

BUSINESS MATTERS

College of Business Alumni News

January 2017

Beavers helping Beavers: Celebrating our heritage

Happy New Year!

I hope that you had an enjoyable and relaxing holiday with friends and family. Winter term has already kicked off at the College of Business, and Austin Hall is buzzing with students again.

As you've read in past issues of *Business Matters* we have a lot to be proud of as we look back on 2016, but I'd like to take this moment to look ahead to 2017.

Our alumni play an essential role in our success. There is no greater evidence of the inherent value of a college than the quality of the alumni that it produces. I invite you to help us honor those alumni who have helped us shape the College's strong heritage into what it is today, and I invite you to help us grow our student community in order to expand our strong heritage for tomorrow.

Nominate an alum

Our alumni are hard-working and lead by example through constant tides of change in business. If you know a College of Business alum who deserves recognition for professional achievements and service, nominate him or her for one of these awards: Hall of Fame, Innovation and Distinguished Business Professional or Young Business Professional. To nominate, visit business.oregonstate.edu/alumni-awards.

Refer a future student

As alumni or friend of the College, you know the value of an OSU College of Business education. Help us shape the next generation of Oregon business leaders by referring a future undergraduate or future MBA student to the College of Business. To refer future undergraduate and MBA students, visit business.oregonstate.edu/engage, and complete these online forms.

As always, thank you for your continued support of the college. We look forward to seeing all that we can accomplish together in 2017 and beyond.

Mitzi Montoya, Sara Hart Kimball Dean



Our people tell our story best — Assistant Professor Amol Joshi meets with a potential MBA student, discussing the benefits of the new hybrid MBA offered online and in person at the WeWorks community work building in Portland. Please get in touch, and see how you can get involved. Visit business.oregonstate.edu/engage.



IN THE NEWS

Read about alumni and faculty at business.oregonstate.edu/business-matters

How to Quit a Job - BYU Radio

Off-grid power in remote areas will require special business model to succeed

On a quest for the cure - Eric Vela, MBA student

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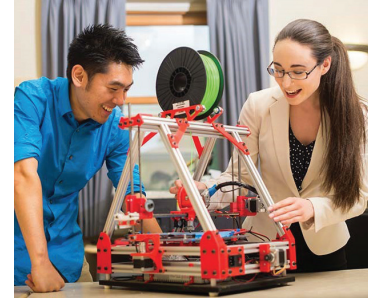


youtube.com/user/OSUBusiness

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Creating a mindset, and skill set, for entrepreneurial excellence

We are launching the College of Business Center for Entrepreneurship and Innovation, a platform for signature programming and thought leadership that will positively impact innovation, startup activity and new job creation in Oregon and the Pacific Northwest.



Steven Miller and Moriah Shay have started a business before graduation.

“Our responsibility to educate a distinctive class of business leaders and innovators begins on day one for our students, and it also extends to those in the broader Northwest entrepreneurship ecosystem” said College of Business Dean Mitzi Montoya. “The Center promotes business development with activities and signature events to inspire students, faculty, alumni and community to build successful businesses. For our students, it presents experiences and opportunities that go beyond a traditional classroom environment to develop them into performance-driven business professionals. Our students will actively contribute to an entrepreneurial-minded peer community and benefit from the greater College of Business alumni community and regional industry partner network.”

Montoya expects to measure in years ahead how the Center positively impacts innovation, startup activity and new job creation in Oregon and the Pacific Northwest, and enhances the reputation of the College.

Building on a strong entrepreneurial heritage

The College of Business has a great history of innovation and entrepreneurship to build upon.

“We have a tradition, Beavers helping Beavers, that is embedded into the Center programming and stems from the original endowment from Ken Austin, an entrepreneur, an innovator, and a great community leader,” said Sandra Miller, the Center’s director. “We understand that our future will be great if we build on that tradition of community.”

The eight-year-old Austin Entrepreneurship Program is the precursor to the Center, which exemplifies the long tradition of entrepreneurship at the college, and was originally funded by an endowment from OSU alumnus, A-dec cofounder and College of Business benefactor, Ken Austin.

Miller points out that the rapidly changing pace of business requires that College of Business graduates have mastered the skill of entrepreneurial thinking.

“We want our students to display agility, innovation, creativity,

and an entrepreneurial mindset. With the Center’s experiential learning opportunities, our students will hone these traits into the highly innovative and hard-working signature skill set of our graduates,” Miller said.

The Center events and programming

The emerging Center embraces and elevates numerous new activities launched by the dean this fall. For example, the Center will host Launch-U, entrepreneurship-specific weekly programming, as part of Fridays in Austin. Launch-U activities and events include startup job fairs and internship opportunities, social mixers, business-pitch practice workshops, mentoring sessions, startup weekends and invention competitions.

The Center will also raise funds for student scholarships as well as fund business grants, provide seed capital, and support innovation competitions and student groups.

The Launch Academy pillar of the Center, a competitive and cohort-based model of entrepreneurship education, provides deeper

support by creating a peer community of selected entrepreneurial-minded students and a series of activities that promote applied learning, working on teams, being competitive, and ultimately, student success.

Ultimately, Launch-U, Launch Academy and other Center programming create a pipeline to Launch Corps, startup services that support MBA students who have business ventures. As they progress through OSU’s Innovation Management MBA, students in Launch Corps will be connected to resources that will help turn their startup ideas into reality. Those resources include mentors in areas such as marketing, accounting and finance; office space at the college’s new Portland headquarters at WeWork, a co-working community for multiple ventures and startups, services, equipment and related amenities; and access to investors and to the OSU’s business incubator, the Advantage Accelerator.



CALENDAR OF EVENTS

For a complete list of OSU alumni events visit osualum.com

Wednesday, Feb. 8:

State of the University Address
Portland

Monday, Feb. 13:

Advancing Women’s Leadership
Portland

Thursday, Feb. 16:

Women’s Happy Hour Meetup
Portland

Seeing green: Grad makes business case for social responsibility

Jenna Wiegand doesn't think that business growth and environmental sustainability are mutually exclusive. After pursuing a College of Business Finance degree and a College of Agricultural Sciences Sustainability degree, she's now out to prove that a company can succeed and grow while making the health and well-being of people and the planet a top priority as well.

Wiegand, a 2015 graduate of Oregon State University's Honors College, landed a job working in supply chain with Unilever, a Global 500 multinational company that makes consumer goods, with products ranging from home health and beauty products, such as Dove, to frozen desserts, including Ben & Jerry's Ice Cream.

Mid-way through a three-year rotational program preparing her for a management role with the company, she's already finding business solutions to meet social and environmental challenges.

"Business has the potential to solve the problems we face. We don't have to choose exclusively between profitability and sustainability. A process that saves energy or water or other resources also should save money," Wiegand said.

She credits her studies at Oregon

State, including a leadership seminar she took through the College of Business, with preparing her to think on her feet and make sound decisions.

"A lot of time, there's not a clear right answer," Wiegand said. "You learn to trust your instincts and commit to your decision."

Some of her early successes at Unilever have been on the logistics side. She worked on a delivery route map for the United States and found a way to reduce trucking miles travelled. Wiegand's model reduces 200 tons of carbon per year.

She's also improving the efficiency of the cleaning process for ice cream production. The challenge was to reduce the amount of water used. But Wiegand also looked for ways to salvage ice cream that would otherwise be wasted when they shut down to



A double major in finance and sustainability gives Jenna Wiegand the tools to solve supply chain challenges in her role with Unilever. She's seated in the second row, fourth from the right, at the 2016 Unilever Community Action Day.

clean the lines every 72 hours.

While at Oregon State, Wiegand took a colloquium for critical thinking through the Honors College that opened her eyes to the scope of impact behind business decisions. She often asks herself, "How will my decisions impact communities and the environment, both locally and globally?"

Wiegand said her proposals have been well-received when she's been able to make the business case for change. She's kept her idealism of making the world better through responsibility. And she sees reason to be optimistic, as Unilever's Sustainable Living brand is growing twice as fast as other products, a trend driven by consumer choice.

She's proud of Unilever's accomplishments with Dove's positive body image campaign for women, accessible hygiene products called Lifebuoy and the Vaseline Healing Project aimed at providing medical supplies for people affected by poverty or emergencies worldwide.

Wiegand said her personal goals are well-aligned with Unilever. And there are certain perks that come with working for the company responsible for Ben & Jerry's, Talenti Gelato and Magnum Ice Cream.

"I have tried a lot of ice cream flavors," she said. Her favorite is Magnum ice cream bars. "The white chocolate bars are to die for."

POINTS OF PRIDE



More than 400 **volunteers** engage with the College of Business every year.



Our Oregon State **Investment Group** manages a \$2.2M portfolio.



The College of Business is ranked 29th internationally in **operations management** empirical research on the SCM Journal List.

Taking the lead: Graduates find bright future at Deloitte

Finding a job, taking advantage of opportunities, building a career path ... it may not be top of mind for newly minted university students exploring all possibilities within the College of Business. However, one of the core messages our students hear from us is – take advantage of opportunities outside the classroom.

Some of our most successful graduates have followed this formula and achieved terrific results. Case in point, two Class of 2014 graduates with dual majors in Business Information Systems and Accounting are now colleagues together at the Big Four accounting and consulting firm, Deloitte, at their Portland office.

The common threads in their stories – involvement in student clubs, building work experience with internships and jobs, and working closely with their professors – weave together to form the skill set that top-tier employer's value.

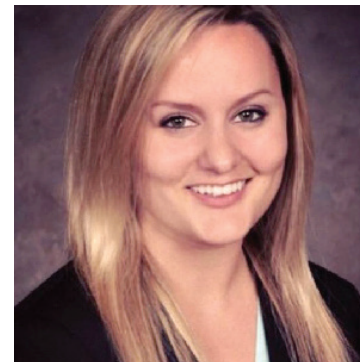
Madeline Mill graduated with honors in 2014 and is now a senior consultant with Deloitte. In a typical day, Mill works with clients within the energy and resources, and consumer and industrial products industries. Mill, in describing her path to Deloitte, sums it up rather modestly as “basically, getting lucky.” However, the high-school valedictorian says she's long held

the mindset to just go for every opportunity that was out there.

Mill collected work experience before college including an internship in the finance department at Leatherman Tools. However, it was Mill's involvement in SIM Club – the Students of Information Management Club at Oregon State – that brought her the opportunity she needed. A Deloitte representative came to a meeting, and mentioned that they had an opportunity to join the firm.

“I decided to go for it. I wouldn't be at Deloitte if I hadn't shown up to SIM Club the night they announced an opening,” Mill said. Mill, who would later become the president of the SIM Club at Oregon State, often recruited students to join the club and get involved.

“Half of it is showing up to extracurricular activities, lectures outside of class, office hours, and taking any of the opportunities you get exposed to. ... Recruiters



Recent grads Madeline Mill (left) and Brittany Donahue (right) have a lot in common: double degrees, an alma mater, their current employer, and a drive for excellence.

want to see what you've done with your learning. That question can usually be answered by describing how you've shown up and how you engage in the amazing programs we have outside of class,” Mill said.

Like Mill, Brittany Donahue also is a senior consultant at Deloitte, and Class of 2014 cum laude graduate with a dual degree in Business Information Systems and Accounting.

Donahue and Mill were both in the Dean's Student Leadership Council; both were teaching assistants during undergraduate years, gaining project experience under the guidance of their professors that mirrored the real-world job requirements.

“Students should really take advantage of the inclusive and collaborative nature within the College of Business, both between students as well as between students and faculty. It's a great practice for a career after college, where inclusion and collaboration

are essential to succeed,” Donahue said.

Donahue's club involvement included acting as treasurer of her sorority and treasurer of the Oregon State Robotics Club. Donahue also volunteered at the Corvallis City Hall business office while a student and continued her active involvement after college serving as the deputy treasurer for the Willamette Valley chapter of the Information Systems Audit and Control Association (ISACA).

She began pursuing the internship opportunities posted by Deloitte, along with the other Big Four firms, during her junior year. Inspired by her mother, who is a CPA, Brittany had a clear picture of what this career path offered. She interviewed with multiple Big Four, regional, and local firms.

“The people at Deloitte stood out to me as particularly intelligent and genuine. I was offered an internship position in Advisory after visiting the Deloitte office, and upon completion of the internship I was offered a full time opportunity,” Donahue said of her job supporting risk-based IT testing related to external financial audits.

“I'd encourage undergraduates to attend the informational sessions, meet-and-greets, and any other opportunities to meet professionals as early as possible,” Donahue said.

In **BUSINESS MATTERS**, our alumni newsletter, we share information about College of Business people, events and engagement opportunities.

You are a valued ambassador for Beaver Nation, and we look forward to hearing from you.

Please send your news or story ideas to businessalumni@oregonstate.edu

For questions or information:

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