

The Exchange

THE 2014 OREGON STATE UNIVERSITY COLLEGE OF BUSINESS MAGAZINE

A Historic Time

The College of Business bids farewell to Bexell Hall and prepares for a new era

Oregon State
UNIVERSITY

Dean's Message

Shortly after I became dean of the College of Business, the university's strategic initiatives included innovation and economic development. The college had already adopted a single strategic initiative: pursuit of innovation and the entrepreneurial process. We were prepared to secure a place at the core of the Oregon State University innovation culture.

Eleven years later this remains our single strategic initiative. Our pursuit of innovation and the entrepreneurial process is an important theme running through the foundation of the College of Business. In the following pages are our greatest achievements of the year including:


- » The Advantage Accelerator—a vibrant hub of activity, providing experiential learning opportunities for at least eight interns, working with more than 13 clients and finding innovative ideas and solutions to market the client's products.
- » Growth of our graduate programs:
 - With the addition of four new tracks in the MBA program, including an online/hybrid option, enrollment has increased 25%.
 - In 2013, a business Ph.D. program was approved. In the fall of this year, the first cohort will begin and students will choose either an Accounting or Commercialization/Innovation option.
- » Code of Honor—developed by students and approved by faculty, we are the first college on campus to institute a Code of Honor. Based on integrity, responsibility and respect, the code is essential to our goal of educating profession-ready students who will make ethical decisions while at the college and through their career.
- » Campaign for OSU: in 2013, the university made great strides toward its \$1 billion goal. The campaign is built on the generosity of donors, and the College of Business donors never cease to amaze me. Because of your commitment, we will have a new place to provide business education, are able to recruit and hire more faculty, enhance and build our programs and invest in our people.
- » 2013 marks the last full year that Bexell Hall will be our home. This next academic year, we will move to Austin Hall and enter a new era for the college. While we leave a building, we take the history with us—the people, the experiences and the progress that were a part of our 100 years at Bexell Hall will always be a part of who we are.

While we continue to pursue innovation and the entrepreneurial process, we challenge ourselves, take risks and are willing to grow and change. With that comes reward. In the following pages, you will find stories that demonstrate some of those rewards and you will understand why I am proud to be the dean of your College of Business.



Ilene K. Kleinsorge

Dean and Sara Hart-Kimball Chair



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Your gift to the College of Business will foster new opportunities for students and prepare our economy's next generation of leaders. Give online at www.osufoundation.org or contact:

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Cover photo: The historical wood mosaic entry panels, designed by and executed under the direction of Aimee Gorham of Portland, were installed in Bexell Hall in 1937 as a Work Project Adminstrating undertaking. The panels will remain a historic piece of the building when the College of Business moves to Austin Hall in Fall 2014.

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March 13: MBA Happy Hour at McMenumins on Monroe



April 11: MBA Business Plan Competition, featuring the Elevator Pitch



Feb. 7: School of Design and Human Environment Career Symposium



Feb. 21: The 2013 Weatherford Awards at the Hilton Portland & Executive Tower

Jan. 16: Dean's Distinguished Lecture Series with Jon DeVaun, Corporate Vice President, Windows Development, Microsoft



“Austin Hall is the kind of thing we need to invest in now to continue the economic development of our state.”

—Ted Wheeler, Oregon Treasurer



“No one is going to work as hard for you as you are.”

—Oregon State alumna Jillian Rabe, to students at the SDHE Career Symposium



“Each generation has but one chance to be judged by future generations. Now is our time. Let us be worthy of their judgment.”

—Former Oregon Governor and 2013 Weatherford Award Honoree Barbara Roberts

JANUARY

FEBRUARY

APRIL



May 30: Dean Kleinsorge competes at OSU's Dancing with the Stars.



April 19: Austin Family Business Program Open House honoring founding director Pat Frishkoff.



April 19: Austin Hall Construction launch

May 7: The Oregon CEO Summit and College of Business Celebration of Excellence at the Portland Marriot Downtown Waterfront



“These honorees are ‘can-do’ people. They have achieved success by being visionary and hard-working leaders. They are guided by good judgment, integrity and clear priorities.”

— Oregon State President Ed Ray at the 2013 Celebration of Excellence



May 10: School of Design and Human Environment Professor Carmen Steggell retirement celebration



June 5: Graphic Design Senior Show

June 7: College of Business Celebration of Achievement

Aug. 6: Austin Hall Top-Out Barbecue



“What I marvel at when I look at where we have been and where we are going is how resilient we are.”

—College of Business Dean Ilene Kleinsorge at the 2013 Celebration of Achievement



June 13 and 14: MBA Graduation Ceremony and Undergraduate Celebration



Sept. 26: College of Business New Student Welcome



Oct. 18: Susan Matson Retirement Celebration



Nov. 15: College of Business Mock Interviews



Nov. 20: Oregon State Advantage Accelerator Open House



Dec. 6: Oregon State shutdown by snow



“After 39 years, Susan had a wisdom that provided great benefit to those she cared for and cared about. I’ll miss her smile, her caring personality and the fact that she is always here.”

—College of Business Dean Ilene Kleinsorge about Susan Matson upon her retirement



“We are confident that with partnership between OSU and the community, great things are going to happen.”

—Advantage Accelerator Co-Director John Turner at the program’s Open House, from the Barometer.



Creating a Culture of Innovation

College of Business student and Multicopter Northwest founder Michael Williams pilots one of his products. Williams developed the business in the Austin Entrepreneurship Program.

Innovation. What is it? When talked about, it can be put into context a variety of different ways. As a consumer, we hear and see the word used to advertise the latest technology, car or service that is going to change lives. Companies are consistently talking about how they are the most innovative, as if that is enough to lure us to their product. There are lists of *Most Innovative Companies* that focus on leadership, product and services. There are global indexes that rank countries by their innovation levels.

When dissected, innovation simply means: introducing something new.

At the College of Business, when Dean Ilene Kleinsorge assumed her position in 2003, she adopted a single strategic initiative: pursue innovation and the entrepreneurial process. For the past 11 years, innovation has been the focus of the college and it has remained a priority for the College of

Business to be at the core of the innovation culture at the university.

“We implemented this initiative and then more than six years later, the AACSB (Accreditation to Advance Collegiate Schools of Business) International called for business schools to play a greater role in sparking innovation. We were ahead of their call to action and being on the forefront of that made us even more confident that our decision to invest our time and resources into pursuing innovation was the right one,” said Kleinsorge.

This focus has been the driver behind many decisions and initiatives. Innovation and entrepreneurship are not created in a silo. At the College of Business, this strategic decision effects every part of the college including development of curriculum, experiential learning programs that focus on entrepreneurship and innovation, internal and external communication,

hiring of new faculty, and the way that the college interacts with industry.

Weatherford Hall and the Austin Entrepreneurship Program

At the beginning of Kleinsorge’s tenure, Weatherford Hall was undergoing major renovations and then reopened in 2004 as a residential college, housing the Austin Entrepreneurship Program (AEP). The unique living-learning environment designed to foster innovation, remains the largest of its kind west of the Mississippi.

The same year that Weatherford Hall reopened, the college began offering a minor in entrepreneurship to non-business undergraduate students to support innovation in other areas of the college and to provide students majoring in forestry, veterinary medicine, engineering and other majors, skills to start a business. Next, an undergraduate specialization was created so that business students could get a Business Administration degree with a focus in

entrepreneurship. The college hired faculty in entrepreneurship and strategy who also had degrees in science and engineering.

Since then, the entrepreneurship opportunities have flourished. AEP has grown in its curriculum, experiential learning opportunities and reputation. With its focus on entrepreneurship and innovation to encourage venture development, professional development and a social consciousness to use business skills to create real-world change, the program continues to thrive.

"The classroom and experiential learning opportunities allow our students to think like entrepreneurs, with a 'can-do' mindset," said Sandy Neubaum, AEP director. "We teach them to assess risk, but also to accept failure. This is key in an entrepreneurial environment. Our students learn to dig deeper and understand that limited resources is not a reason not to try and that perseverance is mission critical to success."

Graduate Education and Innovation

With an MBA program that was originally launched in 1963, it is important that curriculum evolve with the needs of the local and global economies to assure that students receive the preparation and education needed to be marketable.

In 2006, the evolution of the program paralleled with the innovation initiative of the college when it shifted its focus to Commercialization and developed the Integrated Business Project (IBP). The IBP is a nine-month project designed for students to be a part of a cross-disciplinary team with the goal of creating a research-driven, investor-ready business plan to take an innovative idea to market.

Initially the ideas for projects came from intellectual property developed at Oregon State. It has since expanded to include between eight to twelve teams participating to commercialize innovations from established industry partners (i.e. Intel, HP and Samaritan Health Systems), start-ups and government or not-for-profit organizations.

To date, these projects have attracted nearly \$180 million in venture capital and have been the foundation to establish innovative products and businesses and create new revenue streams for existing companies.

"The benefit of the IBP project is multi-faceted—MBA students are gaining experience that they are able to apply either in the current jobs they are working in or their first job when the graduate," said Associate Dean Jim Coakley. "In the past eight years, 12 start-up companies have been formed through OSU Research and at least ten start-ups are in development because of the innovative work done by our students."

Innovation and Collaboration: The Advantage Accelerator

While innovation has remained at the core of growing the College of Business, it cannot happen without collaboration from a wide variety of stakeholders. With AEP and Weatherford Hall, donors made the financial investment that make both possible and the residence hall continues to thrive in partnership with (Oregon State's) University Housing and Dining.

Dean Kleinsorge, along with then College of Engineering Dean Ron Adams, created a Division of Business and Engineering. At the core of this partnership is a commitment to innovation, technology commercialization and ad-

vancing university research. The partnership is important to both AEP and the MBA program with students from both colleges participating in each.

With the division, the MBA program developing business plans to market university IP and an emerging student incubator in AEP, collaborations resulted in successful ventures. It was over a span of ten years that these strategic partnerships and collaborations were developed and culminated into something even bigger.

Since early 2013, the Office of Commercialization and Corporate Development, the research office and the College of Business have been working together and establishing a formalized program to bring cutting-edge ideas to market by connecting innovators and entrepreneurs to the resources they need for success.

The Advantage Accelerator is the result of this partnership and now has 13 clients involved, at least eight interns and is in its second review of accepting new clients. There is a strategic plan in place, an advisory board and a model that engages students and faculty.

"I like to say that the Accelerator is a ten-year overnight success," said Dean Kleinsorge. "All of the programs, curriculum, collaborations and partnerships that happened prior to creating the program were pieces to the puzzle that led us to this point."

At the College of Business, the simple definition of innovation, "introducing something new," remains a strategic initiative. While the strategic planning, collaborations and investment in innovation is not simple, it remains the focus of the college and the education it provides to prepare its students to be ready to make an impact in their careers.



The Fast Track

The Oregon State Advantage Accelerator welcomes its first class of interns working to commercialize real OSU innovations

College of Business Dean Ilene Kleinsorge (center) meets with Advantage Accelerator interns at the program's new downtown Corvallis office.

Before last summer Sean Brown never saw himself becoming an expert on the usage patterns of municipal fleet vehicles.

Still, there was Brown, an Oregon State honors college student and mechanical engineering major, traveling around Southern Oregon talking to drivers in Medford and Klamath Falls.

It was all part of Brown's role as one of the first interns for the Oregon State Advantage Accelerator, the university's incubator for startup and early stage organizations.

Part of the Oregon State Advantage initiative, the Advantage Accelerator launched in early 2013 to help provide support to businesses from OSU technology and community members. The College of Business provided \$380,000 in funding for the project.

In June the program welcomed its first class of nine interns, both

undergraduate and MBA students. The interns work with the 12 Advantage Accelerator clients as well as the OSU Office of Commercialization and Corporate Development to provide market research, business plan development and other support.

Most often interns will team up and work on a short-term project with a specific client or a new technology from OCCD, said John Turner, co-director of the Advantage Accelerator and College of Business instructor.

ACCELERATOR Interns

- **Michael Berry** | MBA-Commercialization and M.S. Civil Engineering; B.S. Civil and Environmental Engineering
- **Sean Brown** | Mechanical Engineering; Honors College
- **Frances Chen** | MBA-Commercialization; B.S. Accounting
- **Tyler Colesar** | Biological and Mechanical Engineering; Honors College
- **Defne Koch** | MBA-Commercialization; Ph.D. Chemistry; M.S. Analytical Chemistry; B.S. Chemistry
- **Jair Lizarzo-Adarme** | MBA-Global Analysis; Ph.D. Chemical Engineering; M.S. Chemical Engineering; B.S. Chemical Engineering
- **Nicholas Pihl** | Biochemistry and Biophysics, Honors College
- **Chip Ullstad** | International Health; MBA-Project Management; M.S. Environmental Engineering; B.S. Engineering
- **Lauren West** | MBA-Commercialization; B.S. Mathematical Economics; Honors College

“The value is the diversity of projects they get to work on,” Turner said. “They can work with new ideas with OCCD and with companies a little further down the pipeline with the Accelerator.”

Brown was assigned to work with Onboard Dynamics, Inc., a company working to make natural gas engines for passenger automobiles and based on research developed at OSU Cascades in Bend.

He spent every other week during the summer in Bend, working to identify the right customer for the project. He travelled to talk to drivers themselves to see if they would be interested in switching to a natural gas vehicle.

“It was really helpful getting their perspective on why or why not they’d want it, what they’d need to have to make it work,” Brown said. “Interacting with customers was a learning experience.”

While Brown has always been interested in starting a business (his passion is aeronautics), he said he now has a real idea of what’s needed to get a project off the ground.

“I have a better perspective on how I’d start my own business,” Brown said. “Seeing how much work has to be put in, it was a good wakeup call.”

Turner sees that transformation happening in all of his interns, as they augment their classroom experience with experiential learning opportunities.

“They’ll be leaving with a very clear idea of the problems that new businesses encounter,” Turner said. “They sit down with these folks and talk about how to identify customers, how to pick the right product to serve those customers, recognize the competitive landscape they’re working in.”

ACCELERATOR Clients*

Bauer Labs LLC | James Bauer, CEO

Technology from the company includes a facilitator for emergency caesarean delivery, a special challenge in rural hospitals.

Beet | Robert S. Kokenyesi, CEO

Developing a solar cell device based on patented absorber material that allows high conversion efficiency.

BuyBott | Lyndsay Toll, CEO

A website making online shopping simple, social and fun by combining products from multiple sites into a single easy to use design.

FanTogether | Tim Romanowski, CEO

Connects sports fans to their team using a live website and mobile apps.

Galaxy Single Molecule Diffraction (SMD) | Wei Kong, CEO

Developing a new electron diffraction method to obtain atomic structures at Angstrom resolutions from isolated molecules. This approach eliminates the need of a single crystal in crystallography, and thus it has the potential of shifting the paradigm of structural biology.

InforeMed | Ravi Sinha, CEO

InforeMed Corporation is developing training and educational tools for medical students and professionals.

NRGindependence | Alex Bistrika, CEO

Working to be the first company to develop a truly long-lived utility scale battery system.

Onboard Dynamics, Inc. | Rita Hansen, CEO

Developed from research at OSU Cascades to allow a car that runs on methane to compress its own fuel and be re-fueled from a homeowner’s natural gas supply.

Tally | Ryan Connolly, CEO

Tally is a fashion based, photo sharing, social voting app that connects shoppers with friends and the brands they love.

Valliscor | Rich G. Carter, CEO

Valliscor is a chemical manufacturing company that provides innovative solutions to access fluorinated building blocks and enantiomerically enriched scaffolds for the pharmaceutical, agricultural, polymer and electronics industries.

Waste2Watergy | Yanzhen Fan, CEO

A Corvallis startup company to commercialize OSU research on the production of electricity from wastewater, while also treating the wastewater.

µTherm | Mohammad Ghazvini, CEO

Devices using microchannel arrays to heat air or water that are small or portable could offer much higher efficiency for residential or other uses.

*Clients as of December 31, 2013



Outreach

- » Oregon State University alumnus **Jon DeVaan**, Corporate Vice President of Windows Development for Microsoft, spoke at the annual **College of Business Convocation** in January. DeVaan also participated in the Dean's Distinguished Lecture Series, discussing the importance of improving.
- » **Lee McIntire**, the now-retired chairman and CEO of CH2M HILL, spoke as part of the **OSU Division of Business and Engineering Lecture Series**. McIntire's talk focused on the changing nature of global business.
- » Oregon State University launched the **OSU Advantage Accelerator**, led by co-directors **John Turner** and **Mark Lieberman**. The program is designed to find the most promising ideas and research at OSU and help turn them into real-world companies. The Accelerator also provides opportunities for student interns and impacts approximately 400 students each year through classes.
- » The Fourth Annual **Oregon CEO Summit** brought together leaders in higher education and industry to discuss how the two spheres could collaborate to turn innovations into companies and jobs. **Dennis E. Hruby**, chief scientific officer and vice president of SIGA Technologies Inc., delivered the keynote. **Mary Coucher**, vice president of IP engineering, operations and geography licensing for IBM Corporation, moderated a panel discussion featuring **Ryan Kirkpatrick**, CEO of Shwood, Ltd; **Mark Lieberman**, chief startup officer and co-director of the OSU Office of Commercialization and Development and Advantage Accelerator; **John Turner**, co-director of the Oregon State Advantage Accelerator; and **Tim Weber**, vice president and general manager for Printing Technology Development Operation at Hewlett-Packard.
- » The OSU Alumni Association and the College of Business hosted the monthly **OSU Business Roundtable** in Portland. Speakers included alumni **Steve Zika**, **Joth Ricci** and OSU President **Ed Ray's** annual State of the University address.
- » The **OSU Design Network**, organized by the OSU Alumni Association and School of Design and Human Environment, provided professional development and networking opportunities for design and merchandising professionals in the Portland Metro area.



- » In April the OSU Design Network hosted its **Portland Fashion Show** at Urban Studio, showcasing some of the best SDHE student work.
- » Family business students and educators from around the state gathered in Portland for the annual **Family Business Student Conference**, hosted by the Austin Family Business Program. The event featured OSU alumnus Jim Fisher, vice president of Fisher Volvo, as the keynote speaker.
- » In partnership with the University's Advantage initiative, the College of Business co-sponsored the **Oregon's Most Admired Companies** event put on by the Portland Business Journal. Nearly 900 people attended the event, which honored both top companies and executives.

Awarding Excellence

- » The College of Business honored six individuals and one company for their achievements and support at the **2013 Celebration of Excellence**. Recognized were **Senator Frank Morse '70**, **Gordon Clemons '65**, **Don Atkinson '89**, **Meadow Clendenin Stahlnecker '99**, **Alicia Miller '05** and the **Oregon Department of Transportation**. **Dr. Robert G. Zahary '65** became the 19th inductee to the college Hall of Fame.
- » The **Weatherford Awards** recognized a group of entrepreneurs and innovators who have furthered Oregon's pioneering spirit. Honorees included Experian CEO **Don Robert**, former Oregon **Governor Barbara Roberts**, heart surgeon **Dr. Albert Starr** and Cloudkick founders **Dan DiSpaltro**, **Alex Polvi** and **Logan Welliver**.
- » The **2013 Excellence in Family Business Awards** honored 11 businesses contributing to family enterprise through innovation, entrepreneurship and a commitment to community involvement. In each category, one company was selected as a winner: **Reliance Connects & Day Wireless**

- Systems** as a large business, **Aggregate Resource Industries, Inc.** in the medium category, **S. Brooks & Associates, Inc. dba Brooks Staffing** in the small category, and **Skipanon Brand Seafood** in the micro category.
- » College of Business alumni **Lori Chamberlain**, COO and senior VP for the Oregon Bankers Association, and **Ryan Smith**, CFO of Nike Golf, were recognized at the Portland Business Journal's **40 Under 40** celebration.
- » The Oregon State University Alumni Association named **Darrin Crescenzi**, a 2007 graduate in Graphic Design, a **2013 Alumni Fellow**.



Graphic Design alumnus Darrin Crescenzi, a 2013 Oregon State University Alumni Fellow, at his New York office.

The College of Business Dean's Circle of Excellence

David L. Andersen, Andersen Construction Co. Inc. | **Darrel T. Anderson**, Idacorp, Inc. | **Leonard A. Aplet**, Columbia Management Company | **Donald C. Atkinson**, Senior Executive Leader | **Monica Baez**, State Farm Insurance | **Stephen M. Bailey**, The Grand Cru Estates | **Larry Brown**, OSU College of Business | **Tanja C. Cebula**, Resources Global Professionals | **James E. Coleman**, E. & J. Gallo Winery | **Mary M. Couchner**, IBM Corporation | **Gayle Fitzpatrick**, Oracle | **Ann L. Flatz**, Intel Corporation | **John Gilleland**, Campbell Group | **R. Stevens Gilley**, Clarence T.C. Ching Foundation | **Brad Harlow**, B Harlow & Associates LLC | **Scott A. Hibbs**, The Standard | **Scott Hildebrandt**, Planar Systems, Inc. | **Rich Jansen**, Jubitz Corporation | **Pam C. Johnson**, Nike Foot Locker, Inc. | **Steve Johnson**, Celebrity Yacht Group | **Mark Kralj**, Ferguson Wellman Capital Mgt | **Thomas E. Leaptrott**, Quantum Leap 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 Coffee Company) | **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 | **Diane Detering-Paddison**, Cassidy Turley | **James Parkin**, Deloitte & Touche LLP | **Scott Parrish**, A-dec Inc. | **Russell S. Pattee**, Precision Castparts Corporation | **Tod D. Perkins**, Barclays Capital Inc. | **Kenneth Poorman**, retired (Poorman Enterprises) | **John D. Porter**, AAA Oregon/Idaho | **Carol Potts**, Hewlett-Packard | **Peter V. Potwin**, Benson Industries Inc. | **Eric H. Schoenstein**, Jensen Investment Management | **Jean Shearer**, The Hartford | **Ryan K. Smith**, Nike Golf | **Angela Snow**, Nike | **John A. Stirek**, Trammell Crow Company | **Ron Susa**, Chevron Corporation | **Ken Thrasher**, Compli | **Mike Wells**, CB Richard Ellis | **Jack Wilborn**, retired (KPMG International) | **David R. Williams**, NW Natural | **Robert Zahary**, Higher Education Consultant | **Edward Ray**, Oregon State University | **Ilene Kleinsorge**, OSU College of Business



2013 College of Business Hall of Fame inductee Dr. Robert Zahary

Dr. Robert Zahary has never been one to dabble in anything. If something has his attention, it has his full attention.

“I’m the type of person when I find something I want to do I just go for it – full steam,” said Zahary.

This resolve and tenacity is precisely how the Oregon State University College of Business graduate (‘65) ended up inducted in the College of Business Hall of Fame. Zahary’s resume is impressive and varied, including an MBA, a Ph.D. in biology and dozens of countries visited as an international higher education consultant.

“What first impressed me about Bob was his commitment to education and interest in making a difference,” said Dean Ilene Kleinsorge. “It is constant learning and research that keeps him motivated.”

Zahary’s diverse career path and road to Hall of Fame began when he came to Oregon State intent on studying forestry. The college life—with constant exposure to new ideas and experts willing to indulge a curious student—led Zahary to expand his studies beyond the basic requirements.

“There were so many good people there, whenever I got into a new subject I found people who were extraordinarily helpful and loved what they did,” Zahary said. “I took huge amounts of excess things. More literature and English than anyone required, more physics, and I thought I really should take physical chemistry. I don’t know why I did that.”

Eventually, Zahary found his way to business and knew he found his calling.

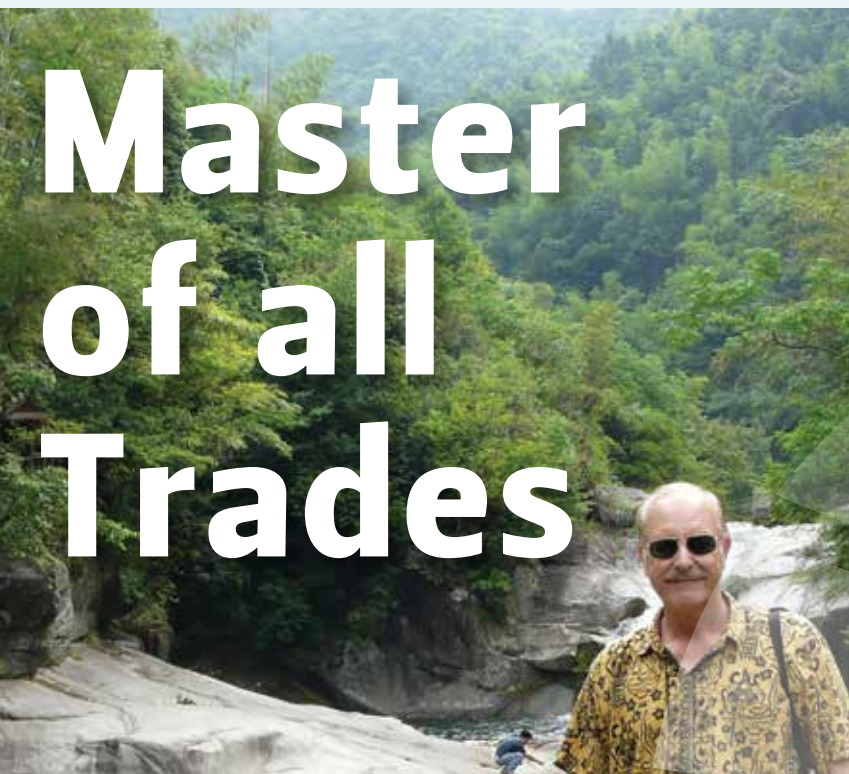
“I started taking economics classes and then absolutely fell in love with accounting and finance,” he said.

After graduating from OSU Zahary moved to Southern California, where he earned his CPA and invested with a friend in a small manufacturing business.

Eventually his interests started to wander, looking for another subject to devour.

After being asked to teach a few accounting courses at Cal State Los Angeles, Zahary decided he wanted to be part of higher education. He realized he needed a Ph.D., but wanted to pursue it in another discipline.

So he dove into completing a bachelor’s and then a master’s in biology with an emphasis in marine ecology. Zahary gained much more than a degree going back to school, meeting his wife Margaret, a biology instructor at CSULA at the time.



Master of all Trades



After completing his degree, Zahary returned to the California State University System and earned full tenure as a professor before becoming an administrator.

In 2000 he was sent to Singapore and South Africa to work on contracts the CSU system had with international universities. On the trip he connected with the Overseas Family College, a private college in Singapore.

The school's leadership asked Zahary if he'd be open to joining their team.

"They said 'we want to be a full-blown university and we want a founding president and we want you to come do it,'" he remembers. "And I said, 'is tomorrow too soon?'"

Though the terrorist attacks of Sept. 11, 2001 and restrictions on international travel eventually disrupted OFC's plans, it showed Zahary there was a market for global higher education consulting.

After leaving Singapore, Zahary followed his wife Margaret to the United Arab Emirates, where she was working with a women's university. There he started reaching out to other schools, to see if they were in need of an experienced university administrator. Out of that grew SpringStart, the couple's consulting company, which they ran from Singapore for more than nine years (2002-11).

"It turns out there are lots of universities and lots of governments who are looking for expertise in higher education, especially in the administrative side and from accreditation standpoints," Zahary said. "Either to build up their own internal system, mimic what someone else is doing or make it easier for students to move back and forth across international boundaries."

The couple traveled all over the world, including to Yemen, Rwanda and Afghanistan. Zahary said he has lived or worked in 94 different countries.

Now living in New Mexico, they continue to travel around the world to consult, most recently returning to the UAE.

Zahary still feels his time at OSU helped change him into the person he is today, and was honored to be asked to return to Oregon as a College of Business Hall of Fame inductee in the spring of 2013.

"It actually means a lot," Zahary said. "It's sort of like going full circle...like growing up and seeing your kindergarten teacher who says, you know what, you grew up to be a pretty good guy. It's that sort of pat on the back from someone you value and who put your feet on the road the right way the first place."

Dr. Robert Zahary and his wife Margaret have traveled the world providing global higher education consulting.





A Business Beaver Colony

Emily Kralj follows in her father's footsteps

Emily Kralj ('09) grew up going to Oregon State football games. Here she is pictured at the OSU vs. USC game in 2000 with her mom, Kathy and dad, Mark ('77).

The apple doesn't fall far from the tree. Cut from the same cloth. Two peas in a pod. Just don't tell lifelong Beaver Believers Mark Kralj ('77) and his daughter Emily Kralj ('09) that they are birds of a feather.

While it wasn't necessarily Emily's plan to follow in her father's footsteps, the duo's parallel education and career paths have led them to the same building where Mark is a Principal at Ferguson Wellman Capital Management, and four floors below him Emily is a Senior Staff Accountant at Geffen Mesher & Company.

The Kralj family's roots run deep at Oregon State, so it's no surprise that Mark and Emily both found themselves here. Mark's two older sisters went to Oregon State; so when it came time

for him to choose a college, there was no other option. And while Emily considered going to college out east, the small-town feel and familiarity of Oregon State won in the end. Emily was indoctrinated into the Beaver lifestyle at a young age, growing up going to football games.

"I remember watching Oregon State beat #1 USC when I was 12 or 13," she recalled, "and everyone rushed on to the field, and I was like 'I want to do that! That looks like so much fun!'"

Neither Mark nor Emily came to Oregon State to study business, but it was College of Business faculty that heavily inspired, influenced and changed the direction of both their career paths. Mark started out studying forestry, and while minoring in business he took his

first accounting class with Professor Mary Ellen Phillips.

"I had never considered accounting," said Mark, "but in taking that class as part of my minor, I realized it was my calling." Little did he know at the time, but history would repeat itself 33 years later.

Emily started out majoring in engineering, and when she realized it wasn't a good fit, she took her first accounting class with Professor Amy Bourne. Again, it was in this first introduction to accounting that Emily found her true passion and shifted her studies to business.

If measured by Mark and Emily's success, one can safely say the switch in majors was a wise decision.

Mark has been with Ferguson Wellman for 24 years, and has been instrumental in growing the company's assets from about \$380 million to \$3.75 billion in that time. He also remains heavily involved in giving back—among numerous volunteer positions, including as an OSU trustee.

"I can't really say enough about the good things that have occurred in my life because of Oregon State, and because of that I'm thrilled to be part of the foundation, and to be there to create opportunities for the students of today," Mark said.

Emily has been with Geffen Mesher & Company since she graduated in 2009, and focuses on tax accounting and business consulting. Wholeheartedly agreeing with her dad's sentiments, Emily appreciates the role Oregon State has played for her family. "I don't think our family would have gotten to where we are without Oregon State," she said, "because it's always been such a foundation."

Alumni Profile

Following His Own Rhythm

From rock-n-roll to CFO, David Andersen leads the family business

When Oregon State alumnus David Andersen was growing up all he wanted was to get as far away from his father's business as possible.

Now, after more than 20 years as President of Andersen Construction, he's getting ready to hand the business off to his own children.

"I don't have the typical story of someone who was in love with the business from a young age," Andersen says. "I really wanted to be a rock star, which was as far from my father as he could imagine."

H.A. Andersen, David's father, came to Oregon after serving in the military in World War II, founding Andersen Construction in Portland in 1950.

He tried to enlist David, but his son was inspired by a Beatles performance on the Ed Sullivan Show to pick up a guitar and set off on the road. For five years after high school, David travelled the Northwest, playing nearly every night with his band Airborne.

"That was living the dream. I thought I was going to make it and be a rock star," David says. "At some point, though, it goes from fun to having to make a living."

David left the band and found his way to Oregon State, graduating with a degree in business and minor in Construction Engineering Management. Still, he had no intention of working with Andersen Construction and started applying elsewhere.

It wasn't until the company's Chief Financial Officer called and offered him a position with the chance to take the CFO title himself in two years that David finally found his way back.

"It was funny because I only had two terms of accounting at Oregon State and here I was two years later becoming the CFO," David says now with a laugh. "Surprisingly I didn't blow the organization up at that point."

Over time he and his father recognized that while their styles were different, they could still respect the other's work. While H.A.'s management style was influenced by his time in the military, David drew on his music experience.

"I'm more of a collaborator," David says. "When you're in a band you're feeding off each other, writing songs together. I like to get people together and brainstorm, and usually something cool comes out of putting your heads together."

David understands how hard the transition was for his father, who passed away in 2008, now that he is starting to think about the next generation taking over. His son Joel, also an Oregon State alumnus, is vice president of business development for the company.

As president David has led Andersen through a remarkable period of growth, including spearheading some of the biggest projects at Oregon State. Andersen Construction has built the



CH2M HILL Alumni Center, Linus Pauling Center and now Austin Hall, the new home of the College of Business.

"It's exciting," he says. "It's a blessing and it's cool to see all the great stuff at the university and the changes that are being made."



After high school David Andersen toured the Northwest as the bass player for the band Airborne.

Students

- » The **Oregon State Enactus** chapter, sponsored by the Austin Entrepreneurship Program, was named one of the top 12 programs in the country at the Enactus National Conference. OSU also took first place in the Campbell Soup Company's Let's Can Hunger Competition and second place in the Sam's Club Step Up For Small Business grant. The group also travelled to Nicaragua, where students provided community support through microloans and service projects.
- » More than 300 students earned **scholarships** from nearly 60 programs offered through the college, receiving nearly \$440,000 in support. Many of the programs are endowed by College of Business alumni and former faculty, including the Newcomb Endowed Family Scholarship, which awarded \$14,000 to seven deserving students.
- » **DAMchic**, Oregon State's student fashion and lifestyle magazine, was named a top-four finalist for Best Fashion Style Publication in 2013 and a People's Choice Winner at the Portland Fashion and Style Awards.
- » The **OSU Marketing Club** was picked as one of the top three student organizations in the *Daily Barometer's* 2013 Best-Of issue.
- » The **Oregon State Investment Group** managed an investment portfolio of more than \$1.4 million for the Oregon State University Foundation.
- » **Global Formula Racing**, an international collaboration between Oregon State and Duale Hochschule Baden-Württemberg—Ravensburg, Germany, won the Formula Student Germany Combustion competition. The team took first in the business plan presentation and two drivers were College of Business students.
- » Oregon State College of Business accounting and finance student **Scott Schaub** earned a \$10,000 scholarship from the Public Company Accounting Oversight Board.
- » Three ventures featuring College of Business students were chosen for the initial class of the **OSU Advantage Accelerator**. Lyndsey Toll and Darren Marshall started **BuyBott**, a website that simplifies online shopping and enhances social interaction. **Multicopter Northwest**, started by junior Michael Williams, builds small helicopters capable of producing aerial photography up to 400 feet in the air. OSU students Ryan Connolly, Andy Miller, Zack Anderson and Hannah Vincent developed **PlayPulse**, a startup measuring engagement of video game players by using biometric sensors.
- » Three **SDHE graduate students** received awards at the 2013 International Textile and Apparel Association meeting in New Orleans. Sarah Song took first place in the doctoral dissertation award, Tracie Tung was awarded a Marjorie

The School of Design and Human Environment honored its top students at the Celebration of Academic Excellence in May.

(Continued on page 20)



Celebration
OF ACADEMIC EXCELLENCE

Oregon State
UNIVERSITY





College of Business student William Thompson shows his Beaver pride at the Vatican while traveling during his international exchange studying in Sweden.

(Students continued from page 18)

Joseph Fellowship and Elham Maqsood earned Lectra's Best Innovation in Research Award. ITAA is the premier professional organization for Apparel Design and Merchandising.

- » The **Austin Entrepreneurship Program** continued to provide innovative learning opportunities for students with an interest in entrepreneurship. The Weatherford Garage offered a yearlong immersion program where students developed their own businesses. The Austin Fellows program organized more than 30 professional speakers, tours and panels.
- » The **Close to the Customer Project** provided experiential learning opportunities to dozens of students

while working with businesses and organizations on market research projects. In the 2012-13 academic year, teams conducted five focus group projects, 11 survey projects, and one project for the entrepreneurial Building Community Initiative. Projects such as these prepare students for careers in the marketing profession by allowing them to gain hands-on experience formulating objectives, conducting primary and secondary research, analyzing results and drafting and presenting reports to clients.

- » The College of Business had more than 100 students study abroad in 2012-13, the majority through the **Arthur Stonehill International Exchange Program**, the largest international business exchange program in Oregon. Students travelled to more than 20 countries,

including China, Ethiopia, Germany and the Czech Republic.

- » The **Business Solutions Group** provided opportunities for around 60 students in systems development, IT testing and business analysis services. BSG expanded its relationship with the Oregon Department of Transportation to include a lead role in projects around mileage counting in cars for highway usage and taxation. The group also expanded activity with ODOT into business intelligence and data warehousing.
- » The **Oregon State International Affairs Club's** organized a talk featuring Oregon Freeze Dry President Jim Merryman on how the business operates in the global economy.
- » The annual **spring fashion show**, titled "Floralia," was held in May and featured the work of 15 students majoring in apparel design and merchandising management.
- » Design students attended the **2013 Career Symposium**, building their professional networks and meeting with Oregon State alumni and industry professionals. A wide variety of companies attended including established Northwest companies adidas, Columbia Sportswear, Fred Meyer, Kohl's, Nike, Pendleton Woolen Mills, and more.
- » The **School of Design and Human Environment Internship Program** had 163 students complete internships during the 2012- 2013 school year with more than 109 companies. Overall, 11 students interned in New York City's Garment District, eight in Los Angeles and three internationally.

Student Profile: Hugo Mekaoui

Hugo Mekaoui is not the typical College of Business student. As a Moroccan international student born and raised in Paris, France, Hugo initially came to Oregon State to play soccer. In addition to a BS in Management and Business Administration, he also studied abroad at the City University in Hong Kong and is pursuing an international degree. Hugo shares his unique, global perspective on education and athletics in the following Q & A.

Where are you from?

I was born and raised in Paris, France, but I am originally from Morocco where both of my parents were born. I often times say that I am French by nationality, Moroccan by memory and American by adoption. I have been in the US for three years now and feel connected to some American values which are important to me, such as freedom of speech and religion.

Why did you choose to come to OSU?

I was playing soccer in the greater Seattle area for a community college. Upon completion of my Associate's Degree, the Oregon State coaching staff recruited me to become a Beaver. I had other options to play for Division I schools but playing in the PAC-12 conference greatly influenced my decision to join the Beaver nation. I met great people in this team and after some time, we all became a big family. The sense of brotherhood was really something that mattered, which I think is what contributed to the success of some of us who made it to the professional level. Later on, I decided to quit in order to travel, gain some work experiences abroad, as well as be involved in exchange programs. Playing soccer (or any other sport at a competitive level) takes all your energy and time. Thus, I felt that I had to make a decision between playing soccer and the academic projects I had.

Tell us about your experience studying aboard at the City University of Hong Kong.

In my opinion, studying abroad is not so much about studying hard. Rather, one needs to look at it as an opportunity for learning and meeting people in a different context.

My experience in Hong Kong has been greatly stimulating. I tried out for the soccer team and luckily the coaching staff gave me the opportunity to play for the team despite my relatively short stay in Hong Kong. I got the honor to represent CityU as a student athlete and to play against other local universities but also to participate in an exhibition game against the People's Liberation Army. We were invited to the Hong Kong military base to play against the army in front of their officials during a military ceremony. They also gave us a tour of their facilities and allowed us to see their weaponry.

Another exciting aspect of my experience was the internship I participated in. Since I had a pretty light schedule, I used my days off (Monday and Tuesday) to gain professional experience with a trading company. I learned a lot in the field of commodities such as iron ore, pig iron and coal. I am very thankful for this opportunity and the people I met.

What have you learned from your international exchange?

I gained so much from this experience. The first thing that comes to mind though is the people. I met amazing individuals and some of them have become good friends of mine despite our differences. This has contributed and shaped the person I am. Also, receiving an education is, in my opinion, just a tool to forge our personality. Whatever it is we study or learn in school will not be directly used for the tasks we will be performing. However, our personality is what will enable us to cope with the professional world.

Last but not least, I come from a spiritual tradition which says that people were created in different races, with different nations and cultures in order for them to know each other. If all humankind were the same group of persons in terms of race and culture, then there would be no opportunity for learning other languages or cultures. At the end of the day, this is what helps avoid this "us versus them" binary vision of the world, rooted in ignorance. Therefore, I consider my experience a blessing and I would like to thank the College of Business, and more precisely Fred Polinder and Carol Leder for taking care of all the exchange students and for working closely with our school advisors abroad to facilitate our stay.



Hugo Mekaoui tours the Hong Kong military base.

Doug Peterman is never more comfortable than when he is behind the wheel of a racecar.

“The events I drive are only 30 seconds in the car,” says Peterman, a business management major and member of the Global Formula Racing team at Oregon State. “That’s one of the most enjoyable parts for me, that alone time going around the track.”

Global Formula Racing, also known as GFR, is a partnership between OSU and Duale Hochschule Baden-Württemberg—Ravensburg, Germany. The two schools combine to build formula racecars and compete against other schools around the world.

GFR has been immensely successful since forming in 2010, winning nine competitions around the world.

Peterman, a lifelong racing fan, has been a fixture with the team since transferring to OSU in 2012.

“I was looking for ways to get involved and I found a trailer for the movie ‘Relentless,’” Peterman says, referencing a 2012 OSU-produced documentary on the team. “I was pretty much hooked from there.”

He started working in the garage and quickly gained more responsibility within the team. Now he’s not only a driver but also GFR’s marketing and finance director.

The roles cover everything from managing social media to arranging sponsorships and overseeing the financial health of the team. This year GFR finished with a positive balance for the first time, a major goal for the business team.

“What keeps me going is that I want to make this team sustainable,” Peterman said. “We know we have a successful team with our results at competition, but how can we do this three

Winning Formula

College of Business students are helping make Oregon State’s Global Formula Racing team one of the top in the world



Business management major Doug Peterman gets set for his event as a driver for the OSU Global Formula Racing Team. Peterman is also the team’s marketing and finance director.

to five years down the road when I’m not here, so they have all the resources and connections to keep doing it.”

The business of GFR has a direct effect on its success at competitions beyond providing resources for the engineering team. A business plan and presentation counts for 75 of 1,000

possible points in a competition where every edge can be important.

This summer GFR took first place in the business plan at Formula Student Germany as the team won first place overall.

“It took everything I’ve done in my classes to put together a legitimate business presentation,” Peterman said. “Putting all your effort into the story



and the concept takes a lot of brainstorming and second-guessing, and then making sure it fits in with all the criteria.”

Still, the driving is always the highlight of the competition for Peterman. In addition to his experience with GFR, Peterman has trained at the Portland International Raceway and the Skip Barber Racing School.

“I look forward to that all year,” he said. That’s the icing on top of being involved with the whole thing.”

Peterman’s goal is to someday own his own racing team and serve as the driver. He knows his experience with GFR and at the College of Business has prepared him no matter what direction his interest takes him.

“Everybody who has a passion for racing wants to drive, but the cool thing for me is that I have the business side of it,” he said. “I can see what it takes to get a car out on the track, on the engineering side and the business side. The driver is the last little puzzle piece.”



Taking the Bull by the Horns

Oregon State Investment Group's hands-on approach to learning

Large photo from L-R, Stephan Halligan, Chelsea Garza, Ryan Schas, Riley Kinser, Emily Durr, Jessica Kim, Professor Jimmy Yang and Haleigh Rhea gather at JP Morgan Bank on a recent OSIG trip to New York City.

It's Friday at 8 a.m. on the Oregon State campus. While many students are trying to make it to class on time, cramming for a quiz or oversleeping, a unique subset of the student population is dressed in business suits, redefining the term "experiential learning." Over the next two hours, these students will analyze, discuss and determine the fate of \$1.6 million—a daunting task for most, let alone students.

The Oregon State Investment Group consists of approximately 30 students, and takes the hands-on approach of learning to a new level by actively managing an equity portfolio on behalf of the OSU Foundation. Although overwhelming at first, members are quickly immersed in the work required to handle such a significant responsibility.

"I immediately felt the weight of what I was charged with when I joined the group," said Emily Durr, a senior finance major. "The learning curve is extremely steep—from having to read over 30 definitions of financial vocabulary a day just to understand what was

going on in the meetings to living and breathing a stock you are analyzing, joining the Oregon State Investment Group is no easy task."

During a typical OSIG meeting, students give a recap of current market conditions and trends, and sector leaders present on companies they are assigned to, providing detailed investment analysis and a recommendation on whether or not to invest.

"OSIG steps outside of the classroom and teaches each analyst how to perform technical and fundamental analysis on different stocks to determine if it is worth the investment," said Durr. "Not only has OSIG prepared me quantitatively, but my qualitative knowledge has dramatically increased as well."

Although the workload that comes with being a member of OSIG is intense, the benefits members gain with the hands-on experience will certainly pay off.

Jordan Hopper, a senior finance major and OSIG website administrator, will be joining Boeing in April to begin a financial analyst rotation program.

In addition to teaching him financial acumen and analysis and developing soft skills and professionalism, Hopper notes that, "Most employers were interested and impressed with the line on my resume about OSIG."

To round out the experiential learning, each year six OSIG students are selected to travel to New York City to meet with alumni and other leaders at various investment and finance firms. These students are able to visit firms of various sizes and in different parts of the industry, and network with people who can influence their post-graduation careers.

Junior finance and accounting double major and Vice President of OSIG Haleigh Rhea joined the group to advance her knowledge of investments, but has walked away with much more.

"OSIG has been the best thing I have done throughout my career at Oregon State," said Rhea. "It has helped set me apart from other applicants when pursuing internships and future career paths."

Prioritizing Ethics

The College of Business reemphasizes making better decisions

In a business culture that has yielded Ponzi schemes, a recession, auditing loopholes and endless access to influential data via the internet, students today have grown up exposed to headlines and all-too-real examples that challenge the meaning of ethics and what that means in the business environment.

Recognizing the growing separation between perception, good examples and the assumption that students understand what business ethics is, the college has made it a priority to define what ethics means and to teach why ethics is important, both as a student and as a professional.

Keith Leavitt, assistant professor of management at the College of Business, says that it goes beyond simply “doing the right thing.” In fact, markets reward ethical practices, and an emphasis on teaching students what that means will better prepare them for success in the workplace.

He cites several examples of how markets, publications and customers themselves are recognizing what it means to reward ethical behavior, including:

- » how *Fortune* magazine now recognizes which companies are best to work for as opposed to just who makes the most money
- » that fund managers now offer “green funds”
- » customers are increasingly voting by how and where they spend their money, and



» research is showing trust is hard-earned and easily destroyed—people remember bad over good.

“Understanding what it means to make ethical choices will prepare students to be better decision-makers in general,” Leavitt said. “We want them to think about what they could do, not just what they should do.”

College of Business students have demonstrated their desire to create an environment that reflects a high commitment to ethics. The Dean’s Student Leadership Circle identified the topic as a priority this past academic year (2012-13) and agreed to create a new student Code of Honor.

A group of select students (Evan Clark, Ashley Molholm, Jake Bertalotto, Brittany Donahue and Defne Koch), worked together to create a Code of Honor that all students admitted into Professional School will be expected to follow. The code, based on character and moral commitment, is built on the foundation of integrity, respect and responsibility.

“While working on the honor code, the task force found that the most important thing we could do, was not to define laws for right and wrong, but stimulate people to actively compare their decisions to our core values,” said Evan Clark, a senior majoring in Business Information Systems and a member of the student committee.

“Ethics is not about recognizing black and white scenarios, but how to maintain integrity while maneuvering through ambiguous situations.”

With the committee of faculty investing their time and efforts, and the students creating this code, the college is establishing a significant foundation that will ensure that students are prepared to enter the work force with a commitment to making ethical choices, even if it’s not always the easy one.

“Our code of honor is the solidification of who we aspire to be as Oregon State College of Business students and graduates,” Clark said. “Integrity, respect and responsibility are essential parts of any modern professional and by committing to a common code of ethics; we clarify the bar to which we hold ourselves and others accountable.”

Senior BIS Major Evan Clark presents on the College of Business Code of Honor at convocation.

Faculty

- » **Nancy King** and **V.T. Raja** received the Holmes-Cardozo Best Paper Award from the 2012 Academy of Legal Studies in Business Conference for their paper “What Do They Really Know About Me in the Cloud? A Comparative Law Perspective on Protecting Privacy and Security of Consumer Data.” The paper also received the Ralph Bunche Award for the best international business law paper submitted to the conference.
- » **Jiyao Chen** received a nearly \$60,000 grant from Nordic Innovation/Nordic Council of Ministers. Chen shares this grant with colleague Mohanbir Sawhney at Kellogg School of Management (KSM), Northwestern University.
- » **Ping-Hung Hsieh** received the Excellence in Teaching award from the Oregon Executive MBA program, the third time Ping has received the OEMBA teaching award in the past eight years.
- » **Inara Scott’s** paper “Creating a 21st Century Public Utility Commission” won the Best Paper Award at the 2013 Western Academy of Legal Studies in Business (WALSB) annual conference.
- » **Minjeong Kim** received the L. L. Stewart Scholars Award. The award recognizes outstanding faculty at OSU and provides resources to stimulate creative advancements in teaching, research and extended education.
- » **Dave Berger** received the 2013 Oregon State University Promising Scholar Award, which recognizes the scholarship of junior faculty who have achieved a high level of accomplishment in a relatively short period of time.
- » **John Becker-Blease** earned the 2013 Oregon State Faculty Teaching Excellence Award, honoring unusually significant and meritorious achievement in teaching and scholarship that enhances effective instruction. The award recognizes those who combine the ability to impact students in the classroom as well as produce original and nationally recognized research.
- » **Zhaohui Wu** won the Citations of Excellence Award for 2013 from Emerald Publishing for his 2009 article “Building a more complete theory of sustainable supply chain management using case studies of 10 exemplars,” originally published in the *Journal of Supply Chain Management*. The paper was chosen as one of the 50 most outstanding articles published by the top 300 management journals in the world.
- » Faculty and staff members **John Becker-Blease, Raymond Brooks, Sandy Burnett, Carol Hahn, Keith Leavitt, Aaron Lewis** and **Mary McKillop** were honored at the College of Business Celebration of Achievement. **Dave Berger, Amy Bourne** and **Tara DiSante** were recognized as Newcomb Fellows.

College of Business faculty and staff award winners (from left): Raymond Brooks, Amy Bourne, Tara DiSante, Aaron Lewis, Mary McKillop, John Becker-Blease, Carol Hahn and Sandy Burnett. Not pictured: Keith Leavitt and Dave Berger.



NEW Hires

Coming from three countries, two branches of the U.S. military and some of the top business schools in the United States, the eight new tenure-track faculty members joining the Oregon State College of Business in 2013 bring a range of skills and experience.

JONATHAN ARTHURS

Associate Professor of Strategy and Entrepreneurship
Ph.D., University of Oklahoma, 2004

Research interests: Innovation and the governance of new ventures.



AIMEE HUFF

Assistant Professor of Marketing
Ph.D., University of Western Ontario, Canada, 2013

Classes: Marketing Management in the MBA program and undergraduate Advertising Management.



JEFFREY BARDEN

Assistant Professor of Strategy and Entrepreneurship
Ph.D., Management, Duke University, 2006

Research interests: Inter-organizational relationships, exchange, entrepreneurship and technology.



ANTHONY KLOTZ

Assistant Professor of Management
Ph.D., University of Oklahoma, 2013

Publications: Academy of Management Review, the Journal of Applied Psychology, the Journal of Management, and the Journal of Organizational Behavior.



INGA CHIRA

Assistant Professor of Finance
Ph.D., Florida Atlantic University, 2013

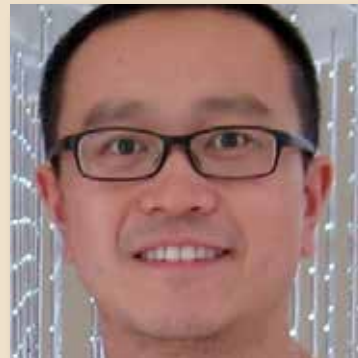
Industry experience: CitiStreet, ING, UPS and CSX.



GUANYI LU

Assistant Professor of Global Business Analysis
Ph.D., Texas A&M University, 2013

Research interests: Supply Chain Security, Risk Management, Behavioral Operations, Supply Chain Integration.



PETER FRISCHMANN

Associate Professor of Accounting
Ph.D., Arizona State University, 1992

Research interests: Taxation and the interaction of taxation and financial reporting.



CHARLES MURNIEKS

Assistant Professor of Strategy and Entrepreneurship
Ph.D., University of Colorado

Research interests: Entrepreneurship, Organizational Behavior, Strategy, Affect and Motivation, Marketing Strategy.





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Campaign for OSU



Place, Programs and People Benefit from Private Philanthropy

Many billion-dollar campaigns are built on the generosity of a handful of donors. It's not unusual to see campaigns where four or five donors give more than a third of the total raised. The Campaign for OSU is different.

When the university announced in January 2014 that it had reached its billion-dollar goal of the first-ever comprehensive campaign, it only was able to do so because more than 102,000 donors contributed to the campaign, including more than 40,000 alumni.

For the College of Business, the philanthropic investments from alumni, business partners and friends are transforming the college. With just \$1.2 million left to be raised in the college's \$76 million campaign goal, the people, programs and even the place that the college will call home have benefited from the private gifts from more than 4,700 donors.

"Reaching \$1 billion in the university's first comprehensive fundraising campaign is a remarkable milestone, but this campaign has never been about the big number," said President Ed Ray. "It is about our generous donors and their commitment to the university. College of Business supporters exemplify the impact that private philanthropy can have."

As the college grows in size, offerings and prestige, there are three

areas that most benefit from these investments:

» **Place:** When it opens its doors in September, Austin Hall, the new home for the College of Business, will become a reality solely due to the generosity of the donors who invested in the \$55 million facility. Private philanthropy from 500 donors accounted for \$30 million, with state bonds making up the remaining \$25 million.

» **Programs:** With the focus of the college being innovation, entrepreneurship and experiential learning, programs have been enhanced or started, including the Austin Entrepreneurship Program, the Advantage Accelerator, International Exchanges, the Career Success Center, the MBA program and the first-ever business Ph.D.

» **People:** With a new building and continued growth of programs, the infrastructure of the college needs to continue to have adequate support and resources:

- **Students:** More than 300 students earned scholarships through the college, receiving nearly \$440,000 in support. New scholarships have been created as a result of the campaign and existing scholarship resources have been supplemented.
- **Faculty:** Three endowed positions have been added including the Mary Ellen Phillips in Financial Accounting, the Toomey Faculty Fellowship and the Shirley E. Droschkey Professorship. The L.L. Stewart Faculty Scholar Program is also a campaign funded

position, which recognizes outstanding faculty and providing resources to stimulate creative advancements in teaching, research and extended education (In 2013, SDHE Associate Dean Minjeong Kim was the recipient).

The transformation that donors have helped to spur continues to shape the college, Oregon State, its students and our world. To learn how you can be involved in this historic moment, visit: campaignforosu.org

With the Campaign for OSU concluding on December 31, 2014, the College of Business continues to evolve its programs and opportunities and has defined key areas where time, resources and education exist:

» **Business Ethics:** Recognizing the growing separation between perception, good examples and the assumption that students understand what business ethics is, it is a priority to define what ethics means and to teach why ethics is important.

» **Graduate School:** With the initial cohort of business Ph.D. students beginning in the fall and a growing M.B.A. program, the graduate program's growth continues as a priority of the college.

» **Experiential Learning:** Providing students opportunities to gain real world experience is essential to their marketability as young professionals. The Advantage Accelerator, the Career Success Center, the Austin Entrepreneurship Program and the study abroad programs are key programs that students participate in.

» **Scholarships:** A cornerstone of any higher education philanthropic initiative, the need for student support remains. With a university initiative to recruit high achieving students, this funding is important to attract this caliber of student to pursue our business education.

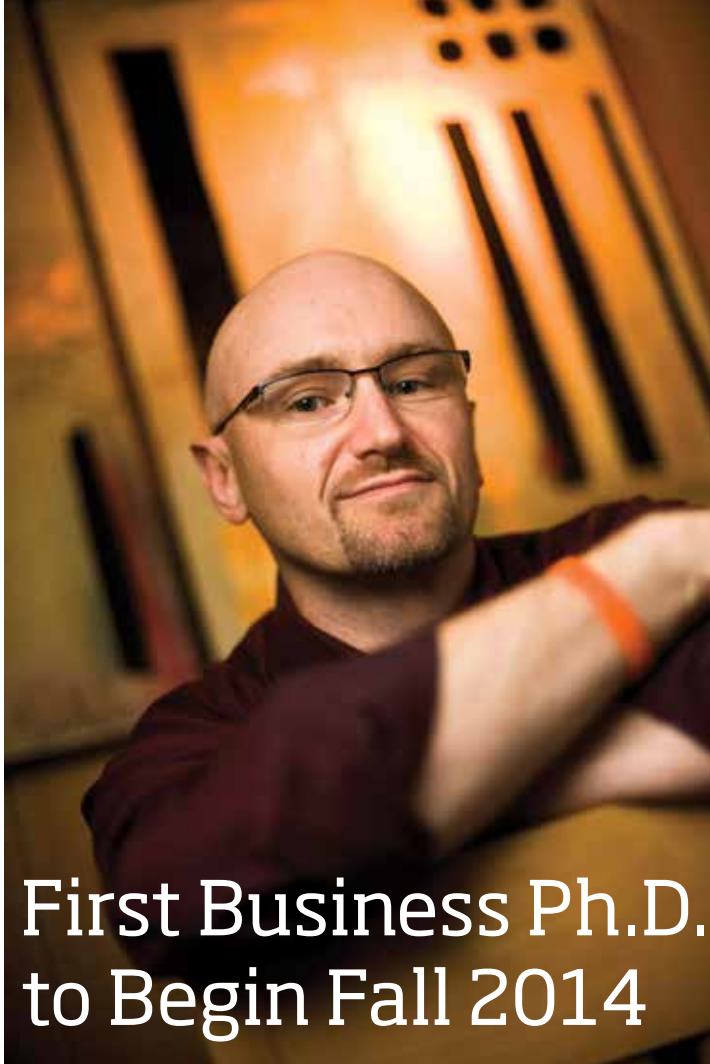


Graduate Programs

- » With the **new MBA tracks** (Global Operations, Marketing Research, Wealth Management and Executive Leadership) officially launched in Fall 2013, the MBA program grew 25 percent. This growth is in-line with the university's goal of increasing professional and graduate programs to be 25 percent of all university enrollment.
- » The College of Business is partnering with Ecampus to offer the **MBA in Executive Leadership** in an online/hybrid format, with the flexibility of online coursework and in-person sessions being conveniently offered in Portland's South Waterfront. The degree is tailored for the mid-level career professional preparing to advance to leadership and executive positions.
- » **67 MBA candidates graduated** in June 2013, including 11 representing the first class of the Accountancy-MBA and the first one from the Pharm.D./MBA.
- » Twelve teams participated in the **Integrated Business Project**, working with real companies and technologies to create investor-ready business plans.
- » **Adam Welch**, president of the Oregon State MBA Association, earned the Northwestern Mutual Financial Leadership Award. Shortly after graduation Welch started with Hire-Vue as regional sales manager.
- » In February, more than 30 MBA students attended the **MBA Consortium Career Expo**, an event sponsored by Oregon and Washington university MBA programs, in Portland. Among the employers at the consortium were Aequitas Capital Management, Bonneville Power Administration, Cambia Health Solutions, Daimler Trucks North America, Hitachi Consulting, Portland Trailblazers and Rubicon International. In addition to meeting potential employers, attendees attended breakout sessions that prepared them for their post-graduate careers.

Oregon State alumnus Steve Johnson delivers the 2013 MBA Graduate Address. Johnson has established a scholarship for MBA students committed to community service.





First Business Ph.D. to Begin Fall 2014

This fall the College of Business will do something it hasn't done in its more than 100 years of existence when it admits its first doctoral candidates as part of a new business Ph.D. program.

Johnson Establishes Fellowship

As a student on the Oregon State University campus in the late 1970's and early 1980's, Steve Johnson made a name for himself on the Beaver basketball team known as The Orange Express. Since then, he has continued to establish a solid name and reputation both through his 10-year career in the NBA and now as a successful businessman in Portland.

In addition to success on and off the court, Steve maintains a strong commitment to community. He firmly believes that giving back to your community is an important part of one's success.

In the spring of 2013 Johnson and his wife Janice established the Steve Johnson Fellowship Fund. Each year, this gift will provide \$10,000 to an MBA student who is committed to community service or who has a desire to work with a community service organization upon graduating.

In November the Oregon State Board of Higher Education approved the business Ph.D. program for Oregon State, the first in the university's history. The program will start with concentrations in Accounting and Innovation/Commercialization, with plans to later expand to other disciplines.

This fall is the culmination of a two-year process that began with a directive from Oregon State to the College of Business to create the new Ph.D. program.

Over that time the college created a multidisciplinary task force to study what type of program would work best at Oregon State. Jared Moore, Mary Ellen Phillips Associate Professor of Accounting, served on the task force and was then chosen as the director for the program.

The two concentrations were picked based on Oregon State expertise in those areas and also in response to market demands.

"In academia, there is such a demand for accounting faculty so from a market perspective, a Ph.D. in Accounting makes a lot of sense," Moore said.

"The interdisciplinary nature of the Innovation/Commercialization is a big differentiator," he said. "It follows from our MBA program, which has a track with the same focus. We are the first in the country to have this specific focus."

Moore said the new program also aligns with the college's focus on innovation. Also, it is a way for Oregon State and the college to grow our reach and influence.

"If you look at the Oregon State strategic plan and mission statement, there's a sense of wanting to be internationally recognized," Moore said. "When you have a doctoral program and you're training people who will go out and be faculty at other universities across the world, you expand the footprint of OSU in a pretty big way."

The program is also a way for the College of Business to contribute to the academic community and industry, by training new business faculty members who will educate the next generation of professionals.

"We hire Ph.D.s from other universities but have never put any of our own back into the system," Moore said. "This is a way for us to give back in a sense."

Moore expects the first class to have around three students in each concentration, with the first graduates completing the program in 2019.

"I'm excited for five years from now when we turn out our first class of graduates and see where they land," Moore said. "The task now is to turn out quality graduates and build our reputation."

Career Success



In the two years since the College of Business launched its own Career Success Center, many opportunities have been created for companies and individual professionals to interact with and have an impact on College of Business students. Below are examples of how to be involved.

- » **Business Roundtable:** This is a series of luncheons held five times a year in the Portland business community and is intended to provide networking and service opportunities for alumni. Each event features a dynamic speaker that has a successful track record as a business leader, executive and/or entrepreneur. There is also a teaching and learning component for students and alumni. Attendees are often paired with students as mentors for the lunch, allowing for a professional development experience for the student. While currently held in Portland in partnership with the Alumni Association, there is also a goal to expand to other markets.
- » **Company Information Sessions:** Each week during the academic year, executives and industry professionals host information sessions to provide students with a deeper understanding of a particular field, sector or company. This is an ideal way for companies to have an impact on student career decisions and for students to define their career goals. Students and companies benefit by either recruiting or obtaining internship opportunities.
- » **Mock Interviews:** Approximately 30 professionals and 225 students participate in mock interviews each term. Students move through one-on-one interviews in an environment

that simulates a real interview. While the process allows valuable experience for students, professionals use this as an opportunity to evaluate and recognize the level of College of Business students.

- » **Sophomore Boot Camp:** Beginning in Spring 2014, the Career Success Center will host an annual boot camp to provide undecided students an overview of each discipline and corresponding career paths. In addition, there will be an etiquette lunch that will prepare students to be more comfortable and refined when dining in a business setting. Professionals will host the individual sessions, and will also be seated with students at lunch.
- » **Career Fair Hospitality Receptions:** After university career fairs, the Career Success Center, often in partnership with

“For companies, the Career Success Center is such a great way to support the College of Business. It’s not just about what is in it for them—they are also investing time and resources so they can help our students develop into young successful professionals.”

—Pam Knowles, Executive Director
for Industry Relations.



the Athletic department, hosts a reception where employers and students can meet in a different environment. Students attending this are vetted and prepared to network with professionals with the understanding that this is an opportunity to mingle with potential future employers.

» **Corporate Partnership**

Program: Partnerships support and strengthen the college's most important strategic initiatives, including the Career Success Center. These partnerships offer companies tailored access and engagement possibilities to meet with and recruit College of Business professional-ready students. With a model that offers different opportunities depending on the level of investment, there is also visibility for the organizations among students through logo and name placement in the CSC, in collateral and at events. Currently with 12 partners, the return on investment is being realized in the access to students, in supporting the college and in developing the leaders of tomorrow.

Student Profile: Parker Edwards

Business Information Systems major Parker Edwards has experienced firsthand the benefit of the Career Success Center. What started as a meeting to update his resume turned into an incredible internship at Alaska Airlines that will have a profound impact on his career and future plans after he graduates in the spring of 2014.

What was your title and role during your internship?

Maintenance and Engineering Systems and Process Analysis Intern. I talked with people in the company that needed data presented in a certain manner and wrote code to develop an interface to present the data in an easily digestible manner. I also completed a large project to make a change to the Enterprise Resource Planning (ERP). I met with a large group of people in many different departments and stations (Seattle, Anchorage and Portland) to develop this change that will save Alaska Airlines time and money, increase their accountability and improve their financial tracking of inventory.

What is the most valuable thing you learned during your internship?

I was given the opportunity to manage a project that resulted in software and process changes, and cost savings of around \$50,000 per year, while providing the ability to track around \$250,000 in parts annually. I was able to work with many different people across the company, meet our deadlines, and present my work to management. This experience taught me a lot about project management and working with large teams, which I am excited to use during my next job.

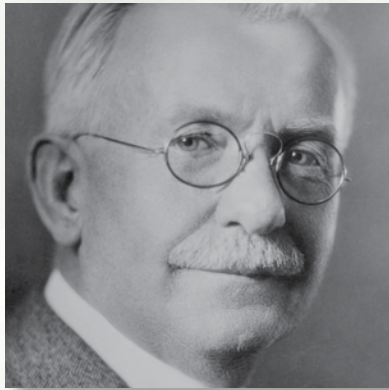
What was your favorite part of the internship?

Although the actual work was rewarding, my favorite part about working for Alaska Airlines was the travel benefits. Interns get to fly on any Alaska Airlines flight for free. Almost every weekend I was able to go somewhere with a group of other interns. I went to Honolulu for the day, Alaska (from Anchorage to Barrow), San Francisco, San Diego, Portland and Anaheim. Seeing all of those places was amazing, and those trips were easily the best part of my summer.

What do you want to do when you graduate?

Right now, I'd like to work in systems analysis and architecture. I like the idea of utilizing the technical skills I've developed to create systems that provide information in an intuitive and dynamic way. I'm not sure where exactly I'd like to work, but I know I want to stay in the Pacific Northwest.





A Place of Our Own

The front entrance to Bexell Hall is the home to a stunning wooden mural depicting the pioneers of Oregon State, the College of Business and the state of Oregon moving to a new land full of opportunities but also unknowns.

The College of Business undertakes a journey of its own at the end of this school year as it leaves its home in Bexell Hall and marches southwest across campus to the new Austin Hall.

When Commerce Hall opened in 1922—it was renamed in 1966 for

Dean John Bexell, who spearheaded its construction—the college was experiencing a period of growth that saw an increase in graduates from 19 in 1909 to more than 100 in the first year of the new building.

Even with more than 800 students enrolled in the school the year construction started on Commerce Hall, there was room to make Bexell the focal point of the university. In addition to the school of Commerce, the building housed the office of the president, the printing office and Barometer student newspaper.

Current College of Business Dean Ilene Kleinsorge, a Bexell resident since 1987, said the building has given the College of Business a sense of place over the years and helped foster camaraderie within disciplines.

“It gave us a sense of being,” Kleinsorge said. “It was a place for the College of Business. It helped us develop a college perspective, more than an individual discipline perspective.”

Bexell Hall originally provided room to expand, but now its walls are a little too close for a rapidly-growing College of Business. The college cur-





The Deans of Bexell Hall:

- John Andrew Bexell — 1908-31
- Clifford E. Maser — 1942-66
- Earl Goddard — 1967-83
- Cliff Gray (interim)*
- M. Lynn Spruill — 1984-90
- Wilbur Widicus (interim)*
- Donald F. Parker — 1991-2000
- Sabah Randhawa — 2001-02 (interim)
- Ilene K. Kleinsorge — 2003 - present

Remembering Bexell Hall in its last year

(*not pictured)

rently serves more than sixty times the students it did when the building was constructed.

Former Dean Lynn Spruill—who served from 1985-91—said while the building space was restrictive even during his tenure, the layout also helped spur innovation.

“The compact nature of the building was a blessing and curse,” Spruill said. “Of course we were crowded, but the size of the building let us do things early on—such as wiring the building for PCs—that could not have been done had we been spread around campus.”

Don Parker, dean from 1991 to 2001, said when he thinks back to his time in Bexell Hall what stands out are the things he was able to accomplish, like working with alumni such as John Masterson and Bernie Newcomb to update classrooms and technology in the college.

“To a lot of people, Bexell is a big deal because alumni like John Masterson, went to school there,” Parker said. “But to me what went on inside the building was more important than the building itself.”

While the physical home of the college is moving it will carry with it the spirit of the early pioneers who now grace the wall. Even the spirit of the mural itself will travel, with elements incorporated into new glass etchings in Austin Hall.

Bexell will always remain a part of the college’s history in the same way those pioneers have left their marks with the trails they have blazed.

“Everything that’s important is going with us,” Kleinsorge said, “because that’s the people.”



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Save the Dates:

Fall 2014: Austin Hall Opening

Oct. 27-Nov. 1: Celebrate Homecoming 2014 and The Campaign for OSU.

Look for more details as they are available: business.oregonstate.edu

