

BUSINESS MATTERS

College of Business Alumni News

November 2016

“Fridays in Austin” engages students in professional development

Dear alumni and friends of the college:

It's hard to believe we are already nearing the end of fall term and looking forward to another holiday season!

I'm excited to share an update with you on a new program that is well underway at the College of Business. In September we kicked off Fridays in Austin, a signature component of the College of Business' newly expanded initiative aimed at ensuring student success.

The idea behind Fridays in Austin is to partner with our alumni and friends in industry to give our students opportunities to learn about different industries, explore career pathways, and find their passion through weekly presentations, workshops, networking events and professional development activities.

We've had seven weeks of very successful Fridays in Austin events. The energy in the building is high, and the feedback from everyone — students, guests and faculty — is extremely positive. Students at all levels and across all majors are getting an opportunity to meet and network with their peers and industry leaders which is building a strong community of engagement. Students are exploring their interests within their own majors and gaining a deeper insight into critical topics like ethics, innovation and global business.

Serving as a panelist, mentoring a small group, sponsoring a project or giving a guest lecture are all great ways to inspire tomorrow's business leaders and help them to be profession-ready upon graduation. We'd love to have you join us and share your perspective and experience with our students.

If you are interested in volunteering, please let us know by filling out a volunteer contact form or contact Breanna Grigsby at 541-737-0038.

Gratefully yours,

Mitzi Montoya, Sara Hart Kimball Dean



Randy Conrads, co-founder of RedWeek.com and founder of Classmates.com, speaks with students from the College of Business Dean's Academy at a fireside chat as part of the Fridays in Austin program.



IN THE NEWS

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

White House honors Oregon man for helping make fishing more sustainable

Harvard Business Review: 7 Ways People Quit Their Jobs

Take this job and shove it, say the majority of employees who quit

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Oregon State
UNIVERSITY

OSU's SportUp Incubator is launching student-athlete startups

Entrepreneurial student-athletes are finding encouragement and the practical know-how to launch new companies through the SportUp Incubator, part of Oregon State Athletic's Everyday Champions Program in collaboration with the College of Business. Each year, about one fourth to one third of all student athletes are business majors.

OSU SportUp is a first-of-its-kind collaboration where student-athletes and business students can get advice and develop their ideas. Participants include Beaver football's Dustin Stanton and rowing's Mimi Grosselius, students in the College of Business.

Stanton has been working on a training device for track athletes called Rabbit with teammate Ryan Cope. It's a smart phone app that controls a drone used to pace runners in training. The software allows the user to enter a time or speed, and a drone leads the athlete around the track. It even has the capability to record video that can be reviewed by a runner or coach.

Stanton, who will graduate with a business

administration degree after fall term, said he's gained real-world experience and received guidance from professors in the College of Business.

"We learn how to effectively create and bring ideas to life," he said. "This program has changed my outlook on what being a modern-day entrepreneur consists of."

SportUp's organizers put on an event in Portland in May 2016 where hard-working business students pitched their ideas to a group of about 50 Oregon State alumni, donors, sponsors and friends.

Grosselius also attended the pitch event and said it was encouraging to see all the business leaders, including the dean of the College of Business, Mitzi Montoya.



Student athletes from OSU's SportUp Incubator, part of OSU Athletics' Everyday Champions Program

Grosselius's startup idea is to redesign used athletic gear into a sustainable clothing line.

"I'm a person who likes to solve problems," she said.

At any college campus, there are boxes, totes and closets full of old uniforms, athletic apparel and sporting equipment, which often is destined for the landfill. Grosselius, a merchandising management student in the College of Business,

alters Dri-Fit shirts into cropped tops and shorts into skirts. Uniform stripes become colorful accents.

The biggest impediment has been time.

"I just don't have enough time to do it all myself," she said.

A design professor in the College of Business allows Grosselius to use the sewing lab during the evening after she's finished her second daily rowing session.

Grosselius has already created a few clothing prototypes. Her plan is to hire apparel students to do the sewing, then to market the repurposed black, orange and white, limited-edition items to Beaver fans. She plans to direct half the proceeds to a social cause, such as buying books and uniforms for children in Kenya to attend school.



CALENDAR OF EVENTS

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

Thursday, Jan. 12, 2017:

Family Business 360: Buyouts and Shareholder Agreements
Portland

Wednesday, Feb. 8, 2017:

OSU State of the University Address
Portland

Monday, Feb. 13, 2017:

Advancing Women's Leadership
Portland

Business Analytics MBA prepares students for careers in big data

After earning a bachelor’s degree in economics from Oregon State in 2014, Shadi Taha wanted to pursue a specialized MBA that would help him stand out. Applying statistics to economic models, a field called econometrics, captured his interest, and he was fascinated by big data. So Taha chose Oregon State’s Business Analytics MBA program.

“Business analytics is the most marketable skill set you can have,” Taha said. “Analytics is about leveraging and understanding data to make better business decisions.”

Taha, who earned his MBA last June, landed an internship with Daimler Trucks-North America in Portland. He’s been hired by Daimler and will start a new job as a data scientist when his internship is complete in December.

“I would not have the job I have now without the MBA,” Taha said.

Oregon State’s Business Analytics track is offered in an online/in-person hybrid format. The program emphasizes three skills:

understanding business strategy and process, data management and analysis, and solution development and communication, said assistant professor and program director Bin Zhu.

“Analytics is about solving business problems,” Zhu said.

The program applies to any industry sector, and students are encouraged to bring their work-related projects. Because people are often part of teams at work, business analytics students also work on projects together.

For example, the business analytics students partnered with Samaritan Health Services to work on



Bin Zhu, associate professor of business information systems.

a real health care problem. The Samaritan project examined lab test results and health history data for cardiology patients and found a model to predict who would be most likely to have complications requiring hospital re-admission. By identifying these patients before heart surgery, Samaritan is able to focus additional care and avoid costly interventions, with savings estimated at \$4 million a year, in addition to improved patient outcomes.

Perren Baker, a 2015 program graduate, worked on the Samaritan project.

“One thing that amazed me was that a few MBA students could take a real-world business issue, apply what we learned in class and develop a good solution that had both financial benefit and better patient care outcomes,” Baker said.

Since completing the program, he landed a job with Nike. Baker is a manager in the procurement de-

partment, where he uses data analytics to increase efficiencies, decrease waste and reduce the cost of materials used to make shoes. He said Oregon State’s professors taught him how to gather and analyze technical data, while never losing sight of the importance of turning that information into impactful business decisions.

“It was a great way to learn,” Baker said. “The analytics track set me up for success in going back out in the workforce.”

POINTS OF PRIDE



400+

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



\$2.2M

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



29th

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

Patty Bedient: The importance of women in the boardroom

It was our pleasure to host retired Weyerhaeuser CFO and vice president, Patty Bedient, College of Business '75, as the inaugural speaker in our new Susan J. McGregor Lecture Series on Women's Leadership.

Bedient presented to more than 700 students on the OSU campus on the importance of gender diversity in the boardroom. She shared some of the research around gender-diverse boardrooms, talked about her own experiences and closed with steps on how to increase gender diversity.

One statistic Bedient noted was looking at the financial performance of Fortune 500 companies that had three or more women on the board versus those that were less gender-diverse. Companies with higher representation of women on their boards saw significantly higher financial performance on average than those with less gender-diverse boards. The study, done by Catalyst, looked at three financial measures: return on equity, return on sales, and return on invested capital.

Bedient also noted the correlation between women at the C-suite level and firm profitability, as found through research from the Peterson Institute of International Economics that showed a firm with 30 percent of leaders who

are women could add as much as 15 percent boost to profitability.

When one student asked what she could start doing now to gain experience so that she could achieve similar career benchmarks, Bedient's answer was straight forward: "Seek out leadership roles in your organization now. Start with non-profits, look for clubs that need strong leaders, start gaining that experience on a smaller level and keep working your way up."

About Patty Bedient

Bedient served in a variety of leadership roles at Weyerhaeuser after joining the company in 2003, including chief financial officer from 2007 to 2016. Previously, she spent 27 years with Arthur Andersen and ultimately served as the managing partner for its Seattle office and partner in charge of the firm's forest products practice.

She serves on the Alaska Airlines Group and Suncor Energy board of directors. Bedient has served on the Oregon State University Foundation Board of Trustees and the College of Business'

Accounting Circle. She also was a member of the Dean's Council of Excellence as well as the College of Forestry Resource Laboratory Advisory Committee.

In 2012, the *Wall Street Journal* named Bedient one of the Top 25 CFOs in the S&P 500, and the *Puget Sound Business Journal* named her CFO of the Year in the category of Large Public Companies in 2011.

About the Susan J. McGregor Memorial Lecture on Women's Leadership

McGregor's estate established the lecture series in honor of McGregor's longtime support of women's issues. Susan J. McGregor, College of Business '85, died of brain cancer in 2014. Her career included stints at the Internal Revenue Service and Coopers and Lybrand before she joined Microsoft, where she rose through the ranks of the tax department to become general manager of that department in 2007.

A member of the Alpha Phi sorority and a generous friend of the OSU Foundation, McGregor



loved to travel and also enjoyed hiking, cycling and skiing. In addition to the lecture series, her estate is supporting scholarships for business majors affiliated with Alpha Phi or other Greek organizations.

Both the memorial lecture and the scholarship serve to honor her legacy, foster dialogue, and encourage research, scholarship, collaboration and creativity in advancing women's issues within the College of Business and university.

For questions or information:

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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