

The College of Business

# celebration of **EXCELLENCE**

honoring alumni, business partners and entrepreneurs

**MONDAY, MAY 11, 2015**

Hilton Portland & Executive Tower, Portland

**AUSTIN HALL WAS DESIGNED TO BE AN ALL-HOURS DESTINATION FOR STUDENTS, AN OPEN, COMFORTABLE AND WELCOMING PLACE THAT FOSTERS DISCUSSION AND COLLABORATION IN AN ENVIRONMENT TAILORED TO PROVIDING A 21ST CENTURY BUSINESS EDUCATION.**



# Message from the Dean

The easiest, and hardest, decisions during my 12-year tenure as dean of the College of Business have been deciding whom to honor at our annual Celebration of Excellence event in Portland. Each year when we come together with the nominations, there are so many successful, innovative and worthy alumni, business partners and entrepreneurs whom we could select to receive much-deserved accolades.

As I host my last Celebration of Excellence, I can easily say that this event is the one I most look forward to each year. It is so rewarding to see our community come together and connect in a way that, even with all the technology and social media, we can only do when we are face-to-face.

I look at the list of past honorees and see not only a list of people who received awards, but a list of alumni who have become my advocates, support system and, most importantly, friends.

This year is no different. In the following pages, you will learn more about the 2015 honorees, including::

- Two entrepreneurial young alumni who approach business in different ways, yet both embody what it means to be an innovator furthering Oregon's pioneering spirit.
- A distinguished early-career professional and a young professional who both pursued MBA degrees and are establishing themselves as thoughtful, strategic business leaders.
- A business partner who has invested in the college's Career Success Center and is not only helping our students become young professionals but also hiring them into jobs and internship roles.
- A real estate innovator who also has a passion for service, particularly education and providing tools for teachers and students.
- A dynamic and creative graduate who is responsible for building the design culture and community at a Fortune 500 company.

It is also my honor to induct the newest member of the College of Business Hall of Fame, my friend Steve Bailey. After a successful career as a finance professional, Steve continues to stay connected to the college and Oregon State University by investing his time, treasure and talent.

We have much to celebrate this year and as I invite you to learn more about the honorees, I also want to say thank you for sharing your stories with me during my time as your dean. The people are what make the College of Business the wonderful community it is.

Sincerely,



Ilene K. Kleinsorge  
Dean and Sara Hart-Kimball Chair



Thank you to our gold level sponsor:



## Hall of Fame

# Stephen M. Bailey

Stephen Bailey had gravitated toward Oregon State partly because he was a Beaver sports fan, and as graduation neared, he came to realize his choice of universities was fantastic for academic and career purposes, too.

"It became apparent when I got a job offer," said the 1970 accounting graduate and 2015 Hall of Fame inductee. "That's a little bit tongue in cheek, but it's not far from right. I think I was offered five different jobs coming out of Oregon State."

Bailey said he was sought after because OSU "within the profession had a high level of awareness because graduates had demonstrated an expertise."

"Those who preceded me set the standard and allowed recruiters and firms to know that when they hired OSU graduates they were getting people who were ready to enter the work environment," he said.

Bailey had grown up on a Tillamook farm and developed an affinity for Oregon State while following the exploits of all-America end Vern Burke, who in 1962 had the best receiving season the NCAA had yet seen, and quarterback Terry Baker, that year's Heisman Trophy winner.

A football and basketball player for the Tillamook High Cheesemakers, Bailey arrived in Corvallis ready to meet any challenge, prepared by his duties on the family's 120-cow dairy.

"That type of environment gives a lot of life lessons, and the primary one is work ethic," Bailey said. "You don't shy away from hard work, and in one form or another you pick up a number of job skills along the way. I was left from time to time running the farm by myself while my father was away, and shouldering that load gives you a keen awareness of what responsibility is and how you carry it."

After completing his degree, Bailey went to work with Touche Ross & Co. (now known as Deloitte & Touche) as a CPA and audit manager. He spent five years with the firm before becoming controller for food processing company Lamb Weston, Inc.

Three years later, he was vice president of finance, and after another three years, he became the youngest senior vice president for AMFAC Foods, Inc.; AMFAC Foods was part of AMFAC, Inc., a conglomerate that had made a successful merger offer to Lamb Weston in 1971.

In 1984, Bailey was named senior vice president

and controller of AMFAC, Inc., and in 1986, he was promoted again, this time to president of AMFAC Supply Company.

Bailey shifted gears in 1989 to become president of Pro Golf Discount of Portland, Inc. Then in 2000, he accepted an offer to become chief financial officer of problem-plagued Flir Systems, a Wilsonville-based maker of thermal-imaging products.

He arrived at Flir a month after the company had disclosed \$7 million in accounting mistakes over several quarters, errors that left the company facing a class-action suit by shareholders and an investigation by the Securities and Exchange Commission.

Ten years later when Bailey retired, a corporation that had been hindered by bad management and redundant spending had increased its annual sales by a factor of seven, to more than a \$1 billion, and its stock price had gone from less than \$1 to greater than \$30.

"Flir Systems for me is the crowning achievement of my business accomplishments," Bailey said, "taking a troubled organization and helping turn that around to the success they have today, from the brink of failure to a highly successful, profitable company."

In retirement Bailey has made a return to his farming roots.

His moves up the ranks with Lamb Weston and AMPAC took him to San Francisco just as Oregon's wine industry was starting to ramp up, and that ascendance plus his proximity to the Napa Valley combined to plant the seeds for his own involvement in the wine business.

Bailey and his wife, Marian, now own the Bailey Estate Vineyard, a 12-acre property in Hillsboro.

"With my agricultural background I'd always had an interest in owning property and doing something with it, and the only criteria I had was that it wasn't going to involve any four-legged animals," he said. "I'd seen enough front ends and back ends of cows to cure me of that. I always thought that when I got back to Oregon, I'd like to pursue something in the wine industry, on the growing side of things, and it evolved into something larger than I ever anticipated."

So too has his involvement with the College of Business, which following his graduation was minimal for roughly three decades before



**Stephen Bailey and his wife, Marian**

the college's new dean, Ilene Kleinsorge, invited him to campus to speak to MBA students and tour Weatherford Hall, home of the Austin Entrepreneurship Program.

Kleinsorge and OSU President Ed Ray, as well as Bailey's friend Joyce Collin Furman, spoke to him about possible philanthropic efforts toward the university, and their messages resonated with Bailey and his wife.

"She helped open our eyes not only to the needs of others but to philanthropic opportunities," Bailey said of the late Furman, a 1965 OSU graduate for whom the university's renovated education building is named. "Where we are today in terms of our objectives is largely because of her."

Stephen and Marian Bailey have two grown daughters, Stephanie and Tracie, and five grandchildren. Family time is most important to the Baileys – he says he attends a grandkid sporting event six days a week – and he also stays busy serving as a trustee of the OSU Foundation.

"This man is incredible," Kleinsorge said. "He has been generous with his time, talent and treasure. He cares about OSU, he cares about his family, and he's creative, innovative and humble."

And despite all of his accomplishments, Bailey says he is overwhelmed to be entering the College of Business Hall of Fame.

"I'm pretty much in awe," he said. "It's certainly not something I ever expected."

## Distinguished Service Award

# Matt Spathas



Matt Spathas and his family

The son of an OSU-educated entrepreneur and a graduate of the same Portland high school that produced Linus Pauling, Matt Spathas' trail to Corvallis was blazed early on.

"My dad told me, 'You can go to any college you want, but the only one I'll help you pay for is Oregon State,'" he said.

Four decades later, there's little doubt in Spathas' mind that his father really did know best.

"I'm really grateful for the education I received at Oregon State," said Spathas, this year's Distinguished Service Award winner.

Spathas, College of Business class of 1980, is one of three managing principals at SENTRE Partners, a San Diego-based firm that describes itself as "Stewards and Entrepreneurs of Real Estate." He's been with the company for 21 years and in his career has had a hand in more than \$2.5 billion in transactions.

But what stands out for Spathas isn't dollars or buildings, it's "the mentors I've had along the way, and second to that are the relationships that we've built."

Spathas grew up in southeast Portland, where his family operated Claudia's Tavern. His father, Gene, had opened the saloon on Hawthorne Boulevard in 1958, fulfilling a promise to put his bride's "name up in lights."

"It wasn't exactly what she had in mind," Spathas joked.

Still, she embraced the business, and Claudia's became part of Oregon sports lore for the high-powered Amateur Athletic Union basketball team it sponsored from the early 1960s through

the mid-1980s. In the era before the Portland Trail Blazers, Claudia's was arguably the state's top club, counting among its alumni former Oregon State players Ray Blume, Mark Radford, Jeff Stoutt and Jimmy Anderson.

Raised in that sports-oriented environment, Spathas as a senior was named athlete of the year at Washington High School - where the principal was former OSU football All-American Bill Gray.

At Oregon State, Spathas became a member of Delta Tau Delta and thrived within the fraternity's academic support system, converting himself from a somewhat struggling student in high school to a solid one who landed a post-graduation job as a sales associate with Portland commercial real estate firm Norris, Beggs & Simpson.

There he found mentors in Clayton Hering, now the company chairman, and another OSU alum, Joe Wood, who'd earned the nickname "Mr. Downtown."

"He was legendary," Spathas said. "He'd leased virtually every new high-rise that had been built in Portland."

After two years, Spathas and wife, Kristen, also an Oregon State graduate, moved to San Diego, where Spathas became a marketing principal for Trammell Crow, the nation's biggest commercial development company. He joined SENTRE Partners in 1994, and his partner there is Steve Williams, the person who hired him at Trammell Crow and became another influential mentor for him.

With a passion for public education, Spathas is a frequent speaker on the topic "Engaging, Empowering and Preparing Students for the 21st Century," and he was an early-stage board member for e3 Civic High, a charter school housed inside the new San Diego Public Library.

"We've got to engage this generation by finding their passion," he said. "That's the secret sauce in the transformation of public education and getting kids ready for this really global economy."

Dean Ilene Kleinsorge has visited e3 Civic High and applauds Spathas' vision, "his passion for education in general and how engaged he is in the community."

"And as invested as he is in his community in San Diego, he has maintained his connections to his OSU community," Kleinsorge said. "Those friendships and relationships have remained important to him."

## Distinguished Business Professional

# Angela Snow

Nike executive Angela Snow's path toward Distinguished Business Professional honors began, appropriately enough, on a running track.

"I always knew I'd work at Nike," said Snow, the company's vice president for design culture and community. "I started running on the Beaverton track when I was 5 or 6 years old; there were meets every Saturday and I'd be there with my little friends from kindergarten and first grade. That definitely introduced me to the idea of running and the whole aspect of competition. I grew up with Nike."

A sprinter and hurdler at Aloha High School, Snow spent her childhood on a 50-acre farm on Weir Road five miles from what's now the site of Nike headquarters. She was born in Toronto to British parents and moved to Beaverton at 9 months; her father, Jim Strike, a former semi-pro rugby player, was a forest products manager, and his wife, Iris, was a "renaissance homemaker" whose talents and loves ranged from upholstery to baking to sewing to the arts.

"I always loved to draw, and she would take clothes I drew and make them," Snow said. "It was a huge point of inspiration."

Snow studied fashion design, graphic design and art history at OSU. Soon after earning her degree she joined Nike, and her initial role was putting together the burgeoning company's first graphic design team. From there, she went to Hong Kong to start an apparel design team for the Asia-Pacific market, and after 2½ years she moved to The Netherlands to be the creative director for apparel for the European market for three years.

"That led me back to the U.S., where I ran the men's apparel department and then made the leap to footwear," she said.

A half-dozen years ago, in response to an organizational evolution that designers found displeasing, Snow accepted her current assignment.

"Designers were working for business people and not creative people, and we said we've got to make sure design is holistic and has a strong organizational structure of its own to ensure designers are reporting up through creative people," said Snow, who notes that next to the Art Center College of Design in Pasadena, Calif., "OSU is our biggest feeder."

"The designers who come out of OSU, they're developed and prepared and inspired," said Snow.

A member of the college's industry advisory

board for design, she admits to some initial skepticism over learning OSU's design program would join the College of Business. However, she quickly came to see the merger as a "good move."

"Design has become such a powerful agent in the world of business, it only makes sense for design and business to have a healthy respect for one another and to interact," she said. "I think the union gives design a grounding, a chance to be able to get even stronger. And how can we not love Ilene (Dean Ilene Kleinsorge) and her presence and her leadership? She's a great mentor and incredible role model."

Kleinsorge feels much the same about Snow.

"She's grown with Nike and helped to grow the company through her inspiration," the dean said.



"Her creative talent and ability to inspire others have remained so strong. She's just a strong woman role model."

Snow and her husband, Rex, also an OSU graduate, have a 24-year-old daughter, Brooklyn, an aspiring opera singer.

Angela and Rex, an "urban farmer" with a nearly two-acre garden, live on the same road where she spent her childhood dreaming of and working toward a Nike career, one that's led to her being honored by the College of Business.

"It's a lovely acknowledgement," she said. "I care so deeply about Oregon State and what it offers this state and nation and world. I meet amazing Oregon State graduates all the time, and I'm proud and honored to be part of that."

# Distinguished Early Career Business Professional

## Curt Willener



The College of Business prepares people to measure up against the best, says Curt Willener, this year's Distinguished Early Career Business Professional.

The Hillsboro resident should know. Three years after his OSU graduation, he was accepted into the MBA program at Harvard Business School.

"OSU was on my list, but since I'd gone there as an undergraduate, I wanted a new experience," said Willener, who at the time was working at a mill in Albany. "I had just gotten done with a super dusty, 14-hour shift when I talked to (Dean) Ilene (Kleinsorge) about going to graduate school. I think I got her office dirty. But she was so open to talking with me and supporting me, and she wrote a recommendation letter that helped me get into Harvard.

"You're always a little nervous with something like that, but Ilene said don't worry, we prepared you, and she was absolutely right," Willener said. "The top students at Oregon State can compete anywhere in the world against anyone."

For Willener, now operations manager and Danaher Business System leader at Tektronix/Danaher, the route to OSU began on Sauvie Island, where from age 12 to 18 he worked at a local farm and kennel. After graduating from Scappoose High School, he followed in the footsteps of his OSU alum father, Henry, and headed to Corvallis, where the university experience was an awakening.

"I felt like a whole wide world was opening up to me, and after the first year I walked on to the wrestling team because I wanted to do more," said Willener, who had lettered on the mat all four years at Scappoose High.

Willener graduated in management and finance and earned a place in a Weyerhaeuser program designed to develop new leaders. Within a few months he was the night-shift supervisor, winning over the older, more experienced workers by "treating them with respect and giving them a fair shake" and "approaching situations with humility and common sense."

"Listening is a really big part of it," he said. "People respect you for it."

After three years in the mill, Willener enrolled at Harvard, where he excelled to the point of being selected to write a journal for the university's website.

"He has that athlete's mentality of grabbing the brass ring," said Kleinsorge, who made a point to read Willener's journal. "The discipline of a sport gave him what he needed to compete."

Graduating from Harvard in 2009, he went to work as a business intelligence manager for Tektronix/Danaher (Danaher Corporation, a global conglomerate, had acquired the Beaverton-based electronic-equipment maker in 2007).

He rose quickly, advancing to business development manager, general manager and his current role as an internal consultant. His achievements include leading Tektronix into the power-analyzer market.

"Getting to drive growth is rewarding – it creates jobs for people. It improves the overall community and grows our talent base," said Willener, who is thrilled and humbled his accomplishments have led to recognition from his alma mater.

"Oregon State is near and dear to my heart," said Willener, who noted that he was wearing an OSU T-shirt when he proposed to his wife, Kristina. "I had such a great experience at the College of Business and OSU overall. The brand is one I carry proudly. I'm very honored."



# Distinguished Young Business Professional

# Katie Haakenson

When Katie Haakenson was still an intern, Boeing tasked her with creating and hosting a conference for the company's project managers in the Puget Sound area.

The idea was for them to talk about methodologies they'd used and lessons they'd learned.

About 20 people attended.

"Everyone thought it was very valuable and said, we want to do that again," said Haakenson, who earned a finance degree from Oregon State in 2009 and added an MBA a year later. "So the next year when we hosted the Boeing Project Management Conference, it went from 20 to about 100, and they came from all across the country. The third year, there were more than 300 from around the world. The event still goes on, and all the project managers look forward to it. It's pretty cool to be able to say I started it."

The creativity, leadership skills and organizational savvy that Haakenson used in developing the conference are among the reasons she's this year's Distinguished Young Business Professional.

"I think it's a great honor," she said. "Any success I've had reflects back to my experiences at OSU."

Haakenson, hired as a permanent employee after starring in her internship, spent nearly four years with Boeing at the Everett (Wash.) Delivery Center. She's now a project leadership associate with Point B Management



Consultants in Seattle, having started there in January following time at Microsoft and Logic 20/20, also a Seattle-based consulting firm.

The bustle of Seattle represents a stark change from Haakenson's youth in Corbett, Ore., where her graduating class at Corbett High featured 45 people.

Choosing Oregon State after a campus visit and conversations with faculty made her feel at home, she worked two jobs to pay for school and still graduated in three years, then stayed a fourth year and collected an MBA.

"I really liked the IBP (integrated business plan) program, and I wanted some additional

time with College of Business faculty since I'd learned so much as an undergraduate," Haakenson said.

She mentioned in particular professor Erik Larson, who taught Haakenson project management, and professional development instructor Gene Young, whose lessons "helped me get positions that on paper I didn't have enough experience for by defining and highlighting what I could bring to the table."

"Going to OSU was a great experience, and the connections I've kept with the university are very valuable for me," she said. "I don't think I could have made a better choice."

# Distinguished Business Partner

# adidas

A culture built around honesty, commitment, passion, innovation, inspiration, teamwork, empowerment and student engagement has earned adidas this year's Distinguished Business Partner award.

That culture is in sync with that of the College of Business, adidas executive Nic Vu said.

"The professors and other educators focus on placement," said Vu, a senior vice president and a 1995 College of Business graduate who spearheaded his company's partnership with the college. "College of Business students are very well versed in team dynamics, group projects and results orientation, and they're open to learning."

The company, which operates in 160 countries around the globe and employs nearly 54,000 people, has its North American headquarters in north Portland so it's a natural fit to want to source talent at Oregon State.

"I work with Ph.D.'s and consultants who have master's, MBAs, and other graduate degrees, and they don't have all of that packaged together as well as some of the undergrads I see coming out of Oregon State," he said. "That's a compliment to the dean and all the educators at Oregon State."

As a Corporate Partner with the College of Business Career Success Center adidas team members are often on campus participating in professional development workshops, mock interviews, career fairs



and other events that allow them visibility to students and also direct access to recruiting opportunities.

"We would not be able to do the work that we do without companies like adidas," said Pam Knowles, executive director of industry relations for the college. "They are active, engaged and eager to recruit our students, both for internships and jobs."

Beavers who have joined Vu at adidas have taken note of a supportive environment that mirrors that of the college that prepared them to launch their careers.

"The College of Business stresses networking and adidas allows recent grads to take networking to an entirely new level," said OSU senior Jacob Knightley, who's majoring in finance and business information systems and works 30 hours a week for adidas' finance reporting team.

"All managers -- junior, senior

and above -- are extremely approachable and will take time out of their day to talk with you. My CFO walks around and talks with everybody on a first-name basis and will make the effort to learn your name as soon as possible."

Knightley said he and others consider the adidas culture to be an extension of their university life.

"We make sure our work is getting completed to the best degree, but we have fun while we do it," he said. "adidas benefits (from the College of Business partnership) by getting great local talent who bring new and fresh ideas about how to win in America, and the college benefits by having a local company that loves to recruit local talent."

That talent also includes 2012 College of Business graduate Cam Collins, sports marketing coordinator for football.

"The culture that we have is

open, honest, hard-working, efficient,” said Collins, who’s been with the company for 15 months. “You challenge people to work outside their box. At other companies, people may not be forced, but they are encouraged, to stay in their own lane. At adidas if you have a great idea, cross category or not, people want to hear it.”

Collins noted a recent corporate program inviting all employees to offer up ideas for “creating a new buzz, making the brand grow.”

“The head of adidas North America, Mark King, was blown away by the number of entries we had, and the company selected a couple of the top

ideas to run with,” Collins said. “Employees are empowered to really challenge the way things are done.”

Collins is ecstatic to be part of a company that values engaging with educational institutions at all levels, especially his alma mater.

“It’s huge for us to partner,” he said. “We want to help the people who will be running this country in the future, and obviously using sports as a positive influence to help young adults grow is huge.”

Added Vu: “We coach and advise students to take whatever role they can to learn, exercise their skills and understand the dynamics of each game.”

“It’s team success and business results, and there are individual accolades within that,” Vu said. “We mentor young professionals that their ascension may not be vertical, it might be lateral for quite some time, slower in the beginning but way faster later in their career.”

Success is a journey, Vu said, adding that one of the most important things to know along the way is when to ask for help.

“Our brand values are life values,” he said. “We’re building competencies and values for making you successful in life. That’s what attracts people to our company.”

## Committed to Serve

Oregon State University is one of the state's leading economic drivers. And College of Business graduates are making a difference through their professional careers and in the community. **Connor Deeks '12**, who earned his baccalaureate in accounting, has begun his career in Portland at PricewaterhouseCoopers.

Much like the alumni honored today, he is already giving back—joining the OSU President’s Circle and encouraging his peers to invest in Oregon State as well.



As a student, **Connor Deeks** thanked donors at the construction launch of Austin Hall, the new home of the College of Business. Today, he is a donor himself.

## Weatherford Award

# Ryan Hildebrand



Ryan Hildebrand never set out to define himself as an entrepreneur.

“Some people say they want to be entrepreneur, like it’s some kind of title, and it often ends up having a connotation based around ego, and that’s not what I believe in,” said Hildebrand, co-founder of Seed, an online and mobile banking service for startups. “Some people are not meant to start their own companies but they can be effectively innovative within their organization or doing whatever they’re doing. For me, entrepreneurship is starting something new, whatever it is – thinking through how the status quo is and trying to change it for the better. That’s how I’ve approached my career.”

The approach earned him recognition as the college’s first Distinguished Young Business Professional in 2006 and now a 2015 Weatherford Award.

“It’s pretty awesome,” he said. “I’m very humbled.”

Ironically, though he shies away from the label itself, Hildebrand arrived at the College of Business in fall 2000 wanting to study entrepreneurship, but his arrival came four years ahead of the launch of the Austin Entrepreneurship Program.

Hildebrand majored in accounting instead, and through an internship secured a job offer from

PricewaterhouseCoopers, where he spent his first four years after graduation. Following that were stints with three other companies and then 19 months as a “self-employed foreign exchange trader” that saw him wander through 20 countries, “collecting currency at the bottom of a backpack.”

“If what they say about entrepreneurs is true, that they are free thinkers, not people easily put into a box, Ryan emulates that,” College of Business Dean Ilene Kleinsorge said.

Hildebrand’s journey included a stop in Australia, where he visited with a Bond University faculty member, Justin Craig, who had been a visiting professor at OSU. They discussed Hildebrand’s notion of pursuing a Ph.D. in entrepreneurship, but Hildebrand’s restlessness led Craig to advise against it.

“You just need to go do stuff, instead of doing research about people doing stuff,” he recalls Craig telling him, and with that Hildebrand came home to Oregon to become vice president of finance for mobile and online banking service startup Simple Finance.

At Simple, his job description was broad, his achievements sterling. Chief among them: Leading the process through which Simple was acquired by Spanish bank BBVA for \$117 million, and hiring fellow College of Business alumnus and 2015 Weatherford Award winner Tim Hildebrandt to serve as Simple’s controller.

“I sort of fell into accounting, and it was super helpful in my career early on, but I’m really not a very good accountant,” Hildebrand said. “That’s why I hired Tim; he’s a great accountant.”

Hildebrandt now has Hildebrand’s old job at Simple – you might say it fits the former to the T – while the latter is pursuing his own startup dream. Seed launched in February, and the company has six employees split between its dual home bases of Portland and San Francisco.

“This is the culmination of all my prior experiences, a huge opportunity to help entrepreneurs,” Hildebrand said. “We can provide a great technical experience that focuses on products and services offered to businesses to help them run in better, more efficient ways.

“My advice to people is, unless you’re having fun and learning, you should look at something else,” he said. “I’m doing both of those with Seed for sure.”

## Weatherford Award

# Tim Hildebrandt

For Weatherford Award winner Tim Hildebrandt, the reason for taking on a new career challenge was quite, well, Simple.

“For me, it was just the mission of the company,” said Hildebrandt, the director of finance at mobile and online banking pioneer Simple Finance in Portland. “Banking has always been kind of a little bit broken; banks profit from customer confusion with overdraft fees and other things like that. I’d always felt like there was a better way to bank, a better way to empower customers to make better decisions, to give them more information about their spending, to help them budget, to set goals, and that’s what Simple was set up for.”

Hildebrandt, the son of Oregon State alumni Scott and Diane Hildebrandt, graduated from OSU in 2005, having majored in finance and accounting, and went to work for KPMG. He spent more than seven years at the professional services giant, with many of his clients technology companies, and the tech aspect of Simple, along with its consumer-first mind set, are what got him interested when fellow Beaver alum and Weatherford Award winner Ryan Hildebrandt came calling two years ago.

Hildebrandt was a one-man finance department for the startup and recruited Hildebrandt to be Simple’s controller as the company grew.

“To work for a tech company at the cutting edge of mobile banking/Internet

banking is fantastic for me,” said Hildebrandt, who added director of finance to his title 11 months ago. “Simple has a product I’m really excited about it, and the people here, like Josh (Reich) and Shamir (Karkal), the founders, I really loved their vision.”

One of Hildebrandt’s biggest tasks so far at Simple was helping pave the way for a February 2014 acquisition by Spanish banking heavyweight BBVA, which paid \$117 million for the company but allows it to operate independently.

“Tim is an excellent accountant, and what he was able to do was take those excellent skills and experiences and bring it into an innovative environment and apply it directly to something that didn’t exist,” College of Business Dean Ilene Kleinsorge said.

As he’s built his career, Hildebrandt has remained in close contact with the university he’s felt connected with since attending his first Beaver football game as a toddler and is on the College of Business’ accounting circle.

“Oregon State was integral for me, just a great place to go to school,” said Hildebrandt, who graduated from Westview High School in Beaverton and now lives in southwest Portland. “I really love giving back to the university. The students at OSU are the people who will replace me, or be on my staff, or be in the community I’m a part of. Just making it constantly better for those kids and giving

opportunities for them to be successful is what I really care about.”

Hildebrandt feels humbled by his Weatherford recognition.

“It means a lot to me,” he said. “The past winners are so accomplished, I don’t think I’m in the same category as those guys yet. But I’m honored to be recognized, and excited. Simple is really innovative – it’s a whole new banking experience designed to help people worry less about their money and give people the tools they need to accomplish their financial goals.”



# Previous Award Recipients

## HALL OF FAME

Jim Williams, '66, MBA '67, CTK Capital Corporation — 2014  
Dr. Robert G. Zahary, '65, Higher Education Consultant — 2013  
Wayne Ericksen, '58, Columbia Management Co. — 2012  
Patricia Bedient, '75, Weyerhaeuser — 2011  
Larry L. Brown, '75, PricewaterhouseCoopers LLP — 2010  
Ruth Fisher, '54, Jim Fisher Volvo — 2009  
Donald L. Bower, '48, Chevron Corp. — 2008  
Kenneth Poorman, '61, Poorman-Douglas Corp. — 2007  
Arthur Tokin, '71, PricewaterhouseCoopers LLP — 2007  
Stanley Hong, '59, Waste Management of Hawaii — 2006  
Duane McDougall, '74, Willamette Industries — 2006  
Al Reser, '60, Reser's Fine Foods — 2006  
Jon Masterson, '61, Wallboard Tool Company, Inc. — 2005  
Harley Smith, '59, Harley Smith Investments — 2005  
R. Stevens Gilley, '56, AG Hotels — 2004  
Kenneth Thrasher, '71, Compli — 2004  
Joan Austin, A-dec, Inc. — 2003  
Ken Austin, '53, A-dec, Inc. — 2003  
Bernie Newcomb, '65, E\*TRADE — 2003  
James Robb, '54, Pacific Research, Inc. — 2002

## DISTINGUISHED SERVICE AWARD

Frank Morse, '70 — 2013  
Brigadier General (retired) Al Guidotti, '56 — 2011

## INNOVATIVE BUSINESS LEADER

Thomas Toomey, '82, UDR, Inc. — 2012  
Roger W. Hinshaw, Bank of America — 2010

## DISTINGUISHED BUSINESS PROFESSIONALS

Jill Eiland, '73, Intel Corp. — 2014  
Gordon Clemons, '65, CorVel Corporation — 2013  
Don Atkinson, '89, Sr. Executive — 2013  
Diane Detering-Paddison, '81, Cassidy Turley — 2012  
Steve Gomo, '74, NetApp Inc. — 2011  
Tod D. Perkins, '86, Chapdelaine & Co. — 2010  
John Stirek, '82, Trammell Crow Company — 2009  
Stephen M. Bailey, '70, FLIR Systems, Inc — 2008  
Tad Davies, '78, T. A. Davies & Co. PC — 2007  
Wesley R. Edens, '84, Fortress Investment Group LLC — 2007  
Linda Hirneise, '75, JD Power and Associates — 2007  
Gayle Fitzpatrick, '78, Oracle Corp. — 2006  
Elise McClure, '81, Starbucks Corporation — 2006  
Jack Wilborn, '71, MBA '79, KPMG, LLP — 2006  
Larry L. Brown, '75, PricewaterhouseCoopers LLP — 2005  
Pam Garcia, '81, NW Supermarket Holdings — 2005  
E. Scott Hildebrandt, '78, Planar — 2004  
Bruce C. Hraba, '67, Waterford Hotels and Inns — 2004  
Allen P. Leggett, '60, Arthur J. Gallagher & Co. — 2004  
Joseph F. Lobbato, '81, MBA '82, Central Group — 2004  
Donald A. Robert, '82, Experian North America — 2004  
Patty Bedient, '75, Weyerhaeuser Company — 2003  
Dennis Powell, '70, Cisco Systems, Inc. — 2003  
James Schupp, '79, Smith Barney — 2003  
James Williams, '66, Encore Senior Living, LLC — 2003

## DISTINGUISHED EARLY CAREER BUSINESS PROFESSIONALS

Peter W. Newport, '98, Sawyer Paddle & Oars — 2014  
Meadow Clendenin Stahlnecker, '99, Patton Boggs LLP — 2013  
Eric Winston, '98, Keen, Inc. — 2012  
Ryan Smith, '95, Nike Golf — 2011  
Brian J. Bronson, '93, RadiSys Corporation — 2010  
Steven Zamsky, '90, Pequot Capital — 2009  
Brian A. Oliver, '87, Aequitas Capital Management — 2008  
Eric Schoenstein, '88, Jensen Investment Management — 2007  
Kim Brockamp, '91, Oregon Department of Corrections — 2006  
Laurie Russell, '94, OSU Federal Credit Union — 2006  
Scott Burri, '86, Huntington Ventures, LLC — 2005  
Donald C. Atkinson, '89, Weyerhaeuser Company — 2004  
Brentley Milo Bullock, '83, Perkins Coie LLP — 2004  
James D. Parkin, '86, Deloitte & Touche — 2004  
Ron Parker, '86, Cardinal Glass Industries — 2003  
Sally Smedal, '82, Basic American Foods — 2003  
Jaymes Winters, '86, United Energy — 2003  
Craig Froude, '89, WebMD Health — 2002  
Scott South, '83, Stevens Water Monitoring Systems — 2002  
Beth Taylor, '81, Hob Knobbins — 2002





## DISTINGUISHED YOUNG BUSINESS PROFESSIONALS

**Tim Jakubowski, '04**, KPMG LLP — 2014  
**Alicia Miller, '05**, Nike, Inc. — 2013  
**Angelina Lusetti, '07**, Target Stores — 2012  
**Rachel Todd, MBA '08**, Samaritan Health Services — 2011  
**Doug T. Deurwaarder, '01**, Cushman & Wakefield of Oregon — 2010  
**Courtney Carter, '05**, Soccer United Mktg. and Major League Soccer — 2009  
**Joshua D. Bruegman, '02**, JP Morgan Private Bank — 2008  
**Greg Laird, '03**, Stockamp & Associates — 2007  
**Ryan Hildebrand, '04**, PricewaterhouseCoopers LLP — 2006

## DISTINGUISHED BUSINESS PARTNERS

**Fred Meyer** — 2014  
**Mutual of Enumclaw** — 2014  
**Oregon Department of Transportation (ODOT)** — 2013  
**The Boeing Company** — 2012  
**Ferguson Wellman Capital Management** — 2011  
**Ron J. Susa, '80**, Chevron Corporation — 2010  
**George Graves**, KPMG LLP — 2009  
**Stephen J. Nigro**, Hewlett-Packard Co. — 2008  
**Joe Karas**, Moss Adams LLP — 2007  
**James M. Baumgartner**, Black Helterline LLP — 2007  
**Craig Chambers**, Oregon Financial Services — 2006  
**Joyce Furman**, Philanthropist and Community Leader — 2006  
**Stockamp & Associates** — 2006  
**George Puentes**, Puentes Bros. Inc./Don Pancho Mexican Foods — 2005  
**Bob Sznewajs**, West Coast Bank — 2005  
**Sonja Lee Haugen**, Austin Industries — 2004  
**Patricia Hraba**, Waterford Hotels and Inns — 2004  
**Irva Kay Neyhart**, Stover Neyhart & Co., PC — 2003  
**Don Waggoner**, Leupold & Stevens, Inc. — 2003

## WEATHERFORD AWARDS

*The Weatherford Awards honor entrepreneurs and innovators who further Oregon's pioneering spirit. The designation celebrates Oregonians who have changed the face of business throughout the region and the world by advancing entrepreneurship, innovation and social progress.*

**Ken, '53, and Joan Austin**, founders of A-dec, Inc.  
**Jim Bernau**, founder of Willamette Valley Vineyards and creator of world-class Pinot Noir  
**Chris Botti**, Grammy Award-winning musician and composer  
**Carolyn Chambers**, philanthropist and pioneer of the telecommunications industry  
**Stanley Cheng**, chairman and CEO of Meyer Corporation, U.S., and founder/owner of Hestan Vineyards®  
**Frank Cloutier**, leader of the Hewlett-Packard team that developed the inkjet printer  
**Dan Di Spaltro**, co-founder of Cloudkick  
**Kyle Doyel**, founder and president of Kyzen Corporation  
**Frank Dulcich**, co-founder and CEO of Pacific Seafood  
**Douglas Engelbart, Ph.D.**, inventor of the computer mouse  
**Dick Fosbury**, inventor of the "Fosbury Flop" high jumping technique  
**John Gardner, Ph.D.**, founder and president of ViewPlus Technologies, Inc.  
**Paul Gulick**, founder of Clarity Visual Systems, co-founder of InFocus Corporation  
**Doc and Connie Hatfield**, founders of Country Natural Beef  
**Kichang Li, Ph.D.**, inventor of formaldehyde-free wood adhesives  
**Bob Moore**, founder of Bob's Red Mill Natural Foods  
**James Peterson, Ph.D.**, world-leading wheat breeder  
**Alex Polvi**, co-founder of Cloudkick  
**Mike Rich**, screenwriter of feature films, including Finding Forrester and The Rookie  
**Donald A. Robert, '82**, CEO of Experian  
**Barbara Roberts**, first and only woman elected as governor of Oregon  
**Cory Schrieber**, pioneer of the Northwest natural food movement  
**Jack Smith**, inventor and co-founder of Hotmail  
**Rex Smith**, chairman and COO of the Hotmail venture  
**Bert Sperl, '72**, president, Sperl's BestPlaces  
**Dr. Albert Starr**, co-inventor of the world's first successful artificial heart valve  
**Logan Welliver**, co-founder of Cloudkick  
**Junki Yoshida**, Yoshida Group chairman and CEO  
**Fred Ziari**, founder of ezWireless and IRZ Consulting



Images from the 2014 Celebration of Excellence – clockwise from left are photos of Weatherford Award winner Bert Sperl, College of Business Dean Ilene Kleinsorge, Hall of Fame inductee Jim Williams, Distinguished Business Professional Jill Eiland and Distinguished Early Career Business Professional Pete Newport.

## **THE COLLEGE OF BUSINESS DEAN'S CIRCLE OF EXCELLENCE**

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**David L. Andersen**, Andersen Construction Co. Inc. | **Darrel T. Anderson**, IDACORP Inc. & Idaho Power Co. | **Leonard A. Aplet**, Columbia Management Company | **Donald C. Atkinson**, Trojan Lithograph | **Monica Baez**, State Farm Insurance | **Stephen M. Bailey**, Bailey Estate Vineyards LLC | **Larry L. Brown**, retired (PricewaterhouseCoopers, LLP) | **Tanja C. Cebula**, Resources Global Professionals | **James E. Coleman**, E. & J. Gallo Winery | **Mark Conan**, Plaid Pantry | **Mary M. Coucher**, IBM Corporation | **Gayle Fitzpatrick**, Oracle | **Ann L. Flatz**, Intel Corporation | **John Gilleland**, Campbell Group | **R. Stevens Gilley**, Retired (Clarence T.C. Ching Foundation) | **Brad Harlow**, B Harlow & Associates LLC | **Scott A. Hibbs**, The Standard | **Scott Hildebrandt**, La Dolce Vita Vineyards | **Rich Jansen**, Jubitz Corporation | **Pam C. Johnson**, Nike, Inc. | **Steve Johnson**, The Best of Yachting | **Mark J. Kralj**, Ferguson Wellman Capital Mgt | **Thomas E. Leaptrott**, Columbia Forge and Machine Works, LLC | **John M. Lefferts**, Senior Financial Services Executive | **Allen P. Leggett**, Retired (Arthur J. Gallagher & Company) | **Toby Luther**, Lone Rock Resources | **Gerry Marshall**, Bernard A. Newcomb Foundation | **Jon A. Masterson**, Wallboard Tool Company, Inc. | **Elise F. McClure**, Retired (Starbucks) | **Duane C. McDougall**, Retired (Willamette Industries) | **Derrick E. McGavic**, Newport Capital Partners | **Dave Miller**, KPMG LLP | **Irva Kay Neyhart**, Stover Neyhart & Co. | **Brian A. Oliver**, Aequitas Capital Management | **Judy M. Owen**, Retired (Agilent Technologies) | **Diane Detering-Paddison**, 4word | **James Parkin**, Deloitte & Touche LLP | **Scott Parrish**, A-dec, Inc. | **Russell S. Pattee**, Precision Castparts Corporation | **Tod D. Perkins**, Barclays Capital Inc. | **Carol Potts**, Amazon Web Services | **Peter V. Potwin**, Retired (Benson Industries Inc.) | **Eric H. Schoenstein**, Jensen Investment Management | **Jean Shearer**, The Partners Group | **Ryan K. Smith**, Nike, Inc. | **Angela Snow**, Nike, Inc. | **John Stirek**, Trammell Crow Company | **Ron Susa**, Chevron Oronite Company LLC | **Ken Thrasher** | **Mike Wells** | **Jack Wilborn**, Retired (KPMG International) | **David R. Williams**, NW Natural | **Robert G. Zahary**, Higher Ed Consultant | **Edward Ray**, Oregon State University | **Ilene Kleinsorge**, OSU College of Business