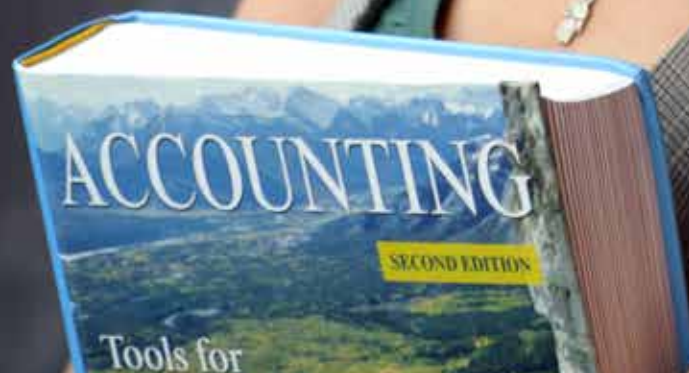


FOCUS

FALL 2012



UNIVERSITY OF WYOMING
COLLEGE OF BUSINESS

FOCUS

FALL 2012

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The college's primary vehicle for communicating with alumni and friends is through FOCUS, our quarterly electronic newsletter. To subscribe, send an e-mail to cobfocus@uwyo.edu, or link to FOCUS through the college's home page: www.uwyo.edu/business.

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MESSAGE FROM THE DEAN

In April of 2011, I wrote about a principled-leadership course the college was developing for Wyoming's business community. The program, *Standing Tall in an Upside Down World*, was being created to inspire business people throughout Wyoming to become principled leaders within their companies, industries, and communities at large. As you may recall, our partner in this venture was the Center for Cowboy Ethics and Leadership, and we were planning to use the Wyoming Chamber Partnership (the umbrella organization for the state's Chamber of Commerce units) as the marketing arm for this venture.

Originally, we were targeting a summer 2011 launch for the *Standing Tall* initiative. How-



ever, summer came and passed and then so did fall. Finally, by February of 2012, the development and vetting processes for the program were complete and we were ready to go.

Demand for the program started modestly enough—four sessions over the first three months—but then it began to gain traction. One vehicle that certainly helped was the *Community of the Code* blog we created (www.communityofthecode.blogspot.com). Now participants had a place where they could post their

thoughts, access a list of former graduates, etc.

Additionally, we created a digital tag (see below) that graduates could display on their websites or in their email signatures as long as they agreed to certain conditions of the program. We also hyperlinked the digital tag to our blog which helped to promote the initiative (please note the date on the tag reflects the three-year term on each graduate's certificate).

Also working in our favor was the fact that Wyoming businesses could apply for partial



reimbursement of the registration fee through the Wyoming Department of Workforce Services, as the program had been reviewed and approved for financial assistance.

However, the success of the *Standing Tall* program is mostly due to word of mouth. Business leaders who have attended the sessions have become our greatest advocates and their testimonials have helped us spread the influence of the program.

To date, we have delivered 12 *Standing Tall* sessions (each about three hours in length) around the state, and we've probably hosted twice as many program overviews (30 to 60 minutes) for various organizations. Currently, we have graduates from 19 Wyoming communities, 14 states, 5 countries, and one planet☺—and what's really exciting is we have only scratched the surface.

So, where do we go from here? Obviously, we will continue to work with the Center for Cowboy Ethics and Leadership and the Wyoming Chamber Partnership to deliver this program to business leaders throughout Wyoming. Not surprisingly, we are also providing College of Business students with broader exposure to the initiative. In fact, every incoming student in our MBA class is now a *Standing Tall* graduate, as are the students in this fall's undergraduate business ethics course. The same is true for the staff and student workers at the UW Department of Recreation.

In the very near future, the *Standing Tall* program will also be traveling beyond Wyoming's borders. As I write this, we have been asked to meet with the board of directors of a nation-



ally-known business organization to bring the *Standing Tall* initiative to Northern Colorado's business community. We are also conducting two sessions in Los Alamos, NM for that community's Fire and Police Departments and have inquiries from entities in California, Nebraska, South Dakota, and Washington.

While our first priority remains Wyoming, we knew eventually we would venture outside the state...we just didn't realize it would be this soon. Nevertheless, we are eager to pursue these opportunities.

When you have an opportunity, we hope you will join us for a session. Assistant Dean Kent Noble has provided the leadership and vision for this program. For more information, please call him directly at 307-766-3043.

“ Business leaders who have attended the sessions have become our greatest advocates and their testimonials have helped us spread the influence of the program.”

FOCUS ON ALUMNI

This edition of the Focus is pleased to feature two outstanding recent graduates currently employed at Anadarko Petroleum Corporation in Denver, CO.

KATHERINE RUSHING

Katherine Rushing graduated with honors in 2011 with a B.S. in Business Economics and Environment and Natural Resources

1. Update us on what you have been doing since graduating from the UW College of Business?

After graduating in May of 2011, I started an internship in Denver with Anadarko Petroleum Corporation in the Exploration and Production Surface Land department. During my internship I was mentored by fellow UW graduate, Nate Reardon, and worked on right-of-way projects on tribal lands in Utah. In August 2011, I started working full time in the Midstream Surface Land department, where my primary area of responsibility is Southwest Wyoming. I work with State, Federal, and private landowners to negotiate and secure rights-of-way for pipelines and related facilities. Although I work in Denver, I make frequent trips to Wyoming to meet with landowners, our employees in the



field offices, and other operators. Through Anadarko, I have also had many opportunities to volunteer in the community and meet new people through participating in sports leagues for the oil and gas industry.

2. How has being a UW College of Business graduate helped you since graduating?

The most obvious way that being a UW College of Business graduate has helped me over the past year has been through the

support network of fellow alumni. Many UW graduates work for Anadarko and they have been instrumental to a smooth and positive transition to the company and Denver.

3. What is one of your most memorable experiences at UW?

The most memorable part of my overall experience at UW is the friendships I made through the organizations I was involved with on campus. Through participation in Kappa Kappa Gamma, the Navigators, and other groups, I built relationships that provided the best memories during my time in school and continue to grow even beyond UW.

4. What advice would you give current business students?

Try not to wait until you are about to graduate to decide what subjects and industries interest you the most. Learn about them and pursue opportunities to specialize your knowledge and skills while you are a student. If you have the opportunity, step outside your comfort zone and study abroad. Finally, I highly recommend using the resources available through the COB Peter M. and Paula Green Johnson Career Center to prepare for your internship and job searches.

FOCUS ON ALUMNI

LANCE FONDREN

Lance Fondren graduated magna cum laude in 2011 with a B.S. in Economics

1. Update us on what you have been doing since graduating from the UW College of Business?

Since graduating from the University, I have been working as a Landman for Anadarko Petroleum Corporation in its Wattenberg field. The Wattenberg field is just northeast of Denver, Colorado, in the Denver-Julesburg Basin, and has been reinigorated as technologies have been used to unlock vast energy resources in formations across the United States, including the well-known Niobrara Chalk and Codell Sandstone in Wattenberg.

Within Wattenberg, I am primarily charged with oversight of land related activities that are required to get new production to market. Included in this charge is the performance of due diligence and the negotiation and acquisition of surface contracts. As Wattenberg is just outside the Denver metropolitan area, I am constantly interacting and seeking mutually beneficial agreements with fee property owners, local municipalities, subdivision developers, gravel mining companies and utility companies.



2. How has being a UW College of Business graduate helped you since graduating?

Being a graduate of the College of Business, and more particularly from the Department of Economics, has helped me in numerous ways. First of all, the time management skills I learned at Wyoming have been crucial to the success I have experienced at Anadarko thus far. In an environment that is time-constrained by drilling rig cycles, well completion dates and

numerous other ever-changing deadlines, projects have to be prioritized to meet business needs, to maintain safety standards and to minimize associated risks; these skills can surely be related to prioritizing time spent studying for exams, working on assignments and carving out time for social activities. Following time management, the Economics program educated me very thoroughly on the evaluation of costs and benefits. Pertaining to my job, in particular to the negotiating aspect of it, I rely heavily on knowledge of the potential costs, benefits and risks associated with any agreement. Keeping certain parameters in mind, I am able to weigh these variables and make effective business decisions. I cannot understate the contribution that the Department of Economics made to my ability to perform this duty.

3. What is one of your most memorable experiences at UW?

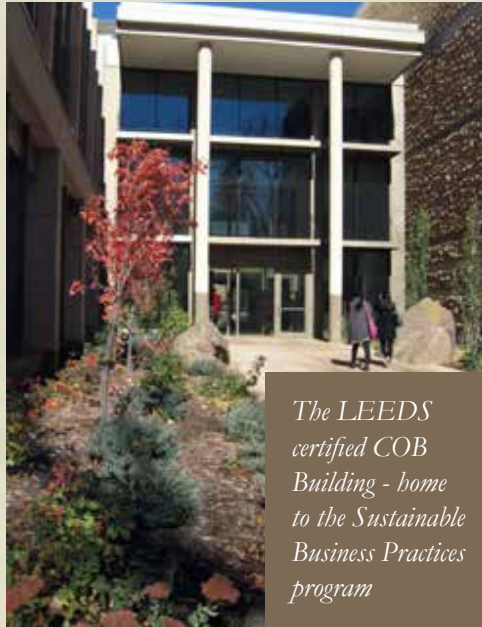
Singling out a most memorable experience at the University is difficult for me. I would have to say that intellectual advancement and social interaction both held equal weight while living in Laramie, and both are naturally associated with different experiences. What I remember most socially are the great times spent

with friends who I still associate with today. I am confident the friendships I made at the University will last a lifetime. Academically, I will always remember the long hours spent in Coe Library studying for the courses that pushed me to my intellectual limits. I have to give tremendous credit to Dr. Finnoff, Dr. Shogren and Dr. Godby, along with others, for all their constructive criticism and encouragement throughout my time in Laramie. Also, due in no small part to their efforts, I will always remember accepting the Best Senior in Economics award for the Class of 2011.

4. *What advice would you give current business students?*

If I were to give any advice to current students, it would be to duplicate efforts that are put into studying and interacting with peers. In a business environment, creating sound relationships is often just as important, or likely more important in many cases, than being knowledgeable about a field. The only other advice I can give is to start job searching as early as possible. The resources that are at College of Business students' finger tips are extremely valuable. I encourage everyone to visit the Johnson Career Center, to interact with as many companies as possible at career fairs and to take advantage of the internship programs that are offered.

SEEN AND HEARD AROUND THE COLLEGE OF BUSINESS



The LEEDS certified COB Building - home to the Sustainable Business Practices program

The University of Wyoming is again ranked among the nation's most environmentally responsible colleges, according to a guidebook published by the Princeton Review and the U.S. Green Building Council.

- As part of the Sustainable Business Practices mission, the Management & Marketing Department hosted a research colloquium on the topic of sustainable consumption. National and interna-

tional scholars from areas such as neuroscience, consumer behavior, decision sciences, and marketing, gathered October 14-15 and shared their research with UW and Rocky Mountain West faculty members across the social science and business disciplines.

Professors from multiple UW departments will be attending, along with visitors from Colorado State University, Denver University, New Mexico State University, University of Colorado-Boulder, and other Rocky Mountain West Institutions.

- Wyoming entrepreneur Neil McMurry passed away on July 19th, 2012 at the age of 88. McMurry helped build the states highway system and was instrumental in developing one of the country's most significant natural gas fields. The College of Business would like to honor and thank McMurry for the legacy he left behind.
- The College of Business again sponsored Showcase Saturday on October 20. High school students from around the area gathered at the COB to interact with faculty, staff, and student leaders and to learn about the great things the COB has to offer.

ACCREDITATION

The University of Wyoming's College of Business is one of only 482 business schools in North America (out of more than 1,300 business schools) accredited by AACSB International. AACSB International's accreditation assures quality and promotes excellence and continuous improvement in undergraduate and graduate education for business administration.

FOCUS ON DEVELOPMENT

MCGEE, HEARNE & PAIZ, LLP CONTINUES TO SPONSOR A FACULTY SCHOLAR IN ACCOUNTING

The Department of Accounting has a strong relationship with McGee, Hearne & Paiz, LLP, (MHP) a certified public accounting and consulting firm located in Cheyenne, Wyoming. The firm consists of approximately 65 employees, including 9 partners, offering accounting, tax and consulting services to business, not-for-profit, government and individual clients throughout Wyoming, Northeastern Colorado and Western Nebraska. MHP is not only a consistent recruiter of University of Wyoming students, but they also sponsor a Faculty Scholar in Accounting.

“We believe in the value of relationships and we take pride in our commitment to providing close, personal attention to our clients,” says Andrew A. Worshek, Director of Human Resources at MHP. “We also believe this is crucial in the classroom. MHP is proud to help recognize deserving faculty at the University of Wyoming.”

This year MHP renewed its commitment to award Gary Fleischman the honor of the McGee Hearne and Paiz Faculty Scholar in Accounting. The leadership team of the College of Business, including the Dean, Associate Deans, Assistant Dean, and the Accounting



Department Chair, along with consultation with MHP, selected Gary since he exemplifies UW College of Business core values:

- An exceptional, tenured, classroom teacher who not only inspires students, but mentors them throughout their career preparation.
- A successful researcher who delves into important questions and issues facing the profession.

“MHP is proud to help recognize deserving faculty at the University of Wyoming.”

- An active professional who stays engaged in the community of accountants in Wyoming and beyond.

Associate Dean Penne Ainsworth immediately recognized Fleischman’s ability to inspire those around him: “I like and respect him as a colleague due to his enthusiasm for undergraduate and graduate teaching, his commitment to scholarship and his willingness to help the department reach its goals.”

“From my experience, Gary is among the best professors, both traditional and online, that the University of Wyoming has to offer,” says Dawn Vertner, a former student.

Fleischman received his B.S. and M.S.A. degrees from California State University Chico, M.S.T. from San Jose State University and Ph.D. from Texas Tech University.



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FOCUS ON STUDENTS

DERREK JERRED

Senior, Business Administration

Expected Graduation May, 2013

This past summer I had the opportunity to be an intern for Cloud Peak Energy in Gillette, Wyoming in the Human Resources department. Cloud Peak is headquartered in Gillette with about 1,600 employees and is the only publically traded company from Wyoming. In the beginning I was surprised to see that Cloud Peak didn't offer JUST engineering internships, but also a myriad of business oriented internships as well.

Growing up in Gillette I have always had a great appreciation for the energy sector, especially the coal industry. That is why the selection of my internship with Cloud Peak was a pretty easy choice. Knowing their reputation in Wyoming, and having benefited from their economic impact in Gillette I felt reassurance that I had interviewed with and was afforded the opportunity to work for a great company. However, none of this would have been possible without a lot of help from the Johnson Career Center.

There was a considerable process to getting this internship and at first I was a little hesitant to make my way into Steve Farkas' door, because I felt that I could do this all by myself and didn't need help. But after seeing Steve speak at Preparation C, I figured that I may as



well test my luck. After the first initial meeting with Steve I knew that I had to do a little homework if I really wanted this internship. The internship was in no way going to be handed to me. I had to research the company, and really think about what the company was offering and how it would fit as a career pathway. A week or two before the Fall Career Fair I made numerous appointments with Steve to begin the process of working on my resume and building the foundation it would take to have a good interview with Cloud Peak. Steve began by really making me understand what I wanted out of the internship and then trying to drill me with questions so that I would be able to be well prepared for the interviews that I would endure. Steve made me think outside

the box and not be a “cookie-cutter-candidate”. Steve challenged me to remain myself while coming up with real-life examples during the interview process. Steve would always tell me that employers are constantly hearing the same stuff from all types of candidates, but you have to be different (in a good way) and try to be remembered by the company. Not putting a façade on, and acting like a know-it-all. The last thing that I would want is to show up day one and be a different person than who I interviewed as. Steve stressed this point and made sure that I was conducting myself the same as I would any other day.

Although I was classified as an “intern”, Cloud Peak Energy gave me ability to be an actual employee within the company. Many of my

FOCUS ON MBA

duties and tasks were important to Cloud Peak. Not only the company itself, but to its employee culture. Coming into the internship I wasn't sure what to expect, but with the help of my mentors I was able to do respectable work and be a part of the team. During the summer Cloud Peak held The College Relations Tour that I had the experience of coordinating. Bringing in college representatives from various schools that Cloud Peak recruits from (UW being one) and letting the representatives see what goes on at Cloud Peak on a daily basis. Bridging the gap between colleges and industry; gaining commitment into the future.

Another great experience I had occurred on the second day of my internship. I met the CEO and had interactions with the executive team and board of directors. I was able to gain additional insight into the company's operations and culture, allowing me to further evaluate my fit within the organization and further increased my desire to work for Cloud Peak.

I am very excited to see where this internship with Cloud Peak Energy takes me. Many employees within Cloud Peak have served as interns previously before taking a full time position with the company. That is why I am looking forward to next steps in my relationship with Cloud Peak Energy and would highly recommend any student interested in an energy career to pursue an internship with the company.

On September 12th the MBA students enjoyed a rare opportunity to participate directly in a corporate decision situation. The Americas leadership team of medical device maker Luminex Corporation, led by UW MBA grad and Luminex Vice President Mike Nolan, was on campus for a three-day series of meetings with students, faculty, and senior College of Business administrators. Sandwiched within the Luminex team's busy schedule was its own need to meet and decide how to pursue a major marketing and revenue opportunity within North America. Working closely with Dick McGinity, Bill Daniels Chair of Business Ethics, Nolan and his team prepared their decision session to be the focus of an MBA class that required preparation and active contribution from the members of McGinity's Strategy and Decision Mak-

ing course. During the class the MBA's participated directly with the Luminex team in defining the core issue faced by Luminex, proposing alternative ways of addressing it, analyzing the likely consequences of each alternative, and developing a course of action. At the close of the session Nolan credited the students with having made important contributions to his team's thinking and decision process during the meeting. McGinity observed that "It is very rare for an MBA class to be able to participate "hands on" in an actual corporate decision, especially a situation like this one with such major competitive and strategic implications for the company. Classes like this make excellent learning opportunities for the MBA's and teaching opportunities for faculty. We are grateful to Luminex and Mike Nolan for making these opportunities available to us."





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FOCUS ON FACULTY

The University of Wyoming recently announced that senior energy industry executive Shaun Andrikopoulos has been awarded the Ultra Petroleum Visiting Chair in Energy Management.

Andrikopoulos will work with other UW School of Energy Resources and College of Business faculty to help develop and launch a new executive program in energy management. He will also be responsible for teaching the second-year MBA capstone strategy course at the College of Business.

“We are delighted that Shaun has chosen to join our faculty for the next year,” says College of Business Dean Brent Hathaway. “Aside from his leadership as a College of Business Advisory Board member over the past eight years, he brings 25 years of industry experience to the college and to the classroom.”

Since 2004, Andrikopoulos has served on the College of Business Advisory Board (COBAB), most recently as the chairman of the Strategic Planning and Review Committee. While serving on COBAB, he was a vocal advocate for developing and launching the Energy MBA program at UW as a core area of distinction. In 2011, he led the COBAB committee charged with outlining the initial energy MBA curriculum. He will step down from COBAB while serving as the Ultra Petroleum Chair.



“I am looking forward to having Shaun directly involved with the School of Energy Resources (SER),” says SER Director Mark Northam. “We see many interesting opportunities from within the university to create programs and ties with the College of Business programs and industry.”

“I am deeply honored to have received this appointment,” says Andrikopoulos. “Joining the UW faculty enables me to achieve one of my primary life goals of passing on my knowledge and experience to future leaders. I am really looking forward to teaching the Capstone MBA Strategy course and working with the

faculty and administration at UW to advance the energy management programs here.”

Andrikopoulos has held senior executive and entrepreneurial positions in the oil and gas, manufacturing and investment banking industries. He has also been active in land conservation and wildlife habitat improvement in the state of Wyoming over the past decade. He holds a bachelor’s in mechanical engineering from Stanford University and an MBA from the Tuck School of Business at Dartmouth.

“I am really looking forward to teaching the Capstone MBA Strategy course and working with the faculty and administration at UW to advance the energy management programs here.”



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Robert W. (Bud) Noffsinger, III (B.S. 1999, economics) – President/CEO, RWN3, LLC., Windsor, CO

Michael J. Nolan (B.S. 1989, Secondary Education/Biological Sciences; MBA 2006) – General Manager, Americas; Luminex Corporation, Alamo, CA

John O’Grady (B.A. 1962, political science) – retired President of Bridgestone/Firestone, Saratoga, WY and Lake Havasu, AZ

Patrick C. Rile (B.S. 1964, business administration) – Senior Vice President, Wells Fargo Advisors, Scottsdale, AZ

Peter K. Sherman (B.S. 1986, journalism) – EVP Worldwide/Managing Director, BBDO EUROPE, Italy

Krista A. Treide (B.S. 1991, sports marketing) – Founder, modus, and Partner, Made for Good/Jedidiah, Santa Barbara, CA

David L. True (B.S. 1973, business administration) – Partner & Member, True companies, Casper, WY

Ralph R. Whitney, Jr. – Chairman and CEO, Hammond, Kennedy, Whitney & Company, Inc., Wheatland, WY and New York, NY

Jim Willms – President & CEO, Unicover Corporation, Cheyenne, WY

Student Members

Brad Parry – Masters student in Economics, Rapid City, SD

Libby Stetson – Master student in Accounting, Craig, CO

Sean Valentine – First year MBA student, Rock Springs, WY

Chris Weiland – Second year MBA student, Cheyenne, WY

FOCUS ON STUDENT ORGANIZATIONS

In the College of Business on Tuesday evenings you will find a group of students meeting for Beta Alpha Psi, an honorary for accounting and other financial information majors. While it is a scholastic organization, our reach goes well beyond the UW campus. Our honorary is involved with community service events such as a highway cleanup, a family resource fair, and even events within the College of Business like sponsoring software for a new sports economics class, and tutoring. In addition to our involvement in the local community, our members have traveled to several regional and national meetings in places such as New York, Baltimore, Salt Lake City, and even Honolulu.

Although community service is important to our Beta Alpha Psi chapter, a major portion of our activities are those connecting students with practitioners. This semester we will host activities like *Meet the Firms* which allows students to interact with practitioners in a more professional atmosphere, while *Beat the Firms*, a golf tournament, allows for a more casual networking opportunity. Beta Alpha Psi also provides opportunities for students to work with practitioners on soft skills like resume writing and interviewing tips and techniques. This semester we are also proud to offer tutoring sessions focused on helping students with Intermediate Accounting I. If you get the chance, please come by and get to know the students of Beta Alpha Psi, as we are more than financially literate.

Melanie Stull - Beta Alpha Psi Treasurer



FOCUS ON SERVICE

The College of Business Advisory Board (COBAB) consists of business leaders throughout the Rocky Mountain region and beyond.

The COBAB serves UW College of Business students, faculty, and administrators by offering strategic counsel regarding specific areas of growth, impact and improvement to the college's programs, its academic standing, and the success of its graduates.

To get to know these outstanding individuals that give so much to our college, each Focus will spotlight one of our board members.

A Wyoming native, Nicholas Grooms was born and raised in Casper, Wyoming. Nicholas graduated from the University of Wyoming with a Bachelor's in Accounting in 2003. Following his time at the University of Wyoming, Nicholas was accepted to Red McCombs School of Business at the University of Texas and earned a Master's Degree in Professional Accounting in 2004.

Upon passing the CPA exam in 2004 Nicholas began his accounting career working as a Staff Accountant for Mader Tschacher Peterson and

Co., LLC in Laramie, WY where he was promoted to Partner in May of 2009.

Nicholas and his wife Maggie, who will complete Pharmacy School at UW in May, enjoy living in Laramie as it keeps them close to family and allows them to stay connected and involved with the University.

Nicholas took a minute to share his thoughts on serving as a member of COBAB:

"I am honored to be serving on the College of Business Advisory Board because I am truly proud to be an alumni of the University of Wyoming and am passionate about the role that I believe the University can play in continually moving our State economy forward. It is humbling to be working with such a great and diverse group of business people that truly care about the University of Wyoming College of Business. I am excited about working as a partner with the College of Business to collaborate on ideas about how to make our College even better. While expanding the reach and enhancing the reputation of the College of Business are extremely important, I am at the same time very committed to challenging



Nicholas Grooms

our University to educate our next generations of business leaders on ways that they can be national and global business leaders from right here in our home state."

FOCUS ON FACULTY

More than 20 years after the landmark book “Blueprint for a Green Economy” presented practical measures for “greening” modern economies, two of the book’s original authors have revisited and updated the 1989 work to assess what is needed to achieve sustainable development.

Edward Barbier, the John S. Bugas Professor of Economics at the University of Wyoming, is co-author of the updated work, “A New Blueprint for a Green Economy,” which once again emphasizes policies to achieve sustainability. Anil Markandya, scientific director at Spain’s Basque Centre for Climate Change and professor of economics at the University of Bath in Great Britain, is the other author.

The original book, Barbier says, was one of the first publications to explain why economics has a role in achieving sustainable economies. The authors laid out policies in three key areas: valuing the environment, accounting for the environment and incentives for environmental improvement.

“Although much has been accomplished, there is a need for a lot more to be done,” he says.

For example, Barbier says policy makers now recognize that the environment and the economy are not separate entities, and people have a better understanding of the environment’s

importance for human health and well-being. There is now a much greater emphasis on looking at how man-made or natural disasters affect human welfare, he says. Threats of global warming, declines in major ecosystems, and fears over energy security have made sustainability goals even more vital.

“Where there is less progress is that we still view the environment as a luxury, that we can solve our economic problems first -- create jobs and wealth -- and then take care of environmental problems,” Barbier says. “In this book, we make it clear that the economy and the environment go hand in hand. How we manage the environment can influence the economy, and vice versa. There are opportunities to reduce unwanted environmental impacts and, at the same time, create more income, jobs and wealth.”

The book examines the progress in implementing policies and other measures to improve environmental valuation, accounting and incentives. It highlights the new policies and approaches needed for economic management of today’s environmental concerns.

“A New Blueprint for a Green Economy” is published by Routledge of Taylor & Francis, which publishes books and journals on climate change, sustainable development and environmental technology for academic, professional and general readers.



UW Economics Professor Ed Barbier is co-author of “A New Blueprint for a Green Economy,” the 21st book that he has written or edited.

Barbier has more than 25 years’ experience as an environmental and resource economist, working on natural resource and development issues as well as the interface between economics and ecology. He has served as a consultant and policy analyst for a variety of national, international and non-governmental agencies, including many United Nations organizations and the World Bank. He is on the editorial boards of several leading economics and natural science journals.

“A New Blueprint for a Green Economy” is the 21st book that he has written or edited.



CODE OF THE WEST

Promoting excellence, scholarship, and progress, the College of Business is dedicated to fulfilling, and exceeding, the mission of the University of Wyoming. It strives to do so by promoting excellence in teaching, internationally recognized intellectual contributions, integration of teaching with scholarship, and service that has tangible impacts on the state and professional community. The College of Business is driving an effort to expose Wyoming businesses to the ten principles of The Code of West—the official code of the State of Wyoming—with the goal of having each firm adopt it or a code of their choosing/creation.

- Live Each Day with Courage
- Take Pride in Your Work
- Always Finish What You Start
- Do What Has to Be Done
- Be Tough, but Fair
- When You Make a Promise, Keep It
- Ride for the Brand
- Talk Less and Say More
- Remember That Some Things Aren't for Sale
- Know Where to Draw the Line

What's your code?

Derived from the book Cowboy Ethics, by James Owen



Please accept my/our gift to the UW College of Business in the amount of:

\$125 \$250 \$500 \$1,000 \$2,500 Other \$ _____

This gift is designated for:

- College of Business Excellence Fund Department of Economics and Financing
 Department of Accounting Department of Management and Marketing
 Peter M. and Paula Green Johnson Career Center
 Also, please send me information on naming opportunities in the new College of Business building

I/we would like to make my/our gift to the University of Wyoming in the form of:

- Check (Please make payable to the University of Wyoming Foundation)
 To give via a credit card, please go to the UW Foundation's secure site www.uwyo.edu/giveonline

To give via phone, please call the University of Wyoming Foundation during normal business hours:

(307)766-6300 or (888) 831-7795. Please Be sure to indicate that you wish to have your gift directed to the College of Business.

- Yes, please send me information about planned giving (wills, trusts, etc.)
 Yes, UW is named in my will.
 Yes, my company matches my gifts. I have included a form from my company.

Please Return to the University of Wyoming Foundation (1200 E. Ivinson, Laramie, WY 82070)

