

COLLEGE OF
BUSINESS FOCUS



UNIVERSITY
 OF WYOMING
New Thinking

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College of Business

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MESSAGE FROM THE DEAN

Thank you...Thank you...Thank you!*Dean Brent Hathaway*

Securing millions upon millions of dollars for a new building project doesn't just happen. It takes an extraordinary effort on the part of many people before a project of this magnitude becomes a reality.

Earlier this month, years of work from literally dozens of people resulted in a significant commitment from the Wyoming State Legislature

for a newly renovated and expanded College of Business. The project, which will cost \$54+ million dollars, is the byproduct of work that began three years ago with the Teton Study.

While the concept of building a business school in Teton County never materialized, it did lead to the belief that the College of Business deserved additional investment, including a new state-of-the-art facility. After all, the current building was dedicated in 1960 for fewer than 500 students and now is servicing approximately 1300 business students, plus an additional 1250 students from other colleges. Furthermore, space limitations forced the college to displace its Economics & Finance department and house it in an old dormitory (Ross Hall). Technology had also passed the college by. Many high school and junior college students are shocked by the outdated nature of the building and its educational resources.

Well, all of that will soon change as we prepare to break ground on a facility that will transform business education in Wyoming. The new facility, a combination of 53,000 square feet of renovated space and 112,000 square feet of new construction, will open its doors in the fall of 2010. Students, faculty, staff, alumni, and friends entering the new building will be treated to a wonderful three-story atrium which will serve as a gathering spot for students and faculty, a site for hosting events, and a display area.

The new building will also feature a trading room, behavioral and multi-media labs, tiered and flat classrooms, an auditorium, conference rooms, seminar rooms, teaching and administrative offices and many other educational amenities. In short, it will house all the facilities necessary for first-class business education.

Getting back to my original point, the magic of such a commitment doesn't just happen...many people are responsible for this success story. To that end, I would like to take a moment and recognize some of the individuals/entities that made this possible.

- The Teton Study Oversight and Steering Committee members put Wyoming's business school in the headlines. No longer were we just a sleepy college at UW, we were now the focus of an intense debate that resulted in the belief that more needed to be done to enhance business education in Wyoming.
- UW President Tom Buchanan championed this cause from day one. He supported the findings of the Teton Study and strongly believed that investment in business education was long overdue.
- Governor Freudenthal and the entire Wyoming State Legislature, including House Speaker Roy Cohee and Senate President John Schiffer, never wavered in their support of this project. Together, they clearly realized that a vibrant business school was critical to helping Wyoming diversify its economy.
- The College of Business' Advisory Council Members, especially Facility Chairman Sherrod France, have worked tirelessly on behalf of the new facility for the better part of two years. We are forever indebted to this outstanding group of business and community leaders for their commitment to the college.
- Last, but most certainly not least, I would like to thank our faculty and staff for daring to believe that we could make this happen. Thousands of hours from the college internal design team, facilities planning, and the architects have been devoted to researching, evaluating, planning, designing and lobbying on behalf of this project.

In the end, it was the combination of these efforts that helped make this project a reality.

With the promise of a new building on the horizon, you might think this would be a good time for us to catch our collective breath and reflect on recent accomplishments. However, just the opposite is true. Taking Wyoming's business school to new heights requires undying dedication and determination. In fact, securing funding for a new building was just the beginning. What happens inside the building will be the real measure of our success. Rest assured we will continue to strive to make you proud of Wyoming's business school. In short, stay tuned...the best is yet to come!

FOCUS ON BUSINESS ETHICS

Daniels Fund Awards \$3 Million to the College of Business

Business ethics education in the Rocky Mountain region received a major boost with the announcement that the Daniels Fund has awarded the University of Wyoming College of Business \$3 million that will be matched by the state of Wyoming to establish a \$6 million endowment for the Bill Daniels Chair of Business Ethics.

The announcement highlights the reputation of UW's College of Business as an emerging national leader in forming students in principle-based ethics. The commitment expands upon previous commitments by the Daniels Fund to establish the program.

"The relationship we have with the Daniels Fund is as important as any we have at the college," said Brent Hathaway, dean of the College of Business at the University of Wyoming. "This organization and its leadership team are truly devoted to the ideals of Bill Daniels. I can think of no better partner than the Daniels Fund for helping us integrate principles-based business ethics throughout Wyoming and the region."

The support for the Bill Daniels Chair of Business Ethics will allow UW to further integrate business ethics concepts throughout the curriculum, expand the program to the state's seven

community colleges, and will provide opportunities for students to interact with business executives to better understand the ethical expectations and issues faced in the "real world." Additionally, it will offer opportunities for non-business majors to learn business ethics and leadership.

"Our founder, Bill Daniels, considered achieving a reputation for integrity and being ethical in business as the greatest accomplishments in his life," said Linda Childears, president and CEO of the Daniels Fund. "In establishing innovative programs around the Bill Daniels Chair of Business Ethics, the University of Wyoming has positioned itself as a national leader in forming a new generation of professionals committed to principles-based ethics in the workplace," she added.

UW already has been a sponsor of the premier national conference on teaching business ethics for business professors and program directors, (AACSB International Teaching Business Ethics Conference). The grant will allow UW to further disseminate business ethics and leadership curricula nationwide. It will also allow UW to become a resource for Wyoming businesses in the area of business ethics and social responsibility.



From left to right: House Speaker Roy Cohee; Karen "Sparky" Turner, program officer; Brent Hathaway, dean of the UW College of Business; Dick McGinity, Bill Daniels Chair of Business Ethics; Linda Childears, president and CEO of the Daniels Fund; and Senate President John Schiffer.



Karen "Sparky" Turner and Dick McGinity.

The state of Wyoming is matching the Daniels Fund's ethics commitment through its UW endowment challenge program. Through the program, each substantial private donation to the university's endowment fund is matched on a dollar-for-dollar basis.

The Daniels Fund operates the Daniels Fund Scholarship Program and the Daniels Fund Grants Program in Colorado, New Mexico, Wyoming, and Utah. The fund was established in 1997 by cable television pioneer Bill Daniels, who launched his first cable system in Casper, in 1953.

FOCUS ON COLLEGE NEWS



December 2007 Commencement Speakers:

- Ann Redgate: B.S. in Marketing and honors program with a minor in Finance and German, from Cheyenne
- Tom Dietz: B.S. in Business Administration with minors in Finance and Decision Science and a real estate certificate, from Snohomish, Washington
- Melissa Stockberger (Burton): B.S. in Accounting, from Cody



Ed Barbier

Economics Professor Ed Barbier recently had three articles published in *Science Magazine*, the leading general science journal in the world. Economics and Finance Department Chair Rob Godby said, “for any scientist to have a single publication in *Science* can be career-making. To have three in a year is something that happens only to truly outstanding researchers. For a *social scientist* to have his work published in *Science* three times in a year is unheard of. It really is one of the most significant research accomplishments to happen at UW for some time and it just tells you how important the questions Ed is working on are.”

Due to the research success Barbier has had with these papers and the body of his research over his career, he has been selected as the 2008 Presidential Speaker, and will be giving a campus-wide address April 17th at 4:10 p.m. in CR 129. This is the biggest honor the university annually

bestows on its research faculty. The economics and finance department has had the honor of seeing two of their faculty selected as Presidential Speakers over the past five years.



Multicultural Graduation

- Brian Joseph of Atlanta, Ga., a UW M.B.A. student, receives a stole from David Cozzens, UW associate vice president of student affairs, during multicultural graduation ceremonies. Each of the participating graduates received a colorful stole representing either their country or their ethnic heritage. Eleven graduates and 15 scholarship recipients were recognized during the ceremony.



Food Drive

UW College of Business Students collected food to donate to interfaith organizations for the Christmas holidays. Among those participating were, from left, Rich Dailey of Bayard, Neb., president of the UW Institute of Management Accountants; Penne Ainsworth, associate dean in the UW College of Business; and Melissa Stockberger of Cody, vice president of Beta Alpha Psi honor society.



Anh Ngyuen, a sophomore in finance recently attended the Clinton rally held in Laramie.

UW College of Business graduate John List was recently mentioned in the New York Time Magazine in an article by Stephen J. Dubner and Steven D. Levitt titled *Freakonomics: Unintended Consequences*

FOCUS ON COLLEGE NEWS



The Baltimore Ravens have promoted Kevin Rochlitz to Vice President of National Partnerships and Sales. Rochlitz has been with the Ravens since 2003, starting as director of corporate sales. He oversees the team's national sales efforts, handling all sponsorships and media partnerships at the national level, including Anheuser-Busch, Miller Brewing Co., MasterCard and Samsung. Prior to joining the Ravens, Rochlitz was the senior vice president of sales for Mandalay Sports Entertainment in Dallas for five years. He got his start as an athletic department intern at his alma mater, the University of Wyoming, and then spent a number of years working as an assistant athletic director both at Fresno State and the University of Miami.

Rochlitz recently visited campus as part of the college's Distinguished Speaker Series program discussing "The Road to the NFL Through UW: What Sports and Entertainment Have to Offer."

Job Fair

Christina Robison of Green River, right, a junior finance and economics major, visits with Mary Jo Lyles, an EnCana representative, during the career fair in the Wyoming Union. Sponsored by the Center for Advising and Career Services, the fair provided a forum for students to discuss employment and internship opportunities with representatives of regional and national business, industry and government organizations.



College of Business student Pritesh Patel presents Senator Mike Enzi with a gift thanking him for his visit to campus. The Senator spoke about national education issues and the economy. The event was Sponsored by the Student Wyoming Education Association, Beta Alpha Psi and the Institute of Management Accountants, in conjunction with the UW College of Education and College of Business.

UW economics professor Jay Shogren was quoted on issues concerning world oil prices and their impact in articles on the following web sites: forbes.com, msnbc.com, and cbc.ca.

Tatyana Sokolyk and David Finoff are the 2008 recipients of the Tom and Judy Crocker Jr. Research Award.

Chris Kennedy, an Economics Ph.D. student was involved with the publication, "Coastal Ecosystem-Based Management with Nonlinear Ecological Functions and Values." *Science* 319:321-323 by Barbier, E.B., Koch, E.W., Silliman, B.R., Hackery, S.D., Wolanski, E., Primavera, J., Granek, E.F., Polasky, S., Aswani, S., Cramer, L.A., Stoms, D.M., Kennedy, C.J., Bael, D., Kappel, C.V., Perillo, G.M. and Reed, D.J. 2008.

10K COMPETITION

Green River Brothers Win \$10K Competition at UW

A pair of Green River brothers' plan to construct eco-friendly and energy-efficient homes won them \$10,000 from a University of Wyoming competition to start up their own company.

Joe and Jared Killpack, both business administration sophomores, devised the top plan in the UW College of Business' annual \$10K Entrepreneurship Competition. The event, open to all UW students, encourages them to act on their talents, ideas and energy to produce tomorrow's businesses.

According to the Killpack brothers' business plan, their company, Green Homes and Construction, specializes in eco-friendly and energy-efficient home construction, using different design and building techniques to separate themselves from their competition.

Each year, the top team earns \$10,000, with an incentive prize of \$2,500, while the second-place team receives \$5,000 and the third-place team \$ 2,500. Additional prizes are also awarded for the best presentation and most creative plan.

As the winning team, the Killpack brothers will be offered a one-year, rent-free opportunity to build their business in the Wyoming



Brothers Jared and Joe Killpack, both University of Wyoming business administration sophomores from Green River, devised the top plan in the UW College of Business' annual \$10K Entrepreneurship Competition.

Technology Business Center (WTBC), a technology-related business incubator that assists Wyoming entrepreneurs.

Other UW students also were awarded prizes during the recent \$10K Entrepreneurship Competition.

Second place went to OxiSense Marine, developed by MBA students Luke Schneider, from Powell, and



Second place winners Weston Welch and Luke Schneider

Weston Welch, from Evanston. The pair distribute a high-quality sensor that solves the problem of excessive chlorine emissions in the cooling systems of sea vessels.

Josef Pohl, a doctoral student in computer science from Clive, Iowa, had the third-place entry. His business, Proof Foundry, provides formally engineered and verified



Third place winner Josef Pohl

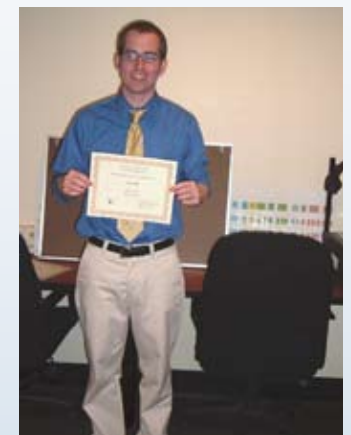
software solutions to a market demanding a higher level of security and reliability from its internet based software.

Pohl also won the prize for most creative business plan.

The next place winner was Epic Video, developed by Michael Lucas, a Gillette business administration senior with a minor in marketing. His planned video rental company presentation stated that his better customer service and prices beat the local competition by taking advantage of better management, software, layout and theft prevention methods.

Lucas also won the best presentation award.

For more information about the competition, contact Rachel Stevens in the UW College of Business Department of Management and Marketing at (307) 766-3124 or e-mail rstevens@uwyo.edu.



Best presentation and next place winner Michael Lucas

FOCUS ON ALUMNI

College of Business Alum Fills Market Niche with Green Office Supplies

Every office consumes reams of paper, countless printing cartridges, Post-it notes, pens and markers by the thousands.

Business owners may feel chagrined at the environmental toll of manufacturing, shipping and disposing of these office essentials, but few realize there is a better, more Earth-friendly way to keep copiers flowing and employees supplied.

Bryan Beckett, a University of Wyoming graduate (B.S. 1999, marketing), and Dave Olsen founded EcoGreenOffice to offer a convenient, cost-effective way for businesses to shift to high-quality, environmentally sensitive products while experiencing value added benefits the “big guys” do not offer. Beckett found that a need had to be fulfilled when he became frustrated in his own quest for eco-friendly supplies.

“Dave and I wanted to use green office products, but they were hard to find and overpriced,” Beckett said.

The expenditure – both time and money – means many companies can’t justify going green. However, going green is now mainstream and those that aren’t at least making sustainable efforts, will be left behind as more consumers seek to support green businesses.

Eleven months ago Beckett and Olsen self-funded the launch of EcoGreenOffice- a one-stop shop for all things green. They searched for suppliers and negotiated competitive pricing.

The goal is to be both the largest supplier of green office products and a consumer search engine connecting people with green companies nationwide, Olsen said. Of the thousands of products in the store’s catalog, the top sellers are the lifeblood of any office - paper and printer cartridges.



Beckett displays at CORE's SoSummit" Photograph courtesy of Boulder County Business Report.

Beckett and Olsen are determined to correct the misperception that remanufactured products are inferior to brand new. While some green-billed products are sourced from across the globe and are of less-than-optimum quality, the partners provide only the best products and strive for local (or USA made) when possible.

As for expense, recycled paper is pricier than virgin, but customers more than make up the difference with EcoGreenOffice’s printer cartridges, double sided printing and reducing use.

“Most other recycled products are priced identically,” Beckett said. “We’ve found that most of the time our customers come out ahead and we actually ‘green’ their bottom line.”

In addition to pens, papers, binders made from recycled plastic and a staple-free stapler, the company also sells earth friendly school kits, biodegradable tableware and biodegradable retail bags.

One paramount benefit to customers – or “partners” - is that they get big

play on EcoGreenOffice’s web site. The partner profile on the site highlights the companies using EcoGreenOffice products, along with contact information. This enables consumers to connect and support green-minded businesses. Most importantly, each profile has a built in eco-calculator that automatically tracks a businesses eco-benefits when paper products are purchased.

“We give recognition to our partners and spread awareness of their commitment to the environment,” Beckett said. Partners can also use the E.G.O. logo and many are including EcoGreenOffice in their sustainability plan.

Some of the recognized partners of EcoGreenOffice include Centerplate event planners at Invesco Field, the Colorado Convention Center, Boulder Valley Credit Union, United Title, KRG Capital, Boulder Outlook Hotel, UW National Ambassadors, Imagine Nation Books and 5280 Magazine. According to Beckett, “We have partners (clients) nationwide but when you see large influential businesses like these just in Colorado, it is clear the green effort is in full swing and EcoGreenOffice is providing the quality, value added products to achieve the sustainable goal.”

Of his time spent at the UW College of Business, Beckett said, “The learning atmosphere that the UW faculty and staff created allowed for forward thinking, problem solving and real life opportunities to make a difference. Because of the new economy arising out of the green movement, I wish I could go back and be part of the sustainability program. But during my years as an undergrad, I was very fortunate to be part of a wonderful business college and I owe a lot of credit to the late Dr. Gene Murdock.”

FOCUS ON DEVELOPMENT

Let the Good Times Roll*By Kent Noble*

Isn't it great when reality occasionally surpasses your wildest dreams? You know how it is...every once in awhile you say to yourself, "WOW, that was even better than I hoped it was going to be." Well, we recently had one of those moments.

I guess I should start by explaining that I'm an eternal optimist...maybe to a fault. I always believe good things are going to happen. Evidently, it's just something in my core.

Anyway, when I started this job last July, Dean Brent Hathaway told me he thought the college would accomplish great things over the next couple of years. Being an optimist, I believed him.

Interestingly, it turns out that Brent has a similar mindset. In fact, we both rated very high in the "optimism category" when our senior leadership team took a behavioral test last fall. As you might imagine, our personality match has made for some enjoyable business trips and interactions.

As for reality surpassing expectations, UW's business school just experienced an amazing week that brought more than \$70 million to the college. That's right, in the same week the college secured more than \$54 million for a new facility, we also held a press conference in the Capitol Rotunda in Cheyenne to announce a \$6 million endowment commitment to our ethics program (\$3 million from the Daniels Fund, plus \$3 million in matching funds from the state of Wyoming). The grant from the Daniels Fund represents the largest single private foundation contribution to an academic program in UW history.

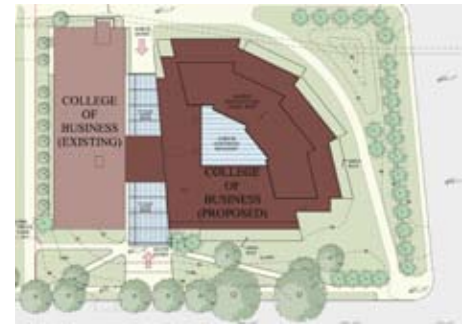
One day later the college firmed up a \$5 million commitment from another generous donor, all of which will again be matched dollar-for-dollar by the state of Wyoming. Similarly, this gift creates the largest excellence fund endowment in UW's history (more details regarding this \$10 million commitment will be available at a press conference scheduled for April 3rd).

Although it didn't directly impact our bottom line, the college also hosted a banking forum featuring what banking authorities described as the most significant gathering of banking experts ever assembled in Wyoming. The panel discussion took place in the college's auditorium in front of a capacity crowd of students, faculty and business executives. Without question, the event was a huge success.

As you can see, the college had an unbelievable seven-day run! Anyone of these events could be considered transformational, but when they all happen within a short period of time...well, that's when reality surpasses expectations.

Next up on the development front will be an attempt to secure a naming partner for the college, as well as naming partners for key elements within the building. We feel confident (what a surprise) this endeavor will be successful as this will be a magnificent building with outstanding faculty members, a curriculum of vital importance to the state, and some very attractive educational amenities (trading room, tiered classrooms, atrium, auditorium, multi-media and behavioral labs, etc.)

So, while this extraordinary week will be a difficult one for the college to top...naturally, we can't wait to give it a go!



JOIN OUR TEAM

Johnson Career Center Director

The University of Wyoming College of Business is looking for a director to facilitate and coordinate the implementation of the brand new Johnson Career Center. The director will serve the college by directing the operations of the Center including staffing, budgets, technology and strategic planning. In addition, this person will be expected to develop new and enhance current employment recruiting relationships, market the college to national, regional and Wyoming-based businesses, industries, and government agencies, provide career information and college statistics to community, state, and national sources, and serve as a resource to advise students, parents, administrators, faculty, staff and alumni on issues and employment trends.

The Johnson Career Center Director must have experience with sales, marketing, and possess strong public speaking skills. Additional characteristics sought are: five years of corporate hiring experience; familiarity with college population and student development; strong writing skills; analytical skills; understanding of the legal aspects of recruitment including EEO/AA; human resource practices; strong integrity; ability to work independently; strategic planning; budget experience; supervisory experience; ability to travel frequently; diplomacy; visioning skills; ability to make decisions; program implementation and evaluation skills.

Requirements include a MA/MS/MBA in Business, Human Resources or related field.

For more information, contact Jo Chytka at jchytka@uwyo.edu. To apply for this position, please send a resume, cover letter, and three references to:

University of Wyoming College of Business
Attn: Dean Brent Hathaway
Dept. 3275
1000 E. University Ave
Laramie, WY 82071



FOCUS ON STUDENTS

Academic Advising Office Utilizes Students Serving Students

The Academic Advising Office (AAO) continues to offer the Peer Advisor program to students in the College of Business. Peer advisors are students who provide assistance and serve as role models to other students during a four week advising period every semester.

“Peer advisors infuse energy and ideas and increase user friendliness. By utilizing peer advisors, academic advising programs can maximize the potential positive effects of peers interacting with peers to improve the retention and academic success of students,” said Rhonda Baccari, Manager of the Academic Advising Office.

Peer advisors work directly with other students either one-on-one or in group formats. The peer advisors will work with the AAO to assist College of Business students during advising by helping them through the enrollment process. The peer advisors may show students how to correctly fill out course request forms, help them review course prerequisites, and provide them with information on the opportunities offered by the university and college based on



Peer Advisors Shaylee Paoli (left) and Jacki Carollo (right).

their own experience as College of Business students.

These instrumental students are selected each semester by the AAO based on their qualifications and ability to serve fellow students. During the Fall 2007 advising period, the following students served as peer mentors for the College of Business:

- Jacki Carollo, Senior, Business Administration
- Chelsea Thomas, Senior, Business Management
- Shaylee Paoli, Junior, Business Administration
- Matt Duncan, Junior, Finance
- Noor M. Hannaney, Senior, Business Administration, Finance minor
- Cameron W. James, Senior, Marketing and Business Administration, Finance and International Business minors
- Matthew J. Scott, Junior, Finance

“Overall I would say our responsibility as peer advisors is to assist our peers in structuring their schedules. In addition, we are available to answer any questions they might have and point them in the right direction. It is extremely important that we be dependable, punctual, trustworthy, and have the ability to communicate effectively in a friendly way. I am happy for the opportunity to serve my peers in the College of Business,” Jacki Carollo commented.

FOCUS ON STUDENTS

Marketing Downtown Laramie

By Carrie Haderlie
Boomerang Staff Writer

Community members called downtown Laramie “brown” and “stark” when surveyed by University of Wyoming students, and while such perceptions may not align with reality, they are difficult to change.

“Many people formed these opinions based on word-of-mouth and personal experience,” said Ann Redgate, a member of Professor David Hunt’s senior-level marketing class at the University of Wyoming. Redgate addressed a crowd that included representatives from the Laramie Economic Development Corporation (LEDC) and Laramie Main Street Program.

“Many of them didn’t even know organizations (like LEDC and Main Street) existed,” Redgate said.

Members of a senior undergraduate marketing class at UW taught by Hunt focused their semester projects on marketing in downtown Laramie, according to Cara Griffin, executive director of Laramie Main Street Program.

Working in teams, the students used survey methods to determine ways to market downtown Laramie to prospective businesses, community perceptions of Laramie’s downtown and even the viability of wireless internet options in downtown Laramie.

“Changing the way people think is a difficult thing to do,” Redgate said. “It is possible to make people aware of the things that are available in downtown Laramie, it will just take time.”

Redgate’s group, which included fellow students Cameron James and Mason Swain, surveyed people, including Laramie residents, students and non-residents. Their

focus was to determine consumer perceptions of downtown Laramie.

Not all that the students reported Wednesday was negative. Swain said that among reported positives, respondents said they consistently feel safe in downtown Laramie and feel that stores and the downtown area is “easily accessible.” But high prices in specialty shops were a common concern, he admitted.



To improve perceptions, the group suggested that downtown Laramie adopt a theme or slogan like “Rediscover Downtown Laramie” and play up lively downtown activities, focus on historic Laramie while moving into the future and “think green” by adding more color to Laramie’s downtown.

Another group that looked solely at student opinions about downtown Laramie had similar findings.

“For the most part, we found that on average, most people that we talked to used (downtown Laramie) about three times per month, and most of those were attributed to bar trips,” student AJ Bixby said.

He and groupmate Jeni Zook, who together hosted a focus group discussion



and heard some positive feedback, Bixby said.

“Students were relatively pleased with the restaurant selection,” Bixby said. “They also spoke very highly of the Music Box in particular, saying its employees went the extra mile on prices and services.”

But among student complaints were lack of age-specific marketing and chaotic parking situations.

“I don’t know if you’ve ever gone to the parking lot across the street from Lovejoy’s on a Friday night, but there are not a lot of cars (parked) in a line,” Bixby said.

Bixby and Zook suggested expanding Laramie’s store selection to include more student-friendly offerings, such as a winter sports rental store and more diverse clothing stores. They also suggested an increase in downtown weekend activities and improved appearances including restoration and a “community square” for pedestrians.

Students Chad Magby, Jeff Wentz and Alex Knuth performed a study on the viability of downtown Laramie’s wireless internet services. They found that several locations in downtown Laramie do provide wireless internet services, and the need for more locations is not great.

“One respondent said, ‘When we are talking about other things that might benefit me more in the downtown area, the wireless internet would be my last concern,’ Knuth recalled.