



Dean's Report

College of Business

February 2007

Oregon State
UNIVERSITY

College of Business

College of Business



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Office of the Dean

Richard Parsons, chairman and chief executive officer of Time Warner, toured Bexell Hall with Dean Ilene Kleinsorge during his visit as part of the Dean's Distinguished Lecture Series.

I am excited to share the first College of Business Dean's Report since our transition to a professional school. As a part of our quest to be recognized as one of the top undergraduate business programs specializing in entrepreneurship and family business, we are launching new communication materials. Beyond the innovative accomplishments included in this report, you can look forward to newly designed communications in both style and content from the College of Business coming this spring. Best wishes!

Ilene K. Kleinsorge, Dean
Sara Hart Kimball Chair

College of Business Dean's Circle of Excellence

Robert E. Bauer, Rebco Enterprises, Portland, Oregon

Larry Brown, Retired (Pricewaterhouse Coopers), Lake Oswego, Oregon

Steve Brown, Hewlett Packard, Corvallis, Oregon

Richard Carone, Korvis Automation Inc., Corvallis, Oregon

Craig Chambers, Oregon Financial Services Group, Portland, Oregon

James E. Coleman, E.&J. Gallo Winery, Modesto, California

Gayle Fitzpatrick, Oracle, Morristown, New Jersey

Pamela L. Garcia, NW Supermarket Holdings Inc., Wilsonville, Oregon

Scott Hildebrandt, Planar Systems Inc., Beaverton, Oregon

Linda Hirneise, J.D. Power & Associates, Westlake Village, California

Allen P. Leggett, Arthur J. Gallagher & Co., San Francisco, California

Jon A. Masterson, Wallboard Tool Company Inc., Long Beach, California

Elise F. McClure, Starbucks, Seattle, Washington

James S. Merryman, Oregon Freeze Dry, Albany, Oregon

Bernie Newcomb, Retired (E-Trade Group Inc.), Palo Alto, California

Diane Paddison, CB Richard Ellis Inc., El Segundo, California

James Parkin, Deloitte & Touche, Seattle, Washington

Kenneth Poorman, Poorman Enterprises, Portland, Oregon

Sally Smedal, Basic American Foods, Walnut Creek, California

Ron Susa, Chevron Corporation, San Ramon, California

Ken Thrasher, Compli Corporation, Portland, Oregon

Dan Whitaker, D & W Enterprises, Corvallis, Oregon

Jack Wilborn, Retired (KPMG International), Lake Oswego, Oregon

EX-OFFICIO

Edward J. Ray, Oregon State University, Corvallis, Oregon

Ilene K. Kleinsorge, Oregon State University, Corvallis, Oregon



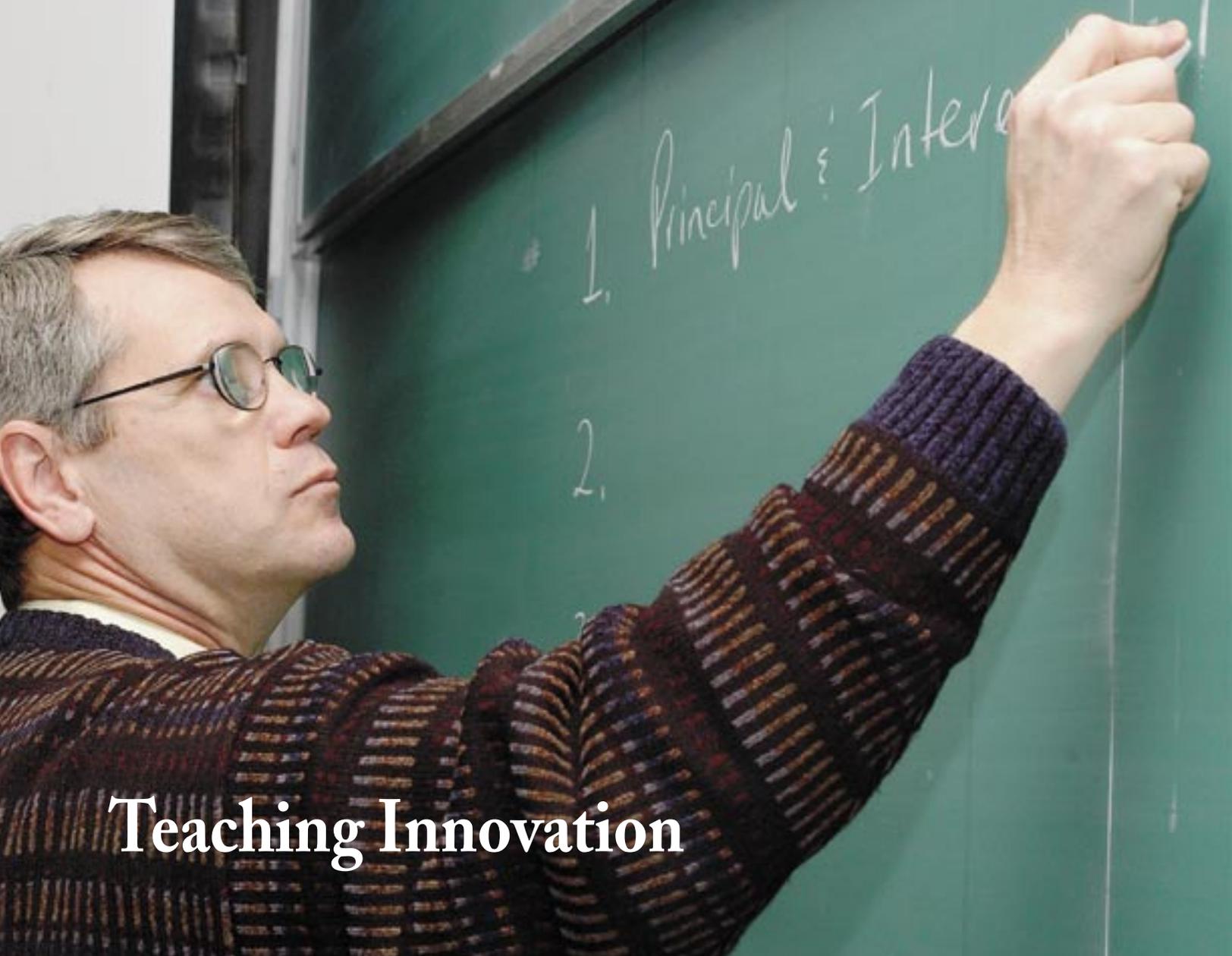
Great Achievements

- ▲ For the second consecutive year, OSU accounting students exceeded the national average in passing the CPA Exam. Forty-four percent of OSU students passed the exam, compared to only 29 percent on average across the nation.
- ▲ Professor Erik Larson's project management students learned the ins and outs of planning, scheduling, organizing and managing timelines by collaborating to produce a successful concert – Rockin' November. Together the concert and other class projects raised over \$9,000 for Operation Smile.
- ▲ Professor Zhaohui Wu was honored in August by the *Journal of Operations Management* with the "Best Paper" award. This is the second paper in OSU's history to receive this designation, making OSU one of only two universities to achieve this distinction in the 20-year history of the competition.



College of Business students Greg Dausman, Thien To Lam and Joe McAlhany visited Angkor Wat in Cambodia during their exchange program to Thailand.





1. Principal & Interest

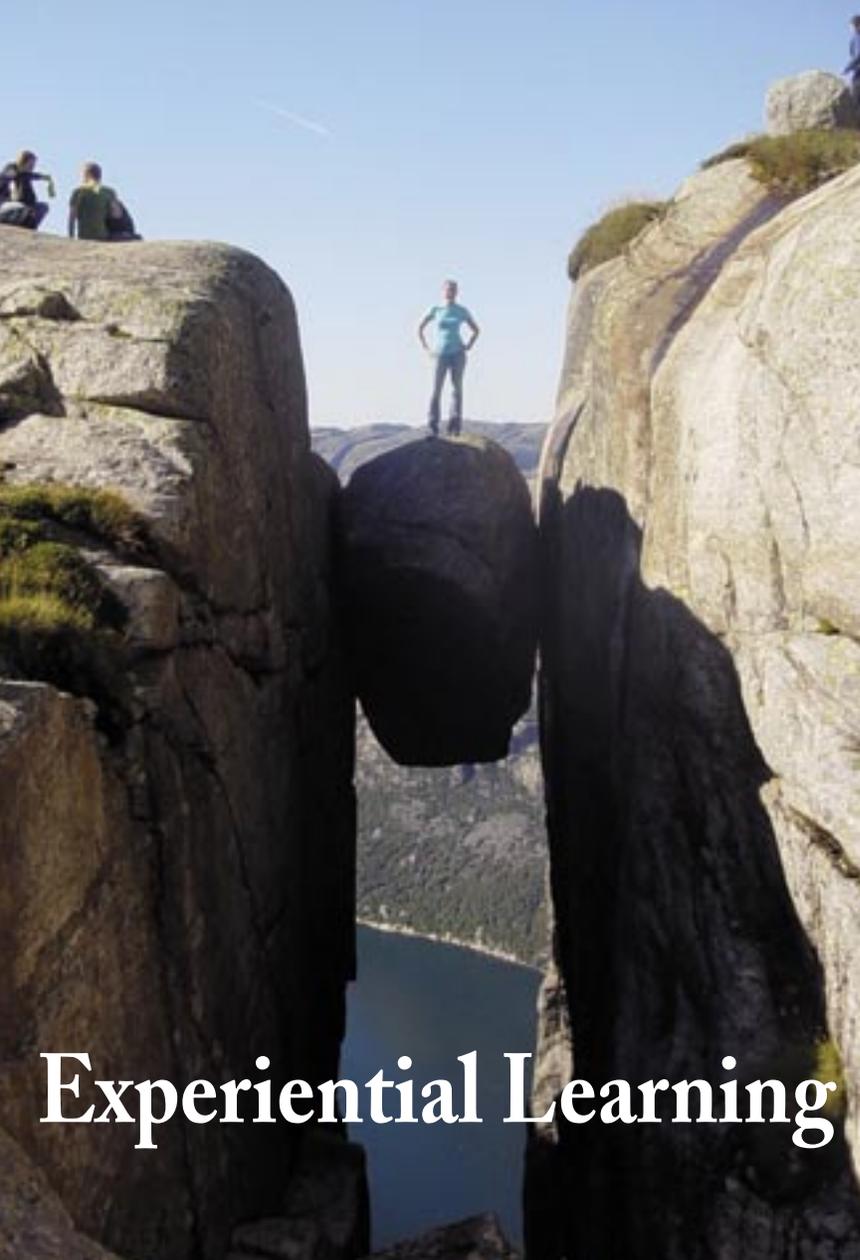
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Teaching Innovation

- ▲ A prototype *Technology Commercialization* course has been added to the curriculum. This “hands-on” course allows students to work with mentors from the business community to learn the process and skills needed to assess the business viability of a technical idea, and how to develop the best business approach for commercialization.
- ▲ A comprehensive two-day Executive Education Program, *Collaboration for Innovation and Change*, was initiated in February. Prior to the official launch, the workshop had already experienced success. Oregon Public Broadcasting sent 25 of its executives to a special, customized workshop in December, and Northwest Natural has contracted for a workshop to be presented as a part of its upcoming corporate retreat.
- ▲ *Women’s Empowerment Exchange* (WE²) was launched in January to serve women professionals and women business students. More than 60 students and professionals are involved.
- ▲ As part of a six-university project team, professor René Reitsma received a four-year grant of \$268,767 from the National Science Foundation to continue work on the TeachEngineering project and its integration into the National Science Digital Library’s Engineering Pathway (www.engineeringpathway.org).
- ▲ Professor Zhaohui Wu received OSU’s L.L. Stewart Faculty Development Award. He is planning to develop a *Supply Chain Management* course, focusing on strategies for businesses to establish sustainable practices that incorporate environmental issues. The grant totals \$2,200 and will be used to pay stipends for two students to conduct research.

Photo left: Finance professor Raymond Brooks outlines the fundamentals of debt financing as a part of a class discussion on capital structure.



Experiential Learning

▲ **The Arthur Stonehill International Exchange Program** is the largest college-administered international exchange program on campus. Sixty students have already applied to study abroad in fall 2007. Several international exchange students who studied abroad fall 2006 are pursuing employment opportunities in their host countries. Art and Kari Stonehill continue to support the International Exchange Program that bears their name through eight scholarships over the next three years totaling \$18,000.

▲ In only its second year of operation, the **Close to the Customer Project (C2C)** has worked on a total of 22 market

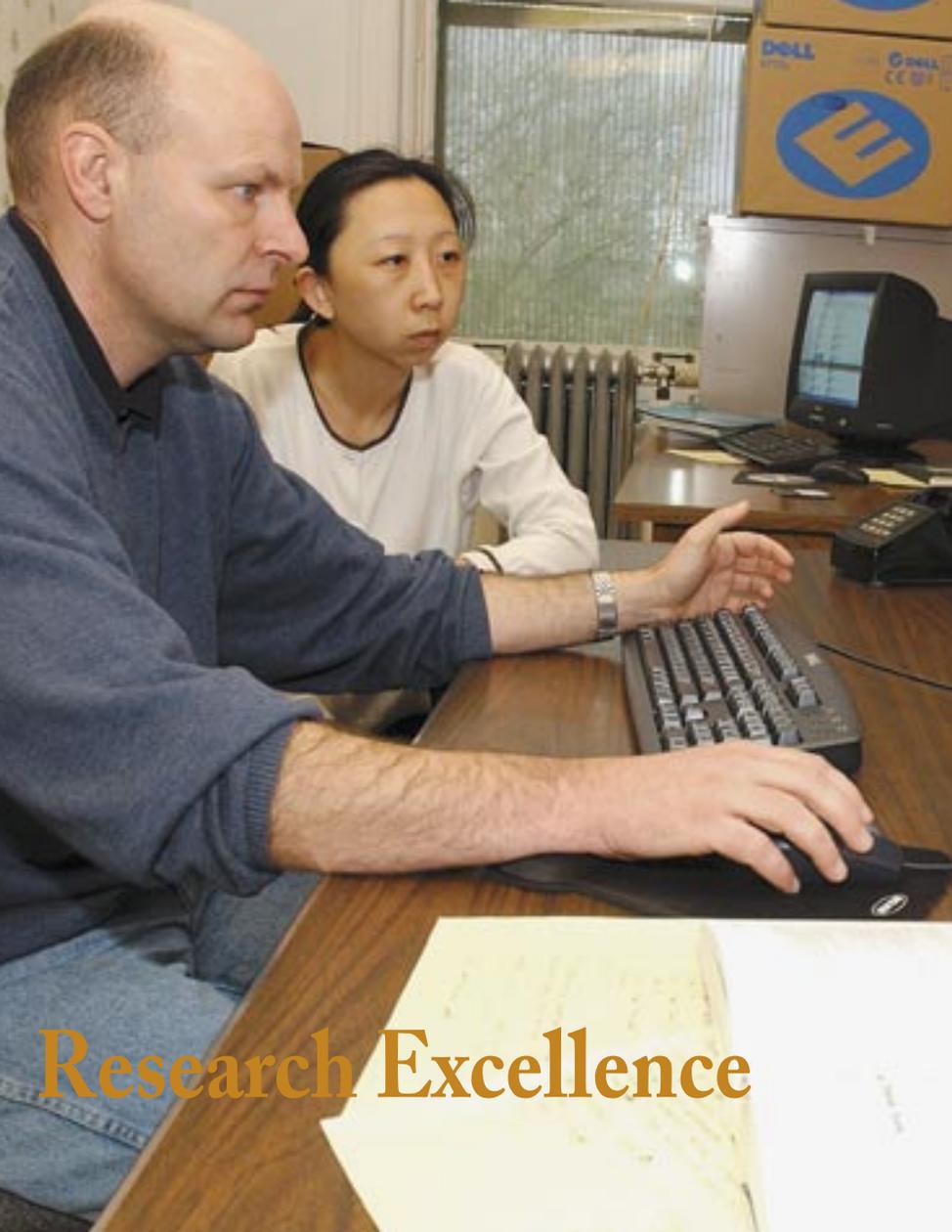
Photo left: During her exchange to Norway, College of Business student Angela Koslowski visited Kjeragbolten, a rock wedged into a crack in the mountain, 3000 feet above a fjord.

research projects for clients. The C2C Project has involved more than 50 graduate and undergraduate students from different academic disciplines, giving them direct experience in the field of market research. The C2C Project provides students the opportunity to develop professional skills, take on project management roles, and become workforce-ready prior to graduation. C2C Project clients have included: Hewlett Packard, SunGro Horticulture, OSU Federal Credit Union, OSU Extension Service, OSU Marketing, Benton County Historical Society, and Community Services Consortium.

▲ The **Business Solutions Group** (BSG) continues to grow and mature as a model for teaching software development and product testing. The

BSG works closely with faculty members to provide students with an integrated MIS curriculum. The BSG not only provides students hands-on learning but also serves many clients. The group has implemented the Transportation Operations Center System project for the Oregon Department of Transportation, as well as contracted with the Oregon Department of Energy on the Residence Energy Tax Credit and the Business Energy Tax Credit. The BSG also partnered with the OSU Open Source Lab to create the Oregon Virtual School District, an initiative jointly funded by Microsoft and the State of Oregon. The BSG is the first and only university-based Microsoft business partner. Its FY07 revenue is expected to exceed \$1.2 million.





Research Excellence

▲ **David Baldrige's** co-authored article about the impressions email recipients have of the senders' likeability is forthcoming in the *Journal of Business Communications*.

▲ **Carol Brown** co-authored an article published in the *Journal of Emerging Technologies in Accounting* about the impact of eXtensible Business Reporting Language (XBRL) in the financial field.

▲ **Justin Craig** published two papers for the *Family Business Research Handbook*.

▲ **Clay Dibrell** and **Justin Craig** co-authored several papers for the leading family business publication, *Family Business Review*.

Photo left: MIS professor René Reitsma explains the design and implementation of a normalized relational database.

▲ **Julie Elston** co-authored three book chapters for several textbooks, all forthcoming. She also received a research grant from the Ewing Marion Kauffman Foundation for her project entitled “Financing and the Entrepreneurial Decision.” The grant totals \$33,900 and will finance her research through January 2009.

▲ **Nancy King** was an invited contributor to the *Handbook of Computer Networks* and authored a chapter for a comparative law book on data protection.

▲ **Jim McAlexander** authored a chapter on ethnographic research methods in the *Handbook of Qualitative Research Methods in Marketing*.

▲ **Don Neubaum** co-authored two papers on the role of family involvement and the effects of ownership and governance with one of the nation’s leading experts in the fields of family business and entrepreneurship, Shaker Zahra.

▲ **Zhaohui Wu** co-authored a paper about the implications of recycling on supply chains for *Business Horizon*.

▲ **Jimmy Yang** has two papers about different aspects of price limits forthcoming in the *International Review of Finance* and the *International Review of Economics and Finance*.

▲ The College is investing in faculty excellence by funding five Summer Research and Teaching Innovation Fellowships in 2007, each worth \$7,500, and offering a set of three-year, renewable professorships.



- ▲ *Toward 2020: Addressing Tomorrow's Problems Today*, this year's Austin Entrepreneurship Program conference, scheduled for May 3 in Portland, will focus on creativity and innovation. The program's Visiting Fellow Series continues to host at least 21 events per term, including dinners, fireside chats, and coffees.
- ▲ Jeremy Trebelhorn and Tyler Gerding, two business students, formed 26th Street Technologies to market Trebelhorn's invention – Spencer SkyArm – that assists individuals with cerebral palsy with mobility. Students in Justin Craig's *Introduction to Entrepreneurship* class assisted the pair in developing a feasibility plan.
- ▲ Justin Craig and Sandy Neubaum launched a series of classes entitled "The Entrepreneurial Process" with enrollment of 85 Weatherford residents.
- ▲ Sustainability is being studied in a real-life way at Weatherford as work begins to develop a Green dorm room and Natural Step Training is now available.

Photo below: Entrepreneurship students developed a feasibility plan for the Spencer SkyArm.



Assembly Building
at Washington Square
1911

JAMES K. WEATHERFORD



Family Business

The Excellence in Family Business Awards were established in 1988 to honor the accomplishments and contributions of family businesses and to recognize their innovation, entrepreneurship, commitment, and community involvement.

The business categories include Micro (businesses with nine or less employees); Small (businesses with ten to 24 employees); Medium (businesses with 25 to 99 employees); and Large (businesses with 100 or more employees).

Close to 300 people attended the banquet in Portland to celebrate the success of 2006 award recipients and finalists.



Diversified Welding Works Inc.



Drake's 7 Dees Garden Center & Landscaping



Collier Arbor Care Inc.



Halton Co.

- ▲ Micro category
Winner: Diversified Welding Works Inc.
Finalists: Arborbrook Vineyards, Oliver Insurance
- ▲ Small category
Winner: Collier Arbor Care Inc.
Finalists: Cascade Publications Inc., Lukas Auto Painting & Repair
- ▲ Medium category
Winner: Drake's 7 Dees Garden Center & Landscaping
Finalists: Lakeside Lumber Company, Security Signs
- ▲ Large category
Winner: Halton Co.
Finalists: Eagle Newspapers Inc., Typhoon!





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