with Sports Business Radio, the Portland-based series enables students and community members to ask questions of high-level executives in the sports industry, such as Pac-10 Commissioner Larry

Scott, Portland Trail Blazer's President Larry Miller, and Major League Soccer Commissioner Don Garber.



Warsaw Sports Business

Club students won internships at twenty-six companies and organizations last summer, including the NBA, Portland Winterhawks, University of Virginia Football, and Seattle Mariners. Plus, several students secured jobs before graduation, including Christine De Martini '10, who secured a position with EA Sports, and Bret Dinsdale '10, who's now employed by the Sacramento Kings.

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

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

PROFILE IN SUCCESS

In the Middle of It All

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

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

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

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

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

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

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

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

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

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



"I always strongly believed in giving back to the community you grew up in, your kids were raised in, or you found valuable."

Putting Knowledge to Work

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

Effective July 1 in conjunction with the start of **Kees de Kluyver's** tenure as dean, marketing professor **Dave Boush** was named associate dean for administration and decision sciences professor **Sergio Koreisha** accepted the newly created position of associate dean for academic affairs. Boush's responsibilities include all operational functions of the college, Career Services, the centers, and joint oversight (with the associate dean for academic affairs) of the MBA program. Koreisha will oversee all departmental functions, faculty affairs, and academic programs. They join **Randy Swangard** who continues as assistant dean for external programs.

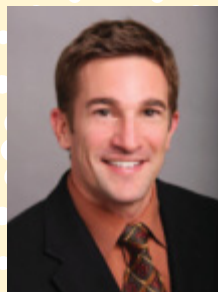
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Accounting professor **Steve Matsunaga** was promoted to full professor. Matsunaga was also named the college's 2010 Thomas C. Stewart Distinguished Professor, recognizing his accomplishments inspiring undergraduates, advancing the college's research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



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

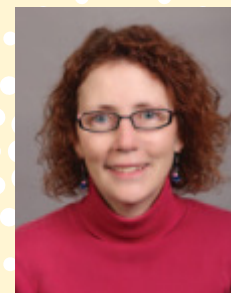


Ro Gutierrez was promoted to associate professor of finance with tenure and recognized for his research on the predictability of stock returns.



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

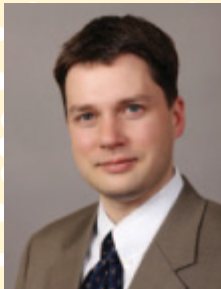
Associate professor of marketing **Joan Giese** won the college's Harry R. Jacobs, Jr. Professional Service Award for her work advancing the college's integrated communications efforts and championing the creation of a business research lab in the Chiles Center. The 2010 Academy of Marketing Science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



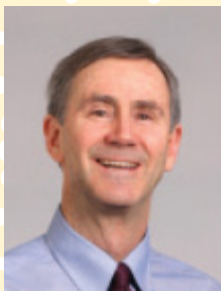
Students honored senior accounting instructor **Michele Henney** with the 2010 Outstanding MAcc Faculty Award. She was also elected to serve another two-year term on the Oregon Society of CPAs board of directors, received a promotion to senior instructor, and became the accounting department's coordinator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



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



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



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



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



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

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

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



Reporters from the *Seattle Post-Intelligencer*, *The (Bend, Oregon) Bulletin*, *The Register-Guard*, LiveScience.com, National Public Radio, and more referenced Ehrman Giustina Professor of Marketing **Lynn Kahle's** research and called on his expertise for everything from consumer spending habits and fanaticism over Apple's iPad to what your choice of pet tells marketers.

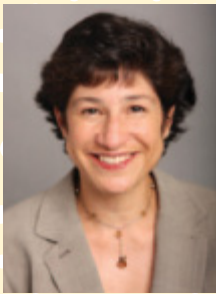
Michael Russo, the Lundquist Professor of Sustainable Management, penned commentaries on mission-driven companies and Oregon's hidden industry cluster for *The Portland Business Journal's* Sustainable Oregon and the *Harvard Business Review's* The Conversation blog.



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

Management professor-in-residence **William Starbuck** became a member of the Council of the Society for the Advancement of Management Studies.

FACULTY FOCUS



The Deal Magazine featured a lengthy article focusing on findings from associate professor of finance **Diane Del Guercio's** study on "just vote no" campaigns by shareholders during board elections. The article cited her research to show how such campaigns can be less expensive and time-consuming than a proxy contest.

Joel Sneed was promoted to senior instructor of accounting and continues to serve as Beta Alpha Psi's faculty advisor.

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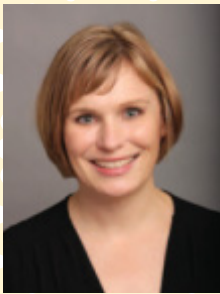


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PRESENTATIONS

Steve Andrews presented "Feeling, Thinking, and Differential Decision-Making Under Risk" (coauthored with **Joan Giese** and **Dave Boush**) at the 2009 Association for Consumer Research, Pittsburgh, Pennsylvania, October 2009.

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



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

Diane Del Guercio presented “Unbundling the Value of Portfolio Management and Distribution in Retail Mutual Funds: Evidence from Subadvisory Contracts” at the Rotterdam School of Management’s Conference on Professional Asset Management, Rotterdam, The Netherlands, March 2010.

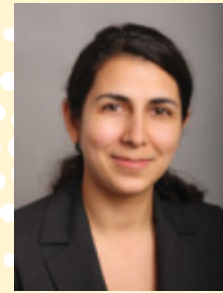
Lynn Kahle was an invited speaker discussing “Consumer Behavior in Uncertain Times” at the Northern California Visitor Industry Outlook Conference, San Francisco, California, February 2010; taught a “Marketing Your Solar Business” seminar at the Northwest Solar Expo, Portland, Oregon, April 2010; and presented “Stage-gate, Visualization, and Self-determination in Developing New Solar Products” (coauthored with Scott Owen) at the Academy of Marketing Science Annual Conference, Portland, Oregon, May 2010; “Does Watching Televised Sport Cultivate Materialism?” at the Third International Conference on Physical Education and Sport Science, Singapore, May 2010; “Bounded Defensive: A New Look at Consumer Coping Behaviors with Undue Influence” at the Institute for Operations Research and the Management Sciences’ Marketing Science Conference, Cologne, Germany, June 2010; and “The Feed-in Tariff as a Pricing Mechanism for Residential Solar Panel Installations: Germany vs. the USA” (coauthored with Scott Owen) at the Academy of Marketing Science Cultural Perspectives in Marketing Conference, Lille, France, July 2010.

Linda Krull presented “Is U.S. Multinational Intra-Firm Dividend Policy Influenced by Reporting Incentives?” at the University of Arizona, Tucson, Arizona, March 2010.

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

Anne Parmigiani presented “Integrating Innovations in Features, Functions, and Systems: The Case of Green Motorhomes” (coauthored with Jenn Irwin and Sam Holloway) at the Academy of Management Conference in Montreal, Quebec, Canada, August 2010; “Configuring an Accountable and Responsible Supply Chain” at the Harvard Business School, Cambridge, Massachusetts, May 2010; “Actions Speak Louder than Modes: How Parent Implementation Capabilities Affect Business Unit Performance” (coauthored with Sam Holloway) at the Atlanta Competitive Advantage Conference, in Atlanta, Georgia, May 2010; and “Integrating Innovations in Features, Functions, and Systems: The Case of Green Motorhomes” (coauthored with Jenn Irwin) at the North American Research and Teaching Conference of

the Institute for Supply Management, Phoenix, Arizona, March 2010, and the Wharton Technology Conference in Philadelphia, Pennsylvania, April 2010.



Neviana Petkova presented “Does Foreign Ownership Improve Firm Performance?” at the 2009 Financial Management Association, Reno, Nevada, October 2009.

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

Taryn Stanko presented “Three-Dimensional Virtual Environments and Geo-Distributed Collaboration: Identity and Routines in Virtual Worlds” (with **Alan Meyer, Luciana Nardon,** and J. Richter) at the UO Immersive Education Days Conference, October 2009.

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



Connecting and Contributing

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

1960s

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

1970s

Warren L. Nelson '78 was selected for inclusion in *The Best Lawyers in America 2011*. Nelson practices labor and employment law representing management at Fisher & Phillips in Irvine, California.

1980s

Following a long career in international law and business, **Jan Eric Frydman** '80 was appointed deputy head of international affairs at the European Commission in Brussels, Belgium. He oversees economic relations between the European Union and countries outside the union, including the United States.

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

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

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

Marjorie Tey '88 is Malaysian

Association vice president. She lives in Singapore with her husband Kim Loon and two daughters.

1990s

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

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

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

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

2000s

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

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

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

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

In Memoriam

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



The Ultimate Job Interview

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

Follow his adventure at wearintheworld.adidasgolf.com.

UO Business Hall of Fame

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

Edwin Artzt '51, journalism, retired chair and CEO of Proctor & Gamble Company

Paul Brainerd '70, business, founder of Aldus Corporation and The Brainerd Foundation

Aaron Jones '47, physical education, founder and president of Seneca Sawmill Company

Lila Acheson Wallace '17 (deceased), Germanic languages and literature, cofounder and cochair of *Reader's Digest*

Dan Wieden '67, journalism, cofounder and CEO of Wieden + Kennedy, Inc.

Watch the video at youtube/IXcmVLEOnFo.



All in the Family

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

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

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

From My Perspective

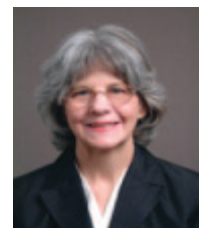
In my entire time pursuing an MBA at Harvard Business School, I never felt disadvantaged by my time at Oregon and the Lundquist College of Business—quite the opposite, in fact. I thought I had a better grounding in economic, financial, marketing, and management fundamentals than the vast majority of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

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

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

In Memoriam

Remembered with fondness, **Sue Sullivan**, the college's long-time graduate student services manager,



passed away on November 7, 2009. She was a beacon of unflinching support, loyal assistance, and motherly concern for PhD, MBA, and master of accounting students dating back to the 1980s.

Tyler Stone



Class Year: 2010

Hometown: Woodinville, Washington

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

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

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

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

Favorite Lundquist Moment: Trip to New York City

“The UOIG’s annual trip to New York City was a very memorable experience for me. We met professionals from

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

Best Course or Instructor: Finance 473 with George Racette

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

Career Aspirations: Investment management

“After graduation, I am starting a job as a financial analyst for a small hedge fund in Bend, Oregon. I am thrilled to have this rare opportunity to work for a hedge fund not in New York. And with

a staff of about eight people, it’s a great opportunity to launch my career while also contributing to the Northwest’s burgeoning reputation for alternative investment management.”

College’s Best Kept Secret: Clubs and organizations

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

People May be Surprised to Know:

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

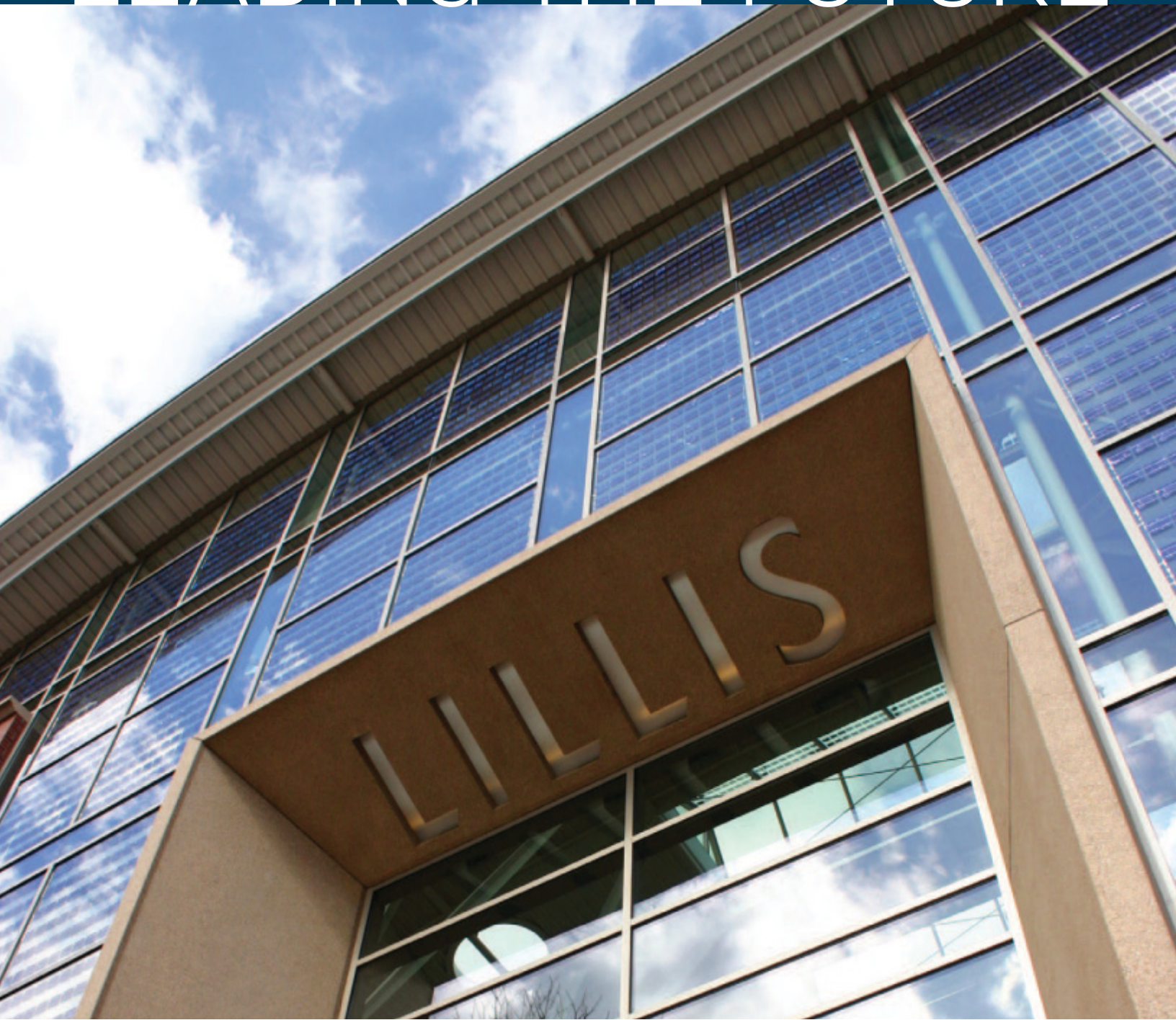


UNIVERSITY OF OREGON
Lundquist College of Business

REPORT TO INVESTORS

2009-10

LEADING THE FUTURE



A Changing World

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

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

In other words, this annual report reflects a business school with momentum. Total giving to the Lundquist College

of Business continued to rise. Renovations are nearing completion in two of our wings. And the university's new budget model will positively impact our bottom line in the coming year, tying tuition and state dollars we receive more closely to student demand for the major.

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

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



Honor Roll

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

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

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

Heritage Investors (\$10,000+)

Hope '55 and Joseph Anstett '55
Mary and Timothy Boyle
Elizabeth and James Bramsen
Virginia and Kim Caldwell
Marilyn C. and Gerry B. Cameron '61
Barbara Cargill '62
Verdell and James Coleman
Gary Countryman
Leona '51 and Robert DeArmond '52
Diane '84 and John Dimmer '84
Mark Donegan
Susan and James Eager
Joan and Alan Earhart
Linda and John Eskildsen
Laury '86 and David Girt '81
Phyllis and Paul Goebel Jr. '52
Denise '89 and Todd Gooding '91
Colleen and Donald Greco
Lori and John Hancock
Jane and Gary Hibler
Melanie and Gavin James
Katherine and Robert Jesenik
Gail and Frederick Jubitz
Laura '71 and Abbott Keller '72
Debra and William Larsson
Diane Matlock and John Hartley
Cynthia and Edward Maletis
J. Douglas McKay
Susan Blount McNiel and Donald McNiel
Jill and Ellison Morgan
Barbara Nelson
Robin and Douglas Oas
Linda '82 and Jim Pliska '81
Michelle and Gregory Quesnel
Carol Ezeir and Edward Robert
Wendy and Kenneth Ruby
Christine '80 and Ronald Sauer '80
Robert Scanlan
Louis Scharpf

Melissa and Trace Skopil
Mary Lou '67 and Marty W. Smith
Alice '71 and Eric Sorensen '69
Susan Stevens and Hugh Fremantle
Alan Sumption
Elizabeth and Howard Svigals
Ann Johnston Swindells '55 and William Swindells Jr.
Sharon and Stephen Terry '76
Mary Ann Tonkin
Clare Villari '80
Barbara and Richard Williams

Legacy Investors (\$5,000–\$9,999)

Audrey and Gerald Bashaw Jr. '57
Lori Bradford and Mickey Friend
Richard Callahan
Hallie and Steve Christian '75
Jo Ann and Nathan Coleman
Susan '70 and Jeffrey Cook '66
Wendy Dame and Don Doerr
Marilyn '59 and Richard Easton '59
Laura and David Evans
Shannon and Gordon Frost Jr. '69
Kyungsook and John Gregor
Leah and Joseph Hawes
Kasey and Steven Holwerda
Barbara Woodford and Thomas Kelly
Catherine and John Knox
Kelly and James Lanzarotta
Grace and Cheng-Hock Lau
Kevin Lewis
John Lynch
Samuel Megeath III
Terri and Edward Minniti
Maren and James Reinmuth
Merritt and Dwayne Richardson
Laura and James Schlueter
Elizabeth and Bruce Shepard
Catherine Tribe Siegmund

Marianne and Colin Slade
Carolyn Kunze Slapnicka and Timothy Slapnicka

Sondria Stephens
Carol and Robert Warsaw
Judy '77 and Michael Weber '77

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

Esther and Stephen Abouaf
Diane Albracht and John Benson
Kari and David Anderton
John '50 and Helen Backlund '51
Margaret and James Bean
Susan and Lawrence Black
Cindy and Phillip Bullock
Kenneth Chmiel
Margareta Chmiel
Susan and Ralph Coal Jr. '65
Diane and Mark Cruzan
Melissa and David Dugan
Tricia Stedman Duncan and Fritz Duncan
Virginia and Paul Farkas
Ann Pollock Ferguson and David Ferguson
Helen Gernon and Dennis Stimple
Julie and Robert Granger
Barbara and Douglas Griesel
Dawn and David Guenther
Susie Hagemester and Mark Martin
Leslie '70 and Michael Hartwig '70
Terah and David Haslip
Bettina and Greg Haugen
Ann and William Hefter
Loi Brumley Heldt and Bruce Heldt
Lynn and Douglas Henne
Michael Henningsen Jr.
Connie and Clifford Hinds
Ann and Christopher Johnson
Diane Ramsey and William Johnson
Elaine and Grant Jones
Gail and John Kretchmer
Kimberly Tague Lally and Robert Lally
Randal Lund
Dolores Lyons
Emel and Johan Mehlum
Robin '60 and Robert Mesher '58
Kathy Miller-Hoyt
Leslie Mittelberg and Dale Morse
Patricia and J. William Neuner
Brittany and Erik Parrish
Barbara and William Peterson
Bonnie and Robert Peterson
Anne and Richard Petit
Judith and Scott Remington
Susan and Gary Reynolds
J. Bruce Riddle
M. Chris and Maria Rogers
Betty '56 and Norman Ruecker '54
Mandie Rush
Andrea '64 and James Sandstrom '64
Barbara '51 and James Snow '50
Denise and Peter Stanton
Loretta and Kenneth Story Jr.
Linda and Daniel Sullivan Jr. '74
Kathy and Norman Walker
Carolyn and Irwin Warsaw
Belinda and James Watters
Claire and James Williams

Carol and John Woodworth
Kristine and Scott Wright

Dean's Investors (\$1,000–\$2,499)

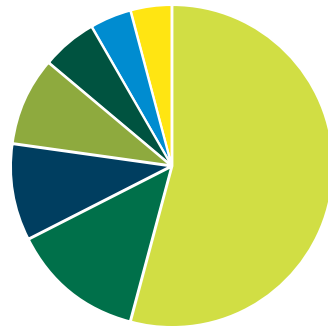
Heather and Sergio Apodaca
Kathryn and Warren Barnes
Angela Belding
Stephen Bellotti
Jack Berka
Timothy Bishop
Kimberly and Lonnie Brist
Suzanne and Charles Carlbom
Aida and Douglas Carlson
Danelle and Matthew Clark
Robin Clement
Karen and Stephen Conway
Virginia and Charles Cowden
Kyle McGuinn Davidson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

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

Loyalty Fund Investors (\$250-\$999)

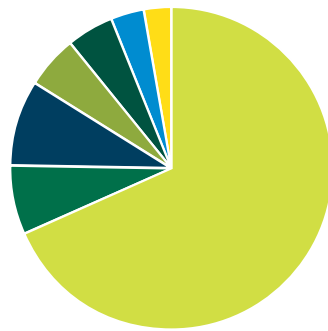
Jeanette Foust Arbow
 Janice and Larry Baker
 Connie Cooper Barnes and
 James Barnes
 Patricia and Ronald Bedient
 Trace and Gregory Bennink
 Robin and Mark Berry
 Marcia and William Bird Jr.
 Nancy Bittner
 Linda Blankenship
 Edward Bondurant
 Michelle and Andrew Brack
 Chris Surtees Bremer and
 Geoffrey Bremer
 Nancy Prill Brown and David Brown
 Keiko and Daniel Bryan
 Jennifer and John Buller
 Boni Birkenfeld Buringrud and
 Ward Buringrud
 Linda and Richard Burk
 Macy Burnham
 Mary and John Byers '78
 Jonathon Campo
 Alice Stewart Cannon and Gary Cannon
 Paul Chan
 Josie and Raymond Cheng
 Michelle and Changtae Chu
 Lucy Chuah and Keen Loh
 Ann and Patrick Collier
 Makenzie Cornacchia
 Kristi and Jerry Cunningham
 Diane DuVal Dann and Larry Dann
 Peggy McAlister Davis and Paul Davis
 Stefany and Brian Day
 Louise and Cornelis de Kluyver
 Diane and Dan DeAutremont
 Barbara and Barry Dember
 Janet Schmidt Diem and Vincent Diem
 Catherine Froehlich Ednie and
 Bruce Ednie
 Lisa Eiler
 Kathleen '78 and Barry Elkins '80
 Sheri and Jeffery Elliott
 Camille Ellison
 Matthew English
 Josh Ewing
 Jennifer and Tad Fergusson
 Katherine and Mark Frandsen
 Erin Frazier
 Barbara and Herbert Fujikawa

Lundquist College of Business Revenue Sources 2009-10



TUITION	\$10,631,000
ENDOWMENT EARNINGS	\$2,649,000
GIFTS	\$1,865,000
STATE FUNDING	\$1,764,900
STUDENT FEES	\$1,100,000
STATE GIFT MATCH	\$792,400
MISCELLANEOUS	\$807,600
TOTAL	\$19,610,000

Lundquist College of Business Uses of Funds 2009-10



FACULTY SALARIES AND SERVICES	\$13,439,000
ADMINISTRATIVE	\$1,324,000
CENTERS	\$1,720,700
GRADUATE PROGRAMS	\$1,031,400
EXTERNAL AFFAIRS	\$940,560
UNDERGRADUATE PROGRAMS	\$632,430
SUBTOTAL	\$19,088,190
OPERATING RESERVES	\$521,810
TOTAL	\$19,610,000

Judith and John Galloway
 Michael Garvey
 Leslie and Gerald Geist
 Donna '54 and Frederick Gent '54
 Frances White and Donald Gerhart
 Joan and Shane Giese
 Mary Gilbert
 Jo Ann Gish and Roger Stephen
 Kathleen and Brian Gowdy
 Ann Graham
 Patricia and Robert Graham
 Layne Gray
 Dale L. '59 and Allen L. Gummer '58
 Elizabeth Thayer Gunther and
 Lester Gunther
 Florence and Donald Hadley
 Marianne Hample
 Leslie and Michael Hanson
 John Hashim
 Richard Haugen
 Joyce Strickland Healy
 Helen and Robert Heller
 Cheryl and Terry Holden
 Linda Collins Holt and Eugene Holt
 Jack Howard
 Kai Wai Hui
 Steven Isaak

Madel James-Bose and Harry Bose
 Joanne Fischer Jensen
 Henry Jeske
 Marilyn Wallace Johnson and
 Raymond Johnson
 Sheila Jones
 Jill and William Jones
 Janice Anderson and John Joyce
 Demetrios Karakitsos
 MaryAlice and Kyle Keaton
 Sharon and Charles Koenen
 Michael Kontich
 Kay Kowitz
 Janice Krause
 Jennifer and Brett Kumm
 Jeffrey Lake
 Ann Lamson and Peter Sczupak
 Donald Lee
 Teresa McShane Lewis and Mark Lewis
 Sally and John Linman
 Debra Gonyea Madden and
 Mark Madden
 Mary Elizabeth Madden
 Devera and Scott Marshall
 Laurie MacDonald Maxwell and
 Jay Maxwell
 Stephanie and Robert McClellan

Maureen and Dennis McConaghy
 Sarah and Timothy McCool
 Erin and Brice McKalip
 Peter Mears
 Roger Mills
 Judy and John Mittenthal
 Kim and James Mohr
 Abigail Handa Mortimore and
 Jody Mortimore
 Caroline and James Mosman
 Mary Glide and Chris Munoz
 Rhonda Stoltz and John Mustoe
 Caroline Myrah
 Carol Gunderson Oliver and
 George Oliver
 Justin Packard
 Paula Schmidt Pallett and David Pallett
 Anthony Parke
 Katherine Patricelli
 Sharon and James Patricelli
 Donna Philbrick
 Kristine and Tony Pizzuti
 Jeffrey Powell
 Marta and Peter Powers
 Christopher Prindiville
 Tracy Rampton
 Frances and Robert Raney

Lundquist College of Business Support 2009–10*

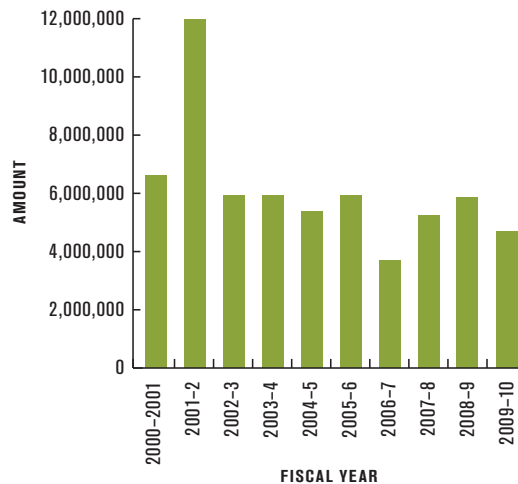
TOTAL GIFTS AND PLEDGE PAYMENTS	\$4,670,124
NEW PLEDGES	\$7,136, 640
GIFTS AND NEW PLEDGES BY ALUMNI	\$9,770,231
AVERAGE ALUMNI GIFT	\$9,422
MEDIAN ALUMNI GIFT	\$100

*EXCLUDES BEQUESTS

Total Giving to the Lundquist College of Business*

FISCAL YEAR	AMOUNT
2000–2001	\$6,621,703
2001–2	\$11,933,963
2002–3	\$5,945,942
2003–4	\$5,925,654
2004–5	\$5,364,920
2005–6	\$5,942,538
2006–7	\$3,696,934
2007–8	\$5,259,696
2008–9	\$5,884,583
2009–10	\$4,670,124

*GIFTS AND PLEDGE PAYMENTS, EXCLUDING BEQUESTS



Bonnie and John Rosen
 Julie and Douglas Rusch
 Wendy and Michael Russo
 Alisa Sacash-Johnson and Steven Johnson
 Constance Ross Sams and Charles Sams
 Kathryn and Scott Samuelson
 Laurie Hansen Saxton and Robert Saxton
 Cuthbert Scott III
 Erik Sheldrake
 Devon Smith
 Nancy Gibbs Sotta and Richard Sotta
 Amy and Leif Stavig
 Alan Steier
 Melissa Stepovich and Jeffrey Cook
 Joanne York Stevens and Kirk Stevens
 Allegra Stuart
 Jacqueline Krull-Sussman and Mitchell Sussman
 Jamie and Ronald Sutton
 Isho Tama-Sweet
 Jaime Vermeer and Paul Tiger
 Andrea Timmermann
 Michael Vlaming
 Juel Walker

Heather and Fredrik Wallberg
 Stephen Wegener
 Jane and Joseph Weintrop
 Susan and James Wellborn Jr.
 Kathleen and Gregory Wentworth
 Robert Wentworth
 Scott Wentworth
 David Wheelwright
 Shauna Whidden-Schulze and Peter Schulze
 Karon Stirling and John Whiting
 Daphne and Peter Whitney
 Anthony Wicklund
 Linda Williams
 Steven Williams
 Nicole and Ryan Wilson
 Sheryl and Joseph Wonderlick
 Janis and Stephen Wood
 Katie and Bryan Woodfill
 Karin Sundeleaf Wright and William Wright
 Ping Yeung
 Karen and David Zechnich

Investors (\$1–\$249)

Kim and Theodore Abajian
 Jane and Leonard Adams

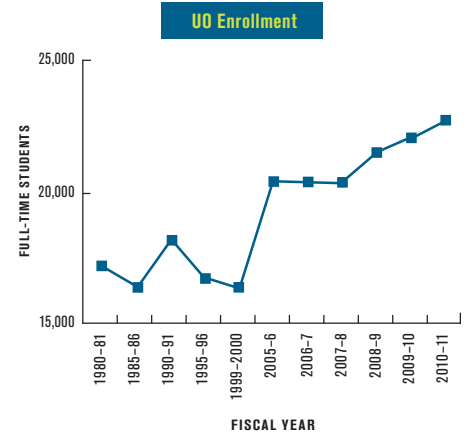
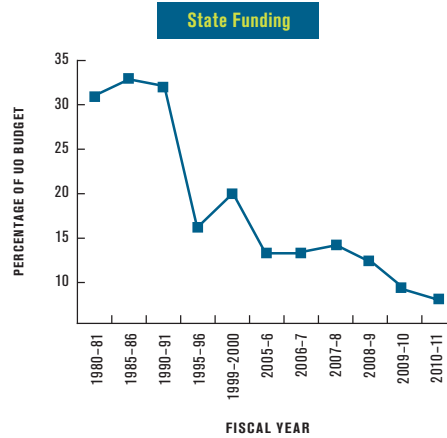
William Adams Jr.
 Holli Agee
 Debra Mellow Aitken and Craig Aitken
 Mary and James Allen
 Renee and Richard Alley
 Betty and Darwin Allison
 Susan and John Anderson
 Gaylene and Robert Anderson
 Joanne and Ted Anderson
 Steven Angwick
 Adam Antoniewicz
 Artem Arkhangelski
 Frank Arnold II
 Virlene Arnold
 Regan and Edward Arrington
 Nancy and Edward Asbahr
 Cynthia '82 and Dana Aschbacher '83
 Sarah Ashraf
 Traci and Richard Axtell
 Nobuko Mori Azumano and George Azumano
 Julia and Ronald Babcock
 Suzanne Baird
 Debra Baker
 Robert Baker Jr.
 Julie Barritt
 Eric Bartland

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

State Support and Increasing UO Enrollment

ACADEMIC YEAR	% OF UO BUDGET	UO ENROLLMENT
1980-81	31%	17,379
1985-86	33%	16,375
1990-91	32%	18,141
1995-96	16%	17,138
1999-2000	20%	16,716
2005-6	13%	20,394
2006-7	13%	20,388
2007-8	14%	20,376
2008-9	12%	21,507
2009-10	9%	22,386
2010-11	8%*	22,740*

*ESTIMATED



William Carter
 Kaila Carty
 Janice and Bob Cassidy
 Alissa and Herman Castellano
 Suzanne and Davison Castles
 Timothy Cathcart
 Shirley and Dennis Chambers
 Mandy and Joe Chan
 Tracy Johnson Chapman and Michael Chapman
 Abner Chong
 Daniel Christ
 Margaret and Arden Christensen
 Gail and Chris Christensen
 Nancy Henson-Clark and Donald Clark
 Kathleen Willmorth Clark and Andrew Clark
 Debra Somers-Closs and Edwin Closs III
 Suzanne and Craig Coggins
 Gary Colbert
 Kristin Genzer Cole and Matthew Cole
 Patricia and Ralph Cole IV
 Russell Cole
 Meredith and Stephen Cole
 Melinda and Stephen Cole
 Jill College
 Stephanie Lynde Collins and Craig Collins
 Mary and David Connolly
 Caroline Stromme Conrado and Eduardo Conrado
 Bernard Copping
 Charles Cornwall
 Geraldene and Frank Corvello
 Matthew Crakes
 Lori Crampton
 Dorothy and David Crean
 Deanna Crowley
 Marlene and Stephen Cruikshank
 Carley Cummings
 Kathryn and Bruce Cunningham
 Gwen and John Cunningham
 Cynthia and Clarence Curnow Jr.
 Barbara and Leroy Custer
 Marie and Melvin Dailey
 Anna and Lawrence Daniels

Cathleen and David Davie
 Getty and John Davis
 Sharon and William Davis
 Mandy and Joshua Dearborn
 Danice and Dwayne Deckard
 Bonnie and Jack Delaney
 Martin Desmond
 Shannon Dolan and Alan Gilds
 William Donahue
 Deborah and Mark Doner
 Karen Byers Doster and John Doster
 Margaret and John Doty
 Sheryl and Thomas Doucette
 Tina and Quentin Douglas
 Jamie and Christian Dowd
 Sean Downs
 Eleanor and William Dudley
 Linda Price Duhan and Dale Duhan
 Joanne and Waymen Dwinell
 Sheila and Gerald Eckart
 Barbara Eckelmeyer
 Roberta and Lynn Egli
 L. Catherine and Kenneth Ehlers
 Lori and Clifford Elling
 Jessie and Delbert Ellis
 Denise Lee Enos and Brian Enos
 Joshua Erde-Wollheim
 Deborah Erickson
 Roy Erickson
 Lisa and David Espeland
 Jack Estep
 Christopher Evans-Webber
 Vivian and Oberlin Evenson
 Sylvia and Tony Everson
 Betty and Lawrence Faatz
 Hua Fan
 Cheryl Durbin Fantz and Gerald Fantz
 Kristin and Douglas Farnham
 Darren Faulk
 Donna and Ramsey Fendall
 Susan and William Fera
 Irving Field
 Pamela Finley
 Hannah Fisher
 Susan Flad

Sandra and James Ford
 Linda Brown Forker and Mark Forker
 Linda and James Forsberg
 Carrie and Paul Fortier
 Philip Fortunato
 Alice and Phillip Foster
 Loretta and Bernard Fox
 Cynthia Hill Frazier and Cleve Frazier
 Heidi Alig Freeman and Christopher Freeman
 Christina and Ronald Friberg
 Kathleen and James Fritz
 Harry Fukuda
 John Funatake
 Clyde Furushima
 Geir Gabrielsen
 Deanna Stefani Gaffke and Kenneth Gaffke
 Marjorie and Robert Gallagher
 Timothy Galvin
 Jill Wood Gambill and Michael Gambill
 Jo and William Garber
 Sherilynn and Henry Gardner
 Mary and Scott Garell
 Katherine Garner
 Mark Gaskill
 Isabelle and Craig Gass

Donna and Michael Gaughen
 Sarah Gebhardt and John Ward
 Ann Geller
 Timothy Geraghty
 Susan Palmer Giannini and Gary Giannini
 Gary Gibb
 Marianne and Ronald Gienger
 Alix and Kenneth Gierke Jr.
 Nancy and Ian Gilfillan
 Brian Gill
 Sylvia Stewart Gillpatrick
 Barbara and Patrick Gilmore
 Louise and Arthur Glassman
 Dianne Gluskoter
 Julie Goebel
 Norma Goodman
 Cecilia and Richard Goodman
 Helen and William Graeper
 Adam Gragg
 Kristina and Roger Graham Jr.
 Steen Graham
 Cassandra Gray
 Charlotte and Brent Green
 Marilyn and Jeffrey Grey
 Lynn Groff
 Margaret Groves

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

PEGGY PRIVRATSKY, PHARMACY RECRUITING AND DEVELOPMENT MANAGER, BI-MART CORPORATION



Sticking with the Plan

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

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

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

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

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

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

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

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

Beth Grunfeld
 Ian Haas
 Renee and Michael Hafeman
 Jeremy Hall
 Judy Steensland Hamburger and Steven Hamburger
 Ralph Hanahan
 Bruce Hanavan
 Sandra and David Hanford
 Deanna Bishop Hansen
 Charles Harker
 Jennifer Hoffman and Gabriel Harmon
 Linda Haun Harper and Allen Harper
 Brian Harrington
 Cora and Jack Harrington
 Isabel and John Harrington
 Kathleen and Christopher Harris
 Steven Harris
 Lucille Grimm Harwood
 Elisabeth and Grant Hass
 Suzanne Bole Hattery and David Hattery
 Marianne and Robert Haugen
 Michael Haydon
 Katherine Berry Hedman and Kenneth Hedman
 Julie Heidenreich and Scott Rawitscher
 Robert Heiney III
 Donald Helmich
 Eugene Helser
 Lois and Jack Henton
 Joanne and William Herrin
 Megan Healy Hessel and Brent Hessel
 Debra Flanagan Hische and Gerard Hische
 Virginia Wilson Hite
 Sherry and Richard Hockenbrock
 Craig Hodgson
 Cathleen May Hoffman and Philip Hoffman
 Sylvia Hoffman
 Barbara and Glenn Holderreed

Terry Holladay
 Teddy and Berkeley Holman
 Terry Holschuh
 Judy and Maurice Hooff
 Nancy and Richard Hopper
 Christine and Matthew Horne
 Mary and Craig Horton
 Sandra Thalen Horwitz
 Devon Hotchkiss
 Jerold House
 Lesley '70 and Gregory Houser '70
 Linda Webb Howard and Dennis Howard
 Betty and Gordon Hoy
 Jo Ann and Harold Hubbard
 Maurice Hudson
 Trasie and Jason Humble
 Tzu-Hsing Hung
 Robert Hunt
 LeRoy Huus
 Chiyomi Ingram
 Timothy Irons
 Nancy and Mark Irwin
 Leslie Ito
 Steven Jannusch
 Karen and Kenneth Janoff
 Todd Jensen
 Judith and Edward Johnduff
 Antoinette Johnson
 Meredith and Craig Johnson
 Katie Osgood and Curtis Johnson
 Deborah and Jay Johnson
 Deborah and Larry Johnson
 Priscilla and Robert Johnson
 Kerrie '95 and Timothy Johnson
 Joyce and Douglas Jones
 Catherine and William Jones
 Ann Ranta Jordan and David Jordan
 Ronald Jungwirth
 Shirley and Raymond Karnofski
 Richard Katz

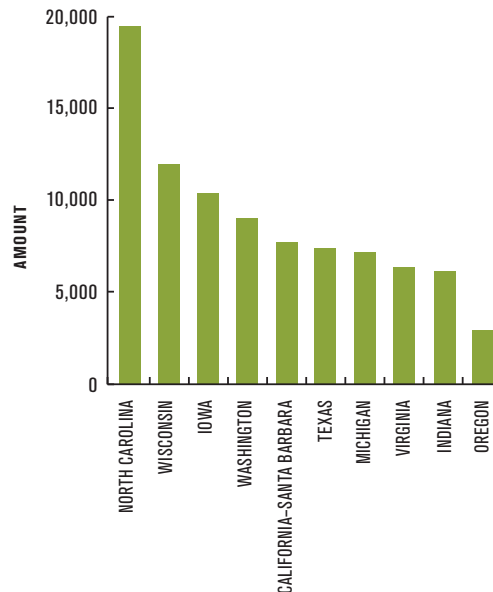
Shannon Zimble Katz and David Katz
 Jerome Katzky
 Steven Kayl
 Kurtis Keeney
 Rose and Arthur Kegler
 Kimberly Arkes Keizur and John Keizur
 Joyce McGee Kellund and Knud Kellund
 Ronald Kelly
 Constance Gravos Kennedy and Michael Kennedy
 Gordon Kerr Jr.
 Peggy and James Kessinger
 David Keudell
 Mary Gomm Kimmel and Douglas Kimmel
 Dorthea and Walter King
 Karen GaNung King and J. Randall King
 Theodore King
 Wendy and David Kistler
 Lisa and Thomas Klotter Jr.
 Jack Knapp Jr.
 Sylvia and Robert Knapp
 Stephanie and John Knight
 Evan Koffler
 Jade Kousky
 Barbara and Ronald Kovar
 Carol Woodard Kozimor and Jeff Kozimor
 Edward and Patti Kramer
 Sonia Saito Kreag and John Kreag
 Laura Kremser
 Paula Capasso Kriz and Thomas Kriz
 Mary Allabach Kromling and Larry Kromling
 Carol and Keith Krupke
 Rebecca and Norbert Kugele
 Marilyn and Virgil Kuhls
 Joyce and Michael Kurtz
 Darien Kusler
 Marietta and Glen Kuykendall
 William Labrie

Nicole LaBuw
 Janet and Brian Lamson
 Kelly Marcus Lanford and Jeff Lanford
 Janet and Gary Langenwalter
 Jennifer Lannigan
 Cynthia Lashinski
 Kristin Laux
 Julie and Macy Lawrence
 Candace and Donald Layton
 James Leahy
 Chee and Walter Lee
 Nancy Riesch Leisure
 Kristina Parker Lewis and Bradley Lewis
 John Leydon Jr.
 Stephanie Elmy Leyva and Dario Leyva
 Susan and Girard Liberty
 Denise and Charles Lilley
 Ida Mae Nickels Lillie
 David Lindley
 Stephanie and Dale Lindstrom
 Kevin Lineburg
 Susan Gintz Livingston and Mike Livingston
 Brett Logan
 Sylvia Love
 William Love
 James Lowder
 Rita and Jack Loyd
 Gloria and Kenneth Luderman
 Molly and Jeff Lyon
 Marcia Gossard Lyons and Peter Lyons
 Anne Flatland Macdonald and John Macdonald
 Chester Mackey
 Leana Madarang
 John Madrosen
 Melissa and Kevin Manley
 Amira Mansour
 Barbara and William Maplethorpe
 Cynthia March and Robert Finley
 Vincent Marella
 Diane and Donald Masterson Jr.
 Anne Matson
 Shirlene and Douglas May
 Faye and Timothy McClain
 Susanne and Robert McClellan
 Martha and Micheal McCormick
 Casey McCright
 Christine and Charles McElligott
 Patricia McEntee-Baxter and Lee Baxter
 Carolyn Botcheos McGeehan and James McGeehan
 Karen and Charles McGehee
 Ann Long McGill and Ronald McGill
 Kyle McGowan
 Michelle Cole McKeon and Stephen McKeon
 Diane and James McKittrick Jr.
 Kay and Raymond McLaughlin
 Gail and Robert McLay
 Jayne McMahan
 Greta and Glenn McMath
 Brandie and Larry McNamee
 Annamarie McNiel
 Lea and John Meldrum
 Ilene Painter Mellor and William Mellor
 Charlotte Weber and Michael Menasco
 Lisha Menne
 Chip Messenger

State Funding Per Student, 2009–10*

UNIVERSITY OF NORTH CAROLINA	\$19,460
UNIVERSITY OF WISCONSIN	\$11,891
UNIVERSITY OF IOWA	\$10,381
UNIVERSITY OF WASHINGTON	\$8,970
UNIVERSITY OF CALIFORNIA AT SANTA BARBARA	\$7,669
UNIVERSITY OF TEXAS	\$7,353
UNIVERSITY OF MICHIGAN	\$7,119
UNIVERSITY OF VIRGINIA	\$6,301
INDIANA UNIVERSITY	\$6,080
UNIVERSITY OF OREGON	\$2,858

* INTEGRATED POSTSECONDARY EDUCATION DATA SYSTEM



Gregory Mettler
 Amanda and Mark Michaelis
 Nancy and Christopher Middleton
 Archana and Shekhar Misra
 Julie Berg Missal and Donald Missal
 Mary and Dirk Moeller
 Kimberly Molbaek
 Maria Monteleone
 Janet and Christopher Montgomery
 Doris Foster Monti and Thomas Monti
 Ayako and Daniel Moore
 Vera and James Moore
 Linda Moreland-Hooker and
 Steven Hooker
 Edwin Morgan Jr.
 Raymond Morgan
 Teresa Morgan
 Jeff Morris
 Mitra and David Morse
 Julie and Douglas Moshofsky
 Steven Mozinski
 Carol and Stuart Munro
 Christopher Murphy
 Kaci Myhra
 Monique Fracz Myhre and Steven Myhre
 Clarence Naapi
 Russell Neely
 Victoria and Leslie Neighbors
 Sheryl Eberlein Nelson and
 William Nelson
 Karen Smith Nevins and John Nevins
 Steven Nguyen
 Loretta Tipp Nicholson
 Heidi and Daryl Nishida
 Takao Nishina

Linda Shannon Noah and Roger Noah
 Daniel Nollette
 Laura and Mark Nonnenmacher
 Charles Norris
 David Novis
 Mary and Philip Nyegaard
 Patrick O'Brien
 Karen Bounds O'Gorman and
 Robert O'Gorman
 Jean and Clinton O'Neil
 James O'Rourke
 Michael Oesterlin
 Laura and Emeka Ofobike
 Ji-Hyun Oh
 Gary Olsen
 Michael Oneill
 Michele and Dennis Oshita
 Courtenay Padgett
 Brandon Parker
 Cheryl and James Paul
 Terri and Terry Paulsen
 Maria and Donald Paynter
 Marilyn and Ronald Peery
 Samuel Pellegrini
 Yan Peng
 Andrew Perkin
 Shirley and Larry Perkins
 Sue and Richard Perry
 Linda Coffelt Petersen and
 David Petersen
 Brian Phillips
 Kathleen Pierce
 Diane Reynolds Pieroni and
 Patrick Pieroni
 Jean and James Pinniger

Phyllis Gates Pintarich and
 Stan Pintarich
 Carol and Douglas Plambeck
 Colin Pomeroy
 Karen Kruse Pong and W.Y. Pong
 Mary and Robert Porter
 Sue-Lynn and Thomas Posey
 Judyth and John Post
 Charlotte and Robert Powell
 April and Eric Press
 Mary and Thomas Prior
 Sarah Price Pruden and Henry Pruden
 Katina Quan and Marco Ching
 Jane Sommer Quien and Jack Quien
 Carole and Edwin Quinn
 Kathleen and Bradley Rafish
 Frances and Michael Rainey
 Jeffery Ramey
 Kathleen Ramey
 Lucille Bryant Reagan and
 William Reagan Sr.
 Jerusalem Taye and Hailu Regassa
 Edith and William Reich
 Linda and Stephen Reichenbach
 Cathleen and Alan Rhodes
 Susan Rhodes
 Gina and Kevin Rich
 Bryon Richards
 Mary and Ronald Ricketts
 Shawn Rietman
 Kelly Snider Rigg and Robert Rigg
 Ardys Dahl Ringsdorf
 Holly and Alexander Ripley
 Dane Ritchey
 John Rogers

Molly and Thomas Rogers
 Rebecca Rooks
 Annadale and William Rooper
 Laura and Michael Roots
 Brian Rose
 Linda and Roy Ross III
 Joel Roth
 Michelle and Michael Ruffier
 Janine and James Rutherford
 Sandra and Rod Sacconaghi
 Ellyn Jackson Sampson and
 John Sampson
 Margaret and Scott Savoian
 Sachi Sawamura
 Frances Searce
 Robert Searce Jr.
 Mary Schaefer and Keith Moffatt
 Kathryn and Paul Schaffner
 Jeri '72 and J. Tad Scharpf '71
 Shanna Pozzi and Edward Scherr
 Anne and Jeffery Schilling
 Maggie and Joseph Schnepf
 Ronald Scriber
 Terrence Scroggin
 Christine Scruggs
 Sharon Scrugham
 Jami Seal
 Susan Harding Searfus and Robert
 Searfus
 Helder Sebastiao
 Barrett Senn
 Mary Bristol Severson and
 Donald Severson
 Barbara and Owen Shackleton Jr.
 Eileen and Lawrence Shaine

Degrees of Giving

Those familiar with Jubitz Truck Stop in Portland can understand why company President and CEO Fred Jubitz '09 and his wife Gail feel an affinity for the atrium in the Lillis Business Complex. It's a distinct campus-wide hub of activity and gathering place, with an airy, welcoming atmosphere. Now, thanks to their \$500,000 gift, the space will henceforth be known as the Frederick D. and Gail Y. Jubitz Family Atrium.



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

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

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



Blown Away

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

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

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

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

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

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

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

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

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

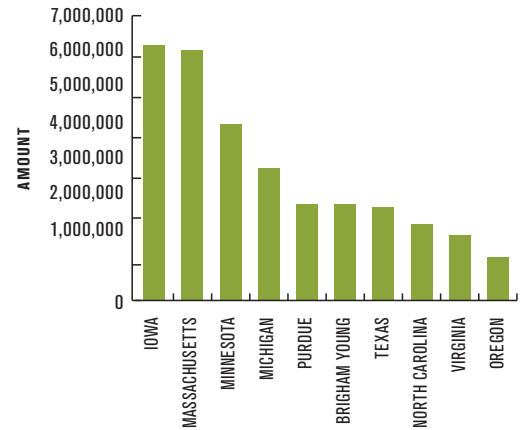
Now that he has graduated, Tremblay has been chosen for the Peace Corps, and but he is pursuing other options as well in which he feels he can apply his education to make a difference. Wherever he goes, his decision is bound to be driven by a strong passion, which so far has steered him to all the right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

Kathy and Patrick Shannon
 Katharine Sharp
 Susan Henkel Sharp
 Keith Sheeran
 Mary and Richard Shepler
 Terrie and Robert Sherrow
 Judith and Roger Shockley
 Gina and Patrick Short
 Kay and William Shrode
 Cathleen Simmons
 Patrick Simmons
 Kathryn Kimer Simon and
 Lawrence Simon Jr.
 Adriene Simpson
 David Siu
 Fong Siu and Thomas Yiu
 Geoffrey Sjoblom
 Joyce Slater
 Kathy Slivka
 Shawna and William Sloan
 Erin and Kraig Smith
 Linda Warren Smith and Kevin Smith
 Sara Dykes Snowden and
 Oliver Snowden III
 Justin Souza
 Annette and David Sparks
 Loralyn Spiro
 Susan and James Spitzer
 Robyn and Harley Spring
 Margot and Roger Squier
 Joan and Norman Staat
 Robert Stackhouse
 Katherine Stalsberg
 Marijo and Caleb Standafer Jr.
 Cheryl Wardell Stapleton and
 Ulys Stapleton
 Christine and David Stark
 Cathy and James Stark
 Marsha Morey Steffen and
 Douglas Steffen
 Linda and Mark Steinhauer
 Melba Ham Stephens
 Peter Stephens
 Jerri and Todd Stephens
 Jeffery Stevens
 Sandra and William Stevens
 Jean Lotts Still and Richard Still
 Brian Stone
 Sandra and Michael Stone
 Norma and Stanley Stout

Scholarship Money Distributed to Undergraduates, 2009-10*

UNIVERSITY OF IOWA	\$6,266,902
UNIVERSITY OF MASSACHUSETTS	\$6,164,305
UNIVERSITY OF MINNESOTA	\$4,333,378
UNIVERSITY OF MICHIGAN	\$3,222,949
PURDUE UNIVERSITY	\$2,361,643
BRIGHAM YOUNG UNIVERSITY	\$2,342,481
UNIVERSITY OF TEXAS	\$2,250,000
UNIVERSITY OF NORTH CAROLINA	\$1,834,000
UNIVERSITY OF VIRGINIA	\$1,575,000
UNIVERSITY OF OREGON	\$1,032,358

*BUSINESSWEEK, APRIL 2010



Susan and Joseph Stringer III
 Matthew Stringer
 Ronald Stroble
 Alice and Randy Struckmeier
 Chris Stutz
 Terry Styner
 Daniel Sullivan
 Irene '62 and Richard Sund
 Annette Irvine Swangard and
 Paul Swangard
 Colene Doll and Robert Swank
 Tyler Sweet
 Patsy Glass Swindler and
 Richard Swindler
 LaVerne and Norman Tada
 Elsie and Fred Takara
 Harry Tarbell
 Kimberly and Brook Teeter
 Elizabeth and Thomas Tegart
 Bonnie Campbell Thomas and
 David Thomas
 Barbara and Edward Thomas
 Kathleen and Mark Thomas
 Janet Thompson and Thomas Lee
 Joan and Stephen Thompson

William Thompson
 Fred Thomsen
 Tamara and Douglas Thorne
 Michelle Edwards Tinsley and
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