

The Exchange

THE OREGON STATE UNIVERSITY COLLEGE OF BUSINESS MAGAZINE ♦ WINTER 2012

Austin Hall will be the new College of Business building and **home** for the future of Oregon **innovation** that embodies the authentic character of OSU, highlights face-to-face **collaboration**, honors individual work and inspires students and faculty through heightened awareness of their **connections** to the **world** and one another.

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Meet Our Graduates!

MICHAEL WHEELER, FINANCE

Why did you choose your major? I studied engineering prior to majoring in finance. Trading securities and following the market were a hobby until an amazing internship experience. I knew where I wanted to move my career.

Where is your hometown? Scappoose, Oregon, northwest of Portland.

Did you participate in OSU student clubs or activities? I served as president of the Finance Club, was a management team member in the Investment Group and a member in Mortar Board and Beta Gamma Sigma.

What was your favorite COB experience? Aside from some incredible professors, serving as a teaching assistant enabled me to work with more than 1,000 students.

What were your favorite business classes? The finance courses and Professional Development, BA353, which does the best job prepping you for the real world, particularly interviews.

Did you have an internship experience? What did you do and how will you benefit from it? Internships are incredible. The reason I switched from engineering to finance was the result of internship experiences at Intel and Morgan Stanley.

What are your plans following graduation? Investment management.

See more outstanding graduate interviews on pages 18–21!

The Exchange — Winter 2012

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Dean's Message

I have the distinct privilege of working with, or having met, all of the people to whom you will be introduced in this publication, and I anticipate that you will find out exactly why I love my job and representing the college to our peers, colleagues and the business community.

In addition to the people, we have several projects underway that will change the way we do business. Last year, we launched a campaign for a new building. This year, I am excited to report that not only is the campaign well underway, but the building is named Austin Hall, the architects have been chosen, schematics are being designed, and we anticipate groundbreaking in spring 2013.

The building is not the only initiative that will change the way we do business. We are also changing the way we interact with the business community. We have hired an executive director for Industry Relations who will focus on increasing the visibility of the college in the business community, building relationships and generating job and internship opportunities for our students and alumni.

You will also read about some of the programs in the college. As part of the Austin Entrepreneurship Program, the Students in Free Enterprise organization is an example of how students make an impact outside the classroom; the Austin Family Business Program is offering a new forum for families to educate and inspire each other; and the MBA program is making innovative changes to adapt to the needs of the ever-changing economy.

Last but not least, I am most excited to introduce you to our new faculty. A reflection of our growth, we hired 12 new faculty members. Moving to Corvallis from different parts of the country, these individuals bring diverse academic and industry experience, broad research topics and an energy that is sure to impact our students and our learning community.

One final thought before you turn the page: we cannot provide the education that we do without your support. Your generosity of time, gifts and pride are appreciated, and we look forward to continuing to make you a proud friend, business partner and alum of the College of Business.



Name: Ilene Kleinsorge

Title: Sara Hart Kimball Dean

Provide a brief overview of your role at the COB. I am the CEO of the college, overseeing multidisciplinary programs serving more than 5,000 students and the Oregon business community, more than 100 faculty and staff. And I'm responsible for fundraising success to deliver on mission.

What is the best part of your job? Representing the College of Business and telling the story of our faculty and students to alumni and business community.

In one to three words, how would you describe the COB? Dynamic learning community

Where did you attend college?

Ph.D., University of Kansas, B.S.

in accounting, Emporia State University

What are you looking forward to in the next year? The final design phase for the new facility, working with our student leaders, continuing to work with faculty on creating new aspirations for the COB.

What was your first job? Beyond the farm, waitress at 75 cents per hour.

Who/what is your favorite concert that you attended? Most recently, Chris Botti. Ever, Alabama concert before the wagon trains came across.

Are you an early bird or a night owl? Early bird!



Shaping Business Education: the Dean's Circle of Excellence

When Dean Ilene Kleinsorge called to ask for help, it had been 25 years since Diane Detering-Paddison graduated from Oregon State and moved to Massachusetts to attend Harvard Business School. Her high-profile career, which includes two chief executive officer roles in Fortune 500 commercial real estate development and investment firms, caught the attention of the dean as she was looking to engage successful alumni in a way that they could contribute to the progress of the college.

Kleinsorge called Detering-Paddison to invite her to join a group that later became known as the Dean's Circle of Excellence, a group of approximately 45 business professionals—some retired—who use their influence and affluence to further the college's mission and vision. Most, but not all, circle members are Oregon State graduates.

Members of the circle are available to the dean for feedback and support. They act as role models for students, provide financial backing for key

projects/initiatives and encourage others within their social and professional network to support the college. Members are active throughout the year in various capacities and the group meets formally with the dean twice each year.

Within three years of joining, Detering-Paddison was asked to chair the group, and she played a key role in helping to shape its intentions and processes. On her watch, the circle made impressive progress in at least two important areas: securing private funding for a new building for the college and helping the dean to solidify the vision for an industry relations department that includes internship and career support for students.



Far left: Diane Detering-Paddison ('81) (left), played a key role in developing the intentions and processes of the Dean's Circle of Excellence. Here she is joined by other members of the group.

Left: James Parkin ('86) of Deloitte & Touch LLP in Seattle networks with DCE members.



Peter V. Potwin ('72) takes the opportunity to engage with a student at a College of Business event in Portland.

In November, Detering-Paddison passed the leadership baton to Mary Coucher, vice president of worldwide sales in the industry system division of IBM. Coucher graduated from Oregon State with a bachelor's degree in chemical engineering and holds an MBA from the University of Portland, giving her a unique combination of skills and interests that will serve the college well.

"I have succeeded in no small part due to my education at Oregon State," said Coucher. "It's a place of great pride for me, so anything I can do to help the College of Business and the College of Engineering to further their agendas is an honor to be able to do that."

OSU College of Business



DCE members Tod Perkins ('86) (left) and Ron Susa ('80) travel to meetings from New York and the Bay area, respectively, and make valuable contributions to Dean Kleinsorge's vision for the College of Business.

DCE...

- David L. Andersen**, Andersen Construction Co. Inc., Portland, Ore.
- Darrel T. Anderson**, Idacorp, Boise, Idaho
- Leonard A. Aplet**, Columbia Management Company, Portland, Ore.
- Donald C. Atkinson**, Weyerhaeuser (currently on sabbatical), Federal Way, Wash.
- Stephen M. Bailey**, FLIR Systems Inc., Yamhill, Ore.
- Brian Bronson**, RadiSys Corporation, Hillsboro, Ore.
- Larry L. Brown**, retired (PricewaterhouseCoopers), Lake Oswego, Ore.
- Richard Carone**, Korvis Automation, Inc., Corvallis, Ore.
- Tanja C. Cebula**, Resources Global Professionals, Irvine, Calif.
- James E. Coleman**, E. & J. Gallo Winery, Modesto, Calif.
- Mary M. Coucher**, IBM Corporation, Beaverton, Ore.
- Larry L. Davis**, Bank of America Commercial Banking, Portland, Ore.
- Diane Detering-Paddison**, Cassidy Turley, Portland, Ore.
- Gayle E. Fitzpatrick**, Oracle, Morristown, N.J.
- Ann L. Flatz**, Intel Corporation, Hillsboro, Ore.
- Pamela L. Garcia**, NW Supermarket Holdings, Inc., Wilsonville, Ore.
- R. Stevens Gilley**, Clarence T.C. Ching Foundation, Honolulu, Hawaii
- Brad R. Harlow**, B Harlow & Associates LLC, Kirkland, Wash.
- Scott A. Hibbs**, Standard Insurance Company, Portland, Ore.
- Scott Hildebrandt**, Planar Systems, Inc., Beaverton, Ore.
- Linda Hirneise**, consultant, hospitality industry, Agoura Hills, Calif.
- Rich Jansen**, Contact Industries, Portland, Ore.
- Steve Johnson**, RE/MAX Equity Group, Ore.
- John M. Lefferts**, financial services executive, Dallas, Texas
- Allen P. Leggett**, retired, Arthur J. Gallagher & Company, Emeryville, Calif.
- Dina Lindquist**, HP, Corvallis, Ore.
- Toby A. Luther**, Lone Rock Timber Company, Roseburg, Ore.
- Jon A. Masterson**, Wallboard Tool Company, Inc., Long Beach, Calif.
- Elise F. McClure**, retired (Starbucks Coffee Company), Portland, Ore.
- Derrick E. McGavic**, Newport Capital Partners, Skokie, Ill.
- Bernie Newcomb**, philanthropist, Palo Alto, Calif.
- Irva Kay Neyhart**, Stover Neyhart & Co., Corvallis, Ore.
- C. Rob Nye**, Seattle Northwest Securities Corp., Portland, Ore.
- James D. Parkin**, Deloitte & Touche, Seattle, Wash.
- Scott N. Parrish**, A-dec Inc., Newberg, Ore.
- Tod D. Perkins**, Chapdelaine & Co., New York, N.Y.
- Ken R. Poorman**, Poorman Enterprises, Portland, Ore.
- John D. Porter**, President & CEO, AAA Oregon/Idaho, Portland, Ore.
- Peter V. Potwin**, CFO, Benson Industries Inc., Portland, Oregon
- Eric H. Schoenstein**, Jensen Investment Management, Lake Oswego, Ore.
- Jean Shearer**, The Hartford, Seattle, Wash.
- Ryan K. Smith**, Nike Golf, Beaverton, Ore.
- Ron J. Susa**, Chevron Corporation, San Ramon, Calif.
- Ken Thrasher**, Compli Corporation, Portland, Ore.
- Mike Wells**, CB Richard Ellis, Portland, Ore.
- Jack G. Wilborn, Jr.**, retired (KPMG International), Lake Oswego, Ore.

EX-OFFICIO

- Edward Ray**, Oregon State University, Corvallis, Ore.
- Ilene Kleinsorge**, OSU College of Business, Corvallis, Ore.



Dean's Student Leader Circle members are the pulse of the college and have an impact on important decisions. Here they participate in Impression Workshops for the new building, Austin Hall.

Leadership Circle Gives Students Opportunities to Serve and Grow

Alexa Carey, a fifth-year senior who is seeking three business degrees, naturally gravitated to college leadership activities as a freshman. As a recipient of the Dean's Leadership and Professional Achievement Award, she was among the college leaders who received a personal invitation from Dean Kleinsorge to make a two-year commitment to the newly formed Dean's Student Leadership Circle in February 2010.

Carey says the leadership circle has significantly enriched her educational experiences. "It's really a learning experience in addition to having the opportunity to use my voice," she said. "Probably one of the greatest things for me is that I've learned so much about other people."

Dean Kleinsorge has always nurtured strong communication with students, but she decided to up the ante last year by widening the circle of

Dean's Student Leaders Circle 2011-12: Erik Anderson | Nathan Bauer | Brandon Beall | Alexa Carey | Daniel Changkuon | Connor Deeks | Danny Edwards | Anoush Golestaneh | Lauren Hines | Kevin Hulse | Mia Isaacson | Matt Janachek | Riley Kinser | Lidia Kusnadi | Leslie Mak | Olga Matytsina | Holli Ogle | Kim Pendergrass | Adam Rosa | Willen Sin | Molly Stephenson | Timothy Stowell | Lyndsay Toll | Jenny Villalobos | Rylan Wall | Brittany Weede | Kristine Wheeler | Philip Williams

student leaders she regularly engages in conversation. The 20-member Dean's Leadership Circle now meets with her monthly. In return for the service the circle provides to the college by promoting student involvement, planning and executing events and helping the dean remain close to the student experience, its members have numerous opportunities to meet alumni and business partners and hone their networking skills.



For Lyndsay Toll, a junior in business management and entrepreneurship, the door opened to the leadership circle when she became president of the OSU Management Club. “The DSLC has really connected me more with the student population, to other college leaders,” she said. “It’s inspiring and progressive—you get things done.” She said the group is committed to unifying the disciplines within the college.

Toll also appreciates having opportunities to network outside her circle of peers. “I’ve gotten to meet so many people—faculty, business people—learning from them has really helped me find my path and realize what I can do to be more successful in my life.”

As for the dean, she said the group keeps her centered and acts as a sounding board for how the curriculum is affecting the student experience. “They bring me back to what’s real,” she said. “There is no problem, no issue in the college that these students don’t have an opinion about. They give voice to why I get up in the morning.”

Will Dann of THA Architects guides students through an exercise, challenging them to consider their future vision of the College of Business.



L to R: Ping-Hung Hsieh, Sandy Neubaum, Susan Matson, Gina Torgersen, Byron Marshall, Kim Calder, Dave Berger, Gene Young, Jared Moore and Jack Drexler

Honors...

2011 Faculty and Staff Award Recipients

Newcomb Faculty Fellow Endowment Awards: Jack Drexler, Byron Marshall, Sandy Neubaum and John Turner

Betty and Forrest Simmons Excellence in Graduate Teaching Award: Ping-Hung Hsieh

Byron L. Newton Excellence in Teaching Award: Jared Moore

Excellence in Scholarship Award: Dave Berger

Outstanding Professional Faculty & Staff Service Award: Kim Calder

Experiential Learning Award: Gene Young

College Service Outreach Award: Susan Matson

College Service Award: Gina Torgersen

Austin Hall: the College, the People, the Building

In the fall of 2014, the newest building on campus will be a home for Oregon's future business leaders and embody the authentic character of Oregon State that inspires students and faculty. Located on Jefferson Way next to the Women's Building and directly across the street from Weatherford, the new home for the College of Business will be the anchor of a developing quad on campus.

Austin Hall, named to reflect the \$10 million commitment from alumni Ken and Joan Austin, will be an expansive 100,000 square feet that will include ten classrooms, a 250-seat auditorium, collaborative team rooms, more than 70 faculty offices, staff and program offices, a café and event space.

Creating the shared vision for the future home of the college continues to evolve through an inspired collaborative process. Beginning in early May, stakeholders met more than 20 times in various group configurations with the architectural design team and the college's building committee as part of the predesign phase.

"We haven't gotten into shaping architecture yet," said Dana Ing Crawford, project manager for THA Architecture's design team, in early August. This information-gathering phase of the work was intended to ensure that the building truly reflects the college's culture, values and future intentions in addition to meeting its specific and unique needs for space. The team collected input from undergraduate and graduate students, instructional and research faculty, representatives of the various programs and initiatives, college and university administrators and staff, and university facilities staff.

The meetings began with a series of "impressions" workshops among the broad range of stakeholders. Participants were invited to choose from various abstract images that instinctively represented their hopes for the new building. Collecting the images allowed the design team and building committee to put abstract ideas into words and develop a vision to guide the overall design.

Underlying the vision is the collective desire for the building to project a professional atmo-



Future site of Austin Hall

sphere that inspires students and faculty while remaining unpretentious and comfortable.

"We want a welcoming look that has a Northwest business feel—that's friendly but still shows we're about business," said Malcolm LeMay, COB director of operations. Stakeholders want the building to encourage connections while honoring and protecting the significance of individual work through a network of interconnected, flexible spaces. It should reflect the university's value of sustainability and aid students' understanding of their connection to the rest of the world.

Crawford said she has enjoyed the interactions with the college. "The building committee and the College of Business are so engaged and



excited to realize this dream they've had for such a long time," she said. "It's really a very involved group, which is fun to work with."

Schematic designs will be forthcoming, and construction on Austin Hall will begin in spring 2013. It is expected to be ready for classes beginning fall term 2014.

Donors have contributed \$26.8 million toward a \$30 million fundraising goal for the Austin Hall project. The goal includes \$25 million for construction and \$5 million to cover ongoing operations, maintenance and future technology upgrades. In addition to the private funds, the state legislature recently approved \$24.1 million in lottery bonds for the project.

Vision

Austin Hall is a home for the future of Oregon innovation that embodies the authentic character of Oregon State University, highlights collaboration, honors individual work, and inspires students and faculty through heightened awareness of their connections to the world and one another.

Traits

A home for entrepreneurs

A home for faculty and students that is unpretentious and comfortable, but also professional

Projecting and protecting

A place that encourages and projects the value of connections, while honoring and protecting the significance of individual work

A sense of belonging within a network

A network of nonlinear, interconnected, flexible spaces that inspire collaboration while also instilling a sense of belonging and individualism

Portal for understanding one's connections to the world

A portal that heightens one's awareness of their connection to the site, to the campus, to the region and to the world

Inspiring and authentic

A place that is inspiring and distinctive, but also authentic, modest and efficient

An Economic Impact

Founded in 1908 as one of the nation's first twelve schools of commerce, the College of Business enters its second century as a leading undergraduate professional school. It now offers five bachelor degrees in business, more than any other business college in the Oregon University System, plus a growing MBA program. More than 5,000 students—nearly 25 percent of all OSU students—major, minor or seek specialized coursework within the college.

To remain such a vital part of the education that Oregon State University students receive, it is essential for the college to have a new home and a facility that will be the epicenter for the college's growing undergraduate and graduate programs. Austin Hall will provide that home.

We are honored to acknowledge (on the next two pages) donors who have already contributed to the campaign that is so critical in providing a new home for the next generation of Oregon's business leaders and to an effort that will have an impact on Oregon's economic future.

These gifts will be combined with state bonds, approved by the Oregon Legislature in 2011, to provide a total of \$55 million to meet the projected costs. Your gift will benefit countless students, dramatically impacting their lives for years to come.

To find out how to be a part of the Austin Hall campaign, please see page 35.

Donor Honor Roll*

A great facility does not make a great business school, but all great business schools have great facilities.

— Dean Ilene Kleinsorge

\$10 million

Joan D. and Ken Austin ('54)

\$6 million

Patricia Valian Reser ('60)

\$1 million

Stephen M. ('70) and Marian C. Bailey
Jon A. ('61) and Marguerite Masterson
John A. ('82) and Kate Stirek

\$500,000 - \$999,999

Richard J. ('76) and Maureen Leary Campo
Robert Family Trust [Don Robert ('82)]
Tom Toomey ('82)

\$250,000 - \$499,999

Dena B. and Larry H. ('58) Brown
Wayne R. ('58) and Sandra ('58) Ericksen
Duane C. ('75) and Barbara A. McDougall
Bernard Alan Newcomb ('65) and Gerry Marshall
Scott N. ('81) and Loni Austin ('82) Parrish
Peter V. ('72) and Cynthia A. ('75) Potwin
Kenneth A. ('71) and Marta J. Thrasher
Jack ('71) and Virginia L. ('72) Wilborn
James G., Ph.D. ('62) and Judith Atwood Youde ('62)

(*as of Nov. 30, 2011)

\$100,000 - \$249,999

Andersen Construction Co. Inc. [David Andersen ('80)]
Patty ('75) and Ronald Jay Bedient
Larry L. ('75) and Joanne Brown
Payson P. ('68) and Maulien Cha
Michael C. ('74) and Denise F. Cooper

Ruth Fisher, Jr. ('54)
Patricia Ann and R. Stevens ('56) Gilley
Steven J. ('74) and Chris M. Gomo
Howard H. ('57) and Carole C. ('60) Hinck
Robert W. Lundeen ('42)
KPMG International
Tod D. ('86) and Kimberly D. Perkins
Mike ('81) and Grace E. Rich
Forrest W. ('51) and Betty Jean ('49) Simmons
Penny Yano ('79) and Gary Atkins

\$50,000 - \$99,999

Bob ('75) and Susan Pollock ('76) Coussens
Gayle E. Fitzpatrick ('78)
Donald L. ('58) and Carolyn Forbes
Ralph W. Holland, Sr. ('57)
Janet Jones Holland ('57)
Mastertech Security Services, Inc. and Duane Day ('55)
James D. ('86) and Debra Parkin
Dennis D. ('70) and Yvonne Powell
Scott D. ('83) and Judy A. South
Jackie Swint ('51)
Ron ('69) and Pamela Taylor
Jim ('66) and Christine ('66) Williams
Steven Adolph ('90) and Maeve Zamsky

\$25,000 – \$49,999

Richard E. ('66) and Diane Stacey ('67) Alexander
Donald Leland Bower ('48)
Ronald C. ('67) and Liz Brookhart
Joshua David Bruegman ('02)
Mary Coucher ('84)
Demorest Family Foundation [Harry Demorest ('63)]
Diane S. Detering-Paddison ('81) and Christopher S. Paddison
Paul L. Doupe ('71)
Larry C. ('91) and Joan M. Ellis
Alice K. ('88) and Scott Michael ('90) Gascho
Sally Bay ('70) and Gary M. ('70) Goodman
Jan Icenogle ('86) and David S. ('86) Halsey
Jerry W. Hansen ('82)
Ryan Jason Hildebrand ('04)
Scott ('78) and Diane E. Hildebrandt
Mark L. ('70) and Laura Hathaway ('70) Holloway
Richard J. ('82) and Kathleen ('82) Jansen
Craig A. ('91) and Kelly Monaghan ('92) Keudell
Ilene K. Kleinsorge and Tom Walmsley
Donna M. and C. W. ('52) Knodell
Mark Joseph ('78) and Katherine R. Kralj
Julie A. Lambert ('85)
Marcus C. ('81) and Jacqueline Fowler Lampros
Elise F. McClure ('81)
John Robert ('50) and Ferol McClure
Susan J. McGregor ('85)
Michael A. ('86) and Jill Marie Naimo
Irva Kay Neyhart
Brian A. ('87) and Tracy Schubert Oliver
Susan E. ('61) and Ken R. ('61) Poorman
Christopher E. and Kelly Saltveit
Gregory G. ('86) Deborah K. ('87) Sherwood
Harley John Smith ('59)
Thomas J. ('70) and Ann Usher
Vanguard Charitable Endowment Program and Wayne Ericksen ('58)
Julie Van Noy Cody ('88)
Jerry F. ('67) and Jane Piper Weed

Name: Ken Thrasher

Title/Company: Chairman of the Board of Compli

Provide a brief overview of your involvement with the COB: I serve on the Dean's Circle of Excellence and chair the Capital Campaign, which includes the funding of Austin Hall.

What have you enjoyed the most about being connected to OSU in the way that you are? I met my wife Marta there, so that is my

most important connection to OSU. In my role now, I enjoy meeting students in the College of Business and specifically in the entrepreneurship program. These students are unbelievable and are creative, focused and able to be our leaders of tomorrow.

In one to three words, how would you describe the COB? Creating business leadership.

Why is Austin Hall important to you? We need to have a four-legged stool to be successful: students, faculty, programs/scholarships and facilities. To create the right environment for learning and to make faculty even more effective takes world-class facilities to differentiate ourselves from other colleges of business. We will have that with this building.

What are you looking forward to in the next year? Finalizing the building campaign, getting the plans completed and knowing that construction is going to start.

What was your first job? I picked berries as a kid, worked for Bill Naito at Import Plaza starting in high school, and, after graduating from OSU, I was a bookkeeper at Mayflower Farms, a dairy cooperative in Portland.

Who/what is your favorite concert that you attended? Pavarotti.

Are you an early bird or a night owl? Kind of both. I tend to get up early and stay up late. I am not a person who needs a lot of sleep.

COB
Q&A





Hall of Fame

Honors alumni who have made sustained and meritorious business contributions throughout their careers

Patricia Bedient ('75), Executive Vice President and Chief Financial Officer, Weyerhaeuser Company, Federal Way, Wash.

2011 Alumni and Business Partner Awards

Distinguished Early Career Business Professional

Identifies early-career alumni with 10 to 20 years of experience beyond their undergraduate degree and still practicing their profession

Ryan Smith ('95), Chief Financial Officer, Nike Golf, Beaverton, Ore.

Distinguished Business Partner

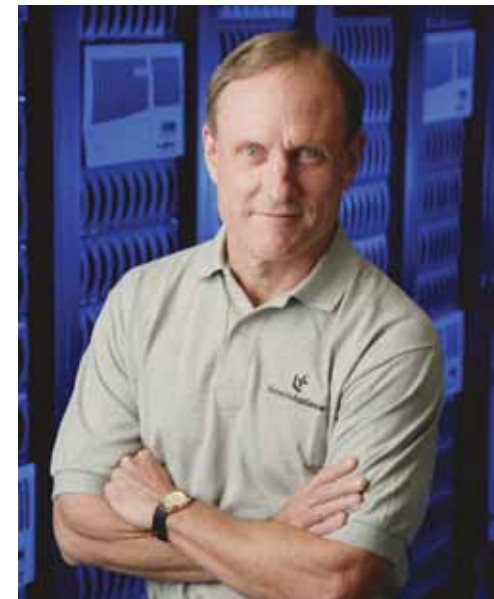
Recognizes a company that has distinguished itself through professional practice and service to the OSU College of Business, the profession or society at large

Ferguson Wellman Capital Management, Portland, Ore.

Distinguished Business Professional

Recognizes mid-career alumni with at least 20 years of experience beyond their undergraduate degree and still practicing their profession

Steve Gomo ('74), Executive Vice President and Chief Financial Officer, NetApp, Sunnyvale, Calif.





Distinguished Service Award

Honors alumni who have made contributions toward the betterment of the College of Business and society at large through a lifetime of exceptional service

Brigadier General Al Guidotti ('56), USAF (retired), Boeing (retired), Huntington Beach, Calif.



Distinguished Young Business Professional

Honors alumni with less than ten years of experience beyond receipt of their undergraduate degree

Rachel Todd ('08 MBA), Vice President, Clinical Services & Specialty Practices, Samaritan Health Services, Corvallis, Ore.

CEO Summit...

Nearly 200 Portland-area professionals gathered at the Governor Hotel on May 3, 2011, for the College of Business' annual Oregon CEO Summit. The summit focused on how enterprises and organizations are using innovation to drive success in today's economy.

Weyerhaeuser Company's executive vice president and chief financial officer, Patti Bedient ('75), gave the keynote address. The panel included (pictured at bottom, from left) Bill Chambers, president and chief executive officer, Stahlbush Island Farms; Ryan Deckert, president, Oregon Business Association; Larry Mullins, president and chief executive officer, Samaritan Health Services; Jim Piro, president and chief executive officer, Portland General Electric; and Ananthan Thandri, vice president and chief information officer, Mentor Graphics.



TO READ IN-DEPTH PROFILES OF THE WINNERS,
GO TO BUSINESS.OREGONSTATE.EDU/AWARDS

Internships: a Win-Win for Students and Businesses

The College of Business has long promoted internships informally among students, but it took a key step toward formalizing its endorsement when it hired Pam Knowles as the Executive Director of Industry Relations. Knowles will raise the visibility of the college and its students and establish and sustain relationships with potential employers and partners to strengthen employment and internship opportunities. A career and internship coordinator will be working with Knowles in another newly created position. “The investment in these positions paves the way for the college’s vision of launching a fully realized Student Success Center,” said Dean Ilene Kleinsorge.

Internships are not a graduation requirement for business students, but that does not diminish their value. Besides giving students work experience that builds solid resumes, internships can enhance students’ educational experiences and aid their decisions about career direction.

“It is essential that students, graduate and undergraduate, have the experience that an

internship provides,” said Knowles. “Working on projects with colleagues, understanding a certain work environment, learning business etiquette or helping to define their career path—there are so many reasons why an internship is valuable.”

Organizations working with interns also benefit. Interns can infuse an organization with fresh ideas and perspectives, offer insights about the latest technologies and complete strategic projects without straining in-house resources. Sometimes the match is mutually beneficial enough that it begins a long-term relationship.

The Career Success Center is creating robust systems and tools to assist students in their quest to provide resources for internships for students and jobs for graduates. Externally, the industry relations initiatives are essential to creating the opportunities for profession-ready students and graduates.

Through these efforts, businesses will be able to find support for defining and establishing internships, and businesses and interns alike can get help to manage the relationship once the



In the summer of 2011, as part of her marketing internship for Fox News in New York City, Carly Stiles assisted the Fox Business Network team at the Major League Baseball All-Star game held at Citi Field, the home of the New York Mets.

intern is engaged. Students will benefit from a suite of services that will help them successfully transition from academia to the business world.

Carly Stiles, a marketing major, did the leg work herself and found beneficial internships, including a summer internship at Fox News in New York City.

Stiles said her peers often wonder how she was able to find such great opportunities. “I’ve had other students ask me, ‘How are you getting these internships?’” she said. “A lot of students don’t even know where to begin. People don’t know when to look; they don’t know where to look.” She believes that future students will have a much greater chance of finding equally exciting opportunities now that the college is developing the Career Success Center to help with locating and landing internships.

During her summer internship at Fox News, Stiles was able to gain valuable professional experience, build her network, live and work in one of most active and impactful commerce-centric cities in the world and advance her goal of one day working and living in the city.

Internships are not just beneficial to students. The businesses also find significant value in hiring OSU students. “We’re here to support the students in being successful while making sure that the business is getting the benefit as well,” said Knowles. “Initially there can be a time commitment to having an intern, but the time investment is worth the return. Any business we work with will be impressed with a profession-ready intern who is there with the objective of learning and contributing to the business, as well as taking a significant step in their own career. It really is a win-win for everyone.”

Encouraging Internships...

Students are wise to consider an internship as part of their academic experience. Employers and graduate schools look for students with one or more career-related experiences. According to the 2010 Student Survey conducted by the National Association of Colleges and Employers, students who have an internship experience are offered a starting salary that is, on average, 17 percent higher than students without experience.

STUDENT BENEFITS OF AN INTERNSHIP

Personal:

- » Boost maturity and self-confidence
- » Enjoy greater clarity about career decisions
- » Improve human relations skills
- » Prepare for life after graduation

Academic:

- » Integrate classroom theory with real-life experiences
- » Understand the relevance of course work
- » Increase motivation to learn
- » Use resources that are not available on campus

Professional:

- » Explore a potential career field
- » Develop career-related skills and abilities
- » Observe professional people and behavior
- » Build a network of professional contacts, potentially developing mentoring relationships
- » Gain a competitive edge for employment or graduate school admission

Financial:

- » Approximately 50 percent of all interns receive some form of compensation
- » Subsidize tuition costs or use for transportation expenses



Engage with Us to Develop Tomorrow's Leaders

Today's College of Business students are your employees, peers and colleagues of tomorrow. They are the future of our economy locally, regionally, nationally and globally. Your investment now will not only contribute to the future successes of the students who, just like you, were educated in the classrooms of Bexell Hall, but your investment also can help in recruiting and retaining employees. By helping to prepare our students, you are also pre-screening for your own open positions and affecting the careers of young professionals. Many ways to engage are available:

Post an internship

The key to a successful graduate or undergraduate internship is providing challenging and productive work. Employer experience has proven that special projects are ideally suited to an intern's academic schedule and an internship's limited duration (generally two to three months). For example, interns can be assigned research projects, plan special events, develop special

promotional campaigns or design web pages. When developing an internship involving special projects, you should identify goals, timelines and outcomes so that everyone understands the purpose and expectations involved.

Employ recent graduates and alumni

We are graduating students with the skills and flexibility to thrive in any economy. We will work with you to understand your hiring needs and connect you with candidates who will contribute to the success of your company. We offer on-campus and virtual interview opportunities to meet with our students and alumni.

Participate in career fairs

Each term OSU hosts a career fair for current students and alumni. This is an ideal way to gain visibility for your company and have the opportunity to meet with OSU students one-on-one. Employers who participate regularly comment on the high caliber of our students and the quality of our events. In addition to the university-wide

events, the College of Business hosts an employer showcase, networking and other opportunities that are specific to business students.

Be a guest speaker for a class, club or career-related event

Professors and instructors are eager to connect their students with professionals who can give a different perspective to complement the curriculum they are teaching and describe their career path.

Assist students by participating in mock interviews

Mock interviews are invaluable to students, helping them prepare for a real employment interview in a setting similar to the one they may face when interviewing for a job. Students benefit from the opportunity to meet with someone unfamiliar in a simulated environment; it allows them to practice and get honest, valuable feedback from a professional.

Graduate programs

Many opportunities exist to be involved with the MBA program and its students. Graduate students are eager to connect with senior-level executives on campus and in formal or informal professional settings. Speaking to a class is a good way to be involved for an afternoon or on an ongoing basis. In the spring, employees and

alumni can participate as judges in the Integrated Business Plan competition. The competition gives students an opportunity to create and deliver research-driven business plans that analyze the commercial potential for intellectual properties and recommend strategies for bringing them to market. This is an opportunity to advise students and/or submit your projects to be considered for development. Submissions are accepted throughout the year and presented and selected at the beginning of each academic year.

Connect with the Executive Director for Industry Relations

A conversation is a good way to start or deepen your connection to the College of Business, gain an understanding of ways to engage, and share new ideas about how you and your company can be involved. Contact:

Pam Knowles
Executive Director, Industry Relations
pam.knowles@oregonstate.edu
541.737.8717



Name: Pamela Knowles

Title: Executive Director of Industry Relations

Provide a brief overview of your role at the COB: My role is to increase the visibility of the College of Business in the Portland region, the Willamette Valley and the state. I am connecting with and engaging the business community by developing relationships, finding internships and jobs for College of Business students, promoting OSU's MBA, finding research and speaking opportunities for faculty, developing opportunities for business executives to engage students and identifying commercialization,

licensing and economic development partnership opportunities.

What is the best part of your job? Making connections between business leaders and our fantastic students.

In one to three words, how would you describe the COB? Personal, aspirational and innovative.

Where did you attend college? GO BEAVS!!!

What are you looking forward to in the next year? Placing our students in interesting paid internships that have the potential to become great jobs. Hearing more about our students and the college in the Portland region.

What was your first job? Working in my family's business: sweeping floors, shipping products and helping with customers. My dad always taught that the customer was the most important part of business. No customers—no business.

Who/what is your favorite concert that you attended? The Grateful Dead with John Belushi's and Dan Aykroyd's Blues Brothers and the New Riders of the Purple Sage on New Year's Eve at Winterland in San Francisco. The concert started at 6 p.m. and ended at 6 a.m. with breakfast.

Are you an early bird or a night owl? Depends on the definitions. If a night owl is someone who is awake after 11 p.m., that's me. If an early bird is up before 6:30 a.m., that's not me!



JAMIE BENTLEY

Accounting

Why did you choose your major? I chose accounting because I like focusing on the details.

Where is your hometown? Roseburg, Ore.

Did you participate in student clubs or activities? Beta Alpha Psi

What was your favorite OSU experience? I participated in the Seattle University/KPMG Case competition. Researching the case with the other team members and presenting it to a panel of CPAs was a good experience. We also had fun while we were in Seattle; we went to a Mariners game with Professor Graham before the competition.

What was your favorite COB experience? Tutoring accounting students through Beta Alpha Psi.

What was your favorite business class? ACTG325, Intro to Tax

Have you had an internship experience? What did you do and how will you benefit from it? I interned at Wicks Emmett, LLP, a CPA firm in Roseburg. It helped me see what working at a CPA firm was like, and it helped me with some of my accounting coursework because it gave me a frame of reference for things I have learned in class.

What are your plans following graduation? I plan to continue with school to get enough credits to sit for the CPA exam next summer, and then, after I am working full time, possibly pursue a Master in Taxation degree.

Favorite Quote: “Develop a passion for learning. If you do, you will never cease to grow.” Anthony J. D’Angelo



EVERY YEAR, COLLEGE OF BUSINESS FACULTY IS ASKED TO IDENTIFY TOP TIER STUDENTS. THESE AND THE FOLLOWING PAGES REPRESENT THE BEST OF THE BEST OF OUR RECENT GRADUATES.

TAYLOR MORRIS

Entrepreneurship

Why did you choose your major? I chose entrepreneurship because I wanted to focus more on early stage businesses. I also eventually want to get into venture capital, and I thought the entrepreneurship option would give me a good perspective.

Where is your hometown? Sandpoint, Idaho

Did you participate in OSU student clubs or activities? The Oregon State Investment Group

What was your favorite COB experience? The Oregon State Investment Group. I met a lot of bright, passionate people, have learned a ton and have had some great opportunities because of it.

What was your favorite business class? New venture financing. I’m really interested in finance and investments and enjoyed learning about them from the perspective of a startup.

Have you had an internship experience? What did you do and how will you benefit from it? In 2009, I was a sales and marketing intern at a San Diego-based Internet and telecommunications company called NextLevel Internet. This past summer, I had another internship in the inventory planning department of Coldwater Creek. I think the biggest benefit came from being able to learn outside of the classroom.





MELISSA TANG

Management

Why did you choose your

major? I chose management because I have a passion for leading and interacting with people.

Where is your hometown? Tualatin, Ore.

What was your favorite COB experience? Working on my senior project for the Management Field Practicum class. The project was the Campus Carbon Challenge, a month-long effort of OSU students, faculty and staff to change at least three behaviors in order to reduce their carbon emissions.

What were your favorite business classes? BA 452, Leadership and Team Building, and BA 455 and 456, Management Field Practicum.

Have you had an internship experience? What did you do and how will you benefit from it?

I interned with Target during summer 2010. I learned about human resources, logistics, asset protections, guest experience and much more. I could practice my project management skills and strengthen my leadership skills.

What are your plans following graduation? I will be starting full-time with Target as an executive team leader.

Advice to COB students: Be proactive and look for an internship early during your junior year.

JAY LEVESQUE

Finance

Why did you choose your major? My passion lies in investing. I am intrigued by the multidimensionality and interdisciplinary efforts required to understand and anticipate markets.

Where is your hometown? Eagle River, Alaska

Did you participate in student clubs or activities? I participated in multiple groups and activities, and I recommend that every student take advantage of the great extra-curricular opportunities. I was involved in the Oregon State Investment Group, the Finance Club and the Austin Entrepreneurship Program during my first weeks on campus. Most recently I was president of the Oregon State Investment Group. My involvement in the investment group also led to my invitation into the Dean's Student Leadership Circle.

What was your favorite OSU experience? The collegiate atmosphere. I have enjoyed the flexibility of being a student, the opportunity to take a break and go to the gym during the middle of the day, study/work throughout the day. And, of course, I have enjoyed Beaver Athletics, especially football!

What was your favorite COB experience? The Oregon State Investment Group

What were your favorite business classes? The finance classes. My favorite finance class was Financial Statement Analysis. My favorite non-finance class was International Business.

Have you had an internship experience? What did you do and how do you think you will benefit from it?

I interned at multiple firms: UBS Wealth Management in Anchorage, Alaska; J.P. Morgan's Private Bank in New York City; and Alaska Permanent Capital Management. I think that I have already benefited from the experience. JP Morgan extended me an offer for full-time employment upon the conclusion of my internship.

Advice to COB students: Take advantage of the extra-curricular opportunities at Oregon State University and in the College of Business.

Favorite Quote: "Success is not final, failure is not fatal: it is the courage to continue that counts." Winston Churchill



JILL FERRIS

Marketing

Why did you choose your major? Marketing was appealing because it combines social research and creativity. I took Introduction to Marketing from Professor McAlexander—that sealed the deal.

Where is your hometown? Southwest Portland

Did you participate in OSU student clubs or activities? I joined Kappa Kappa Gamma, worked as a writing assistant in the Writing Center, was the co-director of Government Affairs for ASOSU and served as a member of the Judicial Council. I was a member of the Dean’s Student Leadership Circle.

What was your favorite OSU experience? Working in the Office of Government Relations to advocate for OSU to Oregon State Legislators.

What was your favorite COB experience? I studied in Vienna, Austria. I made friends that I will keep forever.

What were your favorite business classes? All of my marketing classes. The marketing faculty encourages creativity but emphasizes using quality research to make decisions. Gene Young’s professional development course was invaluable in sharpening my interviewing skills.

Have you had an internship experience? What did you do and will you benefit from it? I worked at the U.S. headquarters of Dr. Martens as a marketing intern. The internship shaped how I worked in my marketing classes and gave me real-world experiences. This summer, I will write my Honors College thesis on the Dr. Martens brand and its brand community. In the Office of Government Relations I work with Legislative Outreach and Web Communications. I also interned for Response Capture, a marketing firm in Beaverton that specializes in Web marketing.

What are your plans following graduation? Initially, I will be busy with my thesis and continuing my work with the Office of Government Relations. In January 2012 I hope to go to Haiti with the Yvenson Bernard Haiti Relief Fund to build a school outside of Port au Prince. Ideally I would like to work in brand consulting, public relations or advertising. I am also considering going to law school in the next three to five years to practice business law.

Advice to COB students: Be curious!

Favorite Quote: “You miss 100% of the shots you don’t take.” Wayne Gretzky



SCOTT HARPER

Management

Where is your hometown? I grew up in Kentucky where I attended the University of Kentucky for my first year and a half of college. I transferred to OSU half way through my sophomore year.

What was your favorite COB experience? My favorite experiences have come from the relationships I built and the experiences I had through the management practicum. A group of five other students and I came together around a shared interest and a passion for making a difference in the community. We developed an idea to create change for the homeless community. Our group built a friendship that will transcend many years.

What were your favorite business classes? The management practicum classes. The professors let you make mistakes and learn from them.

What are your plans following graduation? I would love to go to law school. I want to make a difference in public policy and the community.

Favorite Quote: “Don’t be afraid of success.”
Erik Larson, COB professor of project management





OLGA MATYTSINA

Business Information Systems

Why did you choose your major? Because I like working with technology and solving problems. I learned a lot at my previous jobs, and university curriculum

has helped me organize and expand this knowledge.

Where is your hometown? Academgorodok, Russia

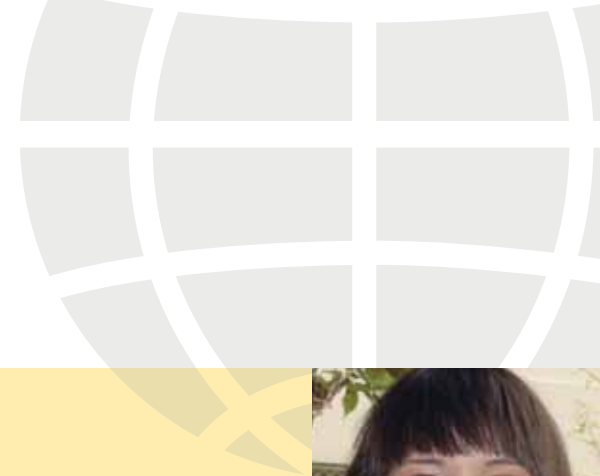
Did you participate in OSU student clubs or activities? The College of Business Professional Women’s Network and Students of Information Management Club.

What were your favorite business classes? I really enjoyed Business Information Systems Design and Development classes (BA 371/372). Professor Reitsma makes his classes multifaceted and interesting.

What are your interests? Cooking, reading and travel. I enjoy not only the practice, but also the study of cooking. It is a creative process that goes beyond applying heat to ingredients in order to satisfy hunger. This goes well with my enjoyment of travel, where I get to experience new cuisine and expand my pallet.

What are your plans following graduation? I hope to find a stimulating job in information technology and successfully balance my career and family life. Expecting to become a mother by the end of this year, I hope to find a place of work that shares my values and provides a family-friendly work environment.

Advice to COB students: Being a student means learning how to think for yourself. This requires active engagement, not passive listening and regurgitation. Look for professors and students that stimulate your learning and spend time with them. Do not be afraid to ask questions or to voice your opinion. Be open to change.



JENNIFER ESTRELLA

International Business

Why did you choose your major? When I was seven, my mom bought me a bag of 25 individually wrapped candies for \$1.99. The 99 cent store down the street sold the individual pieces for 50 cents each. I figured if I sold the candy to my classmates I would earn a profit, turn the profit into an investment, and—voila—triple my candy supply by the end of the month. I love business. A major in International business only seemed like a natural pursuit.

Where is your hometown? Inglewood, Calif.

Did you participate in OSU student clubs or activities? Beta Alpha Psi and activities coordinated by Court-appointed Special Advocates.

What was your favorite experience at OSU? I came to this university thinking I was going to transfer by the end of my sophomore year. But there is something truly special about this community. All experiences I have had culminated in a single favorite, life-changing, enduring memory that I will carry with me forever. No single event will do justice to all that OSU has offered me.

What was your favorite experience in the COB? Study abroad. The COB manages the largest international business exchange program in the state. I took advantage of this opportunity and studied in Europe.

What were your favorite business classes? BA 233/333, BA 341/342, BA 302, BA 347 and ACTG 378. These courses made my top favorite list because of the professors who teach them: Lykins, Mathew, Berger, Raja, Lawton and Marshall. They managed to make the uninteresting interesting, the dull lively and the impossibly confusing understandable.

What are your plans following graduation? Acquire my MBAA.

Favorite Quote: “Go confidently in the direction of your dreams. Live the life you have imagined.” Thoreau

Professional School Comes of Age

It was a satisfying moment when Dean Illene Kleinsorge recently reflected on the college's journey to become a fully functioning professional school—a moment to enjoy a deep breath.

“Making changes in higher education is like changing the tires on a car going down the freeway at 70 miles an hour,” said Kleinsorge. That’s because implementing the new curriculum had to be accomplished as new students enrolled, and five years is the average time it takes for a student to earn a college degree. It has been a long, slow process, but as of spring 2011, 98 percent of students were enrolled under the professional school model.

The new model adds ten credits to the first- and second-year curriculum to help students better understand the world of business. During spring term prior to their junior year, they must compete for the privilege of completing the curriculum.

Assistant Professor of Strategy and Entrepreneurship Robert Garrett, Jr. (right) teaches management and entrepreneurship courses and focuses on internal corporate ventures.

“We accept approximately 80 to 85 percent of students applying,” said Kleinsorge. “We select students who are more committed to business—professional school students are a better match for business education.”

Grade point average is not the only consideration for entrance, and, in fact, sometimes students with a lower GPA will be accepted if they have exhibited exceptional leadership qualities

and/or their transcript indicates that they have tackled rigorous coursework during their first two years.

Kleinsorge said that becoming a professional school has greatly improved the classroom experience. “You get stronger students and an enriched classroom environment—we have a larger numbers of students who are committed to their own professional development, and we





Students must be accepted into the Professional School, which takes into consideration GPA, leadership skills and their first two years of coursework.

see higher student engagement with faculty and the community,” she said.

A more competitive business school environment has encouraged many students to get involved in leadership activities earlier, which gives them longer to develop their leadership and team-building skills, strengthens student organizations and expands opportunities for all students.

“The professional school is about challenging students to aspire to something more,” said Kleinsorge, “and in that process many of them have demonstrated some of their finer qualities. It isn’t that we haven’t always had stars, it’s just that we have more stars. Now we have constellations.”

Business Disciplines...

The **ACCOUNTANCY** program is a professionally oriented program preparing students for careers in the major fields of accounting, including tax and cost accounting, auditing, corporate and not-for-profit accounting. The College of Business is one of 160 schools to have achieved accreditation for its accountancy program by AACSB International.

The **BUSINESS INFORMATION SYSTEMS** program provides a solid foundation in business administration while preparing students for a career in the information age. Graduates become developers, business process analysts, quality control managers, application engineers, data modelers, teachers, systems analysts, software compliance testers and more.

The **ENTREPRENEURSHIP** curriculum teaches students how to recognize and develop opportunities in business and not-for-profit organizations. It prepares students to operate in rapidly growing businesses, to participate in family-owned businesses, to establish their own business, or to plan, lead and contribute to new business development initiatives within larger organizations. Entrepreneurship is multidisciplinary and creative. Students learn about many different areas of business, in particular marketing, strategy, finance and management.

A professionally oriented program, **FINANCE** prepares students for careers in institutional finance, including banking, brokerage and insurance. Advances in computer technology have made the subject of finance more rigorous and analytical, and individuals who study finance must possess a knowledge of statistical and quantitative methods, systems analysis and computer applications in addition to finance and accounting skills.

The **MANAGEMENT** curriculum gives students the necessary tools for careers as managers and supervisors in goods-producing and service enterprises. Students obtain a solid grounding in management of systems, personnel and quality. The integrative focus of the program also provides excellent preparation for graduate-level studies in law, urban and regional planning, public services administration and health care administration.

Students choosing the **MARKETING** discipline focus on learning technical marketing skills and leadership training. Career opportunities exist in a wide variety of organizations, including manufacturing, service, retail, wholesale, advertising, communications media and government. Career options include sales, advertising, retailing, brand management, logistics management, market research and purchasing management.



The OSU MBA: Changing to Meet Demands of the Economy

As the economy changes, it is imperative that the graduate programs of the College of Business adapt. While it can be difficult to predict a changing economy, it is a challenge we have embraced.

Next fall, when the new cohort of students begins the MBA program, a new candidate profile will be added: the pharmacy student. The health-care industry is required to be innovative in its evolution, and the MBA program has identified this as a growth opportunity.

In a combined effort with the OSU College of Pharmacy, the MBA Program will attract students pursuing a doctorate in pharmacy (Pharm.D.), allowing them to take pharmacy and MBA classes concurrently.

“The MBA degree will differentiate pharmacists who want their careers to lead to managerial and executive positions in the pharmaceutical

MBA candidates present their Integrated Business Project as part of the current MBA commercialization track curriculum. Next fall, a joint Pharm.D./MBA program will be a new option for the OSU graduate student.

industry and healthcare delivery systems that provide pharmacy services to patients,” said Jim Coakley, associate dean for graduate programs at the College of Business.

As part of the Pharm.D., students spend two years taking clinical courses on the Corvallis campus before they transition to the OSU College of Pharmacy’s Portland campus where they continue with their rigorous pharmacy curriculum. Their fourth year is comprised of both inpatient clinical and community patient care rotations which occur throughout the state.

Elective requirements of the curriculum can be filled with graduate business foundation courses for an MBA degree. Once the pharmacy degree is complete, students will then finish the dual degree by completing the MBA curriculum.

“With the transformation of healthcare, the pharmacist who is both clinically trained and educated in business principles will be very well prepared to serve the industry, particularly as

Aspen Institute Recognizes MBA Faculty and Program

Assistant Professor of Finance John Becker-Blease, who teaches Corporate finance, was named the 2011 Aspen Institute Faculty Pioneer in the Rising Star category. Named the “Oscars of the business school world” by *The Financial Times*, the institute’s pioneer awards celebrate educators who have demonstrated leadership and risk-taking in integrating social and environmental issues. Becker-Blease, who accepted his award last fall in New York City, was selected out of a field of more than 80 nominees from around the world. The Aspen Institute also recognized institutions on the annual Beyond Grey Pinstripes Top 100 list of MBA programs, including Oregon State University, at the event. This list recognizes programs that integrate social, environmental and economic realities into management teaching and research.



Name: John Turner

Title: Instructor

Provide a brief overview of your role at the COB: I specialize in

technology commercialization, working with students in a number of roles: as MBA thesis advisor to students working on the IBP, teaching the framing courses (BA566, BA567x and BA568x) for the new “Clean Tech” MBA track and teaching an undergraduate course in Technology Commercialization (BA468). I also serve as a liaison to the College of Engineering and the Office of Commercialization and Corporate Development, collaborating on business/engineering divisional initiatives.

What is the best part of your job? Connecting with students and hearing about their successes after OSU in the “real world.”

COB
Q&A

accountable/coordinated care organizations come into play,” said Mark Zabriskie, dean of the College of Pharmacy. “These dual-degree educated health professionals will be able to provide cost/benefit analyses of medication use relating directly to patient care decisions as well as outcomes in various patient care environments.”

Students will have the opportunity to complete some of their MBA requirements in Portland and some in Corvallis. The Pharm.D./MBA concentration will be added to the current MBA concentrations, which include commercialization, clean technology and a research thesis track.

Also expected to be approved, with classes starting in the fall of 2012, is an MBA in accountability (MBAA).



In one to three words, how would you describe the COB?

On the way up... (I guess that’s four).

Where did you attend college? University of Illinois-Champaign/Urbana, UC San Diego, UC Berkeley.

What are you looking forward to in the next year?

Meeting the new MBA students.

What was your first job? Manual labor on a railroad between terms in college—definitely made me study harder.

Who/what is your favorite concert that you attended?

Recently? Eric Clapton at the Rose Garden last spring.

Are you an early bird or a night owl? Definitely an early bird, although I plan to overcome the bad habit.

Campbell CEO Shares Hard-won Wisdom

For more than ten years, Douglas Conant served as president and chief executive officer of Campbell Soup Company, leading a Fortune 500 company in global markets and

making an impact both on the bottom line and in the company's commitment to focus. Before he retired in the summer of 2011, he was invited to be an Entrepreneur in Residence at the Austin Entrepreneurship Program, where the audience was captivated by his stories relating his experiences of working in the corporate world, where the bottom line dictates success.

Conant's 35-year career in the food industry includes 25 years of experience in leadership with Kraft, Nabisco and General Mills. At Campbell's, he led the company as it successfully pulled itself out of a steep decline in market value and employee engagement. His address marked him as a deep thinker who relied on humility, gratitude,

Entrepreneur in Residence, Doug Conant of Campbell Soup Company, spoke with students about creating powerful leadership connections.

generosity and personal/professional integrity to have a successful career as a CEO. "Some of you will think I'm giving you the 'soft stuff,' he said when introducing a list of 12 lessons he has learned during his career. "And I am. In the corporate world or any other world, the soft stuff is the hard stuff. The majority of issues I face every day are issues of intention, understanding, communication and interpersonal effectiveness—not return on investment."

Conant began by acknowledging his mentors and the national/international leaders who have inspired him over the years. Some of the lessons that he discussed are included in his book, "Touch Points: Creating Powerful Leadership Connections in the Smallest Moments," that he partnered with Mette Norgaard to write.

1. EMPOWER YOURSELF. "Recognize that with every decision you face, you have the power to choose your response. Between the stimulus and the response, there is a space, and in that space there is the power of choice. We've all got the power to choose our response to a stimulus."

2. CHOOSE TO INFLUENCE WITH HONOR. "Choose to use your power of choice in an honorable way," rather than using fear and intimidation. Ask: "What would my mentor choose to do or say?"

3. BEGIN WITH THE END IN MIND. “Ask: What type of contributor do you want to be? What are the governing themes for your contributions? What’s your plan? What would your mentor have to say? I’ve also found it helpful to write down my thoughts and personal mission statement. I’ve identified five areas of my life where I need to feel grounded in order to sustainably operate at peak performance: my family, my work, my faith, my community and my own personal well being.”

4. REACH HIGH. “As you reflect on how you want to advance your journey, do not sell yourself short. Set a lofty and worthy ambition for yourself. Your journey is special; make the most of it. For better or worse, most of you will spend most of your waking hours doing or at least thinking about your work as compared to almost everything else you will do. I think you owe it to yourself to make that work as meaningful as possible.”

5. DO YOUR HOMEWORK. “I choose to treat the work I do as sacred ground. Not in a religious sense, but in a sense that my corporate work is my craft. It’s an expression of who I am and what I believe.... I guarantee you, there’s a book, an article or a person that can materially help you sort through any issue or opportunity you face in the workplace or beyond. I encourage each of

you to cultivate the habit of studying your craft, whatever it may be, beyond the four walls of your specific experience. It will make you a better contributor and make your work infinitely more interesting.”

6. BUILD A NETWORK. “If the fire to be a significant contributor burns within you, you need to take the initiative and fan the flames. In the final analysis, it all depends on you.”

7. DECLARE YOURSELF. “The people with whom you work are not mind readers. You can never assume they will understand your intentions. The first hour of the first day I work with someone, I declare myself.... It takes the mystery out of the relationships you’re trying to build. It also creates tremendous accountability on your part, which makes it very difficult to stray from those commitments.”

8. ACT WITH INTEGRITY. “Do what you say you’re going to do and honor your commitments. Ultimately, this entire exercise is about behavior and performance, not intention.... That doesn’t mean you won’t make mistakes.... We all make mistakes. It’s how we deal with them that defines our legacy.”

9. BE HUMBLE. “The world we live in is changing at an amazing pace. I’ve found that whatever paradigm I’m operating in today has a good

chance of changing tomorrow. I encourage you to listen and seek first to understand with great humility before you feel compelled to charge forward with your point of view. You’ll be honoring the people with whom you work and you will be amazed at what you learn.”

10. MAKE IT PERSONAL. “I have found that if I’m going to choose to dedicate a meaningful part of my waking hours to my work, I need to be personally invested in the work to sustain the effort. More specifically, I need to be personally invested in creating a fulfilling and productive experience for the people with whom I work. Both our heads and our hearts need to be fully in the game.”

11. BE INTREPID. “Courageously engage the adventures of your corporate journey. Never stop learning, growing, contributing. It’s Darwinian: you either grow or die, there is no in-between.”

12. HAVE FUN. “Enjoy the ride. The challenges of the business life can be incredibly demanding, and in my personal experience, I’ve never seen anyone meaningfully succeed in business who did not genuinely derive some joy from their work. Part of the joy includes planting yourself in an environment where you can naturally bloom.”

OSU SIFE Emerges Victorious

by Kim Pendergrass
SIFE vice president of Programming

Three years ago, after taking third place at the West Coast regional competition, Oregon State University's Students in Free Enterprise (SIFE) sat down and had a tough conversation. "What do we want to do?" asked Sandy Neubaum, associate director of the Austin Entrepreneurship Program and the OSU SIFE adviser. "Do we want to stay where we are or do we want to take it to the next level?"

The answer from club members was overwhelming. OSU SIFE decided to kick it up that day and has never looked back. In the subsequent years, they finished in first place one year and then finished in the top 20 out of 600 in the nation at the USA National Exposition in Minneapolis last spring.

"It was incredible," said Lauren Hines, a junior in marketing. "We beat out teams that have been around for more than 15 years and have more than three-million-dollar endowments."



Students travel to Guatemala to complete projects to help local communities. Last year they delivered and helped install a natural-gravity water filter.

"We were the underdogs," said Jennifer Villalobos, OSU SIFE president and MBA student. "No one expected us to advance out of the first round. To be in the top 20 is a testament to our hard work, dedication and passion."

SIFE is a student organization that uses the positive power of business to make lasting changes in the world. Students are encouraged to apply business skills and knowledge to create sustainable solutions to societal problems.

At left: SIFE President Jenny Villalobos (standing, left) and Vice President of Programming Kim Pedergrass visit a classroom as part of their leadership roles in the popular student organization.



OSU SIFE focuses its efforts on three main initiatives:

1. Strengthening the business model of Cornerstone Associates, a nonprofit agency in Corvallis;
2. Finding lasting solutions to hunger insecurity in Oregon;
3. Improving the quality of life in a rural farming community in San Miguel Escobar, Guatemala.

OSU SIFE has cut costs and created jobs for Cornerstone Associates, a nonprofit that provides meaningful employment opportunities for individuals with developmental disabilities. Students and community members also remodeled the B & J Booking Binding facility in downtown Corvallis and are now in the process of creating a video campaign documenting the lives of the employees.

For their hunger campaign, members have twice traveled across the country, looking at best practices of hunger solutions in different states. They are now implementing these practices in Oregon in addition to collecting more than 55,000 pounds of food and 9,000 dollars for local food banks and food pantries. OSU SIFE has taken second in the nation in the Campbell Soup Let's Can Hunger Challenge for their hunger awareness campaign, in addition to its emergen-

cy hunger relief efforts and lasting hunger relief solutions.

The newest project in Guatemala has been a tremendous success. Student members returned for a fourth time this summer for a month-long visit to continue their efforts in teaching business skills to young entrepreneurs, providing micro loans, creating integrated marketing plans for a coffee cooperative and creating a water filtration system.

During the 2010-11 academic year, OSU SIFE members logged more than 9,000 hours on project development, implementation and program sustainability. Students represent diverse disciplines, ranging from business to engineering and from art to education.

OSU SIFE actively welcomes new members and is always seeking new community partners. This year, they expect to at least meet what they have done in the past.

"The message is clear," said Drew Anderson, a senior in accounting, "OSU SIFE is making a difference in our communities. We are turning dreams into ideas, ideas into actions and actions into results!"



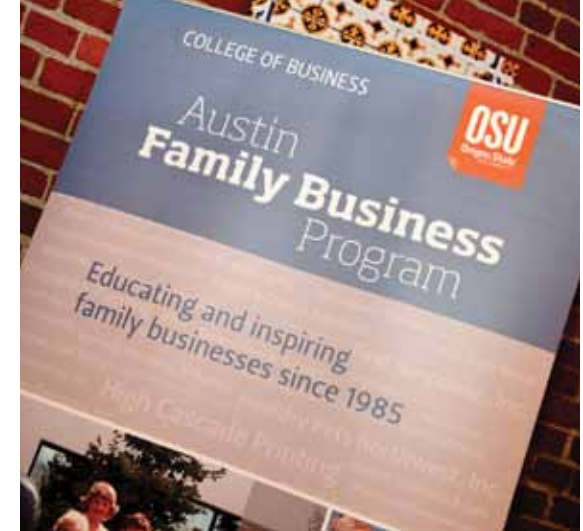
What's for Breakfast? Education and Inspiration

For family businesses, professional development opportunities must address specific topics that large, publicly owned corporations usually don't encounter. Business is not just business; it's personal. Human resource issues involve more than business decisions—they are often involve intricate relationships and can have an effect well beyond the boardroom. Leadership roles may affect family dynamics. Success and succession are synonymous.

Knowing these dynamics and preparing to provide key learning opportunities in the Portland market for its constituents, the Austin Family Business Program (AFBP) started a new series of learning opportunities last February. The "Business for Breakfast" series has quickly become a popular forum for family business owners to have open conversations with other family businesses in an environment that fosters dialogue and discussion.

"It has been rewarding to watch this series develop into such an incredible resource for family businesses," said Sherri Noxel, AFBP director. "We knew that a need existed for educational programs, but we weren't sure exactly what format the families would respond to best. The number of people that are attending this series and the conversations that are happening are proving that we are fulfilling an important need for family businesses."

(Left) Scott Parrish, President of A-dec Inc., speaks at a new program series, Business for Breakfast, in Portland. (Right) Executive Director of Industry Relations Pam Knowles (l) and Assistant Director of Development Maria Schell (r) discuss family business with Simone Brooks, President of Brooks Staffing.



In the first series of offerings throughout the year, many key leaders from Oregon family businesses made keynote presentations, including Ken Austin and Scott Parrish from A-dec, Inc., Rae Jean Wilson from GloryBee Foods, Leif Hansen from Leif's Auto Collision and Ted Halton from Halton Co.

At another recent event, College of Business faculty presented family business research. Aus-



tin Family Business Program board members also participate in the Business for Breakfast series by acting as moderators to facilitate conversations.

“Dynamic discussions are naturally occurring between AFBP board members, family business leaders, content experts and professional advisors.” Noxel said. “These forums are allowing us to connect in a significant way, providing an



educational tool for the families that we serve. It is clear that this is an opportunity that businesses can tap into as a resource for tips, advice and inspiration. The family stories and experiences that are shared in the room can't be replicated.”

COB Q&A

Name: Sherri Noxel

Title: Director, Austin Family Business Program

Provide a brief overview of your role at the COB:

I am responsible for the strategic direction, development and programming for the program. I also work with family businesses, professional advisors and students who will benefit from educational programs and events in family business.

What is the best part of your job? There are many fantastic days in this job, but working closely with Oregon's great family businesses to acknowledge and affirm their hard work in producing the Excellence in Family Business Awards is the best part.

In one to three words, how would you describe the COB? Harmonious commotion.

Where did you attend college? I received my doctorate from the Ohio State University, after undergraduate and master's degrees at the University of Florida.

What are you looking forward to in the next year? The experience of listening to stakeholders to learn about ways to bring value to new family business leaders.

What was your first job? Restaurant hostess.

Who/What is your favorite concert that you attended? Celine Dion in Vegas.

Are you an early bird or a night owl? Early bird.





John Becker-Blease

“This is an outstanding showing for our faculty and an indication that we’re doing scholarly as well as relevant research in the college.”

Don Neubaum, associate dean for research and faculty development



Dave Berger

Business Research Makes Headlines

MICHELLE BARNHART and co-author Lisa Peñaloza conclude that taking on significant debt had become “normal” in the years just prior to the recent economic recession. Among their findings are that younger consumers believe that having debt is acceptable and necessary for middle-class Americans and that consumers often learn more about how to use credit from their own experience rather than from their parents or educational programs.

JOHN BECKER-BLEASE and co-author Jeff Sohl are investigating the effects of gender diversity on angel investing. The most recent study revealed nonuniform investing patterns for angel investment groups that included women and thus did not support the stereotypical beliefs that women are more risk averse and less likely to invest than men. In fact, angel investment groups composed of all women invested at the same rate as groups composed of all men.

DAVE BERGER and co-author H.J. Turtle discovered that in times of economic crises, investors tend to divest riskier low-cap stocks and adjust their holdings toward larger corporate stocks that are perceived as safer. This flight-from-risk behavior manifests as poor returns to U.S. small-cap stocks during international financial crises. The study is unique in that it focuses on individual portfolios, rather than the aggregate U.S. market.



Michelle Barnhart

New Faculty Attracted by Collegiality, Integrated Teaching and Research

They arrived from all over the country and represent diversity in all senses of the word, bringing fresh energy, creativity and a commitment to collaboration and integrated scholarship. They are the new faculty members you are seeing in the college's classrooms and hallways.

The 2010-11 academic year kept the dean, faculty and staff particularly busy as they dedicated hundreds of hours to search nationwide, recruit and place eleven tenure-track assistant professors. Jack Drexler, associate dean for faculty, said the right applicants are attracted by the college's cooperative working environment.

"Our faculty is seen as being a collaborative group—I think we project a sense of collegiality more than many other institutions," said Drexler. For example, it is not uncommon for multiple-authored journal articles produced by faculty to include more than one Oregon State

author, reflecting the faculty's desire to broaden and deepen their research by including varied perspectives. In addition, business courses in the college increasingly use a cross-discipline approach that better prepares students for issues that will arise in their careers.

All university recruits must demonstrate their commitment to promoting and enhancing diversity. Drexler said the College of Business looks not only at cultural, ethnic and gender diversity, but also at an applicant's unique orientation to issues and problems. "We value conceptual/theoretical differences as well, because that serves to create more integrative scholarship," he said.

With value also placed on assuring the classroom experience is enhanced and represents the global community that many of the college's alumni will be working in, some of the new hires were made possible by the increased enrollment resulting from Oregon State's partnership with

INTO OSU, a collaborative relationship that allows the university to enhance its ability to serve international students.

College administrators and faculty want to find the right people who will best serve business students and the entire university community. With so much to consider, the recruiting process takes more than a year. Recruiting for the 2011-12 academic year began during spring term 2010. Support from the provost's office allowed the college to add new positions in technology management and innovation management—positions that signal a strong focus on preparing students to drive innovation and change. Other faculty will help to reduce class sizes, fill vacated positions and broaden research interests in strategic management, organizational behavior, project management, marketing, operations management, accounting and business information systems.



**MEET THE NEW COB
FACULTY ON THE
NEXT PAGE!**

New COB Faculty

ACCOUNTING

Before coming to OSU, Assistant Professor of Accounting **Lisa Eiler** spent two years on the faculty at California State University–Fullerton. She earned a master’s and Ph.D. in accounting from the University of Oregon. Her research interests include taxes, disclosure, governance and cross-border mergers and acquisitions. Her work has been published in the *National Tax Journal*.

Assistant Professor of Accounting **Isho Tama-Sweet** earned a Ph.D. in accounting from the University of Oregon and also holds an MBA from the University of California at Davis, and a B.A. from Cornell University. His research interests include narrative disclosure, compensation, financial reporting and international accounting, and he has a forthcoming publication in *Contemporary Accounting Research*. He joins us after two years on the faculty at California State University–Fullerton.

BUSINESS INFORMATION SYSTEMS

Assistant Professor **Bin Zhu** earned a Ph.D. in management information systems from the University of Arizona and was an assistant professor at Boston University before coming to OSU. Her current research includes business intelligence, information analysis, social network, human-computer

interaction, information visualization, computer-mediated communication and knowledge management systems. She was lead author for papers appearing in *Information Systems Research*, *Decision Support Systems*, *Journal of the American Society for Information Science and Technology* and *D-Lib Magazine*.

MANAGEMENT

Assistant Professor of Management **Jeewon Cho** earned a Ph.D. at State University of New York at Buffalo. Her research interests include leadership processes at multiple levels of analysis, organizational justice, social identity and identification in organizations and interdisciplinary works. Her work has been published in *Leadership Quarterly*, *Journal of Management*, *Group and Organization Management*, *Decision Support Systems*, *Information and Management* and *Journal of Leadership and Organizational Studies*. Prior to her doctoral study, she worked at two research institutes in Korea.

Assistant Professor of Management **Keith Leavitt** spent two years as an assistant professor at the Center for the Army Profession and Ethic at WestPoint and received a Ph.D. from the University of Washington. His primary research includes behavioral ethics/workplace malfeasance, social/relational identity and situated judgment, gender and racial parity, implicit (non-conscious) cognition, and research methods/epistemology. His research has appeared in several publications including the *Academy of*

Management Journal, the *Journal of Applied Psychology*, *Organizational Research Methods* and the *Journal of Organizational Behavior*.

Assistant Professor of Innovation Management **Jiyao Chen** was a research associate at the Center for Research in Technology and Innovation at Kellogg School of Management. He earned a Ph.D. at Stevens Institute of Technology, and his research appeared in the *Journal of Operations Management*, *Journal of Product Innovation Management* and *IEEE Transactions of Engineering Management*.

Assistant Professor of Operations and Supply Chain Management **Yusoon Kim** earned a Ph.D. from Arizona State University and joined the College of Business after many years in academics and industry. His research addresses buyer-supplier relationships, supply network structures and design, supply chain management strategy, organizational innovation through applying various organization- and network-level theories.

Assistant Professor of Project Management **Pauline Schilpzand** earned a Ph.D. in Organization Behavior at the University of Florida. Her research interests include courage in workplace settings, employee selection, international management and leadership. Prior to joining us she was an assistant professor at the Center for the Army Profession and Ethic at WestPoint.

Assistant Professor of Technology Management **Alex Vestal** earned a Ph.D., MBA and a B.S. in electrical engineering from the University of Central Florida. He currently teaches New Venture Management. His research examines the effects of geographic clustering on the inventiveness of nanotechnology research firms. Prior to obtaining a Ph.D., he worked as a senior engineer in various roles with Progress Energy Florida.

MARKETING

Assistant Professor of Marketing **Jesse King’s** research focuses on affective decision-making processes, new product development/innovation and sports consumer behavior. He became interested in research at Montana State University, where he received B.S. degrees in marketing and applied psychology. Before pursuing a Ph.D. at the University of Oregon, he spent two years working as an ethnographic researcher for a product development company.

ENTREPRENEURSHIP

Assistant Professor of Strategy and Entrepreneurship **Todd Moss** recently received a Ph.D. from Texas Tech University. His research has been published in *Entrepreneurship Theory and Practice*, *Strategic Entrepreneurship Journal* and *Small Business Economics*. Before pursuing a Ph.D. Todd worked in industry at Ford Motor Company.



Name: Travis Smith

Title: Director of Development

Provide a brief overview of your role at the College of

Business: I oversee the fundraising efforts for the college, both major gift and annual giving. I work closely with Dean Kleinsorge to determine the fundraising priorities for the college and develop a strategic plan to achieve those goals annually. I manage a team of three, and

we work closely with the college's marketing and communications team to coordinate our external messaging and communications.

What is the best part of your job? Hearing from our alums why OSU and the COB are so special to them. Each of our alums has a unique and significant story to tell, and we learn so much by listening to those stories. In turn, it is a joy to share the great work the college is doing to prepare future business leaders.

In one to three words, how would you describe the COB? Humble yet proud.

Where did you attend college? University of Oregon. Yes, there is hope for Ducks yet.

What are you looking forward to in the next year? Putting the finishing touches on the fundraising for Austin Hall, a project that will alter the landscape of the college for decades to come.

What was your first job? Paper boy in Stockton, California.

Who/What is your favorite concert that you attended? Social Distortion opening up for The Ramones, Greek Theater, Berkley.

Are you an early bird or a night owl? Recovering night owl.



The Exchange

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Comments and questions about this issue of *The Exchange* can be sent to the editor at jenn.casey@bus.oregonstate.edu.

Your gift to the College of Business will foster new opportunities for students and prepare profession-ready graduates who will lead in an innovative economy.

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Or give online at www.osufoundation.org.

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

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Five Ways to Get Involved

1 Hire a student or alumnus.

We have qualified, energetic College of Business students ready to make an impact on the world. Contact Pam Knowles, executive director of Industry Relations: pam.knowles@oregonstate.edu. Also let her know if you want to mentor or visit a class!

2 Get social!

Connect with the College of Business:



LinkedIn



Twitter
[@OSU_COB](https://twitter.com/OSU_COB)



Facebook

3 Help build Austin Hall.

Expected to break ground in 2013 and open in the fall of 2014, the new home for the College of Business will change the way we do business and significantly improve the learning opportunities for students. There are also other opportunities to GIVE a gift—create a scholarship, sponsor an event or support students. Any size gift makes an impact. Contact Travis Smith, director of Development: travis.smith@oregonstate.edu.

4 Reconnect.

Share your story. We love to hear about what our alumni are doing and how OSU has made an impact on their lives. Send your update to Jenn Casey, director of Communications and Marketing: jenn.casey@oregonstate.edu.

5 Attend an event.

There are lectures on campus, networking opportunities and social events. Check out the calendar on our website at business.oregonstate.edu to get more info on our Alumni & Business Partner Awards in Portland, the CEO Summit, Business for Breakfast meetings and much more.

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