

# The Exchange

THE 2015 OREGON STATE UNIVERSITY COLLEGE OF BUSINESS MAGAZINE



## All in the Family

Helping one another is standard operating procedure in the College of Business – just ask Suesann Abdelrasul and son Majed

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**Oregon State**  
UNIVERSITY

## From the Dean



Last year when I wrote this introduction, I was counting down to the opening of Austin Hall. Today my countdown is very different. And it's bittersweet. On Jan. 16, I announced my retirement at a faculty meeting. I had rehearsed this brief announcement and thought it would go a bit differently. As I approached the front of the Stirek Auditorium and looked at a room full of the people who I see every day, I didn't see your professors. I didn't see our College of Business staff. I wasn't looking at a room full of people who worked in a building.

I was looking at people who have become family during the past 28 years and who have been with me through the best of times and the worst of times and who, together, we have worked to provide a business education that makes a difference.

Admittedly with a few tears, I made it through that announcement. As the news spread to alumni, students, colleagues across the university, friends and donors of the college, I was overwhelmed with the emails and phone calls and was reminded of what a privilege it has been to serve your College of Business and this great university.

I have been known to say that "I came to Oregon State University for the job and stayed for the people." In the following pages are stories about our people – about students, faculty, alumni and business partners. The stories about our people could fill books but we only have 48 pages here ...

I trust you'll get a sense of why I've stayed for the people and why I know that in the coming years, as I spend more time with my family, discovering (or rediscovering) new hobbies and interests and consider what is next, I will always miss the people.

Thank you for the privilege of being your dean.

*Jane K. Kleinsorge*

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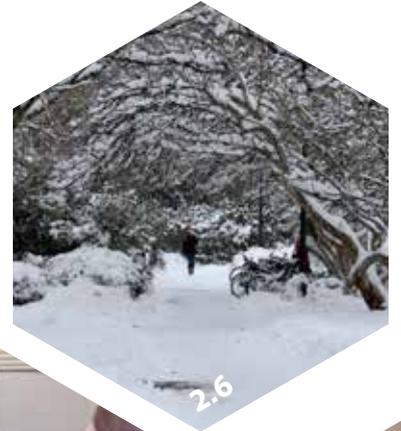
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Oregon State University is committed to affirmative action and equal opportunity in employment and education.

January



February



April



1.14  
Dean's Distinguished Lecture with Harvard Business School associate professor Francesca Gino

Brian Oliver '87, president of Aequitas Capital Management, speaks at the 2014 College of Business Convocation

1.23  
Steve Gomo '74 visited with MBA students, interns and stakeholders of the OSU Advantage Accelerator

1.30  
Reddit.com co-founder Alexis Ohanian speaks to entrepreneurs at an event hosted by the Austin Entrepreneurship Program

2.6  
An Oregon snowstorm closes down campus for several days in Corvallis and causes the college's Celebration of Excellence, held in Portland, to be postponed

2.27  
Students meet with industry professionals at the annual design Career Symposium at CH2M Hill Alumni Center

4.11  
MBA Business Plan Competition, featuring the Elevator Pitch

4.17  
Ryan Smith co-hosted the first alumni event at Nike Headquarters in Beaverton, Ore.

4.18  
The Career Success Center hosts a Career Boot Camp in the Reser Stadium Suites, featuring keynote speaker Dr. Will Keim

5.2  
Design students are recognized  
at a scholarship reception

5.4  
Dean's Distinguished Lecture  
featuring John Hall, owner and  
CEO of 16 Degree Advisory

5.5  
Jim Williams is inducted into the  
Hall of Fame at the Celebration of  
Excellence

5.16  
Portland Design Network  
Fashion Show

5.21  
The Ellen Degeneres Show visits  
OSU, and business student  
Brittney Oljar wins competition  
featured on national TV

5.23  
Design Fashion Show  
"Gilded Noir"

6.5  
Faculty members at the  
Celebration of Achievement

6.12  
MBA graduation

6.13  
Undergraduate celebration in the  
Bexell Hall courtyard

6.14  
Commencement



August



8.28



8.31

September



9.25

October



10.3



10.3



9.25



9.26



10.28



8.28  
Dean Kleinsorge's Bexell Hall office sits empty

8.31  
Boxes ready to be moved to Austin Hall

9.25  
The college's first class of Ph.D. students

9.25  
New Student Welcome popcorn social

9.26  
Austin Hall Opening Bash for Faculty and Staff

10.3  
The International Exchange and  
MBA welcome receptions are held  
at The Vue in downtown Corvallis

OSIG Celebrates DADCO  
investment competition win

10.28  
Dean's Distinguished Lecture  
featuring Brian David Johnson,  
futurist at Intel Corporation

10.31  
Austin Hall officially "Opens for  
Business" at the public opening

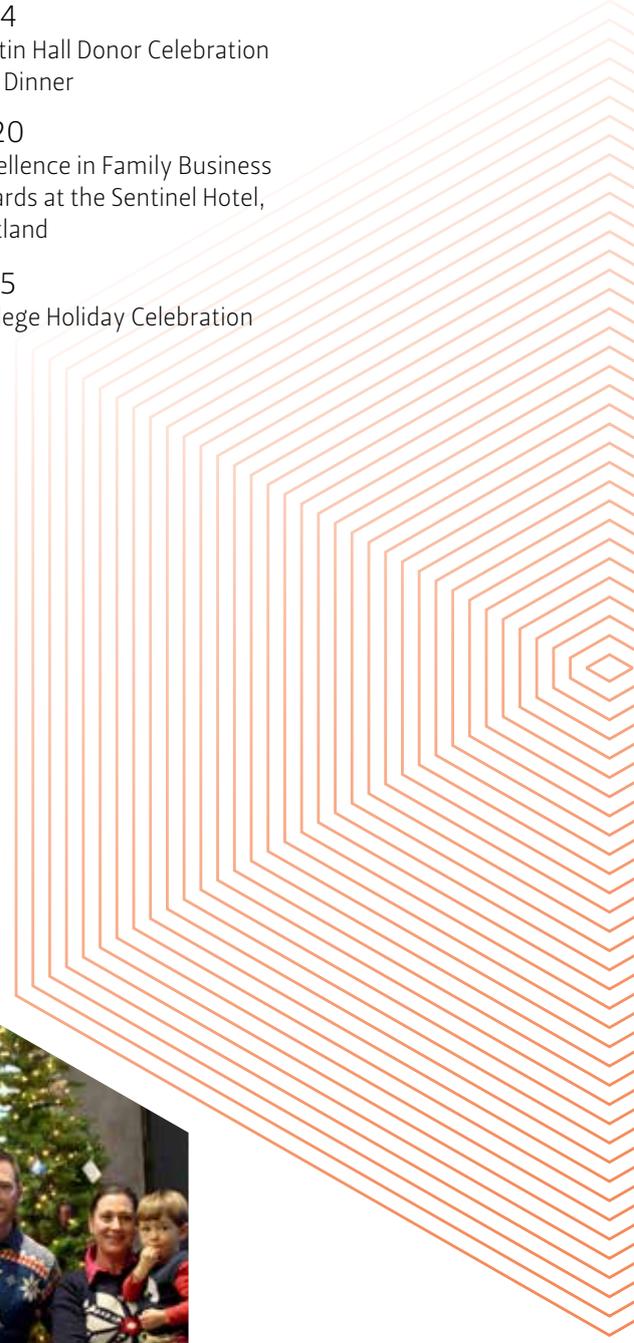
11.14  
Austin Hall Donor Celebration  
and Dinner

11.20  
Excellence in Family Business  
Awards at the Sentinel Hotel,  
Portland

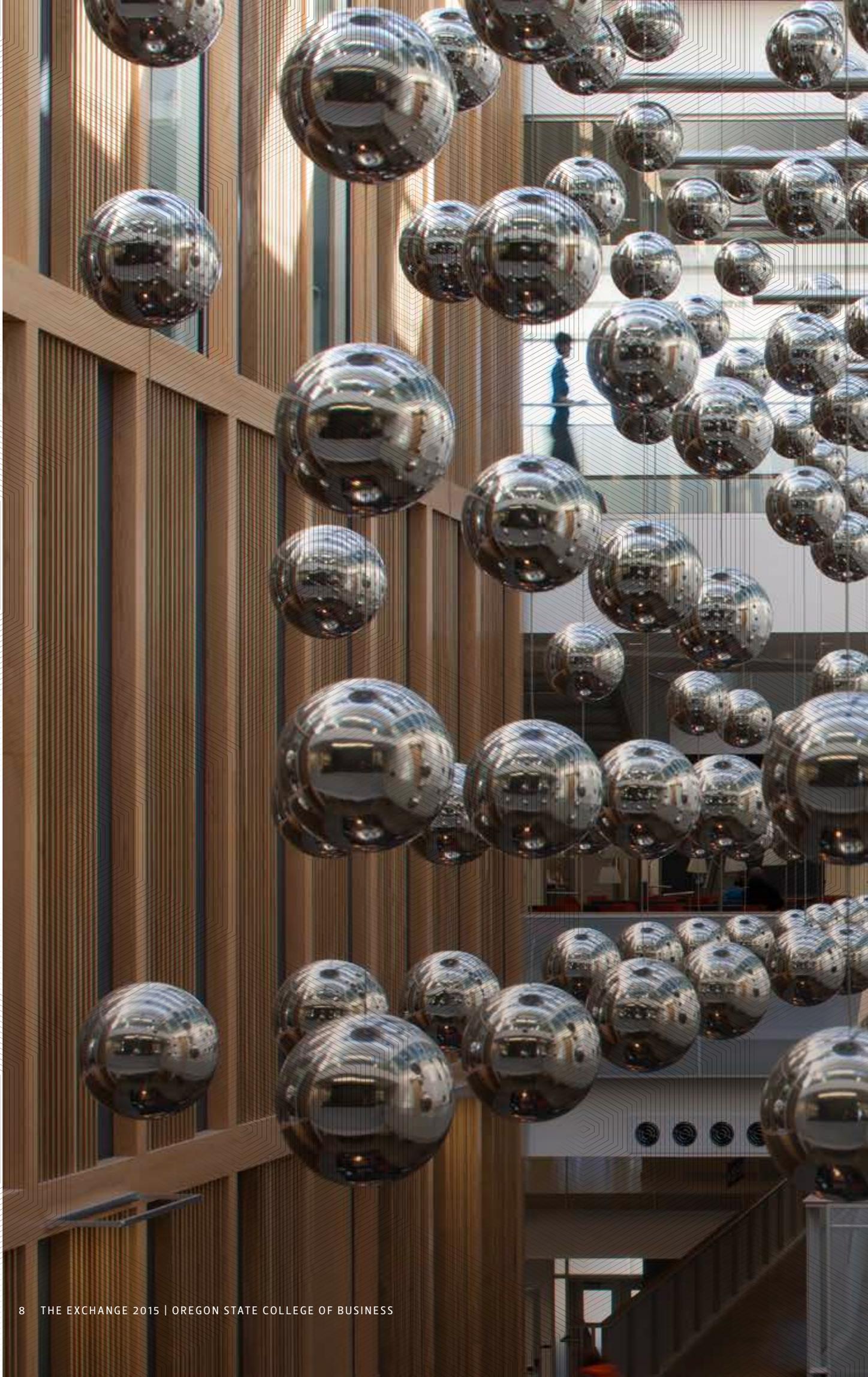
12.5  
College Holiday Celebration

November

December



# Experience Austin Hall





Sculptor Ray King's "Abacus" is actually 24 abaci, each representing an important year in College of Business history — ranging from the 1858 creation of Corvallis Academy, to which Oregon State traces its history, to the 2014 opening of Austin Hall.

**AUSTIN HALL WAS DESIGNED TO BE AN ALL-HOURS DESTINATION FOR STUDENTS, AN OPEN, COMFORTABLE AND WELCOMING PLACE THAT WOULD FOSTER DISCUSSION AND COLLABORATION IN AN ENVIRONMENT TAILORED TO PROVIDING A 21ST CENTURY BUSINESS EDUCATION.**

Six months in, the bright, airy 100,000-square-foot building is clearly living up to its promise.

“It’s huge for the university,” said Obum Gwacham, who completed his marketing degree in fall 2014. “I looked for reasons to stay later than in any other building. I was taking a statistics class and the computers in the lab had Statgraphics, so I just made the computer lab my favorite place.”

The building has 700 seats spread among 10 classrooms, plus 23 computer- and big-screen-equipped project rooms that students flock to, including in evenings and on weekends. Students are also slowly learning about the “hidden” study areas on the second and fourth floors behind the staircases. The west fourth-floor location in particular offers spectacular views.

There’s also the Jon Masterson Family Marketplace (complete with chairs, sofas and fireplace), The Reser Student Success Center (for academic and career advising), an atrium and study area dedicated to graduate students, event space, Trader Bing’s Café, and a wide, central staircase that creates opportunity for impromptu discussion.

“I can bump into a student and end up in a conversation,” said Anthony Klotz, assistant professor of management. “There was no place in Bexell to do that, to get to know students outside of class.”

Ken and Joan Austin and Al and Pat Reser provided the lead gifts for the funding of \$50M building, which was comprised of private philanthropy and state bonds. THA Architecture was the architect of Austin Hall and Andersen Construction (owned by alumnus David Andersen ’80) was the builder and general contractor.





Opening in the gleam of autumn sunshine, Austin Hall features first-floor warmth in the form of the Jon Masterson Family Marketplace lounge area, bottom, and collaboration-fostering project and conference rooms throughout the building, below and at lower left; its many windows provide spectacular campus views, especially from the fourth floor, upper left, and its furniture is always a welcome spot for students and staff to congregate and converse.







The Bernard A. Newcomb Digital Commons, top right, provides public computer space for students, and the e-Trade founder, known as Bing when he was a schoolboy in Scio, lent his nickname to Austin Hall's first-floor café; also on the first floor is the 250-seat Stirek Auditorium, lower right; the 100,000-square-foot building with its distinctive copper-inlaid façade was made possible by primary donors Ken Austin and Pat Reser, pictured top left with Dean Ilene Kleinsorge; Austin Hall artwork includes "The Currency of Insight" (by Amy Bauer), above center, which incorporates a photo of John Andrew Bexell, the 107-year-old college's first dean, and his faculty.



# Dynamic and Disciplined

## Hard-working and ever-smiling Obum Gwacham made the most of his time in the College of Business

Obum Gwacham is known for a radiant smile, an engaging personality and a mesmerizing combination of size and athleticism, but if there's one word that best describes the 2014 College of Business graduate and four-year football letterman, it might be discipline.

"From grade school through college, Obum never missed a day of school," said College of Business professional development instructor Gene Young. "And he broke his collarbone playing football and still didn't miss school – that's how disciplined he is."

Gwacham's parents, Edwin and Caroline, helped instill that drive and tenacity, along with kindness, cheerfulness and resilience, in Obum and his four siblings, whom they brought to America from their native Nigeria when Obum was 7.

Winners in a visa lottery, the Gwachams moved to Southern California, where Caroline's sister lived, and settled in Chino Hills. Sports were one of Obum's points of entry into his new culture – soccer, basketball, track and field, and, when he entered Ayala High School, football.

Lettering four times in track – he became one of California's top athletes in the long, high

and triple jumps – and twice in football as a wide receiver, the 6-foot-5 Gwacham had little trouble deciding where the next stop on his educational and athletic journey would be.

"It was a no-brainer," he said. "Everyone I met in the College of Business and in Corvallis was so welcoming."

Helping steer Gwacham to the college were a pair of older teammates on the Beaver football team, Cameron Collins and Brandon Hardin.

"I knew how much they enjoyed it, how challenging and how rewarding it was," Gwacham said. "The classes were obviously tough, but they told me I could get through it, and I knew how they excelled on the football field and at everything, so I figured I might as well give it a shot."

While Gwacham couldn't parlay his skill set into success at receiver – he moved to defensive end after his junior season – he had no trouble using his intelligence, drive and disposition to shine as a student.

"I'd adopt Obum if I could," joked Young, who was struck by Gwacham's ability to absorb class material and then quickly put the lessons into practice. "I'd tell Obum something, and he just got it."

And one lesson from his university experience that Gwacham particularly took to heart was the importance of being involved on campus.

"For me it started with joining the Student Athlete Advisory Committee," he said. "Doing that one thing got me interested to do more."

He joined the Marketing Club and ran for a leadership role, media specialist. And then Stephen Lawton, professor emeritus of international business, nominated him for the Dean's Student Leadership Council.

"It was a slam-dunk for me," Lawton said. "His smile engages you, he's got a wonderful personality, he's a very good listener and a good communicator. And he was just a natural leader in our dean's circle; he did just what I thought he would do. He jumped in and contributed, was engaged, got involved, helped push the train up the hill."

Gwacham, whose degree is in marketing, notes how "it all started because I took that shot at joining different clubs, doing different things. I try to tell a lot of our guys on the football team to do things like that because you never know who you're going to meet or the opportunities that will be created."

And the College of Business' new home, Austin Hall, is itself a game-changer, Gwacham said.

"Unfortunately for me I could only spend fall in there, but I made sure to utilize it as much as I could," he said. "It's a great building. It's always clean; students respect the building and take care of it. In another year or two, and for that first fall alone, I think a lot of students will say it made a huge difference in the way they learn and the way they study."

Gwacham's one term in Austin Hall and final OSU football season ended with Pacific 12 Conference all-academic first-team honors. And as he trains for a shot at the National Football League – his athletic potential, plus a solid effort in his one year as a defensive end, put that dream within reach – thoughts of the College of Business and its dean, Ilene Kleinsorge, are never far away.

"Having her welcome me into the DSLC was huge," Gwacham said. "It's not often someone will take a chance on a student athlete, but I told her I'd do everything and anything to attend every meeting. And I promised her if I end up making a team, I'd get her tickets, and they'd be great seats, and I'll definitely keep that promise."

Never having missed a day of school in his entire academic career, Obum Gwacham saw his efforts culminate in a marketing degree from a college he continues to deeply love.

# All in the Family

Suesann Abdelrasul will complete her degree this spring alongside son Majed as a family enriches itself one diploma at a time

For an anthropology class benefit event, College of Business student Suesann Abdelrasul had carved time out of her jam-packed schedule to arrange for food and drink donations, including one from a Corvallis bakery.

But there'd been a mixup as to when she was supposed to retrieve the pastries.

And she didn't become aware of that until 30 minutes before she was supposed to make the 9 p.m., closing-time pickup. Making matters worse, Suesann was at home in Salem when she got the news.

But luckily one of her schoolmates saved the day: her son Majed, also a business student at Oregon State, who hustled toward the downtown bakery 22 blocks away – on his longboard.

“My brother was out of town and he had the car,” Majed recalled. “So I just got down there as fast as I could.”

Majed made it in time. Then the former McKay High School football and basketball standout picked up the parcel, the size of a mini-fridge, hopped back on the board and made his way home.

“She’s always got a lot of stuff going on,” Majed said, noting how Suesann works in delivery route management for the Salem Statesman Journal as well as takes care of his younger sister and 88-year-old, developmentally disabled grandmother. “I like being her go-to person if she has problems – it’s hard to focus on school when you have all the other side distractions. Anything I can do to help her, I’m going to do.”

This June, Majed can do something for his mother that a decade ago would have been hard to fathom: Congratulate her on the completion of a bachelor’s degree.

Born in 1962, Suesann grew up as the second youngest of four children born to parents

separated in age by a generation – when they wed, Suesann’s mother was 18, her father 42.

The family lived on a rented farm 10 miles west of Salem. It was a somewhat isolated existence in which education wasn’t stressed – partly because Suesann’s mother, Betty Burke, was prevented by her disability from learning to read.

“My parents didn’t talk about college; our road was to marry early and live our lives,” said Suesann.

Her father died of cancer when she was 14, and with her older sister and brother having started their own marriages, it fell upon Suesann to take care of her younger sister and their mother. They moved into town, where Suesann tried both to attend South Salem High School and hold three jobs.

It proved too much.

“I was working at an A&W till 11, and I kept missing school,” she said. “I kept oversleeping and



Suesann Abdelrasul lost her father as a child and quit school to care for her disabled mother, while Majed had to relearn English after his family moved back to Oregon from the West Bank.

waking up too late. The school finally told me that I had to have my parents come in and sign this form or I'd be expelled. I didn't have anyone who could get there or sign anything, and so I wondered what would happen if I just didn't go back. I didn't know what else to do, so that's what I did; I guess I expelled myself."

Suesann became a teen mother, and then she and the baby's father had a second daughter before their relationship ended with his death from a heart attack at age 28.

She ended up working as a waitress at Denny's, where she made some Muslim friends, which led to her conversion to Islam. The restaurant is also where she met her husband, Hasan, a Palestinian entrepreneur.

In 1998, when Majed, the third youngest of the six kids Suesann and Hasan have together, was 6, the family moved to the West Bank so the children could learn

Hasan's culture. They settled in the village of Deir Jrir near the city of Ramallah.

"When we first arrived it was wonderful," Suesann said. "Everything was very peaceful. The second year, we started to see some turmoil."

Intifada, a Palestinian uprising against Israeli occupation, began in September 2000. A year later came 9/11.

"It was very difficult there," Suesann said. "We were under curfew 24 hours a day. We decided to come back to the States."

Majed had quickly picked up Arabic but mainly lost his English skills and was considered an ESL student – English as a second language – for nearly four years, until his freshman year at Salem's McKay High.

Nevertheless, he excelled in the classroom and charted a course for Oregon State.

Meanwhile, Suesann began thinking about her education too. With the number of children

in the household shrinking, she filled out a financial aid application – though at the time, she didn't even have a GED.

She cleared that first hurdle simply by passing the exam but still needed remedial math classes when she started at Chemeketa Community College in Salem. At Chemeketa, Suesann not only earned an associate degree but fulfilled the calculus prerequisite for admission to the College of Business – though she was initially reluctant to enroll at Oregon State, where both Majed and his younger brother, Amjad, would be schoolmates.

"I didn't think they'd want their mom there with them," she said, "but when they heard what I was thinking about doing, they said, 'You're not going to any other school, you're going to OSU.'"

In addition to Suesann and Majed, who'll graduate in June with degrees in management and finance, respectively,

two of Majed's older siblings are finishing college this year – Amanda, who's wrapping up a human resources degree from the University of Phoenix, and Nasser, who's completing his business degree at Puget Sound – and a niece, Elena, will graduate from McKay High.

"We just want to change and enrich our lives," said Majed, who serves as president of OSU's Finance Club and is a member of the Dean's Student Leadership Council and the Oregon State Investment Group. "It's a long-term goal, one step at a time."

For Suesann, it's a universe away from life on the farm.

"I never imagined I'd have the opportunity to pursue my dreams," said Suesann, who ultimately would like to start a nonprofit to help other women from difficult backgrounds pursue their dreams, too. "I was a victim, and now I'm on track. I knew I had more to offer, and my kids encouraged me to achieve my goals."

# Students



# Management without Borders

For Anthony Klotz, it was the perfect prism for bringing the topic of cross-cultural management into focus: an intensive four-week program that let 10 College of Business students of varying backgrounds study in London and hear about multinational firms' ways of doing business.

"This mix of students really facilitated discussions inside and outside of the classroom concerning cultural differences and how to adapt to them," said Klotz, assistant professor of management at OSU, whose group included five international students.

Four of those are from China and one is from Saudi Arabia; four Oregonians and a Hawaiian rounded out the traveling party.

Klotz, who teaches undergraduate classes in organizational behavior and human resource management at Oregon State, and the students arrived in London on July 19, two days before the start of class. The six-credit program he taught dealt with guiding business operations and personnel spread throughout many nations and societies.

The program featured a blend of classroom instruction and experiential learning opportunities, and students met with two American expatriates, both College of Business graduates, who work in England.

Don Robert '82 is chairman at Experian plc, a Dublin-based information services firm doing business in 40 countries, and Jennifer Ward '86 is chief talent officer for Halma plc, a group

of technology companies that make hazard-protection and other types of safety products. Halma, headquartered in Amersham, England, about 25 miles west of London, has operations in 23 countries.

Robert's presentation included the risk-reward nature of taking an expat assignment – the reward is advancement potential, but the risk is that a worker will actually stagnate or even fall behind on the career ladder while he's out of his home country as someone else does his job.

Ward, meanwhile, talked of the culture shock cycle – how you bottom out following your initial excitement and then have to work to find a new happiness and comfort level.

Ward spoke to Klotz and his students at the INTO facility in London, and the group visited Robert at Experian's London office. Other adventures in London included a double-decker bus tour, a cruise on the River Thames, a visit to the Tower of London, a trip to the British Museum to see the Rosetta Stone, a viewing of "Julius Caesar" at the Globe Theatre, a tour of Parliament, a stop at the Meantime Brewing Company and a ride on the London Eye, a giant Ferris wheel on the bank of the Thames.

Among the day-trip destinations outside of London were the south-coastal city of Brighton, Windsor Castle, the University of Oxford and the University of Cambridge.

"The most significant thing I learned from the trip was how to navigate a new culture and country on my own," said Jamie Dauterman, a senior in marketing. "There is something special about being immersed in a new

culture and being expected to understand what is going on."

Dauterman's fellow American students on the journey were Jacob Fineran, Cody Heim, Andrew Mason and Melinda Valdivia. The international students were Hajer Alfakher, Huling Huang, Sisi Li, Wei Wang and Shanshan Ye.

"The trip was amazing," said Alfakher, a senior majoring in business information systems. "Once you let go, everything gets easier. I didn't think that I would enjoy the class period, but I did. My classmates were nice and we got closer to each other with time. And Professor Klotz is one of my favorites – he's great, helpful, and having this chance was amazing."

Like Alfakher, Klotz took note of how well the group of 10 connected.

"They quickly formed a strong bond, even though they themselves are from very different cultures," Klotz said. "It makes it very easy to teach cross-cultural management with such an exceptional group of students from such diverse backgrounds."

Dauterman said she would do the trip again "in a heartbeat."

"I do not feel as though students fathom working overseas as a possibility, but it is a real option, and companies actively seek people willing and able to be expatriates," she said. "I believe this trip helped me obtain a deeper grasp on how other people live and what other cultures are like, as well as fostered the opportunity for growth in my own abilities, opinions and values. I will cherish this trip, the experiences I've had and the friendships I've made for the rest of my life."

College of Business students Hajer Alfakher, Melinda Valdivia, Jamie Dauterman and Jacob Fineran in London

# Sustain and Gain

## Jenna Wiegand believes the world improves through every socially and environmentally conscious business decision

Jenna Wiegand's relentless and far-flung pursuit of knowledge centers around a simple yet powerful mission: to change the world for the better, one sustainable business decision at a time.

"She's a very forward-thinking person," said Susan Bates of Lake Oswego, one of three donors for the Presidential Scholarship that sealed the deal for Wiegand to come to OSU and major in finance and sustainability.

"I'm a believer in Jenna for sure," offered Susan's husband, John, a former College of Business professor and like his wife an OSU alumnus.

"Jenna's a terrific young lady," added the third donor, retired teacher Joan Griffis of Portland. "She is absolutely delightful, and she has tremendous goals."

environmental and sustainable when choosing her science fair activities. Pondering that trend, she realized what she wanted to do was combine earth-friendly, socially conscious concepts with a career in industry and commerce.

"Business is where sustainability will have the most impact in the future, so business was logical to pair with that," Wiegand said. "As I was finalizing what I wanted to do, I knew it made more sense to stay in Oregon, because Oregon is the state for that, and the scholarship cemented that decision."

Wiegand, a third-year senior in the University Honors College, has immersed herself in her education – literally, as she spent fall term 2013 in the Turks and Caicos Islands studying marine ecology and environmental policy, work that involved about a dozen hours of scuba diving.

A member of the university's chapter of the international social entrepreneurship club Enactus, Wiegand has also studied in Bangladesh and Nicaragua. Both of those trips focused on microfinancing – small loans made in developing countries to impoverished people who lack conventional access to capital.

After graduation, Wiegand will go to work in supply-chain management for multinational consumer-care products company Unilever; she'll be based in New Jersey.

"They're a big sponsor of Enactus, and they got my name and asked me to interview," she said. "Sustainability is very key in their mission – social sustainability, health and hygiene. I'll be working for a company that cares about corporate social responsibility, that wants to make a difference, that combines business and sustainability in ways that I want to."

And Wiegand is more convinced than ever that she made the right choice in accepting Oregon State's top academic scholarship to study in the College of Business and the College of Agricultural Sciences, which will confer her sustainability degree.

"I couldn't have asked for anything better," she said.



Jenna Wiegand, a third-year senior in the University Honors College, with some of her young friends in the Turks and Caicos Islands, where she spent fall term 2013 studying marine ecology and environmental policy.

Wiegand found her educational and professional niche as a teen while taking part in Wilsonville High's annual science fair competition, which involved working on a project throughout the school year and then presenting to judges in the spring.

She noticed that she gravitated toward the

# Sooner or Later, It All Gets Real

## Erik Larson's practicum course gives students an up-close look at the complexities of project management

From his fourth-floor, corner office in Austin Hall, a Neil Young coffee cup on his desk, soon-to-be-retiring Prof. Erik Larson drinks in a campus panorama that includes Weatherford Hall and Reser Stadium.

"I'm the oldest dog," he says. "I'm here by choice. For my last year, I wanted to be in the center of things."

Few if any students in his two classes – BA 364 (Project Management) and BA 456 (Management Practicum) – would say he doesn't deserve a room with a view.

"Erik Larson was a great professor," says Jennifer Berry, who graduated in 2013 after helping put together "Dancing with the OSU Stars" – one of the stars being College of Business Dean Ilene Kleinsorge – for her BA 456 undertaking.

Larson's courses are just what the names imply, and in the practicum, students work in groups of five to design, plan, implement and close out a project.

"With standard methodologies, you determine the scope, work breakdown, cost estimates, scheduling, resources, adjust the schedule, set a baseline budget and monitor progress," Larson says. "But it's missing the people side of the equation. We give them the tools to deal with the human element."

Lessons learned include flexibility, patience, risk management and skills optimization.

The only rule for coming up with a project idea is that it's legal, safe and "won't embarrass me or the college," Larson says.

"I really feel shaped by that class," said Amy Trower, a 2014 graduate who worked on the Neon Night Run, which featured 200 runners and raised \$7,000 in 2013 for the Mid-Willamette Family YMCA – and helped her become the YMCA's marketing coordinator. "The project brought everything together for me."



The Boys & Girls Club of Corvallis is one of many beneficiaries of fund-raising projects designed, planned and completed by students in Prof. Erik Larson's Management Practicum course.

For 2011 graduate Michelle Rucker, the practicum and Larson's teaching "helped me get to where I am today."

"It was something tangible," said Rucker, an Alumni Programs Administrator for the OSU Alumni Association whose project was the 110-car Corvallis Show and Shine, which generated more than \$2,000 in 2011 for a National Guard relief fund. "You build it from the ground up, you have ownership of it. We did it – with his help and guidance."

When he leaves OSU, Larson will still offer help and guidance, just not in the same capacity. He has vast international teaching experience and wants to add to that resume.

"I've been to 45 countries and want to go to another 45," says Larson, who in retirement will also fill the roles of grandfather and competitive bridge player.

And also perhaps concert goer, if he can catch another show by Young. In addition to that coffee cup, Larson honors the venerable rocker via license plate: WALK ON.

"Sooner or later, it all gets real," he says, both quoting Young and summarizing project management. "Walk on."

# Graduate Programs



# Going Deep

## Students in the Business Analytics MBA track learn to hit home runs with a Moneyball-style approach

Growing up in China, Bin Zhu had little exposure to baseball.

But since becoming a researcher and teacher in the field of business information systems, the College of Business assistant professor has developed a fondness for at least one aspect of America's national pastime: "Moneyball."

The 2003 book by Michael Lewis, which eight years later became a movie starring Brad Pitt as Billy Beane, the data-driven general manager of the cash-strapped Oakland Athletics, provides an example of business analytics that Zhu's students at Oregon State can easily grasp and get excited about.

"I use 'Moneyball' as a sales pitch to my undergraduate students, the analytic component of baseball," she said.

In his industry, Beane spawned a statistical-analysis revolution by basing player personnel decisions on advanced data; with a smaller budget than most of his competitors, Beane couldn't afford to acquire established stars, so his aim was to scoop up unheralded players whom the market had undervalued.

The subsequent book and film show what business analytics – also known as big data, as well as data mining and business intelligence – is all about: An organization captures and stores vast amounts of information and processes it in such a way that managers can optimize resources in pursuit of an objective – in Beane's case, winning ballgames.

"In the sports industries, it's somewhat easier than in some other industries because the information domain is smaller," Zhu said.

Much like Beane, the College of Business understands the value of analytics and in Fall 2014 began offering a new Business Analytics track in the MBA program.

Zhu knows firsthand that the sky literally is the limit for how large those domains can be, having worked with global climate change data collected from NASA satellites while pursuing her Ph.D. in management information systems from the University of Arizona.

A former weather forecaster in China – her undergraduate degree, from Beijing University, is in meteorology, and her master's, from Arizona, is in atmospheric science – Zhu performed the analytics on that "huge domain of information" in a collaboration between the university's Department of Atmospheric Science and Eller College of Management.

In a digital-oriented world in which almost every activity leaves some sort of data behind – it's estimated the world's per-capita data storage capability has doubled every 40 months over the last 30 years – organizations of all types have the opportunity and challenge of leveraging all of that information.

That's where researchers like Zhu and her peers at the College of Business, particularly the Business Analytics track in its MBA program, come in – to prepare business leaders not to be overwhelmed by data, but to capitalize on it.

Two of Zhu's recent research projects illustrate how that might work.

One is a study of a handful of Fortune 500 companies' Twitter results that uses an application

program interface to determine the types of people most likely to retweet or forward the businesses' messages. In the era before big data, the firms would need a survey – a comparatively slow and expensive undertaking – to learn what Zhu's analytics revealed about the retweeters and forwarders:

- That they enjoy being the information source for their friends;
- That they see passing along that information as a means of staying connected with their friends;
- That they identify strongly with the product in question.

"The best decision making is a mix of analytics and instinct," said Zhu, who teaches both undergraduate and graduate students at Oregon State. "There's always the human factor. You're looking at indicators. You have to understand the domain to understand the contextual variables. That's where instinct comes in."

The Business Analytics MBA track, which currently has 12 students in it and three who will graduate this spring, is expected to be offered beginning fall 2015 via online/hybrid delivery to the Portland market, aims to get students ready to meet a growing workplace demand. Organizations of all types, nonprofit and for-profit enterprises alike, are looking for the kind of improvement in decision making afforded by the power of advances in software interoperability, data exchange mechanisms and visualization techniques.

Thus the track is aimed at three types of professionals:

- Managers who want to expand their organizations' use of

business analytics.

- Information systems professionals responsible for using available organizational data for analytic processes.
- Analysts whose work supports decision making, strategy formation and operational improvement.

Graduates can expect to look for work in a brisk job market. The McKinsey Global Institute has reported, for example, that the U.S. economy has shortages of roughly 165,000 business analytics professionals and 1.5 million managers with the skill set to implement the results of data analysis; Oregon State's MBA program addresses both of those areas.

The ability to glean insights from large data sets is needed along the full spectrum of industries, functions and geographies; a better understanding of the consumer through business analytics drives a variety of factors including profitability, innovation and customer service. And the day has only just dawned for big data – Markets and Markets, a global research organization, predicts it will own a \$46 billion portion of the world economy by 2018.

"Despite the huge demand for them, there's a dearth of data-savvy managers and executives," said Brian Precious, director of OSU's MBA program. "The College of Business at Oregon State is committed to equipping a new generation of managers with the combination of general business acumen and data analysis skills required to lead in this new frontier."

# High on the Hybrid



**Yuriy Mikitchenko says the executive leadership MBA program, a mix of online coursework and in-person meetings, meshes perfectly with his lifestyle**

Successful marketing led Yuriy Mikitchenko to pursue an Oregon State online/hybrid MBA in executive leadership, and the program is delivering exactly what the Portland resident was looking for.

“Oh man, it’s been great,” said Mikitchenko, sales manager of Microsoft Solutions at information technology firm Zones, Inc. and the business development and marketing manager for PDX Pick, Inc., an online entertainment publication he founded.

“When I graduated from OSU in 2011, I always knew I’d get my MBA eventually,” he said. “I jumped into it after I saw a billboard that said, ‘OSU MBA coming to Portland.’ I kept up on it, and in January 2013 enrollment started. Toward the end of the summer, I just decided to go ahead and apply.”

For Mikitchenko, the format of the program, which is for students on the executive leadership track, meshes fabulously with his other responsibilities.

“It’s mostly online, with some in-person meetings,” he explained. “I don’t need to be in class all weekend, or three hours after work every day or every other day.”

Mikitchenko meets with each of his professors for three hours, 6 to 9 p.m., two to three times per term; since the program is geared toward convenience for the Portland market, those meetings take place at the Collaborative Life Sciences Building, a facility Oregon State shares with Portland State and Oregon Health & Science

University.

Originally created with the College of Pharmacy to offer a dual doctorate and MBA for pharmacists, the hybrid delivery of the MBA in Executive Leadership quickly became a sought-after option in the Portland market for leaders and professionals in any industry. With its launch in 2013 and a 21-month completion time, this spring the first cohort of five students will graduate.

Mikitchenko plans to return to campus and participate in the formal graduation ceremonies with the other 84 students in the MBA Class of 2015.

With his can-do attitude (the signature of his email states: “I get things done”) and his progression toward his MBA, Mikitchenko says the education he has received has already made a difference in his career, including being a factor in the recent promotion he received.

“I’m thinking more critically about business,” he said. “The MBA program puts you on a path so you’re not just data dumping, you’re taking note as to whether it’s information you need to be a successful executive leader.”

Mikitchenko has appreciated particularly the expertise of faculty Aimee Huff (marketing) and David Baldrige and Ken Crangle (management).

“Yuriy is very bright, engaged and creative,” Baldrige said. “These qualities serve him well as an executive leadership student and will take him far in the years ahead.”

# All-Around Team Player

Les Gutches excelled in the one-on-one combat that defines wrestling but group dynamics are the hallmark of his dream career as an executive with the sport's U.S. governing body.

"Relationships are very important, and beyond just in business school," said Gutches, a two-time national champion at Oregon State, from which he earned an MBA in 2005. "So really go out of your way and get to know the faculty, but even more importantly, your classmates. When you do group projects, your success is contingent on their performance, and that mirrors how it is in the business world."

When Gutches, the associate executive director for programs and performance, arrived at USA Wrestling in 2010, he was given two primary missions: Increase membership and improve the experience for those members, who range from 4-year-old beginners to Olympians.

As of Aug. 31, 2009, there were 148,767 member athletes and 20,698 member coaches; five years later the numbers were 194,226 and 28,333.

Gutches was a combined 69-0 at 178 pounds during his NCAA title years of 1995 and 1996. After completing a bachelor's in anthropology in 1997, he was an

assistant coach for the Beavers, taking time off to make a run at a second Olympics (he'd placed seventh in 1996) before deciding a career switch and graduate degree were in order.

"I took a variety of different undergraduate classes to explore a few options," he said. "I had no idea I'd ever have a passion for accounting and kind of the empirical side of business, but I did. It really convinced me to complete the prerequisites and pursue an MBA. And the great thing about the MBA program was that it was truly multidisciplinary. Having that broad-based business education was really valuable."

He landed a position in commercial lending with Citizens Bank, where he spent five years honing his grasp of key concepts such as cash flow, financing, ownership structures and business cycles.

"In the working world, an MBA becomes a license to learn," he said. "A lot of people, their first job out of college, they evaluate it based on pay or location or maybe some things that ultimately are not the most important. My advice is to look for jobs that give the experience they need and the knowledge they need to help them grow professionally. Sometimes the highest-paying job isn't the one that gives you the tools for the job you ultimately want to have."



**MBA graduate and wrestling champion Les Gutches cashes in on his broad-based business education and commitment to working with and learning from other people**

# Faculty



# Right at Home

Entrepreneurship is assistant professor Violetta Gerasymenko's specialty, but it was salesmanship that led her to pursue a job offer from the College of Business despite never having seen Oregon State University.

An impassioned pitch by entrepreneurship colleague Jonathan Arthurs closed the deal, and Gerasymenko is grateful for his powers of persuasion.

"It's been a great move," said Gerasymenko, who serves as faculty in residence at Weatherford Hall, home of the Austin Entrepreneurship Program.

The Ukrainian-born Gerasymenko came to Corvallis in August 2014 with a lengthy, multinational resume, having been a visiting scholar at MIT Sloan, New York University and the National University of Singapore, as well as an assistant professor at Nova SBE in Portugal.

She also arrived with a five-month-old daughter, Elisabeth, born in Portugal to her and her husband, musician/entrepreneur Mark Bacon. By signing on as Weatherford's faculty in residence, she had a home for her family waiting for her.

Gerasymenko and Arthurs had met through their work. When Gerasymenko was seeking a permanent position in the U.S., she learned from Arthurs of the opening at OSU.

"He told me many good things about the college, about the entrepreneurship group, the collegiality, the friendliness, a community that's supportive, the resources and support for research, how it's a great community for a family," she said. "I trusted him, and when I interviewed and met my colleagues, it all got confirmed. It's perfect."

Photo at left: Close proximity to one of the campus' most iconic features, Weatherford's central arch, is among the benefits enjoyed by Violetta, husband Mark Bacon and their daughter Elisabeth.

Gerasymenko, who speaks five languages and holds numerous international degrees, including a Ph.D. from HEC Paris, devotes one term of the school year to research and the others to teaching three sections of Introduction to Entrepreneurship. She describes her students, who number roughly 180 per term, as "engaged, polite and motivated."

At Weatherford, Gerasymenko and her family live in a "pretty spacious" two-bedroom apartment with a living room and kitchen, and they interact with the approximately 300 students who live there as much as everyone's schedule allows. Contrary to what you might think, life at Weatherford is suitably quiet, the professor said, especially to someone such as Gerasymenko who's used to the bustle of cities.

As part of the college, Gerasymenko's duties include serving on the Board of Advisors of the Advantage Accelerator, which aims to help commercialize technology developed at the university and throughout the mid-Willamette Valley.

Current research for Gerasymenko involves looking at the accuracy of forecasting as it pertains to entrepreneurial venture outcomes, and the business model of incubators and accelerators and their potential value to startups; soon she hopes to launch a study aimed at better understanding the role of business angels.

"I'm very happy," Gerasymenko said. "I enjoy OSU a lot. We get feedback from each other and we all work together. Our dean (Ilene Kleinsorge) has brought outstanding leadership and really created a family culture."

Faculty in residence Violetta Gerasymenko says joining the College of Business and living at Weatherford Hall was "a great move"

# New Faculty

## **ANDREA ANTHONY**

Assistant Professor of Finance  
Ph.D., University of Oregon  
Research interests: Equity issuance and corporate governance of empirical corporate finance

## **XIAOHUI CHANG**

Assistant Professor of Quantitative Methods  
Ph.D., University of Chicago, 2012  
Research interests: Statistical modeling of data with correlation structure, such as spatial data, space-time data and longitudinal data, and applications of wavelets to meteorological data and financial data

## **SAM YUL CHO**

Assistant Professor of Strategy and Entrepreneurship  
Ph.D., Washington State University  
Research interests: CEOs, boards of directors, and mergers and acquisitions

## **VIOLETTA GERASYMENKO**

Assistant Professor of Entrepreneurship  
Ph.D., HEC Paris  
Research interests: Understanding the boundaries of organizational learning in cognitive forecasting under high uncertainty, the behavioral antecedents and consequences of dynamics of organizational attention, and business model change processes and implications for entrepreneurial ventures

## **AMOL JOSHI**

Assistant Professor of Strategy and Entrepreneurship  
Ph.D., Kenan-Flagler Business School, University of North Carolina at Chapel Hill, 2011  
Research Interests: How inventors create and commercialize new products and technologies

## **JIEXUN LI**

Assistant Professor of Business Information Systems  
Ph.D., University of Arizona  
Research interests: Data mining, business analytics, social media analytics and health informatics

## **CHAD MURPHY**

Assistant Professor of Management  
Ph.D., University of Chicago, 2008  
Research interests: Identity, image and leadership with a particular interest in how language and rhetoric can support or impede individual and/or organizational objectives





## Faculty Achievements

- The college recognized the outstanding efforts and achievements of its dedicated faculty and staff at the annual Celebration of Achievement awards banquet on June 5. **Pauline Schilpzand** received the Betty and Forrest Simmons Excellence in Graduate Teaching Award, **Gene Young** the Byron L. Newton Award for Excellence in Teaching, **Zhaohui Wu** the Excellence in Scholarship Award, **Jayne Anderson** the Outstanding Professional Faculty and Staff Service Award, **John Turner** the Experiential Learning Award, **Doug Weir** the College Service Award and **Roger Graham** the College Service Outreach Award. **Colleen Bee, Brigitte Cluver, Malcolm LeMay** and **Robin Silveira** were selected as Newcomb Fellows.
- **Colleen Bee** and **Bin Zhu** were promoted to Associate Professor and granted tenure.
- **Allison Ramsing** was named the NACADA Region 8 2014 New Advisor Award Winner.
- **Brigitte Cluver** was the recipient of the OSU Faculty Teaching Excellence Award.
- **Andrea Marks'** rebranding of the Benton County Historical Society was chosen in the 2014 American Alliance of Museum Publications Annual Design Competition and won Honorable Mention in the Fundraising/Membership Materials Category.
- **Alana Pulay** (doctoral candidate), **Marilyn Read** (design faculty) and **Elif Tural** (design faculty) received the IDEC (The Interior Design Educators Council) Special Projects Award.
- **Genna Reeves-DeArmond** (design instructor), **Jennifer Mower** (design instructor), and **Keith Nishida** (doctoral candidate) received the OSU E-Campus Distance Education Grant (\$7,327).
- **Anthony Klotz's** paper with Kai Chi, Wei He and Scott Reynolds titled "Turning Good Soldiers into Bad Apples: Examining when and why Citizenship Behavior Leads to Deviance" won the Best Paper Award from the Organizational Behavior Division at the Academy of Management meeting.
- **Keith Leavitt** was solicited by the editorial team at Reuters to contribute an op-ed piece on NFL prospect Michael Sam.
- **Leslie Burns, Andrea Marks** and **Elaine Pedersen** were recipients of the URSA Engage Grant.

# Research

**THE FOLLOWING IS A SUMMARY OF FACULTY RESEARCH ACCEPTED FOR PUBLICATION FROM JAN. 1 TO DEC. 31, 2014. FIND DETAILS ON FACULTY RESEARCH AT [BUSINESS.OREGONSTATE.EDU/FACULTY-RESEARCH](http://BUSINESS.OREGONSTATE.EDU/FACULTY-RESEARCH).**

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# Outreach



Midway through the opening decade of the 2000s, an ambitious computer science major named Alex Polvi and the College of Business' new Austin Entrepreneurship Program were both preparing to drive the cutting edge of innovation and commercialization.

From the vantage point of 2015, one conclusion is easily reached: What a 10 years it's been for them.

Polvi is two years into a second cloud-computing startup, CoreOS, having sold the first, Cloudkick, to multinational giant Rackspace in late 2010.

The Austin Entrepreneurship Program, meanwhile, continues to ramp up and refine its educational and techno-

"It's exciting to be on the front end of the maker movement," Neubaum said. "I've watched the changes here, and championed for them.

"This generation thinks it can change the world, and I get to help empower them to do that. I have the best job on campus."

Polvi was among the first wave to set up shop in the retrooled Weatherford Hall and in 2013 received, along with Cloudkick co-founders and fellow OSU alumni Dan Di Spaltro and Logan Welliver, a Weatherford Award at the College of Business' annual Celebration Excellence; the award goes to "entrepreneurs and innovators who further Oregon's pioneering spirit."

"He was part of many random physics discussions in my classroom," Kramer said.

Also the adviser of the school's science club, Kramer introduced Polvi to Jon Steinhart, a local vintner, electrical engineer and technology consultant whose lineage traces to the vaunted Bell Labs in Murray Hill, N.J.

Steinhart had grown up in New Jersey and interned at the AT&T research facility, which has eight Nobel Prizes on its resume and is also credited with developing the transistor, the laser, the Unix operating system and programming languages C, S and C++.

"As part of the club, Jon Steinhart came in after school to teach basic computer skills," Kramer said. "Jon focused on

Gilmore is a founder of the Electronic Frontier Foundation and a champion of open-source software – programs whose source code can be studied and modified by the public. Soon after Polvi became the 11th member of his family to enroll at Oregon State – "The next one should be free," he joked – the university created its own open-source lab, and Polvi was ready for the opportunities it provided.

He landed a \$10-an-hour job as a system administrator, which he parlayed into internships with Mozilla and Google, a post-graduation job as a product manager at Mozilla, the founding of Cloudkick, the selling of that company, and now his role as CEO of CoreOS.

"It's been very one step at a time; I've been really lucky," said Polvi, who sees CoreOS not only as another startup but potentially his life's occupation.

"The work I'm doing with CoreOS is meaningful and has good commercial viability, and I'd like to build a sustainable business with this," he said. "If I wanted to sell CoreOS and make a bit more money, I probably could, but you want to create value and build a machine to continue to support your initiative. In America, you do that by building a business that's sustainable. If you've got hard-core technology with a great team and can make it a standalone business that continues to fund that technology and team, if we can pull that off, I'd be a happy camper and wouldn't sell that for the world. If things go sideways, if it commercializes in weird ways, that could lead to an exit, but so far it's going well."

And to the next generation of OSU entrepreneurs, Polvi offers this advice:

"If you're sitting there day-dreaming, if you have that in you, just go for it. Everything, at least in technology, it's best to go for it as soon as possible. If you feel it in your bones, don't think yourself out of it, just go for it."

# A Decade of Discovery

logical offerings at venerable Weatherford Hall under the leadership of Director Sandy Neubaum and Project Manager Dale McCauley (a College of Business 2011 alumnus who also received an MBA in 2013).

The 87-year-old residence hall, reopened in 2004 as a living/learning center following a 10-year closure and massive renovation, is home to roughly 300 students, making the AEP the largest residential entrepreneurship program in the United States. Weatherford features "maker space" designed to foster the development of new products, and the program includes a comprehensive support system for helping students learn how to bring ideas to market.

Alex Polvi, right, pictured with Cloudkick co-founder Dan Di Spaltro, has enjoyed a remarkable last 10 years, as has the Austin Entrepreneurship Program that helped him get his start as an undergraduate.

Polvi's path to OSU and the Silicon Valley began on a Christmas tree farm outside the unincorporated Yamhill County community of Hopewell, a dozen miles southeast of McMinnville, where he went to high school.

"It was pretty rural, but I was always tinkering around with computers," Polvi said. "Gateways, dial-up and that kind of stuff. I had a cousin who owned a Radio Shack, and he'd send us Tandys; then the PC era came out, and I was just the one setting it up and learning how they worked."

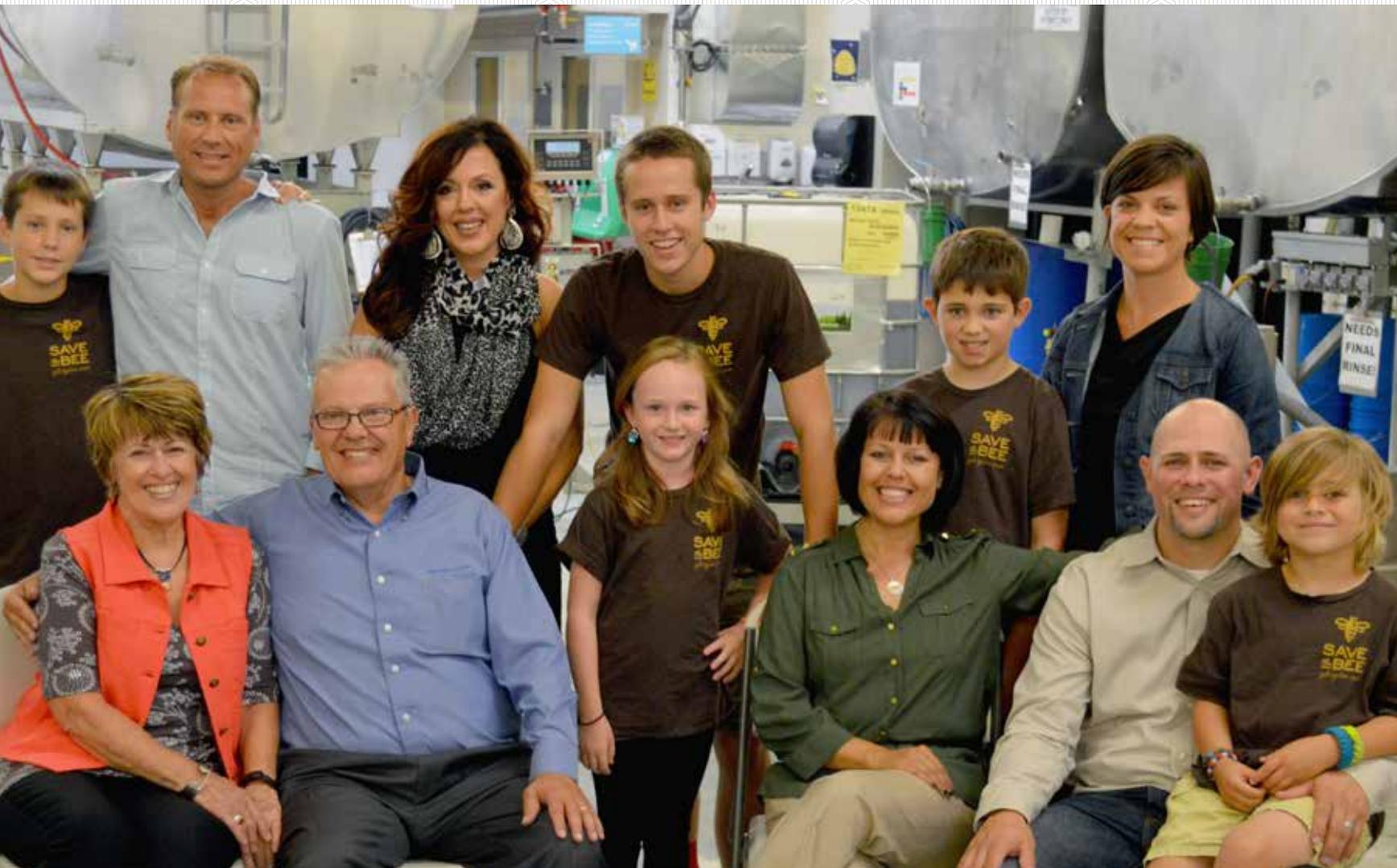
At McMinnville High, Polvi's curiosity, creativity and versatility – his interests range from yo-yo competitions to triathlons – was nurtured further by MaryBeth Kramer, his freshman science teacher.

the thinking process of programming. The goal was to understand how to store and manipulate information, instead of learning only how to use a specific program."

Steinhart, whom Polvi calls "my personal mentor for programming," challenged and enlightened him in ways few people could, given Steinhart's broad, deep background in computer science. For example, Steinhart suggested Polvi fulfill an English composition assignment by comparing the Constitution with the Digital Millennium Copyright Act.

"So he did," Steinhart said. "And then he said, 'When I'm looking through this stuff, the same names keep coming up, and who is this John Gilmore guy?' I said, 'Why don't you come to dinner Friday and meet him? He's coming up from San Francisco and staying with us.'"

# The Sweet Taste of Excellence



GloryBee Foods learns, grows via the Austin  
Family Business Program Excellence Awards

It wasn't that RaeJean Wilson didn't know the business her parents founded, GloryBee Foods, was important to them.

She just hadn't, she came to realize, grasped exactly how important.

That greater understanding was among the benefits, she said, of the Eugene company twice going through the Excellence in Family Business Awards Program – an experience that included being named 2014's Generational Development Winner in the Emerging Family Business category.

Getting a complete handle on all that her parents, Dick and Pat Turanski, had poured into the now 40-year-old company was vital for Wilson and her brother, Alan Turanski, as they prepared to assume control of GloryBee. The company supplies sweeteners, spices, dried fruits, nuts, oils and other ingredients, and soaps, as well as skin care products and candles; it also still offers the beekeeping supplies and natural honey Dick and Pat first marketed out of their garage.

Photo at left: Founders Pat and Dick Turanski (front row left) have turned over day-to-day control to daughter RaeJean Wilson and son Alan Turanski, also in the front row. Surrounding them are other members of the Turanski and Wilson families.

“When people start their business, it's their passion,” Wilson said. “It's more than just a job, it becomes kind of their way of life, so I think what can be challenging is what they want the business to be like and how it carries forward, it's kind of personal, so when the next generation takes over there are some potential conflicts because it won't look and feel the same.”

Wilson and Alan Turanski officially became the company's new leadership team in late January, with Wilson taking the position of senior executive vice president and her brother accepting the title of president. Their 71-year-old parents stepped aside but not out of the picture, as Dick Turanski moved into the role of chief procurement officer and Pat Turanski became chief stewardship officer.

The restructure was the culmination of a process that had begun three years earlier.

“You want to carry on that legacy of the business but you also have to have the opportunity to make it your own,” Wilson said. “A lot of times the founders are not just looking at the company in ways that are financial – it's more than a job, it's a hobby, it's a way of life,

it's a philosophy, and there are certain expectations that don't get vocalized or you don't know they exist till you get into the process.”

The company that traces some of its first sales to Wilson and her sister, Carole Walls, peddling their mother's honey-infused baked goods at the end of the family's driveway now features 175 employees and does business across the country. The customer base is concentrated on the West Coast and tilts heavily toward Oregon and Washington.

In 2011, GloryBee made its first run at competing for an Austin Family Business Program Excellence Award. The judging panel found the company's application and presentation solid enough to merit finalist status in the category it entered, which that year was called Large Family Business (the categories have since been reorganized).

“They asked us quite a few questions about how we set ourselves up to be successful in the future, and we identified some gaps,” Wilson said. “We spent some time over the last few years really getting our strategic plan and succession plan in order.

“Being an Oregon home-grown business and being family

owned, we felt it was really an opportunity for us to get an assessment as to what kind of family business we were from a reputable organization,” Wilson said. “And then also from just mine and my brother's perspective, since our parents had started the business, we thought it was honoring to them to go through that process, and if we were selected, we'd get a seal of approval from an organization that has recognized a lot of family businesses we admire.”

GloryBee is in the process of hiring an advisory panel to complement the leadership of the board of directors, which consists of the founders and their children (Walls is a director but not part of the company's day-to-day operations).

Wilson is grateful for the insights and feedback of the Excellence in Family Business Awards Program judges.

“It's an opportunity for a family business to really look at themselves and see how they can learn and grow as a company,” she said. “The people who are on the panel are serious. It feels like it's very legitimate – they truly looked at you and benchmarked you against other family businesses.”

# Gateway to Transformation

As she prepared to interview for an internship with Mutual of Enumclaw (MOE), Tiga Evans tried to anticipate the questions she'd be fielding.

Nevertheless, one of them caught her just a bit off guard.

"They asked me what my favorite movie was," she recalled. "And I wanted to say something smart, but all I could think of was my favorite movie from when I was little, so I said 'The Lion King.' I regretted it as soon as it was out of my mouth."

She needn't have. Everything was *hakuna matata* – no worries, in "Lion King" vernacular.

Evans got the internship, "and at the risk of sounding cliché, my time at MOE was life changing. It truly is an amazing company."

Evans, who's pursuing a degree in merchandising management and sustainability and plans to graduate in June 2017, was at a career fair when she met a Mutual of Enumclaw talent coordinator.

"In my interviews, I worked at just being myself," Evans said. "I knew my weaknesses so played up my strengths. I didn't think I'd get it but I wanted to try at least because it was an awesome opportunity to learn a lot and figure out what I wanted to do."

Evans received an offer, for summer 2014, at the end of fall term 2013.

"I spent the first four weeks rotating around the company learning the different departments: claims, IT, underwriting, marketing, administration," said Evans, who then settled into the marketing department. "I learned I really liked marketing, shaping and influencing people."

"Everyone there played a huge part in my personal growth," she said, "but one person in particular, Jason Murdock, was incredibly supportive of everything I worked on. I worked very closely with him for six weeks in the marketing department. He coached me in networking and group dynamics of an office, encouraged me to think outside of the box. But most of all he taught me to be confident and that I really could do what I wanted in my life."

Evans, the president of College of Business' Management Club, says students should get involved on campus as a way to network and also to help gain confidence in areas such as making presentations. She also urges the use of the Career Success Center.

"The person who's made the biggest impact on me from the College of Business is Brandi Fuhrman from the CSC," Evans said. "She played a huge part in my getting the internship at MOE. She told me about it, coached me in interviewing and put in a good word. But most of all she encouraged me to do it and gave me the confidence I needed to put myself out there and apply."

## Mutual of Enumclaw internship provides life-changing experience for merchandising management major Tiga Evans



## Corporate partnership proves beneficial

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 actively 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 its goals, and also demonstrates its commitment to investing in and developing students to become leaders.

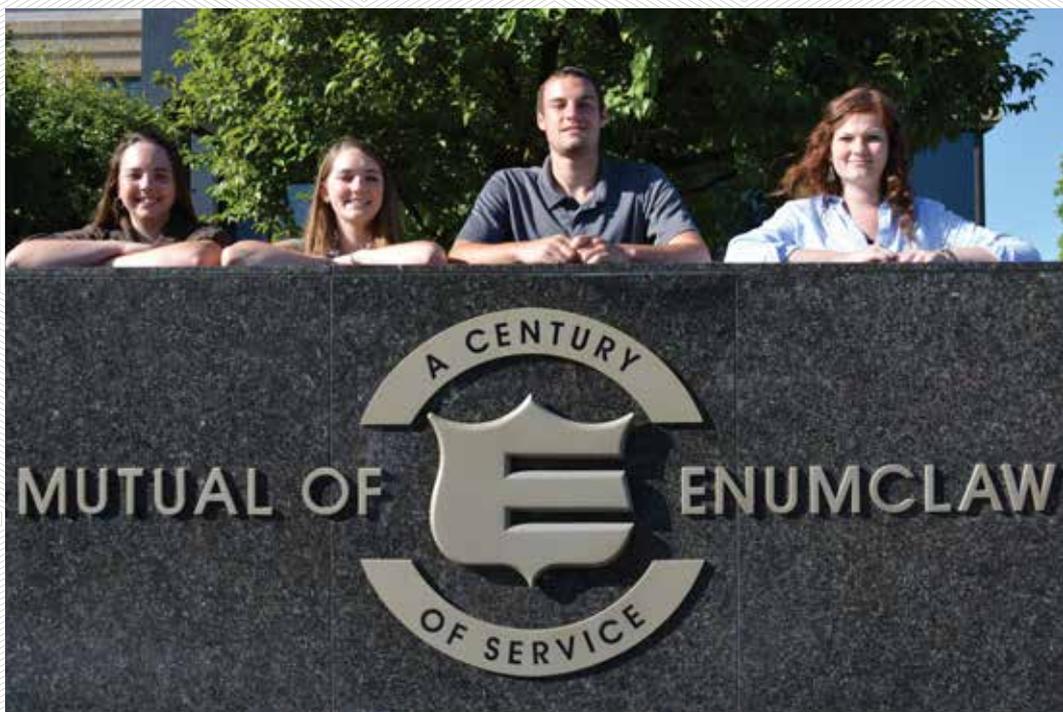
Every summer, Mutual of Enumclaw offers four internship positions to College of Business students. They are provided housing and put to work at Mutual of Enumclaw’s headquarters in Enumclaw, Wash.

“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 who 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. Its thoughtful and progressive approach inspired employees to recognize the company as one of the 100 Best Companies to



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.

Work For in Washington, and has also made a huge impact on the interns who 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.”

# Outreach Briefs

- The year's first **Dean's Distinguished Lecture** featured **Francesca Gino**, associate professor at Harvard Business School. The talk focused on Gino's research and findings detailed in her book "Sidetracked: Why Our Decisions Get Derailed and How We Can Stick to the Plan."
- **John Hall**, owner and CEO of Portland's 16 Degree Advisory, discussed the importance of business ethics and making ethical decisions when success is defined by profitability in the second **Dean's Distinguished Lecture** in May.
- **Brian Oliver '87**, president of Aequitas Capital Management, spoke at the 2014 College of Business **Convocation** in January, addressing students accepted into the professional school. Oliver discussed why a business education is important and what students need to do now to be successful in their careers.
- Retired executive vice president and CFO of NettApp **Steve Gomo '74** visited the College of Business in January to talk with MBA students, interns and stakeholders of the OSU Advantage Accelerator. Gomo serves on the board of advisors for the Advantage Accelerator and is an OSU Foundation trustee.
- In partnership with the university's Advantage initiative, the College of Business co-sponsored the **Oregon's Most Admired Companies** event put on by the Portland Business Journal.
- The College of Business donated 4,143 pounds of food for the annual **OSU Food Drive**. The donations directly benefit families in Linn and Benton counties through Linn Benton Food Share.
- The OSU Alumni Association and the College of Business hosted **OSU Business Roundtable** meetings in Portland and sponsored the Portland Golf Classic in August. This year's roundtable speakers included **Erick Frack '82**, president of Intellibot Robotics; **John Turner**, co-director of the OSU Advantage Accelerator; **Joth Ricci '91**, president of Stumptown Coffee Roasters; **Nate Armbrust '01**, product manager for Cold Brew; **Jarred Baker '12**, founder and director of War Scooters; and OSU president **Ed Ray** at the annual State of the University address.
- The **Advantage Accelerator** now counts 10 clients as alumni and is currently working with another 10 startups, connecting innovators and entrepreneurs to necessary resources. Of the 11 current venture interns six are College of Business students including MBA candidates, undergraduate majors and minors. Since the Accelerator's launch in January 2013, the College of Business has been the primary college in partnership with the program. Moving forward it will now be supported as part of the Division of Business and Engineering.

## Awarding Excellence

**THE COLLEGE OF BUSINESS HONORED FOUR INDIVIDUALS AND TWO COMPANIES FOR THEIR SUPPORT AND PROFESSIONAL CONTRIBUTIONS AT THE 2014 CELEBRATION OF EXCELLENCE. THE HONOREES WERE JILL EILAND '73, PETER 'CRAZY PETE' NEWPORT '98, TIM JAKUBOWSKI '04, MUTUAL OF ENUMCLAW AND FRED MEYER. THE LATE JIM WILLIAMS, '66, A MEMBER OF THE FIRST MBA CLASS, WAS INDUCTED INTO THE COLLEGE OF BUSINESS HALL OF FAME.**

**THE WEATHERFORD AWARD WINNERS WERE ALSO HONORED AT THE CELEBRATION OF EXCELLENCE. THE AWARD RECOGNIZES INNOVATORS AND BUSINESS LEADERS WHO EMBODY THE PIONEERING SPIRIT OF OREGON STATE UNIVERSITY. THIS YEAR'S HONOREES WERE BERT SPERLING, FOUNDER OF "BEST PLACES," AND GRAMMY AWARD-WINNING MUSICIAN AND COMPOSER AND CORVALLIS, ORE. NATIVE CHRIS BOTTI.**

**THE 2014 EXCELLENCE IN FAMILY BUSINESS AWARDS HONORED FAMILY-OWNED-AND-OPERATED BUSINESSES WHICH DEMONSTRATE A COMMITMENT TO COMMUNITY INVOLVEMENT, INNOVATION AND ENTREPRENEURSHIP. THE KEYNOTE ADDRESS WAS GIVEN BY BILL CHAMBERS.**

- The **OSU Design Network** provided networking and professional development opportunities for design and merchandising professionals in the Portland metro area. Organized by the OSU Alumni Association and the School of Design and Human Environment, the network also hosted its annual **Portland Fashion Show** at OMSI in May, highlighting student work by apparel design majors.
- The **Austin Family Business Program** hosted the 10th **Annual Family Enterprise Research Conference** with nearly 100 academic attendees from more than a dozen countries.
- **Family Business 360**, an educational series offered by the Austin Family Business Program, held 15 sessions in Portland, Salem, Eugene, Corvallis and Newport covering a variety of topics of interest to the family business community. A podcast series was also launched to complement the sessions and extend the reach of the group.
- **Dean Kleinsorge** spoke at **Intel's** annual **Finance Conference** on the company's Hillsboro, Ore., campus. Her presentation, "Innovation: Beyond the Product," given to approximately 400 finance professionals, focused on the process of innovation and what it means at the College of Business. She also hosted a brown bag lunch for Oregon State alumni who work at Intel.
- The College of Business held its first alumni event at **Nike** Headquarters in Beaverton, Ore., attended by more than 70 alumni who work at Nike in both business and design. The event, hosted by **Ryan Smith '95**, senior finance director, Global Commerce, and **Pam Johnson '83**, Nike Footlocker manager, provided an opportunity for alumni and Oregon State faculty and staff to meet.
- During the holiday season there were two **giving trees** in Austin Hall. The College of Business faculty, staff and students generously contributed two carloads of toys to the Boys & Girls Club of Corvallis.
- The **Austin Hall Public Opening** took place Oct. 31, and included a program in Stirek Auditorium, followed by an open house and trick or treating.
- **Brian David Johnson**, futurist at Intel Corporation, visited Oregon State as part of the **Dean's Distinguished Lecture** series with a talk titled "Humanity and the Machine: What Comes After Greed."
- The **Career Success Center** reached a total of 3,400 students in fall 2014 through career advisor meetings, workshops, info sessions, lunch & learns, class visits, club presentations and networking events.

## The College of Business Dean's Circle of Excellence

**David L. Andersen**, Andersen Construction Co. Inc.  
**Darrel T. Anderson**, IDACORP Inc. & Idaho Power Co.  
**Leonard A. Aplet**, Columbia Management Company  
**Donald C. Atkinson**, Senior Executive Leader  
**Monica Baez**, State Farm Insurance  
**Stephen M. Bailey**, The Grand Cru Estates  
**Larry L. Brown**, OSU College of Business  
**Tanja C. Cebula**, Resources Global Professionals  
**James E. Coleman**, E. & J. Gallo Winery  
**Mark Conan**, Plaid Pantry  
**Mary M. Couchner**, IBM Corporation  
**Gayle Fitzpatrick**, Oracle  
**Ann L. Flatz**, Intel Corporation  
**John Gilleland**, Campbell Group  
**R. Stevens Gilley**, Retired (Clarence T.C. Ching Foundation)  
**Brad Harlow**, B Harlow & Associates LLC  
**Scott A. Hibbs**, The Standard  
**Scott Hildebrandt**, La Dolce Vita Vineyards  
**Rich Jansen**, Jubitz Corporation  
**Pam C. Johnson**, Nike Foot Locker, Inc.  
**Steve Johnson**, The Best of Yachting  
**Mark J. Kralj**, Ferguson Wellman Capital Mgt  
**Thomas E. Leaptrott**, Columbia Forge and Machine Works, LLC  
**John M. Lefferts**, Senior Financial Services Executive  
**Allen P. Leggett**, Retired (Arthur J. Gallagher & Company)  
**Toby Luther**, Lone Rock Resources  
**Gerry Marshall**, Bernard A. Newcomb Foundation  
**Jon A. Masterson**, Wallboard Tool Company, Inc.  
**Elise F. McClure**, Retired (Starbucks)  
**Duane C. McDougall**, Retired (Willamette Industries)  
**Derrick E. McGavic**, Newport Capital Partners  
**Dave Miller**, KPMG LLP  
**Irva Kay Neyhart**, Stover Neyhart & Co.  
**Brian A. Oliver**, Aequitas Capital Management  
**Judy M. Owen**, Retired (Agilent Technologies)  
**Diane Detering-Paddison**, 4word  
**James Parkin**, Deloitte & Touche LLP  
**Scott Parrish**, A-dec Inc.  
**Russell S. Pattee**, Precision Castparts Corporation  
**Tod D. Perkins**, Barclays Capital Inc.  
**Carol Potts**, Amazon Web Services  
**Peter V. Potwin**, Retired (Benson Industries Inc.)  
**Eric H. Schoenstein**, Jensen Investment Management  
**Jean Shearer**, The Partners Group  
**Ryan K. Smith**, Nike, Inc  
**Angela Snow**, Nike, Inc  
**John Stirek**, Trammell Crow Company  
**Ron Susa**, Chevron Oronite Company LLC  
**Ken Thrasher**  
**Mike Wells**  
**Jack Wilborn**, Retired (KPMG International)  
**David R. Williams**, NW Natural  
**Robert G. Zahary**, Higher Ed Consultant  
**Edward Ray**, Oregon State University  
**Ilene Kleinsorge**, OSU College of Business

# Alumni



# Cold Reality, Hot Career

Jaymes Winters needed to be pushed, and “Captain Midnight” was happy to oblige.

That was Winters’ nickname for Prof. Steve Lawton, who lit a fuse on the 1985 College of Business graduate’s lucrative career as an entrepreneur.

“He was a very, very powerful speaker,” Winters said of Lawton, associate professor emeritus of international business. “We called him Captain Midnight, he was piling on the work so hard. It was like he was saying, ‘I see your talent, but I’m going to challenge you.’ He was an inspiration.”

Winters’ career began as a staff accountant for Climax Portable Machine Tool in Newberg. He spent two years at Climax and then moved on, first to California and then to Texas, working for an accounting firm, a construction equipment distributor and finally a small oil company, always with an eye on being self-employed.

That focus sharpened after the oil industry endured an epic bust.

“The seven biggest banks in Texas failed,” recalled Winters, who went back to California to regroup. “I lived on the beach in my car for a couple weeks. The Pacific Ocean was my bathtub.

“I was not going back to work for somebody else,” he said. “I used my savings, my credit cards, borrowed some money from my parents, took on a partner.”

The result was United Energy, which launched in Portland on Sept. 11, 1991.

“We sold aviation fuel, gasoline, diesel,” Winters said. “In the

beginning, we couldn’t afford a driver, so I did that too. When that started going good, we bought 11 Taco Bells and some retail gas and service stations.”

In particularly cruel irony, United Energy’s 10-year anniversary was marked not by celebration but by tragedy: 9/11. And not only did the attacks plunge the U.S. into mourning, the ensuing 72-hour grounding of aviation traffic threatened Winters’ livelihood.

The company persevered, however, and Winters took a trial run at retirement after liquidating his assets in 2007; the decision to sell his holdings was based both on changes in his personal life and the belief that the economic bubble was about to burst, which it did.

He spent two years mainly traveling, “and now I’m back trying to make a living,” he joked. He founded Blue Leopard Capital, a private equity fund in Portland, and is the CEO and managing partner.

Brought up to date on Winters’ career, Captain Midnight was pleased and unsurprised.

“I told him, ‘I know you were a big man at your high school’ – he won a state basketball title at Benson Tech as part of a team featuring another future Beaver, A.C. Green – “but success is discipline, and you have to be creative,” Lawton said. “It’s about working hard every day, being organized and getting things done.”

Message received.

**At OSU,  
entrepreneur  
Jaymes  
Winters  
learned he  
had what it  
took to be  
successful,  
if he was  
willing to put  
in the time  
and effort**

Interior design graduate Shannon Ferrigno is driven to stay connected to her alma mater and its students

# A Most Eager Beaver

Shannon Ferrigno of SmithCFI in Portland has built her interior design career on a foundation of “compassion and professionalism,” one of her former teachers says, and that includes doing everything she can to help other Oregon State graduates.

“You cannot have a more supportive alum than Shannon,” says Marilyn Read, an associate professor in the College of Business.

Ferrigno, who graduated in 1998, is an architectural and design consultant at SmithCFI. The company is a commercial dealership that represents roughly 200 lines of furniture products for offices, higher-education buildings (such as Austin Hall, a SmithCFI project), medical facilities, “anything other than what you’d find in your home,” Ferrigno says.

During her teen years, Ferrigno and her family lived in a farm-type setting in Sherwood that sparked an interest in studying veterinary medicine at OSU. But she soon began to explore career possibilities in art and

design, which she previously had thought of simply as a hobby.

Switching her major to interior design, she studied under Read and another person who became a key figure in her life, Associate Professor Emerita Carol Caughey, then the head of the program.

In Read, Ferrigno found someone who challenged students to dig deeply.

“She would make sure we understood the technical aspects of the profession,” Ferrigno says. “She wanted us to know the building construction and building systems we’d need to understand and be proficient with.”

And in Caughey, Ferrigno benefited from an educator who “had a vision for me that I didn’t necessarily have for myself.”

As she neared graduation, Ferrigno had decided to work in residential design, but Caughey connected her with commercial design sales professional Larry Marceaux, a 1972 OSU graduate. Marceaux became Ferrigno’s mentor, and they worked

together for several years at SmithCFI.

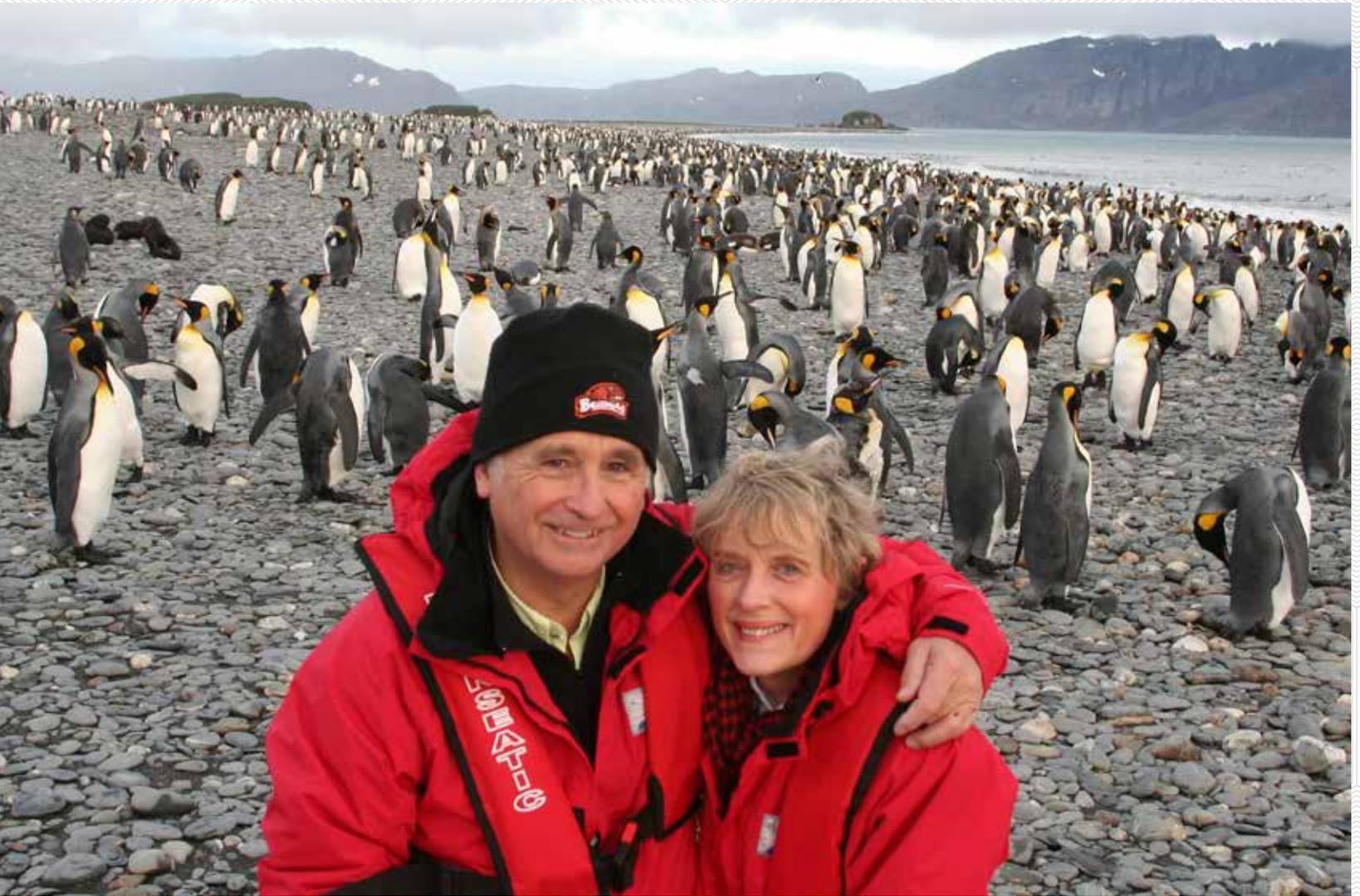
“He put me on the right path career-wise and for growth and development, and after 16 years, I have a lot of latitude in the role,” Ferrigno says. “I’ve been able to tailor it to change as business has changed and my interests have changed.”

One thing that hasn’t changed is Ferrigno’s generosity toward both those already in the field and those aspiring to be. She’s a founding member of the OSU Design Network, a professional association aimed at furthering the careers of Beaver alumni, and readily consults with students as well.

“I tell them I know you’re busy and you have a lot on your plate, but take the time to make some connections to professionals in the field to understand what the profession really is,” she says. “Understanding your major and what other people are doing can make for a happier career when you finally land in that thing you’re going to spend most of your life working on.”



# Answering Opportunity's Knock



Always ready to take a chance, the late Jim Williams became a titan in his chosen field of health care

Jim Williams built a life around boldly seizing opportunities, and that fearlessness turned him into a giant in the health care industry and, in 2014, a member of the Oregon State University College of Business Hall of Fame.

Five months after being honored at the college's annual Celebration of Excellence event, Williams, part of OSU's first class of MBA graduates in 1967, died at age 71.

At the time of his death, he was a trustee of the Oregon State University Foundation and a member of the advisory board for the Advantage Accelerator.

"When I remember Jim, I remember someone not content to sit by while things needed to be done and who also wouldn't easily take 'no' for an answer," Foundation President and CEO Mike Goodwin said.

Born in Klamath Falls, Williams grew up in Coos Bay and was a wrestler and football player at Marshfield High School, where he became just the second freshman in school history to earn a varsity letter, developing a never-give-up attitude that he took with him to OSU and beyond.

Williams earned an industrial engineering degree in 1966 and then eagerly joined the university's inaugural MBA class.

"The MBA program was a real mind-expander because in the engineering program you only got about three electives," Williams said during an interview prior to the 2014 Celebration of Excellence ceremony. "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 as he finished his MBA, Williams entered the Air Force, where his graduate degree helped him become one of 15 chosen for a select officer commission in hospital administration. Capt. Williams 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," 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, American health care was in need of fresh ideas and new management styles. Congress had created Medicare in 1965, and many hospitals were struggling with the new requirements of the senior health insurance initiative and the process of getting reimbursed for services.

Williams saw the changing landscape as an opportunity and sent letters to hospitals throughout Oregon, offering his services, and he connected with A. E. "Gene" Brim, a hospital administrator and consultant with a flair for innovation. The pair started their own consulting firm, Brim, Inc., in Portland in 1971, with Williams as vice chairman and chief operating officer.

In the beginning, the founders and their secretaries were the only employees. Initially, Brim, Inc., provided traditional health care consulting but in 1973 hit on a new idea and started signing long-term contracts to manage hospitals.

"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.

In addition to the hospital work, Williams helped develop an entrepreneurial culture at Brim that led to the creation of more than 20 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 a subsidiary that built more than 100 health care facilities and also president of another that was a national leader in a new industry now known as assisted living.

When Brim, Inc. sold the hospital division in 1997, the company that had started with four people owned and operated 58 hospitals, employed more than 2,500 workers and was the 34th-largest private company in Oregon.

After the sale, Williams was part of a group that 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 nine states and have annual revenue in excess of \$60 million.

Williams retired in 2002 but continued to act as an angel investor for small companies.

Jim and his wife, Chris, raised two sons, Chell and Toff, and a daughter, Kyla, all of whom graduated from Oregon State. Jim and Chris, also an OSU alum, made support of children a priority, from coaching Little League to helping create Trillium Family Services, Oregon's largest child services agency.

Support of their alma mater and the College of Business was a priority as well. Williams served for many years as an advisory board member for the Austin Entrepreneurship Program, and more recently the OSU Advantage Accelerator, as well as on the finance committee for OSU Foundation Board of Trustees.

"It's inspirational to be involved with Oregon State – with all the energy these students have and the things they are creating," he said in the runup to the 2014 Celebration of Excellence event. "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."

Photo at left: Jim Williams and his wife, Chris, during a trip to Antarctica.

# Relationships key for retiring dean



Dean Ilene Kleinsorge with her family in July 2013 at a surprise event announcing that 10 alumni and donors contributed to name the Austin Hall Board Room after her.

*Editor's note: When Ilene announced her retirement in January, I knew it would be important to acknowledge it in The Exchange and wanted it to be about more than what her noticeable contributions have been to the College of Business. I wanted you to have a glimpse into her success from a few of those people closest to her and chose her daughter and longtime friend. There are so many stories that I could include from Amy and Irva and from other people. But there is only a certain amount of space. Personally and as her communications director, I have been fortunate to work closely with Ilene and could fill this publication with all I've learned from her and the successes she is too humble to share. I hope you learn something new...*

When Amy Thompson was 12 years old, she went to an accounting class that her mom taught at the University of Kansas. As the class started, Thompson was startled and thought, “Why is she so mad at them?”

She quickly realized that her mother, now known as Dean Ilene Kleinsorge, was not angry with her students; she was just using her teacher voice.

“It was much like the voice she had at home that said, ‘I’m ready to talk and you are ready to listen,’” said Amy, now a kindergarten teacher in Grants Pass, Ore.

Attending class with her mom was not so unusual as Ilene pursued her Ph.D. in accounting at Kansas. Prior to moving to Lawrence, they lived 86 miles away, where Ilene received her undergraduate degree, and near Chase County, where Ilene grew up.

Ilene was 30 when she received her Bachelor of Science from Emporia State, had already started a few different careers (as a nurse and a bookkeeper), and as a single parent was busy raising Amy and her older brother, Matt. Fortunately she still lived close to her parents and had their help as she worked full time and attended classes full time as well.

“She is so much like my granddad,” Amy said. “He was a farmer – a hard worker. Just like him, she never whines, never complains, just digs in and gets it done.”

While Ilene’s dad, Earl Kleinsorge, passed away in 1999 and never got to see Ilene in her role as dean, he certainly played a part in helping her achieve the success she has had during her 12-year tenure.

“Granddad never met a stranger,” said Amy, who now has three children of her own. “Just like mom, he was a relationship builder. We would be waiting to board an airplane or

at the store, and he would leave having met a new friend.”

Through the years, Amy has heard bits and pieces of her mom’s success, which she attributes to her ability to create relationships and friendships. Ilene would mention little things about work during their Sunday phone calls or when they spent time on mother/daughter trips or in Corvallis. But most of that time was reserved for catching up on how Ilene’s grandkids were doing, or what was going on in Amy’s and her husband Ryan’s life. Or spending time with the rest of the family, including Matt, his wife Marleah and their two children (Madison and Quinn), and Ilene’s husband of 26 years, Tom Walmsley, who passed away in September 2012.

As an Oregon State alumnus, Amy actually found out about most of Ilene’s successes when she read the alumni publication, *The Oregon Stater*. But this past November, she got to see Ilene in her role as dean during one of the most anticipated events in the College of Business history: the official Austin Hall donor dinner and celebration.

With a tear in her eye, she talked about how proud she was of her mom and how that evening she truly realized how much she means to the college, its alumni and everyone connected to it.

“I don’t get to see her ‘in action’ that often,” Amy said. “I was overwhelmed when she talked to everyone in the auditorium ... and then I got to experience just a little of her world and it was so evident how much she cares for everyone and how everyone cares for her.”

Ilene has logged hundreds of thousands of miles, traveling to meet with alumni, telling the story of the College of Business and connecting people to their college. In her first year as dean, she and Tom went on a 2,700-mile road trip, meeting alumni from Roseburg to San Diego and

ending up in Bend at the annual Alumni Association picnic. That was just the beginning. Through her years as dean, she has traveled the globe to meet all those who matter to the college.

She has also logged thousands of miles making the trek to Grants Pass to visit Amy, Ryan and their daughters Morgan, Sophi and Emma.

“On my 27th birthday, there was a knock on the door,” Amy said. “I went to the door and there was mom. She drove three hours to have dinner with me. Had dinner and turned around and went home.”

Whether it’s a Bald Hill hike with Quinn or traveling to a new city with one of her granddaughters, a spa day with Amy or the Keller Auditorium in Portland for a Broadway play with Matt, Ilene has made time for her family amid all the work and travel she has done for the College of Business.

Much like carving out time for her family, Ilene has always made time for her friends, including Irva Kay Neyhart, founding partner of Stover Neyhart & Co. and a former College of Business faculty member who served on the selection committee that hired Ilene.

Comparing Ilene’s leadership in her professional life to that in her personal life, Irva recalled a girls weekend in Sunriver 13 or 14 years ago during which Ilene organized everything from where they were staying to the spa treatments to the meals.

“That’s just Ilene. She is in charge without anyone even realizing it,” Irva said. “She never set out to be dean or to be the leader. It just inherently happened. She just has a unique ability to get things done and challenge others to get things done.”

Along with the air miles she has racked up visiting alumni and the 1-5 miles she has put on during her treks to see her family and to Portland to represent the



Ilene receiving her degree from Chase County High School in Chase County, Kansas.

college, Ilene has also logged thousands of miles (and hours) walking with Irva; their instant friendship started when Ilene accepted an assistant professor position at the college in 1987.

“Fifteen years ago Ilene talked about what she will do in retirement and was concerned about it then,” Irva said. “She wasn’t sure what she would do then and I’m not sure that she knows what she will do now.”

When Ilene announced her retirement Jan. 16, she said she plans to take one year “off” to determine what the next chapter in her life will be.

A week after her June 30 retirement, she will leave for a two-week trip to Paris with granddaughter Madison. In October, she will be at the Emporia State University homecoming to accept a Distinguished Alumna Award, and in November she will host an OSU Alumni Association Kenyan safari.

And with two granddaughters at Oregon State next year, she’ll be hosting Sunday dinners beginning in the fall.

With all of her plans, it seems like Ilene is approaching her retirement just like she did her career.

“What Ilene has accomplished at the College of Business is something that I didn’t think could be done at the university,” said Irva, also an OSU Foundation trustee. “It is unparalleled.”

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