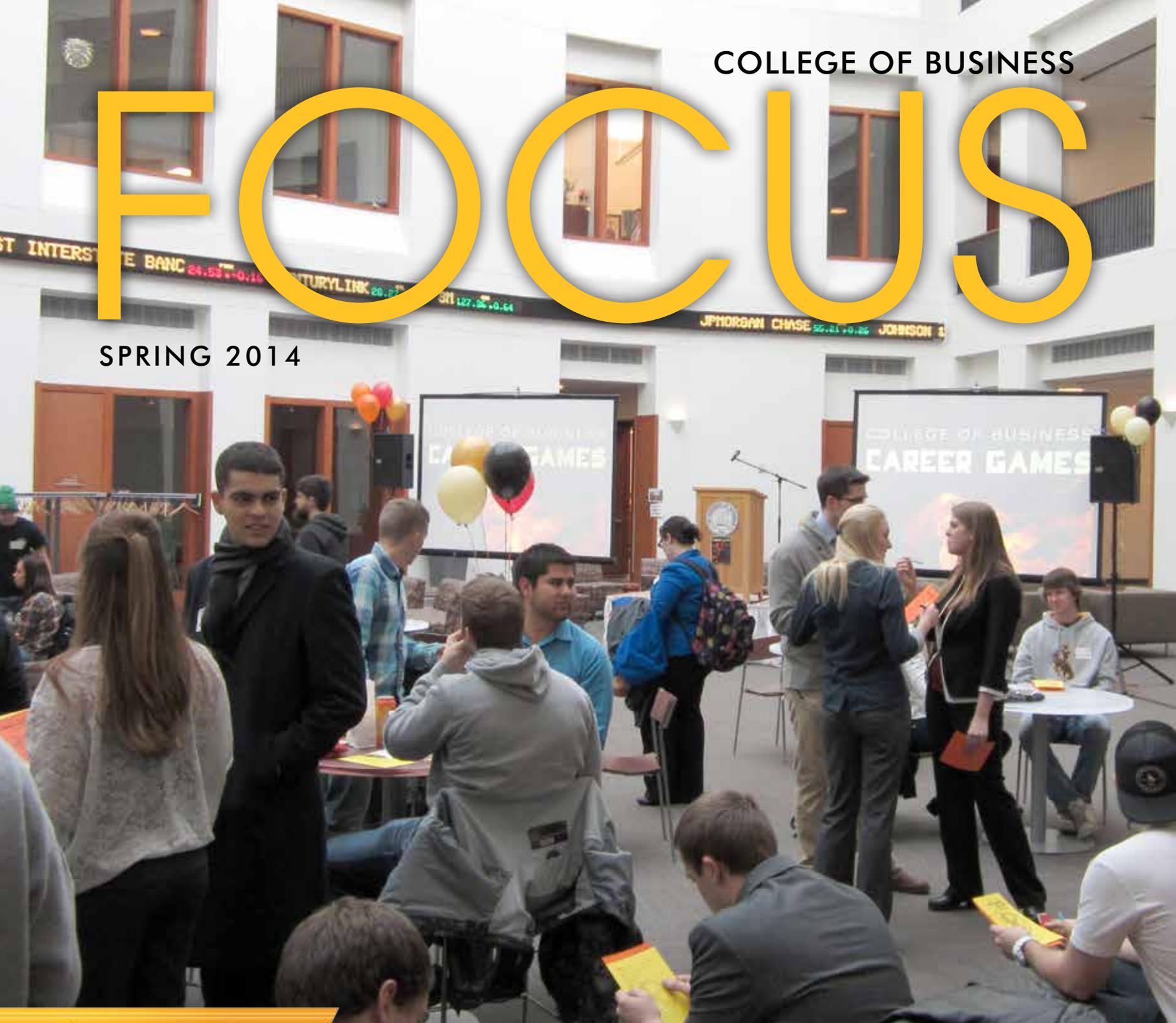


COLLEGE OF BUSINESS

FOCUS

SPRING 2014



UNIVERSITY OF WYOMING

Editor

Shalee Turner

Graphic Designer

Tana Stith

College Leadership

John D. Mittelstaedt,
Interim Dean

Penne Ainsworth,
Associate Dean

Owen Phillips,
Associate Dean

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.

Direct inquiries to:

College of Business FOCUS
Department 3275
1000 East University Avenue
Laramie, Wyoming 82071-2000
Voice – (307) 766-5505
Fax – (307) 766-4028
E-mail – cobfocus@uwyo.edu

WWW.UWYO.EDU/BUSINESS

The University of Wyoming is an affirmative action/equal opportunity institution.

MESSAGE FROM THE DEAN

This year, it is my privilege to serve as the interim dean of the College of Business. In this role I have had the chance to meet hundreds of alums of the University of Wyoming. I am always struck by how often – and with such pride – that I hear people say, “I am a 1978 (or 1958, or 1968, or 1988) graduate of the College of Commerce and Industry.” If you look on a campus map today, you won’t find “C&I;” we changed the name to the College of Business in 1992. But I want you to know that the Spirit of Commerce and Industry is alive and well at the University of Wyoming.

There is a sense of community that comes with being a C&I grad that I haven’t seen at any other college or university. If you are a C&I grad, you know what I’m talking about. When I ask why, C&I grads tell me it is because of the connection they felt to faculty like Jack Routson, George McGrail, or



John D. Mittelstaedt

John Jackson. Others say it is pride they feel, knowing C&I grads like themselves serve as the backbone of almost every town and industry in Wyoming, and as successful business leaders across our country. Still others can see how their own contributions back to UW have transformed your alma mater into the university it is today. In all cases, it is because people can see, and are grateful for, the connection

between the education they received in the College of Commerce and Industry and the meaningful impact they make on the world, today.

Maybe we changed the name before you entered UW, but if we did you still benefited from the spirit of C&I, and the impact of C&I grads. If you received some of the more than \$350,000 in scholarships awarded by the college each year, it was likely because of the contributions of a C&I grad. If you got an internship, or a job interview, it was probably because of a connection made by a C&I grad. And when speakers came to your classes, to share their experiences and wisdom, it was the spirit of C&I being passed to you and your generation.

When you walk into the new Business Building, from Iverson Street, you see two dedication plaques, cast in bronze nearly fifty years apart. One says “College of Business” and

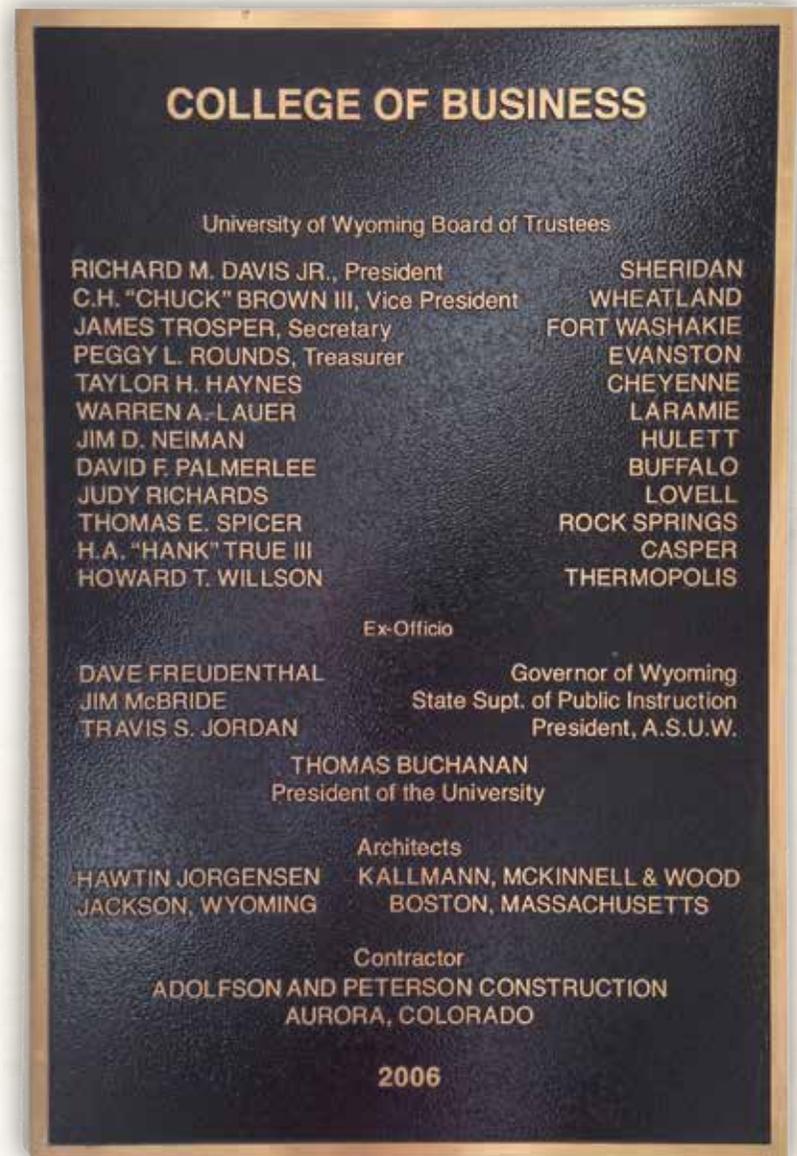


one says “College of Commerce and Industry.” We hang them both in the entry way to recognize that the facilities, faculty, staff and education of the CoB rest firmly on the foundation built by C&I.

If your diploma says “College of Commerce and Industry,” I hope you hang it on the wall with pride. It’s a limited edi-

tion item; we’re not making more. But we continue to create the education it represents: alums of the College of Business, but graduates of the College of Commerce and Industry.

Sincerely,
John D. Mittelstaedt
Interim Dean



FOCUS ON ALUMNI

UW College of business graduate Alexander Miller graduated with a B.S. in business administration in 1992 followed by a MBA in 1993. While Alexander's career has taken him back to his home of Oslo, Norway, the years he spent in Laramie and at the College of Business remain an impactful part of his past and the businessman he has become today. The College was thrilled with the opportunity to catch-up with Alexander and find out all that has transpired since leaving the Cowboy state.

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

I graduated from College of Business with a MBA in 1993. During my MBA studies I worked part time for A.G. Edwards (brokerage firm) in Cheyenne. I was hired there after my graduation and I spent another year working as an analyst for my mentor and good friend Dave Foreman in Cheyenne. That was an important year for me. Dave was the best mentor you could have and I will be forever thankful he gave me the opportunity to work for him. After moving back home to Oslo, Norway I started working in the financial markets. My first job was as a money manager of a large Norwegian mutual fund. Later, I had the opportunity to be a co founder of another mutual fund company, where I served mostly as



Alexander Miller

Chief Investment Officer and also CEO for some time. We founded the company in 1997 and it is still a large and successful company. From 2000 I have been working mostly for family offices. My latest job is for the biggest family office in Norway, Ferd, where I'm head of the listed equity portfolio. We have around 1 billion USD invested in Nordic Equities. I have been with Ferd for almost 8 years now, and still enjoy working with the stock market.

The last years I have also resumed my running career. Thanks to a patient wife and two kids that are getting older, I have been able to participate in several marathon races lately both in Norway and abroad.

2. *How has graduating from the UW College of Business helped you?*

Attending UW and going to Laramie has been a very valuable experience in my life, both personal and professional. The faculty at the COB was fantastic and my education was very relevant for my professional life. I had the opportunity to take classes from first rate Professors like Philip Varca, and Terri Rittenburg. I understand both are still going strong at the COB. My education and grades was also the main reason why I got into the financial business. I also developed as a person during my time in Laramie and Cheyenne. I made great friends in Wyoming and my five years there has had an enormous impact on me both professional and personally.

As a COB graduate I had the fortune to take classes covering several different subjects. As a financial market participant I find that a big advantage. Most of my peers have a purely financial background. I apply other skills when analyzing the markets. Behavioral finance has been a key to my approach. I believe taking Philip Varca's

decision management classes was very important in terms of gaining interest in human behavior and the financial markets.

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

It was four years packed with memorable experiences so it's hard to pinpoint specific memories. If I have to choose one, it will perhaps be the whole MBA experience. Small classes, great teachers and I also had the opportunity to work as an intern for both Terri Rittenburg and Philip Varca. I probably will rate my year and summer at the MBA program as my best UW experience, at least educational wise!

I really enjoyed staying in Wyoming. I made great friends and had a lot of fun. Spending too many late hours at Buckhorn Bar and watching the Pokes beat BYU in basketball (didn't happen too often unfortunately) are also among life lasting memories for me.

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

Study hard and enjoy yourselves. This might just be the best part of your entire life.

5. *At this point in your career, what are your career goals?*

Even after 20 years in the stock market I



still have ambitions mostly in terms of further expanding my understanding of the stock market. I have reached a point career wise that I'm very satisfied with, so the next 20 years I will hopefully spend further enhancing my understanding of human behavior and economic development and how it impacts the markets.

I also hope to join the marathon sub 3 hours club. This year I'm planning to run four marathons, so hopefully I can achieve that goal before turning 50....

6. *Anything else you would like to share with our readers?*

I'm extremely thankful for being able to join the University of Wyoming. Those early adult years are important and it has shaped me as a person. Laramie is a beautiful place that I hope I soon will be able to visit again. I wish everyone at the COB a great spring and summer and go Pokes!

FOCUS ON DEVELOPMENT

1 MAKING THE FUTURE BRIGHT: STUDENT FELLOWSHIP & FINANCIAL AID

The Hathaway Scholarship has made a big difference for students and their ability to attend college, but it doesn't erase the need for other scholarships. Not everyone qualifies for the Hathaway, and it doesn't cover all costs associated with attending the university. College of Business graduates pursue careers that make an impact on the world, but they can't make a difference without your support.

CONTRIBUTE TO THE GEORGE MCGRAIL ACCOUNTING SCHOLARSHIP ENDOWMENT

Support students who are full-time College of Business juniors or seniors majoring in accounting with a minimum cumulative GPA of 3.0, and also demonstrate successful progress toward a degree and will graduate in 5 years or less.

CREATE NEW ENDOWMENTS

Endowments that you create that would further graduate education in accounting, finance, economics, management, and marketing. They attract the best and brightest and grow the MBA, M.S., and Ph.D. programs. Other endowment opportunities could help students study abroad, pursue internships out of the region, or take advantage of volunteer efforts that would help their educational opportunities beyond Wyoming's borders.

3 THE BEST TOOLS: INFRASTRUCTURE, EXPERIENCE, & TECHNOLOGY

Students get more out of their education when they have the most up-to-date and accessible information and technology. The College of Business has a state-of-the-art building that allows students to experience the world and the world to experience them.

PETER M. AND PAULA GREEN JOHNSON CAREER CENTER

- Internships and employment offerings
- Career advising and employer networking
- Personalized marketing and resume review

COLLEGE OF BUSINESS ACADEMIC ADVISING OFFICE

Our staff of professional advisors work with undergraduate students to ensure they are making timely progress toward graduation. They help with course selection, choice of majors and minors, and counsel students who find themselves in academic jeopardy. Professional advisors partner with faculty, who focus their attention on preparing students for careers.

2 THE RIGHT KNOWLEDGE: FACULTY SUPPORT & CURRICULUM DEVELOPMENT

Professional educators and scholars help the College of Business fulfill their mission to have premier programs that foster sustainable business practices, and they play an important role in preparing students for the future. By supporting faculty through an endowment, you give the college and its students the expertise necessary to be successful and competitive in the world.

FACULTY SUPPORT

- Deanship
- Chair
- Named Professorship
- Faculty Awards
- Faculty Research Support

GRADUATE FELLOWSHIPS

Graduate students are an integral part of the College of Business and help faculty with teaching and research. At the same time, they take classes and prepare for the future. Fellowships help them offset the high costs associated with going to school.

4 THE PERFECT GIFT: ANNUAL GIVING & UNRESTRICTED FUNDS

Annual Funds are among the most highly valued and strategically useful private investments. Unrestricted funds provide a steady stream of funding that enables the college to respond quickly to emerging opportunities, to pursue core initiatives, and to invest in programs where the need is greatest and the potential for success is highest.

COLLEGE OF BUSINESS ACADEMIC DEPARTMENTS

Accounting	Management and Marketing
Economics and Finance	MBA Program

College of Business Building Naming Opportunities

Trading room	\$1,250,000
Boardroom	\$1,000,000
Experimental behavioral lab	\$600,000
COB Advising Center	\$500,000
Student lounge	\$300,000
Classrooms	\$250,000 – \$500,000 each
Two seminar rooms	\$100,000 each
Study room	\$75,000



A LIFELONG LEARNING ADVENTURE

Returning student and UW staffer Lori Lewis proves the power of finishing what you start

By Micaela Myers

“The first day of my freshman year in 1998, I called my dad when I got home from class, and I said, ‘Come get me and bring me home.’ I said, ‘I can’t do this,’ “ recalls Lori Lewis. “I think it’s because I was so afraid of failure. I was so scared I wasn’t going to do well.”

Lewis persevered and quickly found the University of Wyoming to be an extremely supportive environment. “I think I owe a lot to the University of Wyoming,” she says.

Originally from Mitchell, Neb., Lewis now considers Laramie her hometown. After earning her initial bachelor’s degree in business administration, Lewis was soon hired by UW’s College of Business, working as a staff member in the dean’s office and then in the MBA program. She took advantage of the school’s employee benefit program that offers one free class a semester and earned her master’s degree in public administration. Her job then brought her to the UW College of Law, where she served as deputy director of admissions and student services.

Still, she yearned to accomplish one final educational goal that she believes will benefit her family: to become an accountant in the oil and gas industry. Once again, Lewis found UW profoundly supportive of this goal. The College of Business hired her back at half time



Lori Lewis

with full benefits to allow her to attend school full time, pursuing an accounting major.

“When I came back to the College of Business, they were very generous in terms of the college scholarships that they gave me,” she says. She also received a Jane M. Klausman Women in Business Scholarship and is a member of the Beta Alpha Psi accounting honors society.

“It’s been amazing that I’ve been able to keep my daughter in the daycare that she’s at, a quality day care, and pay my mortgage while I go back to school,” Lewis says of the scholar-

ships she’s received. “I’m usually up by 3 or 4 a.m. I try to get my homework done before my daughter gets up and try to stay up after she goes to bed to get other stuff done. My husband helps a lot, and we also have a very good support system in town.

“This semester I’m teaching a class as well, so I’m faculty, staff and student all at once,” she adds.

While the balance isn’t easy, Lewis encourages other nontraditional students to live their dreams.

“Don’t let age, money or time stop you,” she says. “You can do anything you put your mind to. The university is very supportive of nontraditional students. There’s a lot of funding out there and a lot of opportunity to get scholarships.

“I’m speaking at commencement, and one thing I want to tell the students is that they shouldn’t expect their education to end now, even with a bachelor’s degree—learning is going to be a lifelong adventure.”

One of the 10 Cowboy Ethics adopted by UW is “Always finish what you start.” Sticking with school as a first-year student from out of state led Lori Lewis to a lifelong love of learning.

UPDATE: Since the release of this feature, Lori has graduated and accepted a position with Marathon Oil in Texas. While the College was sad to see her go, we wish Lori the absolute best with all her future endeavors.

FOCUS ON INTERNATIONAL BUSINESS: UW'S MBAs

University of Wyoming and Pforzheim University MBA students spent a week (October 20 – 27, 2013) touring Germany-based companies as part of a collaborative 'international experience' sponsored by the two schools. The third annual exchange focused on 'Leadership in Family-Based Businesses.' Students had the opportunity to hear from and network with company executives from Polyrack Tech Group, Würth Group, Kärcher, and Tengelmann Group.



The international experience is an integral part of the MBA curriculum and part of the second year MBA student's Capstone Strategy course, taught by Dr. Krista Lewellyn. Prior to departure, students researched each company they would visit, doing an analysis of their business model and key success factors for the company as well as an assessment of opportunities and threats in their macro- and competitive environments. Dr. Lewellyn commented that as a result, "the students were able to ask excellent questions and seemed to be much more like visiting professional consultants than students."

The focus of the international exchange was fourfold:

1. To provide MBA students with an understanding of the challenges, limitations and benefits of family based businesses;

2. To contrast family based businesses with public companies in areas such as social, ecological and economic sustainability and responsibility;
3. To know success factors for family based businesses in Germany; and,
4. To be exposed to a variety of family based businesses.

Dr. Robert Godby has accompanied the MBA students on every trip to Pforzheim. He noted that the experience "serve(s) to enrich the learning experience students get at UW," because students earn a new appreciation of international business and, for many students, it is their first time out of the United States. Dr. Godby also commented that UW MBA students "never fail to leave a great impression, and each year the trip always seems to impact

the students more than they could have possibly imagined it would."

Students also had the opportunity to participate in an MBA class with their Pforzheim MBA cohorts. Prof. Dr. Hanno Beck engaged the students on the topic Microeconomics, offering insightful contrasts between the United States and Germany in consumer, employee and company behavior.

Additional trip highlights included tours of the Porsche Museum, Maulbronn Monastery and sight-seeing in Köln.

OVERVIEW OF COMPANIES VISITED:

Polyrack Tech Group was founded in 1979 by Horst Rapp. It specializes in mechanics, systems technology/electronics, plastics technology, and surface treatment. The com-

pany has evolved from a pure manufacturing service provider to a turnkey supplier, whose service portfolio ranges from engineering and design to the final product. Students heard from Horst and Andreas Rapp about the benefits of a family based company in a dynamic technology market and successfully managing multiple generation leadership.

Würth Group is a worldwide wholesaler of fasteners, screws and screw accessories, dowels, chemicals, furniture and construction fittings, tools, machines, installation material, automotive hardware, inventory management, storage and retrieval systems. Würth was founded in 1945 by Adolf Würth and is currently operated by his son, Professor h.c. Reinhold Würth. In a presentation by Robert Friedmann, Chairman of the Central Managing Board, MBA students learned about the transition from a family management team to a professional management team.

Kärcher manufactures cleaning equipment for distribution in more than 60 countries across the globe. The company was founded by Alfred Kärcher in 1935. Hartmut Jenner, CEO, spoke about success factors for globalizing a family business in a high-tech environment.

Tengelmann Group is an international multi-sector retailer operating in 18 countries. This family-owned business was established



in 1867 in Mülheim an der Ruhr and is now in its fifth generation of management. Karl-Erivan Haub, CEO and Managing Partner, addressed MBA students on the topics of sustaining family ownership for more than a century and retaining values and responsibility in a highly competitive environment.

To learn more about the University of Wyoming/Pforzheim University International Experience, visit <http://www.uwyo.edu/mba/on-campus/international-experience> or contact the MBA Program Office at mba@uwyo.edu.

FOCUS ON STUDENTS

ALPHA KAPPA PSI TAKE FIRST IN AUSTIN

In February the Beta Nu chapter of Alpha Kappa Psi at the University of Wyoming traveled to Austin, Texas to compete in the Principled Business Leadership Institute (PBLI) case competition. The PBLI offers students a weekend focusing on professional skill building at the individual level, while allowing for the opportunity to network with other chapters and business professionals. At PBLI, the foundation hosts a case competition, where students are introduced to the realities of decision making—including incomplete information, time constraints and conflicting goals giving them first-hand experience in analyzing business situations. The competition is designed to stimulate students' thinking by challenging their capabilities and preparing them for future managerial decision making. This year Poke Pride Practice from the University of Wyoming placed first in this case competition.

Hannah Peterson President of the UW Alpha Kappa Psi-Beta Nu Chapter shared, "PBLI provides amazing opportunities for students; from attending a variety of lectures, to participating in the Case Competition. I know I have developed strongly as a working professional from my experiences and that participating in these events and competitions have helped prepare me for my future employment endeavors."



From the left Andrea Nemeth (first female president and current Board Member of the Alpha Kappa Psi Foundation), Abigail Cave, Hannah Peterson, Anne Burbach, and Kerri Dickson (Alpha Kappa Psi Executive Vice President)

SEEN AND HEARD AT THE COLLEGE OF BUSINESS



Joe Cooper



Jan Benson

TWO UW FACULTY MEMBERS RECEIVE 'TOP PROF'

CoB Professors Jan Benson (accounting), and Joe Cooper (management and marketing) were nominated by members of the University of Wyoming Cap and Gown Chapter of Mortar Board as “Top Profs.” Members select 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.



The Johnson Career Center recently hosted the first Career Games. The Johnson Career Center worked together with Alpha Kappa Psi, Beta Alpha Psi, the American Marketing Association and Global Business Club to put the event together for students to work on strengthening business skills in a fun environment with prizes and competition.



In February the CoB hosted Target Day at the CoB. Representatives from Target spoke to classes about branding, social responsibility, sustainability and more.

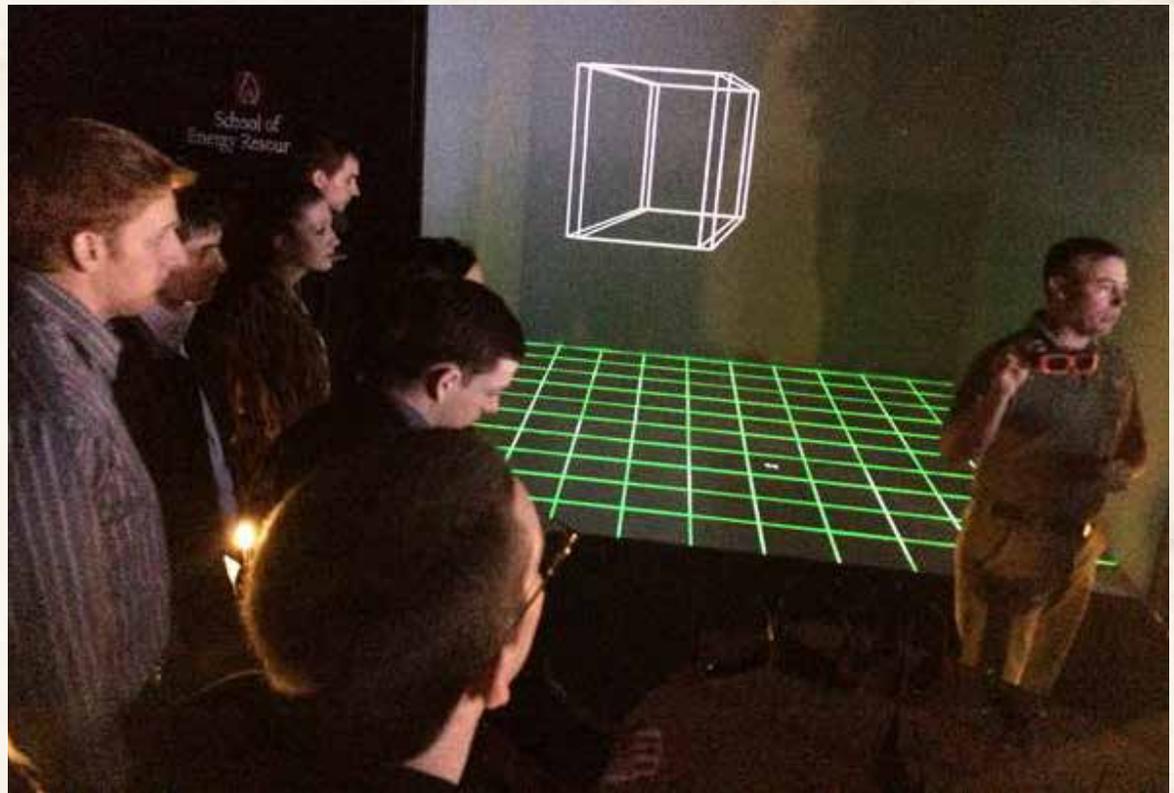
In February the MBAs toured the Energy Innovation Center on the University of Wyoming campus. The EIC has a 3D Cave used for research and simulation.

“It truly was a unique experience and seems to really be a place that gives companies and students a common ground to access to further the University. I really appreciated “the Cave” and the 3-D technology that can aid in the research by this University. The EIC is truly an innovative area that is the future for this University.”

MBA candidate Charles Cauffman

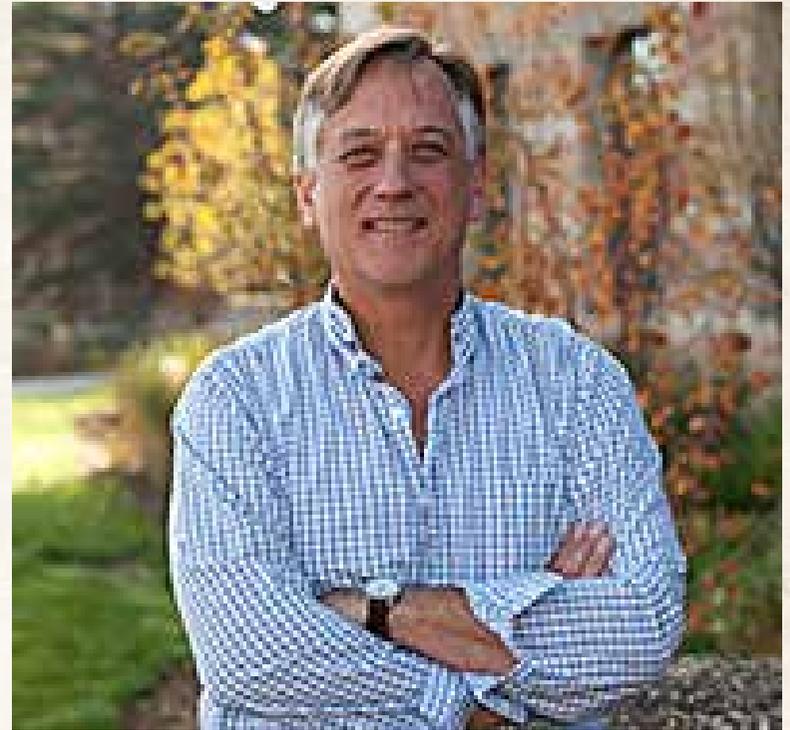
“Without going on this tour, I would have not know about any of the innovative work being done here on our own campus. The laboratories in the Energy Innovation Center are being used for things like coal conversion research, drilling simulation, and enhanced oil recovery research. We had the opportunity to go into the CAVE, which is a 3D visualization laboratory. It was interesting to see how the 3D technology can be used to enhance researchers’ understanding of specific data.”

MBA candidate Tiffany Young





MBA students got a treat in Dr. Barry Brewer's Operations Management class this semester - Scharffen Berger chocolates! The class was discussing a case study on Scharffen Berger and needed some additional 'evidence' to support their recommendations.



UW Economics Professor Edward Barbier is the lead writer of a commentary in the international science journal Nature that calls for governance and funding for deep-sea reserves and the restoration of ecosystems damaged by commercial interests. <http://www.nature.com/news/ecology-protect-the-deep-sea-1.14547>



For the last three years the University of Wyoming Department of Management and Marketing has co-sponsored – along with Northeastern University – an award for the Best Paper in Family Business from submissions to the annual conference of USASBE (U.S. Association for Small Business and Entrepreneurship). This photo is from the 2014 awards recognition banquet where Kim Eddleston from Northeastern University and Roland Kidwell (on the left) are presenting the award to this year's winner, Esra Memili of the University of North Carolina, Greensboro. (Esra's paper had two co-authors who were unable to attend the meeting.) The fourth person in the photo, on the right, is Pat Dickson, president of USASBE. Other than the recognition, the prize is a plaque for all authors and \$500 that is split among the co-authors.

FOCUS ON SERVICE: COLLEGE OF BUSINESS ADVISORY BOARD

Brandy Marrou was raised in Dubois, Wyoming. Some of her fondest memories include the seven years she spent living on the Bitterroot Ranch, a dude ranch, where her parents were caretakers. It was here that she developed a love for animals. She bottle fed calves, nurtured orphan sheep in her bath tub, and made pets of everything from stray cats to chickens. If anyone ever wondered where she was, one need not look further than the corrals as she was never far from the horses. Additionally, the ranch provided opportunities for Brandy to meet people from around the world.

Her passion for animals remained strong, and she attended the University of Wyoming with a declared major in pre-veterinary medicine. However, after two years Brandy changed her major, and in 2000 she graduated with a B.S. in Accounting with a minor in finance. Staying true to her small-town roots and wanting to remain in Wyoming, Brandy began her career as an associate for McGee, Hearne & Paiz, LLP (MHP), where she remains today as one of the firm's senior managers in the general services department.

During her career, Brandy has gained experience in a broad range of attest engagements and has served clientele in various industries,

“It is important for the COB to continue to look for ways to instill in our students those characteristics that are intrinsic to successful business leaders, such as problem-solving, communication, time management, and leadership.”

including government, not-for-profit, construction, higher education, and employee benefits. Most recently, she has been involved in tax return preparation for both businesses and individuals and is also working to develop a niche in the banking industry. While providing timely and quality client service is of utmost importance to Brandy, she is also very passionate about people development and de-

votes a significant amount of time mentoring and developing the firm's staff accountants. In doing so, Brandy is instilling the firm's values of honesty, integrity, quality, and teamwork in each individual in whom she invests. Brandy also desires to help women accountants find that delicate balance between a successful career in public accounting and attending to their personal life. Brandy is on the path to partner at MHP and is currently enrolled in the McGladrey Alliance Partner Development Program, where she is refining her personnel development, business development, and firm leadership skills. She looks forward to a long future at MHP.

Brandy is active in her community and serves on the Board of Directors (BOD) for the United Way of Laramie County. She also recently joined the BOD of Funding the Future, a financial literacy non-profit. Having joined the College of Business Advisory Board (COBAB) in 2012, Brandy is looking forward to continuing to contribute more of her time to the board – “I was extremely honored when asked to serve on the COBAB, and I am grateful for the opportunity to give back to the college that helped establish the strong foundation for my career. It has been a humbling experience for me to serve on a board that is comprised of so many talented and accomplished individu-

als, all of whom are passionate about continually improving the College of Business (COB) and are never satisfied with the status quo. As a member of the Academics Committee, I look forward to being involved in the upcoming accreditation process. It is important that the COB curricula not only provide the core business course offerings, but it must also continually adapt to the ever-changing complexities of the business environment and the increasing role technology is playing in business administration. In addition, I also feel it is important for the COB to continue to look for ways to instill in our students those characteristics that are intrinsic to successful business leaders, such as problem-solving, communication, time management, and leadership.”

Brandy’s husband Steve, a taxidermist and avid hunter and fisherman, is also a native of Wyoming. They have two children – Trevor (7) and McKenna (2) – who keep them very busy. Both children are well known at the MHP office and know which partner’s office to visit to find the candy stash. Outside of attending school and sporting events for her children and spending time with her family, Brandy enjoys spending time outdoors, reading, and traveling to see family and friends.



Brandy Marrou

2014 ELLBOGEN \$30K COMPETITION

The John P. Ellbogen \$30K Entrepreneurship Competition is designed to encourage students in the UW community to act on their talents, ideas, and energy to produce tomorrow's leading businesses. The \$30K Competition awards cash prizes to outstanding teams of student entrepreneurs who submit their business plans for new ventures showing significant business potential. The competition encourages teams to act on their dreams and build plans for their own companies and fortunes 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 2014 Competition featured five great teams with impressive business plans.

1st place: Bridge Sense

2nd place: Snuffi Candle Company

3rd place: BusMark

Best presentation: Kid Routine

Most creative business plan: Pharm Decision LLC

Congratulations to all winners!

1ST PLACE: BRIDGE SENSE



McKenzie Danforth and Mike Jung of Bridge Sense, with mentor Heather Fleming (center)

2ND PLACE: SNUFFI CANDLE COMPANY



Natalie Hurst of Snuffi Candle Company, with mentor John Dick

3RD PLACE: BUSMARK



Zane Erickson, Brad Kovach, and Conner Chas Hunsaker of BusMark

BEST PRESENTATION: KID ROUTINE



Ben Sims and Travis Gardner of Kid Routine, with mentor John Dick

MOST CREATIVE BUSINESS PLAN: PHARM DECISION, LLC



Luke Wood, Joshua Hall, Rebecca Pullos, and Lisa Ohnstad of Pharm Decision LLC, with mentor Mandy Moore (far left)

THE JUDGES



The judges of the 2014 Competition: Barry Sims, Jon Benson, Colleen McKinnon, Mike Martin, and Nels Paine with Roland Kidwell, Professor of Management and Entrepreneurship (far right)

To read team bios and descriptions of their business plans, [click here](#).



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
 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)

