



# FOCUS

COLLEGE OF BUSINESS



DECEMBER 2009

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## MESSAGE FROM THE DEAN

As 2009 draws to a close, students have finished another semester and faculty and staff are ready for the holiday break as well! The College recently received approval for two programs that will launch in the fall of 2010 (along with our new building). We couldn't be more excited about these new and improved opportunities for our students and would like to tell you a bit more about both of them.

First, the College of Business received approval for a PhD program in marketing with an emphasis in sustainable business practices. The University and the College are proud that this program will be the first of its kind in the Rocky Mountains. The program is designed for students planning a career in academia, in which graduates are expected to make contributions to knowledge creation, although some students may choose to find careers in industry and government. The program will offer students a highly textured doctoral curriculum that builds upon strengths of the department, the University of Wyoming community, and cutting edge developments in the broad



*Dean Brent Hathaway*

field of marketing scholarship. The mission of this new PhD program is to prepare students to excel at two primary academic roles: knowledge creation and knowledge dissemination. The program is designed to reflect the tradition of scholarly excellence already exemplified by other doctoral programs in the College of Business and the University. Our goal is to ensure that this tradition is maintained through the administration of the program, and we strive for continuous improvement in training world-class researchers and teachers. We can't wait to welcome new PhD students next fall. For specific curriculum, admission, scholarship and other information, please explore the PhD website at <http://business.uwyo.edu/phd>

marketing/ or contact Heather Patterson at [hpatters@uwyo.edu](mailto:hpatters@uwyo.edu).

Second, the College was able to finalize the revamping of our on-campus MBA program. We are proud that our MBA program has always delivered professional management education to our graduate students and are so pleased with what our graduates have accomplished. The newly

structured program, which will also launch in the fall of 2010, will be an 18 month program. Students will experience a rigorous 42 credit hours in addition to developing teamwork skills and leadership potential.

A required summer experiential learning project will give students the opportunity to address real world problems in businesses, government and non-profits. In the final semester of study, students have the opportunity to take nine graduate-level credit hours of coursework in disciplines such as Environment and Natural Resources, Law, Engineering, Health Sciences and Agriculture. Students will continue to experience the small class sizes and diversity they have come to expect at the College of Business and will be taught

by a select group of business faculty members. The MBA program is designed to provide exceptional learning along with life-long relationships. Specific curriculum, admission requirements and placement information is available at <http://business.uwyo.edu/mba> or you can contact the MBA Programs Office at (307) 766-2449 or [mba@uwyo.edu](mailto:mba@uwyo.edu).

We're excited about all the College of Business has accomplished this year and know that 2010 will bring even more success—especially with supporters and friends like you!

“ The University and the College are proud that the PhD program in marketing with an emphasis in sustainable business practices will be the first of its kind in the Rocky Mountain region. ”

# FOCUS ON LEADERSHIP

The College of Business Advisory Council (COBAC) consists of business leaders throughout the Rocky Mountain region and the United States.

The COBAC serves in a working partnership with University of Wyoming and College of Business students, faculty, and administrators to promote the growth and development of the college and the university, as well as to positively impact the economic development of communities throughout Wyoming.

To get to know these outstanding individuals that give so much to our college, each Focus will include a feature to introduce them to our readers.

## V. Frank Mendicino

V. Frank Mendicino is a co-founder and Managing Director of Access Venture Partners, an early stage, high technology venture capital fund with offices in Austin, Denver/Boulder and Silicon Valley. Mr. Mendicino has over 30 years experience investing on behalf of limited partners and has spent over 20 years as a co-founding general partner/managing director of four early stage, high technology venture capital funds.

Following graduation from the



*V. Frank Mendicino*

University of Wyoming with a B.S. in Business Administration in 1962 and 2 years as an officer in the U.S. Army, Mr. Mendicino joined Flory Shoe Company, a Wyoming based, family owned retail shoe company with stores in Wyoming and Colorado. Subsequently, he received his J.D. degree, with honors, from the University of Wyoming and practiced law in Laramie, Wyoming until 1975. He served a term as Albany County Justice of the Peace and in 1973-74 was

a member of the Wyoming House of Representatives.

Mr. Mendicino was Attorney General of Wyoming from 1975-78. Following his term as Attorney General, he resumed the private practice of law in Cheyenne and Laramie until 1981, during which time he established a number of investment limited partnerships, both as counsel and as a general partner. In 1982 he co-founded Woodside Fund, a Silicon Valley based, early

stage, high technology venture capital fund. Since that time, Woodside Funds I, II and III have invested in over 50 early stage, technology based companies.

In 1999, Mr. Mendicino and 3 other investment professionals from Woodside Fund founded Access Venture Partners with the mission of providing access to venture capital to companies in the western United States, outside Silicon Valley, where there are many creative, bright entrepreneurs, but relatively little early stage venture capital. Access Venture Partners has offices in Denver, CO and Austin, TX.

For over almost 30 years Mr. Mendicino has been involved in every aspect of the venture capital business including fund raising, fund administration, deal flow generation, due diligence, deal structuring, active board participation and exiting through both IPO and merger and acquisition. He has served on the boards of directors of over 30 private and public companies. He currently is an Advisor to Access Venture Partners, II and a member of its Investment Committee. He is an Emeritus Member of the University of Wyoming Foundation Board of Directors, of which he has been Chairman as well as Chairman and Vice-

Chairman of the Foundation's Investment Committee. He is a long time member of the University of Wyoming College of Business Advisory Board and the Cowboy Joe Club Board of Directors. He is also a past President of the Cowboy Joe Club and a past member of the Western Research Institute Board of Directors. In 2005 he was honored by the University of Wyoming with an Honorary Doctor of Law degree.

## Sandy Scott Suzor

Sandy was born in 1959 in Boulder, Colorado to Homer and Janet Scott. After her parents graduated from college, Sandy and her sister, Susan, spent their childhoods packing and unpacking; the Scott family moved 15 times in the course of twelve years to accommodate Homer's construction job working for Peter Kiewit. The first place they officially called "home" was Sheridan, where Sandy and her siblings lived for the duration of their high school days. In 1977, Sandy started college at the University of Colorado in Boulder. In the first week of college, she met Mark Suzor, a young hockey player from Ontario, Canada. Her junior year, Sandy decided to follow Mark and her heart and left Boulder. She spent a year scooting around Ohio and Michigan as



*Sandy Scott Suzor*

Mark's hockey career wrapped up. In 1981, Sandy married and reentered college at the University of Wyoming but was still restless. Leaving the classroom again, the couple moved back to Sheridan and opened the clothing store Big Horn Britches. Over the next six years Sandy owned and managed Sheridan and Gillette retail locations. In 1982 the Suzors welcomed their first child and future fashion lover, Sarah. After selling Big Horn Britches in 1988, Sandy traveled back to UW to complete her marketing degree. Finally leaving with paperwork, the next move was to Billings, Montana where she taught

math, management and personal development at the Denver Business College and had second child, Sam. From Billings, the family moved to Fort Collins in 1991 and started a property management company allowing Sandy to work from home.

History repeated itself in 1994, when Sandy returned home to Sheridan to help her Dad launch a business and recreation venture, The Powder Horn Golf Community. She has thoroughly enjoyed her role as Director of Sales and Marketing ever since. Working with family and the wonderful people of the Powder Horn combined with the diversity of challenges at the Powder Horn

has made the adventure very exciting and rewarding for her. In 1998, Sandy opened Powder Horn Realty, a full service brokerage, which she owns and operates today. The same year, she began construction as the developer of the Meadows, a 32 unit patio home neighborhood at the Powder Horn. Today, Sandy also serves as the Chair of the Homer and Mildred Scott Foundation and serves on the Board of Directors for the First Interstate Bancsystem. Sandy joined the College of Business Advisory Council in 2000. Sarah, her daughter, is 26 and just finished her MFA in creative writing and resides in Los Angeles. Sam, now 18, loves playing basketball, hockey and music and will be college bound in 2010. When she becomes an empty nester next summer she hopes to travel more and split her time between Sheridan and Boulder, Colorado, making Laramie a regular stop over for Cowboy games and University visits!

# FOCUS ON GUEST SPEAKERS

The college has been honored to host several guest speakers throughout the fall semester. Here is a glimpse of some of the speakers who have shared their expertise with students, faculty, staff, and the community.

- The Department of Economics and Finance sponsored Russell Hillberry, Associate Professor at the University of Melbourne who presented his paper on "Immigration and Trade in Recent Australian History".

Hillberry received a B.S. in Economics from the University of Minnesota in 1992, and a PhD from Indiana University in 2000. Hillberry was employed as an International Economist at the U.S. International Trade Commission in Washington, DC from 1999 to 2004. Hillberry was a visiting Assistant Professor of Economics at Purdue University during the 2001-

2002 academic year. Hillberry joined the University of Melbourne as a Senior Lecturer in Economics in 2004. His research interests are economic geography and international trade. In 2008 Russell was promoted to Associate Professor.

- The College of Business Sustainable Business Practices sponsored Darrin C. Duber-Smith, president of Green Marketing, Inc., who presented "What I Have Learned in Helping Businesses Go Green."

Duber-Smith has over 20 years of experience in the marketing and management profession including extensive experience in working with natural, organic and green/sustainable products. Duber-Smith is a co-founder of the Lifestyles of Health and Sustainability (LOHAS, c. 1999) market concept and leader of the

first U.S. industry task force that helped frame an industry definition of natural (c. 2004). Duber-Smith has published over 50 articles in the trade and has presented at dozens of executive-level events over the past 10 years. Duber-Smith is a Visiting Assistant Professor of Marketing at Metro State College in Denver, CO as well as Adjunct Marketing Professor at the University of Colorado - Boulder's Leeds School of Business.

- The College of Business Distinguished Speaker Series sponsored Amity Shlaes who presented, "The Forgotten Man: A New History of the Great Depression."

Shlaes is a senior fellow in economic history at the Council on Foreign Relations, a syndicated columnist at Bloomberg, and the author of the New York Times best-selling book,

*The Forgotten Man: A New History of the Great Depression* (named by Wall Street Journal as one of best books to read during a financial crisis). Shlaes has written for The Financial Times and The Wall Street Journal, where she was an editorial board member, as well as for the New Yorker, Fortune, National Review, The New Republic, and Foreign Affairs. A sought after keynote speaker, Shlaes has given a wide range of talks about the economy and the historical perspective of the Great Depression at corporations, financial institutions, universities, and historical societies.

- The College of Business Sustainable Business Practices sponsored Debra Rowe who presented, "Academic Initiatives in Sustainability."



Darrin Duber-Smith



Debra Rowe



Amity Shlaes



Russell Hillberry

# A LOOK AT THE FUTURE OF THE COLLEGE OF BUSINESS

With the move in date now less than six months away, here is a glance at the recent progress of the new College of Business building.

Good news! Renovations of the existing building are nearly done and the contractor is now working through a punch list completing small details.

For the new building:

- In compliance with ADA regulations, work has begun on elevator one.
- The lower level is 90% primed with the first coat of paint, and 30% of the light fixtures are now installed. Carpet is 10% installed and the contractor is starting to install millwork, which includes desks and trim work.
- On the ground level, drywall installation is 99% complete with tape and finish 50% completed. In addition, 30 of the 37 windows have been installed.
- On the second floor, framing is 98% complete with the drywall 65% installed. A total of 31 out of 37 windows are installed.
- On the third floor, framing is 75% complete with rough electrical 65% installed. A total of 31 out of 39 windows are installed.
- The exterior masonry is 99% complete and the skylight is completed.
- Sidewalks and setting boulders for landscaping is nearly half way done.

Target Completion Date: May 2010



# WHAT'S ALL THIS TALK ABOUT LEED CERTIFICATION?

As most Focus readers know, the College of Business is anxiously awaiting moving into our new building in fall 2010. While we are proud of the building and all that it will offer our students, faculty, staff, and community, one of the things we are most proud of is our effort to "practice what we preach" by focusing on sustainability. Toward that effort, the new College of Business building will be the first LEED certified building on campus.

For those out there thinking, "that's great, but what does LEED certified mean?" Let's take a look. LEED stands for Leadership in Energy and Environmental Design. When a building is constructed to meet LEED certification standards, the building becomes an eco-friendly structure in which students are able to exist and work in a healthy environment. According to the U.S. Green Building Council, there are both environmental and financial benefits to earning LEED certification.

## LEED-certified buildings:

- Lower operating costs and increased asset value
- Reduce waste sent to landfills
- Conserve energy and water
- Are healthier and safer for occupants
- Reduce harmful greenhouse gas emissions
- Qualify for tax rebates, zoning allowances, and other incentives
- Demonstrate an owner's commitment to environmental stewardship and social responsibility

For our new building, LEED Certification began in the design phase. Before plans were drawn up, the university, college,



architects, builder, and key sub contractors met to discuss the design and ways to make both the new building and the remodel of the existing building more efficient. The synergy created in this type of process produced a building that is very efficient, healthy, sustainable, and has less impact on the environment.

Now that it's clear what LEED certified means, let's take a look at some areas that are helping the College of Business building become LEED certified:

- 95% of the material from the old building were recycled to divert them from filling up local landfills.
- Toilets have been installed that will only use one cup of water per flush versus the gallon that typical toilets use.
- 90% of storm water will be treated to remove at least 80% of suspended solids from the water.
- Bike storage and shower facilities will be available to encourage people to bike to work rather than drive.

- Water efficient landscaping will be planted to reduce water usage by 50% or more.
- The new building will achieve an annual energy savings of 15% while the existing building will see an annual savings of 29%.
- 10% of the new building is made up of recycled content.
- Outdoor air will be monitored to ensure CO<sub>2</sub> concentrations are within standards.
- Janitor closets will be separately exhausted to minimize the chemical and pollutant sources breathed.
- Water use will be reduced (toilets, urinals, showers, faucets) by 30% or more

Now that you understand what constitutes a LEED-certified building, spread the word and help educate others about the benefits of LEED certified buildings. We look forward to sharing this new building with you and continuing to build a sustainable future both in the classroom and on campus.

# COLLEGE OF BUSINESS STUDENT + SEMESTER IN GERMANY = CHANCE OF A LIFETIME

College of Business senior Rachel Johnston, a finance major, international business minor from Douglas, Wyoming recently completed a study abroad in Pforzheim, Germany. Not only did this experience give Rachel a chance to get out of the country and experience something new, but also broadened her business knowledge through her experiences at Hochschule Pforzheim. The college was thrilled to catch up with Rachel and hear all that transpired while in Germany.

***When deciding to study abroad, what made you choose Germany?***

I have stood on the Berlin Wall, sailed the Seine in front of the Eiffel Tower, walked the footsteps of William Wallace, and lived among the people of Germany for five months. I chose to study international business at the Hochschule Pforzheim because the program was one that I've always dreamed of. I had the opportunity to study economics, finance, consumer behavior and trade in relation to the US economy through the eyes of Europeans.

In addition, I chose to study in Germany because I have taken five years of German courses to learn the language as well as the culture. I participated in several courses focusing on

German artists, poets, and authors as well as the history of the country from the Weimar Republic to the fall of the Berlin Wall. I was fascinated by the talents of the German artists from Otto Dix to Franz Marc to Kathe Kollwitz. I was

fortunate enough to see one of Kathe Kollwitz' sculpture's in Berlin and was profoundly moved by it. It was a deeply rewarding experience for me to put my study of the German culture and history to use and see everything first hand in my travels throughout Germany during my study abroad.

I have always dreamed about going to Germany- I just never knew how. Then, as fate should have it, Dr. Terri Rittenburg gave me a brochure for the Hochschule Pforzheim and urged me to apply for the program. A few short weeks later, I got the letter congratulating me, booked my ticket and never looked back.

***How did your time at the UW College of Business help prepare you for your time spent abroad?***

My professors at UW taught me a range of skills that carried me through my study abroad program. My German professors taught me communication skills and the culture of Germany, and my business professors taught me to be analytical, persistent, and open minded. I learned the importance of understanding my global environment which was crucial to studying business in a foreign university.

***What are your plans upon graduation?***

During my time abroad I fell in love with the beauty of Europe, the different cultures of each country, the different sights, and the history. Upon my graduation I would love nothing more than to work in the international business world. I hope my work will take me to large international banks, and the economic worlds of London or Frankfurt. I have been focusing my studies on international finance and would love to work in that world and perhaps someday continue my education and obtain a masters in international finance.

***Outside your time spent in class, what were some of your experiences?***

Frances Mayes once said, "In our carpe diem state of mind, we decide to take a big risk and live by our wits. Travel will be tied to a bigger word, freedom." When I decided to study abroad in Germany I knew that my life would never be the same the moment that I stepped onto that airplane. I was expecting to travel and have the time of my life, but I was not expecting that the education that I would be receiving over the next five months would not only come from my professors at the Hochschule, but from the amazing people I met from all over the world and the things that they would teach me. I was able to experi-



ence art, history, and politics from a worldwide standpoint that completely opened my eyes to a world that I've never seen before. It was an adventure that I took part in while I was in college, but it will be an experience that I will carry with me for a lifetime.

I was able to experience the financial importance and the strength of the euro in Frankfurt at the European Central Bank. We traveled to Munich to sample some of the country's best beer and strong culture. I went to Stuttgart to marvel at Mercedes Benz. I took the train to Berlin to experience the most moving historical experience of my life. I stood where the wall once stood, I stood on the square where the books were burned, and I shed tears in the memorial to war and oppression. I learned more about the history of the city as well as its people in one day than I have in my years of study.

I also had the privilege of visiting other countries within Europe. I visited Prague in the Czech Republic and marveled at the beauty of its churches and bridges. I heard an orchestra play in one of the famous concert halls in Vienna. I had the some of the best chocolate, let's not forget Germany and Switzerland in the race for the best chocolate, in Belgium and had the opportunity to see the 'Venice of the north' in Bruges. I had a picnic in front of the Eiffel Tower in Paris. I ate fish

and chips in Scotland. I swam in the Mediterranean Sea off the coast of Spain. I was moved to tears by the beauty of the Vatican and awed by the history of Rome in Italy. But the things I saw, tasted, smelled and experienced in Germany will outweigh any of those memories from other countries. For a blessed five months I was a part of the country that I'd been longing to see for years, and for that, I thank the committee that granted me the scholarship and the people that made it possible for me to travel so far from home.

Of course I had the best beer of my life, and the schnitzel rocked my world, but it was the people and the experiences that I hold dear. It was the students in the international program at the Hochschule that made my experience what it was. I met people from all over the world, and learned so much about the cultures of the world, as well as about myself.

***What would you tell other students considering a study abroad in Germany?***

If I were to advise someone else about a study abroad in Germany, I would tell them one thing: don't hold back. Get on every train possible, take every trip that you can, try every kind of food and drink even if it's not what you are accustomed to. Be daring. Once you step off the plane into a foreign country you must throw caution to the wind, step out of



your comfort zone, and take whatever comes at you. Never turn down an opportunity because it could be the best of your life, as Germany was for me. The experiences you have during a study abroad are unmatched against any other education you will have in your lifetime. As they say in America, "Fly by the seat of your pants!" It'll be worth it in the end and you'll have nothing to regret, only things to be thankful for.

Studying international business in a foreign country sparked my interest for the subject and will pave the way for my future career. However, students must be fully aware of the commitment they are making with their host university as well, they must be encouraged to attend classes, participate in lectures and be prepared for the exam at the end of the term. As much fun as a study abroad is, students must realize that they must put work into it as well in order to fully enjoy the experience.

***Is there anything else you would like to share with our readers about your experience?***

Travel has given me a taste of freedom and will forever leave me wanting more. The Hochschule Pforzheim was a wonderful school for business and I learned invaluable information that will be beneficial to my education as well as my career. Through the aide of the College of Business and the International Studies Program scholarship I was able to see more of Germany, and Europe than I could have hoped for. I would never have been able to attend the Hochschule Pforzheim and study international business if not for the College of Business. I would just like to extend my thanks and appreciation to the College of Business and all it has done for me over my educational career. I have gained the most priceless experiences from the University of Wyoming and I will carry them with me throughout the rest of my life.

# SEEN & HEARD AT THE COLLEGE OF BUSINESS

## Focus on Students

- Six University of Wyoming students were selected as UW Gold winners for 2009. Winners were announced at the 2009 Homecoming Sing, rode in the Homecoming parade and were introduced at halftime of the UW-New Mexico Homecoming football game.
- Cardinal Key, the junior class honor society, sponsors UW Gold, which replaces traditional Homecoming royalty. The students were nominated on the basis of continued success in academic studies, community service, and leadership. The tradition is a way for leading students to be recognized by their peers, the university and the state.
- The College of Business is proud to have two of the four students from the college. Congratulations Benjamin and Brittany.
  - Benjamin McKay, senior in economics and finance from Thermopolis, WY.
  - Brittany Epler, senior in accounting from Veteran, WY.

The Denver Chapter of the Institute of Management Accountants is sponsoring a promotion to get students to sit for and pass parts of the CMA (certified management accountant) examination. The first student to pass a part (there are four parts) received \$500; the second received \$300 and the third received \$200. There are still two \$100 awards available. To date, University of Wyoming students Chris Anacker and Jeremy Wilkey have earned the \$500 and \$300 awards. Emily Montgomery from Denver University earned the \$200 award.

## Focus on Sustainability

The University of Wyoming received top grades in two categories in an annual sustainability report card issued by the Sustainable Endowments Institute.

UW received top grades in both climate change & energy and food & recycling categories, and also ranked highly in student involvement and transportation categories. Overall, UW received a B- letter grade, which is a grade up from last year.

The Sustainable Endowments Institute annually releases the College Sustainability Report Card, profiling schools across America on several aspects of sustainability including

campus, dining, endowment, and student involvement. The report card provide accessible information so that schools may learn from each other's experiences to foster more effective sustainability policies.

The report assesses 48 indicators, from green building initiatives to recycling programs to endowment investment policies, and uses an A to F letter-grading system to evaluate performance.

The report can be found at <http://www.greenreportcard.org/report-card-2010/schools/university-of-wyoming>. The UW Sustainability Committee's Web site is <http://uwyo.edu/sustainability/>.

## 2009 – 2010 TOP PROFESSORS NAMED

Members of the University of Wyoming Cap and Gown Chapter of Mortar Board have named their "Top Profs" for the 2009 - 2010 academic year.

All of the members of the senior honor society selected professors who have made a positive impact on their lives at UW. These professors go beyond normal classroom expectations to help their students succeed, both in college and later in their careers.

Congratulations to the College of Business professors who were selected as "Top Profs."

- Stacey Baker, management and marketing
- Kent Drummond, management and marketing
- David Finnoff, economics and finance
- Gary Fleischman, accounting
- Terri Rittenburg, management and marketing
- Jason Shogren, economics and finance
- Craig Sorochuk, management and marketing
- Stuart Webster, accounting
- Walter Werner, economics and finance



Kent Drummond



Stacey Baker



David Finnoff



Terri Rittenburg



Gary Fleischman

# YEAR-END GIVING OPPORTUNITIES

As the end of the year approaches, many people take the opportunity to make charitable contributions and to reflect on their financial plans. Tax-wise giving can maximize the benefits your gifts provide for you, your loved ones, and the university. The following information is designed to help you take advantage of giving opportunities while supporting business education in Wyoming.

## Gifts of Cash

A gift of cash is the most common, simple, and immediate way of giving to the UW College of Business. Checks should be made payable to the University of Wyoming Foundation and mailed to 1200 E. Ivinson Avenue, Laramie, WY 82070. Make sure to designate your gift for the College of Business in the memo line, or by using a pledge card or remittance envelope. The envelope must be postmarked by December 31, 2009 to qualify for a tax deduction this year. You can give by credit card or through our secure online giving site: [www.uwyo.edu/giveonline](http://www.uwyo.edu/giveonline). You can also arrange to make electronic transfers of cash or securities.

## Gifts of Securities

Making a gift of appreciated securities (that you have owned for at least one year) allows you to take a tax deduction for the fair market value of the security and avoid a capital gains tax. You are then entitled to an income tax deduc-



tion for the full market value of the stock.

## Individual Retirement Accounts (IRAs)

If you are over age 70½ and must take unneeded taxable distributions from a traditional or Roth IRA, the federal government permits you to rollover your IRA to a charity without claiming any increased income or paying any additional tax. These tax-free rollover gifts could be \$1,000, \$10,000, or any amount up to \$100,000 in one year.

## Charitable Gift Annuities and Charitable Remainder Trusts

A number of financial instruments provide immediate tax benefits while ensuring income for yourself or others. Charitable remainder trusts are built with cash,

securities, or property that can be sold and the proceeds reinvested without creating a capital gains tax. Gift annuities also can provide fixed annual payments for life. While the specific structures of each of these gift planning tools vary, the primary benefit is that you enjoy income and tax benefits today for a gift that you might otherwise have planned to make in the future through your will or other long-range plans.

## Naming Opportunities in the new College of Business Building

The College of Business has launched a naming rights campaign featuring various facilities within the new building. The goal is to generate financial support for the college and its programs by securing naming partners for the trading room, dean's office, various flat and tiered classrooms, the boardroom, the behavior and multi-media labs, etc. Ultimately, this campaign will provide significant funding for a number of important college initiatives. Remaining opportunities range from \$51,000 to \$2.5 million and are payable over multi-year terms. Additionally, all of the giving vehicles referenced above can be used to name a facility.

For more information on any of these opportunities, please contact Kent Noble at 307-760-7860, or by email at [knoble@uwyo.edu](mailto:knoble@uwyo.edu). Gifts of any size are welcome and are tax-deductible.

# A SHOT AT \$10K

The 2009-2010 Wyoming \$10K Entrepreneurship Competition at the University of Wyoming is well under way where five finalists have been chosen. The 2009 – 2010 finalists are:

- **Ballistic Motion Athletics Inc.**

Zeb Fross, Sophomore in Computer Science, Lost Cabin, WY

- **BigStar Livestock Images, LLC**

Kassi Bauman, Senior in Animal Science, Cheyenne, WY

- **Boost Audio**

Erik Gjording, Senior in Business Administration, Gillette, WY

- **Weatherization Software Solutions**

Jeffrey Fife, Senior in Accounting, Riverton, WY

- **Winters Property Management**

Cory Anderson, Senior in Management, Gillette, WY

The \$10K Competition is sponsored by Carl and Marcia Lee, the Woodson Family Foundation, First Interstate BancSystem Foundation, Venture West and the Wyo-

ming Technology Business Center. The competition is designed to encourage students in the UW community to act on their talents, ideas, and energy to produce tomorrow's leading businesses through a network of students, mentors, investors, and potential partners. Students from all colleges at UW at the undergraduate and graduate levels are welcome to enter the competition. Multi-disciplinary teams that combine members from many disciplines are encouraged, as these teams bring together the variety of skills required for a successful venture.

The \$10K Competition awards \$10,000 in cash to an outstanding team of student entrepreneurs who submit a business plan for a new venture showing significant business potential. In addition to the \$10,000 first prize, a bonus of \$2,500 will be awarded to the first place team upon approval of their progress report. A second and third place team will be awarded \$5,000 and \$2,500 respectively, to apply toward the establishment of their business venture.

Up to 10 teams will earn \$200 for their business concept submission, and one



team will win \$1000 from Venture West for a top summary. Runner-ups will receive \$500 per team. One team will earn a one-year, rent-free stay in the new Wyoming Technology Business Center incubator to get their business started. One team will win \$1000 for the best presentation, and one team a \$1000 prize for the most creative plan.

The competition will take place on March 26th where finalists will present their business plan to a panel of judges. For more information on the competition visit [www.uwyo.edu/\\$10K](http://www.uwyo.edu/$10K) or contact Rachel Stevens at 766-3124 or [rstevens@uwyo.edu](mailto:rstevens@uwyo.edu)

## \$10K Prizes

Grand Prize: \$10,000 Cash + \$2,500 bonus  
2nd Prize: \$5,000 Cash  
3rd Prize: \$2,500 Cash

## Runner-ups: \$500 Cash

Up to 10 Executive Summaries: \$200 each

## Special Prizes

Most Creative Plan: \$1,000 Cash  
Best Presentation: \$1,000 Cash  
Top Business Concept: \$1,000 Cash  
One-year rent-free stay in the business incubator

## FOCUS ON FACULTY

In October Edward Barbier, economics and finance professor, accepted an invitation by the Czech Minister of Environment and former Czech President Vaclav Havel to participate in an international green economy forum in Prague, Czech Republic.

Barbier joins a handful of leading world economists for the Green Economy Ambassadors Forum. Conference organizers described the forum as "an open, interactive discussion on how all the relevant stakeholders can cooperate as efficiently as possible to implement the concept of the Green Economy

and how the green policies and measures should bring benefits not only for the economic growth and recovery from the current crisis but also for the environment according to the principles of sustainable development."

Additionally, Barbier was invited to give a special lecture to the University of Life Sciences, Prague, which is hosted by the Faculty of Economics and Management.

UW's John S. Bugas Professor of Economics, Barbier has more than 20 years of experience as an environmental and resource economist, working



*Edward Barbier*

governmental agencies, including many UN organizations and the World Bank.

In June, Barbier was among the featured presenters at the Climate Change Conference 2009 (CC9) in Sarpsborg, Norway. More than 100 representatives from politics, industry and academia contributed ideas to facilitate the establishment of a fair climate agreement. In February, Barbier produced the influential UN Environment Programme report "A Global Green New Deal," to be published soon by Cambridge University Press.

mainly on the economics of environment and development issues. He also has served as a consultant for a variety of national, international and non

