

# The Exchange

THE 2013 OREGON STATE UNIVERSITY COLLEGE OF BUSINESS MAGAZINE



## Taking the Next Step

College of Business alumni reach for the top

**Oregon State**  
UNIVERSITY

# The Exchange

## The 2013 Oregon State University College of Business Magazine

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# Dean's Message

It has officially been ten years since I became Dean of the College of Business and nearly 26 since I joined the faculty as an Assistant Professor of Accounting. While each year brings new and different accomplishments, challenges, milestones and faces to the college, one thing remains constant. Change!

Change is good, exciting and necessary to survive. Change allows us to innovate, to grow and to learn. It also allows us to push our limits and those of our students, to learn more about ourselves and to reach new levels of success.

The past year has been no different including growth opportunities and successes.

In July, the School of Design and Human Environment became a part of the College, bringing 800 undergraduate students, 40 graduate students and 17 faculty and staff. Four undergraduate programs (Apparel, Graphic and Interior Design and Merchandising Management), graduate programs and a Ph.D. program, were integrated into the college.

In the Austin Entrepreneurship Program, we more formally launched the Weatherford Garage, an experiential learning opportunity for students to produce and market a product or service, allowing them to develop and demonstrate their entrepreneurial skills.

As one part of the new Oregon State University Advantage initiative, the OSU Accelerator was launched. A partnership between the University and the College of Business, the goal is to increase our impact on job creation statewide and nationally while educating the next generation of leaders. Perhaps the biggest change to impact the future of the College of Business, is the soon to be constructed Austin Hall. Check out the webcam on our website at [business.oregonstate.edu](http://business.oregonstate.edu). Crews are stabilizing the ground and preparing for construction. The new building is going to be a reality and is going to change the way that we "do business."

I hope that when you come back to visit campus you will be sure to check out the progress of Austin Hall, all of the change that is happening in Bexell Hall and throughout campus. The above examples are just a few of the highlights of all that is happening.

It is never far from my thoughts that we can't do the work that we do without your generous support. Whether it is your time, your monetary gift, the investment you make in hiring our students as interns or employees, or by the pride you demonstrate as an alumnus of the College of Business, your support is what allows us to keep evolving and reaching new heights of success.

I now invite you to turn the page and find out more about our students, faculty, staff and programs in this year's edition of the Exchange.

Sincerely,



## The Dean's Circle of Excellence

David L. Andersen, Andersen Construction Co. Inc., Portland, Ore.  
Darrel T. Anderson, Idacorp, Boise, Idaho  
Leonard A. Aplet, Columbia Management Company, Portland, Ore.  
Donald C. Atkinson, Weyerhaeuser, Federal Way, Wash.  
Stephen M. Bailey, The Grand Cru Estates, Yamhill, Ore.  
Larry Brown, OSU College of Business, Lake Oswego, Ore.  
Richard Carone, Korvis Automation, Inc., Corvallis, Ore.  
Tanja C. Cebula, Resources Global Professionals, Irvine, Calif.  
James E. Coleman, E. & J. Gallo Winery, Modesto, Calif.  
Mary M. Coucher, IBM Corporation, Beaverton, Ore.  
Larry L. Davis, Bank of America Commercial Banking, Portland, Ore.  
Gayle Fitzpatrick, Oracle, Morristown, NJ  
Ann L. Flatz, Intel Corporation, Hillsboro, Ore.  
Pamela M. Garcia, NW Supermarket Holdings, Inc., Wilsonville, Ore.  
John Gilleland, Campbell Group, Portland, Ore.  
R. Stevens Gilley, Clarence T.C. Ching Foundation, Honolulu, Hawaii  
Brad Harlow, B Harlow & Associates LLC, Kirkland, Wash.  
Scott A. Hibbs, The Standard, Portland, Ore.  
Scott Hildebrandt, Planar Systems, Inc., Beaverton, Ore.  
Linda Hirneise, consultant, hospitality industry, Agoura Hills, Calif.  
Rich Jansen, Jubitz Corporation, Portland, Ore.  
Steve Johnson, Celebrity Yacht Group, Portland, Ore.  
Mark Kralj, Ferguson Wellman Capital Mgt, Portland, Ore.  
Thomas E. Leaptrott, Quantum Leap LLC, Vancouver, Wash.  
John M. Lefferts, financial services executive, Dallas, Texas  
Allen P. Leggett, retired (Arthur J. Gallagher & Company), Emeryville, Calif.  
Toby Luther, Lone Rock Resources, Roseburg, Ore.  
Jon A. Masterson, Wallboard Tool Company, Inc., Long Beach, Calif.  
Elise F. McClure, retired (Starbucks Coffee Company), Portland, Ore.  
Derrick E. McGavic, Newport Capital Partners, Skokie, Ill.  
Dave Miller, KPMG, San Francisco, Calif.  
Bernie Newcomb, philanthropist, Palo Alto, Calif.  
Irva Kay Neyhart, Stover Neyhart & Co., Corvallis, Ore.  
Brian A. Oliver, Aequitas Capital Management, Lake Oswego, Ore.  
Diane Detering-Paddison, Cassidy Turley, Portland, Ore.  
James Parkin, Deloitte & Touche LLP, Seattle, Wash.  
Scott Parrish, A-dec Inc., Newberg, Ore.  
Tod D. Perkins, Barclays Capital Inc., New York, NY  
Kenneth Poorman, Poorman Enterprises, Portland, Ore.  
John D. Porter, AAA Oregon/Idaho, Portland, Ore.  
Carol Potts, Hewlett-Packard, Downers Grove, Ill.  
Peter V. Potwin, Benson Industries Inc., Portland, Ore.  
Eric H. Schoenstein, Jensen Investment Management, Lake Oswego, Ore.  
Jean Shearer, The Hartford, Seattle, Wash.  
Ryan K. Smith, Nike Golf, Beaverton, Ore.  
Angela Snow, Nike, Beaverton, Ore.  
John A. Stirek, Trammell Crow Company, Lake Oswego, Ore.  
Ron Susa, Chevron Corporation, San Ramon, Calif.  
Ken Thrasher, Compli Corporation, Portland, Ore.  
Mike Wells, CB Richard Ellis, Portland, Ore.  
Jack Wilborn, retired (KPMG International), Lake Oswego, Ore.

**EX-OFFICIO**  
Edward Ray, Oregon State University, Corvallis, Ore.  
Ilene Kleinsorge, OSU College of Business, Corvallis, Ore.



# COB 2012

**January 18:** College of Business student Nathan Bauer signs in at the **2012 CONVOCATION**. The event welcomes new students to the college's professional school.



**April 12:** MBA students present their Integrated Business Plan as part of the annual **BUSINESS PLAN COMPETITION**.



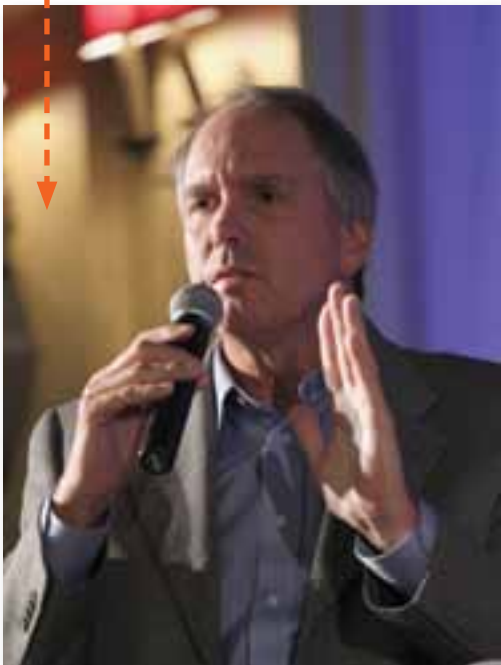
**February 16:** Weatherford Award honoree Stanley Cheng, chairman and CEO of Meyer Corporation, U.S., accepts his award at the event at the Hilton in downtown Portland. The **WEATHERFORD AWARDS** honor entrepreneurs and innovators who further Oregon's pioneering spirit.

**April 17:** Jim Walls of the Lake County Resources Initiative speaks at the first-ever **TEDxOSU**, organized by College of Business student Jennifer Villalobos. The event brought together four speakers to discuss issues around energy, resources and sustainability.



# A Year in **REVIEW**

**May 3:** David Andersen, president, Andersen Construction Co. Inc., speaks at the **CEO SUMMIT** at the Governor Hotel in Portland. The panel discussion, led by a keynote from Tom Toomey, president and CEO, UDR, Inc., explored innovation in commercial real estate.



**May 3:** College of Business Dean Ilene Kleinsorge (left) and Oregon State University President Ed Ray (right) stand with College of Business Hall of Fame honoree Wayne Erickson at the **2012 ALUMNI AND BUSINESS PARTNER AWARDS** at the Governor Hotel in Portland.



**June 1:** College of Business students take part in **MOCK INTERVIEWS**, sharpening their job search skills with recruiters and representatives of real companies in a low-pressure learning environment.





# COB 2012

**June 1:** College of Business Associate Professor Byron Marshall receives an award from student Willen Sin at the **CELEBRATION OF ACHIEVEMENT**.



**June 14:** The 2012 class of MBA graduates stand for applause at the **MBA GRADUATION CEREMONY** at LaSells Stewart Center.



**June 15:** College of Business students gather at the **2012 UNDERGRADUATE CELEBRATION** picnic.



**June 17:** First Lady Michelle Obama claps at the **OREGON STATE UNIVERSITY COMMENCEMENT** at Reser Stadium. Nearly 33,000 people, including almost 5,000 graduates, were in attendance to hear Obama deliver the commencement address and receive an honorary degree.

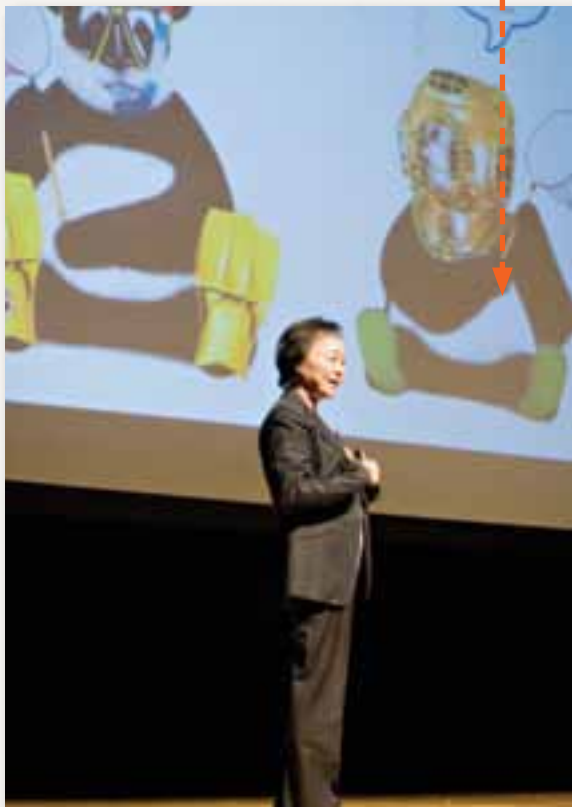




# A Year in REVIEW



**October 17:** Oregon State alumna and Panda Express co-CEO Peggy Cherng delivers the **Dean's Distinguished Lecture** at the LaSells Stewart Center, discussing how the company created the "Panda Culture."



**July 12:** Dean Ilene Kleinsorge stands among some of the donors who contributed to the gift that will name the boardroom in Austin Hall the **ILENE K. KLEINSORGE BOARDROOM**. Back (l-r): Malcolm LeMay, Duane McDougall, Ken Thrasher, Stephen Bailey Front: Jack Wilborn, Barbara McDougall, Dean Kleinsorge, Marian Bailey and Irva Kay Neyhart



**November 15:** Family members of the Melvin Mark Companies stand with their award at the **EXCELLENCE IN FAMILY BUSINESS AWARDS** at the Governor Hotel in Portland. The awards honor family businesses demonstrating innovation, entrepreneurship, commitment and passion for family enterprise.







# Out of the Garage

Sophomore Abby Dahl launching her first business with help of Weatherford

*College of Business student Abby Dahl stands with her bike in the Cycle-Jacket, an innovative cover the sophomore developed as part of the Weatherford Garage entrepreneurship program.*

Oregon State College of Business sophomore Abby Dahl isn't worried about finding a job after she graduates — she's already created one for herself.

Dahl, one of the first students to participate in the college's Weatherford Garage Project, started her own business, called Cycle-Jacket, manufacturing a strong but foldable and compact bike cover.

She hopes to introduce her first products this year.

"It's not fast enough for me," Dahl said. "I can't wait to see people using these."

Dahl lives at Weatherford Residential College on the OSU campus, home of the Austin Entrepreneurship Program.

Last fall Sandy Neubaum, AEP associate director, approached Dahl about joining the garage project, then in its first term of existence.

"[She] told me they had this new class and I should try it," Dahl said. "I've been interested in starting my own business, I just didn't know where to start."

Weatherford Garage is a select community of students who get a yearlong immersion in entrepreneurship, from

developing an idea to starting a business and creating products.

Students receive space in Weatherford, one-on-one mentoring with faculty and business leaders and startup funds from the program.

The project grew out of a desire to get Weatherford and AEP back to its roots, said Dale McCauley, an OSU MBA student and graduate teaching assistant with the program.

With 290 students living in Weatherford and dozens in each entrepreneurship class, it was difficult to provide the individual attention needed





## Weatherford Garage

for those ready to actually get a project off the ground.

“The garage project is about getting back to the original idea of Weatherford, students starting their own businesses,” McCauley said. “You can’t do real business development with 100 students.”

The project started with around a dozen students, with Dahl and Reid Beloff — who created an iPhone cover which boosts signal strength — completing and creating products in the class’ first attempt.

This school year around a dozen students are taking part in the Weather-

ford Garage. Already one — Ryan Coghlan’s Goldfish Garden, a combined fish bowl and planting system which uses nutrients from the fish to fertilize a small herb garden—began soliciting startup money on social funding site Kickstarter and is ready to start production.

McCauley, an OSU Business Information Systems graduate who hopes to found his own startup after receiving his MBA, has provided technical assistance in the hall’s incubator space, where any Weatherford resident can try out ideas.

McCauley even built a working 3D printer to help students visualize concepts they flesh out in the program.

“We get students who want to prototype,” McCauley said. “Nothing is better than taking something digital and making it real.”

McCauley helped Dahl learn the design program AutoCAD—as did Dahl’s mother, a designer and entrepreneur herself—and the pair toured a fabric factory to help scout for materials.

Michael Curry, an OSU business information systems professor and faculty in residence at Weatherford, said the hands-on experience is vital for students entering today’s economy.

Curry said that with fewer middle management positions available, many future entrepreneurs don’t have the ability to train at a larger company before starting out on their own.

“What we wanted to do was help students create their own business and be their own job,” said Curry, a former entrepreneur and business consultant himself. “Then they graduate and they

don’t need to look for a job because they’ve created a job.”

That’s Dahl’s plan now. Though she still has three years until graduation, Dahl said she’s invested in the business and is ready to see it through.

“I’m OK taking risks because this is what I want to do,” she said. “I’m not a party person, I’m not a sorority person. I love business.”

This summer Dahl went to bike shows, demonstrating her product and talking to riders about what they want to see in a cover.

“That helped me define more of my target market,” she said. “I thought it was going to be more high-end cyclists and what I’m seeing are more triathletes and just outdoor enthusiasts, just the whole ‘Portlandia’ gang.”

Dahl hopes to market the cover to cyclists who want their gear protected both from the elements and prying eyes.

The idea came to her after her own bike was stolen last year.

“I was heartbroken because it was my graduation present,” she said. “I love riding my bike. It’s one of my passions.

“I have to find a way for people to protect their bikes,” Dahl remembers thinking.

No matter what happens, she’s confident she’ll succeed with the skills she’s learned with the Weatherford Garage.

“I’ve seen a lot of self-growth through this program,” she said. “I’m a leader and I like to be in different leadership roles. Being around other people like that is amazing.”

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**Read more about the Weatherford Garage online here:**  
[business.oregonstate.edu/programs/aep/weatherford-garage](https://business.oregonstate.edu/programs/aep/weatherford-garage)



*Students in the Arthur Stonehill Exchange Program in Murcia Spain, a recently added destination for the program.*

## Experiential Learning

- » The Close to the Customer Project provided experiential learning opportunities to dozens of students while working with businesses and organizations on marketing research projects. In the 2011–2012 academic year, teams conducted seven focus groups, 12 survey projects and secured two new projects for their entrepreneurial venture called the Building Community Initiative. Projects like these prepare students for careers in the marketing profession by allowing them to experience every step in the research process, from formulating objectives to presenting the final analysis.
- » The Business Solutions Group (BSG) gave students real-world experience serving clients in systems development, IT testing and business analysis services. BSG secured a \$5 million, five-year Master Agreement with the Oregon Department of Transportation and was named vendor of choice for a new line of HP technology services. This year saw a marked increase in competition for BSG graduates, with students hired by companies such as Intel and Cambria.
- » The Arthur Stonehill International Exchange Program continued as the largest international business exchange program in the state. Overall, 92 College of Business Students studied abroad in 2011-12, including programs in Spain, China, Germany, Denmark and other countries.
- » The Students of Information Management (SIM) Club was active in a number of programs, including volunteering in middle schools to promote Engineering Week and IT jobs, hosting informal professional development seminars as well as leading technology projects within the college.

Read more about College of Business students online here:  
[business.oregonstate.edu/programs](http://business.oregonstate.edu/programs)



## Achievements

- » A team of accounting students won first prize in the 2012 Foster School of Business Master of Professional Accounting Tax Case Competition held in Seattle. John Baglien, Kathryn Cook, Victoria Uong and Brittany Weede took home a \$2,400 grand prize after competing against nine teams from the Northwest. This is the second time since 2008 OSU has won the competition.
- » The Oregon State University Enactus chapter, formerly Students in Free Enterprise (SIFE), sponsored by the Austin Entrepreneurship Program, was named one of the top 20 teams in the nation at the SIFE USA competition and was second in the Campbell Soup Company's Let's Can Hunger competition. The group made its sixth trip to Guatemala this summer, where students provide microloans.
- » A group of College of Business students won the initial Oregon Social Business Challenge with a plan to create a youth sports league for children with disabilities in the Corvallis area.
- » School of Design and Human Environment students produced the DamChic fashion magazine, which was named a top four finalist for Best Fashion Style Publication in 2012 for the Portland Fashion and Style Awards.
- » College of Business accounting students had three of the top ten scores on the Oregon CPA exam in 2011.
- » MBA student Jennifer Villalobos organized the first ever TEDxOSU conference. Modeled on the TED Conferences—Technology, Entertainment and Design—the event brought together four speakers to discuss issues about energy, resources and sustainability.
- » The Oregon State Beta Alpha Psi team placed third out of 16 teams in the fraternity's Northwest Regional competition. The team presented on the use of social media to promote and manage the chapter, including a tutoring space in the Second Life network.
- » More than 300 College of Business students earned scholarships through the college, totaling approximately \$440,000 in academic support. These awards came from 50 different scholarship programs, including a number endowed by College of Business alumni and former faculty. The Newcomb Family Scholarship helped nearly 40 students with more than \$50,000 awarded.

## Making it count: Business school grad pledges \$3 million for scholarships

**R**on Coblantz, '65, was the first in his family to go to college. And even though he graduated, making the dean's list as a senior, attending school was a constant financial struggle.

To this day, he's not sure how he found the money to get through four years of higher education.

It is with this history in mind that Coblantz made OSU part of his estate plan. He has pledged \$3 million to create the Ronald M. Coblantz Business Scholarship Fund. The endowed fund will benefit future College of Business students with financial need.

"I just want to make it easier for someone else to complete their degree," said Coblantz. "Education is one of the pillars of society; it makes a measurable impact on moving our community forward."



*Ron Coblantz (pictured above with his wife Sherry) began his career working in the apparel industry and then made a switch to financial planning, where he spent 23 years with Smith Barney.*



# Integrating Design

*Students model at the School of Design and Human Environment annual student-run fashion show May 25 at the CH2M Hill Alumni Center. The event is organized by Oregon State's spring fashion show class.*

In a move that was strategic, thoughtful and three years in the making, the School of Design and Human Environment officially became a part of the College of Business just prior to the start of the 2012-13 academic year.

The school's four discipline programs include apparel design, graphic design, interior design and merchandising management. Along with the programs, more than 800 undergraduate students, 47 graduate students and 17 faculty and staff joined the college.

The integration aligns the education of design in the way that is most reflective of where many graduates with a design degree obtain jobs: in business. Specifically in the Northwest region, this relationship between business and design makes perfect sense. With so many key employers in the athletic and outdoor industries (adidas, Columbia Sportswear and Nike) and such respected firms (like ZGF Architects and SRG Partnerships, Inc.) in the design industry, preparing students to approach design with a business purpose will provide a competitive advantage.

"We are teaching how to design for the customer. Students need to understand how to solve the problems of the customer and the business side of design," said Minjeong Kim, Associate Dean for the School of Design and Human Environment. "The alignment of design in the College of Business is not only good for the students but it is good for the industries that we serve."

Important to the student experience is providing internship opportunities. With the integration of the school, Pam Knowles, College of Business Executive Director for Industry Relations and Sandy Burnett, SDHE internship coordinator and senior instructor, are working with students and employers to fulfill internship opportunities and provide a distinct experiential learning opportunity. Last year students held more than 120 internships at companies that ranged from large industry leaders to small boutiques.

Experiential learning opportunities are a core part of the programming at the school. Opportunities exist for students to meet with fashion companies and design firms in a variety



of locations key to the industry. Domestically trips include New York City and the MAGIC Marketplace show in Las Vegas, and globally to Europe and Asia. For graphic design students, Assistant Professor Nancy Froehlich is leading a study abroad program to India, where students will work with local artisans.

The most anticipated event of the year for many design students is the spring fashion show. Held on campus, this is the culmination of a two-sequence course that prepares students to coordinate, plan, provide the collections and market the event. With a budget entirely dependent on ticket sales, students understand the responsibility of all the components of planning a fashion show and leadership experience.

Another key event is the annual Career Symposium held each February, which attracts about 300 students and 60 industry speakers, with more than 45 companies represented. The event gives students an opportunity to listen to and learn from top industry professionals about how to prepare themselves to enter the industry upon graduation, and gives companies the opportunity to network and recruit students who are ready to enter the industry.

Find out more about the School of Design and Human Environment here: [business.oregonstate.edu/sdhe](http://business.oregonstate.edu/sdhe)

## Get Involved: Alumni and Industry Opportunities

The Oregon State University Design Network is an active network of design and merchandising professionals in the Portland

area that enhances professional development, provides solutions for design industries and supports the educational opportunities for students looking for a future in design and merchandising. This is a volunteer organization that hosts functions throughout the year including networking events, a silent auction and a fashion show each spring.

The Volunteer Planning Board includes: Katie Brodie '03, Fred Meyer; Carol Caughey, OSU Professor Emerita; Christine Cyphers '92, Columbia Sportswear; Shannon Ferrigno '98, SmithCFI; Christian Frieze '97, Keller Williams Realty; Amy Hekker '93, Rejuvenation; Kayce Joyce '06, SERA Architects; Monique McKibben, Fred Meyer; Hilary Noah '01, Knoll Textiles; Suzanne Peters '83, Meadows Group Realtors (president); Kate Robinson '07, Macy's; Lauren Ross '08 and '11, Columbia Sportswear (secretary).

For more information, go to [osualum.com](http://osualum.com) or email [OSU-alum@oregonstate.edu](mailto:OSU-alum@oregonstate.edu).

**Name:** Minjeong Kim

**Title:** Associate Dean for the School of Design and Human Environment

**Provide a brief overview of your role in the college:** As the leader for the School of Design and Human Environment (SDHE), I work with the SDHE faculty and the college leadership to provide our undergraduate and graduate students with excellent educational experiences and to build our school to become a national leader in research-based design education.

**What is the best part of your job?** Working with a diverse group of faculty and students and engaging in creative problem solving to build the SDHE.



**In one to three words, how would you describe the College of Business?** Creative minds.

**Where did you attend college?** Ph.D—The Ohio State University, M.S.—The Ohio State University, B.S.—Ewha Womans University

**What are you looking forward to in the next year?** Putting the SDHE strategic plan in place and implementations in progress, enhancing learning experiences for our students, incorporating design thinking into our school and college, being more innovative in what we do.

**What was your first job?** Private math tutor in Korea, a technical design intern at Abercrombie & Fitch in the U.S.

**Who/what is your favorite concert that you attended?** U2 concert in Ohio.

**Are you an early bird or a night owl?** Both! I go from an early bird to a night owl as needed.

# Outreach



- » College of Business alumna Diane Detering-Paddison, chief strategy officer for Cassidy Turley, gave the remarks at the College of Business Convocation in January. After the event, Detering-Paddison participated in a public lecture titled “Finding Balance: Practical Wisdom for Young Professionals.”
- » Alumnus Tom Toomey, president and CEO of UDR, Inc., gave the keynote and Diane Detering-Paddison moderated the third Oregon CEO Summit in Portland. The event examined change and innovation in the real estate market and featured panelists Mark Edlen, CEO of Gerding Edlen; College of Business alumni David Andersen, president of Andersen Construction Company; Derrick McGavic, founder and principal of Newport Capital Partners; and John Stirek, president, Western Operations, at Trammell Crow.
- » More than 900 people attended the Portland Business Journal Oregon’s Most Admired Companies event in December. The College of Business and OSU Marketing co-sponsored the event, along with other key businesses in the Portland area.
- » The Austin Family Business Program hosted the 2012 Family Business Student Conference in Bend. The event brought business majors from around the state to discuss the craft business scene with the family business owners of Volcano Vineyards, Oregon Distillery and Boneyard Brewery.
- » Peggy Cherng, co-CEO of Panda Express and an Oregon State alumna, spoke as part of the Dean’s Distinguished Lecture Series. Cherng detailed how her team created the Panda Culture.

***Oregon State alumna and Panda Express Co-CEO Peggy Cherng delivers the Dean’s Distinguished Lecture at the LaSells Stewart Center Oct. 17, 2012, discussing how the company created the “Panda Culture.”***

- » The college’s Career Success Center was created and offers information sessions, workshops, classes and showcases that provide companies the opportunity to interact with students and vice versa. More than 450 students utilized the resources at the center since it opened mid-way through the year and nearly 550 students and 100 employers participated in mock interviews. Through these efforts students are working in internships at a variety of companies including adidas, Bank of America, Boeing, Daimler, Intel, Levi Strauss, Inc., Nike and Pimco.
- » Junki Yoshida, CEO of the Yoshida Group and face of the popular line of Yoshida’s Gourmet sauces, spoke as part of the College of Business Entrepreneur in Residence series. Yoshida discussed what being an entrepreneur has meant to him and the lessons he’s learned along the way.
- » The OSU Alumni Association and the College of Business hosted the monthly OSU Business Roundtable in Portland. Speakers included alumni Robert Zagunis, Peter Potwin, Vanessa Keitges and OSU President Ed Ray’s annual State of the University address.



## Awarding Excellence

- » The 11th Annual Alumni and Business Partner Awards recognized individuals and companies that have supported the College of Business. Honored were Diane Detering-Paddison '81, Tom Toomey '82, Eric Winston '98, Angelina Lusetti '07 and the Boeing Company. Wayne Ericksen '58 was inducted into the college Hall of Fame.
- » The fourth annual Weatherford Awards honored four individuals who have furthered Oregon's pioneering, innovative spirit. Recognized were Jim Bernau, founder of Willamette Valley Vineyards; Carolyn Chambers, philanthropist and Oregon pioneer of the telecommunications industry; Stanley Cheng, chairman and CEO of Meyer Corporation; and screenwriter Mike Rich.
- » The 2012 Excellence in Family Business Awards honored 14 businesses and individuals who contributed to family enterprise through innovation, entrepreneurship and a commitment to community involvement. Generations, LLC. (large business category), the Melvin Mark Companies (medium), Fruithill, Inc. (small) and Coelho Winery (micro) were recognized as award winners. Atiyeh Oriental Rugs of Portland was honored with the Dean's Award for Family Business Leadership.



*Attendees gather after the 11th Annual Alumni and Business Partner Awards in Portland May 3, 2012.*

COB  
Q&A

**Name:** Mark W. Van Patten

**Title:** Director, Business Solutions Group

**Provide a brief overview of your role in the college:** I provide strategic leadership and direction to a dedicated staff of professional engineers who are committed to providing a quality learning experience to our students, helping them prepare for accelerated success in the workplace.

**What is the best part of your job?** Seeing students succeed as they connect what they learn in the classroom to real-world client projects and opportunities.

**In one to three words, how would you describe the College of Business?** Dedicated to success.

**Where did you attend college?** Indiana University and University of Tennessee.

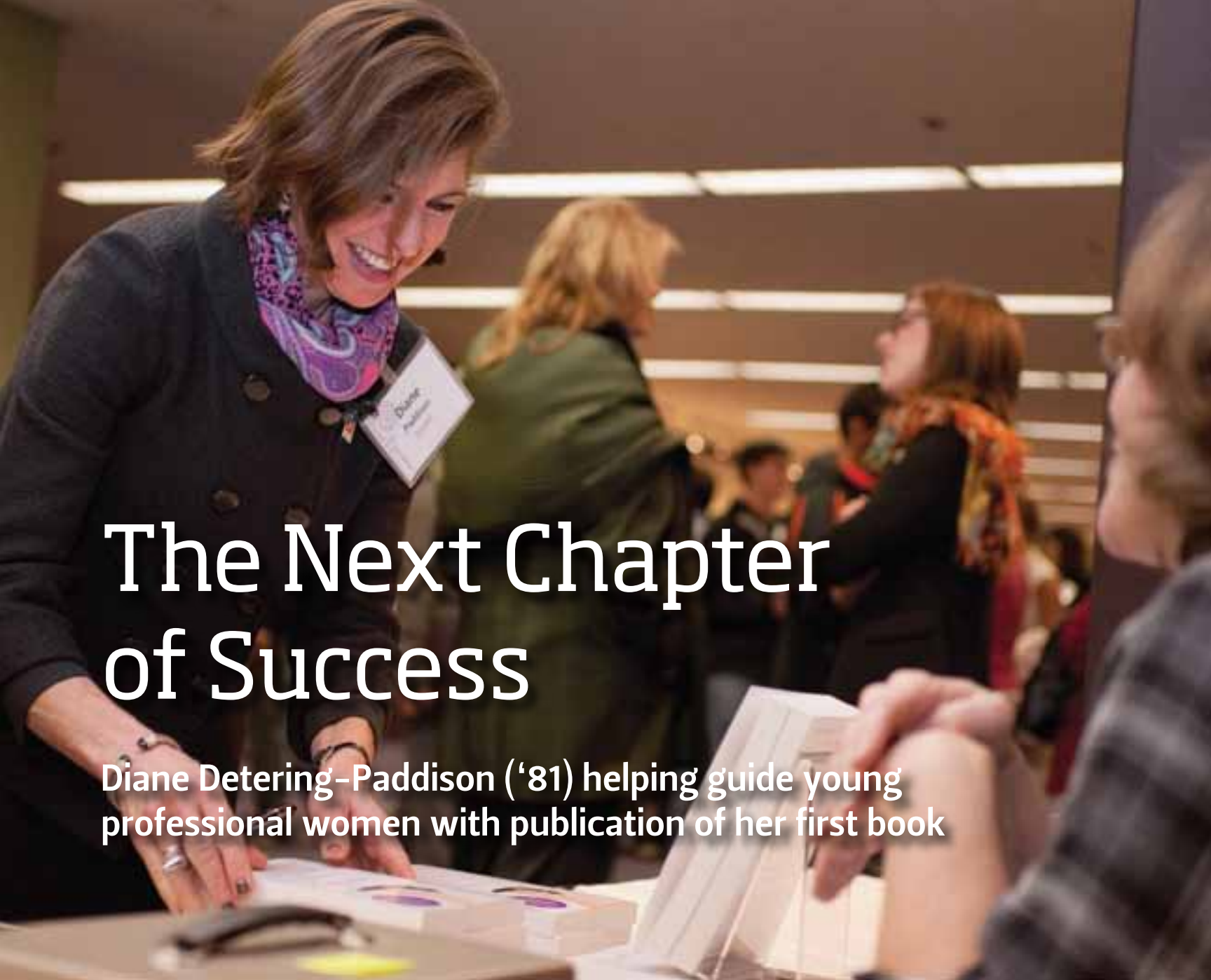
**What are you looking forward to in the next year?** Seeing more students participate in our program and have rewarding experiences.

**What was your first job?** I started working at a Baskin-Robbins ice cream store when I was 15.

**Who/what is your favorite concert that you attended?** Dave Matthews, Worlds Fair Park, Knoxville, Tenn.

**Are you an early bird or a night owl?** Night owl (though those nights are getting earlier and earlier!)





# The Next Chapter of Success

Diane Detering-Paddison ('81) helping guide young professional women with publication of her first book

*Diane Detering-Paddison, Chief Strategy Officer at Cassidy Turley, signs her book "Work, Love Pray," at the College of Business Convocation on Jan. 18, 2012.*

A red box on Diane Detering-Paddison's desk holds proof of the value of her past year's work.

Detering-Paddison, an Oregon State alumna and three-time Fortune 500 executive, took a chance last year and reached out in a way she never imagined doing. Since then she's been amazed at the response of women like her all over the country, writing to tell how her words and actions have inspired them.

"I didn't know what to expect, it's the first book I've ever written," said

Detering-Paddison. "It's been way beyond what I expected."

Last year Detering-Paddison published her first book, "Work, Love, Pray," a guide for young professional Christian women. In conjunction she started 4-Word, a non-profit which provides a forum for those women to connect.

When those notes reach Detering-Paddison she prints them out and stores them in the red box.

Detering-Paddison grew up on her parents' farm between Harrisburg and Eugene, graduating from OSU in 1981 with a degree in fashion merchandising and a minor in business.

From there she earned her MBA from Harvard, serving as the COO at two Fortune 500 companies before accepting her current role as Chief Strategy Officer at Cassidy Turley.

Beyond her personal and professional successes, Detering-

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**Read more about Diane Detering-Paddison's achievements here:**  
[business.oregonstate.edu/awards/diane-detering-paddison](http://business.oregonstate.edu/awards/diane-detering-paddison)



Paddison enjoys mentoring. This past year she returned to Oregon State to assist in the 2012 College of Business Convocation where the same evening she gave a lecture on the importance of finding balance in personal and work life.

She was also honored as a Distinguished Business Professional at the OSU Alumni and Business Partner Awards in Portland and was the moderator of the annual CEO Summit this year which had a real estate focus.

The trips allowed her to meet current students and provide lessons from her own career.

“A few students reached out to me, and that’s definitely where my passion is,” she said. “I love to be able to understand who they are, their strengths and weaknesses, where their passion is. It helps me be able to give advice to them.”

That passion to mentor and a desire to reach out to others working to balance their profession, family and faith led Detering-Paddison to becoming an author.

“I was more focused on connecting with professional Christian women than writing a book, but a mentor of mine finally said, you need to write a book,” Detering-Paddison remembers. “I knew that connection had to be digital because of the demographic we wanted to reach.”

The book launched in September 2011, along with her 4-Word organization.

Detering-Paddison’s message has resonated with many. The 4-Word website gets more than 11,000 unique visitors a month, and the group keeps up a robust social media presence.

The book has also opened a number of doors, including speaking

engagements, television interviews and a recent opinion piece in USA Today. She’s heard from women all over the country who have identified with her story and message.

“Just the different comments we get, so I have a packet of different testimonials,” Detering-Paddison said. “It’s been really neat to have the opportunity to connect.”

In addition to the book and website, 4-Word sponsors regional chapters which allow women to meet and network and exchange ideas.

“We hear about it from the digital platform [but also] our 4-Word groups, that personal side,” she said. “That’s where it really impacts lives.”

“Work, Love, Pray” is now in its second edition, with expanded summaries at the end of each chapter. Detering-Paddison is planning on growing 4-Word’s offerings, adding

more premium content and areas for connection.

“People want to be attached to 4-Word but right now all of our content is free,” she said. “We want to move more to a model where we have an additional level of things be of value and more tied to a cause.”

The organization is also expanding its mentoring activities, connecting women with different skills and experiences from around the country.

“Our seasoned women can help with experience and our younger women can help our senior women with digital, so it can be a two-way deal,” Detering-Paddison said.

No matter where the project goes next, Detering-Paddison has the red box to give her motivation to continue.

“There was really this unmet need, and now we’re meeting that,” she said.



*(From left) Oregon State alumnus and screenwriter Mike Rich, Diane Detering-Paddison, her late father Roger Detering and her husband Chris Paddison at the Alumni and Business Partner Awards where Diane received the Distinguished Business Professional award.*

# Head of the Parade

## Rick Jackson ('69) achieves lifelong goal as Tournament of Roses President

The capstone moment for Rick Jackson came as the 1932 Packard Phaeton he and his wife, Sharon, were riding in came around “TV Corner.”

The famous turn of the Tournament of Roses Parade, the spot houses not only the television cameras covering the parade but all the past presidents and other VIPs.

Jackson, the 2012 Tournament of Roses President, looked at Sharon and then back at his children and grandchildren riding in a trailing fire engine.

“After 31 years, recognition like that is special,” Jackson said.

For the Southern California native and 1969 graduate of the Oregon State College of Business, the moment was just one of many in a hectic year at the head of the tournament he had grown up dreaming about.

Jackson grew up in Los Angeles watching the parade on television, fascinated not just by the parade and bowl game but all the tiny details that went into the event.

“I found I enjoyed the pre-parade as much as the parade itself, how they put it together,” Jackson said.

Still, when it came time to choose a college Jackson decided to venture out from Southern California and try something new, making Oregon State his home.

“I wanted a good business school and I wanted to get a good distance away from home,” he recalled. “Oregon State had a good reputation.”

Jackson worked with faculty early on to get a sense of what sort of business education he wanted. He still remembers his courses with former professor of business administration Helmut Schreima, who Jackson recalls was “just as gruff as a drill sergeant.”

“The school of business had great faculty. I went in knowing I wanted a business career, but didn’t know what,” he said. “It was going through my accounting classes that I realized that was the cream rising to the top for me.”

After graduating Jackson returned to Southern California and started as a CPA. Almost as quickly he began volunteering with the Tournament of Roses.

“I joined at the first opportunity,” he said. “The age limit to get in was 25, so by the time I got out of school and passed the CPA exam, I was ready to get to the fun stuff.”

While the tournament was his passion, it also synced up well with his career choice.

“The Tournament of Roses is perfect for a CPA,” Jackson explained. “In the fall it ramps up, it peaks in January and

*Photos below courtesy of the Tournament of Roses Archives: Oregon State alumnus and former Festival of Roses Parade President Rick Jackson waves to the crowd at the 2012 Rose Parade with his wife Sharon. Bottom: (from left) Wisconsin football coach Bret Bielema, Disneyland vice president Jon Storbeck, Mickey Mouse, Rick Jackson and Oregon coach Chip Kelly at a Rose Bowl press conference at Disneyland Dec 27, 2011.*





then poof, it goes away, right when you need to be a CPA.”

In 2004 Jackson was accepted into the Tournament of Roses Executive Committee. Members of the committee serve eight years, with the seventh as president of the tournament.

Jackson said he never dreamed of rising to leadership in the organization. Instead his ascent was simply a series of “Aha moments.”

“Oh, it’d be nice to be a committee chairman,” he said. “Then more aha moments, maybe I’d like to be on the executive committee.”

“I had no presumptions other than love for the parade, love for the Rose Bowl game,” Jackson said. “I wanted to be a part of it.”

While the president has a number of very public functions — riding the in the Rose Parade, handing out the invitations to the Rose Bowl game and the trophy to the victor — there are thousands more that go unrecognized.

The president personally invites each band invited to the parade, taking Jackson not only around the country but also to Puerto Rico, Sweden, Japan and Canada. He also visited a number of sister festivals, such as the Indianapolis 500, Kentucky Derby and an event in China.

“It was very hectic, and I still needed to get my tax practice in because it’s strictly voluntary,” Jackson said.

The hardest was navigating the Pac-12 and Big 10 championship football games, held back-to-back evenings in Eugene, Ore., and Indianapolis.

After Oregon defeated UCLA in Eugene and Jackson presented the official invitation to the Ducks, he jumped on a plane to invite Wisconsin after their win over Michigan State.

“Boy, I’ll tell you,” Jackson said of the travel. “And it’s not easy to get to and from Eugene, Oregon. That was pretty wild and woolly.”

Of course, not all of Jackson’s duties were difficult. Many were, in the spirit of the tournament, uplifting.

Jackson was in charge of selecting the tournament theme, going with “Just Imagine...” He also chose the parade Grand Marshall, J.D. Martinez, an injured Iraq veteran and Dancing with the Stars champion.

Then of course the parade itself, when after a year of hard work and travel, Jackson finally got a chance to sit back and take in all that he had helped grow over his 37 years of volunteer work.

The only issue was who Jackson handed the Rose Bowl trophy to later in the evening, former head coach Chip Kelly of Oregon.

“It’s bittersweet to have to give it to your archrival,” Jackson said. “In a word, it was tough.”

This is Jackson’s last year on the executive committee, working with the football and hall of fame committees for the tournament. He’s gotten back into his CPA business and plans on buying another sail boat soon.

This year he was honored by another rose organization, being knighted by the Portland Rosarians, under the symbol of the Happy Child Rose.

“They’re a great group, a lot of fun,” Jackson said.

Looking back on his year as president, Jackson can’t believe how much happened in so little time.

“So much goes on the year you’re president you’re exhausted when it’s done,” he said. “I wouldn’t trade it for anything, but I wouldn’t do it again.”

Going back to the start, he said none of his success would have been possible had he not decided to go out of his comfort zone and leave California for Oregon State.

“I treasured my education and experiences I had at Oregon State,” Jackson said. “It was a small town, college environment as well as receiving a damn fine education that has served me well in my professional and personal life.”

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**View more Tournament of Roses photos here: [business.oregonstate.edu/rick-jackson](https://business.oregonstate.edu/rick-jackson)**





ESPN

# The Pitch

Soccer standout Courtney Carter ('05) thrives in sports marketing

Photo credit: [www.damiansantucci.com](http://www.damiansantucci.com)

Although the “pitch” takes on different meanings in marketing and soccer, both definitions hold a special place at the heart of Courtney Carter’s success. A soccer standout while at Oregon State, the College of Business graduate entered the world of sports marketing after preparing on the field, in Bexell Hall and through internships.

Currently with Sports Management & CreativeWORKS at ESPN, Carter attributes athletics for developing many of the skills that helped her

succeed professionally. From time management and prioritization, to interpersonal relationships and leadership, Carter has seen it translate to the business world.

“All of the time management skills that students struggle with, from an athlete-perspective, is somewhat forced because you have responsibilities to your teammates, your coaches and to representing

your school, on top of keeping up your grades and classwork,” Carter said.

The time management skills she learned as a student-athlete were not the only benefit of the sport. Even an injury led to preparation for her career. While redshirting for a year due to a broken leg, Carter obtained an internship with the New York Knicks in New York City—something she may not have had the opportunity to do had she remained injury-free.

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To check out other projects Courtney is working on at ESPN, visit [business.oregonstate.edu/courtney-carter](http://business.oregonstate.edu/courtney-carter)



With the support of the College of Business, Carter was able to spend two quarters helping create and direct the New York Knicks in-arena experience and learning first-hand the fast-paced world of sports marketing. Following her internship, Carter returned to Corvallis to play her final year of soccer and finish her degree. Upon graduation, she returned to the New York Knicks as a full-time Account Executive.

Carter firmly believes that soccer, “made me the woman I am off the field,” and that is one driven to succeed. After spending what she calls her “growing up years” working for Major League Soccer and Soccer United Marketing within Business Development, Carter moved to ESPN, where she is currently part of the sports management and creative team that generates and implements marketing solutions for clients such as Nissan, Diet Mountain Dew, StubHub, Diageo Brands and Infiniti.

A commitment to sports keeps her active in giving back, serving as National Board Member and Chair of the Business Development Committee for Women In Sports & Events (WISE). Her accomplishments also include production of a short film titled “Hearts Gamble,” which won Best Short Screenplay at the Manhattan Film Festival, and Best Short Film at the Las Vegas International Film Festival.

The impact the College of Business has had on Carter’s success does not go unrecognized. Carter keeps a copy of *Leading at the Edge* by Dennis N. T. Perkins, a textbook from Professor Jack Drexler’s leadership class, within arm’s reach at her desk.

“I loved the class, and loved the way he taught it,” Carter said. “It taught me a lot in terms of interpersonal

relationships, how you deal when someone doesn’t like the idea or if they want something else to happen. It’s the closest to real life you could have gotten in school. That’s one thing that is hard to recreate in an academic setting.”

She also cites Professor Jim McAlexander’s marketing class and Professor Clay Dibrell’s strategic management class as being influential. Not surprisingly, leadership, marketing

and strategic management are the three aspects Carter enjoys the most, and she appreciates how the classes were taught in a fun manner, while remaining relevant.

Carter lives by the statement “you never stop being an athlete.” She continues to play soccer—now at a semi-pro level in New York City—and plans to make sports and entertainment her lifelong career.

## Hall of Fans

Of her accomplishments at ESPN, Carter points to the Hall of Fans as being one of her favorite projects. With Stubhub as the sponsor, the Hall of Fans was designed to honor super-fans of the sports world, and give them the recognition that they deserve for the integral role they play.

Carter worked with her creative team to take the Hall of Fans concept from an idea to a full-blown brand and marketing campaign. Carter had a hunch this was going to be big – after all, it was designed as an outlet for boisterous, over-the-top fans to demonstrate their passion to the world.

The socially-fueled marketing campaign was launched at the ESPY’s in 2012, with a three-week call for entries in which fans uploaded an essay, picture or video to [thehalloffans.com](http://thehalloffans.com). A panel of judges narrowed over 5,000 entries down to ten. Videos of those ten were then posted online for America to vote on.

The first class inducted include three fans deemed the ultimate in sports by the voting power of America: Emily Pitek, Alabama Crimson Tide softball fan; Captain Dee-Fense, Baltimore Ravens fan; and The Green Men, Vancouver Canucks fans. They were honored at a ceremony at the ESPN headquarters in Bristol, Conn., on Sept. 19, 2012.

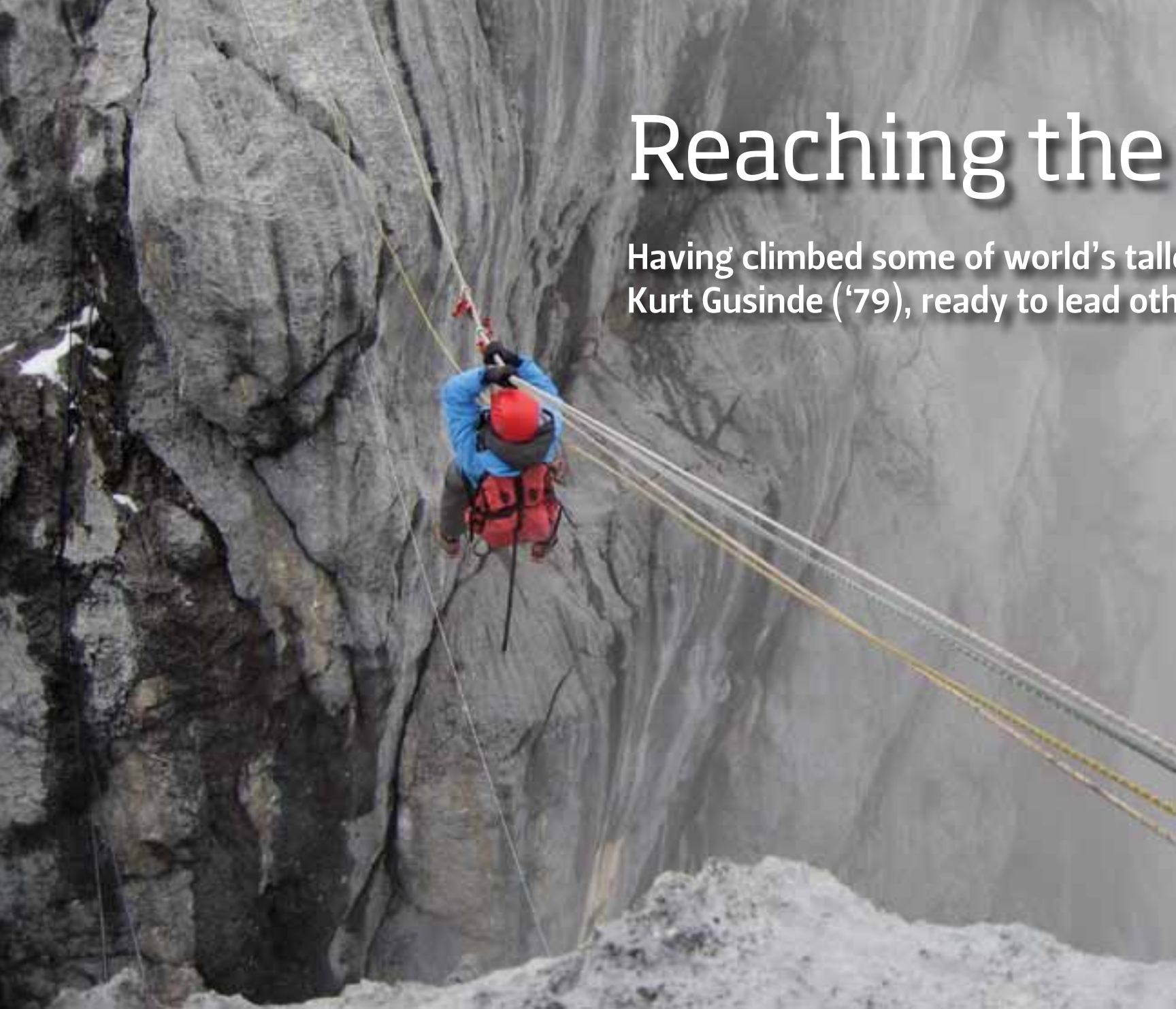
The Hall of Fans is expected to gain even more traction in its second year, and the search for the next class to be inducted into the Hall of Fans begins in the summer of 2013. Carter reflects, “It was really fun for me to be involved from the ground up in creating a brand and building what we envision being an institution we can offer fans for years to come.”



Carter poses with Hall of Fans inductees Captain DeeFense, The Green Men and Emily Pitek.

# Reaching the

Having climbed some of world's tallest peaks, Kurt Gusinde ('79), ready to lead others.



*A climber in Kurt Gusinde's party traverses a ledge at Carstensz Pyramid, Indonesia, in 2007 (photo by Kurt Gusinde).*

**K**urt Gusinde remembers his trips to REI in Portland while growing up in McMinnville, Ore.

Each time Gusinde would seek out one employee in particular to help him, the one he knew had climbed Denali, the tallest peak in North America.

"To me that was the mountain that was always out of reach," Gusinde said. "When I met someone who had climbed Denali I always wanted to talk to them, you climbed Denali? Now I get it in reverse."

Since his time as a Boy Scout learning to climb and camp in Oregon, Gusinde has reached the top of six of the Seven Summits, the tallest peaks on each continent.

During that time the Oregon State University finance graduate ('79) has also built a 30-plus-year career as a financial planner, now serving as managing director of Exeter Financial in Scottsdale, Ariz.

Despite all his accomplishments, Gusinde always points out in talks

on his mountaineering that he feels anyone could do what he has with commitment and hard work.

"There's nothing extraordinary about my skillset, nothing you couldn't do if you apply yourself," Gusinde said. "It's the same lesson, though, whether music, sports or business, if you're willing to apply yourself, you can be in that top 10 percent."

When Gusinde came to Oregon State originally those passions weren't so clear.



# Summit

est peaks,  
ners to the top



was ready to commit to what he realized was his true love, finance.

“I don’t think I was in the right field initially,” he said. “I needed a break, but when I got back I was mentally ready.”

Working in Portland after graduating, Gusinde joined the Portland Rotary and was persuaded by a fellow member to climb Mt. Hood and become part of the Mazamas climbing club.

From there Gusinde worked to improve his skills at every opportunity. He set a goal to take a climbing course every year, breaking while earning his MBA from the Thunderbird School of Global Management.

Gusinde finds the satisfaction of mountain climbing not in reaching the summit, but in everything it took to get there.

“If you spend 20-30 minutes on top, that’s a lot,” said Gusinde. “But you might spend two months preparing.

“If you’re only goal is to win the prize, you miss out on a lot,” he said.

In 2009 Gusinde attempted the final summit on his list, Mt. Everest, but had to descend at 24,500 feet due to frostbite in his fingers.

While disappointed, Gusinde said the decision wasn’t difficult or one he regrets.

“You can always go back, but if you do something irreversible, that’s not very smart,” he said. “But you see that all the time, people who roll the dice.”

Now Gusinde spends his time in Scottsdale, returning to Oregon for climbs, teaching climbing and hiking classes in Arizona in his free time.

Gusinde has also started working with Mentor Kid USA, a Christian ministry working to provide mentors for at-risk youth.

“I’m at a point where it’s more satisfying for me to help other people up,” he said.

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To see more photos of Kurt’s Mt. Everest journey, go to [business.oregonstate.edu/kurt-gusinde](http://business.oregonstate.edu/kurt-gusinde)

His freshman year Gusinde couldn’t decide whether to pursue finance—an interest since his grandparents had purchased Greyhound stock in his name—or dentistry.

Gusinde said it came down to a coin flip, after which he started pre-med at OSU.

It took two years—and some time off to bike the 3,000 miles from Arizona to Panama—before Gusinde

***Kurt Gusinde on his attempted climb of Mt. Everest***



# Graduate Programs

*A guest views the program for the MBA Graduation Ceremony June 14, 2012, at the LaSells Stewart Center.*

Goal number one of the future of graduate education at Oregon State University is clear: Raise the profile of graduate education by repositioning existing programs and introducing targeted new programs to support OSU's three signature areas, and increasing professional and graduate programs to 25 percent of all enrollments.

As a key initiative in the Strategic Plan of the University, this five-year goal translates into rapid growth within the MBA program while maintaining a strategic approach, assurance of a quality education and assurance that the courses and tracks offered will translate into jobs for graduates.

"We are committed to growing our graduate programs according to market demands," said Jim Coakley, Associate Dean for Academic Programs. "Last summer our faculty spent significant time analyzing data and looking at trends of where job growth and opportunities exist."

In addition to individual and committee research, planning sessions were held throughout the summer and were inclusive of faculty, staff and university administrators and partners.

One of the most obvious trends discussed was online education. With space limitations on campus and the cost benefit of online delivery, this was identified as an optimal area for growth. However, the consensus was that it remains important to keep an in-person, face-to-face component and a strictly online degree was not the preferred delivery method.

The combination of online and face-to-face resulted in the decision to partner with OSU's Ecampus and offer a hybrid delivery option, with the face-to-face delivery in Portland. After approval of the curriculum of an Executive Leadership track, the first cohort of students began this course of study in January 2013, attending five of ten classes in a classroom environment, with the rest online.

Part of the cohort included pharmacy students who had already begun pursuing a Pharm.D./MBA after that degree was approved the previous year. With the hybrid format of the Executive Leadership and Pharm.D. degrees established, additional tracks delivered on campus were also part of the strategic vision.

With Commercialization and Clean Technology as the primary tracks offered on campus, the mix was broadened with the decision to add Global Operations, Marketing and Wealth Management as degree options.

"Commercialization and Clean Technology are expected to remain the core of our program, reflecting the focus on science, technology and engineering which are the foundations of Oregon State," Coakley said. "These new tracks will allow us growth opportunity and the ability to reach a new kind of student who has a different career focus in mind."

The degree offerings are not the only expected drivers of growth. In Fall 2014 when the College of Business moves into



Austin Hall, the new expansive 100,000 square foot building, there will be an MBA suite that includes new technology, space and resources and the room to expand.

One of the current and specialized degrees, the MBA in Accountancy, which allows students with an undergraduate degree in accounting to obtain an MBA during their five years of university study required to become a CPA, is currently limited in growth by space limitations in Bexell Hall.

With the addition of two MBA classrooms in Austin Hall, capacity issues will change and enrollment can be increased in this young degree program that will graduate the first cohort of ten students this spring.

As important as the new tracks are to the growth of the program, so too is the ability to demonstrate job placement to prospective students. One way the college has invested in this effort is by hiring a dedicated Career Coordinator for Graduate Business Programs.

Now entering his second year, Oregon State alumnus Scott Spiegelberg (see box on page 26), is dedicated to career placement for MBA candidates and soon to be graduates through providing networking opportunities, meeting with recruiters and connecting students to the right opportunities.

“Great jobs don’t come from career fairs and job aggregator websites,” said Coakley. “They come from networking with the right people and by having someone that is dedicated to establishing relationships with companies and knowing which candidates to connect with which recruiters.”

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**Learn more about the College of Business Graduate Programs here: [business.oregonstate.edu/mba](http://business.oregonstate.edu/mba)**

# MBA Tracks and Degrees

## Clean Technology

Understanding how sustainable business meets economic, social and environmental needs is the focus of the Clean Technology track. Working with a cross-disciplinary, multinational team on one specific project during a nine-month period, candidates will have a deep understanding of sustainability and be ready to make a positive impact on the world.

## Commercialization

Commercialization emphasizes innovation, technology commercialization and entrepreneurship to prepare candidates to assume leadership roles in emerging business organizations. The focused, nine-month Integrated Business Project (IBP) allows students to create a research-driven, investor-ready business plan to take an innovative idea to market, working with seasoned entrepreneurs, executives and venture capitalists.

## Executive Leadership (online/hybrid)

This degree is designed for busy professionals currently in leadership roles or who aspire to lead. Classes blend face-to-face and online sessions to maximize learning and flexibility. The face-to-face meetings are delivered in Portland and courses are designed for relevance and immediate work application.

## Wealth Management

The curriculum includes coursework required by the Certified Financial Planner (CFP) certification and provides candidates with greater depth of knowledge in asset valuation and portfolio management required in the wealth management industry and for the Chartered Financial Analyst (CFA) designation.

## Global Operations

Global Operations prepares candidates for operations and supply chain positions in the service and manufacturing industries. Students master international operations and supply chain management concepts and methods.

## Marketing

The Marketing track is focused on preparing candidates for management careers and entrepreneurial enterprises including careers in multinational market research firms, Fortune 500 companies and other business, government and non-governmental entities with in-house market research departments, smaller boutique research firms and advertising agencies.

## Research Thesis

The research thesis allows students to individualize a joint research project with College of Business faculty. Candidates will design, execute and report on business research problems and their solutions and may collect and analyze data and report on research findings in both an oral and written format.

## Pharm.D./MBA (online/hybrid)

This degree is designed for busy pharmacists or current OSU Pharmacy students. Classes are held at the OSU College of Pharmacy suites in Portland and can be completed on a part-time basis. This option blends face-to-face and online sessions to maximize learning and flexibility.

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## A-MBA (Accountancy)

The Accountancy Master of Business Administration is a one-year graduate program for students with an undergraduate degree in accounting. It allows accounting students to receive an undergraduate degree and an MBA degree during their five years of university study required to become a CPA. For students without an undergraduate degree equivalent to the OSU Accountancy degree, the Accountancy MBA can be completed over two years.

## MBA Networking

Among the opportunities afforded OSU MBA students is the opportunity to network with successful and distinguished alumni, professionals and key members of the business community. This year speakers included David Andersen of Andersen Construction Company; Charlie Denson, president of Nike Brand; Steve Gomo, executive vice president & CFO of NetApp, Inc.; Don Robert, CEO of Experian; Brad Zenger, managing director, Pivotal Investments; and Matthew Till, co-founder and chief operating officer at Olukai.

*NIKE Brand President Charlie Denson speaks to a group of Oregon State MBA students March 9, 2012.*



## COB Q&A

**Name:** Scott Spiegelberg

**Title:** Coordinator Career Services- Graduate Business Programs

**Provide a brief overview of your role in the college:** My role within our Graduate Business Program is threefold: 1. Recruit prospective MBA students into our program, both current OSU students or students from other colleges and universities about to graduate. I also recruit and advise people looking to shift gears in their life who are contemplating a move back to school to sharpen their skill set and expand their career

opportunities. 2. Assist our current MBA students with professional development advising. 3. Aid in our graduating MBA students' job and career searches.

**What is the best part of your job?** Definitely working with so many bright and enthusiastic students! We have a terrific leadership core in place within the College of Business who have attracted an excellent faculty and staff. Great working side by side these wonderful folks as well.

**In one to three words, how would you describe the College of Business?** It's the people!

**Where did you attend college?** Oregon State University!

**What are you looking forward to in the next year?** Getting to know another group of outstanding students within our program. And to help with the placement aspirations of our soon-to-be graduating class.

**What was your first job?** BC (before college)—thinning pears in the 8th grade for Harry & David in Medford, Ore. AC (after college)—working as an administrative assistant for Naumes of Oregon (pear growers, packers and shippers) also in Medford, Ore.

**Who/what is your favorite concert that you attended?** Earth, Wind & Fire and Chicago at the Rose Garden during the summer of 2010.

**Are you an early bird or a night owl?** Night Owl, always have been.







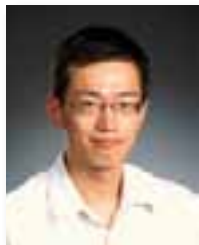
# Faculty

## Faculty Achievements

- » Faculty and staff members Nancy King, René Reitsma, Michelle Barnhart, Alan Sprague, Carrie Hertel, Byron Marshall and Mark Van Patten were recognized at the College of Business Celebration of Achievement. John Becker-Blease, Kim Calder and Jared Moore were named Newcomb Fellows.
- » Also at the June Celebration of Achievement, College of Business students presented awards voted on by the Dean's Student Leadership Council. Three honorees were recognized for outstanding commitment to important student values: Keith Leavitt (Academic Learning), Byron Marshall (Experiential Learning) and John Turner (Integrative Learning). Jeewon Cho was recognized as the Rookie of the Year, V.T. Raja as the Inspirational Leader within the college, and Susan Matson was recognized with the Heart and Soul of the College of Business Award.
- » John Becker-Blease was the first professor in Oregon to be named the Aspen Institute Faculty Pioneer in the Rising Star category. He also was acknowledged with the Best Paper Award at the 2012 European Foundation for Management Development Entrepreneurship Conference in Maastricht for a paper he co-authored titled "The Sources of Legitimacy for New Venture Angel Investors."
- » Professor of International Business at Oregon State University-Cascades Julie Elston was named a 2012-13 Fulbright Scholar and will travel to Austria to study firm creation and growth.
- » A journal article by Jim McAlexander and Hal Koenig on brand communities in higher education was selected for the Alice L. Beeman Award for Outstanding Published Scholarship by the Council for Advancement and Support of Education (CASE). The paper was published in 2010 in the Journal of Marketing for Higher Education.
- » Don Neubaum co-authored a paper, "Stewardship Climate Scale: Measurement and an Assessment of Reliability and Validity," which was awarded the Kenesaw State University Coles College of Business Best Empirical Paper Award.
- » V.T. Raja received two in-kind grants totaling approximately \$6,500 from the Amazon Web Services education program to support the BA479 Business Telecommunication and Networking course.
- » René Reitsma helped bring two large grants to OSU as part of the TeachEngineering program, a collaboration between the OSU College of Engineering, the University of Colorado, Duke University and the OSU College of Business. The program received grants of \$150,000 and \$60,000 from the National Science Foundation, with approximately \$60,000 to OSU.
- » Jimmy Yang earned the 2011-12 International Programs Faculty Grant and Award from Oregon State's International Programs Office. It is the second consecutive year Yang has been awarded the grant.

**Photo above: College of Business Dean Ilene Kleinsorge speaks at the June Celebration of Achievement June 1, 2012.**

## New Hires



**BRET SCOTT** Assistant Professor of Accounting | Ph.D., Texas A&M University, 2012 | Industry experience: Treasury Department, PricewaterhouseCoopers  
**CHRIS AKROYD** Assistant Professor of Accounting | Ph.D., The University of Auckland, New Zealand, 2007 | Publications: *Accounting & Finance*; *Qualitative Research in Accounting and Management*; *Melco Journal of Management Accounting Research*  
**KUAN-CHEN (KC) LIN** Assistant Professor of Accounting | Ph.D. in accounting, Arizona State University, 2012 | Research interests: equity and debt pricing of accounting information and earnings quality; quality and informativeness of financial analyst forecasts and management earnings guidance  
**HUICHI HUANG** Assistant Professor of Accounting | Ph.D. in accounting, Syracuse University, 2012 | Publications: *Contemporary Accounting Research*, *Journal of Contemporary Accounting & Economics*  
**INARA SCOTT** Assistant Professor of Global Business Analysis | J.D., Northwestern School of Law of Lewis and Clark College, 2000 | Industry experience: NW Natural, Portland General Electric, Ater Wynne LLP  
**MARINA PUZAKOVA** Assistant Professor of Marketing | Ph.D. in marketing, Drexel University, 2012 | Teaching interests: consumer behavior, marketing strategy, integrated marketing communications (IMC), advertising management and research, electronic commerce, principles of marketing and marketing research. | Research interests: brand inference/ anthropomorphization, firms' crisis management and brand performance and international cross-cultural branding. | Publications: *Journal of Advertising*, *Advances in International Marketing*, *International Journal of Advertising*

## Distinguished Faculty Retire

Last summer Carol Brown and Jack Drexler retired after more than 60 combined years teaching at Oregon State and the College of Business.

Brown, an instructor and then professor of accounting before serving as associate dean of academic programs, started at OSU in 1978.

"I feel very comfortable retiring," Brown said. "We have the strongest young faculty. They are bright, caring, hardworking. They do research, teaching, everything. They're the epitome of what a college professor should be."

Drexler, who began at OSU as an associate professor of management in 1985 before becoming associate dean for faculty, will return to the classroom to teach a few classes this year.

"For an academic, retirement isn't you pack up your bags and your books and never think about it again," he said. "It's not like I'm going to ride off into the sunset and disappear somewhere."



**Jack Drexler**

*Carol Brown is recognized at the Celebration of Achievement June 1, 2012.*



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Learn more about the College of Business faculty here:  
[business.oregonstate.edu/faculty](http://business.oregonstate.edu/faculty)



# The Next Big Thing

## John Turner leads the OSU Venture Accelerator to help students and local businesses kick-start new ventures

*Brian Wall (left), Director of the OSU Office for Commercialization and Corporate Development, talks with John Turner, co-director of the OSU Venture Accelerator.*

Since coming to Oregon State in 2007, John Turner has always been looking for the next big thing.

From teaching an undergraduate course on OSU intellectual property to working with the OSU MBA Integrated Business Projects, Turner has built a network to discover the best up-and-coming ideas from OSU and outside partners and put them in front of students.

Now Turner gets to take that skill to the next level as co-director of the OSU Venture Accelerator, a project designed to find the most promising ideas and research at OSU and help turn them into real-world companies.

“I think that’s kind of the vision, that this will be the place people with ideas come and students that want to work commercializing ideas can come, and it then translates into jobs,” Turner said.

The Venture Accelerator is one part of the new Oregon State University Advantage initiative.

Combined with an Industry Partnering Program, the goal is to increase OSU’s impact on the economy and job creation

statewide and nationally by providing legal, marketing, financial and mentoring expertise to kick-start new ventures.

The Venture Accelerator is already underway, with \$380,000 in support from the College of Business, Office for Commercialization and Corporate Development, and the University Venture Development Fund.

Oregon State also recently hired Dr. Mark Lieberman, former Executive Director of the Business Technology Center of Los Angeles County, to be OSU’s first Chief Startup Officer and co-director of the Accelerator with Turner.

Lieberman, who also teaches at Cal State Los Angeles and Antioch University, is a member of the Advisory Committee for the Center for Technology Commercialization at the University of Southern California and served on President Obama’s Rank Review Committee for 2010.

Over the next five years, the OSU Advantage initiative is expected to increase industry investment in OSU research by 50 percent and lead to the creation of 20 new businesses.



Turner, also an instructor of strategy and entrepreneurship at OSU, came to the school from Hewlett Packard, where he worked for 21 years in a variety of technical and management roles.

He sees the new accelerator as a way to connect all the resources at OSU — the great research from faculty, talent of students and expertise from office of commercialization — into a more seamless and efficient support structure for new ideas and companies.

“There’s been a history in the College of Business of emphasizing entrepreneurship and innovation,” Turner said. “I think somebody looked at this and said you have all these working pieces, lets stitch them together as a process and use all these resources, ideas and be more systematic about it.”

The plan is to also make it easier for those with different skills and expertise in all of OSU’s departments to have a common place to come and share ideas and find assistance.

“Historically there’s been a tendency for commercialization efforts to occur in silos, where the College of Pharmacy has one and Engineering has one,” Turner said. “I think everyone is recognizing that the sum of the parts can be greater than the whole if everyone collaborates and uses common processes.”

Getting students involved is one of the key initiatives over the Venture Accelerator’s first few months, Turner said. He hopes to see more opportunities for students to be involved as interns and eventually employees for these new companies, as well as further integration with entrepreneurship classes in the College of Business.

“Students will work with these companies, launch these ideas and then hopefully be able to, in many cases, just stay with that company,” he said. “If they can contribute in a real way and the entrepreneurs see that, that’s an employee.”

College of Business Dean Ilene Kleinsorge said the Accelerator, in addition to leading to jobs, could become a key part of the learning experience for students no matter their plans after graduation.

“The students will have the opportunity to get practical experience working with the business community while helping drive the economy,” Kleinsorge, said. “This experiential learning will prepare them to have an immediate impact to their employers when they graduate from the College of Business.”

There will also be a more centralized and expanded role for faculty, alumni and businesses to contribute funds and expertise as mentors and partners.

“That’s the exciting part, is bringing in a broader range of participants,” Turner said. “That’s something we have not done in a coordinated way before.

“People who want to find ways to contribute to OSU, now within the process we have specific ways they can mentor students, contribute ideas and just get a broader participation from the extended OSU community,” he said.

While there’s much work ahead, Turner said he’s excited about the possibilities the new project presents.

“A year from now, I’m hoping — and I think many people are expecting — that this will be recognized, both within the university and outside, as a place where people can contribute ideas and a way for students to connect with new ideas, connect with the external community and generate companies,” Turner said.



*Oregon State MBA students present at the 10th annual Business Plan Competition. Accelerator Co-Director John Turner has worked to bring technologies from within and outside OSU for MBA teams to commercialize.*

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Visit [oregonstate.edu/advantage](https://oregonstate.edu/advantage) to learn more about Venture Accelerator.

# Career Success Center



*Over the past year the Career Success Center has helped nearly double the internship placement for College of Business students.*

The College of Business Career Success Center's goal: An internship or a job for the student and a professional ready recruit for the employer.

In just a year since its opening, the College of Business Career Success Center has established itself as a resource for students to prepare for their internship and job search, search and apply for those internships and jobs and learn more about a range of industries and professions through meeting with companies and professionals in a variety of formats.

"Simply having students be more aware of the fact that we are here, we have resources to help and we have opportunities for them has been our goal in the first year," said Pam Knowles, Executive Director of Industry Relations. "Looking at the increase in internship placements and the number of students we are engaging with, we are seeing the impact of having a Career Success Center within the College of Business."

Inside the halls of Bexell, students are the focus of the Career Success Center. However, off campus, the focus for Knowles is creating relationships

with industry partners who are interested in hiring Oregon State students and find value in the way the college is preparing its students.

One of those relationships that resulted in meeting both the goals of the student and the employer is a program Knowles worked closely with the Oregon Bankers Association to create. As a result, the Oregon Banking Industry Student Internship Program was created to provide students a range of learning opportunities and work-related experiences.

Through an internship with an Oregon bank, it is also intended that the student will finish their education with a positive impression of the banking industry and with a strong desire to pursue a career in banking upon graduation.

Among the first to participate in the program were Oregon State students Liam Moar and Julie Rhodes. Moar, a finance and international business major, worked in commercial lending at Pacific Continental Bank while Rhodes, a sophomore studying accounting, interned at People's Bank of Commerce.

While internships and jobs are the ultimate goal of each student, preparing students for these positions also provide companies and professionals a connection point to students. Nearly every Tuesday an information session is held to educate students on the variety of industries and positions that exist. On Wednesday, professionals offer development workshops to help refine students' skills and provide employers a connection point to students.

During fall 2012, adidas, Oregon Department of Transportation, Cambia Health Solutions, Zones, CampusPoint, State Farm Insurance and Finity Group all hosted Tuesday information sessions.

"It is important for us to provide a variety of companies and industries the opportunity to make students aware that there are so many kinds of jobs, work environments and career paths," said Knowles. "There isn't one formula of success and students just need to be exposed to as many opportunities while they are students so they can make good choices that will prepare them to be successful early professionals."



The Career Success Center prepares students to find internships and jobs and serves as a touch point on campus for employers hoping to hire College of Business students. The Corporate Partnership Program provides an opportunity for each business partner to fully engage students and faculty through the development of an individualized partnership plan.

A plan is developed with the assistance of the Executive Director of Industry Relations and includes visibility options, recruiting opportunities such as speaking in classes, clubs or at a company information session, and assistance with promoting current and future internships and positions. Business partners always have the earliest notice of upcoming events and opportunities to meet students including mock interviews and the career fair networking reception.

# Corporate Partnership Program

## Access

College of Business students are profession-ready. They are innovative thinkers and dedicated workers who can immediately provide a positive impact on your business. Partnering with the College of Business will provide exceptional access to these students. Opportunities to connect include:

- » Participating in mock interviews
- » Holding a company information session
- » Invitations to networking events
- » On-site recruiting and interviewing
- » Invitations to Meet the Firms events

## Engage

Being a partner means the College is interested in engaging beyond our traditional opportunities. Ideas for engagement include:

- » Attendance at the Business Roundtable in Portland
- » Serving on an academic advisory board to provide counsel on the changing workforce needs in specified industries
- » Providing a scholarship in the partner's name

## Visibility

Located at the center of the action in Bexell, and beginning in 2014 in the new location on the first floor of Austin Hall, The Career Success Center provides optimum visibility for each partner. The names of the College's corporate partners will be prominently displayed in the Center. Logo placement, job postings and presence will encourage College of Business students to aspire to work with each company.

In addition, career networking events and College of Business marquee events in both Corvallis and Portland will highlight corporate partners and maximize visibility as a partner.

## Impact

Partnership supports and strengthens the college's most important strategic initiatives including the Career Success Center.

Each partner can choose to:

- » Support an academic discipline and a position on a discipline-specific advisory board
- » Support signature programs of the college
- » Support a student in a specific discipline or program funded in the company's name

# Austin Hall



Austin Hall is a home for the future of Oregon innovation that embodies the authentic character of Oregon State University, highlights collaboration, honors individual work, and inspires students and faculty through heightened awareness of their connections to the world and one another.

On an otherwise quiet summer day on campus in July 2012 there was a surprise celebration for Dean Ilene Kleinsorge to announce that the Board Room in Austin Hall, the new home for the College of Business, would be named in her honor.

While the naming was certainly a surprise to Dean Kleinsorge, now in her 25th year at Oregon State, what was not a surprise was the commitment that alumni have to making it happen. With the vision and dream of the building initiated more than a decade ago, the project would not have become a reality without the support, of time and gifts, by alumni and students, some of who are now alumni.

“The campaign for a new building has been driven and led by alumni but inspired by Dean Kleinsorge’s vision to elevate the College to new heights,” said Travis Smith, director of development for the College of Business. “To date, more than 800 gifts have been made to the project, the result of tireless

work by the Dean to reach out and build relationships with our stakeholders.” Leadership gifts of \$25,000 and more have keyed the campaign’s success but they don’t tell the whole story. Students have testified in front of the legislature about how important this building is to the future of the college, alumni have held events to use as a platform to talk about the project, and gifts as small as \$50, from current students, help complete the picture.

The actual construction of the building is also a testament to alumni commitment. After a competitive selection process, alumnus David Andersen’s construction company, Andersen Construction, was chosen to build the building, in part based on their understanding of what the new home means to the College and the way the construction impacts it. There are other alumni companies and individuals considering in-kind gifts that will be important to maximizing resources and telling

**Watch the progress as it happens by visiting the Austin Hall web cam: [business.oregonstate.edu](http://business.oregonstate.edu)**





## Honor Roll of Donors: **\$10,000,000** Joan D. & Ken Austin ('54) **\$5,000,000**

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the story of the people of the college in the interior spaces of the building.

“It will be exciting to see the building take shape in the next 16 months,” said Smith. “There is still so much opportunity to be involved and decisions are being made that will enable us to tell the story of our alumni in very innovative ways. That said, we are also making sure this building reflects the future of business education at Oregon State.”



**Honor Roll reflects gifts made through December 31, 2012.**

**The planned look of the first-floor Market Place (top) and Digital Commons of Austin Hall. Renderings courtesy THA Architecture.**



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