

FALL 2011

FOCUS



UNIVERSITY OF WYOMING
COLLEGE OF BUSINESS

FOCUS

FALL 2011

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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

When people think of a business school, they tend to visualize images of students in classrooms learning sound principles of commerce from experts in academia and industry. They may also envision graduate students working to earn an MBA degree, or scholars conducting research as part of their doctoral studies. Others may imagine students participating in entrepreneurship or case study competitions...or maybe even an undergraduate embracing her first internship opportunity. The point is that when people think of a business school, they often don't think about the institution's relationship with the business community it serves.

At the UW College of Business, our efforts to support local firms are an important part of who we are and what we do. Home-grown businesses serve as the backbone of most Wyoming communities. Therefore, we understand that strong and vibrant enterprises are essential to the state's economic wellbeing.

To help businesses reach their full potential, the College of Business is involved with a



number of outreach activities and forums, many of which are ongoing initiatives, such as:

The Wyoming Business Leaders Institute (WBLI), a business leadership education program offered to Wyoming businesses in cooperation with the Wyoming Business Council. This program is designed to help participants strengthen management and leadership skills, increase company profitability, and address

a variety of other business issues.

Standing Tall in an Upside-Down World, a principled leadership workshop produced in association with the Center for Cowboy Ethics and Leadership. This program is just now being introduced to Wyoming's business community.

Finding the Hero Within, a Wyoming youth initiative centered on the ten principles from *The Code of the West*. This program is designed to reach the next generation of potential customers, employees, and/or business leaders.

Online Business Administration Degree, an AACSB accredited degree offered through the College of Business and Online UW. This program is designed for students that have completed the first two years of their study at a community college or other university.

Executive Online MBA Degree, an AACSB accredited MBA degree which only takes 24 months to complete. The Executive MBA Program is a tremendous value and it's offered completely online beginning each fall semester. The program is designed for students who want to pursue an MBA while they continue to work.

Regarding the WBLI referenced above, we are inviting businesses to join us for a second tier of professional development training. The Summit Series is an advanced business leadership education program where participants will learn how to hone marketing and leadership skills critical to success in the workplace. The first sessions were held in October. Participants in the Leadership Summit learned to:

- Recognize how personality influences effective and ineffective behavior within themselves and others
- Use leadership practices and skills that foster effective work relationships
- Manage decisions that ensure consensus and “buy-in” from others
- Recognize situations that require leader decisiveness



- Use leadership methods to develop positive work culture

Participants who successfully completed the Marketing Summit were trained to:

- Understand the strategic marketing process

- Analyze the marketing environment through information acquisition, management and use
- Understand situational analysis
- Understand customer analysis
- Integrate the marketing mix in managing the customer experience

By focusing on marketing and leadership skills in the **Summit Series**, we hope to assist Wyoming businesses with growth and expansion opportunities that will greatly benefit their communities and state.

Now that you have reviewed this information, I hope you have two takeaways: 1) Wyoming's business school is focused on more than just educating the next generation of business leaders in this state and beyond—it's also dedicated to making a difference in the community it serves, especially as it relates to small and family businesses; and 2) The College of Business offers a series of outreach programs that may be beneficial to a variety of stakeholders within Wyoming, including individuals in both the private and public sectors.

As always, please let me know if you have any questions regarding the college's mission, goals, and values. In the meantime, thank you for supporting the University of Wyoming College of Business. I hope to see you this fall at one of our remaining football games. Go Pokes!

FOCUS ON ALUMNI

While David Primus (B.S. marketing and finance, 2007) doesn't have as many years of experience under his belt as many of our featured alumni, he certainly has a journey worth sharing. While attending the UW College of Business, David made it his goal to get the most out of his college experience and as you will see below, he certainly did just that.

Upon graduating from UW, David has been able to gain real-world experience as well as complete an MBA from Notre Dame and recently landed a coveted position in the world of college athletics. The FOCUS was appreciative of the opportunity to catch up with David and learn of all that has transpired since his time at UW.

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

After graduating from UW in 2007, I worked for the Brown & Gold Outlet in Laramie in their wholesale sales division managing accounts and helping clients with their custom screen print, embroidery and promotional product needs. In addition, I worked on sourcing and buying retail products and played a role on the Poke Pride committee that continues to do a fantastic job "dressing up" Laramie

“We are given a great opportunity at UW, a top-quality education that doesn't necessitate a giant student loan. With opportunity comes responsibility.”

for game day and bringing UW and businesses in Laramie closer together. After three great years at Brown & Gold, I was blessed with the opportunity to attend the University of Notre Dame and pursued my MBA in the one-year/accelerated program. I graduated from Notre Dame in May and was recently hired at the University of North Dakota as the Director of Marketing & Game Entertainment for the Fighting Sioux.

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

Getting a broad-based education from UW has helped me greatly. I earned degrees in both marketing and finance and that facilitated a better overall understand-

ing of how business operates. My education opened some doors for me through contacts I made and work I did while in school. I have to give a lot of credit to my professors, especially Stacey Baker and Jim Faircloth. I have kept in touch with multiple professors that I had and continue to learn from them. Wyoming is a very unique place that way. Specifically, my experience in the \$10K competition pitching a new business idea to investors gave me significant real world experience between writing up a comprehensive idea, learning how to sell to a tough crowd and managing the start-up of a new business.

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

Without a doubt, it was the three years I worked as a marketing & promotions intern for UW Athletics. I was blessed to work with an amazing group of people and for a fantastic boss (now Assistant Dean in the College of Business, Kent Noble). As interns, we learned a lot and had fun running student fan groups and working at games. It was really something special watching the campus and community come together and support the Cowgirl Basketball team in their run to the WNIT Championship in 2007.

4. What advice would you give current business students?

Get involved. Doing so allows you to apply classroom material in real time. In a way, it makes class easier, cementing ideas for tests and supplying real-world material for projects and papers. Don't be afraid to stretch yourself. At one point I was doing much more out of class than in class between my athletics internship, being an ASUW Senator and running a student textbook-swapping website (CowboyBookSwap). Make time for as much as you can and you earn yourself an even greater value out of your education. Finally, don't be afraid to reach out and cold-contact UW alumni in your desired career field. You'll be surprised how many are willing to go out of their way for you.



5. Why do you feel it is important to stay connected to the University of Wyoming?

We are given a great opportunity at UW, a top-quality education that doesn't necessitate a giant student loan. With opportunity comes responsibility. UW is one of the most visible entities that gives Wyoming its' identity outside of the state. I believe that it is important for us to help

cultivate and grow the message and brand that is Wyoming and UW not just for current and future students, but also for anyone who can proudly say "I'm from Wyoming".

“ I have kept in touch with multiple professors that I had and continue to learn from them. Wyoming is a very unique place that way.

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FOCUS ON DEVELOPMENT

HATHAWAY FAMILY CLASSROOM DEDICATED IN COLLEGE OF BUSINESS BUILDING

Brent Hathaway received quite a surprise when a classroom in the new University of Wyoming College of Business was named in honor of his family.

Members of the College of Business Advisory Board hatched the plan to honor Hathaway, the college's popular dean, when the group met for the first time in the new building last September.

The location of the dedicated space, Room 111 and called the Hathaway Family Classroom, is just off the Jonah Bank Atrium on the main level and accommodates about 40 students. The classroom is equipped with a Blu-ray player, document camera, computer, wireless microphone, lectern-mounted microphone, dual screens and dual high-definition projectors, a Crestron control panel in the lectern, ceiling speakers for playback and speech and a whiteboard.

"I was honored to have our Advisory Board and leadership team recognize the Hathaway family in such a meaningful way," Hathaway says. "It has been a pleasure to serve with such wonderful people and to be engaged in such

a significant cause, improving business education in Wyoming."

Total amount raised to name the facility was \$255,000, which was the published price for naming rights for that particular classroom, says Kent Noble, College of Business assistant dean of external relations. More than 30 people participated in the fundraising effort, including all College of Business Advisory Board members and three members of the college's senior leadership team.

Proceeds from the fundraising efforts will be used to enhance business education in Wyoming -- 50 percent of the funds will establish a permanent endowment for that purpose, while the other half can be used for more immediate educational needs, Noble says.

A sign honoring Hathaway and his family is now permanently displayed in the classroom.

"You just do your job with grace and dignity. You are the embodiment of a leader -- passionate, honest, hardworking, committed," said Peter Johnson, College of Business Advisory Board chairman and Sinclair Oil president, during the dedication ceremony. "I believe the

last sentences on the plaque say it best: 'Dean Brent Hathaway -- A Great Man with Great Vision. The good you have done today will not be forgotten tomorrow.'"

Don Kany, past advisory board chairman and current partner of Walnut Street Securities, recognized Hathaway and his wife, Tammy.

"Brent is a great leader who has dramatically transformed the UW College of Business and our advisory board, Kany said. "He has done it quickly and in a collaborative way. Tammy and Brent are a team whose friendship we all value."

Another board member also praised Hathaway's leadership.

"Brent sets high expectations for himself as well as his faculty, staff and students. We are recognizing and rewarding the results achieved from those expectations. His accomplishments are a testimony to the support he enjoys from his family and the university community," said Rita Meyer, former Wyoming State Auditor and current managing member of U-235 LLC. "We are fortunate that Brent chose to share his time, his talent and his family with Wyoming."



FOCUS ON STUDENTS

Those familiar with the endeavor to complete a prosperous college tenure understand the time, energy, and discipline it takes to be successful. Now imagine adding to that 30+ hours of practice per week, thousands of miles traveled in planes and vans, plus being a full-time student with 20+ hours a week in studies and class time and one might understand what it takes to be a successful student athlete.

Casey Ruff, Gabe Maier, and Jacob Hedge are doing just that. Not only do they represent three of the seven UW men's golf team, but they also represent the College of Business.

"In addition to their outstanding performance on the course, Casey, Gabe, and Jacob have been part of a top-50 academic program the past two seasons as voted by the Golf Coaches Association of America," said Head Coach Joe Jensen. "This is quite an accomplishment when you consider there are at least 320 Division 1 programs. I'm proud that their efforts have been recognized on both a local and national level."

The Focus was thrilled to catch up with these three student athletes finding out how they work to find success both on the course and in the classroom, and what lead each of them to become a Cowboy and a College of Business major.

CASEY RUFF— Redshirt Senior, Double Major in Business Administration and Accounting

Why did you choose to golf at the University of Wyoming?

Growing up, it was always a goal of mine to play Division 1 Golf. I chose Wyoming because it was a great opportunity for me and I was proud to represent my home state.

How do you balance being an athlete and a student?

It can be difficult at times, but you just have to get organized and manage your time well. During season, we miss a lot of school so it is important to communicate with your teachers. I just make sure I don't fall too far behind during season, then I can get caught up and make a strong push in my classes during the offseason.

What made you decide to declare your major?



Casey Ruff

I was a little indecisive as to what I wanted to do when I was a freshman. Business seemed like a safe route to take as far as benefiting me in the future, and I have not regretted that decision.

What has been your best athletic moment to date?

No one moment really sticks out. I have been a part of some great teams, and I am hopeful that the best is yet to come.

What do you feel is the best part about being a part of the UW College of Business?

The quality of education at our College of Business is second to none. The new business build-

ing has made the experience even more enjoyable.

What is your all time favorite course to play?

The Tradition in Palm Springs, California. It is one of Arnold Palmer's courses. Our team was lucky enough to meet Mr. Palmer and play his course last year.

GABE MAIER -- Senior, Business Administration Major

Why did you choose to golf at the University of Wyoming?

I chose to come play golf at the University of Wyoming mainly because of money and the opportunity to play right away. This is something that changed for me quickly after arrival however, playing for Wyoming means a lot to me now and if you gave me the chance to choose again and I could go anywhere, I would come back here. The people and atmosphere have helped me grow in a way nowhere else could have.

How do you balance being an athlete and a student?

It's tough, what I found to be most helpful was to have great relationships with teachers.



Gabe Maier

What made you decide to declare your major?

I declared my major pretty late in college, but going in I always knew I would be a business student. With my ambitions to play professional golf, I knew business skills would be extremely helpful in the future.

What has been your best athletic moment to date?

Hmmm, I have a very hard time answering this question. From a performance perspective I have never won any big tournaments but been close to a few. This past year at conference I led for two days experiencing what may be the best performance I've had on

a big stage. It was a great experience and while I tied for 7th at the end of the tournament, I was able to learn a lot from being so close and having it slip away.

What do you feel is the best part about being a part of the UW College of Business?

I think the best part about being part of the College of Business here at UW is the great faculty and how the curriculum is set up. I have had a wonderful experience, and feel like the College of Business has taught me a lot.

What is your all time favorite course to play?

My all-time favorite course that I have played is Tucson National in Tucson, AZ. It is a course we got to play a lot in my time on the team and I have many fond memories which stemmed from being there.

**JACOB HEDGE –
Sophomore, Double Majoring
in Accounting and Finance**

Why did you choose to golf at the University of Wyoming?

I chose to play golf at the University of Wyoming for several reasons. Most importantly, I respected the effort Coach Jensen

put in to recruit me and I wanted to play for a coach that took great pride and interest in his players. Also, during my recruiting trip, I had a chance to meet the team and they came off as a great group of guys and they certainly are. Being from Montana, the University of Wyoming has a perfect location and great people.

How do you balance being an athlete and a student?

Hard work and communicating effectively with teachers is most important. Having a schedule and a list of what needs to be done every day keeps me motivated and on top of school and golf.

What made you decide to declare your major?

My father, brother, and sister are all accounting majors. Their success gave me the idea to follow in their path. Also, accounting and finance complement a golfer in the business world.

What has been your best athletic moment to date?

When I was 17, I made a 25 foot birdie putt on the 36th hole of the U.S. Junior qualifier to win by 1 stroke. The best part was that I did it in front of a home crowd at my



Jacob Hedge

home course where I have played since I was 4 years old.

What do you feel is the best part about being a part of the UW College of Business?

The facility and teachers are second to none. I feel honored to have the opportunity to graduate from such a great program.

What is your all time favorite course to play?

Recently I played Shooting Star in Jackson, Wyoming. Also, Boone Valley in Augusta, Missouri. I would say those are the two coolest courses I have ever played.

COLLEGE OF BUSINESS ADVISORY BOARD 2011-2012

In recent years, COBAB has played an active role in assisting the Dean and college in the legislative and private funding, design and construction of the new College of Business building, in accreditation processes with the Association to Advance Collegiate Schools of Business (AACSB), in establishment and support of the Peter M. and Paula Green Johnson Career Center within the college, in assisting the college with its redesign and launch of the MBA Program, and assisting with placement of MBA students in summer employment experience programs, etc.



Left to right: Tom Davidson, Mike Ceballos, Russ Mortenson, Even Brande, Don Kany, Rita Meyer, Lyle Knight, Peter Johnson, Jim Nielson, Pam Ruehle, Jim Willms, Bob Jensen, Heath Hunter, Dick Bratton, Shaun Andrikopoulos and Dennis Carruth.

Chair: Peter M. Johnson (B.S. 1972, finance) - President, Sinclair Oil Corporation, Salt Lake City, UT

Vice Chair: Dennis Carruth (B.S. 1966, management information systems; MBA 1968) – President, Carruth Properties, Littleton, CO

Shaun Andrikopoulos – Manager, Solitude Management, LLC, Jackson, WY

David Auge (B.S. 1977, general business management) – President, Teton Motors, Inc., Jackson, WY

Even Brande (B.S. 1991, business administration; MBA 1993) – CEO, Handel Information Technologies, Inc., Laramie, WY

Richard J. Bratton (B.S. 1982, accounting) – CPA, Jonah, Inc., Casper, WY

Michael A. Ceballos - Wyoming President, Qwest Communications International Inc., Cheyenne, WY

Roy Cohee – Owner, C & Y Transportation Company; Representative, House District #35; Casper, WY

Tom Davidson (B.S. 1961, agriculture) – retired advertising executive, Mukwonago, WI

Pauline (Pam) Dunnuck (B.S. 1976, accounting) – President, Dunnuck and Associates, CPAs, P.C., Laramie, WY

David Emery (B.S. 1985, petroleum engineering) – Chairman, President, and CEO, Black Hills Corporation, Rapid City, SD

Gus Fleischli – President, Fleischli Enterprises, Inc., Cheyenne, WY

Michael E. Golden (B.S. 1988, business administration) – Client Partner, Cognizant Technology Solutions, Chicago, IL

Stig Hallingbye (B.S. 1977, general business management; M.S. 1982, agricultural economics) - Executive Vice President and Chief Credit Officer, Wyoming State Bank, Cheyenne, WY

Margaret R. Hayes (B.S. 1999, economics) – Vice President, Barrows Company, New York, NY

Kyle A. Hultquist (B.S. 1984, journalism) – Vice President, Marketing & Communications, StandardAero, Tempe, AZ

Heath R. Hunter (B.S. 2003, finance; M.S. 2005, finance) – Finance Manager, JBS USA Holdings, Inc., Greeley, CO

Robert Jensen (B.S. 1981, business management) - CEO, Wyoming Business Council, Cheyenne, WY

Donald J. Kany (B.S. 1969, business administration; MBA 1975) - Owner, KARKCO, LLC, Englewood, CO

Lyle R. Knight – President and CEO, First Interstate BancSystem, Billings, MT

B. Carl Lee (B.S. 1972, accounting) – CEO and Business Coach, Go Manage, Inc., Fort Collins, CO

V. Frank Mendicino (B.S. 1962, business administration; J.D. 1970) - Managing Director, Access Venture Partners, Westminster, CO

Rita C. Meyer (B.A. 1982, middle school education; B.S. 1989, accounting) – Managing Member, U235 LLC., Cheyenne, WY

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Scott M. Neu (B.S. 1998, electrical engineering) – Vice President, Goldman, Sachs & Co., Atlanta, GA

James E. Nielson (B.S. 1954, business administration) – President, Nielson and Associates, Inc., Cody, WY

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

Pamela C. Ruehle (B.A. 1978, journalism; MBA 1982) – Retired Senior Executive, Accenture, Denver, CO

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FOCUS ON SERVICE



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

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

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

Shaun Andrikopoulos has had a successful 23 year career spanning operating management, investment banking, private investing, entrepreneurship, and community service. He has lived in Jackson, WY since 2001 with his wife and two kids and spends considerable time on his family's cattle ranch near Daniel, WY. Aside from his family, Shaun is dedicated to entrepreneurial management, investing and non-profit leadership.

He currently serves as the President of PointWest Resources LLC, an oil and gas exploration company that is focused on shale oil and gas in the Appalachian basin. Prior to forming PointWest, he served as the Chairman and CEO of EnerCrest, Inc., an environmentally-driven energy services company. He grew the

company he co-founded in 2005 to over \$46 million in revenue in three years and established a highly differentiated business model.

In 2001 Shaun formed Solitude Management LLC, an investment holding company responsible for forming several commercial real estate investment syndicates, acquiring and operating a regional manufacturing company, and starting both EnerCrest and PointWest.

Before returning to Wyoming in 2001, Shaun spent the majority of the prior 15 years in the Bay Area where he attended Stanford University, worked for Hewlett Packard, and Deutsche Banc Alex. Brown (DBAB) where he was the Senior Equity Research Analyst as covering the Internet sector in the 1990's. In 1994, as an Associate Analyst, Shaun was early to recognize the convergence of media, communications, and the PC proliferation into what would become the Internet or Web industry. He co-founded the firm's Internet group and between 1995 and 2000 he was the Senior Analyst responsible for leading the firm's Internet research coverage across industry sectors.

As an analyst, Shaun was consistently recognized as one of the firm's top stock pickers and was consistently ranked on the Institutional Investor survey. In 1999 he was recognized by the Wall Street Journal as the #1 All Star Analyst covering the Internet sector for his accuracy in earnings estimates. Shaun was frequently quoted in leading business publications such

as The Wall Street Transcript, Forbes, The Wall Street Journal, The New York Times, as well as others and appeared frequently on CNBC, CNN and NPR.

During his six years at DBAB Shaun was responsible for covering and sponsoring over 30 leading Internet and technology companies including America Online, Yahoo!, Ebay, Amazon.com, Inktomi, DoubleClick, HotJobs, Monster.com, Digital River, TIBCO Software, Net2Phone, Sun Microsystems, EMC, Network Appliance, Dell Computer, and Apple Computer. Shaun also played instrumental roles in private equity financings for such companies as Internet Capital Group, Inktomi and Broadcast.com (formerly Audionet).

In early 2000 Shaun co-founded Silicon Valley Internet Capital (SVIC), a private equity fund focused on emerging networking technology businesses. He helped the Company raise an initial fund of over \$80 million in four months, including investments of \$20 million from strategic partners. During his tenure at SVIC the Company incubated ArcSight (sold to HP for \$1.4 billion in 2010) and Cloudshield (Sold to SAIC in 2010 for an undisclosed amount). He has also served as a Venture Partner for Institutional Venture Partners in Menlo Park, California.

In 2007 Shaun co-founded the Jackson Hole Policy Institute (JHPI), a private non-profit organization designed to create and stimulate

high-level policy dialogue between C-level corporate executives, national, state and regional policy makers, and non-governmental (NGO) organizations. Earlier this year he helped conceive and organize The Ohio Governor's 21st Century Energy and Economic Summit.

Shaun has served on COBAB since 2004 where he currently chairs the Strategic Planning and Review Committee. In 2004 he was appointed to serve on a panel that investigated the feasibility of establishing a world-class business education institute in Jackson, Wyoming. He has guest lectured at the Stanford Graduate School of Business and at the Tuck School of Business at Dartmouth (where he also authored a series of case studies). In 2005 he and his family were recognized as the Wyoming Landowner of the Year by the Wyoming Game and Fish Department for their work to improve waterfowl habitat on his family ranch. He has testified in front of the U.S. Congress on private property and energy development issues and has been involved in various legislative efforts.

Shaun holds a Master of Business Degree from the Tuck School of Business at Dartmouth and a Bachelor of Science Degree in Mechanical Engineering from Stanford University. He graduated from Encampment High School.

PETER M. AND PAULA GREEN JOHNSON CAREER CENTER

By Steve Farkas, Director

Greetings from the Peter M. and Paula Green Johnson Career Center! In light of continued challenges associated with an extremely lean and competitive hiring environment, 2011 has proven to be a productive year for the Center. Year-to-date, College of Business students have had on campus exposure to almost 200 companies via career fairs, informational sessions and in-class presentations. This number does not take into consideration the continued growth of companies participating in our internship program. The Center's success is heavily influenced by the competitive drive of our business students to succeed in the execution of their career planning strategies, complemented by the support of our faculty, staff, Advisory Board and employer partners.

It's anyone's guess as to when the U.S. economy will return to the days of full employment. A June 2011 report from McKinsey & Co. indicated a best case scenario for full employment no sooner than 2018. Other interesting statistics from the report posing student placement challenges include:

- A decline of 7 million US jobs since December 2007;
- A projected 60 month "jobless recovery"; and
- A 23% drop in new business creation since 2007, resulting in 1.8 million fewer jobs.

I believe the employment prospects for business related degrees will remain more promising than the overall job market; however our graduates will continue to experience the pres-



ures associated with a highly competitive market for the foreseeable future. The National Association of Colleges and Employers 2011 Student Survey indicated of all seniors applying for jobs nationally, only 41% received an offer. In comparison, just 38% of the Class of 2010 received job offers.

The College of Business's proactive approach to creating a business ready learning environment for its students, in and out of the classroom, has created a distinct competitive advantage. As testament to its success, 62% of College of Business students received job offers in 2011, following a 52% job offer rate in 2010. Other business schools in the region and south of our Wyoming border (we won't

mention names to protect the innocent), have represented job offer rates ranging from 30% to 61%. Clearly, UW's College of Business has separated itself from national and regional trends and should be very proud of its highly marketable students.

In closing, I wish to acknowledge Joan Downham who will be retiring in October after 35 years of service to the University of Wyoming. Joan has been an invaluable asset to the College of Business, its students and employers. Our internal and external constituents have benefited tremendously from her institutional knowledge, resourcefulness and genuine interest in helping those around her. Thank you for your service...you will be missed!



SEEN AND HEARD AROUND THE COLLEGE OF BUSINESS

Marketing professor Jose Antonio Rosa spoke at TEDx USC (x = independently-organized TED event) sponsored by the Stevens Institute for Innovation at the University of Southern



California. He shared insights from research into the innovativeness of subsistence consumers (people earning less than \$2 per day). Much of what Professor Rosa has learned about poor consumer innovativeness can be used by companies and organizations in the US and other countries to serve this growing market responsibly and profitably.

Julia Navarro is a doctoral student in the recently launched PhD Program in Marketing in the College of Business. Since arriving at UW, Julia has been working with several professors on sustainability-related projects, and was recently awarded a travel grant by the International Programs Office to visit Universidad del Valle in Guatemala. The travel grant was made possible through an estate gift from Ambassador Tom Stroock. While in Guatemala, Julia will work with Professors Stacey Baker and José Antonio Rosa on research into how subsistence consumers respond to slowly-unfolding economic and ecological disasters.



Former Pennsylvania Governor Edward Rendell with University of Wyoming Professor Tim Considine at the Manhattan Institute in June. Professor Considine presented research on the “Economic Opportunities of Shale Energy Development.”



- In September, the Department of Economics and Finance hosted guest speaker Scott C. Linn from the University of Oklahoma. Scott presented a paper titled “Evidence on the Determinants of Cash Holdings by Private and Public Companies”. Professor Linn holds the position of R.W. Moore Chair in Finance and Economic Development in the Price College of Business at the University of Oklahoma.

- In September, the Department of Management and Marketing Sustainable Business Practices hosted Betsy Howlett, a professor in the Department of Marketing and Logistics at the Sam M. Walton College of Business. Howlett’s presentation was titled “Front-of Packaging Nutrition Labeling - Too Little Too Late?”
- Richard Van Horne, Assistant Lecturer, addressed the CFA Society of Singapore on the topic of Hedge Funds and Hedging Mutual Funds.



- In September, the Department of Management and Marketing Sustainable Business Practices hosted Critical Conversations with Jeff Murray. Murray is a professor and R.A. & Vivian Young Chair, Marketing and Logistics Department Chair at Sam Walton College of Business, University of Arkansas.

Throughout the semester, professor Roland Kidwell's New Ventures class hosts various thriving entrepreneurs giving the students real world advice and insight on what it takes to be a successful entrepreneur. In September the class was able to host a new kind of entrepreneur welcoming Eugene Gerow-Mathew, a 13 year old Laramie entrepreneur who told the story of his local tea company, Eugene's Tasty Tea Company.

The students found the presentation and the tea samples to be a great experience being reminded that entrepreneurs come in all ages. In addition, students were able to offer Eugene advice based on their own pre-college entrepreneurial experiences.



- In May, Associate Professor of Marketing & Sustainable Business Practices Stacey Baker was a featured speaker at the Program for Queen's School of Business Conference in Kingston, Ontario. Baker's presentation "Vulnerability and Resilience in the Context of Marketing, Consumption, and Natural Disasters" discussed

The conference focused on moral decision-making and the different points where one is forced to make trade-offs. Topics of presentation included social entrepreneurship, disaster risk perceptions and disaster recovery, genocide and mass atrocities, and the marketing of food in relation to obesity and nutrition.

In a recent listing, *Forbes* ranked the University of Wyoming in the top ten best buys in the country.



In September, the UW American Marketing Association (AMA) chapter sponsored the Forum on Sustainable Business Practices. Innovation with regard to social, economic and environmental sustainability

was the theme of the fourth annual Forum on Sustainable Business Practices.

The forum featured a panel and two keynote speakers. Ron Hughes from Solvay Chemicals, Jennie Fowler from Starbucks Coffee, Jacob Castillo from Panda Bicycles and Michele Leoper from Ten Thousand Villages discussed how their companies respond to the issues surrounding environmental, economic and social sustainability.

Michele Leoper, pictured above, of Ten Thousand Villages was the Keynote Speaker.

- **Guardian** from the United Kingdom referenced UW Stroock Professor Jason Shogren and Appalachian State University Professor Todd Cherry's research on "The Social Cost of Coal: A Tale of Market Failure and Market Solution". <http://bit.ly/paxlOL>
- **Newsweek's Daily Beast** quoted UW Economics Professor Ed Barbier in an article about the economic crisis. <http://bit.ly/phz0GV>
- **Forbes.com** referenced UW Economics Professor Tim Considine's model of the global oil market. <http://onforb.es/QFfN>
- **Financial Times** referenced UW Finance Professor Hilla Skiba's research on «Home Bias». <http://on.ft.com/qI0rj6>
- **Economic Logic Blog spot** comments on UW Economics Professors David Aadland and Sherrill Shaffer's research on the perception of time. <http://bit.ly/qSk2a9>
- **USA Today** quoted UW Economics Professor Rob Godby in an article about the state's population growth. <http://usat.ly/hupJSX>
- **The Casper Star Tribune** published a feature about experiences offered to students in the new UW College of Business trading room. <http://bit.ly/hShif0>
- **The World Financial Review** published an article written by UW Economics Professor Ed Barbier. The piece spotlights the history of natural resource exploitation and global economic development. <http://bit.ly/nFvi8E>



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

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