

the exchange

Newspaper of the College of Business at Oregon State University >> Spring 2006

Stockamp Helps Educate Future Workforce

(Continued from cover)

We have been successful at OSU in both recruiting and retaining top students and our results in filling our technical positions with graduates from the MIS and CS programs have been particularly strong. We look forward to maintaining this great relationship.”

Stockamp & Associates’ Uwe Gluhr, ’01, a senior products analyst, said, “We have had good experience getting the right kind of people in our recruiting efforts at OSU. We like the MIS program. It is one of a few in the state.”

However, according to Gluhr, students have to be active in internships if they want a good job. “Students need at least one internship after their junior year. It shows motivation, initiative and that they have a taste for what it is like in a real work environment,” said Gluhr. “As an employer, if a graduating senior doesn’t have an internship, it is a red flag.”

For Meredith Wellman, ’01, ’02 MBA, a Stockamp senior product analyst, it is the interest in solving business problems with technology that counts. “Examples of pertinent, previous experience and internships that demonstrate a deeper business understanding or exposure to databases, design and testing, should be demonstrated during the interview. Specific examples are compelling,” she said.



Uwe Gluhr, ’01, and Meredith Wellman, ’01, MBA ’02, at work at Stockamp & Associates.

Professionalizing Students

In an effort to add “experiential learning” to their BA 370 and BA 371 Business Systems Analysis and Design classes, Reitsma and Raja worked out an agreement with Stockamp. They would devote the “experiential learning” component of two classes to a Stockamp case study and as a follow-up, Stockamp offered two internships the following summer.

For the class project, students collaborated with Greg Laird, a Stockamp senior products associate and Jack Rusina, a Stockamp back-end product manager, to improve an existing health care billing and claim denial information system. This included understanding Stockamp requirements, business processes, customer needs and database and application development activities. According to Reitsma, students reacted well to the opportunity to learn about systems analysis and design in the context of a real-world case study.

“Working on an externally-sponsored project is very different from working on the often trite and unrealistic problems found in textbooks,” said Reitsma. “The real world is full of unknowns and uncertainties and not even the instructor may know the exact

direction the project may take. This is unnerving for both students and instructors, but it provides a good sample of what it means to serve the information needs of organizations in the professional business world.”

Maximizing Opportunities

“There were at least 20 students in the class and I knew from the class project that it was up to me if I wanted to get an internship,” said Rostamizadeh. “I checked out the company website, worked hard on the project and was proactive in asking questions during the interview.”

“I was really enthusiastic about the project because it was a real-world challenge,” said Johns. “We learned a methodology for building a solution, but there were no ‘do it this way and it will work’ directions.”

In exchange, Johns and Rostamizadeh earned paid summer internship opportunities under the direction of Gluhr. “After some initial training, we worked on an internal quality review system that involved creating a dynamic, database-driven application for auditing how representatives handled client issues,” said

Rostamizadeh. “We finished it in three months with a huge crunch to get it done.”

“For Stockamp, this was a trial-run, low-risk scenario,” said Gluhr. “Internships are a great opportunity to assess employees, not only in their thought processes and results, but more important, their fit with the company.”

“Getting out of the classroom for an internship experience was huge,” said Johns. “The culture at Stockamp is great. Everyone loves what they do,” he said.

Then, during the middle of the school term, both Johns and Rostamizadeh were notified that Stockamp had openings. “Before the career fair came around, I had an offer,” said Rostamizadeh. As of January, both work for Stockamp’s remote implementation team.

“When I started in electrical engineering and computer science in school, I enjoyed them, but knew I didn’t want to code everyday,” said Rostamizadeh. “I talked with friends and did some research and determined that MIS, because of its business element, was a great fit for me. The classes and internship solidified this and I’m excited to have a career opportunity with Stockamp.”

LETTER FROM THE DEAN

It seemed like only yesterday when then Dean Lynn Spruill, at the suggestion of Ken and Joan Austin, took a risk with Pat Frishkoff and started the Austin Family Business Program (AFBP). At the time, we were one of just a handful of business schools to offer a family business program. Now, celebrating its 20th anniversary, the AFBP is one of the top programs in the world.

It is that kind of foresight that will help carry the College of Business into the next 100 years. With distinctive programs like the AFBP and the Austin Entrepreneurship Program (AEP), we are, as Governor Ted Kulongoski said at the AFBP Awards Dinner, building “the skilled workforce that is needed to be successful in this state.”

But, we are not stopping there. Over the next two years, you will see a transformation of the College in the programs we offer and the graduates we produce. We aren't talking an improvement or a turnaround, although it will be both. It is truly a transformation. Starting with input from a small group of faculty and students, we developed a compelling vision and aspirations for our future. With endorsement from internal constituents, we currently have five working groups of faculty and staff innovating ways to help us reach our goals. And, we have the full support of the University.

Next time you read this column, our planning will be complete, we will share our progress and you will understand the depth of our transformation. We have a purpose behind everything we do: being a leader in developing learning outcomes for all our curriculum; enlisting MBA and AEP teams in developing plans to help commercialize OSU technology and encouraging more experiential learning opportunities for our students by starting the Close to the Customer Project. Our research continues strong with triple the external funding compared to last year. More than \$200,000 in business scholarships are awarded annually to business students. Our alumni continue to win University honors. By reading *The Exchange*, you'll see there is much, much more.

Your loyalty and affection for the College of Business is contagious. We thank you for your time and financial support and encourage you to stay tuned to see what we have in store by 2008 for the next 100 years!

— Ilene Kleinsorge



Central Oregon OSU Business Roundtable Debuts

Bend-area alumni launched the inaugural Central Oregon Business Roundtable in January with a breakfast at the Bend Country Club featuring COB Assistant Professor Clay Dibrell speaking on the topic “Managing Managers in the High Desert: What do we have, and what do we need?” Started by business alums, the 2006 Roundtable Executive Committee includes John Taylor, '54, president; Rick Steinfeld, '68, vice president; Dana Fulan, '85, secretary and Jennifer Weis, '01, treasurer. The quarterly roundtables are designed to provide education and information relevant to Central Oregon



Left to right: Clay Dibrell, Gunnar Hansen, '90, Robyn Holdman, Jennifer Weis, '01, Roger Vlach, Douglas Kerkoch, '81, and Wes Price, '79, visit at the Central Oregon Business Roundtable.

business. The next meeting will be on May 24 from 11 a.m. to 12:30 p.m. at the OSU Cascades Campus Room 248 in Bend. The Roundtable will feature Roger Lee of EDCO speaking on “Central Oregon Economic Issues.” To RSVP for the lunch, call 1-800-330-4606.

COB News Bytes ...

\$1.5-Million Gift Benefits College of Business

A \$1.5 million gift from the estate of William R. and Sara Hart Kimball to the Oregon State University Foundation will expand support for OSU's College of Business, nearly doubling an endowment supporting the dean's position.

The Kimballs established the Sara Hart Kimball Deanship, now held by Ilene Kleinsorge, in 1989.

“Strengthening business programs is a high priority for OSU,” said Sabah Randhawa, OSU's provost and executive vice president. “Our College of Business helps meet a critical need for well-educated graduates to compete successfully in a global marketplace and for new economic innovation for the state and nationwide.

“Through the Kimball deanship, we are helping to meet these goals and using the funds in a way that reflects the Kimballs' long-standing interest in the College of Business,” he added.

Endowed dean's positions are important resources in higher education, allowing the university to recruit and retain top candidates for key leadership positions. The endowment gives the holder of the position additional funding to meet pressing needs and seize new opportunities, including annual faculty research grants, start-up initiatives, student scholarships and internship programs.

The Kimballs made an initial gift of \$1 million to endow the dean's position in the College of Business 17 years ago. At that time, they also made plans to benefit OSU after their lifetimes. With the new gift and earnings on the original gift, the Kimball endowment now totals \$3.7 million.

“We are extremely grateful to the Kimballs for their generosity,” said Kleinsorge. “Their past gifts have helped the college excel and this latest gift will open up many new exciting opportunities for faculty and students.”

William Kimball, who died in June 2005, was the owner of Kimball and Company in San Francisco, which dealt in real estate and other investments. Sara Hart Kimball, a native of Medford, was a 1958 OSU business graduate. She worked at Kimball and Company before retiring and volunteering for a variety of charitable organizations, an interest she shared with her husband. She served on many boards including the OSU

Foundation, the Marin Ballet Association and the Harvard Business School Associates. She died in 1998.

When the Kimballs made the initial gift to endow the dean's position, Sara Hart Kimball said, “We feel there is no better investment in the future than education. We support education not only financially, but also as volunteers. Bill and I feel so strongly about the importance of education that we, and mainly I, want to say a huge ‘thank you’ to Oregon State. We hope this gift will be viewed as a leadership gift, and that many others will experience the enjoyment it gives Bill and me to be able to do this.”

Baxter on Team to Improve Campus-Wide Advising

Charged by OSU Vice Provost Becky Johnson to improve advising and establish consistent advising principles for OSU, a dozen advisors from across campus attended the National Academic Advising Association (NACADA) Summer Institute in Colorado Springs, Colorado. Brenda Baxter, COB head advisor, spent a week with advisors exploring ways to better foster student success and retention.

Because different colleges have different advising models, the group worked to develop consistent vision, mission, values and goals for OSU advising.

“We worked on reconceptualizing advisor time,” said Baxter. “Instead of spending the bulk of our time helping to plan student schedules, we'd like to increase the time we have to help them problem solve and work toward their career development.”

Currently, the COB is a leader on campus in the use of technology in advising. Students benefit by having a constantly updated online progress report that they can look at any time. The progress report is structured so that students can see their status in meeting business and bac-

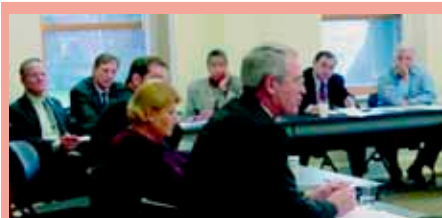


Brenda Baxter, COB advisor

COB News Bytes ... COB News Bytes ...

calauate requirements and what their grades are. The system also generates a registration PIN once a year. Most other colleges have paper-based check off worksheet systems and have to regenerate pins every quarter.

“OSU’s goal is to be recognized nationally among land grant institutions for its excellence in advising,” said Baxter. “We want to successfully engage students in developing a plan to realize their educational, career and life goals. By focusing on overall OSU consistency and advisor development, we are investing in helping our students be more successful.”



The Governor’s Small Business Council met in the Weatherford Hall Marta and Ken Thrasher Caserom in January. Guests included Senator Morse and Oregon Treasurer Randall Edwards.

OSU Study Among Nation’s Top 10 Marketing Papers

There is a reason Starbucks patrons and Apple computer users are so loyal to their brands, and that reason has been the subject of research by two Oregon State University College of Business professors. Now that study has been named one of the 10 most-cited scholarly works in the study of marketing.

According to Google Scholar, a new search engine designed to scour the Internet for scholarly literature, “Building Brand Community” is among the top 10 works cited by other marketing researchers in their own published scholarship. The research paper is the work of James H. McAlexander and Harold F. Koenig, both associate professors of marketing at OSU’s College of Business, who first published it in the *Journal of Marketing* in January 2002.

John W. Schouten, an associate professor of marketing at the University of Portland, contributed to the article.

According to the article’s abstract, brand communities are the “fabric of relationships in which the customer is situated.” These communities not only create relationships between customers and the product, but among customers them-

selves, as well as between the customer and the company.

Brand communities foster a sense of loyalty to the brand that can last for quite a long time, the researchers say.

“What this says to the customer is ‘this company cares about me,’” McAlexander said. “They understand me and my lifestyle.”

McAlexander and Schouten began their research into brand communities by studying brand loyalty. They first considered Harley-Davidson products and investigated the strong loyalty that Harley-Davidson customers build to the Harley brand.

After attending several motorcycle events, including the famous Sturgis, S.D., rally that brings together 300,000 people annually, the authors found that what they termed the “Harley experience” created a strong bond between customers and the company. They also found that customers were able to unite with each other based on their commitment to the brand.

Their research later expanded to include Jeep customers. While studying this group, McAlexander and Schouten found that their idea of a “Harley experience” could be transferred to Jeeps.

Vehicle companies such as Harley-Davidson and Jeep boast some of the most visible signs of brand community, but McAlexander points out that Starbucks coffee and Apple computers are also strong examples.

Consumer products are not the only things to which the brand community idea applies. Universities also try to create long-lasting bonds and loyalty with students and alumni, often doing so through athletic programs, for instance, or Greek systems.

This could explain why, even 20 years after graduation, alumni still feel a strong interest and investment in the accomplishments of their alma mater, the researchers say.

National Study Identifies Best Business Practices for Food Industry

The most profitable food industry businesses are not retail and restaurant outlets, but the companies that supply industrial customers with products, according to a new national study by College of Business assistant professors Clay

Dibrell and Justin Craig, in collaboration with Aaron Johnson of the OSU Food Innovation Center.

Businesses, such as those that sell ingredients for another business’s packaged or prepared foods, report the highest growth and profitability of those examined in the new report, “A Snapshot of U.S. Food Business.” The study is the first to document food industry business practices on a national scale and to identify best practices in each food business sector.

“Everybody thinks retail is the way to go, but our research shows there may be a better way to do things,” said Johnson. He says businesses that focused on supplying industrial customers reported significantly higher growth and profitability compared to retailers and restaurateurs—in part due to their greater emphasis on competition, product differentiation and low-cost strategies.

Flexibility also plays an important role in both success and longevity. Yet, the report found that it was the established firms, those that have been around for 30 or more years, which successfully employed more flexible business strategies. Younger businesses tended to use strategies focused more on innovation and product differentiation.

While small businesses can no doubt be competitive, the researchers say, the report also demonstrates that those companies with fewer than 50 employees tend to be poorer performers than their larger counterparts.

Researchers compiled survey answers from 360 respondents, representing everything from frozen foods to dairy to snack and specialty foods. Dividing the companies into retail, restaurants or industrial suppliers as well by size and age, they assessed the challenges facing the food industry.

“Partnering with the Food Innovation Centre enabled us to focus our research lens more finely on a single industry in a national study,” said Dibrell, “This project builds on our previous research that looked at strategy-related constructs across industries in the state of Oregon.”

“As a consequence of this research project, we are able to better understand business processes, particularly related to innovation and strategic flexibility, in family and non-family-owned firms at different stages in the life cycle,” said Craig.

Oregon Business Institute Up and Running in Portland

The Oregon Business Institute (OBI), a joint partnership by the three business schools at Oregon State University, University of Oregon and Portland State University, has opened its doors in downtown Portland.



The Oregon Business Institute facility features a 60-seat tiered executive classroom and a 100-seat flat classroom, as well as multiple other meeting spaces.

Located at 200 Market Place, OBI currently houses the Oregon Executive MBA (OEMBA) program and will offer a variety of programs from the three business schools.

“OBI will be a hub for executive education and a great way for public institutions to address the professional development needs of the community,” said Ilene Kleinsorge, dean of the OSU College of Business.

“Portland is the economic center of Oregon,” said Steve Lawton, OEMBA academic director and College of Business associate professor of international business. “With OBI, OSU has a great opportunity to increase its presence and programming in Portland.”

The OSU College of Business, in partnership with the Oregon Leadership Institute, will be offering its first executive education program “What Every Owner, CEO and Key Executive Needs to Know about Leadership: Separating Fads and Myths from Research-based Reality” on Thursday, April 27. To register for the one-day program, 9 a.m. to 4 p.m., at the OBI, e-mail hofliche@bus.oregonstate.edu or call 541-737-4276. The program fee is \$175.

The facility has a state-of-the-art, tiered classroom, a flat classroom, a board room, study areas, catering areas and more. It is located on the main floor across from the Oregon Business Alliance.

The OBI ribbon cutting ceremony will also be on April 27 at 5:30 p.m. Everyone is welcome.

EXPERIENTIAL LEARNING



From left to right: COB students Nick Bender, Danielle Denfeld, Robert Hrdinsky, Wade Reese and Byron Williams make the most of experiential learning opportunities.

Students Prepare for Careers with Experiential Learning

After five years of comparatively lean times, more than 150 prospective employers returned this year to OSU for the winter career fair interviewing more than 1,200 OSU students. And while the economy is picking up, we're not back to a 'student market' economy just yet, according to Tom Munnery, director of Oregon State University's Career Services program.

To gain an edge on the interview competition, College of Business students are making experiential learning a priority. Fifty-five percent of College of Business students participate in at least one experiential learning activity prior to graduation. This might include an internship, an international exchange, a class project involving an outside entity, a club leadership role and/or work experience.

Garrison Dyer, COB advisor and career/internship coordinator, encourages students to begin preparing for careers when they are freshman and to continuously build their work or leadership experiences. "Experiential learning helps students figure out or affirm their career goals and makes them more employable following graduation," said Dyer.

Internships

Erik Olson, a senior in business marketing, loves sports and loves marketing. Since his fresh-

man year, he has completed summer internships in these respective areas in the hope that he'll be able to land a job in the field after graduation. He will be interning this summer with Nike.

"People I've talked with about future jobs have said that school accomplishments are good, but they want to hire someone who knows how to work!"

Erik Olson, senior in business marketing

"School experience is good background for the work environment, but getting actual experience is important," said Olson. "A lot of people in school have a tough time applying what they've learned and my experiences have really helped me."

To date, Olson has worked for the Portland Trailblazers and the OSU Sports Marketing Department, primarily focused on their internship program. He has also interned without pay at MSNBC in New York in their Creative Services Department nabbing one of two competitive spots nationally.

"I was doing nationwide marketing which was different than what I was used to," said Olson. "I helped launch *The Situation with Tucker Carlson* by developing marketing research, reports and promotional plans."

"People I've talked with about future jobs have said that school accomplishments are good, but they want to hire someone who knows how to work!" said Olson. "I've learned a lot about work environment dos and don'ts and these experiences have solidified my interest in the field."

For the naturally curious Robert Hrdinsky,

a senior in the marketing and international business options, when his marketing professor announced in class a paid internship opportunity with the Close to the Customer Project, he decided to apply and got the job. Hrdinsky has already completed two internships in New York while on a National Student Exchange—one in the film industry and another in the TV industry. He also did an internship in Las Vegas for the National Association of Broadcasters.

"It would be a shame to spend time at the university and not take advantage of opportunities in front of you," said Hrdinsky.

Danielle Denfeld, a fifth year accounting op-



Elizabeth Ipsen, '05, and Jennifer Kuhn, senior in management, participated in Target's management internship.

tion and education double degree student, spent her summers working for the family business, Denfeld Paint Stores. Denfeld did everything from accounts receivable and accounts payable to unloading trucks and breaking down boxes. During the school year she focused on her stud-

ies, did an international exchange and participated in Beta Alpha Psi.

When a KPMG recruiter came to campus, Denfeld interviewed and was selected for a paid summer internship. According to Denfeld, 1300 interns nationally spent their first week in Palm Springs training. Nine of the 27 who came from Portland were from OSU, the largest Oregon school represented there. Her second week, she received office training, a laptop and a company credit card. "They treated you like a real employee. We did real work and did not just make copies," said Denfeld.

Another week of training covered specialty areas including tax, audit and internal auditing, code of conduct and building soft skills. "After that, we were thrown into the fire, but not in a bad way," said Denfeld. "You would get some really challenging jobs and everyone was helpful. You felt like you were doing jobs that were productive."

During this time Denfeld traveled to Detroit and Boston for the client she was working for, often working long hours during the week, flying home for the weekend and then doing it all over again.

At the conclusion of her internship, which she extended a few weeks, she received a job offer.

"The internship was an ah-ha," said Denfeld. "After taking all the accounting classes, having the summer experience verified to me that I enjoy it. I realized I could do this for a career."

"The internship was critical because it increased my chances of getting a job. Had I done it and not enjoyed the company, I would not have accepted, but it would have helped me get other jobs at other places," said Denfeld.

According to Garrison Dyer, more and more companies are willing to pay for interns.

"We don't mandate that companies pay to recruit interns here," said Dyer, "but candidate pools improve if there is some compensation."

International Exchange

Michelle Simon, graduated in 2004 with international business and marketing options. She currently works as an English teacher in Saitama Japan, near Tokyo and while in college, went on an international exchange to Denmark.

"Before I went to Denmark, I had heard you learned more outside the classroom than in, and it's true. After visiting a country, you have a sudden interest in learning more about it, because

you can relate to it, you have been there!" said Simon.

Nick Bender, a fifth year senior with an international business option and Chinese minor, is in the midst of his third international exchange opportunity. After a National Student Exchange to Hawaii, then exchanges to Sweden and now Beijing, he credits two of his professors Steve Lawton, his international business professor, and Mark Wren, his Chinese professor, for sparking his interest in the world.

"I'm using all that OSU offers. So many don't take advantage: speakers, clubs, international exchanges, meeting with professors...there is so much to learn."

Wade Reese, senior in international business

"The best thing about it is the way it changes your perspective," said Bender. "I've come from small town Stayton to Beijing which is bigger than New York and Los Angeles combined. It helps you figure out your place in the world when you actually understand it. I have a lot better idea now than before and it helps me to evaluate my options and exposures."

While Bender admits hunting for a job is a little difficult from the other side of the planet, he's gaining a good hold on the Chinese language and getting a good understanding of how to get things done in that country. Upon his return, he hopes to land a job with a U.S. company with international ties.

Wade Reese, a senior studying international business, came back to college after selling his

own t-shirt business. "I didn't know much about contracts and other things and decided I needed an education." Actively involved in the Austin Entrepreneurship Program, he currently runs his own foundation form business called Wade Reese Construction and has done a variety of jobs in the residential construction industry. He is currently a founding leader in the newly formed OSU SIFE club (see related story on page 22) and plans on doing an exchange to Hong Kong in the fall. He already has a job lined up in Hong Kong where he hopes to learn more about the commercial side of the construction industry and eventually return to complete an MBA.

"I'm using all that OSU offers. So many don't take advantage," said Reese. "Speakers, clubs, international exchanges, meeting with professors...there is so much to learn. Too many people don't see outside the classroom and are not getting the true value of their education."

Student Organizations

Denfeld credits her participation in Beta Alpha Psi for helping her in her career choices. "It opened my eyes to different opportunities in accounting and allowed me to network with different people from different firms and talk with people who had graduated recently in the same field. Listening to their advice really helped."

After managing his parent's retirement accounts and leading the Finance Club through its first "real money" purchases, Finance Club President **Byron Williams** realized that he wants to take his business knowledge and go into teaching.

"Through the Finance Club I learned to manage investments in a more balanced way," said Williams. "When I look at the finances of a company, certain things will trigger a response

where they didn't before. I believe in experiential education and want to share that with other students."

Work Experience

For **John Morgan**, a senior in the marketing option with an engineering minor, getting paid for his on-the-job experiences is key. "Most college students are poor and we want a job after graduation, so I try to get paid for what I do," said Morgan. While attending college, Morgan worked at the OSU Foundation as a student fundraiser and new student marketer. During summers, he did some on-the-job training and took tests to become a certified mechanic. He also did metal fabrication work on 20-ton rock crushers and worked with a construction engineering company. Through these experiences, he learned that he didn't want to do engineering strictly, but instead wanted to work with people, understanding their design needs, budget and engineering requirements. As a result, this year he started working for Caribou Software. He's the marketing director for this region, helping Caribou Software break into the market by meeting with prospective clients and setting up and attending trade shows. "My future plans are in design or product engineering, or technical marketing, so this is a real-world experience that relates to that."

"Personally, the biggest thing I get from these jobs is references. Future or prospective bosses call and it gets me in the door, especially if I don't have a 3.9 GPA," said Morgan.

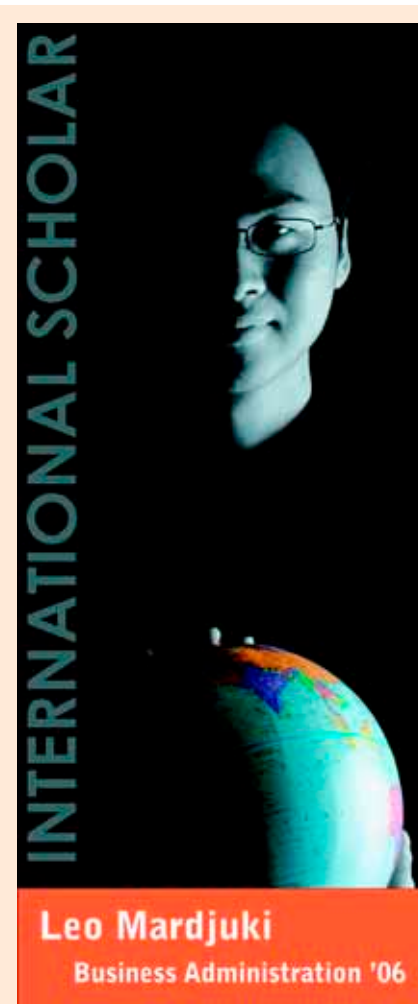
Find Your Passion

Meredith Wellman, '01, MBA '02, senior product analyst at Stockamp & Associates, developed web pages for Congresswoman Darlene Hooley, interned at OregonLive.com and interned at Oracle helping with the technical systems as part of the sales team.

"When I look back, every step has been a step along the way," said Wellman. "All the internships and jobs I've had have helped me gain or solidify a skill set that I needed."

"It is important to find something you are passionate about and look for opportunities to gain exposure, depth and knowledge of that," said Wellman. "It can be a smaller activity and still be a very meaningful experience."

According to Dyer, a resume and references built with experiential learning give you a more favorable chance to get in the door for an interview. "Your confidence, clarity of focus, skills gained and related background experiences give you the best opportunity to find a career fit."



If you walk around campus, you might notice Leo Putra Mardjuki, a College of Business Management Information Systems (MIS) student, highlighted as part of the Faces of OSU campaign. Featured in banners and other marketing efforts, Mardjuki is one of a few dozen OSU alumni, faculty and students being showcased to symbolize the great things happening at OSU.

Mardjuki, from Indonesia, was selected because of his commitments to the college's Business Solutions Group (BSG), as well as his strong GPA and academic ambitions. Within the BSG, Mardjuki works as a student test engineer in the interoperability environment for product testing.

"I have gained 80 percent of my knowledge in computers since beginning the BSG internship," said Mardjuki. "I have improved my skills in working with computer software and hardware and it has also helped me to have a better understanding of my classes because I have done the material before."

Mardjuki graduated from high school in Singapore, where he had lived with his father, mother and sister. His family was a powerful and positive influence on him growing up as a child, and it was his father's inspirational stories that encouraged him to study in the United States. He moved to Oregon and began taking classes at Oregon State University in the summer of 2004. After graduation, Mardjuki plans to continue his education in the MBA program and leverage his skills and experiences gained from the BSG. Mardjuki would also like to start a business and family.

"One of the greatest things that I wish to achieve is to have a wonderful family that I will be able to spend my time with," said Mardjuki.



International exchange students attending the College of Business experience life in the United States.

Business Solutions Group Makes Outsourcing Educational

As technology, accounting, customer support and other industries try to stay competitive, outsourcing continues to be an attractive option. While outsourcing is often perceived to be going overseas, another kind is staying closer to home — outsourcing to universities. The Oregon State University Business Solutions Group (BSG) is a recipient of this outsourcing and, in the recently completed fiscal year, earned revenues totaling \$830,000.



Jacob Perry, '05, major in business/marketing, records testing results.

A College of Business program, BSG is self-sustaining and operates as a break-even proposition. Companies outsourcing work to the group benefit from competitive rates and the knowledge that they are investing in their future workforce by supporting student learning in the United States.

“Companies have often looked to universities for research collaboration,” said Ilene Kleinsorge, dean of the College of Business. “Now, they are realizing the win-win of contributing to the experiential learning of our students.”

OSU is one of only a few universities in the nation to provide software and hardware testing and custom application development through its business school.

The BSG consists of full-time software and testing engineers, MBA and MIS students and

more than 50 student interns from business and non-business disciplines who undergo training to become software developers, testers, project managers and critical thinkers. With a track record of 14 years, it is one of the most experienced testing and development teaching facilities in the nation.

“The BSG fills a gap in the traditional education of business, computer science and engineering students,” said Mark Van Patten, BSG operations manager. “Our approach leverages the newest testing and development technologies while teaching students how to solve the real business problems of our clients.”

The software development side of the BSG benefits from its long-term Microsoft relationship. A partner since 1991 when it beta-tested and implemented the university’s first Microsoft Exchange system, the BSG is now using the latest in .NET technologies to meet customer needs. The group creates custom, multi-tiered applications for workflow processing, content management, business intelligence and large enterprise resource planning systems.

BSG’s customers also benefit from the Microsoft connection. Through advanced access to the next generation of Microsoft software, customer projects are often one step ahead of the technology curve.

Product testing is another area of BSG expertise. BSG testers identify defects and performance issues of products per manufacturing specifications and play an essential role in the development of new products. BSG testing competencies in wired and wireless environments include interoperability testing, security and network management.

Fortune 500 companies and start-ups, as well as public agencies such as the Oregon Department of Transportation, have identified the BSG as a source for efficient, cost-effective outsourcing services. In return, OSU students gain hands-on learning experience and entrée to careers in information technology.

“My experience with the BSG helped me stand out in a large pool of other candidates for a recent internship with Intel. I know the same thing will happen when I graduate because of the skills and experience I’ve gathered as a student employee in the BSG,” said Nick Funk, a senior in computer engineering.

The BSG continually integrates new tech-

nologies and looks for development opportunities with new business partners.

“Open source, especially, is getting a lot of attention right now,” said Van Patten. “However, because we’re a business school, and market share is still dominated by Microsoft, we’re filling the need by developing that expertise in our students and including open source components into our systems and instruction when beneficial.”

“By training students in industry-standard practices and toolsets, as well as the latest in IT technologies, we’re not only giving them a solid learning experience, we’re preparing the next generation of IT professionals to contribute to our economy,” Van Patten said.

C2C Helps with Market Research

To help businesses gain a better understanding of markets and customers, marketing faculty in the COB launched the Close to the Customer Project (C2C Project) in summer 2005. The C2C Project, housed in Weatherford Hall, provides students with opportunities to conduct market research for entrepreneurs, businesses, government and non-profit organizations. The C2C Project has already completed one customer project and is under contract for five more.

“Our research projects are custom designed for each partner,” said Nikki Brown, C2C project manager, who has a master’s degree in applied anthropology. “We’ve helped various organizations identify and assess business opportunities,



Amanda Terhes, C2C student project manager, conducts product research.

determine product feature sets and better understand customer attitudes and beliefs.”

The C2C Project is currently working with Hewlett-Packard on a research project to capture the experiences of users of HP digital projectors. The C2C Project also received a \$26,000 grant from the Kauffman Foundation to study the living/learning model at Weatherford Hall. Although the program hopes to be self-supporting within a year, during the startup phase, a grant from Target Stores is paying for a student intern for the year and the College of Business Marketing Program is providing leadership and supporting funds.

“The C2C Project helps business partners ask the right questions,” said Hal Koenig, associate professor of marketing and C2C Project assistant director. “Through market research, we help improve company decision making and reduce business risk.”

C2C Project services include research design consultation and implementation, survey research, quantitative/statistical research, qualitative/ethnographic research and secondary data research. Faculty members, all of whom are experts in different forms of research and consulting, work with clients and oversee the work of students. Businesses are charged up front on a project basis for professional quality research. C2C Project partners interact and mentor students throughout the research process.

“This is very personal,” said Robert Hrdinsky, this year’s Target student intern for the C2C Project and a senior in marketing and international business. “It is not just a textbook problem or a paper. I’m working for someone and have someone depending on me. There is a lot more responsibility on the line. It is not just for me.”

In all, the C2C Project is currently working with six business students, three anthropology students and one ag science student to drive existing C2C research projects. Students learn how to approach client relations. They write research proposals and top-line reports. They are exposed to various research methods, such as how to facilitate a focus group, and they develop their presentation skills. Students participating in the C2C Project can also count their experiences toward their AEP-TICK competencies, an online entrepreneurship portfolio tracking tool of the Austin Entrepreneurship Program.

“Students learn from the questions brought by our customers and get valuable exposure to current business issues,” said Brown. “Students start to realize how valuable market research really is and the difference it can make to a business.”

Fireside Chats Spark Student Interest

The Austin Entrepreneurship Program Fireside Chats are part of the State Farm Visiting Fellows program, which brings business leaders to campus for a series of events at Weatherford Hall. In addition to the Fireside Chats, which are open to the public, students can join the fellows for dinner or meet them over coffee the next morning. Out-of-town fellows spend the night in a Weatherford Hall executive suite.

When Michael Wallace, an MBA student entrepreneur and Weatherford resident, hurried in late to a Fireside Chat with Rick Mikesell, the president of Cummings Oil Co., he wasn't interested in academic discussions about global oil supply, energy policy or West Coast price spikes.

He needed advice – nuts-and-bolts advice – on operating a gas station, and he needed it fast. Not for a class assignment or Master's thesis – it was much more important than that. His family had just purchased a struggling gas station in Portland, and they needed to get it up and running as quickly as possible.

Wallace needed answers to fundamental business questions:

- ♦ How do you set gas prices?
- ♦ How do you find honest employees?



Steve Brown, Hewlett-Packard, visits with AEP students.

♦ How do you manage relationships with the major oil companies?

With the talk in progress, Wallace quietly slipped into an open chair at the end of the table. Mikesell, whose fuel delivery and service station business is one of the Top 50 private companies in Oregon, was recounting his experience in the 100-year-old family business.

Wallace listened attentively until the official session ended, then he stepped up to introduce himself. That was the moment that Fireside Chats were created for.

For the next 10 minutes, Wallace, the student, had a one-on-one consultation with Mikesell, the business veteran. Mikesell assessed the situation, asked a few key questions and prescribed some practical advice. The retail oil business can be tough, Mikesell cautioned, but he left Wallace with words of encouragement.

“There’s still a lot of money to be made in

those metro markets,” Mikesell advised.

The Fireside Chat given by Steven Weiler, '85, founder of Falcon Pacific Investment Management in Corvallis, recounted how a student exchange program and the TV show *From Oregon With Love* led to a Japanese bride, a string of Japanese jobs and eventual recognition as the best Real Estate and Construction analyst in the industry.



Hikaru Yamada, Sprint Capital Japan Ltd.

Weiler explained why he left his firm and friends in Japan to return to Corvallis and launch Falcon Pacific.

“Tokyo is a wonderful place with great people, but as a parent you want your children to have a balance. We wanted our children to ride a bike, climb a tree, have co-ed classes. Corvallis is a lot closer to the farm,” he added.

Weiler admits that Corvallis is “not really on the money trail,” but he is confident that investors won't care where he is as long as Falcon Pacific's investments out-perform other funds.

“I just learned about hedge funds in class today,” said Sam Hauxwell, a sophomore in finance attending Weiler's chat. “This is what the Weatherford Hall experience is all about. Living in Weatherford, the entrepreneurial world comes to you.”

For Lindsey Gaige, now a senior specializing in accounting and international business, discovering the Fireside Chats was “like finding a jewel in the sand. This is the most amazing opportunity.”

Other visiting executives include **Hikaru Yamada**, Chairman and CEO of Sprint Capital

Japan Ltd., who offered insights into Japanese business culture and the energy industry. He advised international entrepreneurs to establish relationships, learn the language and respect the culture of overseas partners.

Hemingway Huynh, 28-year-old founder and CEO of Prolifiq Systems in Portland, one of the fastest growing tech start-ups in the state, shared how his firm is applying new technology to old business challenges. Huynh's Multimedia Messaging Service lets corporations send messages that can include text, sounds, images and video from anywhere to any device.

Dick Gustafson, president and CEO of the

Eoscene Corp., showed how daunting it can be to turn a great idea into a money-making business. The key, he discovered, is good people and rich relationships with customers.



Dick Gustafson, Eoscene Corp.

“No company is made of one person, unless you are a professional golfer,” he said. “I needed to get a good team together with good people and good dynamics.”

Success came when he stopped trying to get customers to like what he had to sell, and instead focused on building relationships with the customers so that they wanted to buy what he was selling.

Steve Brown, Hewlett-Packard VP & General Manager of Display Technology and Products, said the most important aspect of business is to “get the right people on the bus.” Brown advised, “Figure out what area you are going to deal in and pick the right team. Can they handle the pace?”

He also advised students to have a relentless focus on customer contact and market knowledge. “Understand needs and how you can fulfill their needs. Always get reconfirmation that this exists,” said Brown.

“These high-caliber visiting executives give students insight and time that people in the workforce today would love to have,” said AEP Director Jon Down. “For students interested in entrepreneurship, building their knowledge through these small group, personal interactions, is a phenomenal part of their education.”



OSU President Ed Ray thanks State Farm Companies Foundation representatives Mike McCluskey, agent; Dave Samuel, agent; Steve Morse, agent field executive; and Butch Lundy, agent, for sponsoring the State Farm Visiting Fellows Program.

AUSTIN ENTREPRENEURSHIP PROGRAM

Students Learn Fast and Furious during E-Challenge

In a two-week race to make the most money, Weatherford Hall student entrepreneurs from Team Jingyee won the Austin Entrepreneurship Program's first E-challenge, raising \$247. Hot Males with Garbage Pails took second, raising \$179 and Second Floor DE wing, wanting to do "work-for-hire," came in third with \$3.

"Everyone had a good time and it got people thinking about how they'd start a business in the real world," said Sarah Moore, the E-challenge coordinator and freshman business major living in Weatherford.

With \$25 to start, seven teams (based on areas in Weatherford Hall) had two weeks to start their enterprises. Three, out of the seven, made final presentations.

Team Jingyee

Team Jingyee stayed up until 4 a.m. the first night to launch a sticker business with a website showing pricing and pictures. "What we realized is that it takes a lot of system work before you are able to bring in clients," said Wes Mahler. "Marketing was the hardest thing," said teammate Jahmir Rath, a freshman business major.

However, Team Jingyee found that networking was very powerful and that it is best to prioritize big ticket buyers first. "It takes a lot of work and often 20 percent of your efforts result in 80 percent of your progress," said Mahler.

Hot Males with Garbage Pails

For Hot Males with Garbage Pails, the team experience was key. "Our team members supported each other and worked together well," said Evin Rattner.

"The first night literally everyone from our floor was there to come up with ideas and sign up for the five team spots," said Moore. "We were really excited and got into it and took it seriously."



Hot Males with Garbage Pails team members Chris Dieringer, Josh Aman and Evin Rattner make money by emptying student trash. (Photo by Stephen Hodges)

According to Rattner, the team leveraged a relationship with the hall custodian for a lead on getting free trash bin usage. "In our Faculty-in-Residence seminars, we learned to use other people's resources when beginning a start-up," said Rattner. "It was great to not just regurgitate what you learn in class for a test and instead apply it to something in the real world. We didn't

have to use any of our start-up funds for this business."

During the two weeks, the team made adjustments as they went. When teammates were working floors for customers, some would stay and visit with people taking up valuable work time. They adjusted so that if a person knew someone on a particular floor, they'd work a different floor.

They also learned that people like to be approached in a service-oriented way. "One team member had retail experience so we listened to how he approached people, what he was presenting and his friendliness," said Rattner.

"One time we were trying to explain what we were doing to a potential customer. The person dumped her garbage and shut the door without paying," said Rattner. "I don't think she understood us." Another time, a guy was in a room, so Hot Males with Garbage Pails stood there while the guy kept playing his guitar while putting trash piece by piece into the garbage can. Rattner also recalled a girl who said something like, "Okay, you look like the type who wouldn't look through it (the trash!)"

The Hot Males with Garbage Pails team learned how they could grow the business should they want to continue it. According to Rattner,

because many students don't carry cash, they would explore merchant processing credit cards. They also found that many students would pay for a scheduled service, as well as sanitizers and liners for the trash cans. Hot Males with Garbage Pails would also get t-shirts to better identify themselves.

"Overall, we had about a 25 percent rejection

rate, but we also had repeat customers," said Rattner. "We only reached a small amount of people selling seven of ten days, mostly in the evenings until about 9:15 or 9:30 p.m.," he said.

Manual Labor for Hire

Second Floor DE Wing decided to use advertising in the Barometer to sell their manual labor-for-hire business. "No one called us except to get hired!" said team member Cody Coons, a freshman in the university exploratory studies program. "We didn't think enough about our target audience and the best way to reach them," he said.

According to Coons, people being pressed for time, choosing an idea too late and poor communication led to the loss. "We learned from the failure though," said Coons.

Advice

For teams thinking of competing next year, this year's competitors have some advice.

"The teams that did well got off to a quick start," said Moore. "Many groups fell apart because they didn't settle on an idea soon enough or didn't have the time to implement it."

"Get a good team together," said Mahler and Rath. "Motivation, solid work ethic and positive attitude make a difference."

"Preplan everything," said Coons. "Pick an idea and stick with it. Think fast about how to gather resources and get people involved."

"You have 10 seconds to sell someone," said Rattner. "Practice and get comfortable in your message and communication skills."

First place winners received a 27-inch TV with built in DVD and VCR for their floor. The second place team received a stereo system for their lounge. The third place team received a snack food supply to share. All participants were also able to apply their experiences toward AEP-TICK competencies.

"The E-Challenge was about *learning by doing* and *doing more with less*. Essentially, it was a bootstrapping exercise," said Justin Craig, COB entrepreneurship professor and live-in faculty member. "We purposefully designed the challenge to allow Weatherford residents to engage in experiential learning. Not only did they get the opportunity to learn about the entrepreneurial process, but they had to learn to think on their feet and make quick decisions. I think participants were surprised how much they actually were able to learn while, in most cases, make a profit."

Students Provide Ideas for Commercializing OSU Intellectual Property

What happens when you mix inventors and their OSU intellectual property (IP) and students studying entrepreneurship and business? “Some really good ideas,” said MBA coordinator Tom Dowling. “Often OSU IP that isn’t licensed, just sits on a shelf. What we’re trying to provide are suggestions of where technology can be applied and, in some cases, establish a proof of concept for potential funding.”

Three MBA teams and three Austin Entrepreneurship Program (AEP) teams are each working on OSU commercialization projects. Dowling coordinates the MBA teams and Ryan Kirkpatrick, a general science major and entrepreneurship minor, coordinates the AEP teams



Evan Hudson is a member of the Sideways Solutions commercialization team.

under the direction of Jon Down, AEP director.

Each team spends time with the inventor to understand the technology and its capabilities. Then, through market and competitive research and talking with external entities, students develop a feasibility study, or business plan in the case of the MBA students, for the inventor and the OSU Office of Technology Transfer.

“Students really are able to apply what they have learned to these projects,” said Kirkpatrick. “The AEP students are doing this in addition to their regular class load, so the result will be suggestions from a group of really motivated, entrepreneurial students.”

The MBA commercialization teams presented their plans at the MBA competition in March and will again present their “elevator pitches,” along with students presenting their AEP feasibility studies, at the AEP Signature Event on May 19 at LaSells Stewart Center.

“The teams that chose OSU-patented technologies for their thesis projects added a huge degree of excitement and realism to the MBA Business Plan competition,” said Rich Carone, Pacific Horizon Ventures general partner and Korvis Automation executive chairman. “I want to compliment Tom Dowling and all the teams and strongly encourage a repeat next year.”

“This year’s business plan competition was particularly impressive primarily due to the fact that the students were able to leverage their plans with technology developed at OSU,” said Kathy Sego, Innovation Asset Group CFO and Sego Herb Farm co-founder. “If we are able to continue with this process I believe that we will be able to increase economic development in Oregon—resulting in increased economic health of the region and the university.”

The MBA commercialization teams of Sideways Solutions, Precision Agricultural Sensing and ToxinSense focused on OSU patented technology for their business plans, as did three AEP teams. Sideways Solutions explored ways to turn 70 percent of the grape mass that is wasted in wine production into a disinfectant. Wine has long been known for its antiseptic cleansing properties, but as a cleaning tool it can’t be sold unless modified for use by all ages. Precision Agricultural Sensing helps farmers be more efficient with their resources. With portable sensing equipment, GPS system and robust agricultural database, this product will guide farmers on where to apply specific amounts of water, chemicals, etc. where and when crops need it. “This will change agriculture globally,” said Dowling. ToxinSense uses fish scales to test for toxins. By taking a water sample, dropping it on top of the fish scales, reactions occur. These reactions could help commercial and governmental fish hatcheries determine their antibiotic use in keeping the fish and water supply healthy.

“The potential opportunities for these technologies are enormous,” said Brian Wall, assistant director in the Office of Technology Transfer. “The work these students are doing provides focus on potential partnerships, licensing or equity positions in future companies.”

“This initiative is an excellent means for connecting investors, entrepreneurs and other business professionals to Oregon State,” said Down. “Students from a variety of disciplines get the



Amanda Culver, William Briskey, George Tian, Tzen Chan and Sivakumar Murugesan, members of the ToxinSense commercialization team, meet with MBA business plan advisor Tom Dowling.

chance to work with our technology transfer office and entrepreneurs on real projects with tremendous potential.”

Two AEP teams are working on technologies that have been developed through a collaborative effort between OSU professors and the Oregon Nanoscience and Microtechnologies Institute. One focuses on microchannel nanofactory technology and the other on microchannel biodiesel refining. The third AEP team is focusing on technology that allows for accurate crosschecking of financial reports made using Excel.

The microchannel nanofactory technology is an innovation in the production process of a variety of small, high-priced specialty polymers—which are time consuming and extremely costly to produce. The new technology has the potential to decrease product costs of producing polymers up to 10,000 times their current costs. With

such a production cost reduction, these materials could be used in a variety of industries and for applications yet to be discovered.

The microchannel biodiesel refining opportunity offers its portability. Biodiesel refineries are currently large and bulky, therefore seed has to be hauled to the refinery before it can be converted into biodiesel. A small biodiesel refinery would allow farmers, for example, to deposit their own seeds into a grain crusher, extracting the oil and then send it through the microchannel refinery which converts it into biodiesel. The biodiesel could then be used to meet the fuel needs for the farm or sold to the general public.

To the third AEP team, spreadsheet errors that cost business hundreds of millions of dollars a year are an opportunity. Through a suite of Oregon Software Solutions products that use proprietary logic to analyze Excel spreadsheets for errors, companies could save millions.

Commercializing Innovation

2006 Austin Entrepreneurship Program Signature Event:
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Oregon State UNIVERSITY
Austin Entrepreneurship Program

AEP-T.I.C.K. Helps Students Track Entrepreneurial Competencies

Designed to complement classroom learning and enhance the residential college experience at Weatherford Hall, the Austin Entrepreneurship Program launched the AEP-T.I.C.K. (Teamwork, Individual, Community, Knowledge) program this past fall. AEP-T.I.C.K. is a program that allows students to build an entrepreneurship portfolio by participating in an informal curriculum to build competencies.

“The value of AEP-T.I.C.K. is in the reflection,” said Justin Craig, AEP faculty-in-residence and College of Business entrepreneurship professor. “Prior to this initiative, students were involved, engaged and attaining a lot from a variety of contexts, but it went unrewarded. Now, they have a way to track their development.”

The AEP-T.I.C.K. curriculum focuses on Teamwork, Individual development, Community building and entrepreneurship Knowledge. Each focus area consists of four or five competencies that better prepare Weatherford residents for the challenges of entrepreneurship or careers in innovative companies.



Armed with HP laptops, courtesy of a donation by the Larry Hawley Brown family, Weatherford RAs visit hall residents and encourage them to track their AEP-T.I.C.K. competencies in the areas of Teamwork, Individual, Community and Knowledge. AEP-T.I.C.K. was created by Justin Craig, AEP faculty-in-residence, and Dan Larson, University Housing and Dining assistant director. Tyler Walters, a COB MBA student and Weatherford resident, developed the web-based portfolio.

Residents participate in a variety of forums and then reflect on what they have learned before submitting a one-page demonstration for each competency that has been achieved. Students track each of the 17 competencies through

a web-based interface resulting in their AEP-T.I.C.K. portfolio. Craig reads and responds back to the student and if sufficiency is shown, checkmarks appear in students’ portfolios that indicate they’ve demonstrated that specific com-

petency.

“You have to look at yourself and see what you’ve learned and how you can apply it to your life,” said Cassie Lay, a sophomore business major living in Weatherford. “It is a great opportunity for me to set myself apart from everyone else. I’ll have my portfolio finished by the end of next year.”

Brian Stroup, ’05, is Weatherford’s resident director. He and his team of RAs help educate residents about the program. At the beginning of the year, more than 200 residents signed up for AEP-T.I.C.K. with a vision statement.

“In the residential living world, we are breaking new ground,” said Stroup. “We speak at conferences and other schools are excited about what we are doing with this program.”

“AEP-T.I.C.K. sets us apart,” said Craig. “Academia is watching this develop. No one has attempted to formalize informal curriculum like we have. It is putting us on the map. Not only do we have the largest residential facility in the world...we’re not resting on that, we’re pushing ahead.”

Backyard Barbecuer Spices Things Up

Keith Frost never had a problem making friends. In his early college days, his backyard was the hub for frequent nightly barbecues where ten to thirty people would savor his extra tasty creations. As an avid cook, he was often begged by family and friends to make a batch of his sauces because of how good they were. Even after quitting college in California and purchasing a small manufacturing company in Southern Oregon, he continued to experiment with his culinary creations. In 2002, at a company Christmas dinner, one of his employees suggested that he start selling his sauces at a farmer’s market, and with that, Southern Oregon Sauce and Spice Company (SossCo) was born. Little did he know when he first heated up the barbecue, that he’d be taking his passion for creating homemade sauces and bottling it into a business.

With no real business plan formulated, he started learning how to make sauces in quantity. But his efforts were interrupted by health problems and a very close call with death. His ruptured intestines required emergency surgery and a six month recovery period. During this time, he decided to return to school to finish his formal education. Already on his way to a degree in Agriculture with a minor in Animal Science, he added an additional Business minor. Then, during his first term at OSU in the fall of 2004, subsequent health issues landed him in the hospital for almost three weeks where he underwent major abdominal reconstructive surgery.

“It was painful and arguably one of the most formidable tests of what I like to call ‘intestinal fortitude,’ said Frost. Through all this, Frost conquered his pain and weakness and earned a 4.0 GPA for the term.

Following his recovery, Frost refocused his energy into developing his business. He connected with Justin Craig and Jon Down in the College of Business Austin Entrepreneurship

Program (AEP) and entered his business plan into the OSU Portland Business Roundtable Business Concept Competition where he took first place and won \$2500.

“This was a pivotal moment for SossCo,” said Frost. He applied his monetary award toward legal and accounting consulting, market testing and vendor research. The College of Liberal Arts, through a relationship with the AEP, helped him design product packaging and labeling. He and his wife established a website, www.southernoregonsauce.com, where customers can place orders. Today he markets a Sweet Honey & Garlic Barbecue Sauce, a Plum-Ginger Teriyaki Sauce, a Garlic Pepper Hot Sauce, an Italian Herb Grilling Oil and an Everyday Dry Rub. His sugar-free line is in development.

“I have relationships with a production facility and we now have distribution in a handful of specialty stores,” said Frost. “I’m developing my products for taste seekers—those who have a well-developed sense of good tasting food.”

Frost isn’t targeting his product at grocery store chains, though. Instead, he would like to

distribute to, and open, his own specialty stores. “I want to build a successful company known for great products,” said Frost. “I want it to be a company that is developing itself and its people, and one that gives back to the community and schools,” he said.



Keith Frost created SossCo to market his specialty sauces and spices.

Entrepreneurial Success

Balancing Work and Family: Rewards and Challenges

Editor's Note: Oregon ranks sixth in the nation for the number of businesses owned by women. As part of its "Entrepreneurial Success: It's Not Just the Money" emerging topic spring seminar, the College of Business convened an all-woman panel to address the issues of "Balancing Work and Family: Rewards and Challenges."

For four women entrepreneurs, business success would not have been complete without the riches of family and friends. But they agreed that managing the competing needs of work and family can be challenging. It is a balancing act sometimes complicated by gender bias in the workplace.

Cheryl Krane, Poppybox Gardens

Cheryl Krane, a venture capitalist, portfolio manager for Irving Levin Associates and founder of Poppybox Gardens, Inc. in Lake Os-



Cheryl Krane, Venture capitalist.

wego, summed it up with a sagacious, audacious delivery worthy of a stand-up comic.

"It is very hard to be a woman venture capitalist," she told the 200 students gathered for the talk. "There are many women *associates* in venture capital firms, but not women *partners*. And there are very few ethnicities."

"And I have six children, three husbands, I'm divorced, and I'm Jewish!" She paused until the laughter subsided.

"You can do anything you want to do in business, and do very well. But this idea that life is fair and balanced – that there is a 40-hour work week – does not exist for people who want to make it.

"If you decide to have kids – or any hobby – it's up to you to make it work," she advised. "I even traveled with my children. I just made sure my business contacts didn't know about it. I paid babysitters. I went without sleep."

The conundrum of work versus family was apparent when Krane declined to say which was more important to her: family or business.

"Why do you have to choose?" she shot back. "That's not a choice anyone wants to make. But you can't have a perfect marriage, perfect kids and work 100 hours a week. It doesn't add up."

Sonja Haugen, Austin Industries

Sonja Haugen, a CPA who has been the General Manager of Austin Industries since 1986, agreed that it is tough to do it all.

"Whether you like Martha Stewart or not, she is held up as the icon of a business woman who can change a diaper, cook a roast and tile a bath-



Sonja Haugen, Austin Industries.

room. The truth is that she employs a staff. There are only 24 hours in a day, so I hired competent people to help me with the household work."

Haugen's experience in public accounting showed how gender bias and stereotypes can complicate the juggling of work and family.

"I was incredibly naïve when I graduated with my accounting degree in 1964," Haugen confided. "It didn't dawn on me that there were no other women in the class. So it came as a shock when I interviewed and was told, 'We would never hire a woman. You belong in nursing or teaching, but not in public accounting.'"

At the Portland office of Peat, Marwick, Mitchell & Co., (now called KPMG) the door cracked open. "We haven't hired a woman before, but we could try it," she was told.

"At the time, it was the men's world. Men didn't get involved with family and childcare issues. So if I had a family problem, I couldn't talk about it. If I needed to take my child to a doctor appointment, I would say I had a meeting to attend. That has changed over the years, but you still see some of that."

Pam Garcia, NW Supermarket Holdings

Pam Garcia, president of NW Supermarket Holdings, had a completely different experience a decade later when she signed on with an unknown start-up in Seattle called Microsoft. She joined the year Microsoft went public. Bill Gates was 26. She was 25.

"I never felt barriers as I moved forward in my career," she said of her years at Microsoft. "Men and women were one big networking group. Work was fun, and since I didn't have a family, work and play merged together."

This changed when she moved to Hewlett-Packard.

"HP was a much more mature company. It didn't expect employees to 'live on campus' the way Microsoft did. After work, people went home to their families. Guys went golfing together. Women socialized with women. It was the first time I got a hint that there was a difference between men and women in business."

Garcia encountered the "good ol' boy" network when she switched to the supermarket industry, becoming president of NW Supermarket Holdings, Inc. "The men in the industry

were very kind to me; however, I was clearly not part of their inner circle."

Cheryl Krane, the venture capitalist, interjected a humorous aside, "Until two years ago, all my friends were guys, but there was no sexual subtext to those relationships – probably because they saw me pregnant so many times."

Ann Adrian, Goodnight Room

Ann Adrian, a former Nordstrom executive, avoided the money-motherhood tug-of-war by deferring family. Adrian turned an OSU busi-



Ann Adrian, Goodnight Room.

ness degree and a summer job at Nordstrom into a professionally rewarding career, but it took its toll.

"We had seven homes in seven years," she recounted. "Finally it was time to settle down and raise a family close to our loved ones."

Adrian and her husband returned to Portland, where she began decorating a nursery in her new home. Shocked by the paucity of quality products for babies and toddlers, she saw a business opportunity. She opened a children's specialty store called *Goodnight Room*. Sales at the tiny store immediately took off, and last year she opened a second store at Bridgeport Village.

"Having my own stores, I have been able to marry the two passions of my life – business and family," she said. "But I continually have to be able to bend and flex as our business grows and evolves. At Nordstrom I had a team in place to assist me. In the beginning stages of *Goodnight Room*, I did everything from unloading trucks to taking out the recycling. Now that we have grown, we have systems and people in place to do all those things. You need a long-term vision for your business, but you have to understand 'If it's to be, it's up to me.'"



AUSTIN FAMILY BUSINESS PROGRAM

Top Family Businesses Honored

Four Oregon companies received the 2005 Excellence in Family Business Awards presented by the Austin Family Business Program at a gala celebration in Portland.

Oregon Gov. Ted Kulongoski declared the day "Family Business Day" in recognition of the 20th anniversary of the Austin Family Business Program and the 18th year of honoring family businesses.

Heceta Lighthouse Bed & Breakfast of Yachats won the award in the micro category, which includes businesses with nine or fewer employees. The company serves as innkeepers at the historic lighthouse on the cliffs of Heceta Head on the Oregon coast. Judges cited the firm's dedication to communication among fam-

ily members and staff, involvement in and promotion of the local community, knowledge and work experience passed from generation to generation and a continuous searching for ideas to expand services.

Cat Hospital of Portland and **Roth & Miller CARSTAR Autobody Inc.**, also of Portland, were the finalists in this category.

Pro Weld Inc. of White City won top honors in the small category, which includes businesses with 10 to 24 employees. Pro Weld specializes in custom construction and technical welding. Judges chose this company because of its ability to involve family in all aspects of business, its innovative business direction, strong involvement within the community and strong marketing plan.

In his remarks, Kulongoski said, "You can have all the scientists and architects, but someone has to pick up the tools and build the bridges and roads that we need. I have a great interest in

manufacturing and welding is an important part of business."

The finalists in this category were **Nesko Rock** of McMinnville and **Peninsula Glass Company** of Vancouver, Wash.

The top business in the medium category (25 to 99 employees) was **Tec Laboratories Inc.** of Albany. The company makes a host of products, including Tecnu and CalaGel, designed to alleviate skin discomfort. Judges chose the company for developing new and innovative products, having a clear plan for growth, offering employees a family-oriented working atmosphere and successfully expanding into the retail market.

"I am probably, next to one of my closest friends, the most avid fly fisherman in Oregon and I carry your product," said Kulongoski. "It has saved me. I carry it all the time...and it actually works if you ever get poison oak."

Carl Greve Jewelers of Portland and **C.C. Meisel Co. Inc.** of McMinnville were the final-

2005 Excellence in Family Business Award recipients (clockwise from top left): Heceta Lighthouse Bed & Breakfast, Pro Weld Inc., Tec Laboratories Inc., and Consolidated Supply Co.

ists in this category.

Consolidated Supply Co. of Portland earned honors as the top large business. This category includes companies with 100 or more employees. Consolidated is a wholesaler that distributes plumbing parts and fixtures. Judges cited the company's ease of succession after a death in the family, commitment to communication with family and employees and business longevity.

The finalist in this category was **Umpqua Dairy Products Company** of Roseburg.

West Coast Bank is lead sponsor of the Austin Family Business Program. Additional sponsors are Black Helterline LLP, Boldt, Carlisle & Smith LLC, DeLap White Caldwell & Croy LLP, Fullerton & Company, Mass Mutual Financial Group and the Portland Business Journal.

Austin Family Business Program Celebrates 20 Years

Reaching more than 3000 people last year, the Austin Family Business Program (AFBP) continues to be a preeminent program worldwide. More than 300 people including Governor Ted Kulongoski, Ken and Joan Austin, OSU President Ed Ray, College of Business Dean Ilene Kleinsorge, AFBP Director Mark Green, retired College of Business Dean Len Spruill and retired Director Pat Frishkoff gathered in Portland to celebrate the program's 20th anniversary and the 2005 family business award winners.

"The Austin Family Business Program is a testament to the power of a self-supporting program that makes a difference to Beavers, Ducks, Cougars, Cardinals, Bruins, Bears and even the Huskies," said Director Mark Green.

Founded in 1985 at the suggestion of Ken and Joan Austin, founders of A-dec, the program has flourished. With support from then new OSU President John Byrne and new College of Business Dean Lynn Spruill, Accounting Professor Pat Frishkoff took the reins of the program.

"It was a niche for OSU and now throughout the world," said Frishkoff.

The program hosted its first conference in 1986 in what was "the beginning of an educational journey that continues to grow," said Frishkoff. A family business management course, the family business awards program and student scholarships were established.

With family businesses making up 90 per-

cent of business, the program was felt beyond Oregon's borders. When former Sunset Magazine owner Bill Lane learned of the program, he volunteered to speak at OSU and sponsored a program whereby a distinguished person comes to OSU every year and talks with students.

In the 90s, the program expanded into Washington and by 1995, through efforts of the Family Business Advisory Council and the generosity of the Austins, the program was renamed the Austin Family Business Program and became self-supporting.

At the 10th anniversary, Leo Danco and his wife Katie came to OSU to speak. The "father of family business" gave his entire set of archives and books to OSU.

"Having his collection is a huge honor," said Green. "We hope someday to make it into a library for the public benefit."

In 1999, Dick, Jim and John Coleman and

their families donated funds in support of the A.E. Coleman Chair in Family Business in honor of their father Alfred E. Coleman, a longtime Corvallis jeweler. The gift provided funds to sustain leadership of the AFBP.

After Frishkoff's retirement in 2002, the growth of the program continued. Under the leadership of Green, a Director's Fund was established to make strategic investments into the program. In addition to workshops and seminars, family business outreach and advising became a bigger focus. Industry sponsors continue to share their expertise and support of the program as it expands.

In 2005, the program hosted the first national family business research conference drawing more than 60 researchers from around the world. The AFBP remains a leader of the more than 200 schools worldwide now offering a family business program.

Madden Family Evolves Businesses with Innovation

In 2003, Ken Madden, Class of '85, got the greatest compliment of his career. His family's employment agency, Madden Industrial Craftsmen, Inc. (MICI), was rated as one of *The 100 Best Companies to Work for in Oregon*.

Not only did MICI make the list, it made the Top 10, placing No. 8 among small businesses surveyed by Oregon Business magazine. The stellar ranking was no fluke. MICI made the list again in 2005 (ranked No. 30) and again this year (No. 23).

What makes this so surprising and gratifying to Ken Madden is that his family-owned, family-run business is a *temporary* employment agency. MICI matches a pool of 2000 skilled workers — electricians, carpenters, welders, millwrights and other blue-collar specialists — with the ever-changing needs of industrial, construction and wood products companies.

Mad Fab

The staffing business grew out of the Madden family's original general contracting business, which supplied repair crews for the timber industry in the 1980s. That first business also spawned Madden Fabrication, Inc. (www.madfab.com) in north Portland, led by Ken's younger brother, Greg. "Mad Fab" has evolved into a specialty metals shop that counts billionaire investor Warren Buffet as a client. (Buffet buys corrosion resistant valves for an experimental geothermal plant in California's Mojave Desert.)

Obviously Innovative

The secret to MICI's popularity is great benefits. MICI offers a suite of benefits that would make some salaried employees envious, including health insurance, dental coverage, paid holidays, paid vacations, retirement investments and even college scholarships for children of employees, past and present. Such benefits are a rarity in the temporary employment industry, which has at times served as a benefits dodge.

"We definitely buck the trend," Ken said. "We are so different. When I go to staffing conferences and tell them what we offer, sometimes they give me the third eye."

Having grown up in a union contracting tradition, the family never doubted that offering

benefits was the right thing to do.

"We didn't start as a temp agency," Ken explained. "We started as a general contractor. We were even in a union. After about five years, we realized we had found our niche. We wanted employees to see working for us as a long-term option. You can't keep good, qualified workers unless you offer benefits."

The real business challenge was finding top employees who would command the premium fees that would support the benefits package.

"If you were to compare us to other staffing agencies," Ken explained, "we don't compete on price. We provide skilled, high-end industrial employees. We're not hiring just anybody. We interview, screen and administer skills tests. We charge more for that."

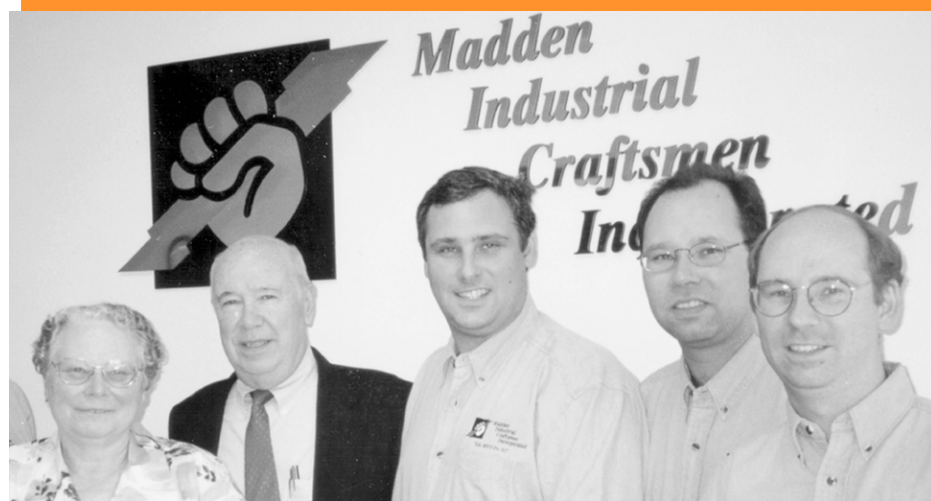
Many of MICI's employees are fishermen, hunters and travelers who want more time than allowed by the standard 10-day American vaca-

tion slipping out...a typical manager," said Ken. "He has entrepreneur make-up and doesn't recognize it. He never stops to smell the roses."

By high school, the boys were getting a diversified on-the-job business education.

"I started when I was 10," Ken recalled, "We had to do everything, so I learned to work on the equipment. I wrote up orders, worked the register, fixed frozen pipes in the rafters and changed washer belts. But more than anything, it taught me to work with my family and how to get along. It taught us how to specialize but still work together."

After graduating from OSU's College of Business, Ken worked as a sales representative for specialty food supplier S.E. Rykoff, then came back to the family to manage MICI's booming business while Paul, Ken's older brother, set up the accounting control systems for the corporation and Greg expanded Madden Fabrication.



Isabelle, Ron, Paul, Ken and Greg Madden are part of the Madden Industrial Craftsmen, Inc. and Madden Fabrication, Inc. family businesses.

tion. Once, a business requested an electrician with experience. They wanted the best. The journeyman electrician MICI sent them turned out to be the author of the troubleshooting text book on the client's bookshelf. The electrician, a recognized authority in his field, works part time for MICI in order to have time to write.

Pressed for Success

The seed for Madden family businesses was planted in 1971 when Ron, Ken's father, was transferred to Oregon by General Electric. He and his wife, Isabelle, fell in love with the state and started a dry cleaning business to provide a financial anchor. For 15 years, Isabelle and her sons — Paul, Ken and Greg — worked the dry cleaners, while Ron launched the contracting and staffing businesses.

"Dad was great at starting things and then

Employee Clients

As head of a family business, it would be easy for Ken to attribute his success to "treating employees like family," but he doesn't.

"I think of our employees as clients," Ken explained during the interview. "I have two bosses — our business clients and the employees we place."

Hearing that, father Ron leans across the table and corrects him. "Three," he says. "You have *three* bosses," indicating himself.

Everyone laughs. It is a glimpse of the humor and good natured camaraderie that has carried the family through difficult times — like the time they won a huge Boeing contract that almost crushed the fledgling company, or the time at Crater Lake when brother Greg — on his first job — found their materials buried deep under



The second generation Maddens Paul, Greg, Ken, and Ken's wife Cindy, and the third generation of the Ken Madden family, Evan and Kelsey (top center), participate in the family business.

snow, or the time they had to build a screening wall out of seamless tubes for the Tri-Met North Terminal in Portland. After winning the Tri-Met contract, they discovered that no one made tubing long enough to meet the "seamless" requirement.

"When we brought it to Tri-Met's attention, they just said 'Figure it out.'" Ken recalled. "It was a family crisis. The business was still young. The family was still young. Cash flow was an issue, so instead of taking a loss on the project, the whole family pulled together. We got together down at the Fab shop on the weekends, eating chicken out of a bucket until we found a way to hide the seams with Bondo. When they were painted, you couldn't see the seam."

Austin Family Business

In 1998 MICI was honored by the Austin Family Business Program for its success as a family business. Networking with other family businesses, Ken has found many similarities, regardless of product or service. He is a charter member of a Portland Affinity Group for family businesses.

"We are all at different stages of our life," Ken said of the other members. "Some are just out of college, some are learning about the business and others are older and taking over the business."

Next generation

Looking back over the growth of her boys and the family businesses, Isabelle sums up the family's sentiment. "It has been nice. We solve our problems together, each one helping the others. It's like it was when they were younger. We pull together, and somebody always solves the problem."

Now the grandchildren are joining the business, picking up summer jobs and learning the ropes as they prepare to shape the future of the Madden family businesses.

ALUMNI PROFILES

Rick Mikesell Invests in Family Futures

From the second floor window of the new Cummings Oil Co. building in Albany, president Rick Mikesell looks across the tranquil waters of Waverly Lake at one of the greatest threats to his family's 100-year-old business – the gas pumps of Costco.

Though the Costco station's spreading canopy is barely visible through the bare winter branches, Costco's gas queues are rarely out-of-sight or out-of-mind for Mikesell.

"That's one of the things that keeps me awake at night," he said. "When Costco, Safeway and Fred Meyers started selling gas back in 2000 and 2001, we took a nosedive. They can afford to sell gas below cost as a loss leader, just to get people into the store. How can you compete with that?"

For Mikesell, that question was not rhetorical. It was a question that had to be answered – and *he* had to answer it. At stake was the future of what was then called Cummings Transfer Co., founded as a freight hauler in 1901 when there were more horses than cars on the road.

Mikesell's grandfather, Ken Edick, bought the company in 1950. When he died in a car accident in 1978, the company passed to his son-in-law Rich Mikesell. When his son, Rick, graduated from OSU in 1987 with a business degree, he went to work for the family company. Then in 1997, Rich, the company's patriarch, fell ill with cancer at age 57. He tapped Rick to succeed him just a week before his death.

"I lived in fear that I would take over this 100-year-old company and run it into the ground in two years," Rick confided.

Focus on Family

In the fiercely competitive retail oil industry, where profit margins are razor thin – usually less than 1 percent – Mikesell needed a strategy that could carry the family business forward. His



Rick Mikesell, '87,
Cummings Oil Co.

family and the families of 230 employees' were counting on him.

"This company is a means for me to support my family and for our employees to support theirs," Mikesell said. "When we talk to potential employees, we look for people who are motivated to work for their families."

Mikesell and his wife, Shelli, a former OSU cheerleader, have four children – two girls (ages 11 and 12), and two boys (ages 7 and 3). Though he works long hours, he makes time to coach his girls in basketball and his son in Pop Warner football on the Mighty Mite Cowboys team.

Beating the Squeeze

Mikesell inaugurated his sudden presidency by streamlining operations. He promoted lifelong employee Bob Sannan to General Manager, and together they tackled fundamental inefficiencies that had been vexing the company for decades.

"We were always getting squeezed," Mikesell

recalled. "We were collecting payment in 30 days, but we had to pay out in 10, so we had to borrow. There was a lot of pressure from the banks to improve operating efficiency. For the first three or four years, Bob and I worked 12-hour days to straighten out the operations."

They not only closed the payment gap, they reversed it. Thanks to electronic transfers, Cummings Oil now collects in just three days. Monthly financial reports, which once took six months to prepare, now are ready for review in 15 days.

Mightymarts

But no amount of operational fine tuning could compete with below-cost sellers like Costco. So for six months in 2002 Mikesell and Sannan worked with a business consultant to create a strategy that would shift Cummings Oil away from head-to-head competition with giant retailers.

The two-inch thick business strategy that emerged was risky — so risky the bank initially balked at it. Cummings Oil would sell off low-volume stations along Interstate 5 and on the coast. With those proceeds plus several million in loans, they would buy Chevron's retail stations in Eugene and Salem. The stations would join their Albany and Corvallis properties under the "Mightymart" brand. The stations would barely break even, but they would give Cummings Oil a solid foundation in valuable real estate holdings while it made a less public play to expand fuel delivery services.

"What we really do is supply gas to retail service stations: Chevron, Texaco and 76 (Conoco Philips)," he revealed. "We're the largest distributor in Oregon for Chevron and 76, and we're one

of the top five suppliers in the nation" for those companies.

Top 50

Under Mikesell's leadership, Cummings Oil has grown from \$70 million in 1997 to \$325 million last year, breaking into the exclusive list of Top 50 private businesses in Oregon. Debuting at No. 46, Mikesell expects to reach the Top 25 this year.

Does that mean that Mikesell can finally relax with family futures secure?

Hardly.

For the insomniac who never takes a nap, who gets his best ideas when he is *not* in the office, who has to exercise seven days a week to blow off steam, and who recently took up marathon running, relaxation is not an option. He knows that today's success does not guarantee tomorrow's profit.

"The biggest threat to our future success is the majors themselves," he said, referring to the major oil companies. "They really can dictate our profitability."

Consequently Mikesell winces as much as consumers when he sees prices skyrocket.

"Higher gas prices are not a good thing for us," Mikesell explained. "We are not making our money on the backs of the consumer."

Higher pump prices mean cost-conscious motorists, which means long lines at Costco and open pumps at Mightymarts. High prices also drive down orders from the stations that Cummings Oil supplies.

Credit Card Crunch

Credit card fees also fuel Mikesell's restlessness. Gas company credit cards are almost a thing of the past – replaced by Visa and MasterCard. Though free to the consumer, merchants pay a 3 percent fee when customers use the cards. Those fees – about 7 cents a gallon – shave an average of \$11,000 a month from each Mightymart's profit line.

Mikesell would like to offer Mightymart customers a price break by offering a discount for cash, but so-called "two-tiered pricing," which went away in the 1980s, would be impolitic. It is safer in the long run to abide by oil company pricing guidelines. And Mikesell is in it for the long run.

"Being in business over 100 years, we have come to stand for honesty and integrity," Mikesell affirms. "Our contracts are based on the trust that we will do a good job. I really attribute our success to honesty and integrity – carrying on the tradition my father lived by."

Church Cannot Stay Retired

If Dale Church succeeds, your face will one day be recognized by security cameras and your cell phone and media player will be powered by fuel cells. Already floors are being cleaned by robots, and the United States military is fighting wars using electronic command posts he was instrumental in developing.

All this from a 66-year-old OSU COB graduate who is chairman of three corporations and director of two more.

"I tried to retire several times," he says, "but I'm not a good sitter."

Five Boards

That restlessness has taken Church from business classes at OSU — Class of '61 — to the top of five companies and the pages of "Who's Who in America."

From his home in historic Williamsburg, VA, and office in the Old Town district of Alexandria, VA, — close to Pentagon and Washington connections — Church remains the un-retired chairman of:

- ♦ *Ventures & Solutions*, which he founded in 1997 to help small, high-tech companies sell to the U.S. government.
- ♦ *MTI Micro*, in Albany, N.Y., developing portable fuel cells.
- ♦ *Alive Tech, Inc.* in Cumming, Georgia, developing biometric facial scan systems that will pick out criminals, terrorists and refuse access even to unwelcome wedding guests.

As if that weren't enough, Church also sits on the board of Mechanical Tech, Inc., the parent company of MTI Micro, and is a founder of the ISX Corp., which supplies the military with state-of-the-art software, including fighter jet technology, automated logistics and command and control systems.

ISX does much of its work for Defense Advanced Research Projects Agency (DARPA), the military's research and development branch. ISX has twice won recognition as DARPA's "Contractor of the Year." The government is already employing the firm's "Command Post of the Future," which allows generals back in the war room to see what the field commanders see, and vice versa.

Law and Orders

Church's lifelong passion for innovative technology remained dormant in the early years of

his career. He earned a law degree at night from George Washington University in Washington, D.C. while working during the day for the CIA. Experience with U2 spy planes and satellite reconnaissance sparked his interest in disruptive technology, but it was his law degree that earned him an insider's ticket to Washington's political elite. From 1969 to 1977, Church served as the



Dale Church, '61,
Alive Tech, Inc.

General Counsel to ESL Inc. of Sunnyvale, CA, a company specializing in electronic reconnaissance systems. From 1977 thru 1980, he served as Deputy Under Secretary for Acquisition to Dr. William J. Perry, Under Secretary of Defense. In that capacity

Church was given oversight responsibility for the Pentagon's \$150 billion purchasing budget.

"We bought everything from shoelaces to aircraft carriers," he quips, recalling his years at the Pentagon. "Four years was enough of that for anyone."

At the Pentagon, Church overhauled the military's acquisitions process, putting emphasis on innovative technologies like stealth fighters, cruise missiles and precision guided munitions that could counter the Soviet Union's superior military numbers.

Diplomat vs. Litigant

In addition to his acquisition duties, Church supported international diplomacy, playing a behind-the-scenes role in the Camp David peace accords. He also negotiated defense agreements with Japan and Korea at the height of the Cold War.

In 1980, Church's mix of legal training and government connections caught the attention of Surrey & Morse, LLC, an international law firm, which hired him to handle disputes and lawsuits arising from major international and domestic government contracts. He subsequently joined the law firm of McDermott, Will, and Emery as a partner heading its Government Contract Litigations Group. It was demanding work with 60- to 80-hour weeks.

"After working 2800 hours in a year, I decided there has got to be something better than this," he said. "So I returned to my first love — innovative and disruptive technologies."

Venturing Out

In 1997 Church tendered his resignation at McDermott, Will and founded Ventures & Solutions LLC to advise small, high-tech companies on winning and keeping contracts with the government. When a colleague from an investment banking firm purchased Mechanical Technology, Inc., Church helped him figure out what exactly he had bought.

"The real discovery," Church recalls, "was that in a back room they were doing Department of Energy research on methanol fuel cells."

Church helped line up a partnership with General Electric's Power Systems to launch Plug Power in Albany, NY, providing five kilowatt methanol fuel cell generators. In 1999 MTI spun off Plug Power and used the proceeds to launch MTI Micro Fuel Cells Inc. that is developing direct methanol fuel cells designed to replace rechargeable lithium ion batteries in portable electronic devices including cell phones and media players.

Eyes Don't Have It

Church's newest venture is in biometrics — measuring facial features to identify individuals. Fingerprints are troublesome. Eye scans must be precisely aligned, and are slow — taking up to several minutes. However, facial scans — a 3-D face print — can be very hard to fool and take less than a second, making them perfect for surveillance cameras and access control at places such as busy airport lines.

Church formed a new company, Alive Tech, Inc. of Cumming, Georgia, and is buying up the best available technologies to make a play for this emerging multi-billion dollar industry.

"This will be the answer to a lot of security problems," Church explained. "We've already installed a system in the Atlanta airport and in county jails in the Southeast. We scanned in photos of wanted criminals, and we've been successful catching them. Some of them were caught right in the visiting room of the jail."

OSU's Contribution

Church credits OSU with great professors using case studies to teach him to gather the facts, analyze them and resolve problems — key ingredients to his success.

"Reasoning and solving problems is what it's all about," he said. "Assembling, analyzing, digesting facts and then putting together something that works — that's what America is all about. And by golly our educational system had better teach our kids to think. Rote learning is not going to help kids learn to problem solve."

McClure Manages a Full Cup

On the morning of April 12, 2005, Elise McClure, Class of '81, awoke to find herself quoted in a front page article of *The Wall Street Journal*.

As Vice President of Tax and Customs for Starbucks Corp. in Seattle, McClure had known an article was in the works. She had been interviewed about the coffee giant's first-time lobbying effort in Washington, D.C. Starbucks was fighting a change in the tax code that would reclassify coffee roasting from manufacturing to the same category as fast food. The seemingly innocuous revision could cost Starbucks millions.

An email from a friend alerted McClure that the article had landed on the front page and that the world's business spotlight was suddenly upon her. At work, it was the talk of the office. She picked up a copy and read:

"Elise McClure, the company's tax and customs vice president, knew from her experience at an accounting firm that a good lobbying operation could be valuable. But Starbucks executives 'just didn't have a history' of openly advocating for their own issues in a public way, she says. 'We just thought we were already doing the right things and that was good enough,' she recalls."

McClure was relieved. It was a good story, and she was quoted accurately.

"I was nervous when they were interviewing me," she said. "The reporter asked me a lot of questions, but you just never know what they're going to write or how it is going to sound."

Complications

McClure's pre-publication jitters arose from her inability to predict the tone or fallout of the *Journal* article. Global publicity can have unforeseen complications, and McClure has spent her career mastering and managing complicated business situations.

She began at OSU with a degree in finance.



Elise McClure, '81,
Starbucks Corp.

(Continued on page 17)

Alumni and Business Partners Recognized

The College of Business at Oregon State University honored leading alumni and business partners at their 2005 Alumni and Business Partner Awards dinner held in downtown Portland.

The Hall of Fame Award, which honors OSU graduates who have made sustained and meritorious business contributions throughout their careers, was presented to Jon Masterson, a 1961 OSU graduate and CEO of Wallboard Tool Company; and Harley Smith, a 1959 graduate, investor and real estate broker.

Masterson is a member of the College's Business Advisory Council and, in addition to his tenure with Wallboard Tool Company, has a long record of community service in Long Beach, California. He is president of the Symphony Foundation and board member of the Museum of Art Foundation and Memorial Medical Center Foundation. He has also won awards for his involvement with the Boys and Girls Club and Public Corporation for the Arts.

Smith founded Harley Smith Investments, a private real estate brokerage, taught courses in California in real estate, taxation and corporate finance, and wrote a book on Real Estate Exchanges. Smith is past vice-president of the OSU student body and helped write the resolution to change the name from Oregon State College to Oregon State University. He is a previous member and past chair of the College's Business Advisory Council and is a trustee of the OSU Foundation. Smith also is the sponsor of the annual COB Harley and Brigitte Smith Lifetime Financial Planning Contest.

OSU alumni Larry Brown, a 1975 graduate and PricewaterhouseCoopers partner, and Pam Garcia, a 1981 graduate and NW Supermarket Holdings president, received the Distinguished Business Professionals Award, which honors mid-career Oregon State graduates who are still practicing their profession and have demonstrated "sustained distinguished contributions to his or her profession, field, OSU or society at



2005 Alumni and Business Partner Award winners include (left to right): Bob Sznawajs, Harley Smith, Pam Garcia, George Puentes, Scott Burri and Larry L. Brown. Not pictured is Jon Masterson.

large."

Brown has been a partner with PricewaterhouseCoopers since 1983. He currently serves on the complaints committee of the Oregon State Board of Accountancy and on the College's Business Advisory Council. He has been an active supporter of the accounting program making numerous presentations at Beta Alpha Psi meetings and recruiting at OSU. He received the 2004 Outstanding Accounting Alumni award. Brown is also a supporter of the Austin Entrepreneurship Program. He has been involved with many non-profit organizations. Brown, now married for almost 30 years, met his wife at OSU and one of his daughters is currently a sophomore at OSU.

Garcia, in her 16 years with NW Supermarket Holdings, a private supermarket and real estate holding company, built the portfolios of 14 different companies. She is also chairman of the board for Pinnacle Bank. Garcia has been active with the College's Business Advisory Council, Portland Business Roundtable and is a supporter of the Austin Entrepreneurship Program. Her daughter graduated from OSU.

Scott Burri, a 1986 graduate and founder of Huntington Ventures, received the Distinguished Early Career Business Professionals Award, which recognizes alumni with less than 20 years of experience.

Burri founded Huntington Ventures in 2000 and has raised \$34 million for venture investing. For the past 13 years, he has worked closely with early stage technology companies. He has been active in the College of Business as a guest lecturer and Austin Entrepreneurship Program supporter.

Two Distinguished Business Partners Awards were made, honoring non-alumni or companies who have distinguished themselves through professional practice and service to the OSU College of Business, the profession or society. Recipients of these awards are George Puentes, Puentes Brothers Inc./Don Pancho Mexican Foods president, and Bob Sznawajs, West Coast Bank CEO.

Puentes serves on the College's Business Advisory Council and has hosted students from the OSU-, UO- and PSU-sponsored OEMBA program. Puentes Brothers is currently listed in the top 500 list of Hispanic-owned companies by Hispanic Business magazine. Puentes has been active in civic activities including the Salem City Council, Salem Chamber of Commerce and numerous boards and has won personal and business awards. Both Puentes' sons graduated from OSU.

Sznawajs leads West Coast Bank, a Northwest bank holding company with \$1.7 billion in assets. Sznawajs has more than 30 years experi-

ence in the banking industry, previously as vice chairman of U.S. Bank. He serves on many boards including the Federal Reserve Bank of San Francisco and the Oregon Bankers Association. More than a half dozen of West Coast Bank's board and senior officers are OSU graduates! West Coast Bank is the lead sponsor of the College's Austin Family Business Program, one of the nation's oldest family business programs. Through West Coast Bank's participation, the AFBP is able to serve family businesses throughout the region with online resources, workshops, seminars and recognition programs. West Coast Bank also sponsors several football games and events including the "Beaver Huddle" luncheons featuring Coach Mike Riley.

During the awards program, student entrepreneurs and members of the College's Austin Entrepreneurship Program Blake Heiss and Dylan Boye showcased their multimedia business, Epoch Media, with a "Year in Review" video.

COB alumnus Harley J. Smith Honored with Dan Poling Service Award

The Oregon State University Alumni Association has presented Harley J. Smith of Stockton, CA., with the 2006 Dan Poling Service Award.

Named for an influential dean of men who served OSU for more than five decades, the Dan Poling Service Award recognizes those who have volunteered a significant amount of time to OSU, carrying on Poling's legacy of dedication to the university.

"Harley is one of OSU's most dedicated alumni," said Jeff Todd, executive director of the OSU Alumni Association. "Because his time at



Harley J. Smith, '59, Harley Smith Investments Inc.

the university meant so much to him, he has consistently given back as a volunteer and donor, allowing new generations to have the same career shaping experiences that he had here at OSU. Harley knew 'Dean Dan' (Poling), so this award is especially fitting."

Smith, a 1959 graduate of the College of Business, is founder and president of Harley Smith Investments Inc., a private real estate brokerage firm located in Stockton. He has a long history of leadership at OSU. As vice president of the student body in the 1950s, he personally handwrote the resolution to change the university's name from Oregon State College to Oregon State University. He has continued his strong involvement with the university by serving on the OSU Foundation Board of Trustees and the College of Business Advisory Council.

Smith also sponsors the annual Harley and Brigitte Smith Lifetime Financial Planning Contest and was recently inducted into the College of Business Hall of Fame.

Harley and his wife, Brigitte, have two daughters, Tobey Smith Parks and Tara Smith.

Joan Austin Honored with Lifetime Trustee Award

The Oregon State University Foundation has presented its Lifetime Trustee Award to Joan Austin of Newberg.

The Lifetime Trustee Award is presented to an individual who has demonstrated more than 12 years of outstanding service as a trustee of the OSU Foundation and has made significant financial contributions to benefit the university.



Joan Austin, A-dec Inc.

"Since the mid-1970s, Joan Austin has provided steady leadership to the OSU Foundation," said Jim Rudd, chair of the OSU Foundation Board of Trustees. "Her personal dedication and

significant contributions have helped elevate Oregon State University to new heights."

Joan Austin, along with her husband, Ken, co-founded A-dec Inc. in 1964. For many years, Joan Austin has lent her leadership to OSU, serving more than 26 years on the OSU Foundation board, including terms as chair and treasurer.

"I'm particularly impressed with how she translated her personal experience as an entrepreneur and family business owner into top programs at OSU," Rudd added.

Austin and her husband were the force behind OSU's Austin Family Business Program, a flagship program that supports the unique needs of family businesses, and the Austin Entrepreneurship Program, an undergraduate business program that prepares students to launch their first business ventures.

Both Joan and Ken Austin were inducted into the College of Business Hall of Fame in 2003. Joan Austin has also served on the College of Engineering Technology Campaign Cabinet, the Thundering Seas Foundation Board and the 4-H Foundation Board. She received the OSU Alumni Association Honorary Alumni Award in May 2005, and she and her husband together received the OSU Distinguished Service Award and the President's Club Most Honored Member Award in 1983.

In 1984, the March of Dimes honored her as one of the 10 outstanding women in Oregon for her dedication to higher education.

In addition to her OSU activities, Joan Austin has also been active in many education, business and community groups including the Kennedy Center, Oregon Business Council, Providence Newberg Health Foundation, Linfield College, the Newberg school district and the Associated Oregon Industries Center for Citizen Leadership, where she is a founding member.

Ken Austin graduated from OSU in 1953. Their children, G. Kenneth Austin, III and Loni Austin Parrish, are also graduates of OSU, as are their spouses. The Austin's daughter-in-law, Celia, serves on the OSU Foundation Board of Trustees.

McClure Manages a Full Cup

(continued from page 15)

In 1981, she enrolled at Willamette University's law school and engaged the vagaries of American jurisprudence. In 1984, with law degree in hand, she went to work for the Big 8 accounting firm Coopers & Lybrand (now part of

PricewaterhouseCoopers).

After four years in Coopers' Seattle office, she moved to headquarters in New York. With a solid foundation in the intricacies of corporate tax — and business lobbying, as the *Journal* article pointed out — she returned to Seattle in 1992 to become tax manager for a small, northwest coffee vendor — Starbucks.

"Starbucks had just gone public," she recalled. "We had 150 stores in five states and Canada and did \$100 million in sales. We used to plan for the day when we would have 500 stores in 10 different states. I didn't anticipate Starbucks would take off like it has, but our founder had a vision."

Today there are 11,000 stores, a Starbucks in every state — and seemingly every town — and 35 foreign countries. Revenues last year exceeded \$6 billion.

McClure is responsible for all worldwide income, sales and excise taxes. As if that weren't enough, Starbucks added international customs — import and export compliance and planning — to her duties. The experience has taught her that it's not such a small world after all.

Little Laws, Big Challenges

For example, in some states with a sales tax, there is no tax on coffee to go. However, if the coffee will be consumed at Starbucks, then it must be taxed.

"We spend an enormous amount of time try-

ing to figure out how to efficiently administer things like that," McClure explained. "It is a simple example, but it can be very significant from a dollar standpoint. In the international arena, we focus on aligning business operations with efficient tax structures."

In her free time, McClure serves on the Board of Treehouse, a Seattle-area advocacy and support group for foster children. She also is very active with the OSU Foundation, serving on the Board of Trustees for three years and chairing the Finance Committee since last year. She visits Corvallis at least three times a year.

Ultimate Complication

Years of experience with Byzantine procedures and bizarre requirements prepared McClure for one of the most complex undertakings of all — international adoption and single motherhood. In Feb. 2004 she adopted a daughter, Lauren, from Sakhalin Island, off the east coast of Russia. She credits a solid team at the Starbucks tax office and encouraging parents, John, '50, and Ferol McClure, in Portland for supporting her during the adoption process and stepping in when parenting complications arise.

"Parenting takes a lot of time," she said. "It's a matter of organization and prioritization. It is pretty stressful because I can't spend nearly the number of hours in the office that I used to. But I'm happy with what I have achieved, and now I can't imagine my life without Lauren."

Is Your Windshield Cracking?

When students encouraged college officials to invite convicted felon Patrick Kuhse, to Oregon State to talk about ethics, the request raised more than a few eyebrows. Later, a department chair attended an academic conference where Kuhse spoke and verified the quality content. Even though Harvard, Stanford, MIT, USC and other esteemed institutions thought Kuhse worthy, the simple act of sponsoring a convicted felon to educate students was problematic.

“Traditionally we learn about ethics from ...family, education and religion. Conventionally ethics is taught from the perspective of how to behave,” said College of Business Dean Ilene Kleinsorge to a packed audience of 250 students in her introduction of Kuhse. “Sometimes we need to hear a more unconventional message, of what it’s really like when you don’t follow acceptable behavior...” “We need to hear the message many times and many different ways.”

As part of the Dean’s Distinguished Lecture Series, Patrick Kuhse provided insight into the causes and effects of unethical behavior. While he was in prison, he interviewed 1000 people regarding ethical behavior. “All of us were violating one or more critical thinking errors,” said Kuhse. Kuhse labeled the thinking errors as entitlement, super optimism, rationalization, seemingly unimportant decisions, victimitis, situational ethics, affection disconnection and laziness.

Values Shift

Kuhse grew up in a small town in a strong family and said his life changed when he went to a college 17 times the size of the town he grew up in. He experienced a values shift.

“I had a great family, all I ever wanted,” said Kuhse. “Now I see all that is out there. Friends with big houses, not working and having fun, while I work a full-time job to pay my semester tuition.”

Two years later, despite leaving college without a degree, he got on with a securities firm and within two quarters was in the top 100 in sales.

“I went to the New York Stock Exchange and saw all these maniacs running around. These are my people, my tribe. Talk about making money!” said Kuhse.

He talked to the top three salespeople who were making five times as much as him and learned that when they sold, they didn’t always reveal the seven SEC required disclosure items.

“I experienced a group-think philosophy — the everybody’s doing it, so that makes it okay syndrome,” said Kuhse.

Group Think

“How many people download music,” said Kuhse. More than half of attendees raised their hands. “Why do people do it? It costs too much? It’s the same music that is free on the radio? If you like it, you’ll go buy it?”

“We’re all fallible human beings,” said Kuhse. He said students use *rationalization* to square away the internal compass. Or, *entitlement*, the queen mother of thinking errors, according to Kuhse. Someone owes you something or you deserve it. Or, he said, *super optimism*. You think, “I won’t get caught downloading music!” Kuhse warned that this type of thinking carries forward into the professional level.

Cracked Windshield

He used an example of a cracked windshield. Every time you compromise your ethics, your windshield cracks a little more. Eventually you can’t see through the windshield. “You make a note to yourself to fix the windshield and then at some point, you block it out and just live with it,” said Kuhse. “This is how people go down the slippery slope.”

His crack in the windshield began cracking a little more. Eventually, he became a regional vice president in another securities firm sharing some disclosures and not others. In 1987, he moved from Oklahoma to California and started his own financial planning firm with high earning clients including major league baseball



Patrick Kuhse, Speaking of Ethics.

players.

While there, a friend approached him to be a portfolio investor. She had a friend who was running for office as the state treasurer of Oklahoma. If her friend was elected, she would be given the responsibility of investing the state’s bond portfolio. She invited Kuhse to help her if she was elected to the office. Her plan was to send Kuhse some business and he’d send her some of the money.

“It was illegal, immoral, and unethical. The fiduciary responsibility was to the Oklahoma taxpayers, not to herself,” said Kuhse. “I rationalized that this would look great on my resume. I was all about that,” said Kuhse.

After his friend was put in office and the trading began, at one point his ATM balance showed over \$1 million. “I’m thinking, I’m off to the races. I hadn’t given my friend any money yet, so I kept going,” said Kuhse.

Affection Disconnection

Shortly thereafter, Kuhse said he suffered from *affection disconnection*. He said he was more interested in how he looked to his clients and his company, than with his family. When he explained some of the work he was doing with the state of Oklahoma, both his mom and wife said that it sounded illegal. “Two people, my moral compasses, told me this and I’m not hearing it!”

Twenty-three months later, he received five knocks on the front door of his house. “Two nicely dressed young people with a badge, one with the FBI and one with the IRS Criminal Fraud Division, said they were conducting an investigation,” said Kuhse. “Two months prior I had gotten *lazy*.” Kuhse had sent his friend in Oklahoma an ATM card for when she needed money. Her face was caught on camera using his card.

“During the one and a half year investigation my body shut down. I had migraines and ulcers,” said Kuhse. “Your body tells you what is going on inside you.” Still, Kuhse said, he couldn’t accept responsibility.

When Kuhse asked the audience how many obey the speed limit, people chuckled. “You think there is wiggle room, the majority of the time you get away with it, you’re not the lead car so you’ll be okay?” said Kuhse. “Sound familiar? And then when you get caught, you get

victimitis. Why me?” said Kuhse.

Seemingly unimportant decisions can also lead to ethics violations. He reviewed the case of Martha Stewart. “She hears the CEO of ImClone is selling so she says, sure sell,” said Kuhse. “Don’t you think if she had told investigators the truth and gave back the money instead of lying that she would have gotten a slap on the hand?”

In 1994, prior to his friends being arrested and on trial, he uprooted his wife and two kids and moved to Costa Rica. According to Kuhse, seven months later in a breaking news story, they said “Patrick Kuhse has left the country.” Thirty-two federal indictments were filed against him.

Fearful of Interpol, Kuhse took off through the back door of his house and was on the run for three and a half years. At the three year mark, his family moved back to San Diego to start a new life.

“That day I reached a little deeper,” he said. “*Affection disconnection* was wearing off.”

“I was told my options were fifteen years in Leavenworth or run the rest of my life,” said Kuhse. “It was time to do the right thing.”

Accepting Responsibility

After making arrangements with the U.S. Embassy, he turned himself in. He was immediately incarcerated in the infamous San Sebastian prison. “My body started restoring itself,” said Kuhse. “I was in a small room in a dungeon with 150 people, a dirt floor and a pipe for a toilet. I never felt better. It was the power of doing the right thing.”

He was subsequently returned to the U.S. where he pled guilty to federal felony counts involving money laundering, bribing a public official and conspiracy. According to Kuhse, the judge said he wanted to give him 20 years in jail. However, because he turned himself in, he got 71 months, \$4 million in restitution, 280 community service hours and three years probation. While in prison, he completed his bachelor’s degree and in 2001, after four years in international and federal prisons, he was free at the age of 45, divorced and with no home. He fulfilled his community service obligation by giving talks on business ethics (www.speakingofethics.com). Today, he continues to pay back restitution with his speaking income.

“Income doesn’t define wealth. Wealth comes from the inside. I’m all about the connection I chose to ignore,” said Kuhse. “It is all about love and support of family and friends. When I started to block my mom and wife out, that was my path down.”

Guest Speakers

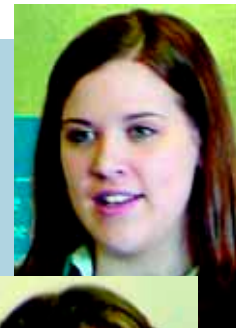
The College of Business is honored to have more than 220 individuals and companies provide our students with real-world information and guidance. **Thank you** for taking the time to make a difference in our students' education. If you are not listed, please let us know by e-mailing exchange@bus.oregonstate.edu.

Ann Adrian, Goodnight Room
 Aj O' Conner, Tri-Met
 Alex Corrigan Delap White Caldwell & Croy, LLP
 Allen Leggett, Arthur J Gallagher & Co.
 Angel Phillips, Grant Thornton
 Angela Lavenbarg, Hitachi Consulting
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 Bill Buskirk, Imtech
 Bill Humphreys, Citizen Bank
 Bill Pavitt, Maintenance Systems and Sales
 Bob Albers, US Bakery
 Bob Laux, Microsoft and AICPA
 Bob Ward, Cappybara Ventures
 Brad Greer, Pacific Crest Technology, Inc.
 Brian McMenemy, McMenemy
 Brent Bullock, Perkins Coie LLP
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 Bruce Hraba, Waterford Hotels and Inns
 Bryan Johnston, Bryan Johnston Consulting
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 Casey MacPherson, A-Plus Signs
 Catherine Mater, Mater Engineering
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 Chris Bryant, Moss Adams
 Christopher Yahna, Intel
 Cindy Anderson, Clean Can Corp.
 Craig Battrick, Hewlett Packard
 Craig D. Chambers, Mass Mutual Financial Group
 Craig Topping, Accountemps Financial Staffing
 Crissy Coleman, Northwestern Mutual Fin. Network
 Curt Rose, Hewlett Packard
 Dale Duskin, owner/serial entrepreneur
 Dale Lane, Walgreens
 Dan Frye, IBM Linux Technology Center
 Dan Jablonski, Digital Inspections
 Dan Moffat, New Edge Networks
 Dan Whitaker, Pixio Corp.
 Dana Bennett, Young Entrepreneurs Org.
 Daniel Dodge, Intel
 Dave Snider, Hewlett Packard
 David Chen, OVP Venture Partners
 David DeLap, Delap White Caldwell & Croy, LLP
 David Moon, State of Oregon Audits Division
 David Stallcop, Vanport International
 Dawn Moore, Intel

Dean Hansen, Pacific Continental Bank
 DeeAnn McCoy, Citrus Marketing Group
 Dennis McVicker, Tidewater Barge Lines
 Diana Baumgartner, KPMG
 Diane Swanson, ethics educator
 Dick Gustafson, Eoscene
 Dinah Nicholson, Waddell and Reed
 Dominic Biggi, Beaverton Foods
 Don Russell, serial entrepreneur
 Donna Silverberg, DS Consulting
 Eric Rosenfeld, Cappybara Ventures
 Erik Tuma, CH2M HILL
 Ernesto Poza, EJ Posa Associates
 Ernst and Young
 Fred Postlewait, Oregon Coast Bank
 Fred King, The H Group, Inc.
 Gary Epping, Epping Construction
 Gary Glisson, Stoel Rives
 Gayle Tweed, STARS Antique Malls
 George Puentes, Puentes Brothers
 Glade Diviney, Extended Systems R & D
 Glenn Smith, Portland Venture Group
 Grant Cyrus, Target Distribution Center
 Greg Chaillé, The Oregon Community Foundation
 Greg Laird, Stockamp & Associates
 Greg Thomas, Software Association of Oregon.
 Hank Patton, World Steward Organization
 Heity Versteeg, Nova Garden Design LLC
 Hikaru Yamada, Sprint Capital Japan Ltd.
 Holly Gibbs, Summit Information Systems
 Home Depot
 Ingi Song, Bearing Point Inc.
 IRS Criminal Investigations
 Jack McGowan, SOLV
 Jack Wilborn, KPMG
 Jaimie Hughes, Anderson Group CPAs, LLC
 James M. Baumgartner, Black Helterline LLP
 James Parkin, Deloitte & Touche in Seattle
 James Schupp, Smith Barney
 Jamie Ingles, Hitachi Consulting
 Jason Franke, Dell
 Jayne Andersen, personal coach
 Jean Mater, Mater Engineering
 Jeanne Smith, Jeanne Smith & Associates, PC
 Jeff Kanyuch, P.E., CH2M Hill
 Jeff Malensky, Oregon Berry Packing Co.
 Jeff Mengis, Mengis Capital
 Jeff Strickler, Centrisoft Corporation
 Jeff Vincent, Laird Norton Co
 Jeremy Frumkin, Valley Library, OSU
 Jim Bernau, Willamette Valley Vineyards
 Jim Kuhlman, State Farm Insurance
 Jim Mendenhall, SporTech Inc.
 Jim Shattuck, Peco
 Jim Vance, Oregon Armored
 Jodi Rasor, JELD-WEN, Inc.
 Joe Kroll, IRS Tax Exempt Organization Division
 Joey Samonte, Home Depot
 John Bradshaw, Portland Transmission Warehouse
 John Hall, OVP Venture Partners
 John Jolliff, Country Ins. & Fin. Services

John Kinney, Global IT, Nike
 John Kroger, former prosecutor on Enron task force
 John McGuigan, Black Helterline LLP
 John Ross, Home Depot
 Johnny Falla, Future Social Innovators Network
 Jon DuFrene, State of Oregon Controller's Division
 Jonathan Sokobin, SEC
 Josh Breugman, JP Morgan Private Bank
 Josh Noda, Target
 Karissa Cornell, KPMG
 Katherine Schipper, FASB
 Kathy Segó, Innovation Asset Group
 Kathleen Segó, Ethicpoint
 Kathryn Snimabukuro, KPMG LLP
 Kathy Vinceri, Citrus Marketing Group, LLC
 Katie Neuschwander, Johnson McGowan Whitney & Assoc.
 Ken Thrasher, Compli, Inc.
 Ken Wightman, David and Evans and Associates, Inc.
 Kent Hartman, Fernhill Music.
 Kettle Food
 Kevin Cummings, International Association of Machinists and Aerospace Workers
 Kevin Fox, Natural Point
 Kren Fast, Claremont Associates
 Kristen Gose, Anderson Group CPAs, LLC
 Kristin Curtis, Portland Rose Festival
 Larry Brown, PWC
 Larry Hanslits, The H Group, Inc.
 LaVonne Reimer, Open Technology Business Center
 Lee Johnston, Carlson Johnston Group
 Lee Martin, Hitachi Consulting, Portland.
 Leonard Aplet, Columbia Management
 Linda Hirneise, JD Power and Associates
 Lindsay Roshak, PWC
 Lorri Baldwin, Nordstrom
 Lucinda Stewart, OVP Venture Partners
 Margaret Mellinger, OSU Valley Library
 Mark Giordano, Hewlett Packard
 Mary Coucher, IBM Corp
 Mary Jubitz, SMART
 Meredith Wellman, Stockamp & Assoc.
 Mike Baker, David Evans and Associates, Inc.
 Mike Cook, MTI, Inc.
 Mike McCluskey, State Farm
 Mike McCullough, Cambria Corp.
 Mike McMenemy, McMenemy's
 Mike Parrott, Aterwynne
 Mike Song, Cohesive Knowledge Solutions
 Mike Wells, Wells Development Company
 Mike Williams, HemCon, Inc.
 Nadine Davison, Jeanne Smith and Associates, P.C.
 Neal West, Moss Adams and AICPA
 Nic Vu, Target Corp.
 North Lincoln Sanitary, Tina French
 Pamela Marcott Garcia, NW Supermarket Holdings
 Pat Frishkoff, Leadership in Family Enterprise
 Pat Hraba, Waterford Hotels and Inns
 Pat Stone, The Stone Group
 Pati Palmer, Palmer/Pietsch Publishing
 Patricia L. McGuire, Davis Wright Tremaine LLP

Patrick J. Kuhse, Speaking of Ethics
 Paul Dudley Hart, Mercy Corps
 Paul Nourigat, US Bank
 Peter Moore, integrated marketing communication consultant
 Peter Rauch, Deloitte and Touche
 Peter Rouch, Deloitte and Touche
 Peter Smith, Services Group of America
 Pramodita Sharma, Wilfrid Laurier University
 Pricewaterhousecoopers LLP
 Rachel Herinckx, Grant Thornton
 Randy Conrads, Classmates Online and RedWeek.com
 Randy Kalmeta, IBM Linux Technology
 Ray Barlow, Van Beek & Co., LLP
 Richard A. Carone, Pacific Horizon Ventures
 Rick Mikesell, Cummings Transfer and Mighty Marts
 Rick Woodward, Coastwide Laboratories
 Russ Brown, several pharmaceutical companies
 Ryan Hildebrand, PwC
 Sakthi Angappamudali, The Standard, Portland
 Sally Smedal, American Basic Foods
 Sarah Harris, Ajilon Finance
 Scott Kveton, OSU Open Source Lab
 Scott South, Stevens Water Monitoring Systems
 Shadbolt Celeste, Cherry Country
 Shaun Cochran, Home Depot
 Sid Cooper, OSU Memorial Union
 Sonja Lee Haugen, Austin Industries
 Stan Kramer, Qdoba Mexican Grill Franchise Operation
 Stephen Nigro, Hewlett Packard
 Steve Allen, Belle Vallee Cellars Winery
 Steve Brown, Hewlett Packard
 Steve McPhie, Qdoba Mexican Grill Franchise Operation
 Steve Schell, Black Helterline LLP
 Steve Weiler, Falcon Pacific
 Steven Smith, Tec Laboratories
 Stewart Clark, Planar Systems
 Sumer Gregg, international marketing consultant
 Susan de la Vergne, Alder Business Services
 Suzanne Peters, Nike
 Tad Davies, T.A. Davies & Co., PC
 Target
 Teri Briskey, General Electric
 Terry Wade, Garrett, Hemann, Robertson, Jennings, Comstock, & Trethewey, P.C.
 The Business Journal
 Tim Jakubowski, KPMG LLP
 Tim Myers, Hewlett Packard
 Tim Nesbitt, Oregon AFL-CIO
 Tom Munnerlyn, OSU Career Services
 Trace Skopli, Moss Adams
 Walgreens
 Walter Kortschak, Summer Partners
 William Newman, Northwest Technology Ventures



More than 20 alumni participated in this year's Career Symposium. Angela Lavenbarg, '05, Hitachi Consulting; Jeff Malensky, '97, Oregon Berry Packing Co.; Casey MacPherson, '04, A-Plus Signs; Meredith Wellman, '01, MBA '02, Stockamp & Associates; Josh Noda, '01, Target; and Sarah Harris, '97, Ajilon Finance are pictured above.

MBA Teams Make Their Pitches

Imagine that you are in an elevator and you have 45 seconds to sell your business plan to one the nation's most respected investors and every word that comes out of your mouth could make or break the deal of a lifetime. Well, seven teams filled with Oregon State's most promising MBA students were faced with that same scenario, but instead of being in an elevator they were on stage selling their idea to a judge in front of an entire auditorium full of people.

"The elevator pitch competition was about as close as you could get to the real thing without actually being in an elevator, only with everyone watching. It was a lot of pressure, but a whole lot of fun too," said Shayla Sharp, GO!!! Helmet team member and winner of the eleva-



Catherine Mater, competition judge, listens to Preventa Health Management's elevator pitch given by team member Tyler Walters.

tor pitch.

The elevator pitch was the first component of the two-day business plan competition. The next day, teams presented their business plans in front of a panel of judges.

"The business plan competition gave our team the opportunity to refine our business plan into something that investors would value," said Mandy Culver of ToxinSense. ToxinSense focused on the use of fish scales for water toxin testing. Other team members were Kristina Swartwout, William Briskey, Sivakumar Murugesan, George Tian and Tzen Chan. "We were all able to come together to show the hard work we had done and the progress we had made. It was great to hear from industry professionals and to know that we are producing something of value," said Culver.

"The business plans reflected potential projects that someone could really run with," said Dan Whitaker, Pixio Corp president & CEO.

"I continue to be impressed with the quality and professionalism of the plans and the presentations," said Kathy Segó, Innovation Asset Group CFO. "The students have been well coached by Tom Dowling."

Judges included Steve Allen, Belle Vallee Cellars Winery attorney and founder; Richard A. Carone, Pacific Horizon Ventures general partner and Korvis Automation Inc. executive

MBA BUSINESS PLAN COMPETITION WINNERS

ELEVATOR PITCH

Go !!! Helmet

Description: Bike helmet that protects the brain as well as the skull.

Scott Wooden, Olga Veliz-Osorio, Lynsey Kennedy, Shayla Sharp, Joe Dollowitch, Prapat Limkatunyoo

TECHNICAL MERIT

First Place:

Precision Agricultural Sensing (PAS)

Description: Equipment that tells nutrient and water makeup of specific plants.

Naomi Shaw, Tyan Johnson, Amanda Larson, Huiyuan Ding, Mark Trivette

Second Place:

Go !!! Helmet

Third Place:

Ammoniator

Description: Process for producing useful bi-products from manure.

Travis DeBaker, Julie Reinhart, Christina Young, Josh McIntyre

VENTURE VIABILITY

First Place:

Sideways Solutions

Description: All-natural disinfectant produced from the waste of wine production.

Matthew Daiker, Evan Hudson, Hsiu-Ying Shen, Wannaporn Srinives, Les Gutches and Trevor Legwinski

Second Place:

SureTracker

Description: Animal tracking device in bows for bowhunters.

Chris Riper, Randall Ward, Lee Cramer, Srikanya Buranabunpot, Jing Yuan, Miguel Ocapan

Third Place:

PAS

ARTISTIC MERIT

First Place:

Preventa Health Management

Description: Managing chronic diseases through health rather than medication.

Thuriet Thi Nguyen, Tyler Walters, Lisa Schoellhammer, James Kelly

Second Place:

PAS

Third Place:

Sideways Solutions

OVERALL COMPETITION WINNERS

First Place:

Sideways Solutions

Second Place:

PAS

Third Place:

Preventa Health Management

Fourth Place:

Ammoniator



Ammoniator: (L to R) Travis DeBaker, Julie Reinhart, Christina Yang and Josh McIntyre

chairman; Dean Hansen, Pacific Continental Bank senior vice president; Catherine Mater, Mater Engineering president and Pinchot Institute for Conservation senior fellow; Dan Moffat, New Edge Networks founder and CEO; Fred Postlewait, Oregon Coast Bank, president and CEO; James Schupp, Smith Barney executive vice president – investments; Kathy Segó, Innovation Asset Group CFO and Segó Herb Farm co-founder; Jeff Strickler, Centrisoft Corporation vice-president and COO; Craig Topping, AccounTemps Financial Staffing, Robert Half International staffing manager; Hetty Versteeg, Nova Garden Design LLC founder and principal and Dan Whitaker, serial entrepreneur, co-founder Rogue Wave Software and currently Pixio Corp president and CEO.

Students Take Second in National Ethics Competition

Mike Arnold, a senior in accounting, and Michael Sturn, a senior in international business, placed second among teams from 13 schools at the National Ethics Case Competition at the University of Arizona on October 27-28, 2005. The team received \$500 in prize money to split.



Mike Arnold and Michael Sturn take second in ethics competition.

Taking on the roles of executives at a construction company, Arnold and Sturn faced a dilemma in the competition. The case specified the need for construction development despite a labor shortage.

“We had to decide whether or not to use brokers that provide low-cost, ill-treated and potentially illegal workers or not,” said Arnold. “It is a common construction industry practice and a way to win contracts with lower bids.”

In Arnold and Sturn’s solution to the case, they decided to employ subcontractors, who would then employ labor brokers, who might potentially employ illegal immigrants. They planned to integrate an independent third party to ensure that the labor force wasn’t being exploited. In addition, their company would work with the community and different social groups to help protect worker rights.

Throughout the competition, Arnold and Sturn felt the strain of maintaining strong ethics within the business world. According to Arnold and Sturn, the ethical situation in question was more complex than the often heard mantra, “treat others as you would like to be treated.” “We were torn between two situations: operate within the law or push the gray area to sustain our business. Hiring illegal immigrants

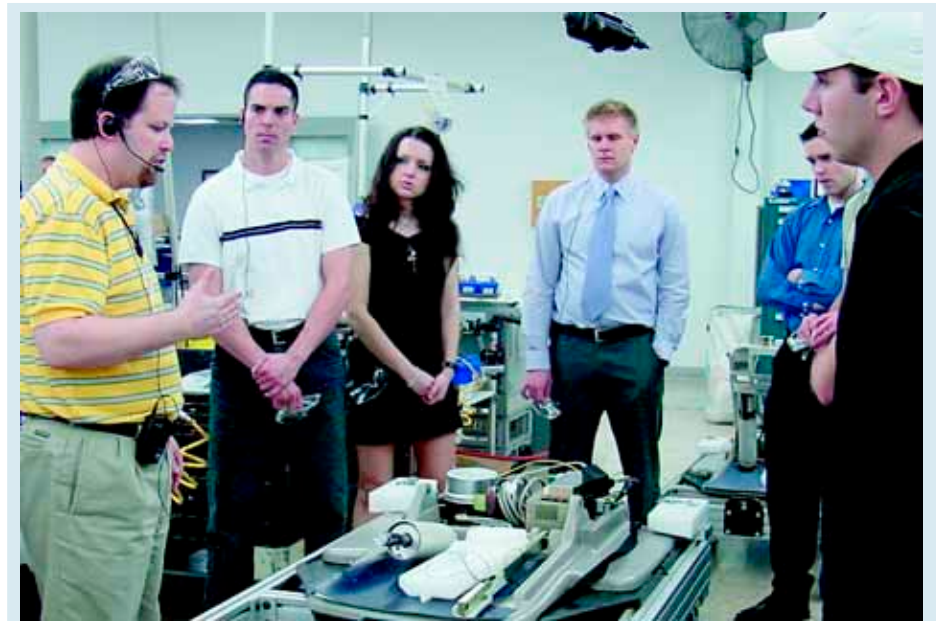
was a huge problem, but at the same time they were doing good things for society,” said Arnold who agreed with Sturn regarding their confidence in their solution.

Arnold and Sturn would not have changed a thing about the experience, except of course taking first place. “It was a great experience meeting different students from other universities. If it weren’t for Professor Jack Drexler who recommended us to Dean Ilene Kleinsorge, we would never have been able to represent Oregon State in the competition. So Mike and I would just like to say thanks to them and the donors and faculty that made our experience possible, and remember, always let your moral compass guide you,” said Sturn.

Finance Club Puts Money in Motion

Last year, the Finance Club at Oregon State University raised more than \$50,000. This year, club members started investing it. The first purchase the club made to its new portfolio was 101 shares of Microsoft. To date, the club is keeping up with the S&P 500 and hopes to raise an additional \$10,000 per year to make additional portfolio investments. Current investments are below.

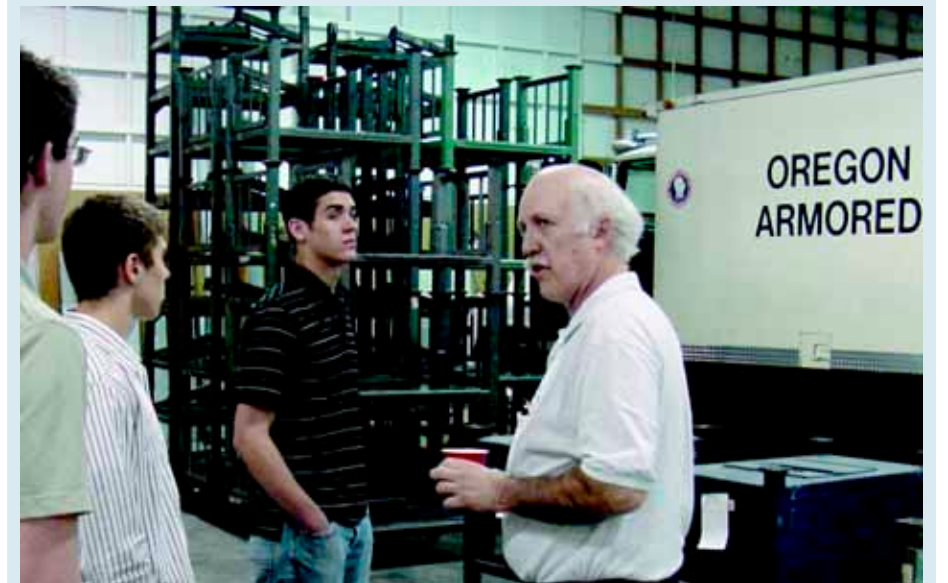
NAME	TICKER SYMBOL
3M Company	MMM
Biosante Pharmaceuticle	BPA
Chesapeake Energy	CHK
Chevron	CVX
Microsoft	MSFT
Nordstrom	JWN
PepsiCo	PEP
Waste Management	WMI
XM Satellite Radio	XMSR
Berkshire Hathaway	BRK.B
iShares	MSCI
Emerging Markets Index	EEM
Liveperson	LPSN
Guitar Center	GTRC
International Speedway	ISCA



A-dec and Oregon Armored Open Doors to Finance Students

Students are pretty familiar with going to the dentist and using a cash machine, but in a behind-the-scenes look at A-dec and Oregon Armored, students learned first hand what makes these businesses tick. A-dec founders Ken and Joan Austin revolutionized the dental industry by developing products for sit-down dentistry. The company now is one of the largest dental equipment manufacturers in the world with a 50 percent market share in dental chair sales. Students viewed the manufacturing of chairs and cabinetry, as well as dental lights and hand pieces. Pictured above is A-dec Operations Manager Ralph Osburn examining the manufacture of a dental chair with one finance group.

At Oregon Armored, students found themselves surrounded by money. In a highly secure facility, James Vance, ‘69, explained his money handling business from collecting coins from parking meters, to filling ATMs, to processing customer deposits and more. Vance explained his key business philosophies including taking care of the customer, working hard, keeping expenses down, being innovative and not reinventing the wheel—instead just making it a little better. He told students, “They say we’re going to a cashless society, but I can tell you, it just goes up every year.” Pictured below, students get to look into one of Vance’s 35 armored trucks.



AEP Students Launch SIFE

Nine dedicated students sharing a common interest in entrepreneurship formed the Oregon State University Chapter of Students in Free Enterprise (SIFE) this past fall. SIFE, a global non-profit organization, is active in over 40 countries and territo-



Laura Yoder, sophomore in English, and Jennifer Villalobos, junior in business, are working on SIFE programming.

ries. The organization's goals are to educate students on market economics, entrepreneurship, business ethics, success skills and financial literacy.

"SIFE is all about entrepreneurship and how to compete and succeed in a free market," said Wade Reese, who heads the inaugural group. "It encompasses more than setting up a new business. It focuses on what to do when you make a

profit such as investing in the community."

The founding group, all part of the Austin Entrepreneurship Program, opened membership to students during winter term of this year. AEP faculty-in-residence and College of Business assistant professor Justin Craig is the faculty advisor for the organization. Two years in the making, the group has set up bylaws, named officers, created a website and more.

"The SIFE representative came in November and was blown away with what we had done already," said Reese. "We've worked hard to set a strong foundation so that when we graduate, it will have some longevity. We want to create something that will make an impact and fill a need."

The group already has plans to develop a Business-in-a-Box. According to Reese, for entrepreneurs who don't know where to begin, this box will include how-to information on licensing, insurance and other basics for setting up a business.

"Right now we have a couple of start-up companies using a prototype," said Reese. "We hope to provide a resource for any business at OSU and eventually become self-funded with the products we deliver."

The group also has plans to develop scholarships for high school students and is gathering ideas for other community projects. The SIFE team also wants to participate in the national SIFE competition. For more information about the SIFE program at OSU, visit www.bus.oregonstate.edu/programs/aepclubs.htm.



The new OSU SIFE team, in its first regional competition, brought back two top finishes and the hardware to go with it. The team won awards in the Rookie of the Year and Entrepreneurship categories at the 2006 SIFE USA Regional Competition in Seattle, WA, on April 4. As a first-year team, according to participant and business student Har Rai Khalsa, judges were impressed with the success and effectiveness of the team's projects. Team members are (Back row): Laura Yoder, Tyler Walters, Wade Reese, Shawn Cole, Brian Hay, Jennifer Villalobos, Megan Elbert, (front row): Har Rai Khalsa, Sarah Moore. The OSU SIFE team competed against 13 teams including clubs from University of Portland, Washington State University, Cascade College and Montana State University.



Left: A record 555 College of Business students graduated in June 2005 including (left to right): Stanley Chum, Tiffany Choy and Thanida Chenvanich.

Below: Fourteen OSU Cascades Campus College of Business graduates completed commencement ceremonies and are part of ongoing growth in the business major in Central Oregon. Back row from left to right: Keith Haney, Dan Norkunas, Vanessa Bryant, Joe Kim, Josh Werner, Dustin Jacobson. Front row from left to right: Shauna Quistorff, Bill Golder, Kathryn Eade, Lina Johns, Stacy VanEpps, Sarah Dishrow, Wesley Knapp. Left front advisor and professor: Marla Hacker.



Finance Students Participate in Federal Reserve Simulation

The Finance Club teamed up with the Economics Department to participate in the Federal Reserve Bank of San Francisco's University Symposium. Staff economists from the Federal Reserve presented information on the role of the Fed and the status of the economy. Then, seven teams simulated an open market committee meeting with economic forecasts and monetary policy proposals. Each team represented one of the voting members of the Federal Reserve Board. The team representing Alan Greenspan presented a proposed action and its view on the economy. Then each team presented a report on its district and voted on the proposed action. "It was a great learning event for us and helped provide a better glimpse of how the Fed operates," said Byron Williams, finance club president. Other COB participants included: Bader Almoby, Grant Kropf, Amanda Monreault and Jurina Novotna.

Beta Alpha Psi Earns Superior Status

The OSU Chapter of Beta Alpha Psi has again earned Superior Chapter Status. To achieve this, each OSU Beta Alpha Psi member contributes at least 32 hours to the chapter through national/regional activities, professional hours and service hours.

National activities include attending the annual meeting, participating in the annual community service day and attending the regional meeting and leadership conference. Students are exposed to business professionals through club meetings featuring guest speakers. The club also provides accounting tutoring as a community service activity.

2005 - 2006 Student Scholarships and Awards

Accounting

ACCOUNTING DEPARTMENT:

Mathew Snyder, Therese Videan, Jamie Reznick, Clayton Faulk, Danielle Denfeld, Lisa Grund, Stephanie Crimmins, Amber Corcoran

CHEVRON:

Rian Berg, John Fisher, Lauren Nelson

DELOITTE & TOUCHE:

Janelle Meeker, Allison Wilsey

KPMG:

Joy Gibbons, John Fisher, Katrina Spooner

MOSS ADAMS:

Brian Noakes

OSCPA-LINN BENTON:

Sarah Wiebenson

PRICEWATERHOUSE COOPERS:

Mark Scrichfield

STOVER NEYHART & CO:

Kelly Noland

TEKTRONIX:

Mike Arnold, Melissa Bracken

BOLD, CARLISLE & SMITH:

Robert Wolfer

HILDEBRANDT:

Doug Wentworth

ROBERT SHIRLEY:

Stephen Sharpe

MARY ELLEN PHILLIPS:

Serina Roush

Family Business

RICHARD T. HARRIS:

Ashlee Blackman, Lindsey Gaige, Robert Hrdinsky, Amy Hudspeth, Nicole Kissler

KELLY:

Dain Zaitz

MCHENRY:

Amber Corcoran, Danielle Denfeld, Lisa Grund, Jessica Ratzliff, Ryan Stanton, Seneca Steber, Jacob Twain, Stephanie Zhao

OLIVER:

Amy Hudspeth

RESER FAMILY BUSINESS:

Adam Powell, David Turra

WENTWORTH:

Joel Kirk, Nathan Kowarsky, Benjamin McCoy, Stacey Mitchell, Sarah Nelson, Michael Sturn

WOODARD FAMILY:

Daniel Miller, Jessica Teufel

SADLER EDUCATION:

Danielle Calvin, Teresa Miller, Donovan Sippell

Finance

CERTIFIED FINANCIAL ANALYSTS SOC. OF PORTLAND:

Katie Roth

International Exchange

PAYSON CHA INTERNATIONAL SCHOLARSHIP:

Gabriel Adams, Eric Cable, Ryan Cartwright, Dee Chow, Kristin Eberle, Justin Eckley, Gang Fong, Lindsey Gaige, Daniel Godard, Lisa Hattery, Brad Hubbard, Kevin Irish, Matt Kessler, Angela Koslowski, Steven Lewis, Miles Mattern, Matthew Mattila, Rob Mayers, Mary Nelson, Phuong Ngo, Bion Porzio, Nolan Roberts, Serina Roush, Emily Schuler, Steven Sharp, Donovan Sippel, Scott Smith, Seth Steiling, Kelsi Stoll, Casey Sullivan, Anne Travous, Brian Westerburg

SCANDINAVIAN EXCHANGE:

Jessica Bandy, Jessica Brett, Tyler Christler, Laura Collins, Lindsey Freestone, Ashley Jones, Reed Kenyon, Amanda Kilmartin, Laura

Lenker, Keith McCoy, Ian McCulley, Danica Medina, Surya Outhaythip, Brian Reeder, Carrie Schmidt, Kris Viestenz

Management

MANAGEMENT:

Jamie Fuller

EXPRESS PERSONNEL:

Daniel Miller

Marketing

ASSOC. FOR CORPORATE GROWTH:

Risa Johnson, Seth Steiling

MARKETING:

Kari Moore, Kristin Young, Danica Medina

MIS

MIS/SIM CLUB:

Stephen Andrada, Laura Collins, Jeremy Gragg, Michael Hatheway, Andrew Kaiser, Michael Laport, Serina Roush

General Business

RAY & NEDDRA ANDERSON/BETA GAMMA SIGMA:

Mike Arnold, John Fisher, Courtney Gardner, Kevin Irish, Kali Miller, Benjamin McCoy, Lauren Nelson, Brittany Stetson

BIMART:

Rian Berg, David Josleyn, Angela Koslowski

HELEN MAE CROUSEY MEMORIAL:

Megan Amberson, Jessica Bandy, Tamara Day

MARSHALL & MELISSA DAWES:

Andrew Hoyt

GLENN L. JACKSON:

Sara Bennett, Jessica Brett, Jeff Cady, Lucas Duralia, Justin Eckley, Lacey Gable, Sylvia Galambos, Courtney Gardner, Joy Gibbons, Jaycee Hiskey, Derek Huck, Hiroki Korai, Ryan Kozar, Aric McKinnis, Kari Moore, Stephen Nolan, Iryna Papalamava, Steven Sharpe, Matthew Snyder, Brittany Stetson, Don Valdivieso, Sarah Wiebenson, Ashley Younce, Kristin Young, Stephen Young

EDNA M. JESSEPH MEMORIAL:

Melissa Bracken, Michelle Cassinelli, Erin Dooher, Shawn Eichner, Clayton Faulk, Justin Fox, Jamie Fuller, Mitchell Gillis, Lauren Goetzinger, Kelsey Hawkins, James Ingerson, Kevin Irish, Alison Karpstein, Young-Joung Kim, Jennifer Landis, Laura Lenker, Leo Mardjuki, Kelly Noland, Daniel Oullette, Kaylee Pfenning, David Phillips, Jamie Reznick, Brian Ross, Julie Smith, Seth Steiling, Lauren Sugarman, Frances Thoresen, Mark Vaught, Robert Wolfer, Kristin Young

JOE D. LEWIS:

Olga Grecova, Cara Knese, Stacie Lund, Joanna Murphy, Victor Pinto, Shandal Stapp

JANE GOODALE MANN MEMORIAL:

Mitchell Canham, Melanie Edmondson, Heather Haas, Kelli Harrington, Skylea McBean, Katrina Spooner, Elizabeth Starr, Jacob White

LOUISE JACKMAN ORNER MEMORIAL:

Carmen Velasquez



Left to right: Fran McKee Ryan, assistant professor of management, Grant Cyrus, Target; Derek Potter, MBA student; and Jack Drexler, associate professor of management and department chair. Potter won the 2005 Target Leadership Award.

BERTHA STUTZ:

Kimberly Boyles

WARREN:

Mitchell Gillis

DORIS WHALEN:

Mallory Conger, Kirstin Mahoney

DEXTER MEMORIAL:

Kali Miller

STEBBINS:

Jamie Fuller

MBA

BROWN MBA:

Shayla Sharp

Incoming Freshmen

LUCILLE BORIGIO MEMORIAL FBLA:

Heidi Chatham, Jacob Monroe

NEWCOMB:

Hope Abramson, Justin Berry, Tyler Britsch, Chrystal Catchpole, Laura Cummings, Caitlin Flynn, Thomas Graf, Brandon Johnson, Dan Moses, Anne Paulsen, Kathleen Reardon, Sean Rockey, Bradley Saiki, David Schmunk, Tyler Simpson, James Smith, Tara Mae Stanley, Joshua Theander, Jacob Unger

Awards

TARGET LEADERSHIP:

Dereck Potter (Undergraduate), Justin Lacche (Graduate)

JACK L. RETTIG:

Derek Potter

MANAGEMENT:

Katie Harrod, Angela Lavenberg, Brian Stroup, Wandall Ward

MARKETING:

Kristin Purdy

MIS:

Andrew Kaiser, Brian Kovach, Zane Selbak

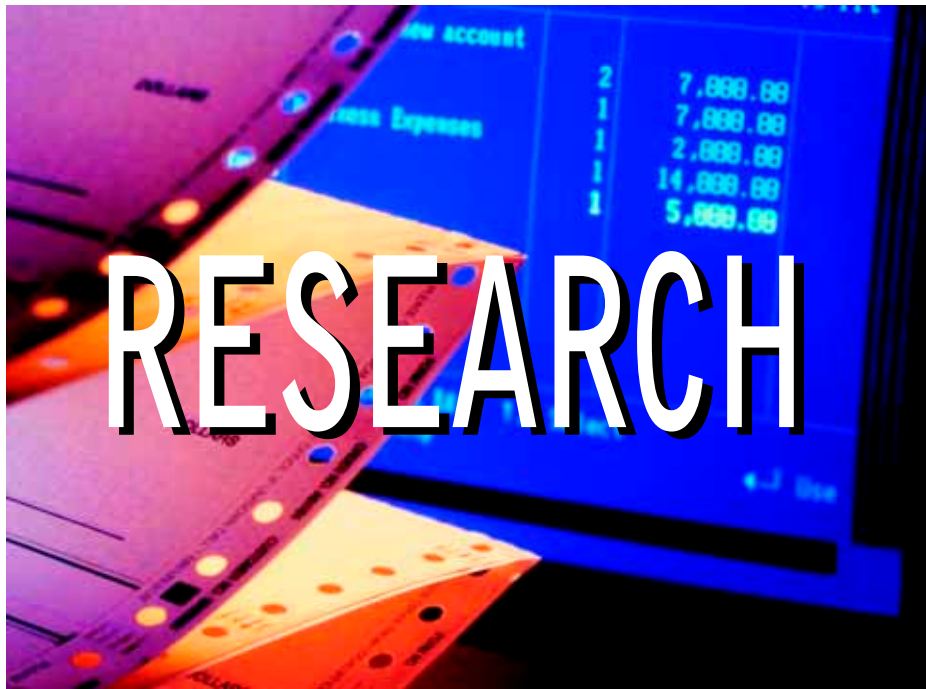


Bernie Newcomb, '65, co-founder of E*trade, and Gerry Marshall visited with Newcomb Scholarship winners.



Family Business — Putting It in Practice

Tuesday, May 9, 8 a.m. to 9 p.m. and Wednesday, May 10, 8 a.m. to noon
 CH2M HILL Alumni Center
 Oregon State University, Corvallis
 800.859.7609 or 541.737.3326



Prem Mathew: Bring It On

When Prem Mathew came to the United States from India 20 years ago, his parents told him he couldn't get just a business degree. He had to do engineering as well. So, he did. And then he went on to get his MBA and PhD in Finance.

When he was two years into his doctorate, he was required to teach. Prior to that, he was uncomfortable in most audience situations. He ended up actually enjoying teaching. In the past five years, he has won an award each year for his teaching: most

effective professor, most approachable professor, students of finance teaching award and more.

Mathew, an assistant professor of finance, not only excels in his work, he thrives in it.

Most recently, Mathew received the Excellence in Scholarship Award for his research in the finance arena. Mathew focuses on the role of financial intermediaries in security issues, as well as securities regulation and its impact on



Prem Mathew, assistant professor of finance

financial markets. He's been published in academic journals including the *Journal of Financial Research*; *Financial Review*; *Journal of International Financial Markets, Institutions and Money*; *Journal of Entrepreneurial Finance and Business Ventures*; *Financial Services Review*; and *International Journal of Finance*.

"I have the theoretical finance knowledge, research methodology and econometric tools that allow me to do timely research in areas of interests to the markets," said Mathew.

Regulation Fair Disclosure

One stream of Mathew's research, in partnership with University of Saskatchewan's Scott Findlay, focuses on Regulation Fair Disclosure (RFD) which was passed in 2000. Based on their findings, the regulation requiring companies to release material financial information to everyone at the same time, has been effective. Prior to the regulation, companies could selectively disclose information to major analysts. After the regulation, the playing field was leveled as small firms received information at the same time as the larger investment firms.

"There is good and bad to this," said Mathew. "Analyst earnings forecast accuracy declines overall. On a relative basis, however, the earnings forecasts of analysts that were less accurate prior to the regulation improve, and analysts that were more accurate before, deteriorate."

Mathew, with University of Technology/Sydney's David Michayluk and University of Melbourne's Paul Kofman, also assessed foreign issuers regarding compliance with RFD. While

the Securities and Exchange Commission restored a level of fairness to the market, foreign issues are currently exempt from the rule. The results of the research suggested that investors and market makers are not yet convinced that foreign issuers are complying with RFD as liquidity measures, such as stock bid-ask spreads, have not changed significantly for foreign issues since RFD implementation.

Japanese IPO Process

Mathew's latest research, in partnership with University of Saskatchewan's Nobuhiko Hibara, focuses on underpricing and venture capitalist (VC) firm involvement in the Japanese IPO process. According to Mathew, Japan has the third oldest venture capital market behind the U.S. and U.K.

"They've been at it a long time, but not doing so well," said Mathew. "Japanese exchange listing requirements and the traditional prominent role that banks play in the establishment of new firms have resulted in a much smaller role for VC firms."

However, recent changes have made it more interesting. According to Mathew, the introduction of the market for high-growth and emerging stocks as a new section of the Tokyo Stock Exchange (called MOTHERS) in 1999 and NASDAQ Japan in 2000 provided VC firms with a more efficient means of exiting their investments as listing requirements on these exchanges are much less stringent than the established exchanges. VC firm involvement has increased substantially since these changes.

His research examines the relationship between VC firm quality and the underpricing of new issues. His research revealed that the quality of the VC firm and the quality of the under-

writer reduce the underpricing of the new issue and that the choice of underwriter and VC firm are dependent on the level of participation in the new issue by the entrepreneur. These findings are consistent with the theory that the reputation of these intermediaries serve as a certification of quality for the new issue. Mathew argues that as the choice of VC is made much earlier than the choice of the underwriter, the entrepreneur who desires to sell a greater portion of his ownership in the IPO certifies issue quality mainly by his selection of a lead VC firm.

In addition to his ongoing research on the VC market in Japan, Mathew also has upcoming publications featuring his research on alternative investments including closed-end country funds and income trusts.

Companies Stimulate Collaboration between Competing Suppliers

Whether you are part of a large company or a small business, thinking about how to set up a supply network can be daunting. Assistant Professor of Management Zhaohui Wu's research sheds light on company relationship management strategies that drive supply chain structure and supplier



Award winning MIS instructor V.T. Raja has come out of the classroom, literally, and into the heart of campus. As part of the Faces of OSU Campaign, Raja is being highlighted for his excellence in teaching. His image will appear on the campus shuttle buses and in other OSU media.

performance.

In the *Journal of Operations Management* article titled “Supplier-supplier relationships in the buyer-supplier triad: Building theories from eight case studies,” Wu and Thomas Y. Choi, Arizona State University, investigated how a buyer manages collaboration between competing suppliers. They conducted interviews with supply chain managers from a broad range of companies including aerospace, automotive, telecommunications, pharmaceutical and more. Products or services these companies purchased included machined components, logistics services, package delivery services, electronic substrates and others.

When a product’s complete life cycle is counted in months, there is no room for supply chain disruption or glitches. Minimizing supply risk becomes a key driver in supply management for buyers. According to Wu, the typical example where a company dual sources no more than 30 percent of each supplier’s production capacity is the norm now in the electronics industry.



Zhaohui Wu, assistant professor of management

This arrangement hedges the company’s supply risk in both boom and bust economic cycles. If a supplier has a high reliance on the buyer for its business, a drop in the buyer’s market demand can easily starve the supplier, and the buyer can risk losing the supplier permanently. At the same time, in a robust market, where capacity becomes a key driver for success, the 30 percent capacity utilization rate still gives the buyer room to expand production with each supplier.

“To reduce supply risks, buyers often resort to parallel sourcing. Implicit in a parallel sourcing arrangement is that buyers are using two competing suppliers,” said Wu. “Long-term commitment and a trusting buyer-supplier relationship are still important. But suppliers need to understand that a trusting relationship does not mean the buyer does not use an alternative supply source to safeguard supply risks. It is important for suppliers to keep an open mind and understand the buyer perspective.”

One challenge buyers have to deal with is that they must manage supply risks with shrinking management resources. With cost-cutting pres-

sure and corporate downsizing in recent years, buyers have become more reliant on suppliers by relegating significant amounts of R&D and even supply chain management tasks to the suppliers. With limited involvement, buyers have to rely on their suppliers to collaborate to get things done, even though the suppliers are archrivals.

In one case, a microprocessor manufacturer needed new testing equipment for its next-generation product. Engineers from several potential suppliers were called upon to brainstorm a testing equipment solution for the buyer. Once the design requirements for the new testing equipment were determined by these engineers, the buyer used a formal bidding process to select a supplier. The company chose one winner but did not award the supplier forthrightly the building of the test equipment that it had designed. Instead, the buyer set up a joint venture with the supplier so that it not only could use the test equipment but also could make a profit by selling it in the open market.

“By setting up a forum for open communication and collaboration among the suppliers, the suppliers gained market knowledge and information of customer needs,” said Wu. “With the resulting joint venture, the buyer also achieved more than it had intended. The testing equipment turned out to generate a lot of revenue for the buyer.”

Buyers use innovative contractual arrangements to facilitate learning and collaboration between competing suppliers. The study finds that, in cases where suppliers’ production operations have become tightly coupled, the suppliers are more likely to learn from each other and gain tacit knowledge. In such interaction, one supplier may learn more than the other. For example, an automotive company for years used a full-service supplier to furnish its 10-workstation tooling system for vehicle door production. However, the existing relationship was lagging so the company decided to instill some competition into its supply base. Through an open bidding process, the buyer awarded the original supplier the contract for nine of the workstations and gave one workstation to a promising new supplier who had a refreshing new technology. The buyer requested that the original supplier buy the 10th workstation from the new supplier and integrate it with the other nine. Thus, the buyer still only needed to deal with one supplier for the complete tooling system, reducing supply management cost.

“What is interesting in this arrangement is that the incumbent supplier had to interact with

the new supplier and teach it the whole business process of meeting buyer expectations,” said Wu. “The incumbent supplier had no choice but to share to get things done.”

“Competing suppliers are more likely to collaborate if they are actually supplying complementary or interdependent products and services instead of identical ones,” said Wu. “Through such innovative parallel sourcing arrangements, a buyer essentially engages suppliers in simultaneous competition and cooperation. So it benefits from both market competition and synergistic endeavor of the suppliers.”

Wu’s research concluded that when the supplier does not take the buyer’s intent personally and is able to rationalize it, this supplier ends up performing better in terms of competing against other suppliers and gaining future business from the buyer. In addition, suppliers that focus on competition for excellence and continuous improvement are more likely to be collaborative with competitors. Such suppliers are usually better at relationship management and are more likely to become a solution provider, thus ultimately getting more business and supply responsibility from the buyer. This requires a supplier to look at the complex relationship dynamics from multiple perspectives, instead of just his or her own.

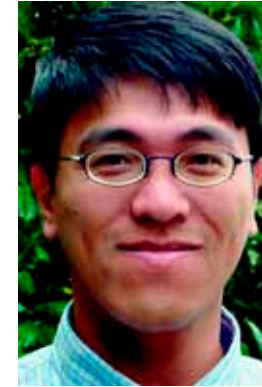
Business Professor Predicts Hurricane Property Losses

Before Hurricane Katrina finished its wrath, Oregon State University’s Ping-Hung Hsieh had a good idea of the magnitude of insurance property losses that would be incurred. According to Hsieh’s statistical model for forecasting property losses caused by catastrophic events, Katrina is predicted to cost about \$60 billion in normalized dollars.

“Extreme value modeling is one of the important tools for insurance companies to plan for unforeseen natural disasters,” said Hsieh, a College of Business associate professor of quantitative methods. “Predicting future record losses is helpful in determining if customer premiums and other company reserves are enough to ensure adequate company financial protection in the time of a major disaster.”

In creating his model, Hsieh leveraged data

from the 10 most costly property loss events in the United States between 1990 and 1999, including Hurricane Andrew, the biggest California earthquake, the largest tornado, the most destructive California fire, Hurricane Fran and the worst freeze.



Ping-Hung Hsieh, associate professor of quantitative methods

Because catastrophic events occur infrequently and conditions change over time, his model also considers population growth, personal wealth and inflation. “As population grows, more people are exposed to catastrophic risk, and more people may reside in vulnerable locations,” said Hsieh.

Changes in land use, construction techniques and building codes also have an impact with regard to hurricane or earthquake losses. “The model helps property/casualty insurance companies plan strategically and manage their risk,” Hsieh said.

Hsieh has applied his mathematical model to natural catastrophes in the United States that have caused more than \$25 million in direct insured losses to property. The model, however, can be applied to any region worldwide.

His data-analytic method employs expert knowledge and accounts for uncertainty in parameter estimation. Hsieh includes data from the Insurance Services Office and the Swiss Re in his model.

Hsieh’s “Data-Analytic Method for Forecasting Next Record Catastrophe Loss” was published in *The Journal of Risk and Insurance*.

Hsieh Receives \$17,000 Grant

The Society of Actuaries Committee on Knowledge Extension Research (CKER) awarded Ping-Hung Hsieh, COB associate professor of quantitative methods, and John B. Henry III, Department of Statistics research assistant, a \$17,000 grant for their current research project “Extreme Value Analysis for Partitioned Insurance Losses.” The CKER sponsored the 2006 Individual Competition to support the advancement of knowledge in actuarial science.

Faculty Honored for Research, Teaching, Service and Community Involvement

More than 110 business partners, emeriti faculty, campus dignitaries and College of Business faculty and staff attended the 2005 College of Business Awards.

Honoring superior faculty performance, five individuals took home prestigious **Newcomb Fellowships**. The Newcomb Fellowships were established by Bernie Newcomb, Class of '65 and co-founder of E*Trade, through a generous endowment. Winners received a clock and \$10,000 each for their accomplishments. The 2005 Newcomb Fellows are **Jim Coakley**, associate dean of academic and student services; **Clay Dibrell**, assistant professor of strategic management; **V. T. Raja**, senior instructor of management information systems; **Rene Reitsma**, associate professor of management information systems and **Fran McKee Ryan**, assistant professor of management. Coakley was recognized for advancing information systems making advising administration more efficient in the College and across campus. Dibrell was honored for his active scholarship, great teaching evaluations and support of the College's strategic initiatives. Raja was recognized for his scholarship and MIS option work benefiting students. Reitsma brought in more than \$248,000 of external research support and helped launch TeachEngineering, an on-line curriculum resource for K-12 school edu-



Left to right: Zhaohui Wu, Ilene Kleinsorge, Prem Mathew, V.T. Raja, Carol Brown, Rene Reitsma, Fran McKee Ryan, Jim Coakley, Dave Gobeli and Clay Dibrell. Not pictured: Carol Leder.

cators. Ryan was honored for taking on leadership roles in the College in a variety of areas.

Winners of the Business Advisory Council Awards, including the Byron L. Newton Award for Excellence in Teaching, the Excellence in Scholarship Award, the Outstanding Faculty Service Award and the Exemplary Service Award, received a plaque and \$1500 each. BAC member Anil Prem and College of Business Department Chair Jack Drexler presented the awards.

V.T. Raja took home the **Byron L. Newton Award for Excellence in Teaching** recognizing his exceptionally high teaching evaluations, his role as a student club faculty advisor and his coordination of student field trips with business partners.

The **Excellence in Scholarship Award** was given to **Fran McKee Ryan** and **Prem Mathew**, assistant professor of finance, recognizing academic faculty research excellence.

Ryan has published three articles in four years in the *Journal of Applied Psychology*, a top journal in her field.

"That is an accomplishment that the College wants to recognize, and something that we all want to celebrate, and something that I personally would like to emulate," said co-presenter Dennis Caplan, assistant professor of accounting.

"Mathew's recent research accomplishments are equally impressive," said co-presenter Dave Baldrige, assistant professor of management. Since joining OSU this year, Mathew has published two articles in top journals and has had four other articles accepted for publication in top journals.

Carol Brown, associate professor of accounting, won the **Outstanding Faculty Service Award** for sustained involvement in professional organizations and University, College or Departmental life. Brown was recognized for her work on the Undergraduate Program Committee, the faculty code of ethics and the Diversity Task Force. Brown also serves on academic committees within the American Accounting Association and reviews manuscripts for three journals.

The **Exemplary Service Award** acknowledged **Carol Leder**, academic advisor, for performance excellence and service in a non-teaching role. Leder, in addition to her advising role, manages the Arthur Stonehill International Exchange Program, the largest business international exchange in the northwest and the largest student exchange at OSU.

Two winners took home the **Corvallis Gazette-Times Faculty Leadership Award** presented by Brenda Speth, then Corvallis Gazette-Times publisher and Jack Drexler. This award

honors excellence in leadership that affects the larger community, beyond the University. The long-time support of the Gazette-Times makes this award possible. This year, **Jim Coakley** took home a plaque and \$1500 for his work in the local music community. He is treasurer for the Corvallis Youth Symphony Association and the Corvallis Youth Symphony Foundation and previously was the Heart of the Valley Children's Choir treasurer.

In a surprise award, Dean **Ilene Kleinsorge** was honored as well with a Corvallis Gazette-Times Faculty Leadership Award plaque. Kleinsorge has been actively engaged in community service since her arrival at OSU. She currently serves as vice president of the Benton Hospice Service board and is chair of the personnel committee. Kleinsorge is also on the Governor's Small Business Council. She previously served in several roles with the Majestic Theatre and the Institute of Management Accountants.

Recognition and plaques also went to individuals for their leadership and support of the College's strategic initiatives in sustainability and entrepreneurship. Sustainability Initiative lead Mark Pagell honored **Clay Dibrell** and **Zhaohui Wu**, assistant professor of management. Jon Down, Austin Entrepreneurship Program Director, recognized **Dave Gobeli**, emeritus professor of management.

New Faculty and Staff

Accounting: Mindy Perez
Austin Entrepreneurship Program: Deb Rose
Business Services: Jessie del Nero
Business Solutions Group: Richard Levaro, Kurt Schuff, Mark Van Patten
Close to the Customer Project: Nicole Brown
Information Services: Kris Rosenberg
Management: Don Neubaum
MIS: Byron Marshall
OSU-Cascades Campus: Julie Elston, David Knuff
OSU Foundation, COB Director of Development: Aaron Escobar

Retired

Bruce DeYoung: Professor of Business Information Technology

Promotions

Ray Brooks to Full Professor
Rene Reitsma tenured as Associate Professor
Ulrich Orth to Associate Professor with tenure
Brenda Baxter to Head Advisor
Malcolm LeMay to Director of Operations
Thuy Tran to Assistant Director, Austin Family Business Program

Faculty Research Published in Peer Reviewed Journals

David Baldrige

“Saying “No” to Being Uprooted: The Impact of Family and Gender on Willingness to Relocate,” *Journal of Organizational and Occupational Psychology*, 2005 (with K. A. Eddleston and J. F. Veiga).

“The Impact of Anticipated Social Consequences on Recurring Disability Accommodation Requests,” *Journal of Management*, 2005 (with J.F. Veiga).

“The Impact of Cultural Beliefs on Issue Selling Behavior” *Journal of International Business Studies*, Vol. 36, Number 6, p. 637-654, 2005 (with S. F. Floyd).

Boris Becker

“Sectoral Ethos: An Investigation of the Personal Values Systems of Female and Male Managers in the Public and Private Sectors,” *Journal of Public Administration Research and Theory*, forthcoming 2006 (with Richard W. Stackman and Patrick E. Connor).

“Public-Sector Managerial Values: United States, Canada and Japan,” *International Journal of Organization Theory and Behavior*, forthcoming 2006 (with Patrick E. Connor, Larry F. Moore and Yoshiju Okubo).

Dennis Caplan

“Activity-Based Costing and Cost Interdependencies among Products: The Denim Finishing Company,” *Issues in Accounting Education*, Feb. 14, 2005 (with Nahum Melumad and Amir Ziv).

Justin Craig

“Dummy Boards or Bored Dummies: Changes Needed at Bauer Holdings,” *Management Case Study Journal*, 2005 (with J. Bergmuller).

“A Ten-Year Investigation of Strategy, Systems and Environment Upon Innovation in Family Firms,” *Family Business Review*, 2005 (with Gavin Cassar & Ken Moores).

“Balanced Scorecards to Drive the Strategic Planning of Family Firms,” *Family Business Review*, XVIII(2), p. 105-122, 2005 (with Ken Moores).

“Working with Families in Business: A Content Validity Study of the Aspen Family Business Inventory,” *Family Business Research Handbook*, 2005 (with Sandra Moncrief-Stuart and Joe Paul).

“Entrepreneurship Education: Towards a Discipline-Based Framework,” *Journal of Management Development*, Vol. 25, Issue 1, p. 40-54, 2005 (with Debbie Johnson and Ryan Hildebrand).

“Establishing Individual Differences Related to Opportunity Alertness and Innovativeness Dependent on Academic-Career Training,” *Journal of Management Development*, Vol. 25, Issue: 1, p. 28-39, 2006 (with Debbie Johnson).

Clay Dibrell

“Revisiting the Complex Relationship between Multinational Enterprises and Organizations in Transitions Economies,” *Journal of World Business*, 2005 (with P.D. Harveston and B.L. Kedia).

“The Influence of Internationalization on Time-based Competition,” *Management International Review*, Vol. 45 Issue 2, p173-195, 2005 (with P.S. Davis and P.D. Harveston).

Julie Elston

Finance, Control and Profitability: An Evaluation of German Bank Influence,” *Journal of Economic Behavior and Organization*, Vol. 59 Issue 1, p. 69-88, 2006 (with Robert S. Chirinko).

“Can Institutional Change Impact High-technology Firm Growth?: Evidence from Germany’s Neuer Markt” *Journal of Productivity Analysis*, Vol. 25 Issue 1, p. 9-23, April 2006.

Roger Graham

“The Value Relevance of Accounting under Political Uncertainty: Evidence Related to Quebec’s Independence Movement,” *Journal of International Financial Management & Accounting*, Vol. 16 Issue 1, p. 49-68, 2005 (with C. Morrill and J. Morrill).

Ping-Hung Hsieh

“Connecting Power with Locus of Control in Marketing Channel Relationships,” *International Journal of Research in Marketing*, 2005 (with S. Kim).

Steve Kim

“Connecting Power with Locus of Control in Marketing Channel Relationships,” *International Journal of Research in Marketing*, 2005 (with Ping-Hung Hsieh).

Nancy King

“Creating Incentives for Sustainable Buildings: A Comparative Law Approach Featuring the U.S. and EU,” *Virginia Environmental Law Journal*, Vol. 23:3 2005 (with Brian J. King).

“Workplace Privacy and Discrimination Issue Related to Genetic Data: A Comparative Law Study of the European Union and the United States,” *American Business Law Journal*, Vol.43 forthcoming 2006 (with Sukanya Pillay, Gail Lasprogata).

Hal Koenig

“Cross-national Differences in Consumer Response to the Framing of Advertising Messages: An Exploratory Comparison from Central Europe,” *European Journal of Marketing*, 2006 (with Ulrich Orth and Zuzana Firbasova).

Byron Marshall

“Aggregating Automatically Extracted Regulatory Pathway Relations,” *IEEE Transactions on Engineering Management*, 2005 (with Hua Su, Daniel McDonald, Shauna Eggers and Hsinchun Chen).

“Matching Knowledge Elements in Concept Maps Using a Similarity Flooding Algorithm,” *Decision Support Systems*, 2005 (with Hsinchun Chen and Therani Madhusudan).

Prem Mathew

“A NAV a Day Keeps the Inefficiency Away? Fund Trading Strategies using Daily Values,” *Financial Services Review*, Vol. 14 Issue 3, p. 213-230, 2005 (with J.C. Hughen and K. Ragan).

“The Effects of Market Inefficiencies on Trading Strategies for Country Funds,” *International Journal of Finance*, 2005 (with J.C. Hughen and K. Ragan).

“Grandstanding and Venture Capital Firms in Newly Established IPO Markets,” *Journal of Entrepreneurial Finance and Business Ventures*, 2005 (with N. Hibara).

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Jon Moulton

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Ulrich Orth

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Mark Pagell

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Fran Ryan

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Jeff Wong

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Zhaohui Wu

“Empowerment, Motivation, and Performance: Examining the Impact of Feedback and Incentives on Non-management Employees,” *Behavioral Research in Accounting*, 2005 (with A. Drake and S. Salter)

2000-present

Erin Barnes, '05, is an assurance associate with KPMG LLP. She audits financial statements for various clients. "I love the engagements and the people I work with on a daily basis," she said.

Leah Kelley, '05, is working with the IRS as a revenue agent auditing small businesses and self-employed people.

Chi Kim Nguyen, '05, is working on his honors thesis while living and working in Portland in the Pearl.

Michelle Simon, '05, is teaching English in Saitama Japan, a city about a half of an hour away from Tokyo.

Jill Trekell, '05, is the coordinator of international relations, Takko Machi, in Japan. "I'm working on strengthening the sister city relationship to my hometown in California, as well as internationalizing the children here," said Trekell.

Adam Christian Brown, '04, finished his master's degree in semiconductor manufacturing. Immediately after graduation, he started his new role at Intel where he is engaged in development engineering and managing around 20y technicians.

Scott Bulloch, '04, would love to network with his fellow OSU graduates.

Benjamin Fry, '04, is a consultant with Deloitte & Touche.

Jon Guidoux, '04, is a sales floor manager for Target Stores in Gig Harbor WA.

Ryan Hildebrand, '04, works at PricewaterhouseCoopers LLP in the Assurance and Business Advisory Services. "I'm interested in pursuing an MBA internationally," he said, "Why not live the dream?"

Katie Hopkins, '04, is pursuing a master's degree in I/O Psychology in San Diego.

Tim Jakubowski, '04, since studying at OSU has attended the Copenhagen School of Business and is currently working at KPMG as an associate in the Info Risk Management Group auditing IT systems.

Juli Johnson, '04, works in the fast paced environment of Portland's Wieden + Kennedy doing media planning.

Frank Keefer, '04, is pursuing his master's degree



The OSU Alumni Association honored one of our oldest alumni, Gertrude Stowbridge, at the Golden Jubilee. Gertrude, 103 and going strong, was joined by her family and friends, many of whom are OSU grads.

at California State University, Long Beach. He said, "I work for the Long Beach Armada which is a brand new professional baseball team within the Golden Baseball League. The league is in California and Arizona and is looking to expand into Oregon and other states in the next few years."

John Kinney, '04, works for the Nike data archiving team and helps manage database growth of the ERP systems that are used throughout the global supply chain.

Kyle Lother, '04, was promoted to the second lead programmer position at Petterson Capital Markets. He works with ISVs in order to facilitate efficient trade execution onsite, as well as at the client's end.

Alyssa McLaughlin, '04, completed her first year toward a Masters of Arts in Sport Sciences at the University of the Pacific in June '05, and she is a graduate assistant for marketing and promotions for the athletic department on campus. In the summer of '05 she interned with the Portland Trail Blazers in the internet marketing area.

Holly Ostrom, '04, works as an estimating and pricing specialist at Boeing. She said, "I think about Denmark frequently and keep up with my European friends."

Derek Sandell, '04, is a sales representative for Produce Company in Kennewick, WA.

Patrick Smith, '04, is a senior sales assistant for Extensis. He assists the corporate sales team and North American channel managers with closing deals and in finding potential business partners.

Wendy Starker, '04, is the marketing assistant for

the Dept. of Recreational Sports at OSU.

Kristen Swan, '04, is working with Paramount Equity Mortgage. She said, "PEM is rapidly growing company with several new ventures to look forward to in the future."

Jordan Walt, '04, is an agent at AIC Insurance as of September 2004.

Robert L. Wollemann, '04, works for Jeld-Wen at the Stayton, OR production facility.

Joel Beherndt, '03, is the purchasing supervisor for Stryker. He will be starting the MBA program at Santa Clara University.

Tim Burr, '03, is the system administrator for College NET.

Joyce Kay Fred, '03, graduated with honors from Willamette University in 2004 with an MBA. During that time, she received the Anita Benedetti Memorial Scholarship from the Risk and Insurance Management Society which is given to one graduate student in the nation. She now works for OSU.

Justin Geddes, '03, is based in Portland and works as the district manager with the E & J Gallo Winery.

Summer Gregg, '03, is working for Nike in the brand design-content management group. He is also the president of public relations for Toastmasters.

Leisa Hall, '03, is an account coordinator at Anvil Media, a marketing consultancy specializing in solving clients' business problems via the Internet.

Valerie (Clem) Hibler, '03, graduated in three years and married Kyle Hibler.

Joseph A. Holmes, '03, works at the CPA firm of Pauly, Rogers and Co. Before that he worked in the accounting department for Corinthian Colleges Inc.

Katie Hopkins, '03, is earning a master's in industrial/organizational psychology at San Diego State University. She is an intern at Select International, a consulting firm based in Pittsburgh, and will graduate in May 2006.

Kevin Jones, '03, works for Boeing in Everett procuring parts for commercial airplanes. He graduated with his MBA from Gonzaga University and got married last May.

Kylee (Nolf) Kindred, '03, married Clint Kindred in July of 2003. She is working as the events assistant for Central Catholic High School's development office.

Mark Lee, '03, is a Nike systems analyst in global analytics, an internal IT business solutions group.

Ivan Londono, '03, began working with US Bank in Corvallis and after a year got a promotion to manage a branch in downtown Los Angeles. "After a few months I decided to go ahead on my own and started a real estate business with an old friend," he said.

Joshin Luiz, '03, is a sales representative for Forest Pharmaceuticals for the greater San Jose area. "Living in the Bay Area has been a great experience but I am still an Oregonian at heart," Luiz said.

Kerri McClain, '03, is working in San Francisco for Williams-Sonoma corporate headquarters as an assistant control buyer.

Angie (Smith) McKinnell, '03, has been work-

ing on marketing and launching the new Samaritan Medicare Advantage Health Plan for Samaritan Health Services. She is also coaching the varsity volleyball team at Corvallis High School.

Kelly Nash (Marrs), '03, has married and moved to Seattle. She works at PLI as an account manager.

Marcie L. O'Reilly, '03, is the assistant to the director of the International Dentist Program at the Loma Linda University School of Dentistry. She is also working her way toward an MBA degree there.

Mark Pauley, '03, is living in New York working at Ernst & Young's New York metro area practice.

Dave Price, '03, launched *Oregon Coast Today* in May 2005, after spending two years publishing a twice-weekly newspaper for Gannett Co.

Waylon Rich, '03, is helping client's trade oil, S&P and corn futures. Rich also bartends at the Rivers Restaurant on the weekends.

Michael T. Smith, '03, completed his MBA at OSU and moved to Norway. He married his Norwegian girlfriend, Margrethe, whom he met at OSU COB. Their first child, Anna Rebecca, was born in August 2005. He is now living in Stavanger, Norway working for Roxar, a leading metering company within the oil and gas industry, as a project engineer dealing with international sales.

Derek Stith, '03, got married in July '05.

Timothy E. Stutzman, '03, was promoted from programmer in the IS department to manufacturing systems analyst in the manufacturing department of Oregon Freeze Dry Inc.

Tyler S. Travis, '03, is working as a web developer in Portland.

Elizabeth Warnke, '03, is working on brand marketing and promotions for Oberto beef jerky.

Stacey "Ax" Axmaker, '02, is currently working in the field of training and development. She is also enrolled part-time in PSU's certificate program in training management.

Waylon Andrew Henry, '02, is a mortgage underwriter at Provident Funding.

Christy Lowry, '02, married Tim Lowry in 2000 and had a baby girl in July 2003.

Kendall Moore, '02, is the president of Interlaken Inc.

Casey Cavanaugh, '02, travels quite a bit through his job at Nike. He has recently returned from Europe.

Brigitte Marker, '02, moved with her husband to Klamath Falls where he started teaching and she started Red Brick Farm. In 2003, when her daughter Sydney was born, she started working on their farm and became a stay-at-home mom. In the spring of 2006, she and her husband will be starting a professional land surveying company, Horizon Surveying Inc., where she will be the office and

SEND US YOUR NEWS!

We want to hear from you and share your news and accomplishments with other alumni and friends in the next issue of *The Exchange*. Let us know of your promotions, transfers, special honors, and personal news by sending us your information online at www.bus.oregonstate.edu/alumni/alumni_notes.htm.

Give us your feedback on *The Exchange* and we'll send you an OSU College of Business window decal.

Please go to www.bus.oregonstate.edu/news/exchangesurvey.htm for a quick survey and let us know what you think of *The Exchange*. We appreciate your input.

JOIN US!

OSU vs. Arizona State

Bexell Open House:

Friday, Nov. 3
3:30 - 4:30 p.m.
Bexell Hall, Room 202

College of Business Tent:

Saturday, Nov. 4
Three hours before game time
26th Street by CH2MHILL Alumni Center

account manager.

Doug Klof, '02, is at PricewaterhouseCoopers in Los Angeles as a senior associate in the advisory practice.

Reed Perry, '02, spent a year as a technical service representative gaining product knowledge for Swagelok Company products and then was promoted to a sales position.

Greg Jackson, '02, is the manager for AmeriTitle in Corvallis.

Erik M. Hagedstedt, '02, has recently been promoted from Portland Executive Sports area manager to NW manager.

Derrick Lepin, '02, is a part of the customer support and training and installation teams for Integrated Services Inc.

Neal Kerner, '02, just finished rehabilitation from a very serious car accident. Since recovering from two months in the hospital and three months of outpatient therapy, he has been looking to return to work and is seeking employment.

Jason Fast, '02, has pursued his career in design at Prudential California Realty in San Diego.

Michael Thomas Smith, '02, is living in Oslo, Norway. He was married in August of 2003 to a Norwegian that he met at the COB in fall 2001. He is taking Norwegian language classes to facilitate his transition into the culture and work environment.

Heather Logan, '02, is a project manager and buyer for a large and growing interior/exterior design company in Los Angeles.

Todd E. Allen, '01, was married in Norway to a woman he met during the exchange program through the COB. He is planning to stay in Norway for a while to learn to speak Norwegian. He is working in business development at an oil and gas newspaper called *Upstream*.

Marlen Allen, '01, married in 2003 and she and her husband, Todd, moved to Stavanger, Norway. She works at Stavanger University Hospital where she is responsible for budgeting and reporting in the x-ray department and laboratories.

Doug Barclay, '01, took an internship with the Orlando Magic in marketing/special events. He later took a full time position with RDV Sports (same owners as the Magic) as the special events/game operations manager for the Orlando Miracle (WNBA). He left the Miracle to take a position with the Central Florida Sports Commission.

Laurie Clemons, '01, is a financial representative for Northwestern Mutual.

Doug Deurwaarder, '01, is a commercial real estate broker with Cushman & Wakefield, Inc. He represents

companies in evaluating and executing corporate real estate strategy, either through assets dispositions, lease transactions or purchase negotiations. He said, "I got married in October of 2004 to my lovely wife Jamie...She's a great woman, but a Duck!"

Katrina (Shade) Douglas, '01, was married in August 2003. She is working as the branch manager of Selectemp Employment Services in Medford.

Nicole Matson, '01, is an independent contractor providing health care research and strategic planning services primarily for The Walker Company.

Brian McKinnell, '01, is working with the Beaver Sports Properties in the Athletic Dept. at OSU. "I handle corporate marketing/sponsorship including radio, TV, website and print," he said.

Wendy Nordlund, '01, is a senior management assistant at the Northwest Regional Educational



College of Business alumni and friends warm up with some chili at the COB 2005 Homecoming tent.

Laboratory. She met her husband, Eric, through an outdoor youth organization where she volunteered and he worked.

Benjamin Ruef, '01, is working as a financial analyst for the Oregon Department of Transportation in Salem. He finished his first book which was co-authored with Adam Bolf. He launched his own publishing business called FrontlineLinking.com.

Brian D. Tol, '01, is a systems administrator for Les Schwab Tire Centers in Prineville.

Justin Turner, '01, has been deployed to Iraq and is with the Third Signal Brigade. He is in the process of commercializing communications systems throughout the country for both civilian and military personnel. He was a part of implementing VoIP, which supports over 1500 customers in the Baghdad area alone. In November 2004 he was promoted to

Captain.

Peter Apeltauer, '00, is living in Vancouver and working at Hewlett-Packard on the market analysis and planning team. He was accepted into the MBA program in fall '05. He expects to graduate in 2007.

Elizabeth (Beth) Coleman Koza, '00, moved to Casa Grande, AZ, in June 2003 for her husband to do a one-year dental residency. She continued working for Deloitte & Touche as an audit senior through January 2004, when their son Timothy Adam was born and then left to be a stay-at-home mom. In July 2004, they moved back to Oregon and settled in LaGrande.

Chris Dieringer, '00, left Hewlett-Packard as a project manager and started at Microsoft in August as a senior program manager. He currently has a team of six that run the business intelligence area for marketing and sales.

Matt Duerr, '00, is the vice president of operations/sales for vintagevantage.com, which plans to expand to Australia, Canada and Europe.

Jennifer Gartz, '00, is the director of client services for Portland Beavers Baseball, LLC.

Shaun Harris, '00, is into his first job in international business and is exporting hay to Japan and Korea.

Gary Morris, '00, after graduating, started working for an accounting firm, Deloitte, in Portland and became a CPA. He later transferred to Deloitte's Bermuda office after 2 1/2 years, worked extensively in the hedge fund industry, and has recently completed his rotation with Deloitte. He now runs a consulting/staffing firm with three other people on the island and is planning on staying for another year or two.

Ryan Schuchard, '00, spent two years serving as a Peace Corps volunteer in Kyrgyzstan, Central Asia, where among other things he taught an introduction to international business class to undergraduates at International University of Kyrgyzstan. He completed the Peace Corps and returned home to be accepted to the MBA program at Thunderbird.

Mike Stastny, '00, is the employee benefit specialist for Strategic Employee Benefit Services of Oregon, which is part of the Northwestern Mutual Financial Network. He has been with them since January 2004. He heads the department providing a full range of group benefits to employers in Oregon and SW Washington.

Adam Weber, '00, moved to San Diego and found a job with Wells Fargo as a loan officer. He now works for Citigroup as a buyer for auto loans.

1990-1999

Sarah Balz, '99, is the program coordinator in admissions at Western Washington University. She is a member of the IT systems team, managing the technical aspects of the office.

Meadow Clendenin, '99, left her job to go to law school in Atlanta at Emory.

Jennifer Ellis, '99, is working as a business analyst with Columbia Sportswear and travels for work.

Rebecca Kun, '99, is looking for mentorship in starting a mosaic retail business, as well as a project management or part-time paid position in the Vancouver/Portland area.

Tim Baggs, '98, is the regional manager for Rockstar Energy Drink and started Liquid Vodka with another OSU alumnus. In the first month of sales they



Congratulations to Homecoming 2005 drawing winners! Melissa Chase and Shayla Sharp (right; pictured with Di Lang, COB assistant professor of accounting) each received a Dell DJ Ditty MP3 Player donated to the College of Business by Dell.

beat out one national brand and came close to two others.

Kari Biedscheid, '98, after graduating, began working in public accounting at PricewaterhouseCoopers LLP, first in Portland, and then in the L.A. office. After obtaining her CPA license, she moved to private industry and accepted a position as the accounting manager of MedicaLogic/Medscape, Inc. In April 2004, she joined Precision Castparts Corp. as their manager of financial reporting.

Terence Chesire, '98, moved from Portland, OR to Cambridge, MA to start at MIT Sloan School of Management's MBA program and is anticipating graduation in spring of 2006.

Adriel Gaines, '98, is currently the vice president/senior investment advisor for Strand, Atkinson, and Williams & York with Umpqua Bank in Springfield. He is married to Heidi Rowe.

Jorge Fernando Jaramillo, '98, after graduating with his MBA, went back to industry, but later decided to pursue a PhD. In 2004, he received a PhD in Marketing from the University of South Florida. His research interests include sales force management and strategy.

Anthony Tripp, '98, is currently the lead developer in SAP for Pacificorp and runs a team of about 15 people who are on the cutting edge of SAP using BW, Portals/Netweaver, XI, and Business Connector.

Xiaodong (Andy) Zhou, '98, returned to China, and joined an entrepreneurial team in the online travel business. The startup company was sold to a NASDAQ listed company. Then they set up the Shanghai Blossom Investment Management Company to provide investment consulting service for international companies who want to conduct business in China.

Darin Berg, '97, after graduating, worked for Meier and Frank in their executive training program and stayed with the company for four years. He was then accepted by Stanford's Graduate School of Business MBA program. After graduating in 2003, he landed a job with the Clorox Company where he is working in brand management.

Daniel Brunelle, '97, is a product standardization manager at OHSU.

(Continued on page 30)

Alumni Notes

(continued from page 29)

Mark Claeys, '97, is a fifth-grade teacher in Tigard. He received his Masters at George Fox in the MAT program.

Sarah Harris (formerly Angela Sarah Wepler), '97, after working for the past 10+ years in accounting, is in a new job recruiting accountants and finance professionals.

Peter Liaw Kum Hong, '97, worked at John Wiley and Sons for five years as a marketing executive. Then he joined a local brand licensing firm for two years and was in charge of sourcing for fashion brands and licenses. He joined Texas Instruments in June 2005 and has been doing well.

Shelby Lorenzen, '97, moved to Portland and did inside sales for a computer manufacturer and reseller. Then she worked for Hall Kinion as a technical recruiter for about three years, but decided to leave sales and work with customers at a web conferencing company called Encounter Collaborative.

Jeff Malensky, '97, works for Oregon Berry Pack-

tems around the country using SRC's proprietary software.

Debra Phelps, '96, is employed by Four Seasons in London. She received her MBA from Johns Hopkins University.

Karen Watte, '96, is an adjunct faculty for LBCC, teaching in the Business Technology Department.

Kurt Ergene, '95, worked in sales for the following companies: Fujitsu Semi, Oracle, SAP and BEA. He is semi-retired buying and selling real estate.

Ryan Smith, '95, relocated to the Netherlands as he took over the financial planning function for Nike's European region. After five years in public accounting, he came to Nike for opportunities in various positions.

Aaron Atkinson, '94, has been named corporate controller at LaCrosse Footwear, Inc. in Portland. He previously spent five years as accounting director for Nike Inc.

Renee Harris, '94, just relocated to Chicago from Portland to take an America's marketing manager's position with Intentia, an ERP software company.

Kim Holloway, '94, is the director of marketing and business development for Jordan Schrader PC. She has recently been elected president of the Oregon State University Alumni Association Board of



COB alumni gathering in Portland for an international exchange reception. Clockwise from bottom front: Chi Nguyen, '05, Jennifer Ellis, '99, Derrick Lepin, '02, Katie Neville, '05, Maegan Fowler, '06, Chris Bell and John Kinney, '04.

months traveling around Europe, and met up with a lot of the friends he had met in Aarhus. In the fall of 1993, he started working for PricewaterhouseCoopers as an auditor and then as an information systems consultant. In the fall of 1996 he took a one-month trip to Hong Kong and China, and six months later he was offered a position with PWC in the Shanghai office and became the national director of training.

Lezlie Goheen, '93, started a new job this past June as the PR/communications manager for Health Net of Oregon, a health insurance provider.

Yoko Prentice, '93, gave birth to her first daughter, Mia Rona Prentice, in July '04.

Holly Rosenberg, '93, is in the process of transitioning from the Navy to the corporate community. She is very interested in getting in touch with fellow alumni working in the health, fitness and sports industry — with such companies as Nike, REI, and Columbia Sportswear.

Shona (Widicus) Wilson, '93, works as the director of risk assessment and controls at Lyondell Petrochemical Company. She married Randy Wilson in 1993 and now has two children, Brigit Agnes Wilson and Liam Wilbur Widicus Wilson.

Kristen Cutting Yoerger, '93, had her first baby, Carson Michael Yoerger, on October 24, 2003.

Loren Chavarria, '92, is a tenured senior instructor directing the Spanish for Heritage Language Learners Program at OSU. She also instructs Spanish during the summer at Cetro Bilingue in San Miguel De Allende, Mexico. She married Bruce Bechtel and has two children.

Roger H. Cummings, '92, started a new position with a Dutch technology firm as the sole U.S. employee.

Darrell G. Hawkins, '92, received his Masters of Science in Management from the Weatherhead School of Management, Case Western Reserve University, with a concentration in Information Systems, in 2001.

Jaquie Hillsbery (Silver), '92, is a financial analyst for Comcast Cable.

Shana Klemchuk, '92, completed an MS in Organization Development from Pepperdine University in the summer of 2003. She was promoted to an organizational performance consultant for Northwest Permanente Medical Group.

Jeffrey Lane, '92, is responsible for quality management projects and systems in the Home Entertainment division for Shorewood Packaging (a business of International Paper), with oversight of facilities in Oregon, North Carolina, Kentucky and New Jersey.

Lisda Aziz, '92, worked at Bankers for eight years and is now an entrepreneur.

Amy Solomonson, '92, moved to New York City about five years ago and went to work for the New York City Tourism Marketing organization. She is working with travel media, doing a lot of writing in her role as a senior communications manager. She married Colin Miner, a New York reporter, in September and they now live on the Upper West Side of Manhattan.

Jessa (Wittwer) Barnes, '91, completed an internship during her last term of grad school at a Portland advertising agency Borders, Perrin & Norrander. She met her husband Derek, who was a copywriter there at the time, and got married in 1997. She was then hired by The Holland, Inc., which is the parent company of Burgerville Restaurants, and in 1996 was promoted to VP of marketing.

Chris A. Dandeneau, '91, said, "Prep work at OSU was instrumental in preparing me for the real business world. Invaluable knowledge and management practices gained from Professor Barry Shane still apply today in banking!! I desire to send my children to Oregon for schooling at OSU."

Eric Larson, '91, completed his MBA at Thunderbird and began working for Sabroso Co. in Medford where he stayed for eight years. He is currently the leader of sales and marketing for Sunkist Growers. He still has a strong emphasis in international business as Sunkist is very active in the Asian marketplace.

Michael Prince, '90, after graduating, went to work for Vanport International. He later went to law school and started a private practice in Portland. In mid-1998 he was offered a position in Japan working as in-house counsel. "I have now moved from in-house counsel back to private practice with an office in Tokyo, and early this year I was fortunate enough to be elected to the partnership of my firm. Along the way I got married, and have a wonderful baby girl," said Prince.



OSU alumni (COB alumni have grad years noted) working at Stockamp and Associates include: L-R Dan Kleiner, '05; Jeff Price; Ivan Leith, MBA '98; Perren Baker, '02; Ryan Davis; Mark Moisan; Micha Smith '03; Erik Pearson, '04; Brian Kovach, '05; Meredith Wellman, '01; Greg Laird, '02; Erica Hultberg, '03; Kory Thaut, '01; Keri Jochim. Front row: Uwe Gluhr, '01; Jason Merck '99; Bobby Brownlee, '99.

Does your company have a large group of COB grads? Send your group photo to exchange@bus.oregonstate.edu and we'll include it in a future alumni publication.

ing Co., which was started by his grandparents in 1948. They are the largest North American shipper of fresh market blueberries to Japan.

Stef Apperson, '96, is in her fourth year teaching at Yakima Valley Community College and won a national teaching award: "Who's Who among America's Teachers" for 2004.

Corey (Eisler) Bjerregaard, '96, works at Intel, across geographical and cultural boundaries, to ensure the right material, at the right price, is available to Intel factories.

David Irving, '96, is working as a consultant at SRC Software in Tigard. His job involves building and implementing budgeting and CPM software sys-

Directors.

Travis Mayor, '94, started law school in 2002, and is in his third year at the University of the District of Columbia David A. Clarke School of Law. He is also editor in chief of the Law Review and stays very busy. He plans to graduate in May and return to Portland to study for the Bar.

Jason Weir, '94, is living in San Diego, and is employed by Solar Turbines.

Lora (Cross) Catton, '93, has recently completed her first year as owner and broker for Catton Mortgage. She works from home and has the flexibility to support her career and her family at the same time.

Randy Choi, '93, after graduation, spent three

1970-1989

Ruth (Schmidt) Bark, '89, after graduating, worked as an internal auditor for Chevron Corporation, and later went back to school for her MBA. After graduating from the Tuck School at Dartmouth in 1995, she worked for Andersen Consulting (now Accenture) doing strategic management consulting in the San Francisco office. For the last four years, she has worked parttime from her home office as a writer-consultant for a boutique writing agency, www.contentbureau.com.

Jeff Hunt, '88, after running a \$30-million wholesale distribution company, is now consulting on his own.

Mark Latwesen, '88, is working for Nike as business director for U.S. apparel sales.

D. Scott Smith, '87, has been working with Corvallis Factory Supply Chain since 2000 and is currently managing the logistics operations for the Corvallis and San Diego research and development sites.

Michael J. Webb, '86, is a commercial lending officer for a fast growing community bank. He is married and has two wonderful children.

Patricia Wilkins Foster, '85, became recruitment manager in January 2004 for Hawaii Pacific Health in Honolulu, the state's largest healthcare organization with over 5200 employees.

Wes Edens, '84, of New York City has been named to the board of trustees for the U.S. Ski & Snowboard Team Foundation. He is Chairman and CEO of Fortress Investment Group, LLC in New York City, a firm he co-founded in 1998.

Dan Ellis, '84, of San Ramon, California has been named vice president North American sales for Align Technology, Inc. in Santa Clara. The company is the inventor of Invisalign, a proprietary method of straightening teeth without wires and brackets. Ellis previously was vice president of sales for BARRX Medical.

Jay Kenton, '81, has been appointed vice chancellor of finance and administration for the Oregon

Where Are They Now?

Mary Ellen Phillips

Instead of leading a class full of ambitious future accountants, you'll now find Mary Ellen Phillips tending her flower garden and restoring her 1930s bungalow to its original style.

"I just finished the kitchen and got the contractor out the door," said Phillips. "That plus a bath and basement are back to the style of that era. I just have some baths and a room to go."

While doing home restorations, she also continues to update her online accounting continuing professional education courses.

After retiring in 1994, Phillips lived on the Oregon coast in Salishan until moving to Seattle about six years ago to care for her elderly mother. During her tenure at the COB, Phillips taught upper division financial accounting and the occasional graduate or introductory course. She was also the Beta Alpha Psi faculty advisor and says she still keeps in touch with some of her students.

"The thing that pleases me most is the scholarship in my name that some anonymous students funded nearly 10 years ago," said Phillips. "They still contribute every year and the principal keeps growing." Phillips specified the terms of the endowment and the scholarship is awarded to a deserving senior accounting student every year. Last year, Serina Roush received the scholarship totaling \$2500.

"I was never told who funded the scholarship," said Phillips. "They did a wonderful thing. As tuition keeps going up, it is important to help students and it is an honor to be a part of that effort."



Mary Ellen Phillips, professor emerita.

University System. He comes to OUS from the University of Idaho, where he was vice president for finance.

Quentin Wright, '81, has been named chief accounting officer at Nanometrics, Inc. in Milpitas, CA. The company provides thin-film metrology and inspection systems used by makers of precision electronic gear. Wright previously was director of accounting for Adaptec, Inc.

David Lee Cooper Jr., '80, is currently the west-

ern region marketing manager for Metals USA.

John Joliff, '80, has been named western region vice president of operations for Country Insurance & Financial Services. The western regional office is in Salem, OR.

Kerry Rea, '80, has been named vice president of finance at AccessLine Communications. The company, headquartered in Bellevue, is a provider of hosted communications and managed voice services to Fortune 1000 companies and telecommunications partners. Rea previously was vice president of finance at Electric Lightwave.

Thomas A. (Tad) Davies, '78, was the president (2003-04) of the OSU Alumni Association, member of the OSU Foundation Board of Governors, board member of the Albany General Hospital Foundation, board member and treasurer of the Albany Public School Foundation, past president and continuing member of the Albany Rotary Club, member of the Albany Chamber and has professional affiliations including OSCPA, AICPA, ACFE. He is the President and CEO of T.A. Davies & Co.

Robert A. (Bob) Polich, '78, is currently one of six retail managers in beauty care, managing 240 people in the eleven western states. He is responsible for in-store execution including implementation of new items, data integrity and improving the stock situation of P&G beauty care brands in all types of retail outlets.

Ken Thrasher, '71, of Portland, has been appointed to the board of directors of NW Natural. He is chief executive officer of Compli, a Portland company that provides enterprise compliance and risk management software.

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William W. Sims, '67, joined Perlegen Sciences in June 2004 as chief financial officer. Perlegen is a privately held genetics company that uses proprietary technology to conduct rapid and cost effective analyses of the entire genome. The results enable scientists to identify genes that work in concert to cause common diseases and affect the body's response to drugs.

Jack Borsting, '51, Professor of Business Administration and Dean Emeritus of the Marshall School of Business, was selected to be a member of a National Academies panel. Borsting is also a member of the Army Science Board and was recently elected to the Fellows selection committee of the Institute for Operations Research and the Management Sciences. He will chair the committee in 2006.

William D. Logan, '49, went on to receive his Master's at Lewis and Clark College in Portland. He was called into duty to serve in Central Korea. When he returned, he started working as a teacher and coach at Beaverton High School. After seven years, he transferred schools to become the vice principal and later the principal. He stayed for four years and then transferred back to Beaverton where he remained for 12 years. Later he transferred to the central office as the director of operations for Sunset High School. He is now retired.

The Exchange

The Exchange newspaper is published for alumni, business partners, students and friends of the OSU College of Business.

To contact the editor with story ideas or comments, e-mail exchange@bus.oregonstate.edu or write to *The Exchange*, 200 Bexell Hall, Corvallis, OR 97331-2603.

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Delta Devils Relived! When Keven Malkewitz, assistant professor of marketing, invited John Joliff, '80, to speak to his class, he wondered if Joliff could be his fourth grade little league baseball teammate. Sure enough, he was. Shown above in their nine-year-old glory are Joliff (top row on right) and Malkewitz (bottom row on left).

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COB Calendar Spring 2006

April 26	OSU Business Roundtable (Multnomah Athletic Club); 11:30 a.m. to 1 p.m.
April 27	AEP Fireside Chat featuring State Farm Visiting Fellows Caroline Palmer and Sue Richmond from HP's finance department (Weatherford Hall Trusting Tree Conference Room, D107); 7:30 p.m. to 8:30 p.m.
April 27	Leadership Executive Education Program (\$175, Oregon Business Institute, Portland, RSVP: hoflihc@bus.oregonstate.edu or call 541-737-4276); 9 a.m. to 4 p.m.
April 27	Oregon Business Institute Ribbon Cutting (200 Market Street, main floor); 5:30 p.m.
May 4	Austin Family Business Program - The Business Journal Luncheon (Benson Hotel, Mayfair Room, 309 SW Broadway, Portland; \$30 by 4/27 RSVP: 503-219-3432); 11:30 a.m. to 1:00 p.m.
May 4	College of Business Advisory Council Meeting (Embassy Suites, Portland, OR); 10 a.m. to 4:30 p.m.
May 4	College of Business Alumni and Business Partner Awards (Embassy Suites, Portland, OR); 5:30 p.m. to 8:30 p.m.
May 9-10	2006 Austin Family Business Conference (OSU CH2MHill Alumni Center, Cascade Ballroom, 725 SW 26th St., Corvallis); 8 a.m. to 9 p.m.
May 19	AEP Board Meeting: Weatherford, Trusting Tree Conference Room; 2 to 3 p.m.
May 19	AEP Signature Event: Commercializing Innovation (\$25, LaSells Stewart Center); 8:30 a.m. to 1:30 p.m.
May 22	Financial Accounting Conference (CPE Day) (Alumni Center); 8 a.m. to 5 p.m.
May 24	Central Oregon OSU Business Roundtable featuring Roger Lee of EDCO speaking on "Central Oregon Economic Issues" (OSU Cascades Campus Room 248, Bend, RSVP: 800-330-4606); 11 a.m. to 12:30 p.m.
June 1	College of Business Faculty Awards (CH2M HILL Alumni Center); 5:30 p.m. to 8:30 p.m.
June 7	Dean's Distinguished Lecture Series featuring Author Marc Epstein on "Sustainability and Innovation" (Peavy 130); noon to 1:50 p.m.
June 8	Finance Spring Recognition Dinner, MU 109 (\$25 RSVP: wilha10@bus.oregonstate.edu); 5 p.m. to 9 p.m.
June 9	Golden Jubilee Reception: Classes of 1956, 1951, 1946, 1941 and 1936 (CH2MHill Alumni Center); 3:45-5:00 p.m.
June 18	COB Undergrad and MBA Commencement Reception (LaSells Stewart Center); 9:30 a.m. to 1:30 p.m.
June 18	Commencement (OSU Reser Stadium); 2 p.m.

the exchange

Newspaper of the College of Business at Oregon State University >> Spring 2006

Experiential Learning Turns into Job Offers

When COB professors VT. Raja and René Reitsma visited two of their MIS students, Thomas (Jake) Johns, '06, and Robert Rostamizadeh, '06, — both on a summer internship at Stockamp & Associates — the professors expected to learn how their students were enjoying their internships and how their course work had helped prepare them. Much to their surprise, eight Stockamp employees, all College of Business (COB) MIS graduates, dropped by the meeting room to say "hi!" and share OSU memories and experiences. The two soon learned that in Stockamp's Product Services group, 17 out of 41 employees graduated from OSU, most from the MIS program.

"Covering a period of seven years, it was quite something," said Reitsma. "It was heartwarming to see the varied levels of experience and responsibility they were contributing to this company."

While COB graduates pervade Oregon's workforce and beyond, the evolving relationship with Stockamp & Associates, a leading provider of revenue improvement solutions for hospital and health care organizations, is an example of how the COB is working with business partners to help professionalize its students and prepare them to be successful in the workplace. It also shows how companies are working with educational institutions to attract top talent.

Attracting Talent

According to Joe Cortright, Impresa, Inc., in a presentation, "Prospering in a Knowledge Economy," we can expect there to be a labor shortage in the next 30 years. He bases this assertion on findings that the population of 25- to 34-year olds is nearly four million less than 10 years ago. With baby boomers retiring, women numbers in the workforce flattening and college attainment leveling, timely and continued attraction of talented workers will be an important key to future company success.

For Stockamp, privately-held and headquartered in Lake Oswego, attracting and integrating top talent is key to achieving its goals. Since its inception in 1990, the company has grown to employ more than 400 consultants and staff members throughout the U.S.

"We currently recruit from campuses across the country," said Jeff Jones, '86, western region director. "We evaluate universities on a number of criteria, including academic ranking and performance of alumni here at Stockamp, and continue to place Oregon State on our selected list of targeted schools."

(Continued on page 1)



Robert Rostamizadeh, '06, and Thomas (Jake) Johns, '06, discuss a project at Stockamp & Associates.