

UO BUSINESS

THE MAGAZINE



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Our donors and investors are our heroes. Because of you, our students and faculty achieve greatness. We celebrate and thank all those who have given so generously to the Lundquist College of Business.

HEY! DOWN HERE.



Notice something different? We are now publishing *UO Business: The Magazine* twice a year. The goal: fewer articles more often (who has time these days to read a 60-page magazine?). And don't worry, Alumni Notes will return in next spring's issue. Enjoy.

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Dave Boush, Oregon Executive MBA
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UO BUSINESS
THE MAGAZINE

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CHANGE, CHALLENGE, AND OPPORTUNITY



“PROGRESS IS IMPOSSIBLE WITHOUT CHANGE.”

—George Bernard Shaw

I didn't expect to see me here either. I thought I was going fishing. But when I was approached to lead the college that has been a part of my life since 1980, I was all in. The fish can wait.

On September 16, I officially assumed the role of interim dean, with a planned conclusion in June 2016. It's an undeniably exciting time in higher education, and the University of Oregon and Lundquist College of Business are each exceptionally well-positioned to lead this unprecedented education revolution.

We have already achieved so much in recent months and over the past few years, and I plan to continue the great momentum the Lundquist College is enjoying. As such, I would like to thank Kees de Kluyver for truly laying the groundwork for this incredible time in the history of the college. If you have had the pleasure of being around Kees, you know he is irreplaceable. The search has begun, however, for his successor.

During this interim period we are working toward three main goals for the college:

- Hire a great dean
- Successfully complete reaccreditation from the Association to Advance Collegiate Schools of Business, the gold standard for business school accreditation worldwide
- Continue to raise money to enhance our research and teaching.

Our students, staff, and faculty work hard and do amazing things. Our donors and alumni make it possible.

This magazine showcases what we can achieve together.

You are our heroes.

Thank you.

JAMES TERBORG
INTERIM DEAN AND PROFESSOR EMERITUS OF MANAGEMENT

Department of Decision Sciences Is Now Operations and Business Analytics

In order to better convey to our students and the business community the value and importance of our course offerings, as well as the research conducted by our faculty, the Lundquist College's Department of Decision Sciences is now the Department of Operations and Business Analytics.

Along with the department, the undergraduate concentration (formally information systems and operations management) is now also called operations and business analytics.

The updated department name better conveys the focus of our teaching and research: statistical modeling, operations management, and management information systems. Our integrated curriculum emphasizes statistical analysis, predictive modeling, optimization, supply chain, e-business, and technology, arming students with the critical-thinking skills and background needed to successfully manage the operations of an enterprise while processing ever-increasing amounts of data into information for better decision making.

Advances in digital technologies, the Internet, and mobile computing have led to the gathering of massive amounts of data (commonly refereed as "big data"), which are often very unorganized, explained Sergio Koreisha, head of the Department of Operations and Business Analytics.

Additionally, both "operations" and "business analytics" are terms significantly more well known and understood by students and business, Koreisha added.

"Being at the intersection of statistics, operations, and management information systems uniquely defines our approach to teaching and conducting our research in these important fields," he explained. "The name change will not only more aptly reflect what we do but, more importantly, also point to new curricular and research directions we wish to pursue."

Awarding Careers

The Lundquist College of Business celebrated faculty and staff for their contributions to the college and university at a ceremony June 3, 2015 with the following awards: Dean's College Service awards: **Anita Kolendar**, **Ben Foster**, **Chris Wiesemann** (staff) and Senior Instructor **Beth Hjelm** (nontenure track faculty); Harold K. Strom College Service Award, officers of administration: **Margaret Savoian**; Harry R. Jacobs Jr. Professional Service Award: Assistant Professor **Stephen McKeon**; James E. Reinmuth Teaching Excellence Award: Avamere Professor of Practice **Michael Crooke** and Assistant Professor **Stephen McKeon**; Goulet Outstanding Research Awards: Edwin E. & June Woldt Cone Professor of Marketing **T. Bettina Cornwell** and Assistant Professor **Yongli Zhang**.

Welcome New Faculty



Ralph Heidl
Assistant Professor
of Management



Lauren Lanahan
Assistant Professor
of Management

JOINING US WINTER 2015

Joshua Beck, Assistant
Professor of Marketing

Troy Campbell,
Assistant Professor
of Marketing

INSTRUCTORS MOVING FROM ADJUNCT TO CAREER TRACK

Leah Schneider,
Marketing
Shannon Dolan,
Accounting



Aparna Sundar
Assistant Professor
of Marketing



Wenbo Wu
Assistant Professor
of Business Analytics

APPOINTMENTS

Michael Crooke,
Interim Associate Dean
for Academic Programs

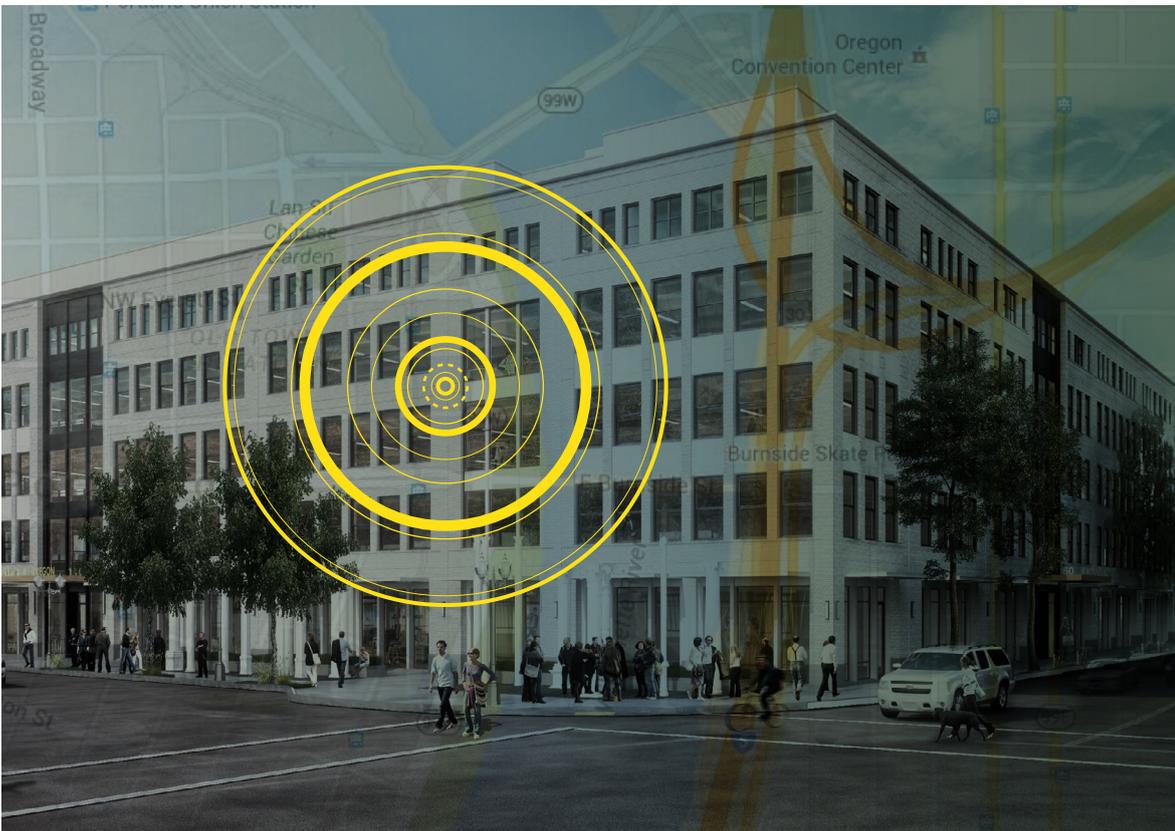
He continues as the Avamere Professor of Practice, teaching two courses in the Oregon MBA program.

Larry Dann, Interim
Associate Dean for
Faculty Affairs

His primary focus is faculty promotion and tenure, midterm faculty evaluations, and post-tenure reviews.



Youchang Wu
Associate Professor
of Finance



Schedule changes start in September 2016 and will coincide with the program's move to its new location in Portland's Old Town Chinatown.

Executive MBA To Launch New Schedule in 2016

If you work in a competitive field, you already know that the most successful leaders pay close attention to the ever-changing business environment and use what they learn to steer their organizations to continued excellence. In a similar spirit of innovation, the Oregon Executive MBA program is pleased to announce plans for a new class schedule that will enable even more of the Pacific Northwest's leading professionals to benefit from its offerings.

Starting in September 2016, the schedule for the Oregon Executive MBA will change in the following three ways:

- Classes will be held every other week on back-to-back Fridays and Saturdays.
- Friday classes will start in the early afternoon and wrap up in the early evening, leaving mornings free for students to wind down their regular workweeks.
- Class time on Fridays will be condensed to six hours from the current eight. (Class time on Saturdays will remain eight hours).

These changes take place starting in September 2016 and will coincide with the program's move to its new quarters in Portland's Old Town Chinatown neighborhood.

"This new delivery model will provide the flexibility our students tell us they need," said Oregon Executive MBA executive director Dave Boush. "The redesigned schedule will make the program available to professionals in Oregon, Washington, Idaho, and beyond who have wanted to take on the challenge of a top-tier MBA program but weren't previously able to balance it with their other commitments."

The later start and trimmed classroom time on Fridays will help students balance the demands of their current careers. In addition, because the streamlined Friday schedule will mean fewer hours away from the workplace, it will likely smooth the buy-in process for those who need their employers' permission to pursue the degree. And students who travel frequently for work will find the twice-a-month schedule easier to integrate with their itineraries.

Although the new Friday hours mean that students' total classroom time will change from 32 to 28 hours per month, the program's required courses and the quantity of material covered will remain the same. Teaching faculty will provide additional coursework (think video instruction, online discussions, take-home case analyses, and more) that students will pursue at their own convenience during the periods between the class sessions.

"This reorganization is the result of a full year of research, interviews, thoughtful evaluation, and careful planning," said Julianna Sowash, the program's director of marketing and executive admissions, citing the feedback gathered from faculty members and current students, as well as fact-finding interviews with administrators of similar programs throughout the United States.

"We are thrilled to join the many highly regarded executive MBA programs that have successfully made similar changes in response to the evolving needs of today's executive students," said Sowash.

Competitions Yield Thriving Startups

Each year, teams from MBA and graduate programs all over the world take part in the investment competition circuit. These events afford participants an opportunity to make new connections, refine business plans, and hone their presentation skills. But for some, the competitions are part of an even bigger journey: taking their startup idea and transforming it into a real business. This was the case for both Cricket Flours and AirFit, two teams that represented the Oregon MBA and Lundquist Center for Entrepreneurship (LCE) this past year in competitions in the United States and abroad.

CRICKET FLOURS

The Cricket Flours team—Omar Ellis, MBA '15; Paul Butler, JD/MBA '16; and Charles Wilson, JD '15—jumped all over the globe to pitch their insect-sourced protein powder. In February, the three hopped a plane to Thailand to compete in the mai Bangkok Business Challenge at Sasin University, where they were one of only four teams to make it to the finals. In March at the University of Manitoba's Stu Clark Investment Competition, Cricket Flours leapt to first place and also won for best elevator pitch. More recently, the team was a crowd favorite at the Willamette Angel Conference—no small achievement for a company whose core product is ground crickets—and also won first place at Fertilab's annual Pitch Stream competition.

Business has been chirping along for quite a while now for the startup thanks to brisk online sales and a new cookbook. Ellis and Wilson continued with the business after graduation.



AIRFIT TAKES OFF

AirFit's story starts back in 2013 when Ty Manegold, MBA '15, entered the Oregon MBA program with the beginnings of an idea for a line of airport-based gym facilities that would provide travelers with a healthy way to recharge before their next flight.

Intrigued by Manegold's concept, Cynthia Sandall, MBA '15, came on board at the beginning of fall 2014. Together, Manegold and Sandall worked to bring AirFit through LCE's year-long Venture Launch Pathway curriculum, then on to the investment competition circuit, and finally into the real world.

"In every course I took during my second year in the MBA program, my term projects were built to contribute to AirFit," said Sandall. "All our professors and instructors were very accommodating in allowing us to slightly alter the final deliverable, so it added value to our company while staying within the scope of the course."

This spring saw Team AirFit compete in the Cardinal Challenge at the University of Louisville; in the University of Oregon's New Venture Championship; and in Fertilab Pitch Stream, where it won the People's Choice Award. AirFit also presented at the Bend Venture Conference in October 2015.

Manegold and Sandall continue with AirFit and are in talks with representatives from San Francisco International Airport and New York's John F. Kennedy International Airport.

Together, Cricket Flours and AirFit achieved a rare distinction when they both made the semifinals at the University of Texas's Global Venture Labs Investment Competition (GVLIC). This was the first time ever that the University of Oregon placed two teams simultaneously in this elite competition.





The Cricket Flours team jumped all over the globe to pitch their insect-sourced protein powder.

Grad Students Flow to New Insights

Have you ever found yourself so effortlessly absorbed in what you're doing that you've lost track of the time and maybe even forgotten to eat? Renowned psychology professor and TED presenter Mihaly Csikszentmihalyi calls this state of pleasurable immersion "flow," and he believes that it comes about when a person's skills are matched with a challenge that's just difficult enough to be interesting but not so hard that it's overwhelming.

According to Csikszentmihalyi, both individuals and organizations can experience flow. And when that happens, productivity increases, and managers, employees, and even customers are happier and more satisfied.

This past winter, Oregon MBA and Master of Accounting program students in Avamere Professor of Practice Michael Crooke's leadership course had the opportunity to test their own flow-inducing skills through an interactive online leadership simulation game called FLIGBY (Flow IS Good Business).

Originally developed as a training tool for c-level executives and managers, FLIGBY lets players try their hand at managing a fictional California winery. Student feedback and comments will help Csikszentmihalyi and his team of game developers fine tune a version of the game designed for graduate students.

During game play, each student tried to tame the winery's warring staff and enable team members to work together in harmony while tapping into their own best talents. When the game wrapped up, students received reports showing how they rated in active listening, strategic thinking, time management, and 24 other leadership skills.

For Emilie Proulx, MActg '15, FLIGBY revealed a surprising new aptitude.

"My number one strength, according to FLIGBY, was social responsibility," said Proulx.

She is taking this self-knowledge into the future—whether it's impact investing when she starts as an auditor with Deloitte later this year, or in the leadership roles she'll take on during her career.

Students Consult on Real-World Projects

For more than half a decade, students in senior instructor of management Beth Hjelm's business strategy and planning course have taken on real-world consulting projects for businesses and organizations in Oregon and beyond. Students wrap up the term by presenting their work to clients, who attend either in-person or via videoconference.

Very often students have the satisfaction of seeing some or all of their ideas implemented by the organization for which they worked—and quickly, too. A recent client—the City of Lakeside, Oregon—has already put into action ideas for increasing tourism provided by student consultants just a little more than a year ago.

This past year, students from the college's Business Honors Program worked on projects for Soft Peaks Cakery, a custom cake-creation business based in Lane County; the Oregon Cheese Guild; Tec Labs, a pharmaceutical company based in Salem, Oregon; and the Portland Timbers. For Taylor Dyer '15—a member of the Soft Peaks Cakery team—having a real client made the project a standout.

"Getting to know our client and her passion for the business really motivated us to do the best work we could do and produce something that would ultimately help her expand her business," she said. "We had someone counting on our research and suggestions, which pushed us to do more than an ordinary case study project would."

Three groups of students worked on projects for the Oregon Cheese Guild, with one tackling an updated marketing plan while the other two provided recommendations for improving the guild's distribution model. According to Tori Hamilton '15, the opportunity to present her work to a client was especially rewarding.

"The clients are extremely grateful for your advice, which brings the class project to life and makes it a more personal journey," she said.

This past term marked the last time—for now, at least—that Hjelm will offer real-life projects for students as part of her course. Not to worry. Opportunities for students to work on real-world projects will continue—and even expand—thanks to the college's newly launched Oregon Business Consulting Group (OBCG).

OBCG offers students a platform for working for paying clients on projects that last longer than a single term. Interested? Contact Rich Duncombe, OBCG Director, 541-346-8515, richd@uoregon.edu, business.uoregon.edu/obcg.

Sports Product Management Master's Degree Launches

The University of Oregon's Portland-based Sports Product Management master's degree program is officially up and running. The new program combines global engagement with intensive hands-on and cutting-edge learning for innovation.

The state of Oregon is home to more than 800 sports product-related companies, with 90 percent located in the Portland metro area. Companies like Nike, adidas, Columbia Sportswear, Dakine, and KEEN Footwear have headquarters here, creating a significant impact on the regional economy.

Industry leaders conveyed the need for highly specialized graduates in the field, according to an extensive surveying, said Ellen Schmidt-Devlin, director of the Sports Product Management (SPM) program and a 30-year veteran of the industry.

The SPM program welcomed its first class of 39 students in September 2015. The 18-month program focuses on learning the consumer-driven business of sports products through the complete product life cycle with significant focus on innovation, international markets, and sustainability.

"This program gives our students direct connections to top talent in the industry. Many of our instructors are not only leaders and innovators in the sports product industry, but they are also educators and experts," said Schmidt-Devlin. "Our advisory board is made up of sports product executives who helped us shape this program to educate students to be an integral part of the companies they will work for after graduation."

Students have access to the White Stag Innovation Lab, a product-making space with specialized equipment to design, make, and test prototype sports footwear, apparel, and equipment. A retail innovation store is also planned.

"This new program will put the University of Oregon and Portland in the position to become the worldwide leader in sports product education and research," Schmidt-Devlin said.



We Are #1

The Oregon MBA program at the Lundquist College of Business has earned the top spot in The Princeton Review's Best Green MBA ranking released in October 2015.

According to surveys administered by The Princeton Review, students say the Lundquist College is best at preparing them in environmental/sustainability and social responsibility issues—and for a career in a green job market.

The Princeton Review tallied several lists of rankings based on surveys to 22,000 students attending 295 business schools. The 80-question survey asked students to rate their schools on several topics and report on their experiences at them. Some ranking list tallies also factored in school-reported data.

Among the top 10 Green MBA programs, the University of Oregon MBA took the top spot, followed by Yale University and University of Denver. Rounding out the top ten were University of Michigan, Pepperdine University, Stanford University, and Babson College.

This is the first time the Oregon MBA program has placed first. But the ranking continues the trend of accolades for the program in recent years.

The Oregon MBA jumped 18 percent in the latest ranking for graduate business programs by *U.S. News & World Report* announced in March. The program was one of the five biggest movers in the annual rankings list, moving up 17 places in the publication's "Best Business Schools 2016."

In addition to climbing to 79 out of the more than 450 programs ranked, the Oregon MBA has seen a significant increase in interest and applications this past year. The program received two and a half times the number of applications for the fall 2015 entering class compared to the previous year. This growth is even more impressive considering that other MBA programs across the country are seeing a decline in enrollment.

Building on the strategic realignment of the Oregon MBA to better meet market demands, the Lundquist College has invested significantly in the program in recent years. We've bolstered our career preparation offerings and created a high-level mentor network that pairs MBA students with CEOs. Those efforts have resulted in 81 percent of Oregon MBA graduates landing their dream jobs postgraduation—and that is not even accounting for those launching startups.

With all our growth and investment, the college's Oregon MBA program remains a great value. Among the *U.S. News* rankings, we had the 19th lowest tuition among programs in the top 79 and the 32nd lowest tuition of all ranked programs. In January 2014, *U.S. News* hailed the program as a top ten for most financial value at graduation.

Leading the Warsaw Center into New Era

Whitney Wagoner began her tenure as the new director of the Warsaw Sports Marketing Center August 1, 2015. As the center's first-ever female

director, Wagoner is leading one of the most recognized names in sports business education.

Wagoner draws on her more than seven years working in the NFL league office and more than a decade teaching sports business within the Lundquist College of Business. She will oversee both our globally ranked sports business MBA offering and our outstanding undergraduate business degree concentration in sports business.

In her new role, Wagoner will be responsible for the overall operations of the center, including industry partnerships, coordination of student- and alumni-based activities, and developing executive education short-course opportunities for sports business industry professionals, among other duties.

The Warsaw Center is better equipped than ever to meet and exceed student needs and expectations while enhancing industry and donor relationships. It celebrates an illustrious history and an auspicious future. Founded in 1993, the James H. Warsaw Sports Marketing Center was the first program of its kind housed within a U.S. college of business. The most recent *Sports Business International* global rankings of sports master's programs published on June 15, 2015 placed the Oregon MBA's sports business track (coordinated by the Warsaw Center) among the top three programs in the world in the categories of Graduate's Choice and Student Satisfaction.

"We are committed to moving our program forward through a spirit of partnership, engagement, transparency and collaboration," Wagoner said. "I am also committed to honoring Jim Warsaw's powerful legacy, which is the foundation of our past and future successes."

Wagoner has demonstrated a passion for not only educating and developing students, but also inspiring them to imagine a full range of possibilities. She encourages smart, bold and connected thinking, ensuring that our future sports business leaders are prepared to contribute in a uniquely Oregon way.



Oregon Mentor Network

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

"Third-party guidance is extremely valuable when students are making critical career decisions," said Senior Associate Director of MBA Professional Development Sally Bell, who spearheaded the initiative and is its manager. "When you have really seasoned professionals, they are able to act as a true touchstone of advice and guidance."

Bell is quick to make clear that mentors are never asked or expected to help the students get positions at their own organizations or anywhere else. Their role is simply to connect with their assigned students, listen, ask questions, and share the insights they've drawn from their own career experience.

The mentor network's simple structure makes it easy for professionals and their mentees to participate. At its core are one-on-one mentoring sessions—one or more per month—which are conducted in person or via Skype or phone. Students and mentors work together to develop schedules that are convenient for both. Mentors are also required to attend at least one of the mentor network's events and gatherings that are scheduled throughout the year.

Collin Hoyer, MBA '15, said he has already experienced how valuable a mentor's feedback can be.

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

For its first official academic year during 2014–15, 21 pairings made up the cohort—up from 17 in the previous year's pilot. Reported outcomes were strong among the mentor/mentee pairings, and we look forward to building an even more robust program in coming years.

Interested in being a mentor? Contact Sally Bell, senior associate director of MBA professional development, 541-346-1462, sbell@uoregon.edu.



The finance track of both the Oregon MBA and undergraduate business programs has been accepted into the CFA Institute University Recognition Program.

Finance Center Charts New Paths

Prompted by the financial industry's future trajectory, as well as its current needs, and inspired by the Lundquist College's vision statement, the Finance and Securities Analysis Center (FSAC) is carving two new paths within its finance track: impact investing and long-horizon investment management.

For current students in the college's undergraduate and MBA programs, these paths will open a host of new career opportunities. Looking to future enrollment in the Oregon MBA program, both paths will differentiate FSAC's offerings on the national stage. On the West Coast, for instance, the only institution to offer a comparable track is the Haas School of Business at the University of California, Berkeley.

IMPACT INVESTING

This philosophy of investing aims to achieve strong financial returns while pursuing environmental and societal goals. It is an overarching category that includes impact investing, as well as the idea of creating value for

a broader category of stakeholders rather than simply focusing on shareholders.

The approach has moved rapidly into the mainstream. Earlier in February, the world's largest asset manager, BlackRock Inc., announced BlackRock Impact, a new initiative that will bring together its current impact investing offerings and create new, similarly themed products.

Meanwhile, high-profile corporate leaders like Salesforce's Marc Benioff and Unilever's Paul Polman have publicly supported the idea of moving from the narrower concept of shareholder value to embrace a broader vision of stakeholder value—in which corporate management is accountable to a wider swath of constituents that includes customers, employees, suppliers, and the environment, among others.

Attuned early on to this evolution in thinking, the Lundquist College has offered for the past several years a popular course in impact investing. FSAC Program Manager Michele Henney plans to make related courses available in the future.

LONG-HORIZON INVESTMENT MANAGEMENT

Predicted to grow significantly in the coming decades, long-horizon investment management focuses on managing assets and investments for individuals and organizations with the goal of achieving wealth for the long term.

The college's finance curriculum has already expanded to include career preparation for these fields. Last spring, FSAC announced that the finance track of both the Oregon MBA and undergraduate business programs had been accepted into the CFA Institute University Recognition Program. This recognition means that graduates are well prepared to sit for the CFA Institute's three rigorous exams and earn the right to add the CFA (Chartered Financial Analyst) designation to their credentials.

Future steps for FSAC include submitting the college's financial curriculum to the Certified Financial Planner (CFP) Board in order to become a registered program. This will enable finance students to sit for the CFP exam soon after graduation—or even while they are still in school.

Henney is quick to make clear that the two paths are not meant to replace FSAC's core finance offerings. Rather, they will serve as add-ons to the current curriculum.

"Both paths start with the idea of financial stewardship, which is a key element of the college's vision statement," said Henney. "And both paths overlap. Impact or values-aligned investing is something that more and more clients ask for from their financial managers."


 A portrait of Anne Parmigiani, a woman with short brown hair, smiling and wearing a red button-down shirt. The background is a blurred green and yellow pattern.

THE ESSENCE OF STRATEGY

World-class researcher and Associate Professor Anne Parmigiani earns university-wide honor.

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In June, associate professor of management Anne Parmigiani was one of just 14 across campus to receive a Faculty Excellence Award in recognition of her research, teaching, and leadership. The awards honor tenured UO faculty at the forefront of research and discovery who have demonstrated academic excellence and world-class teaching.

In her research, Parmigiani said she is first and foremost a strategist.

"I explore why firms differ from each other, in fundamental characteristics and in their performance," she said. "Unlike other scholars who focus on Fortune 500 firms and high-technology sectors, I study small firms in relatively unusual and often technologically mature contexts, such as metal forming firms, casual dining chains, bridge builders, NFL football teams, and recreational vehicle manufacturers. I like to thoroughly understand the setting and, thus, be able to isolate causal drivers of performance, which is more tractable in these smaller settings."

When it comes to students, Parmigiani sees her role as helping students understand how all our disciplines—accounting, finance,

marketing, operations, and management—are interrelated.

"This is the essence of strategy," she said. "The material and the project in the capstone course I teach are all about helping students understand these connections and apply them to real-world examples."

One such example, which can also be found in her research, is franchise chains, such as Applebee's, that both operate company-owned outlets and also have franchisees who operate outlets under the same masthead. These two distinct groups are making and buying the same thing.

"Making and buying occurs in nearly every sector, including manufacturing and service, and in both high- and low-technology contexts," she said. "This phenomenon suggests that firm boundaries are not as clear and obvious as we all may believe and raises interesting theoretical and practical questions, such as how to manage both of these sources of supply simultaneously."

This leads into another research interest: buyer/supplier relationships. Parmigiani recently published a study indicating that firms who use a supplier repeatedly may

benefit through growth and increased sales, but profits may suffer as a result.

"This suggests interesting trade-offs in using repeated exchange partners," noted Parmigiani.

Likewise, she has published studies that support the importance of both technical expertise and relationship management skills in having successful supplier relationships. And, both as a researcher and educator, her colleagues hold Parmigiani in high esteem.

"Anne has been an extraordinary scholar throughout her tenure at the Lundquist College," said Lundquist Professor of Sustainable Management Michael Russo, who heads up the Department of Management. "Her blend of deep knowledge of real-world contexts and first-class research methodologies has produced a steady flow of articles in the world's finest management and operations journals. We are indeed lucky to have Anne on our faculty."

This fall, Parmigiani is teaching the capstone strategy course for senior undergraduates (BA 453), and in winter, she will teach a doctoral seminar in economic theory.

HONOR

What does honor mean in modern times?

Integrity. Respect. Merit. Acting with high moral principles.

For many, honor also includes giving back to the people and institutions that aided in the formation of one's life trajectory. For others, a gift represents honoring organizations providing essential and valuable training to the next generation of business leaders.

To all these individuals, families, and groups, we are honored by your commitment to us, and we honor each and every one of your dollars contributed to the Lundquist College of Business.

In the following pages, we recognize and celebrate you—the people and organizations who have risen above and who have given so generously and from the heart during the 2014-15 giving period.

Thank you.

You are the heroes!

Platinum Investors

\$25,000+

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"Your contributions sustain and grow programs!"
-MARIAH NAVARRO '17

ENERGIZING THE FUTURE, SUSTAINABLY

Steve Reynolds was drawn to the business of energy as a graduate student and now hopes to arm the next generation of energy leaders with a gift to the Center for Sustainable Business Practices.



Steve Reynolds, MBA '72, remembers \$0.27 per gallon gasoline on 13th Avenue.

"The OPEC oil embargo was just around the corner," Reynolds said. "Unstable gas station prices sort of changed the world we had known—in Eugene and other places. It was amazing to me to watch the impact of that on business and society. It was my tenure in the business school that really made me want to spend my life in the energy space. Innovation and creativity were important then, and they still are today. The implications and volatility of energy prices has fascinated me for my entire career."

That career has spanned nearly five decades and included CEO and chairman posts at Puget Sound Energy Inc., Pacific Gas Transmission Company, Reynolds Energy International, Imperium Renewables, Corix Ltd., and Green Diamond Resources Company. He is also chairman of the 5th Avenue Theatre in Seattle.

These days Reynolds serves as chief sustainability officer at PreferWest LLC, where his wife Paula Rosput Reynolds is

CEO. Paula is the former Safeco chairman and CEO and currently serves on multiple boards and committees, including BP, TransCanada, and the Fred Hutchinson Cancer Research Center, among others.

"I think I've been in the energy business all my life," he said.

During his Oregon MBA b-school days, Reynolds recalled a course on energy economics—he estimates the only such course on the west coast at the time—as an example of the University of Oregon business school being ahead of its time, even if the instructor had a particularly old-fashioned habit.

"Roy Sampson's office was way down in the basement of the main building," Reynolds recalled of the forward-thinking professor. "He would smoke a cigar. When he finally retired, they had to throw away everything because cigar smoke had permeated all the books."

Of course, a smoking ban isn't the only change on campus.

"Primarily, when I was in grad school, Oregon businesses were all timber," he explained. "Now, look at the array of classes and specialties at the b-school meeting the

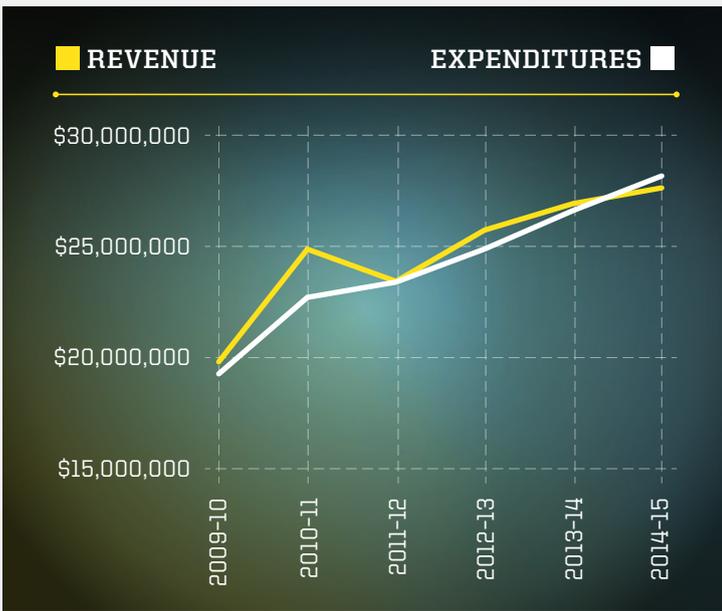
current needs. It's a great tribute to staying connected worldwide while maintaining ties to the local city. Eugene and the West have long had a tremendous focus on energy. Doing things in a sustainable fashion has always been a part of the programming of the college."

Reynolds believes arming the next generation of energy leaders with a Lundquist College education allows students to flourish in a variety of professions.

"A business education is a most useful broad-based tool to help you integrate social business and policy-related matters," he said. "You can get a fundamental, adaptable education to do virtually anything. It's not just white shirts and white ties. It's about ideas and passion. Look locally and around the world. Sustainable business is about creativity."

With a recent gift of \$250,000 to support the Center for Sustainable Business Practices, Reynolds aims to fortify the center and spur further innovation.

"My investment is based on the sense that this is something I want to encourage," he said. "I am happy the college recognized this could be a center of excellence back in 2008. Student interest in the field is growing, and I'm glad to be a part of it. I'm happy to help move it forward."



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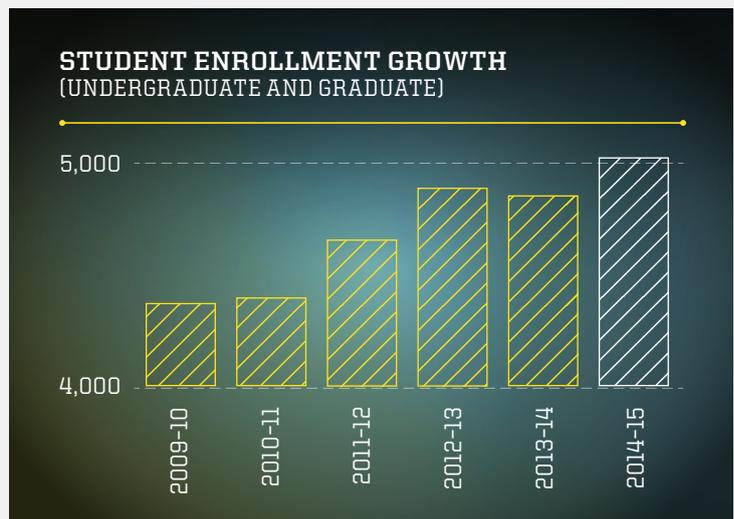
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UOIG Alumni And Friends Fund

A newly created University of Oregon Investment Group (UOIG) Alumni and Friends Fund is off to a fast start thanks to several donors, including assistant professor of finance Steve McKeon '00, Rayne Gaisford '04, Jim Patricelli '90, Lisa Thomas '00, Adam Barycza '00, Ian Haas '00, and James Bruce '01, JD '06.

Howard Svigals '75 matched the gifts received, resulting in the fund rocketing beyond its first \$100,000 goal.

Formed in the late 1990s as a Lundquist College of Business student club, UOIG provides undergraduates and MBAs with confidence and experience in portfolio management and fundamental investment analysis. Members manage roughly \$1 million in real, live money across structured portfolios.

The UOIG Alumni and Friends Fund adds a new portfolio to the mix that will focus on small cap stocks. Annual distributions from the fund will support UOIG's alumni outreach and other group operations.

McKeon, a member of the first UOIG cohort, described his time with the group as transformative.

"I know many other alums feel the same way," he said. "After fifteen years, we wanted to start a tradition of giving back and supporting the next generation of UOIG students. The UOIG Alumni and Friends Fund will provide resources to help the group strengthen the connection with alumni and fund additional experiential opportunities for students."

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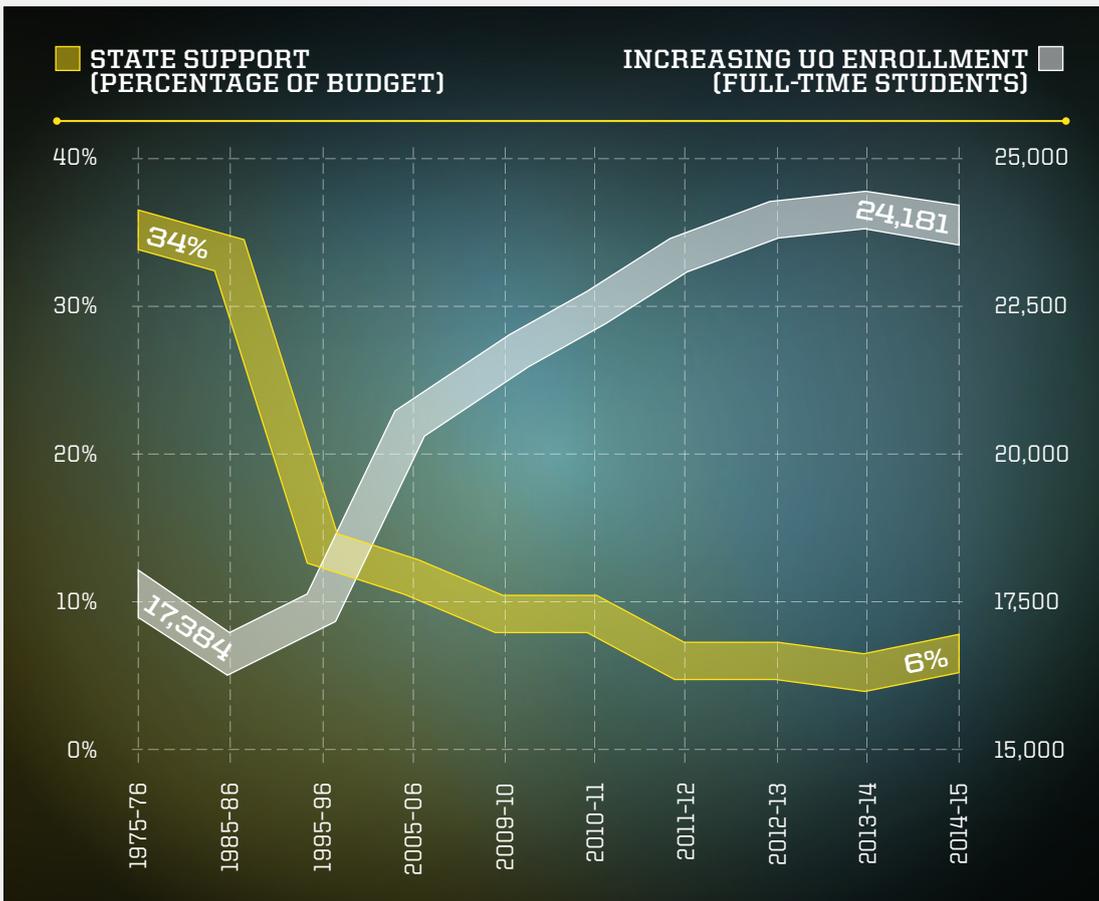
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"Thanks and GO DUCKS!"
 -J.J. JONES '16



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Impressive Gains for Gernon Fund

As a teacher, a dynamic and creative administrator, a mentor, and a tireless fundraiser, professor emerita of accounting Helen Gernon has made her mark—and then some—at the Lundquist College of Business and the University of Oregon.

In her nearly three decades at the college, Gernon's drive and passion inspired thousands of students. Two of these students decided to thank her for her impact on their lives by initiating a fundraising campaign in her name.

It all started in summer 2014 when Daniel Bayley '04, MActg '05, and Erik Parrish '03, MActg '04, approached the Lundquist College with a bold proposal. They wanted to honor Gernon in a way that would reflect her commitment to excellence in accounting education.

Bayley and Parrish both held leadership positions while they were students—each served in the Beta Alpha Psi officer group—and continue to lead today. Bayley is a supervisor in specialty accounting for Daimler Trucks North America in Portland, and Parrish is CFO at Hawes Financial Group in Eugene.

Bayley's and Parrish's idea became the basis of the Helen Gernon Accounting Faculty Endowment Fund. With a goal of raising \$1 million, the fund is dedicated to attracting and retaining top-notch tenure-track accounting faculty, providing much-needed resources to help close the gap between increased student enrollment and the level of faculty staffing.

In only one year's time, more than \$856,000 has been raised, and the college is on track to meet its goal. But the story doesn't end there. With a breadth of ambition that reflects its namesake, the fund grew in scope in just a few short months (see sidebar).

For Gernon herself, the fund addresses a decade-long goal.

"For the past 10 years, establishing a permanent source of funding for faculty support has been on my mind," she said. "The Helen Gernon Accounting Faculty Endowment Fund is a path-breaking, transformational success story. The million-dollar match makes raising money for this cause extremely validating, at times surprising, and oh, so satisfying. I will never stop raising support for accounting education."

The innovative thinking, leadership, and generosity that alumni like Bayley and Parrish demonstrate are indicative of the students we graduate. The energies that they lend are invaluable to the success of our department, college, and university.

Inspired by Daniel Bayley and Erik Parrish's efforts, an anonymous donor created a matching gift of \$1 million. Any gift made between now and July 2016 is being matched dollar for dollar. The donor will also provide four years of matching funds for any annual gift pledges of \$1,500 or more made before July 2016. If you would like to participate in this campaign, contact Margaret Savoian at msavoian@uoregon.edu.

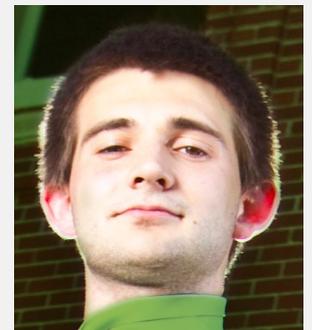
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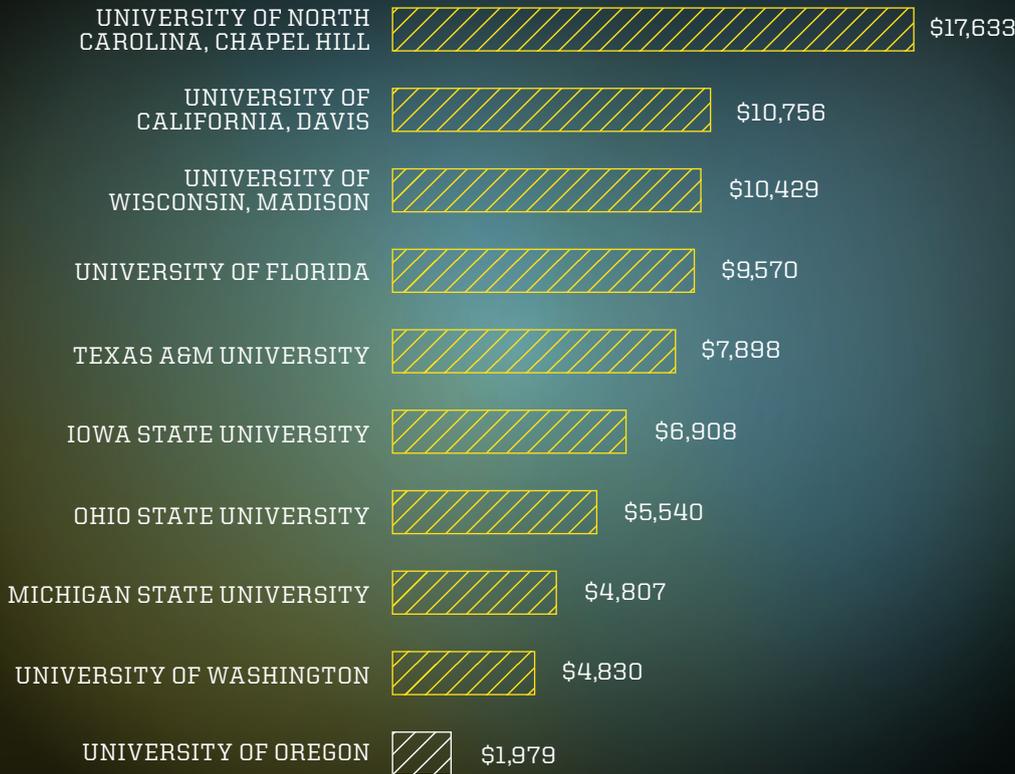
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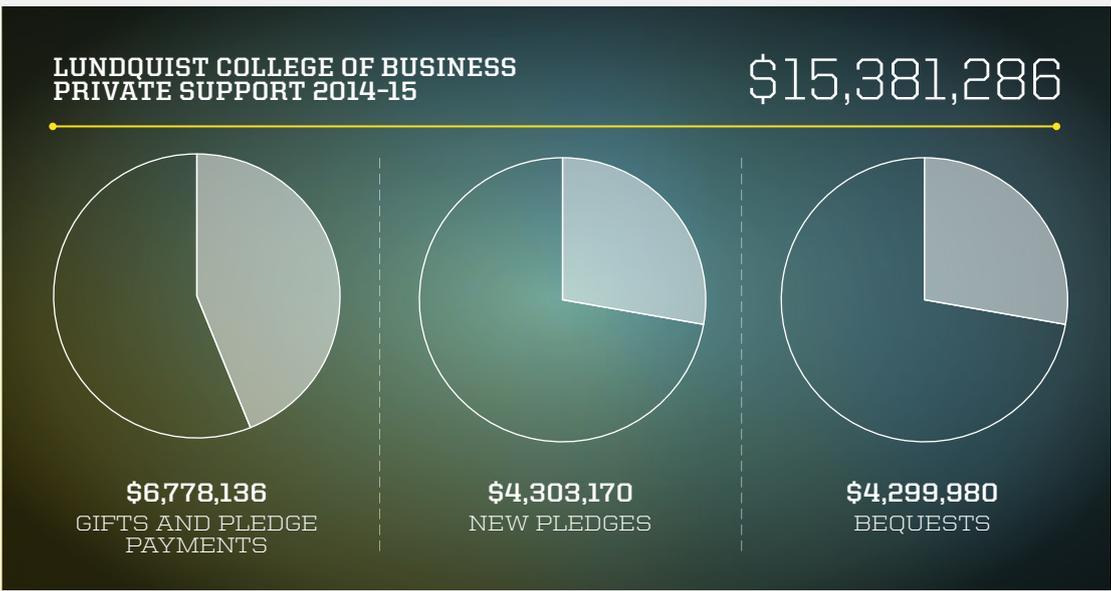
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SEEING THE FUTURE IN SCHOLARSHIPS

A single opportunity for a scholarship made a life-changing difference for Gerry Cameron.



With a recent \$600,000 gift, longtime Duck advocate Gerry Cameron and his wife Marilyn hope to provide more opportunities for undergraduates in the Lundquist College of Business.

The couple has established the Marilyn and Gerry Cameron Scholarship Fund, with the inaugural recipients named this spring.

"After meeting some of the UO Presidential Scholars and seeing that these were really great kids, we thought, 'why don't we do this now and get the benefit of meeting these kids along the way,'" Gerry said. "It just seemed like the right thing to do."

Their new scholars program helps meet one of the current campaign priorities of the Lundquist College of Business—providing access for deserving students.

Although the Camerons have enjoyed their capacity to be philanthropic, that would have been impossible to imagine given Gerry's tough childhood.

His parents divorced when he was only six. He and his younger brother attended

many different schools, bouncing around from Portland to Yakima to Walla Walla, staying with family or friendly folks who would help while his mom juggled waitress jobs to make ends meet.

He worked hard in high school—though he says he was a bit shy and reserved. One day, a call came from the boys' guidance counselor.

"I wasn't quite sure about it," Gerry conceded, "I thought maybe I had gotten into trouble."

Instead, the counselor stepped forward with an act that was to be pivotal for his future. She urged Gerry to apply for a Work College Scholarship offered by US Bank.

He jumped at the opportunity.

"If it hadn't have been for that scholarship, I never could have gone to college," he recalled. "No question about it."

The scholarship involved alternating years between attending college and working for the bank. It led to Gerry's 43-year banking career, rising to become chairman and CEO of US Bancorp in the mid-1990s.

While he didn't graduate from the UO (he met Marilyn at the bank, and he finished up

his degree at Portland State), in their hearts the couple are true green and yellow Ducks.

Gerry became a trustee of the UO Foundation in 2000 and served as its president in 2004–05. The Camerons have endowed UO Presidential and Dean's Scholarships, as well as the Gerry and Marilyn Cameron Chair in Finance, which is currently held by Professor Diane Del Guercio, head of the finance department. The Cameron Finance Suite in the Lillis Business Complex is also named in recognition of their giving.

"By establishing the new Cameron Scholarships, Marilyn and Gerry again have proven their incredible commitment to young people and the business college," said Kees de Kluyver, former dean and current professor at the Lundquist College of Business. "While so generous financially, equally important is their friendship to the university. Their passion for Oregon is inspiring."

Over the years, Gerry and Marilyn have met with many of the students and had the opportunity to convey their own beliefs about philanthropy.

"The school doesn't ask me to say this, but one thing I urge them to do is to remember the university and think about giving back," he said. "It makes the school better for our kids and grandkids and makes a positive impact on many future generations of Oregon students. And, it gives you a lot of satisfaction."

**THE INAUGURAL
CAMERON SCHOLARS**

All accounting majors

Alexander Marcinkowski
Junior

**Phimkullaya "Prim"
Phatthanaphong**
Senior

Sarah Rausch
Senior



PHIMKULLAYA "PRIM" PHATTHANAPHONG

Accounting; Anticipated Graduation, Spring 2016

Prim Phatthanaphong earned both the Gerry and Marilyn Cameron Endowed Scholarship and the W.H. Shields Business Administration Scholarship.

WHY DID YOU CHOOSE THE LUNDQUIST COLLEGE OF BUSINESS FOR YOUR STUDIES?

Attending the Lundquist College is one of my best life decisions. I was looking for a holistic college experience where I could be independent without being too far from my family in Washington. The Lundquist College is a diverse and active community. The challenging but supportive environment here pushes me beyond my comfort zone to ultimately discover my greatest abilities and achieve my goals.

WHAT SPECIFIC PROFESSION ARE YOU HOPING TO JOIN AFTER GRADUATION?

I'm interested in corporate finance. I'll be taking an audit class next term. Hopefully, I will find out if internal auditing is right for me, but at the moment, financial analysis intrigues me the most.

OUTSIDE OF YOUR COURSEWORK, WHAT ACTIVITIES DO YOU ENJOY?

I enjoy inner tubing, cooking, and eating. When my schedule allows, I also join Beta Alpha Psi (the accounting student club) meetings.



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