

The College of Business

celebration of **EXCELLENCE**

honoring alumni, business partners and entrepreneurs

Monday, May 5, 2014
Hilton Portland & Executive Tower, Portland

Oregon State
UNIVERSITY

celebration of EXCELLENCE

honoring alumni, business partners and entrepreneurs

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As dean of the College of Business for the past 11 years, there is not an event I look forward to more than the evening when we showcase the people of the College of Business, the university community and the state of Oregon...and this year, I had a few extra months to look forward to it!

With the snowstorm that hit Portland and the Willamette Valley on February 6, the day our original celebration was planned, we made the decision to postpone the event. We appreciate everyone's understanding and are glad you were able to be with us this evening.

The 2014 group of honorees include:

- an innovator in the healthcare industry, a member of our first MBA class, a family man, a successful businessman and entrepreneur.
- distinguished alumni whose professional success reminds us why we do the work that we do and why their stories make us proud to call them alumni.
- two business partners that provide experiential learning opportunities to our students and whose partnership is essential to the education and experiences we provide.
- our Weatherford Award-winning entrepreneurs and innovators who further Oregon's pioneering spirit:
 - > one is an Oregon State alumnus who developed a software platform that generates information used in major publications and studies.
 - > The other, a musician who grew up in Corvallis, emerged onto the Portland jazz scene as a teenager and has since established an international career as a Grammy Award-winning composer and musician.

As I am each year, I am reminded of what these stories mean to our college and our community. These are inspirational examples that demonstrate success, passion and commitment. And they are aspirational stories that help our students realize that there is no limit to the success and impact that they can have.

I hope you enjoy learning about our 2014 Celebration of Excellence honorees.

Sincerely,



Dean and Sara Hart-Kimball Chair



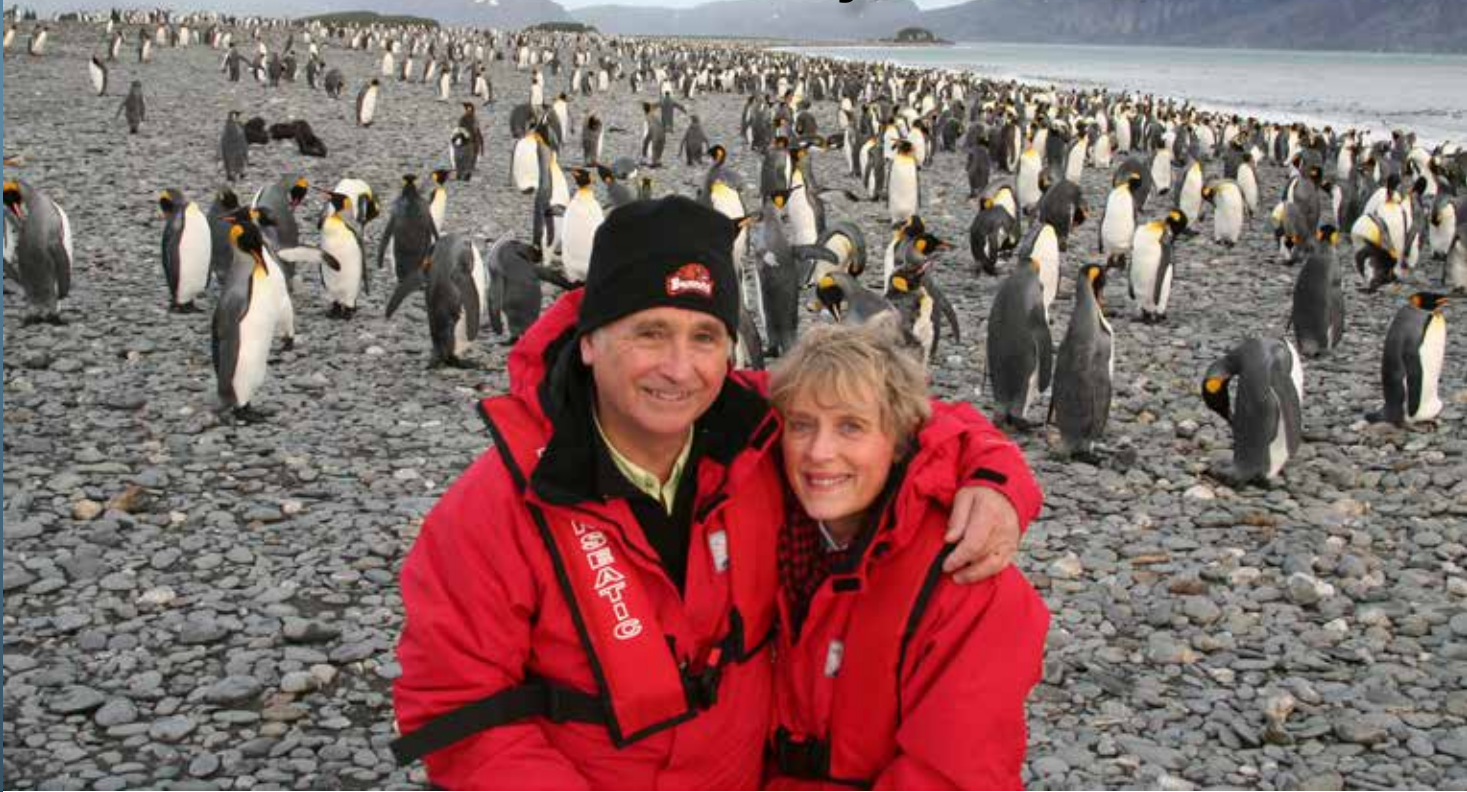
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Jim Williams



Jim Williams and his wife, Chris, share a passion for travel and have trekked around the globe, from Europe to Asia to Africa, and as pictured here, to Antarctica.

Throughout his career, Jim Williams has never been afraid to take a chance.

Whether it's being part of the first class of Oregon State MBA grads, starting his own business or as an Angel Investor, Williams has always followed his instincts—and more often than not—been rewarded for it.

Williams grew up in Coos Bay, Ore., where he played football and wrestled. He was only the second freshman in Marshfield High School history to earn a varsity letter and his coaches instilled the “never give up” attitude he has to this day.

At Oregon State he earned a degree in Industrial Engineering before joining the first-ever class of OSU MBA students in 1966.

“The MBA program was a real mind-expander, because in the engineering program you only got

about three electives,” Williams remembered. “You really had to be proactive in your career. You needed a broad-based education, which is why I jumped when the MBA program was initiated. It opened up a lot of doors for me that became important in the future.”

With the war in Vietnam raging, Williams joined the military. Because of his MBA degree, he was one of fifteen nationally to be chosen for a select officer commission in the Air Force in hospital administration. Williams, as a Captain in the USAF, was stationed near Oxford, England and quickly learned about an industry that would soon become his lifelong career.

“That was a total career-changer for me because I learned about hospital administration,” Williams said. “In college, you never thought about hospitals as being a career in

those days. Through my experience in England, working with not only our military hospitals but also the English National Health Service, I learned about it as an industry.”

When Williams left the Air Force in 1970, the United States' health care industry was in need of fresh ideas and new management styles. Medicare had been created in 1965, and many hospitals were struggling with the new requirements and erratic reimbursement.

Williams sent letters to hospitals in Oregon offering his services and connected with A. E. “Gene” Brim, an innovative hospital administrator and consultant. Together the pair started their own consulting firm, Brim, Inc., with Williams as vice chairman and chief operating officer.

The company started in Portland in 1971 with the two founders

and their secretaries as the only employees. Initially, they provided traditional healthcare consulting but in 1973 hit on a new idea and started signing long-term contracts to manage hospitals themselves.

“We made a presentation to the Eugene Hospital and Clinic and decided that instead of offering consulting services, we would propose to totally take responsibility for managing their business,” Williams remembered. “This launched the first company in the nation to specialize in contracting to manage hospitals, and their business doubled every year for a number of years.”

“Every day was an adrenaline rush,” Williams said.

In addition to the hospital work, Williams helped develop an entrepreneurial culture at Brim that led to the creation of more than 20 new healthcare related subsidiaries.

“We were really risk takers and entrepreneurial, before we even knew the word entrepreneurial,” he said. “We attracted people who had innovative ideas and we incubated those ideas to create many health care companies. Some worked, some didn’t.”

Besides his role as vice chairman of the parent company, Williams was president of the development subsidiary, which built over 100 healthcare facilities and also president of the senior living subsidiary which was a national leader in a new industry that is now known as assisted living.

When they sold the hospital division in 1997, the company that had started with four people now owned and operated 58 hospitals, employed more than 2,500, had

been named as one of the “Ten Best Companies in Oregon to Work For,” and was the 34th largest private company in Oregon.

After the sale in 1997, Williams and some associates started Encore Senior Living, an assisted living company specializing in Alzheimer’s care. With Williams as president and CEO, Encore grew to own and operate 40 facilities in 9 states and have annual revenue in excess of \$60 million.

Though Williams retired in 2002, he still acts as an “Angel Investor” for small companies and is president of CTK Capital Corporation, a family-owned investment company.

The entrepreneurial spirit is now a family affair. All three of Williams’ children graduated from Oregon State and then completed the MBA program in Entrepreneurship at the University of Arizona.

Williams has also been generous with his time. He and wife Chris’ support of children is a priority, from coaching Little League to helping create Trillium Family Services, Oregon’s largest child services agency.

It has also led them to contribute to Oregon State and the College of Business. Williams has served for many years as an advisory board member for the Austin Entrepreneurship Program, and more recently the OSU Advantage Accelerator. He is also on the OSU Foundation Board of Trustees where he serves on the finance committee.

“It’s inspirational to be involved with Oregon State—with all the energy these students have and the things they are creating,” he said. “It not only gives you a good feeling to give a little back to an exceptional university, but the campus energy makes you forget you are not as young as you once were.”



All three of Jim Williams’ children graduated from Oregon State University. Here he is gathered with his family.

The day of the Civil War football game, Jill Eiland ('73) sat on the phone, listening politely and speaking professionally as one of the biggest deals of her career was finalized.

Eiland, Northwest Region corporate affairs manager at Intel Corporation, heard that the Oregon Governor's Office had approved a deal locking in tax certainty for Intel for the next 30 years. The deal will help Intel stay and expand in Oregon, creating and retaining many more jobs in the state.

"I was tasteful on the telephone, but after I hung up it was 'woohoo!'," Eiland said. "I got a note that night from the Intel CEO with five exclamation points."

In her role at Intel, Eiland is the company's public face in the Northwest, monitoring situations that may impact Intel's corporate reputation or make it more cost effective for them to operate in the region.

Since graduating from the College of Business, Eiland has made a career out of communicating her clients' message—often at the highest

levels of government—and effecting real change in the world.

She's worked for companies as diverse as Portland General Electric and KinderCare Learning Centers, one of the largest for-profit childcare providers in the United States.

Over her career, Eiland has influenced state ballot measures, programs for low-income children and even national legislation, making sure the powerful know the needs of her companies.

"I feel like I can genuinely measure the value I've added and the accomplishments I've made and people I've influenced along the way," she said. "It's very rewarding."

It's not the path Eiland was expecting, even after she graduated from Oregon State.

Eiland had trained as a high school business teacher and was ready to take a job at West Albany High School while she waited for her boyfriend to finish his football eligibility at Oregon State.

Before she started the job, he decided they were "too young to be so serious," and should see the

world first. A friend of Eiland's set her up on the staff of Oregon Senator Bob Packwood, changing the course of her life forever.

"I told West Albany, no thank you very much, and took the job with Senator Packwood in Washington, D.C., because I had never been east of Boise, Idaho," Eiland said. "I wouldn't have the life I have now if I had made those other choices."

From there, Eiland was hooked, and any thoughts of returning and starting as a teacher were gone.

"I discovered I liked the policy and the challenge of communicating and advocating and influencing and translating that into ways to solve problems," Eiland said. "It was a high-stakes game in a fast-paced environment where you had to make quick decisions, and there was a genuine and measurable result at the end."

In addition to her work at Intel, Eiland is committed to community service. She serves on the Oregon State Board of Higher Education and a number of roles with Oregon State University and the College of Business. Recently she served as a member of Dean Ilene Kleinsorge's Circle of Excellence.

"If you believe, as I do, in community service, it's important to give back so the next generation of graduates is as well prepared as you feel you were," Eiland said. "You have very successful business people who now have the time and treasure to give back and are now shaping the curriculum in the College of Business in a way that makes it the best business school in the state."

Jill Eiland gives opening remarks at the College of Business 2013 Weatherford Awards.





Peter Newport

Extreme athlete Peter Newport perfects paddle and oar making by knowing intimately what his customers want.

Distinguished Early Career Professional Peter Newport ('98) believes to predict the future, you have to create it.

An extreme athlete and self-described serial entrepreneur, “Crazy Pete” is currently owner and president of Sawyer Paddle & Oars, and has creatively manufactured every successful outcome in his career.

A thirst for adventure, leadership and learning started at a young age for Newport. Though Newport estimates his family moved 20 to 30 times by the time he was in high school—going from town to town buying, fixing up and selling houses—he was active in student government at each stop along the way. At one point he was class president at Redmond High School while attending Mountain View High School.

Newport’s pursuit of higher education did not take a traditional path, either. He spent years traveling around Oregon, working and taking college courses, but mostly focusing on his dream of becoming an Olympic kayaker.

That dream came to a crashing halt, however, when he broke his ribs running a waterfall in his kayak. It was at this point that he decided to finish his degree and landed at Oregon State.

“I turned to my true passion, which was branding and developing people,” Newport said. “I was really hungry at that point to develop the skills to be a leader and manager. I think just about everything I learned in that two-and-a-half years at the College of Business I use every single day now.”

Newport’s first entrepreneurial success came after a friend approached him about taking over Breedlove Guitars, a struggling guitar company that needed new life. The company was nearly bankrupt with four employees and less than 60 retailers when he took it over. When Newport sold the company 11 years later it had more than 50 employees with distribution in over 30 countries.

After he sold Breedlove, Newport took six months off to recharge and dream again. Taking his love of skiing and kayaking, he began to list companies but got no further than Sawyer Paddles & Oars before picking up the phone to call the owner. Newport had spent some time in the late '90s working the night shift sanding paddles at Sawyer, so he was familiar with the company. When he finally connected with the then-owner, he said “Hey Bruce! It’s Crazy Pete. I sold Breedlove. Teach me how to run Sawyer, and I’ll help you retire!”

Newport, his wife and son have spent the last year and a half living in an apartment within the the company’s factory. He carries two business cards—one that says “President and Owner” and one that says “Crazy Pete—Visionary and Night Watchman.” He spends his time creating the future for Sawyer, but he also does the accounting, human resources, a lot of the purchasing and all of the design work.

Part of the future for the native Oregonian, who considers himself a “global citizen,” includes running for mayor of the small Oregon town Gold Mill, which he intends on turning into the “recreation capital of Oregon” and the “coolest town in the world.”

From client to client, country to country, Tim Jakubowski ('04) is always on the move.

As an advisory director in Portland for consulting firm KPMG, Jakubowski gets to work with some of the biggest companies in the Northwest in some of the best places around the world.

"I like to control things, but I also like the uncertainty of it," the College of Business graduate said. "I really don't know what I'll be working on in two or three months."

Jakubowski got his first taste of the fast-paced life of consulting as an intern for KPMG while at Oregon State. He was instantly drawn to the excitement of attacking a new challenge every day.

"What really drew me to the consulting world is being able to meet so many people and going into different offices, discovering the unique problems they may have

and helping them solve them," he said.

In his role at KPMG, Jakubowski splits his time between IT auditing and consulting, advising clients on how to better use their IT resources and improving their business processes.

Since joining KPMG in 2004, Jakubowski has worked with companies like Amazon, Columbia Sports and Weyerhaeuser. In that time he's worked in 25 countries on four continents, including two years living in Ireland.

"I truly have some of the most high-profile clients that call this area home," he said. "It's given me the opportunity to work with a really diverse client group, which has been fantastic."

Jakubowski has always had a love of travel, including studying abroad in Copenhagen while a student at Oregon State.

"It's definitely something I've always wanted to do," he said. "If

you looked at my discretionary spending in my late teens, early 20s, probably most of it was to travel abroad."

Despite his busy schedule, Jakubowski finds time to give back to Oregon State. He comes back to campus to assist with classes and also serves on the OSU Business Information Systems Advisory Board.

"I owe a lot of my career to the College of Business and the BIS program and I think it's the right thing to do, and encourage all graduates to do that," Jakubowski said.

While Jakubowski serves as a great mentor to current students, he also loves being around the excitement and enthusiasm of campus.

"If I had any other career, I'd want to be a professor," Jakubowski said. "I probably get as much from the students as I pass on to them."

Tim Jakubowski's passion for travel has taken him all over the world. Here, he poses during a road trip to Utah.



Tim Jakubowski



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Aequitas is proud to join in recognizing our good friend and client **Jim Williams** and all of tonight's distinguished honorees

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A University Transformed

Through the generosity of more than 102,000 donors, Oregon State University has surpassed \$1 billion in our first capital campaign—with eleven months to spare.

Congratulations to this year's Celebration of Excellence honorees, including **OSU Foundation Trustees Jill Eiland '73 and Jim Williams '66**, whose leadership is helping Oregon State reach even higher.



BEAVERS MEAN BUSINESS

The **OSU Business Roundtable** is a partnership between the College of Business and the OSU Alumni Association that provides networking and service opportunities for Oregon State alumni within the Portland area business community. We host a dynamic speaker series that features presentations by successful alumni.

YOUR MEMBERSHIP IN THE BUSINESS ROUNDTABLE INCLUDES:

- Four regular lunch meetings for you and a guest
- Annual State of the University presentation with Oregon State University President Edward J. Ray
- Annual membership in the OSU Alumni Association (or a one-year extension if you are already an OSUAA member)
- All benefits of OSUAA membership listed at osualum.com/membership

2014 Events

Wednesday, MAY 21 — 11:30 a.m.

Erick Frack '82, president, Intellibot Robotics
Multnomah Athletic Club, Portland

Join online or register for an upcoming luncheon at osualum.com/BRT

Upcoming OSU Alumni Association Events::

Saturday, MAY 17

OSU Community Day of Service

Wednesday, AUGUST 20

Portland Golf Classic



osualum.com



Oregon State Merchandising Management student Kristina Harrington isn't shy about explaining the value of her internship with Fred Meyer.

"I felt like my internship with Fred Meyer has been the best opportunity of my life," Harrington said. "I learned so much about buying, a variety of job functions, the retail industry and myself."

The internship program is just one component of a strong partnership between the Oregon State School of Design and Human Environment (SDHE) and Fred Meyer that has strengthened both, helping to create profession-ready students who become key contributors to Fred Meyer as employees.

"Partnerships with companies like Fred Meyer are extremely important for our school," said Sandy Burnett, SDHE internship coordinator and senior instructor.

"As we work to prepare industry-ready graduates, Fred Meyer helps keep our curriculum industry relevant and current," Burnett said. "They provide industry work experience with internships and field trips, and financial

support that helps us offer more experiential learning opportunities for our students."

Keith Fuller, former Fred Meyer talent development manager and current Fred Meyer Jewelers human resources manager, said the partnership is a win-win for both parties.

"We've been involved with curriculum development and leadership behaviors and expectations for the students when they come out of school," Fuller said. "So if we help the school, we get people that we want and who can function in our organization and out in the world."

Fred Meyer is also one of the few businesses with opportunities for all four SDHE majors, with internships ranging from product development and store planning to graphic design and marketing.

Founded in Portland in 1922, Fred Meyer now has 133 stores and nearly 30,000 associates in four Western states, as well as

School of Design and Human Environment student Kelley Tallman's internship with Fred Meyer proved to be an invaluable experience in learning the retail industry.

opportunities with parent company Kroger.

"To run a company the size of Fred Meyer, here in Portland we have about 900 Fred Meyer associates and then about 600 Kroger associates on this campus," Fuller said. "When you talk about all the different careers that are available with Fred Meyer and then with Kroger, it's incredible."

In addition to providing internships, Fuller and other representatives from Fred Meyer have served on the SDHE Industry Advisory Board, spoken with classes and participated in the school's annual Career Symposium.

Fuller said working with Oregon State helps Fred Meyer find the best new employees, first through classes and the Career Symposium, and finally as interns and eventually working at Fred Meyer.

Since 2006, 36 Oregon State students have interned at Fred Meyer, and nearly half have gone on to be hired by the company.

"We've been investing in this since 2003, but it's paying off now big time," Fuller said. "Oregon State is one of those schools where we know we're going to get highly qualified students."



Mutual of Enumclaw

When talking to college students, president and CEO of Mutual of Enumclaw Eric Nelson aims to clear up misconceptions about the insurance industry. A presentation called “The Accidental Career” talks about how rarely people proactively seek employment in the insurance industry, but often become lifelong employees once they stumble upon it. Mutual of Enumclaw’s goal to raise awareness of the insurance industry and to educate students on the breadth and depth of opportunities available has resulted in a successful partnership with the Oregon State College of Business.

“Our goal is to start getting some word of mouth at the college level that insurance actually is not a bad career choice,” said Nelson. “Many universities still track insurance into finance, and it’s broader than that. It’s not just a finance career.”

For Mutual of Enumclaw, becoming a College of Business Corporate Partner was one way to help achieve their goals, and also demonstrates their commitment to investing in and developing students to become leaders.

Every summer, Mutual of Enumclaw offers four internship positions to College of Business students. They are provided housing and put to work at Mutual of Enumclaw’s headquarters in Enumclaw, Wash.

“We aim to create an experience that helps them understand the business, helps them understand

all the career tracks, and then we actually give them a culminating project that they get to do and present to the senior executive team,” said Nelson.

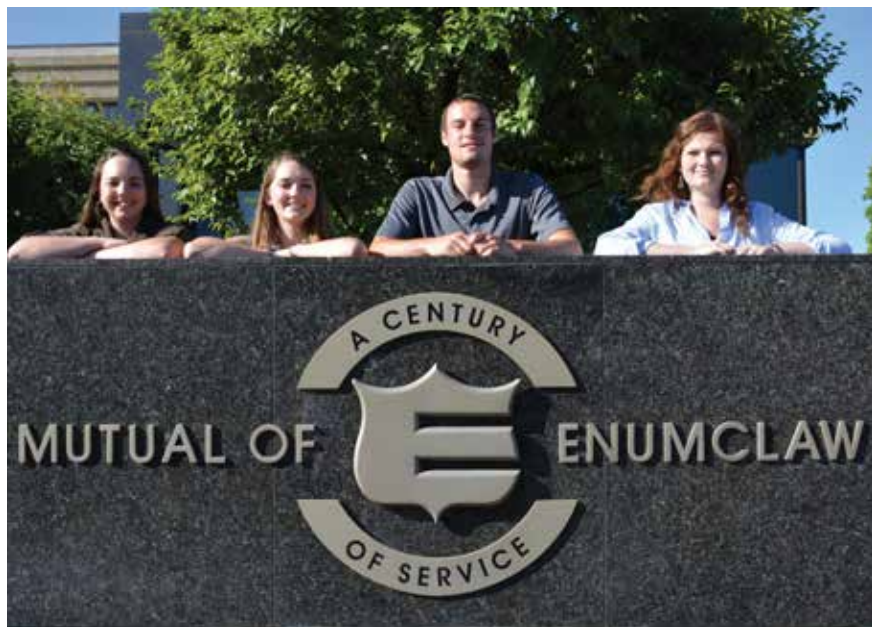
In addition to providing an experiential learning opportunity for students, Mutual of Enumclaw is looking ahead at an anticipated need for talent, caused by the large percentage—nearly 65 percent according to Nelson—of current employees that are approaching retirement age.

“One of the reasons we have this big talent need over the next 10 years is because when people do get into the business, it’s rare that they leave,” said Nelson.

Mutual of Enumclaw has been in business for 115 years and provides

personal and business insurance products and services in Oregon, Washington, Idaho and Utah. Their thoughtful and progressive approach inspired employees to recognize them as one of the 100 Best Companies to Work For in Washington, and has also made a huge impact on the interns that spend the summer there.

“From day one, all the interns were floored by how welcoming everyone was, and how they all went above and beyond to help their customers,” said senior Madeline Mill, who interned in the summer of 2013. “They all genuinely cared about us and wanted us to succeed. They really redefined the negative stereotype insurance companies often have.”



College of Business students Brittany Baimbridge, Chloe Spellman, Jeff Garmin and Madeline Mill spent a summer working at Mutual of Enumclaw and learning the insurance business.

Alumni and Business Partner Awards

HALL OF FAME

Dr. Robert G. Zahary '65, Higher Education Consultant — 2013
Wayne Ericksen, '58, Columbia Management Co. — 2012
Patricia Bedient, '75, Weyerhaeuser — 2011
Larry L. Brown, '75, PricewaterhouseCoopers LLP — 2010
Ruth Fisher, '54, Jim Fisher Volvo — 2009
Donald L. Bower, '48, Chevron Corp. — 2008
Kenneth Poorman, '61, Poorman-Douglas Corp. — 2007
Arthur Tokin, '71, PricewaterhouseCoopers LLP — 2007
Stanley Hong, '59, Waste Management of Hawaii — 2006
Duane McDougall, '74, Willamette Industries — 2006
Al Reser, '60, Reser's Fine Foods — 2006
Jon Masterson, '61, Wallboard Tool Company, Inc. — 2005
Harley Smith, '59, Harley Smith Investments — 2005
R. Stevens Gilley, '56, AG Hotels — 2004
Kenneth Thrasher, '71, Compli — 2004
Joan Austin, A-dec — 2003
Ken Austin, '53, A-dec — 2003
Bernie Newcomb, '65, E*TRADE — 2003
James Robb, '54, Pacific Research, Inc. — 2002

DISTINGUISHED SERVICE AWARD

Frank Morse '70 — 2013
Brigadier General (retired) Al Guidotti, '56 — 2011

INNOVATIVE BUSINESS LEADER

Thomas Toomey, '82, UDR, Inc. — 2012
Roger W. Hinshaw, Bank of America — 2010

DISTINGUISHED BUSINESS PROFESSIONALS

Gordon Clemons '65, CorVel Corporation — 2013
Don Atkinson '89, Sr. Executive — 2013
Diane Detering-Paddison, '81, Cassidy Turley — 2012
Steve Gomo, '74, NetApp Inc. — 2011
Tod D. Perkins, '86, Chapdelaine & Co. — 2010
John Stirek, '82, Trammell Crow Company — 2009
Stephen M. Bailey, '70, FLIR Systems, Inc — 2008
Tad Davies, '78, T. A. Davies & Co, PC — 2007
Wesley R. Edens, '84, Fortress Investment Group LLC — 2007
Linda Hirneise, '75, JD Power and Associates — 2007
Gayle Fitzpatrick, '78, Oracle Corp. — 2006
Elise McClure, '81, Starbucks Corporation — 2006
Jack Wilborn, '71, MBA '79, KPMG, LLP — 2006
Larry L. Brown, '75, PricewaterhouseCoopers LLP — 2005
Pam Garcia, '81, NW Supermarket Holdings — 2005
E. Scott Hildebrandt, '78, Planar — 2004
Bruce C. Hraba, '67, Waterford Hotels and Inns — 2004
Allen P. Leggett, '60, Arthur J. Gallagher & Co. — 2004
Joseph F. Lobbato, '81, MBA '82, Central Group — 2004
Donald A. Robert, '82, Experian North America — 2004
Patty Bedient, '75, Weyerhaeuser Company — 2003
Dennis Powell, '70, Cisco Systems, Inc. — 2003
James Schupp, '79, Smith Barney — 2003
James Williams, '66, Encore Senior Living, LLC — 2003

DISTINGUISHED EARLY CAREER BUSINESS PROFESSIONALS

Meadow Clendenin Stahlnecker '99, Patton Boggs LLP — 2013
Eric Winston, '98, Keen, Inc. — 2012
Ryan Smith, '95, Nike Golf — 2011
Brian J. Bronson, '93, RadiSys Corporation — 2010
Steven Zamsky, '90, Pequot Capital — 2009
Brian A. Oliver, '87, Aequitas Capital Management — 2008
Eric Schoenstein, '88, Jensen Investment Management — 2007
Kim Brockamp, '91, Oregon Department of Corrections — 2006
Laurie Russell, '94, OSU Federal Credit Union — 2006
Scott Burri, '86, Huntington Ventures, LLC — 2005
Donald C. Atkinson, '89, Weyerhaeuser Company — 2004
Brentley Milo Bullock, '83, Perkins Coie LLP — 2004
James D. Parkin, '86, Deloitte & Touche — 2004
Ron Parker, '86, Cardinal Glass Industries — 2003
Sally Smedal, '82, Basic American Foods — 2003
Jaymes Winters, '86, United Energy — 2003
Craig Froude, '89, WebMD Health — 2002
Scott South, '83, Stevens Water Monitoring Systems — 2002
Beth Taylor, '81, Hob Knobbins — 2002

DISTINGUISHED YOUNG BUSINESS PROFESSIONALS

Alicia Miller '05, Nike, Inc. — 2013
Angelina Lusetti, '07, Target Stores — 2012
Rachel Todd, MBA '08, Samaritan Health Services — 2011
Doug T. Deurwaarder, '01, Cushman & Wakefield of Oregon — 2010
Courtney Carter, '05, Soccer United Mktg. and Major League Soccer — 2009
Joshua D. Bruegman, '02, JP Morgan Private Bank — 2008
Greg Laird, '03, Stockamp & Associates — 2007
Ryan Hildebrand, '04, PricewaterhouseCoopers LLP — 2006

DISTINGUISHED BUSINESS PARTNERS

Oregon Department of Transportation (ODOT) — 2013
The Boeing Company — 2012
Ferguson Wellman Capital Management — 2011
Ron J. Susa, '80, Chevron Corporation — 2010
George Graves, KPMG LLP — 2009
Stephen J. Nigro, Hewlett-Packard Co. — 2008
Joe Karas, Moss Adams LLP — 2007
James M. Baumgartner, Black Helterline LLP — 2007
Craig Chambers, Oregon Financial Services — 2006
Joyce Furman, Philanthropist and Community Leader — 2006
Stockamp & Associates — 2006
George Puentes, Puentes Bros. Inc./Don Pancho Mexican Foods — 2005
Bob Sznewajs, West Coast Bank — 2005
Sonja Lee Haugen, Austin Industries — 2004
Patricia Hraba, Waterford Hotels and Inns — 2004
Irva Kay Neyhart, Stover Neyhart & Co., PC — 2003
Don Waggoner, Leupold & Stevens, Inc. — 2003



Weatherford Awards

The Weatherford Awards honor entrepreneurs and innovators who further Oregon's pioneering spirit. The designation celebrates Oregonians who have changed the face of business throughout the region and the world by advancing entrepreneurship, innovation and social progress.

Ken and Joan Austin, founders of A-dec

Jim Bernau, founder of Willamette Valley Vineyards and creator of World-Class Oregon Pinot Noir

Carolyn Chambers, philanthropist and Oregon pioneer of the telecommunications industry

Stanley Cheng, chairman and CEO of Meyer Corporation, U.S., and founder/owner of Hestan Vineyards®

Frank Cloutier, leader of the HP team that developed the ink jet printer

Dan Di Spaltro, co-founder of Cloudkick, award-winning cloud server monitoring and management tools

Kyle Doyel, founder and president of Kyzen Corporation

Frank Dulcich, co-founder and CEO of Pacific Seafood

Douglas Engelbart, Ph.D., inventor of the computer mouse

Dick Fosbury, inventor of the "Fosbury Flop" high jumping technique

John Gardner, Ph.D., founder and president of ViewPlus Technologies, Inc.

Paul Gulick, founder of Clarity Visual Systems, co-founder of InFocus Corporation

Doc and Connie Hatfield, founders of Country Natural Beef

Kichang Li, Ph.D., inventor of formaldehyde-free wood adhesives

Bob Moore, founder of Bob's Red Mill Natural Foods

James Peterson, Ph.D., world leading wheat breeder

Alex Polvi, co-founder of Cloudkick, award-winning cloud server monitoring and management tools

Mike Rich, screenwriter of feature films, including *Finding Forrester* and *The Rookie*

Don Robert, CEO of Experian, global leader in consumer and business credit reporting and marketing services

Governor Barbara Roberts, First and only woman elected as Governor of Oregon

Cory Schrieber, pioneer of the NW natural food movement

Jack Smith, inventor and co-founder of Hotmail

Rex Smith, chairman and COO of the Hotmail venture

Dr. Albert Starr, co-inventor of the world's first successful artificial heart valve

Logan Welliver, co-founder of Cloudkick, award-winning cloud server monitoring and management tools

Junki Yoshida, Yoshida Group chairman and CEO

Fred Ziari, founder of ezWireless and IRZ Consulting

To Chris Botti, entrepreneurship is as much about being able to take a risk as anything else.

It's something the Grammy Award-winning composer and musician has done his entire life, from playing Portland clubs as a teenager to touring the world with his trumpet.

"If I would have sat and thought about the odds stacked against me, I never would have done this," Botti said. "Maybe entrepreneurship means a big dose of crazy."

Botti grew up in Corvallis and started playing trumpet at age 9, inspired by fellow Oregonian and Tonight Show bandleader Doc Severinsen. It wasn't until a few years later when he heard Miles Davis' "My Funny Valentine" for the first time that Botti was hooked.

"It impacted me like a lightning bolt," he said. "I thought, I want to be a trumpet player for the rest of my life."

Botti—inspired by his brother's cross country training techniques—started practicing every day and logging his times. He went more than two years practicing every single day.

One night his mother took him to a small club in Corvallis to see famed Portland jazz musician Ron Steen. Botti's mother asked Steen if her son could sit in, and Steen obliged.

"Most musicians would have said 'Lady, you're crazy'," Botti said. "He not only let me sit in, but invited me to join his group."

Grammy Award-winning composer and musician Chris Botti began playing the trumpet at age nine.

Botti began going from Corvallis to Portland as often as he could to play clubs.

After high school, he left for the University of Indiana before moving to New York.

From there, his career took off quickly. He toured with artists such as Paul Simon and Joni Mitchell, but Botti said his biggest opportunity came when Sting offered him a spot in his band.

"Sting invited me to join his group in 1999 with the promise, 'Chris, give me two years of your career, we'll tour the world and have a blast and I'll break the

sound of your trumpet to the whole world,'" Botti remembered.

The promise came to be, and since then Botti has become the world's largest selling jazz instrumentalist. This past year he won the Grammy for Best Pop Instrumental Album for "Impressions."

Botti said he has no plans to slow down his touring schedule, which keeps him on the road from his home in Southern California around 300 days a year.

When you've made your dreams come true, why stop?

"I'm living my goal right now," Botti said. "I'm a trumpet player."





Bert Sperling

Bert Sperling's company BestPlaces provides city rankings in various categories, including the best places to live.

While it's hard to have a revolutionary idea, it's just as hard to stay ahead after the world gets a look.

When Bert Sperling created the first version of his "Places, U.S.A." software in 1985, ranking the best places in the United States, few organizations were trying to gain insight from data on cities. Now in the age of "Big Data," Sperling has remained the leader in the industry by always keeping a step ahead of the ever-growing competition.

"I don't have to go to the library or send away for research papers and transcribe them by hand anymore," Sperling said. "But of course the bar gets raised and one has to work with a lot more data."

Sperling is the founder of "BestPlaces," a firm he runs out of his Portland home producing reports, books and other products ranking not only the best places to live, but categories such as the most playful cities, the manliest cities or safest from natural disas-

ter (which just so happens to be Corvallis, Ore.).

While those looking to move often use the rankings, Sperling himself has made a point not to leave Oregon since his family came while he was in high school.

The son of a Navy officer, Sperling's childhood was full of moves. When his father picked Corvallis as his final landing spot on retirement, the younger Sperling decided he was done being mobile.

"At the end of everything, I was tired of travelling," he said. "I was happy to go to OSU."

While Sperling bounced around accounting jobs after college, he started writing software in his spare time, leading to the creation of "Places, U.S.A."

The business was slow until Sperling's software was featured in *USA Today*. The attention brought a call from, among others, Microsoft, wanting to license the software for a new real estate website.

"We came away with a price to license our content per month I

would have been happy to have in a year," Sperling said. "I came down and told my wife, honey, we may have a business model."

Sperling now produces reports for some of the world's biggest brands and media organizations, such as McDonald's, American Express and *The New York Times*.

Despite being the most trusted name in city rankings, Sperling has needed to constantly improve his business to stay ahead as data has become easier to obtain.

"I think that's what every business faces; how do you evolve as situations change?" Sperling said. "What's happened is that all the data that used to be our secret sauce is much more available than it once was."

Sperling differentiates himself by using his experience to stitch the data together and find insights others can't, making his products more valuable than those just offering more information.

"With all the data that's out there, it's been said that trying to get information from the Internet is like getting water from a firehose," Sperling said. "That's why it's important to have a trusted source, and that's why the media and businesses call us."

Over the coming years, Sperling is hoping to expand his company's website and collect data from individuals on the places they live, supplementing the official statistics he uses.

No matter where the business goes, he's happy to have found a place of his own.

"I guess I feel very lucky, very fortunate," he said. "I'm looking forward to continue working because I enjoy it so much."

