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Olympia State University has always been a place with a purpose—that of making a measurable difference in the lives and communities of those we serve. This purpose is what draws our gifted students, motivates our faculty and staff, drives our research and teaching and carries our alumni through their accomplished careers. Nowhere is our commitment to that purpose better illustrated than in the stories of the individuals represented in these pages.

Our honorees—powerhouses like Doug Deurwaarder, a 2001 OSU alumnus who excels as an associate director at Cushman & Wakefield of Oregon, and Larry Brown, who retired from a tremendously successful career as a PricewaterhouseCoopers partner and now teaches at OSU as an Executive in Residence—embody the very best of Oregon State. Their professional contributions and commitment to excellence demonstrate that they are dedicated to solving the problems critical to Oregonians and are working in every corner of our state. These outstanding professionals are being recognized at the 2010 College of Business Alumni and Business Partner Awards dinner, along with four exceptional high school educators. Truly, these winners show by example what it means to be Powered by Orange.

The leadership shown by these and others associated with the OSU College of Business is one of the many reasons why the college continues to grow in size, impact and reputation. Enrollment last fall included 2,327 undergraduate and graduate students, compared to 1,775 just ten years ago. Like the rest of our university, the college attracts increasingly higher achievers with particular excellence in such areas as accounting, entrepreneurship, finance, management and marketing. The MBA program is now at capacity and preparing for further growth. Adding to its momentum, the college recently received reaffirmation of accreditation by the premier accrediting agency for degree programs in business schools, the Association to Advance Collegiate Schools of Business.

Recognized ever more widely for the real-world impact of programs that emphasize experiential learning and for students who graduate prepared to make a difference, the college is now on the cusp of a bold and exciting new era. As state and business leaders look with growing consistency to our faculty and students to be leaders and doers in building a bridge to a more sustainable, more prosperous and more innovative economic future for Oregon, I’m excited about the transformational opportunities for the college itself. Your participation in this year’s Alumni and Business Partner Awards shows that you share that excitement, too.

Congratulations to this year’s winners, and congratulations to the OSU College of Business. Its legacy is rich, but an even brighter future beckons.
Building bridges, building business

By Ilene K. Kleinsorge, Dean
Sara Hart Kimball Chair
Oregon State University
College of Business

At Oregon State University’s College of Business, we are building bridges—bridges that make dynamic connections between higher education and the world of business, bridges that link our institutional past with our vision for the future, bridges that span generations of students and alumni, and bridges that bond healthy profits with healthy people and a healthy planet.

The 2010 Alumni and Business Partner Awards dinner is a campus-wide celebration that honors College of Business alumni who have played a part in building these bridges. The event, held this year at the Governor Hotel in Portland on May 6, celebrates the innovation that is at the core of economic development and social progress.

As dean of the college, I am continually impressed and inspired by the positive contributions our alumni are making locally, regionally, nationally, and internationally. Our graduates have integrated, applied, and added to their higher education to bring economic, social, and environmental improvements to communities across the globe. Their contributions are not limited to working hours, but extend into their personal lives.

This year, we will honor vibrant examples of alumni who have made a real difference by starting innovative companies, finding ways to do business better, and strengthening the fabric of global enterprise. Our award winners truly embody the spirit of academic distinction that grounds Oregon State University.

The world has faced particularly difficult economic challenges in the past few years. As any bank or auto maker will tell you today, danger exists during a financial crisis. But for people who are willing to apply creativity and an entrepreneurial mindset to society’s problems, these uncertain times also present opportunities. At Oregon State University, we prepare students to recognize and seize these opportunities. We help them develop the talents and skills necessary to face and devise solutions for the challenges of our day.

As educators, we want to graduate students with the skills and flexibility to thrive in any economy—but, better yet, to be part of creating more stable and enduring business models. I have great faith in this generation. Like the alumni who have come before them, our current students have the opportunity to be among tomorrow’s pioneering leaders.

A few years from now, I hope to look back and say that our future graduates partnered with others to create a robust, healthy, sustainable global economy that encourages the planet and its inhabitants to thrive. One of the ways we continue to encourage the creative thinking it will take for our graduates to achieve this worthy goal is to invite our distinguished alumni to directly participate in the life of the college.

Our alumni participate by sharing with our students their business experiences, including their trials and their successes, through scheduled informal discussions and formal presentations. They participate by offering their professional assessment of our students’ integrated business plans. They participate as curriculum advisers and by sharing their thoughts about our teaching methods and programs. They inspire us to constantly evaluate and improve. And, of course, they provide essential financial support.

Without our alumni, we would not be able to adequately prepare the next generation of business leaders. Although we are choosing to celebrate six people this year, countless others go formally unrecognized but by no means unappreciated. Please help us honor all our valuable alumni who are helping to build business in Oregon and beyond.
He wasn’t born an Oregonian nor did he graduate from college here, but Roger Hinshaw’s ties to Beaver Nation run deep for two reasons. First, he married a pioneer daughter, Margaret Gervais, whose parents Polly and Dick Gervais are OSU graduates and direct descendents of Joseph Gervais, a French-Canadian fur trapper who helped settle Oregon. If that fact left Hinshaw with any doubt about his adopted state, it quickly vanished when good friend, fellow Federal Reserve Bank board member and consummate Beaver Believer Jim Rudd escorted him to the sidelines of the Oregon State–USC matchup a few seasons back in Reser Stadium. The game was an Oregon State rout. Hinshaw is a 1977 graduate of USC.

Hinshaw brought his family back to Oregon in 2000, and has held his tenure at Bank of America here for a decade—the longest he’s been in one place. After a childhood of moving around the country following his father’s career, Hinshaw earned an MBA in international business from George Washington University in Washington, D.C., and began a banking career that sent him to Hong Kong, Singapore and San Francisco working with U.S. and European multinational companies with regional headquarters in Asia. By the time he was well-settled in Portland, Hinshaw’s background was paramount for understanding the ensuing economic downturn of global proportions and impact.

“Bank of America has experienced some difficult and challenging times in the last 18 months,” says Hinshaw. “During that period of time, we were able to increase our deposit market share position in Portland/Vancouver to number one and statewide to number two. That is one notch up from the previous year.”

The fact that his company not only faced a challenging economic environment, but also internal challenges, is testimony to Hinshaw’s innovative leadership and style.

“But with a tenure of 30 years, Roger Hinshaw’s success as an executive at Bank of America is both an inspiration and a valuable lesson to our students—the next generation of leaders,” says Ilene Kleinsorge, dean of the Oregon State College of Business. “That spirit of collaboration has doubled Oregon State’s research dollars, expanded an integrated fundraising campaign and leveraged the synergies that exist across schools and colleges within the university,” he says. “Oregon is a small-business state, and entrepreneurial skills are critical to Oregon’s future.”

Oregon State is creating a phenomenal track record in collaboration, which is a quality that measures success in any business. “That spirit of collaboration has doubled Oregon State’s research dollars, expanded an integrated fundraising campaign and leveraged the synergies that exist across schools and colleges within the university,” he says. “Oregon is a small-business state, and entrepreneurial skills are critical to Oregon’s future,” says Hinshaw. “OSU’s Austin Family Business Program is one of the renowned business programs of its kind in the country.” Sounds like something a loyal Oregonian might say.

Roger W. Hinshaw
President, Oregon and Southwest Washington, Bank of America
Portland, Oregon

A global recession and the retrofitting of America’s banking system has necessitated the innovation, flexibility and dogged insistence for positive repositioning to which Roger Hinshaw is uniquely suited. The fact that his nomadic childhood and career path dropped him in Oregon at the right time is our state’s gain.

Roger Hinshaw celebrated the National Day of Service on September 11, 2009 at the Executive Build Day for Habitat for Humanity Portland/Metro East where he and 20 other area executives worked at Habitat’s “Jubilee Commons” neighborhood, helping four families move a little closer to owning their own homes. (Photo courtesy Sarah Galbraith)
Businesses come together to achieve a common goal

The Oregon State University College of Business and the Portland Tribune and Community Newspapers host the Oregon CEO Summit on May 6: a gathering of business professionals who will address how businesses and organizations define success in difficult times by employing winning strategies and leadership.

The summit is expected to draw more than 140 business, community and educational leaders, as well as numerous students from Oregon State University.

Roger Hinshaw, president of Oregon and Southwest Washington Bank of America, is the summit’s keynote speaker and will share his views about seizing opportunity in difficult times.

Two panel discussions also make up the summit. Five business leaders will discuss innovative strategies designed to minimize risk and maximize return during tough economic times.

The panel is made up of Bob Beisner, vice president of SolarWorld Industries America; Chandra Brown, vice president of Oregon Iron Works; Matthew Donegan, co-president of Forest Capital Partners LLC; Corey Parks, chief administrative officer and general counsel of Les Schwab; and Alysa Rose, president of Rejuvenation Inc.

Panel participants are: Rachel Bristol, chief executive officer of Oregon Food Bank; James Curleigh, chief executive officer and president of Keen Inc.; Sue Hennessy, vice president of Health Plan Services, Kaiser Permanente; and Tom Kelly, president of Neil Kelly Co.

Steve Clark, president of the Portland Tribune and Community Newspapers, will moderate the panel.

Ilene Kleinsorge, dean of the OSU College of Business, said the summit serves as an inspirational melting pot. “The summit will provide attendees a chance to network with fellow leaders and meet other professionals helping to improve our economy.”

When the community works together, the community works.

We believe in the role local business partners play in firing up our nation’s economic engines. Valuing and upholding the principles of entrepreneurship is the best way we know to help create vibrant, flourishing neighborhoods.

Bank of America is proud to support the OSU College of Business for its community leadership and spirited community involvement.

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Oregon CEO Summit:

Winning Strategies and Leadership in Difficult Times

Thank you summit participants:
- Roger Hinshaw, President, Oregon and SW Washington, Bank of America
- Bob Beisner, Vice President, SolarWorld Industries America
- Chandra Brown, Vice President, Oregon Iron Works Inc.
- Matthew Donegan, Co-President, Forest Capital Partners LLC
- Corey Parks, CAO & General Counsel, Les Schwab Tire Centers
- Alysa Rose, President, Rejuvenation Inc.
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- Tom Kelly, President, Neil Kelly Company
Ron J. Susa ’80
Manager, Finance—Business & Real Estate Services, Chevron Corporation
San Ramon, California

Ron Susa has traveled the country recruiting bright, young college graduates to join Chevron Corporation—a major player in an ever-changing global economy. Today, Susa sees higher education from a viewpoint closer to home—as a father of three sons making college choices.

As a 1976 graduate of Oregon’s Woodburn High School, Ron Susa didn’t think to look outside the state for his college opportunities. “My recollection of the choices was pretty simple—among my classmates, it was either Oregon or Oregon State,” he says.

Susa was pleased with his own choice to attend Oregon State, but found he had absolutely no influence over his oldest son Sean, a sophomore at University of Oregon, or his second son Tyler. “Tyler was looking at some very expensive private colleges around the country,” Susa relates. “But at the end of the day, it came as a pleasant surprise to me that he chose Oregon State. It offered everything Tyler wanted academically, socially, athletically, including Naval ROTC—OSU had the entire package.”

Next fall, Susa will not only be an Oregon State alumnus (BS ’80 in business administration with an emphasis in accounting) but also a proud Oregon State parent, and he sees a bright future for Tyler and his classmates.

“When I graduated from OSU, the state of Oregon was going through an economic downturn,” says Susa. “My job choices were the Oregon Department of Revenue or head out of state to work for Chevron, which was booming and hiring like crazy. It was an adventure 30 years ago, and I guess it has worked out.”

“Worked out” is a slight understatement. He has served in various capacities throughout Chevron Corporation, including finance, analysis, and audits, and today he is responsible for finance operations for the company’s global real estate portfolio. The company has locations in the United States and more than 30 countries worldwide. He directs the organization’s business analysis activities, capital program and billing activities, and serves as the compliance liaison for the organization.

In spite of the energy-consuming global responsibilities for Chevron and a 15-year Little League coaching career, Susa is a partner with his wife Connie in raising Sean, 20; Tyler, 17; and Cameron, 15. Susa also manages to remain actively involved with Oregon State, serving on the College of Business Dean’s Circle of Excellence, and as a member of the Accounting Circle.

When Susa’s corporate responsibilities included recruiting engineering and business students, he helped create a strong corporate partnership with the university and a pipeline for top-notch Oregon State students starting their careers with Chevron.

“Folks think recruiting is like turning a faucet on and off, but it’s really all about relationships with faculty, deans and students. To do it right requires constant building and nurturing.”

“Folks think recruiting is like turning a faucet on and off,” says Susa. “But it’s really all about relationships with faculty, deans and students. To do it right requires constant building and nurturing.”

Part of the nurturing is more than $20,000 in Chevron scholarships that Susa helps to funnel to Oregon State students each year. “Chevron is an employer of opportunity and choice and currently employs more than 120 College of Business graduates,” says Dean Ilene Kleinsorge. “With years of scholarship support and internships for students, Ron continues his engagement and service to Oregon State.”
Discover how much energy a handshake can create.

When you’ve been in the energy business as long as Chevron, you learn the importance of lasting relationships. Every day we’re forging new partnerships with community businesses and organizations around the world. That’s how the human energy of our employees is turning local opportunity into success for all. To learn more, visit us at chevron.com.
Doug T. Deurwaarder '01
Associate Director, Cushman & Wakefield of Oregon
Portland, Oregon

Doug Deurwaarder is a model young graduate for Oregon State—he pursues success while remaining engaged in his university. It is vitally important, he says, because it gives students and faculty some real-life connections to the business world.

“I think it’s critical to get back involved with your university,” says Doug Deurwaarder. “There is a great need for young graduates like myself to bring real-world experiences to students, otherwise they are just reading books and working through problems in class.”

Deurwaarder knows this from first-hand experience. He isn’t that far removed from his own education at Oregon State. He graduated in 2001 with a BS degree in management information systems, a minor in psychology, and a secondary focus in international business from Handelshejskolen School of Business in Aarhus, Denmark.

Deurwaarder spent his first two years out of college at Intel as a business systems analyst on a variety of projects. “I soon knew I wanted to be in more of a sales capacity,” he says. “I was approached in 2003 by a team at the commercial real estate brokerage, Cushman & Wakefield, who was looking to add a third partner.”

Thus began his relatively new career as a real estate portfolio manager for corporations with property holdings worldwide. Deurwaarder has been challenged by the recent economic downturn along with the rest of the world. “We are an occupancy-driven business, so until job growth picks back up, we are always going to be in limbo, but we continue to advise our clients and work diligently on their behalf,” he says.

Deurwaarder also has been working diligently for Oregon State. Six years ago, he became involved with OSU’s Business Round Table, and has served as vice president and president of an organization where the mean age is nearly twice his own. Deurwaarder is being named the 2010 Distinguished Young Business Professional from the Oregon State University College of Business.

He has sought connections among the Alumni Association, the OSU Foundation and the College of Business, and is continuously seeking out young professionals to connect with Oregon State students and faculty.

“It is important for the faculty to be engaged with things that are going on with the economy in Portland and the world,” says Deurwaarder. “And it is rare to find a group like this that has zero pretentions about them—OSU has a lot of well-grounded students, faculty and alumni.”

Deurwaarder has strong roots in Portland—generations with a commitment to public and professional service. He lives near all members of his family with his wife Janie, a University of Oregon graduate, and their 18-month-old son Harrison. He takes pride in the way the city and his alma mater have traveled through the adversity of the recent global recession.

“An economy like this develops character,” says Deurwaarder. “We will come out of it stronger than when we went into it. The nice thing about being an American is that we are all optimistic—you have to have that kind of optimism to lead us out of this economic crisis.”
Historic Weatherford Hall was renovated and reopened in 2004 and is home to the College of Business Austin Entrepreneurship Program.

Cushman & Wakefield of Oregon would like to congratulate our own a 2001 Oregon State University graduate and honored as the Distinguished Young Business Professional.

Doug T. Deurwaarder

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Growing Entrepreneurs
Driving Economic Progress

Oregon State faculty, students and alumni apply innovation and leadership to make a positive difference in Portland, across Oregon and beyond. That’s what it means to be Powered by Orange.

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Brian J. Bronson ‘93
Chief Financial Officer, RadiSys Corporation
Hillsboro, Oregon

Brian Bronson was the first in his family to graduate from college. He grew up in Roseburg—a classic Oregon timber town filled with grounded, salt-of-the-earth individuals—and has parlayed his Oregon State University education into an up-and-coming career in high-tech finance.

“Coming from my small-town background, I had no context for a college experience,” says Brian Bronson. “But at Oregon State, I immediately felt a unique ‘I’m-going-to-mold-you; trust-me-and work-hard’ attitude, and knew at the back end I was going to have a great gig.” The fact that Oregon State pulls strong students from so many rural towns is a credit to this philosophy, he says.

Bronson graduated from Oregon State in 1993 with a dual BS degree in communications and business administration with an emphasis in accounting. “I came out incredibly well-equipped to go directly into a job,” he says. “Oregon State puts kids in a position to win and get jobs. I place a ton of value on that.”

Bronson went straight from Oregon State to the accounting firm Deloitte and Touche and from there to Tektronix, one of Deloitte’s biggest clients. Within two years of graduation, 25-year-old Bronson found himself based in Europe as the worldwide operations controller of Tek’s color printing and imaging division.

“I was eager to get into business and influence decisions,” says Bronson. “And there have been a couple of mentors along the way who have helped shave ten years off my career rise by putting me into roles well beyond my age and experience, but I have risen to the occasion.” Six years after graduation, Bronson crossed over to RadiSys, a publicly-traded Tek spin-off, where he has rapidly risen to chief financial officer.

Until recently, Bronson lived quietly under the Oregon State radar in the Portland suburbs with his wife Toni and daughters Ashlyn, 11, and Brooklyn, 8. The only reason he was back on the Oregon State campus was to recruit graduates for his company’s employ and as a season ticket holder to Beaver football.

All that changed when Dean Ilene Kleinsorge identified Bronson as a perfect recent graduate to come onto the Dean’s Circle of Excellence for the College of Business. “Dr. Kleinsorge was my cost accounting professor,” says Bronson. “She is a perfect example of a professor willing to take the extra time to mold a person into their true potential.”

Bronson is also impressed with the ways in which Dean Kleinsorge has molded the 21st century College of Business. “I am incredibly impressed with what she has done in spite of funding challenges,” he says. “Weatherford, the entrepreneurship program, the Austin Family Business Program—the bar has been raised.”

Bronson is looking forward to working with Oregon State in nurturing partnerships within the university and between graduates and businesses. “I’d like to get involved as a speaker or guest lecturer and ignite more cross-functional collaboration,” says Bronson. “My advice to my peers is to get involved, and I encourage parents to make sure they take a proactive approach in setting their children up for success.”
At RadiSys, we live by the values of integrity and respect that applies to all our relationships. It applies to our interactions with each other, and especially continues to apply in the communities where we work and live. As a company we have the philosophy that we can give back much more and do greater good if we work together rather than alone.

We are especially proud of our focus on education, youth services and environmental awareness. That is why we are committed to our ongoing partnership with Oregon State University College of Business. RadiSys salutes our CFO, Brian Bronson, honored with the OSU “Distinguished Early Career Business Professional” award.

Brian Bronson
Chief Financial Officer
Tod Perkins’ ability to apply financial expertise and assist his alma mater when it mattered most is one of the career accomplishments of which he is most proud.

As a boy growing up in Estacada, Ore., Perkins never dreamed he’d be working for the likes of Salomon Brothers, HSBC Securities, and JP Morgan. “I wasn’t totally sure what I wanted to do, but I felt Oregon State gave me the best opportunity to figure it out,” he says. “I wanted a full-on university-town type experience, and when I visited OSU, I felt like it was a great place for that—diverse and dynamic and down-to-earth.” Those adjectives also describe Perkins’ college career, which embraced athletics, fraternity life, student government, and the Mortar Board honor society while he earned a BS degree in finance and a minor in philosophy.

After graduating, he embarked on a 23-year career as an investment banker. Over the years, Perkins has advised clients on merger and acquisition transactions valued at more than $250 billion and helped to raise more than $70 billion in capital. He retired from investment banking in 2009.

Perkins says Oregon State gave him the building blocks to establish his career in finance. “I was drawn to the technical nature of finance, and OSU helped introduce me to people from all over the world and with all points of view,” he says.

The events of September 11, 2001, were life-changing for Perkins. He had stayed home that morning because he was hosting European guests. From his rooftop terrace 16 blocks from the World Trade Center, he and his guests watched in horror and heard the sounds of the towers’ collapse.

Perkins rebounded by giving back. Along with his fraternity brothers and other alumni, Perkins pledged seed funding for the Oregon State Investment Group to enable the student club to learn the way a real asset manager works. More recently, he hosted students from the group and organized tours of financial firms during their visit to Wall Street. After this visit, the group asked for and received $1 million in OSU Foundation endowment assets to manage.

As part of his OSU Foundation commitment, Perkins represents the College of Business on the Capital Campaign Cabinet, and he was recently asked to join the Dean’s Circle of Excellence. Even though he dedicates many hours to Oregon State, he has found the time to embark on a new venture: leading the rapidly growing brokerage firm of Chapdelaine & Co. in New York. Perkins also helps his wife Kimberly manage their New Jersey farm, which breeds Dutch warm-blood Friesian horses. They are expecting their first child in October.

Perkins is extremely proud of Oregon State. “Look at the history of success that has happened in the past decade—people like Ed Ray, Bob DeCarolis, Ilene Kleinsorge, and Mike Goodwin have embraced the idea of every- one working together to make the place better,” he says. “You can’t have success unless you work together as a team.” Oregon State is glad to have him as part of the team.
Chapdelaine & Co. congratulates our President & COO Tod D. Perkins on receiving the prestigious 2010 Distinguished Business Professional Award from the Oregon State University College of Business. Tod has an outstanding record of achievement in business and of service to his alma mater, and we’re proud to have him on our team.

“I am proud to be part of a company that is **idea driven** and **relationship focused.**”

—Tod D. Perkins (‘86)
As a retired partner of PricewaterhouseCoopers, Larry Brown has a long list of accomplishments. At 29, he became one of the youngest partners in the accounting firm's history and helped big-name clients like Hollywood Entertainment Corporation and McCormick & Schmick’s Seafood Restaurants with their initial public offerings. But to Brown, the most satisfying aspect of his career is helping others achieve success. “I’m most proud of the vast number of people I mentored along the way and who ended up being very accomplished,” he says. “The fact that I played just a small part in helping hundreds of people achieve success in their careers is very rewarding.”

Brown continues to mentor as an Executive in Residence at the OSU College of Business. His dedication to student learning and his involvement in the college’s Dean’s Circle of Excellence and Accounting Circle are just two reasons Brown is earning the Hall of Fame designation at this year’s Alumni and Business Partner Awards celebration.

“Larry Brown takes a personal interest in each student’s professional development and understanding of the discipline,” says Ilene Kleinsorge, dean of the College of Business. “Their success is his success.”

Part of Brown’s passion for mentoring stems from his early days as a student and young professional. He grew up on a farm near Silverton, Ore., and decided to attend Oregon State University. Unlike some of his classmates who knew what they wanted to study, Brown discovered accounting by chance. “The registrar handed me a list of business concentration choices, and accounting was on top of the list, so I chose accounting,” he says.

Apparently, Brown made the right choice. He did well in school and still credits a handful of professors who inspired him as a student. Even though the country was facing a recession when he graduated, Brown found a job with Coopers & Lyband (now PricewaterhouseCoopers), an achievement he attributes to his tenacity and education. “The combination of my farm background and strong work ethic together with the skills and academic knowledge I gained at Oregon State played a huge role in my career,” he says.

During the first six years at the firm, Brown performed audits for large corporations before transferring to the middle-market...
The combination of my farm background and strong work ethic together with the skills and academic knowledge I gained at Oregon State played a huge role in my career.

practice. Several key individuals shepherded his rise to success. “There are two or three people I attribute my success to because they were excellent mentors. I was given some great opportunities to prove that I could handle fairly difficult, stressful situations early in my career,” he says.

Brown retired in 2005 at the age of 51, but he didn’t get to relax for long. Less than two months after finishing his career with PricewaterhouseCoopers, the College of Business asked him to serve as the Executive in Residence and teach an accounting course for spring term. That was in 2006, and today, Brown is still teaching—turning his one-term stint into a second career.

To Brown, teaching was an ideal transition from a busy corporate lifestyle. “I see a lot of people retire and they fall apart physically and mentally. It’s like driving a car and coming to a screeching halt. The deceleration of going from 60 to 0 miles per hour can be hard on you. I view teaching as a way to decompress, like coming up from the ocean slowly. I don’t know if I’ll ever come to a complete stop, but going from 60 to, say, 20 miles per hour is a nice transition, and teaching keeps me sharp,” he says.

Besides that, his Executive in Residence position is a way to pay tribute to the instructors and professionals who shaped his own success: “Teaching allows me to give back and honor the mentors who helped me along in my career.”

Thank you for giving so many a chance to learn and grow.

PricewaterhouseCoopers congratulates retired partner, Larry Brown, on his induction into the Oregon State University College of Business Hall of Fame.

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A University of Oregon degree in partnership with Oregon State University and Portland State University.
A Focus on Excellence: College of Business Program Highlights

The College of Business educates students for success in managing and developing viable enterprises. With an educational culture that focuses on innovation, sustainability, and entrepreneurship, our outreach programs and curriculum prepare students for leadership in a global economy. Additionally, scholarly contributions by our faculty represent cutting-edge research in diverse academic arenas, from entrepreneurship to business information systems.

OSU College of Business students now have more options than ever to specialize their education and enter the job market with accelerated skills and knowledge. By adding new degrees in business information systems, management, finance, and marketing, the college now offers more undergraduate majors than any other college of business in the Oregon University System.

Accounting: This rigorous program prepares students for a successful career in fields such as tax accounting, cost accounting, auditing, corporate accounting and not-for-profit accounting. As part of the degree students can also get an option in accounting information systems.

Business Information Systems: A blend of operations, management, computer science, and engineering, the BIS curriculum teaches how to harness technologies to help organizations become and remain competitive in today’s business environment. BIS graduates have become software engineers, business process analysts, quality control managers, data modelers, system analysts, software compliance testers, IT auditors and more.

Entrepreneurship: Students who earn a degree in business administration with an option in entrepreneurship learn to recognize and develop opportunities in both profit businesses and not-for-profit organizations.

Finance: The financial field involves managing funds in our economic system. Students learn institutional finance skills to launch careers in banking, securities, insurance, or a similar field.

Marketing: With a marketing degree, students can step into a wide variety of organizations, including manufacturing companies, service firms, retailers, wholesalers, advertising agencies, media and government agencies.

Management: With a degree in management, students become proficient at getting things done through successfully managing people, systems, projects, processes and quality.
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As Oregon’s largest group of newspapers, Pamplin Media Group is focused on providing great journalism for our communities and across the state.

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But information and knowledge is not enough.

Great communities, and a great future for the people who live here, require individuals and institutions to work together to make things better.

We congratulate the Oregon State University graduates featured in this publication, and thank the university for being our ally in creating a better Oregon for our state’s communities and its people.
Previous Award Winners

HALL OF FAME
Ruth Fisher, (’54), Jim Fisher Volvo — 2009
Donald L. Bower, (’48), Chevron Corp. — 2008
Kenneth Poorman, (’61), Poorman-Douglass Corp. — 2007
Arthur Tokin, (’71), PricewaterhouseCoopers LLP — 2007
Stanley Hong, (’59), Waste Management of Hawaii — 2006
Duane McDougall, (’74), Willamette Industries — 2006
Al Reser, (’60), Reser’s Fine Foods — 2006
Jon Masterson, (’61), Wallboard Tool Company, Inc. — 2005
Harley Smith, (’59), Harley Smith Investments — 2005
Al Reser, (’60), Reser’s Fine Foods — 2006
Jon Masterson, (’61), Wallboard Tool Company, Inc. — 2005
Harley Smith, (’59), Harley Smith Investments — 2005

DISTINGUISHED BUSINESS PROFESSIONALS
Steven Zamsky, (’90), Pequot Capital — 2009
Brian A. Oliver, (’87), Aequitas Capital Management — 2008
Eric Schoenstein, (’88), Jensen Investment Management — 2007
Kim Brockamp, (’91), Oregon Department of Corrections — 2006
Laurie Russell, (’94), OSU Federal Credit Union — 2006
Scott Burri, (’86), Huntington Ventures, LLC — 2005
Donald C. Atkinson, (’89), Weyerhaeuser Company — 2004
Brently Milo Bullock, (’83), Perkins Coie — 2004
James D. Parkin, (’86), Cardinal Glass Industries — 2003
Sally Smedal, (’82), Basic American Foods — 2003
James Winters, (’86), United Energy — 2003
Craig Froude, (’89), WebMD Health — 2002
Scott South, (’83), Stevens Water Monitoring Systems — 2002
Beth Taylor, (’81), Hob Knobbins — 2002

DISTINGUISHED YOUNG BUSINESS PROFESSIONALS
Courtney Carter, (’05), Soccer United Marketing and
Major League Soccer — 2009
Joshua D. Bruegman, (’02), JP Morgan Private Bank — 2008
Greg Laird, (’03), Stockamp & Associates — 2007
Ryan Hildebrand, (’04), PricewaterhouseCoopers LLP — 2006

DISTINGUISHED BUSINESS PARTNERS
George Graves, KPMG LLP — 2009
Joe Karas, Moss Adams LLP — 2007
James M. Baumgartner, Black Hefterline LLP — 2007
Craig Chambers, Oregon Financial Services — 2006
Joyce Furman, Philanthropist and Community Leader — 2006
Stockamp & Associates — 2006

Oregon State University Awards:

HONORARY OSU DOCTORATES
Mike Rich, Doctorate of Fine Arts — 2007

OSU ALUMNI ASSOCIATION
DAN POLING SERVICE AWARD
Kenneth, (’61), and Sue Poorman — 2007
Harley Smith, (’59) — 2006

OSU DISTINGUISHED SERVICE AWARD
Bernard Newcomb, (’65) — 2006

OSU E.B. LEMON DISTINGUISHED ALUMNI AWARD
Bernard Newcomb, (’65) — 2006
Ken Austin, (’54) — 2000

George Puentes, Puentes Brothers Inc./Don Pancho
Mexican Foods — 2005
Bob Sznewajs, West Coast Bank — 2005
Sonja Lee Haugen, Austin Industries — 2004
Patricia Harba, Waterford Hotels and Inns — 2004
Irv Kay Neyhart, Slover Neyhart & Co., PC — 2003
Don Waggoner, Leupold & Stevens, Inc. — 2003
I want to thank the deans, faculty, support staff, students, and fellow alumni of the College of Business for a wonderful 54-year relationship that began spring term of 1956!

Congratulations to this year’s Alumni and Business Partner Award winners!

- Harley J. Smith, Class of 1959
  Private Investor
  2006 Dean Dan Poling OSU Alumni Service Award recipient
  Trustee of the OSU Foundation
  Past Chair of the College of Business Advisory Council
Outstanding High School Business Educator Awards

Four exceptional high school teachers are being honored with the 2010 Outstanding High School Business Educator Awards, presented by the Portland Tribune, Community Newspapers and the OSU College of Business.

Honorees receive a $500 cash prize and recognition at the OSU College of Business 2010 Alumni and Business Partner Awards dinner held on May 6, at the Governor Hotel in Portland.

This year’s winners of the Outstanding High School Business Educator Award are:

Sherril Daniels
Oregon City High School

Lucinda Josephson
Legacy High School

Judy Story
Mazama High School

Kristen Torkelson
Bend Senior High School

These annual awards recognize four high school teachers whose efforts have improved student achievement, used innovative and exemplary instructional strategies and enhanced student learning of business concepts. Nominations were submitted from throughout Oregon and Southwest Washington and were made by students, fellow teachers and administrators.

Award winners were selected based on their philosophy in teaching business concepts and their efforts to improve business education in innovative ways, their efforts to introduce their students to the global marketplace and to use both classroom and out-of-school experiences to advance student learning, and their success in building student academic achievement and efforts to promote the business profession as a career goal for students.

Sherril Daniels is a marketing teacher at Oregon City High School and adviser to the school’s DECA marketing club. Her nominees credited her with providing quality hands-on learning experiences for students. Under her advising, the Oregon City DECA Club has participated in state and international competitions.

Lucinda Josephson is a teacher at Legacy High School in Vancouver, Wash. She was nominated for her efforts to provide a diverse group of students the needed skills required in the workplace. In her marketing and digital communications classes, she is credited with teaching students how marketing should relate to diverse cultures and how Web communication should serve as a link between students and their peers.

Judy Story is a business education teacher at Mazama High School in Klamath Falls. She has been a teacher for 31 years and consistently utilizes business partnerships and speakers from local enterprises to help teach and inform students. Students in her classes are also required to make presentations to businesspeople, seek out internships and participate in the school’s business clubs.

Kristen Torkelson is a teacher at Bend Senior High School, who was nominated for her efforts to teach students by using activities and experiences that are modeled on the world of modern-day business. Her students help manage the school’s student store and coffee shop. Her students have expanded their efforts to include an online student store.

“We are very pleased to partner with the OSU College of Business in honoring outstanding high school business teachers,” said Steve Clark, president of the Portland Tribune and Community Newspapers. “We are strong advocates of education. And we also believe that it is through a healthy, sustainable and growing economy that we provide for great communities, a great state and fund important public services.”
You made Oregon a better place. Your spirit, legacy and contributions are greatly appreciated.

Food industry giant. Entrepreneur.
Honored philanthropist.
Investor in great schools and communities.
Husband and father.
Good-humored friend and employer to many.
Eternally an Oregon State Beaver.
A HEALTHY INVESTMENT CYCLE

Oregon State University is essential to Oregon’s economy. We are developing the innovative leaders and creative solutions that drive prosperity.

More than 51,000 donors to The Campaign for OSU are providing opportunities for students and for businesses that seek the next big idea.

Invest today. Support The Campaign for OSU.