

# 2011 Alumni and Business Partner Awards

Tuesday, May 3, 2011  
The Governor Hotel – Portland

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# Innovation at OSU

By Edward J. Ray, President  
Oregon State University

Just as the economic recession enveloped the nation three years ago, Oregon State University was embarking on a bold endeavor – re-envisioning our entire academic structure for the 21st century. How might we do things differently in service to others in line with the university’s strategic plan? How might we speed momentum and innovation toward greater impact in those areas where we can make the greatest contributions? And how might we emerge from the recession more focused and better prepared to be a powerful force for economic growth and social progress?

Worthy questions. And over the past three years, we’ve answered them with creativity and insight: OSU’s academic divisions, launched in 2009, are an innovation that is distinct in these United States to our university. They have already begun to pay handsome dividends in providing opportunities for scholarly collaboration, in attracting outstanding new faculty from some of the world’s finest universities and in creating great new momentum for our continued ascent toward becoming one of America’s top 10 land grant universities. A goal driven by the desire to be a powerful positive force in the lives of those we serve.

The academic divisions cluster our colleges around OSU’s strategic themes – Arts & Science, Earth Systems Science, Health Sciences and, most specific to the purpose of this publication, Business & Engineering. They create new opportunities for our already collaborative faculty to work across separate but related disciplines, providing new thinking around cross-disciplinary

education and research opportunities.

For the College of Business, this innovation comes at a particularly opportune time. Our plans to build a state-of-the-art, \$55-million new business facility, made possible in large part by a \$10-million commitment from Ken and Joan Austin of Newberg, will give the college a home twice the size of its current space, historic Bexell Hall. Classrooms, collaborative learning spaces, student service areas, faculty offices and more will be spread across five floors in the heart of campus, across the street from Weatherford Residential College, home to the college’s storied Austin Entrepreneurship Program.

This new home will nurture further strengths in what is already perceived as one of the Northwest’s leading business schools. A recent statewide survey, in fact, gave OSU top marks among Oregon universities on this proposition: “Its business college offers innovative programs and produces graduates who are ready to make an impact.”

That reflects the reality that college Dean Ilene Kleinsorge, her faculty and their students have worked so hard to achieve in recent years.

The college’s divisional collaboration with the College of Engineering creates exciting new opportunities for both. Already, new faculty positions have been created in Technology Management and Clean Energy Innovation, Innovation and Commercialization, Renewable Energy and more. Faculty and leadership are meeting regularly to chart new directions for deeper student education, new research and greater service and impact on this state and its people.

That same spirit of innovation characterizes this year’s winners of the college’s Alumni and Business Partner Awards, who we’ll celebrate on May 3 at the Governor Hotel. I join my col-

leagues, the supporters of the college and many others in offering my congratulations both to these winners and to the college itself for an inspiring year and for an even brighter horizon.





The Austin Entrepreneurship Program at Weatherford Residential College provides a unique living and learning experience for students interested in entrepreneurship and business. (By Chris Ho)

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**On the cover:** Bexell Hall, built in 1922, houses the OSU College of Business and its distinctive programs. The college is in the planning phases of building a new facility to accommodate its growing undergraduate and graduate programs. (By Karl Maasdam)

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College of Business

**2011 ALUMNI AND  
BUSINESS PARTNER AWARDS  
TUESDAY, MAY 3, 2011  
THE GOVERNOR HOTEL – PORTLAND**

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College of Business  
200 Bexell Hall  
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**Ilene Kleinsorge  
Dean, OSU College of Business  
Sara Hart Kimball Chair**

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# Our Education Strategy: Collaboration

By Ilene K. Kleinsorge, Dean  
Sara Hart Kimball Chair  
Oregon State University  
College of Business

To adequately prepare today's students for careers in our global economy, educators must learn from and be responsive to the needs of the business community. For that reason, the College of Business at Oregon State University cultivates and continually seeks to develop mutually beneficial relationships with local, regional, national, and international business leaders. We are extremely proud that many of these leaders are our alumni.

On May 3, we are hosting the 2011 Alumni and Business Partner Awards dinner at the Governor Hotel to recognize the outstanding professional achievements and service provided by our alumni and business partners. These honorees come from diverse industries and economic sectors, and they represent only a tiny fraction of the alumni who make a difference in our world every day.

At the College of Business, we cultivate a collaborative attitude. That means we focus our attention well beyond the walls of our institution to encompass and involve members of the business community in our educational process. We invite them to campus to share their insights and experience. We ask them questions and we listen deeply. Their wisdom and experience informs our decision making, curriculum design, and research by helping us to identify trends and adapt to changing conditions. As a result,

we're building dynamic, distinctive, high-impact programs that remain flexible to prepare our students for an unpredictable future.

In these unpredictable times, with an economy that needs to be more innovative than ever, we remain committed to finding a niche to fill a need. When we asked Oregon's business community what would help our local economies to thrive, we found that our hospitality industry could use an infusion of talented leaders with more business education. In response, we launched a four-year degree program in hospitality management at our Cascades Campus—the only program of its kind in the state.

When we asked how the college could prepare students to successfully navigate current national and global trends, we ascertained that tomorrow's leaders must be able to integrate the economic, social, and business components of clean technology while making sound management decisions. As an outcome of this inquiry, we have made it possible for some of our MBA candidates to focus their degrees in clean technology so they are better prepared to build the business models for new advancements in energy, green initiatives, and agriculture.

In order to continue to build on the momentum created by our ever-evolving curriculum and programs, we can no longer wait to construct a facility that makes sense for the 21st century. Our alumni whole-heartedly agree and have donated over \$25 million toward the \$30 million goal for the facility. Adding this with

a proposed match from the state of Oregon, the new \$55M facility will be twice the size of Bexell Hall – a home we outgrew long ago. We look forward to having the space and the technologies that will substantially improve our ability to prepare professional graduates.

This fall, we will add 12 junior faculty members. These talented young professors will complement and enhance the impact of our award-winning and more senior faculty. For example, because we recognize that there is a business side to every occupation, one of our new hires will help design a

curriculum for an innovation and commercialization degree for non-business students.

I look forward to gathering with our honorees and college supporters on May 3, and to continuing our work with the business community to help ensure a bright future for our students. But achieving our mission to educate tomorrow's business leaders would not be possible without the dedicated involvement and support of countless individuals. I ask you to consider collaborating with us by investing your time, talent, and treasure in Oregon State's business program.



# HALL OF FAME



## Patricia Bedient

Executive Vice President and Chief Financial Officer  
Weyerhaeuser Company | Federal Way, Washington

*"Throughout her career, Patricia has made an impressive impact using her strong leadership skills and financial expertise to guide companies through difficult situations or to be strategic about their approach. Her commitment to serving OSU and other organizations are equally impressive and highly valued. Without this kind of commitment from such strong leaders, business schools would not be able to offer students the opportunities that prepare them for the same kind of success as Patty's." - Ilene K. Kleinsorge, Dean*

Patricia Bedient's business savvy, ambition, and financial expertise have guided her through a successful career that includes 27 years at Arthur Andersen LLP where she headed the Forest Products Practice, which led to joining Weyerhaeuser in 2007 as executive vice president and chief financial officer.

The foundation for her career began even before her student days at Oregon State University. As a high school student, she received encouragement from her boss at an after-school job.

"I worked for a CPA and he encouraged me to pursue a college degree," says Bedient. "I was number nine of 11 children and no one in my family had yet graduated from college. I chose OSU because I wanted to study business and specifically wanted to focus on accounting."

While a student, she was president of Talons, a former campus women's service honorary society and president of her sorority. She earned an internship at the Arthur Andersen accounting firm, where she landed a job after graduation. She eventually became a managing partner of the firm's Pacific Northwest

practice and after its dissolution, she took her current position at Weyerhaeuser. In 2003, she became vice president of strategic planning at the Northwest forest products giant.

In addition to this role, Bedient also serves on the board of directors of Alaska Air Group, Overlake Hospital Medical Center, the Weyerhaeuser Company Foundation, the advisory board for the University of Washington School of Business, and the San Francisco regional advisory board for ZFM Global. She has served on the Oregon State University Foundation board of trustees and as a board member of the OSU Forest Research Lab.

Bedient's extraordinary career success and her involvement in the community have roots at Oregon State.

"I really felt Oregon State was a place that focused on educating the whole person in a very down-to-earth and practical way," she says. "Not all of the learning took place in the classroom. I loved the campus life at OSU—those experiences were also part of my education as much as my business classes."

She has taken the university's message and mission with her

into her career. "Our young people are the future employees of all of our companies," she says. "It is important to partner with higher education to understand what these students need to be suc-

cessful. And it's important for professionals to give experiences back to these students—this is an all-important piece of sharing the future of what we are trying to build."

*"I really felt Oregon State was a place that focused on educating the whole person in a very down-to-earth and practical way."*



(Photo courtesy Patricia Bedient)



**Like a forest, a strong community stands together.**

Weyerhaeuser congratulates our Executive Vice President and Chief Financial Officer, Patricia Bedient, on receiving the prestigious 2011 Hall of Fame Award from the Oregon State University College of Business.



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# DISTINGUISHED BUSINESS PROFESSIONAL



## Steve Gomo

Executive Vice President and Chief Financial Officer  
NetApp | Sunnyvale, California

*"Among an increasingly competitive and innovative sector, Steve has taken on roles at high-profile technology companies and distinguished himself as a successful leader. He is able to make smart decisions that lead to increased market shares and generate the kind of revenue that accelerates the success of the company, both domestically and globally." - Ilene K. Kleinsorge, Dean*

The combination of academics, athletics, and a rigorous internship while an undergraduate student at Oregon State University prepared Steve Gomo for a career in technology where he would both see and be a part of tremendous growth.

After learning about the positive reputation of the business school at Oregon State, and with the opportunity to walk on to its baseball team, Gomo ventured to Corvallis from the Bay area as a determined athlete and student. "Athletics helps you adjust—you have a ready-made 'family' and it makes the transition away from home a lot easier," says Gomo.

While pitching for the Beavers for three years and finding his place as a student in the College of Business, he was also able to start a summer internship at HP. This gave him an opportunity to link the real world with his studies.

"I would return from my internships and my professors asked questions about my experience," he says. "They helped me to connect everything I was learning to what was happening on that production floor at HP. From that point on, I was hooked and I poured myself into my classwork."

And it paid off. Gomo filed for graduation on a Wednesday, drove

home that afternoon to Palo Alto, Calif., and started his professional career with HP the next day. During the next 24 years, he saw the company grow from a \$350 million to a \$20-billion operation. "It was a terrific ride," he says. "I learned a lot about tying strategies and business models together."

After earning an MBA from Santa Clara University and working with Silicon Graphics and Gemplus International, Gomo joined NetApp in 2002. He is now responsible for NetApp's finance, workplace resources, and investor relations.

"We have seen enormous growth and profitability since I joined NetApp—from \$750 million in sales to over \$5 billion this year," he says. "It is exciting and gratifying to be a part of the leadership team of a company that has been recognized as one of the best places to work in the world."

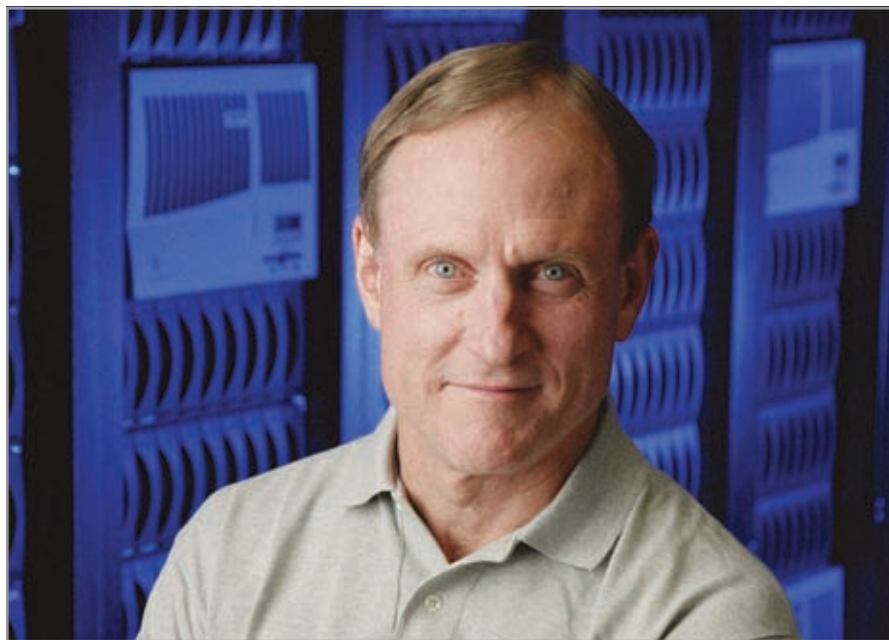
His contributions to growing successful companies did not go unnoticed. Several years ago, Ilene Kleinsorge, dean of Oregon State University's College of Business, paid Gomo a visit and reconnected him with his alma mater. He has become more involved with the university and his company is contributing to the much-anticipated, state-of-

the-art facility that the College of Business is planning to build.

"Dean Kleinsorge explained her philosophy and her vision for the College of Business, and frankly, it really resonated with me," says Gomo. "That resonance revolved

around building a program of academic excellence with uncompromising integrity. At Oregon State, it is not just what you do, but how you go about it that is also important. Graduates can take pride in that."

*"Dean Kleinsorge explained her philosophy and her vision for the College of Business, and frankly, it really resonated with me."*



Steve Gomo says that the bachelor's degree that he gained from Oregon State's College of Business and his experiences playing baseball for OSU helped prepare him for a long and successful career in technology, including serving as the executive vice president and chief financial officer of NetApp, a Sunnyvale, California firm that records \$5 billion in annual sales. (Photo courtesy Steve Gomo)



# Five to win outstanding high school educator awards

On May 3, five high school teachers will receive the 2011 Outstanding High School Educator Awards, presented by the Portland Tribune, Community Newspapers and the OSU College of Business.

Honorees will receive a \$500 cash prize to use in their classroom and recognition at the OSU College of Business' 2011 Alumni & Business Partner Awards dinner at the Governor Hotel in Portland. The five educators were selected as part of a statewide nomination and evaluation process of educators who use innovative and exemplary instructional strategies to enhance student learning.

This year's winners are:

**Gretchen Anthony** – Gold Beach High School, Gold Beach; **Diana Bledsoe** – Legacy High School, Vancouver, Wash.; **Elena Garcia-Velasco** – Roosevelt High School, Portland; **Beth Geinger** – Neah-Kah-Nie High School, Rockaway Beach; **Terry Moore** – Lakeridge High School, Lake Oswego.

Nominations were submitted from throughout Oregon and Southwest Washington and were made by students, fellow teachers and administrators.

Award winners were selected based on their philosophy in teaching concepts and how their efforts improved student learning in innovative ways; their efforts to introduce students to classroom and out-of-school experiences to enhance learning; and their success in building student academic achievement.

**Gretchen Anthony** has taught at Gold Beach High School on the Southwestern Oregon Coast for more than 21 years. She is known for using creative techniques to help teach complex mathematics subjects, and she hosts speakers to illustrate career opportunities and to demonstrate how mathematics is used in business.

**Diana Bledsoe** teaches students in grades 9 through 12 who are at risk of not graduating or earning a

high school diploma. Her courses are always varied. She began this academic year with a course called "Mind's Eye Coffeehouse," in which students hold a coffeehouse and read from their own writing. She also introduced a course on the history of rock and roll called "Rock On," and later a course about the Vietnam War that addressed the study of cultural and societal change.

**Elena Garcia-Velasco** has developed and implemented a rigorous college-bound philosophy among students at Roosevelt High School. She teaches advanced placement classes for native Spanish- and English-speaking students. While other Portland area schools have limited which students can take advance placement courses, she encourages all students to complete the rigorous courses.

**Beth Geinger** has been a science teacher for 27 years and has inspired student learning with her expertise in marine biology.

She has taken students to numerous science competitions and won championships in 10 out of 14 years. Last year, her students took sixth place in the National Science Bowl competition.

**Terry Moore** is known for using innovative instructional methods to help students understand difficult mathematics concepts. He introduced a lesson plan called "The Function Dance," in which students use graphing calculators to discover how to take any equation and transform its shape. To demonstrate their newfound knowledge, Moore has students dance to "sheet music" written in the form of mathematical functions.

"We are very pleased to partner with the OSU College of Business in honoring outstanding high school teachers," said Steve Clark, president of the Portland Tribune and Community Newspapers.

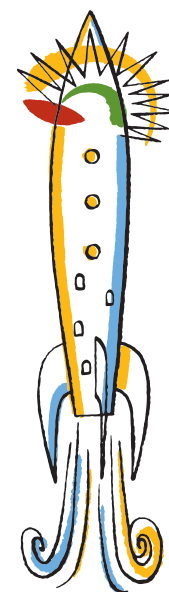
*"The IT department used to be a cost center.  
Now it's our launchpad."*

Jeff Smith  
CEO, Business Services



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# DISTINGUISHED EARLY CAREER BUSINESS PROFESSIONAL



## Ryan Smith

Chief Financial Officer  
Nike Golf | Beaverton, Oregon

*"As a student, Ryan was actually my assistant when I was an accounting professor. With his evident leadership and financial management skills, I knew then he would become a valued asset to any organization. With more than 10 years at Nike and specifically two years now in Nike Golf, he brings his expertise and business savvy to a vibrant market." - Ilene K. Kleinsorge, Dean*

To many, golf is a sport. To Ryan Smith, it is a business. As the chief financial officer for Nike Golf, it is his responsibility to think strategically about the financial management, leadership, and success of a company that is driving groundbreaking innovations and changing the way the sport is perceived – both on and off the course.

Smith could not have dreamed that he would be at the helm of such a dynamic company when he chose to attend Oregon State University or even when he was a student assistant grading papers for now Dean Ilene Kleinsorge in the College of Business. He did, however, always have a plan. Even as a high school student, he knew he would pursue a career in accounting, and he had done his homework to know the high success rate of OSU students who took their CPA exam. With foresight, he knew that this would translate into a better opportunity for a good job.

His path to CFO was through the ranks. After spending the first five years of his career with accounting firms Symonds, Evans & Company, P.C. and Jones & Roth, P.C., Smith took a position at Nike as the Corporate Audit Project Lead. During the

next seven years, he would progress through different parts of the company (Global Footwear, Affiliates, Business Planning) before taking on his current leadership role.

"I've been golfing since I was six years old, and from a business point of view and a personal point of view, my worlds have collided," he says. "I can get my head around what Nike does and what we sell. It's the best of all worlds for any professional."

Smith is a firm believer that accounting provides an important knowledge base for any job a person might do in the future. "Understanding how a business operates and what it has to do to be successful is so important," he says. "In every industry, there is a need for good accountants and someone to steer them to financial success. Accounting is a study path that can open a lot of doors."

For Smith it has opened doors and he wants to see and help doors open for others. Currently he is a director for the the Oregon Society of CPAs and has helped to develop the professional organization's mentoring mission.

**"Exposure to individuals from the business world helps bring the future to life for a student,"**

he says. "It amazes me how little information young people know about the business world and what it is like to be in the work force."

Smith makes sure to advise students that their first job may not reflect what they will be doing 15 or 20 years down the road. "Your

current job builds up your experiences and prepares you for your next role," he says. "Hopefully, it is a purposeful path, but young graduates need to consider what they want to be doing two jobs from now and what kind of experiences they need to get there."

*"In every industry, there is a need for good accountants and someone to steer them to financial success.*

*Accounting is a study path that can open a lot of doors."*



Ryan Smith travels the world for Nike as chief financial officer of Nike Golf, putting to use the accounting knowledge and business skills that he learned while attending OSU's College of Business. And his interest in golf? He fell in love with the game as a six-year-old. Today, he serves as a mentor to aspiring young business professionals and has returned to the ball fields of his hometown of Tigard by coaching youth baseball. (Jaime Valdez/Pamplin Media Group)



College of Business students learn applied skills in innovation and entrepreneurship. (By Chris Ho)

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The fall series begins September 20.

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# DISTINGUISHED YOUNG BUSINESS PROFESSIONAL



## Rachel Todd

Vice President, Clinical Services & Specialty Practices  
Samaritan Health Services | Corvallis, Oregon

*"Rachel demonstrates the best of our OSU MBA alumni. Throughout her career and in the few short years since receiving her MBA, she has become an inspiration to other students of what can be achieved. She is innovative and entrepreneurial in the health care industry and has taken a leadership role and made an impact very quickly." - Ilene K. Kleinsorge, Dean*

Some might say that Rachel Todd has approached her career sensibly, keeping both oars in the water. Leaving her hometown of Seattle and moving across the country to attend the University of Pennsylvania, she earned a bachelor's degree in the history and sociology of science with a concentration in bioethics and health care management from the Wharton School of Business.

After participating for four years on Penn's Varsity women's crew and earning her undergraduate degree, Todd's next step was with intention. With her family dedicated to working in the health care industry mainly as physicians and nurse practitioners, she knew right where she fit into the industry.

"I've always had a passion for health care and a passion for helping people," she says. "And I knew the organization and administrative side is where I thrive and where I could make an impact."

Upon graduation, Todd returned home to Seattle as an operations manager with Seattle Cancer Care Alliance, where she managed the day-to-day operation of the organization's outpatient clinic. In 2004, as her career pro-

gressed she took a position with PeaceHealth Medical Group as a patient services manager and moved to the Willamette Valley. Todd soon moved to Samaritan Health Services in Corvallis as director of specialty practices. It was a convenient transition, for at least two reasons. First, her husband, Steve, is the coach for the men's rowing team at Oregon State University, so it was great to be able to work in Corvallis. Second, she was looking for a quality MBA program and Oregon State's focus on financial and entrepreneurial curriculums seemed like a good fit.

"I was really interested in the financial aspects of business," she says. "Integrated business applications and the entrepreneurial process were really fascinating to me and essential for my career growth."

Today, Todd is the vice president of clinical services and specialty practices. In her spare time, she serves as a professional mentor for the Integrated Business Project team process for MBA candidates at Oregon State. "I really felt like I had a solid MBA experience," she says. "It's nice to give back to the program a little bit. It has really been a joy."

Armed with her MBA, Todd

is prepared to tackle whatever comes with the future of our country's health care system. "It's a very exciting, but very crazy time to be in the health care industry—it changes by the day,"

she says. "At Samaritan, we are well-situated for a great integrated delivery system. It's exciting to see movement within the industry, but no one really knows how it will shake out."

*"I've always had a passion for health care and a passion for helping people. And I knew the organization and administrative side is where I thrive and where I could make an impact."*



Rachel Todd, at left, every day puts into practice the business management skills and entrepreneurial fascination that she learned as a Master of Business Administration graduate from OSU's College of Business. Todd is keenly involved in the evolving business and innovation changes occurring within the nation's health care industry working as vice president of clinical services and specialty practices at Corvallis-based Samaritan Health Services. (Photo courtesy Rachel Todd)

# Innovation in job creation, new markets highlights CEO Summit

Weyerhaeuser executive is keynote speaker

The Oregon State University College of Business and the Portland Tribune and Community Newspapers will host the Oregon CEO Summit on Tuesday, May 3—featuring a gathering of business professionals who will address how enterprises and organizations are using innovation to drive success in today's new economy.

The summit is expected to draw more than 160 business, community and educational leaders, as well as numerous students from Oregon State University.

Patricia Bedient, executive vice president and chief financial officer of Weyerhaeuser, is the

summit's keynote speaker. She will share her views and experiences in using innovation and the opportunity for change to dynamically lead businesses forward and create new markets.

The summit also will include a panel discussion among five business leaders, who will discuss the role of innovation in creating value-added and high-paying jobs; growing new markets within the global economy; and developing the next generation of leaders.

The panel is made up of: Bill Chambers, president and chief executive officer, Stahlbush Island Farms; Ryan Deckert, president, Oregon Business

Association; Larry Mullins, president and chief executive officer, Samaritan Health Services; Jim Piro, president and chief executive officer, Portland General Electric; and Ananthan Thandri, vice president and chief information officer, Mentor Graphics.

Steve Clark, president of the Portland Tribune and Community Newspapers, will moderate the panel.

Ilene Kleinsorge, dean of the OSU College of Business, said the summit serves as an inspirational melting pot.

"The summit will provide attendees a chance to network with fellow leaders and meet other professionals helping to improve our economy."

*Congratulations,  
and thank you Rachel!*

Your leadership and commitment to excellence are what we strive for.



*Rachel Todd, MBA,  
Vice President of  
Clinical Services and  
2011 Distinguished  
Young Business  
Professional.*

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## OREGON CEO SUMMIT

**INNOVATION:**  
Driving Success  
in the New Economy



**Keynote speaker:**

**Patricia Bedient, Executive VP and CFO, Weyerhaeuser**

Presented by the Oregon State University College of Business and the Portland Tribune and Community Newspapers

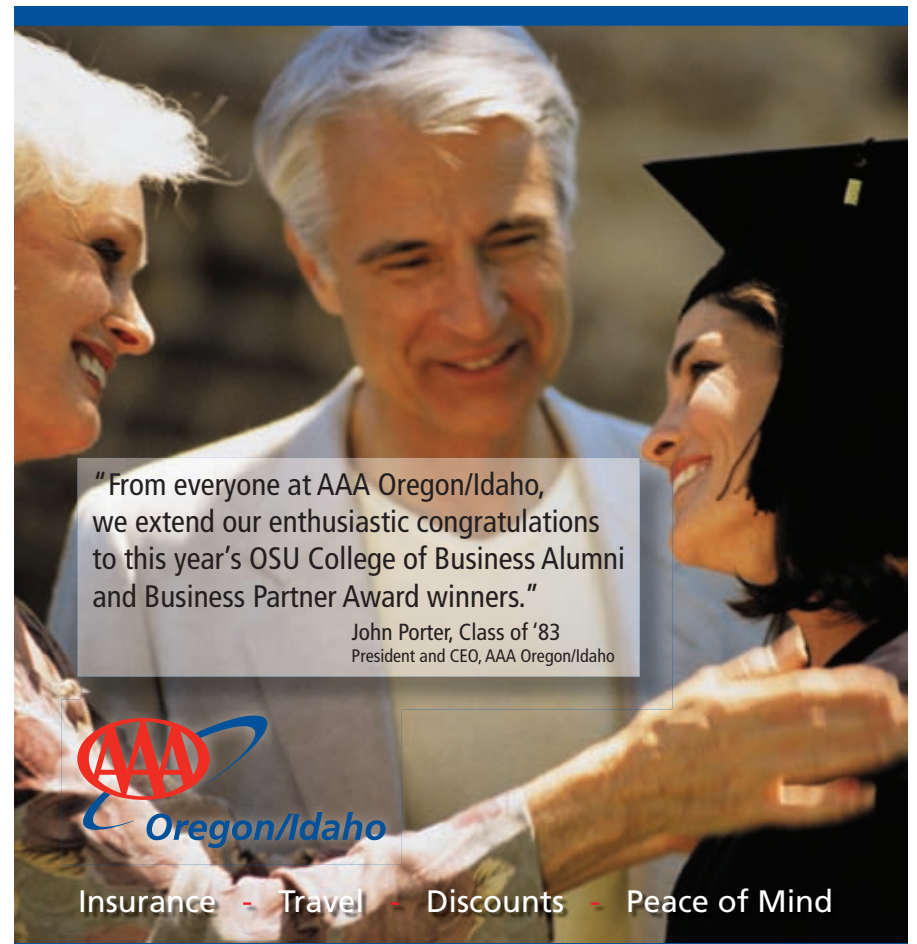
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# DISTINGUISHED SERVICE AWARD



## Brigadier General Al Guidotti

USAF (Retired)

Boeing (Retired) | Huntington Beach, California

*"Honoring Al Guidotti with our Distinguished Service Award allows us to acknowledge the significant contributions he has made as a businessman and supporter of higher education and his alma mater. Al demonstrates the perfect hybrid of business and service." - Ilene K. Kleinsorge, Dean*

Throughout his career as a student and collegiate athlete, in the Air Force and in private industry, Al Guidotti has continually demonstrated his commitment to service.

As a collegiate athlete, he was a pitcher on the 1952 Oregon State University baseball team that went to the World Series. In the U.S. Air Force, he became a brigadier and received a Distinguished Service Medal. At Boeing, he was able to merge his military background and business acumen to foster relationships. He has proven his dedication and drive throughout his accomplished career, which began at OSU.

As a student, Guidotti was given opportunities on the playing field, in the classroom, and on the ROTC drill field that molded him into the man he eventually became.

"My father always told me to be ready when opportunities come," he says. "You are responsible for the consequences of your actions. Be ready when you get the opportunity, and then seize the day."

Guidotti continually seized and sought opportunities. After earning a degree in business and a commission in the United States Air Force, he held numerous lead-

ership positions and logged 6,800 flight hours in 10 different types of aircrafts during his 30-year military career as a command pilot. As an Air Force officer, he served as senior controller in charge of rescue operations in Vietnam and led the strategic airlift planning and training for the rescue attempt to free American hostages held in Iran. Guidotti also served three tours of duty with the Presidential Wing in Washington, D.C.

Upon his retirement from service, Guidotti joined McDonnell Douglas and later Boeing to foster private sector and military partnerships. When that tour of duty ended, he seized the opportunity to give back to his community and to Oregon State.

Guidotti and his wife, Pat—his high school sweetheart—mentor a blended family of seven children. Their son Tim is an Oregon State graduate. Guidotti was inducted into his high school hall of fame and was named Huntington Beach's Outstanding Citizen of the Year. He serves on the boards of multiple nonprofit organizations that serve youth, education, and the history of air and space. In addition, he sat on the OSU Alumni Association

board, and he and Tim contributed to the remodeling of Weatherford Hall. When he visits campus, Guidotti always takes time to visit with ROTC students.

"Oregon State was a platform for me to launch the rest of my career," Guidotti says. "Over a

four-year period, I was exposed to so much. I learned accountability, independence, self-esteem, and how to stand on my own two feet. It's great to be able to work with students and try to instill those same values and sense of dedication."

*"Over a four-year period, I was exposed to so much. I learned accountability, independence, self-esteem and how to stand on my own two feet."*



Al Guidotti's career in the world of aeronautics started at Oregon State University with a degree in business and on the ROTC drill field. In a 30-year military career, Guidotti rose to the rank of Brigadier General. Along the way, he had many significant assignments, including three tours of duty in the Presidential Wing in Washington D.C., where he assisted then-President Ronald Reagan. Guidotti later joined the private sector, working for Boeing, before retiring to California. (Photo courtesy Al Guidotti)

# The OSU College of Business: A program of distinction

The College of Business delivers business education with a focus on innovation and entrepreneurship to Oregon's critical industry sectors such as agriculture, engineering, forestry, science, veterinary medicine, and pharmacy. Among the first dozen schools of commerce in the nation in 1908, the College of Business began with 105 students and three faculty members.

Today, it educates nearly 5,000 students including 2,400 business majors. The business and entrepreneurship minor is the largest minor on campus. With dedicated faculty and staff, and distinctive business programs, the OSU College of Business ensures graduates add value to Oregon's economy.

Among the college's program highlights, the MBA Program ranks in the top 100 in the world based on proven integration of social and sustainable

practices into the curriculum, and the college also offers more undergraduate business degrees than any other college of business in the Oregon University System. At the Corvallis campus, these degree programs include accountancy, entrepreneurship, international business, business information systems, finance, management, and marketing. The OSU-Cascades campus in central Oregon offers academic disciplines in general business, hospitality management, and international business.

In addition to diverse degree offerings, its students have several opportunities to participate in experiential learning and entrepreneurial activities that help them enter the job market with specialized skills. By promoting these independent programs, the College of Business provides opportunities for students, faculty, and the business

community that add tangible value to their collective pursuits. Programs include the Austin Entrepreneurship Program, the largest living-learning facility dedicated to entrepreneurship of its kind; the Austin Family Business Program, one of the

first family business programs in the nation; the Close to the Customer Project, an applied marketing research program; and the Business Solutions Group, a product testing and application development operation.



# GREEN

OSU was one of two universities in the U.S. to begin exploring the potential of wind energy in the 1970s. OSU students continue to gain hands-on experience through research projects and internships, contributing to breakthroughs in wind power and other alternative energy sources.

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*"For a College of Business, strong ties to successful companies and executives are essential. Ferguson Wellman exemplifies how valuable this relationship is. As role models in how to partner with higher education, as leaders, as trustees and as mentors, they take this relationship seriously and understand the mutual value and how it benefits our students of today and our future leaders." - Ilene K. Kleinsorge, Dean*

The collaborative partnership between the Pacific Northwest private investment firm Ferguson Wellman and Oregon State University runs long and deep. Ferguson Wellman founder Norb Wellman was a pitcher on Oregon State's 1952 College World Series team. The company's current chief executive officer, Jim Rudd, worked as Oregon State's associate athletic director for eight years (1974–1982) at the end of the Dee Andros era. He also is past chair and emeritus director of the OSU Foundation and serves as the current co-chair of Oregon State's precedent-setting capital campaign. Mark Kralj, company principal, is a past chair and trustee of the OSU Foundation. Kralj is on the board of the Austin Family Business Program and serves on the Leadership Council of OSU Cascades in Bend.

In all, five Oregon State University graduates now work at this small yet prestigious investment advisory firm, which opened its doors in Portland in 1975. A sixth OSU graduate, founder Norb Wellman, is retired.

Ferguson Wellman's mission—"investment excellence; lifelong relationships"—comes through not only for its individual and organizational clients, but for

the fortunate recipients of its employees' volunteer time as well. The company's culture is shaped by its core values: "exceed expectations, act with uncompromising ethics and reliability, advocate innovation and manage change, foster a collegial environment, enjoy the journey."

"The company culture began with our founders, Joe Ferguson and Norb Wellman," says Kralj, an Oregon State graduate in business administration and current principal and portfolio manager at Ferguson Wellman. "They set the foundation for the firm—a culture of being involved and giving back. We all have a lot of blessings in our lives and we just want to be able to share those and help the community."

Ferguson Wellman employees serve on 34 nonprofit boards and give 3,500 volunteer hours a year to various boards, task forces, campaigns and committees. Of particular emphasis is education—not just higher education, but also public and private K-12 schools, community colleges, and organizations like Junior Achievement.

Of particular interest to Kralj is providing opportunities for business students. "For a small business, we at Ferguson Wellman

want to be able to recognize young people with a spark of entrepreneurship that can develop a viable business that will grow and compete on a global basis," he says. "In the investment arena, you can't guarantee much, but when you invest in kids and education, you can't go wrong on your investment choice."

In other words, Ferguson Wellman understands that an

investment in today's students is an investment in the future. "We recognize how important that next generation is going to be and how invaluable an education is for students as they enter the real world," says Kralj. "These young professionals have to take on jobs and not only compete with other firms in their region, but also compete in a global economy."

*"We recognize how important that next generation is going to be and how invaluable an education is for students as they enter the real world."*



From left: Jim Coats, Robin Freeman, Mark Kralj, Jim Rudd, Bernadette Houston and Scott Christianson. (Jaime Valdez/Pamplin Media Group)



I want to thank the deans, faculty, support staff, students, and fellow alumni of the College of Business for a wonderful 55-year relationship that began spring term of 1956!

Congratulations to this year's Alumni and Business Partner Award winners!



- Harley J. Smith, Class of 1959

Private Investor

2006 Dean Dan Poling OSU Alumni Service Award recipient

2005 College of Business Hall of Fame recipient

Trustee of the OSU Foundation

Past Chair of the College of Business Advisory Council





# Previous Award Winners

## Hall of Fame

Larry L. Brown ('75), PricewaterhouseCoopers LLP — 2010  
 Ruth Fisher, ('54), Jim Fisher Volvo — 2009  
 Donald L. Bower, ('48), Chevron Corp. — 2008  
 Kenneth Poorman, ('61), Poorman-Douglas Corp. — 2007  
 Arthur Tokin, ('71), PricewaterhouseCoopers LLP — 2007  
 Stanley Hong, ('59), Waste Management of Hawaii — 2006  
 Duane McDougall, ('74), Willamette Industries — 2006  
 Al Reser, ('60), Reser's Fine Foods — 2006  
 Jon Masterson, ('61), Wallboard Tool Company, Inc. — 2005  
 Harley Smith, ('59), Harley Smith Investments — 2005  
 R. Stevens Gilley, ('56), AG Hotels — 2004  
 Kenneth Thrasher, ('71), Compli — 2004  
 Joan Austin, A-dec — 2003  
 Ken Austin, ('53), A-dec — 2003  
 Bernie Newcomb, ('65), E\*TRADE — 2003  
 James Robb, ('54), Pacific Research, Inc. — 2002

## Distinguished Business Professionals

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

## Distinguished Early Career Business Professionals

Brian J. Bronson ('93), RadiSys Corporation — 2010  
 Steven Zamsky, ('90), Pequot Capital — 2009  
 Brian A. Oliver, ('87), Aequitas Capital Management — 2008  
 Eric Schoenstein, ('88), Jensen Investment Management — 2007  
 Kim Brockamp, ('91), Oregon Department of Corrections — 2006  
 Laurie Russell, ('94), OSU Federal Credit Union — 2006  
 Scott Burri, ('86), Huntington Ventures, LLC — 2005  
 Donald C. Atkinson, ('89), Weyerhaeuser Company — 2004  
 Brentley Milo Bullock, ('83), Perkins Coie — 2004  
 James D. Parkin, ('86), Deloitte & Touche — 2004  
 Ron Parker, ('86), Cardinal Glass Industries — 2003  
 Sally Smedal, ('82), Basic American Foods — 2003  
 James Winters, ('86), United Energy — 2003  
 Craig Froude, ('89), WebMD Health — 2002  
 Scott South, ('83), Stevens Water Monitoring Systems — 2002  
 Beth Taylor, ('81), Hob Knobbins — 2002

## Distinguished Young Business Professionals

Doug T. Deurwaarder ('01),  
 Cushman & Wakefield of Oregon — 2010  
 Courtney Carter, ('05), Soccer United Marketing and  
 Major League Soccer — 2009  
 Joshua D. Bruegman, ('02), JP Morgan Private Bank — 2008  
 Greg Laird, ('03), Stockamp & Associates — 2007  
 Ryan Hildebrand, ('04), PricewaterhouseCoopers LLP — 2006

## Distinguished Business Partners

Ron J. Susa ('80), Chevron Corporation — 2010  
 George Graves, KPMG LLP — 2009  
 Stephen J. Nigro, Hewlett Packard Co. — 2008  
 Joe Karas, Moss Adams LLP — 2007  
 James M. Baumgartner, Black Helterline LLP — 2007

Craig Chambers, Oregon Financial Services — 2006  
 Joyce Furman, Philanthropist and Community Leader — 2006  
 Stockamp & Associates — 2006  
 George Puentes, Puentes Brothers Inc./Don Pancho  
 Mexican Foods — 2005  
 Bob Sznawajs, West Coast Bank — 2005  
 Sonja Lee Haugen, Austin Industries — 2004  
 Patricia Hraba, Waterford Hotels and Inns — 2004  
 Irva Kay Neyhart, Stover Neyhart & Co., PC — 2003  
 Don Waggoner, Leupold & Stevens, Inc. — 2003

## Oregon State University Awards:

### HONORARY OSU DOCTORATES

Mike Rich, Doctorate of Fine Arts — 2007

### OSU ALUMNI FELLOWS

Stephen M. Bailey, ('70) — 2010  
 John Gray, ('40) — 2008  
 Kenneth Thrasher, ('71) — 2006  
 Mike Rich — 2003

Duane McDougall, ('74) — 2002  
 Bernard Newcomb, ('65) — 1998  
 Ben Whiteley, ('51) — 1991  
 Stanley Hong, ('59) — 1990  
 James Coleman, ('58) — 1989

### OSU ALUMNI ASSOCIATION DAN POLING SERVICE AWARD

Kenneth, ('61), and Sue Poorman — 2007  
 Harley Smith, ('59) — 2006

### OSU DISTINGUISHED SERVICE AWARD

Bernard Newcomb, ('65) — 2006  
 Payson Cha, ('68) — 2004  
 Ken, ('54), and Joan Austin — 1983

### OSU E.B. LEMON DISTINGUISHED ALUMNI AWARD

Al Reser, ('60) — 2010  
 Bernard Newcomb, ('65) — 2006  
 Ken Austin, ('54) — 2000

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We congratulate the Oregon State University graduates featured in this publication, and thank the university for being our ally in creating a better Oregon for our state's communities and its people.

A handwritten signature in black ink, appearing to read "Steve Clark".

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# EXtreme Entrepreneurship



## Innovative students. Top faculty. Inspiring alumni. Amazing donors.

The result? Creative new companies founded by OSU graduates. Ryan Kirkpatrick '06, for example, launched Shwood—maker of high-end, exotic-wood sunglasses. He also created Campus Rail Jam Tour—a company that hosts snowboarding competitions on college campuses.

Donors to The Campaign for OSU are helping the College of Business provide experiential learning opportunities—like the Austin Entrepreneurship Program—and building a new \$55 million home for the college where tomorrow's leaders will launch their dreams.



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