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College of Business
Past Issues of FOCUS
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While this is an extremely challenging time for our nation and world, today’s economic and policy concerns are providing extraordinary educational opportunities for UW’s College of Business students.

Imagine being a business professor and having these “real world” situations to analyze in your classroom: economic stimulus packages, the stock market meltdown, failing financial institutions, business ethics issues, the housing crisis, soaring federal deficits, health care affordability, energy and environmental concerns, trade imbalances, consumer debt, etc. Obviously, these events and/or matters must be investigated, studied, and understood so the next generation of business leaders can avoid the hazards that plague us today.

Without question, today’s headlines will have a significant impact on our curriculum for the foreseeable future. Furthermore, it can be argued that getting a degree during these troubled times will enhance the value of our students. As referenced above, business practices are changing out of necessity. It is therefore our responsibility to make sure Wyoming business students are well prepared to take on the economic, governance, and policy issues they will confront.

It’s also imperative that our students realize we can’t let today’s 24-hour coverage of world events cripple us with fear. Often when we’re in the midst of troubled times, it seems the downward spiral will continue indefinitely. However, as with past painful periods, we will ultimately emerge from this predicament, and, when we do, the country will be stronger, wiser, and more economically sound.

Our current hardships will also create a new wave of financial opportunities for UW business students and others. Though some of today’s existing companies may fail, others will flourish and develop. Additionally, a loss of jobs will lead many workers to pursue entrepreneurial endeavors. Some of these efforts will struggle, but others will thrive and produce new jobs and prospects.

Similarly, while the housing and financial markets have created untold hardships, remarkable buying opportunities will be available to those who have weathered the financial storm or are entering the marketplace for the first time. In short, prices that were unattainable just months ago will be readily available to those with the necessary resources.

However, we must also instruct our students to be patient. This crisis didn’t materialize overnight; it was years in the making. Likewise, the recovery process may be slow, and, at times, painful. Therefore, a solid and well-structured plan that incorporates the difficult lessons of the past will eventually provide our graduates and others with tremendous opportunities for success.
EXPANDING THE EXPERIENCE

College of Business senior George James from Cheyenne, a marketing major with Asian studies and international business minors has taken learning outside of the classroom to a whole new level spending the 2008-09 academic year in Shanghai China.

George James in the Summer Palace Gardens in Beijing

James is in China participating in a long-term language study program at Shanghai University, a university which UW is conducting cooperative exchanges with. Additionally he is conducting research for his Senior Honors Project.

What made you chose China and Shanghai University for this project?
I have always been interested in China and especially Mandarin Chinese. I was involved in the Eller Ethics Competition last school year which really got me thinking about ethical systems, especially those of other cultures. I chose Shanghai for a number of reasons: it has a large expatriate business community which is good for networking, foreign investments are strong and encouraged here, there is a congregation of my church here, not many students from UW have been here recently so I am a type of pioneer, and finally I plan to do business in China and more likely than not, Shanghai would be a future destination. I chose Shanghai University because it has a great convenient location and is quite affordable. Also my Asian Studies advisor, Dr. Yarong Ashley has history with this university.

How did your time at UW help prepare you for this?
In the classroom, UW has given me a theoretical foundation to observe and analyze the business environment. Additionally, I obtained many skills necessary to survive and prosper. For example I learned how to conduct research, understand complex and ambiguous situations, and Mandarin language ability.

My activities outside the classroom have been just as important. Through my experience in multicultural clubs and various student organizations as well as working for the International Students and Scholars Office, I was better prepared for the multicultural environment and challenges of studying abroad. UW ignited a burning desire to see the world and also gave me the ability to make it happen.

As a recipient of the Dick and Lynne Cheney Fellowship for Excellence in Study Abroad and other scholarships, I have also benefited from UW’s outstanding financial assistance to help students broaden their horizons.

Tell us a little about your senior honors project.
A study of immigrant Chinese in America and how the ethics of their home country affect them in doing business in the U.S. This will include an analysis of contemporary Chinese business ethics including origins and influences. I plan to gather empirical evidence through surveys of native
and expert business people. I will also supplement it with some interviews with natives in Mandarin.

**What are your plans upon graduation?**

I had originally planned to seek a position with an international company during my time in Shanghai. I have met a number of business executives including the Asia Area HR Manager for GE and the GM Shanghai HR Director. In light of conversations with them and the recent economic crisis which has left an abundance of heavily experienced international business men and women without jobs, I have decided to continue my education. I am currently evaluating graduate programs at a number of schools including Stanford, Berkeley, University of Washington, and Thunderbird University.

**Outside of your time spent at Shanghai University, what are you doing with your time in China?**

Outside of SU I have been quite busy. Understanding the culture of a country as great and old as China requires more than classroom experience. Between making friends with native Chinese, my fellow international students, and expatriate business people, I travel the country. I have been snowboarding and visited the famous ice sculptures in Harbin in the Northeast, visited the ancient dynastic capitals and the Longmen Buddha Grottoes of Henan Province in central China, and climbed the Great Wall in Beijing, the capital of China. I plan to travel around Southern China during the spring semester. Also I find myself thinking a lot, about my future, my plans and ambitions, what it means to be an American as well as a global citizen. I have read a lot; it seems everyday a friend suggests a new book, so I’ve read lots of history, classical literature, philosophy, religious texts, and art. The friends I have made and the discussions I’ve had have opened my eyes and deepened my experiences in so many ways.

**What advice would you give your fellow students thinking about spending time abroad?**

Bring deodorant! Just kidding, seriously I would suggest becoming a sponge and study, learn, and soak up as much information as possible about the place you are traveling to in advance. If that means learning a language, do so now, talk to peers and teachers who may have visited that place before. Through the International Student and Scholars Office or International Students Association you can even meet people from a country you are planning to visit. Be prepared for the most enjoyable, frustrating, exciting, thought provoking, mind boggling experience of your life. Set goals and have a purpose in your travels. Get out of the box and try to understand how the natives live and work. And if you are serious go to the International Programs Office and speak with Ruth Shepherd, she is an angel who will help with everything you need.
As you may know, the 7520 rate continues to drop—once again reaching an all-time low of 2.0% for the month of February. As detailed in the January issue of Planned Giving Essentials, this historically low 7520 rate presents opportunities to leverage the benefits of several planned giving techniques. One such technique, the retained life estate, provides substantially more benefit to the donor in a low interest environment. In this issue, we will examine the eligibility requirements for an RLE, the benefits of the RLE, and an example of a hypothetical RLE gift structure.

**RLE Qualification**

In order to qualify and obtain the tax benefits associated with an RLE, there are two main requirements. First, the real property subject to the RLE must be a personal residence or a farm. However, a personal residence need not be the donor’s primary residence—it can also be a second home or a vacation home. To be classified as a farm, the land must meet specific criteria under applicable law—any land used by a donor or his tenant for the production of crops, fruits, or other agricultural products or for the sustenance of livestock. Generally, most ranches in Wyoming would qualify. Second, the donor must contribute an irrevocable remainder interest in the residence or farm to the charity.

**RLE Tax Benefits**

A donor implementing an RLE receives an income tax deduction in the year of the gift that is based upon the discounted value of the remainder interest in the property on the date of the gift. The discounted value is based upon the life expectancy of the donor and the current 7520 rate. All other things being equal, the lower the 7520 rate, the higher the income tax deduction for the donor. In addition, if the donor is potentially subject to estate tax, the RLE provides a charitable estate tax deduction for the value of the remainder passing to the charity upon death.

**RLE Example**

Debbie, age 75, owns a vacation home in Scottsdale, Arizona, valued at $450,000. She and her husband, who recently passed away, purchased the home many years ago for $225,000. Debbie would like to continue to use the home for the remainder of her life. She has already provided for her children in her estate plan in a significant manner and, in addition, would like to structure a gift with the University of Wyoming Foundation using the vacation home. She could simply leave the home to the UW Foundation in her Last Will and Testament. However, she would forego the benefit of a current income tax deduction and, more importantly, the life-time satisfaction of making a major commitment to UW. After talking with the planned giving department at the UW Foundation and her estate planning attorney and CPA, Debbie decided to convey the vacation home to the UW Foundation while retaining a life estate in the property. The UW Foundation and Debbie execute a Retained Life Estate Agreement detailing the rights and responsibilities of each party.

Debbie will continue to use the residence and to maintain it as usual, paying the costs of repair and maintenance, insurance, and property taxes. And, as a result of this gift, Debbie is entitled to an income tax deduction of $323,888 in 2009. The gift will also trigger state-matching funds equivalent to the present value of the remainder interest—the $323,888. The state-match portion immediately will become available as an endowment to fund the programs that Debbie wishes to benefit at UW. Upon her death, the vacation home passes to the UW Foundation, who will liquidate the property and add the net proceeds to Debbie’s endowment.

Call Tracy R. Richardson, Director of Planned Giving, at 307-766-3934 or e-mail, trichar6@uwyo.edu, for more information about Retained Life Estates or any other planned giving opportunities at UW.
FOCUS ON ALUMNI AND FRIENDS

It was not that long ago that UW College of Business donor and alumni Bud Noffsinger was walking the halls of the college and sitting through his own business classes. Since graduation, Bud has had a busy career filled with success. The college was happy to catch up with one of its own and get an update on all that has transpired since his days as a Cowboy.

Update us on what you have been up to since graduating from the UW College of Business.

Since leaving the COB, I was hired by Bill Farr to work for his tremendously successful Centennial Bank of the West. I was very lucky in that Mr. Farr let me learn how to be a banker directly from an incredibly experienced banker named Bob Hinderaker. Having a terrific mentor like Bob allowed me to get up to speed very quickly. I worked nearly 5 years at Centennial Bank. While I worked at Centennial, we increased bank assets from about $350 million to nearly $800 million. Mr. Farr then sold the bank to a group from California and I took that opportunity to leave Centennial Bank and join Scott Wylie and Warren Olsen as they formed First Western Trust Bank. Mr. Wylie and Mr. Olsen are tremendously experienced banking and finance entrepreneurs and I was very lucky to be able to learn from them as they formed the best private bank for the western wealth management client. After spending 5 years at First Western and helping to grow bank assets from zero to nearly $350 million and assets under management from zero to over $2 billion, I made the very difficult choice to leave First Western Trust Bank in order to pursue my goal of working for myself. Leaving a great company as an Executive VP right after the company was honored as the fastest growing financial institution and among the top 500 fastest growing business in the country (by Inc. magazine) might be a bit insane, however, I was finally able to summon the courage to make the move.

Personally, I’ve been married to my wife Jessica since 2001 and have two sons, Robert and Max. Robert is 7 and Max is 6 and we spend much of our free time playing basketball, golf, and fishing. I also spend some of my free time writing articles for the local business journal and for various newsletters. That’s a pretty fun way for me to think about something other than banking for a while.

How has being a UW College of Business graduate helped you throughout your career?

The practical business skill set that is the focus of the COB’s education has been tremendously helpful. Additionally, the networking opportunities presented by the COB and UW in general are quite broad for those who take advantage of the resource. While attending UW, students have the opportunity to get to know the University, local, state, and Front Range
business communities. Finally, I feel that UW COB graduates generally gain a very powerful cultural perspective pertaining to business. They most often work hard, exhibit humility, play as a team, and are trustworthy. They are typically tough and fearless. The ‘Cowboy Ethics’ gained by COB grads make them very valuable to employers, fellow associates, and their clients.

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

All of my most memorable experiences at UW revolve around my friendships with my fellow students—there were far too many memorable experiences to list. I am continually grateful for the success and happiness of my friends.

**Why do you feel it’s important to stay connected to the College of Business?**

Not staying connected makes absolutely no sense to me. My experience has taught me that the business community isn’t industry-specific. It is also not contained to one’s town, county, state, or region. UW graduates are leaders across multiple industries in very diverse locations. By staying connected to the COB, graduates are provided with an incredible resource for recruiting productive employees, making business contacts, etc. In addition to the benefits gained by staying connected to the COB, it is also rewarding to give back. I sincerely appreciate what my time in Laramie has given me and think I should do whatever I can to insure that younger generations gain similar skills and experiences.

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

Take full advantage of the opportunities that are provided to you as a COB student. You’ll need both the technical skills and the interpersonal skills that can be learned while in Laramie. I don’t think it makes much sense to focus on a certain industry or career path before you’ve been hired because the breadth of your experience and skills is the only thing that will limit you. Also, don’t be scared or intimidated because you are young. A young, energized, hard-working UW grad is an extremely valuable business asset.

**Now that you are following your entrepreneurial dreams, what advice do you have for aspiring entrepreneurs?**

I’ll defer to Dr. Brooks Mitchell on this question. His entrepreneurship columns that are published in journals like the Northern Colorado Business Journal helped me to develop enough courage to make the move. My only input is that some people will be most happy in small organizations. Some are better suited for large organizations. Some will flourish in the private sector while some will only be happy in the public sector. Some people (like me) have convinced themselves that the upside of entrepreneurial endeavors outweighs the risk. In any case, I think young businesspeople should not limit themselves to experiences. There’s plenty of time to figure out what business climate suits each individual. I’m convinced that if you learn from as many positive mentors as possible and don’t pass up opportunities, success is inevitable.
The 2008-09 $10K competition will take place on March 27th as the top five teams present their business plans to a panel of judges. Here is a glance at the business ideas that will be presented.

Dinner Maid Simple
Dinner Maid Simple is a service that provides complete meal planning and preparation needs catered to your family. Dinner Maid Simple is a bimonthly service that provides a two-week planned dinner menu, complete with easy-to-follow recipes that can be prepared in 30 minutes or less. This service also includes grocery shopping for the planned menu, allowing a family to be fully stocked with everything needed for two weeks worth of delightful dinners, waiting to be prepared. It’s dinner maid simple!

Olympus Mons Gear
Olympus Mons Gear is an apparel company dedicated to providing extreme sports enthusiasts with apparel created to withstand and endure the intense conditions encountered while participating in various specialty sports.

Olympus Mons products will maintain a balance of functionality and fashion while catering to the specific needs of various extreme sports. Products will include base layers, outer layers, accessories, and casual attire. Each product will incorporate the Olympus Mons logo and a fashionable design targeted toward athletes and fans.

Rocky Mountain Careers
Rocky Mountain Careers (RMC) is a web-based business designed to bring employers and those seeking employment together. RMC was born from the realization that popular job-based websites frequently yield search results that are too broad to be of real assistance. In addition, adding a compatibility element and providing video interviews would yield more useful results. After exploring and developing these ideas, the team consulted with UW faculty regarding developing and marketing their business concept. As a result, L & C partnership was formed to develop Rocky Mountain Careers, the best way to bring together those trying to find or fill a job in the Rocky Mountain region.

Sensor Technologies
Various equipment such as snow plows and earth moving equipment have replaceable wear parts. These parts wear significantly during normal operation due to friction and must be periodically replaced. Failure to replace such parts in time can lead to extensive collateral damage to the main machinery. Sensor Technologies provides a solution to this problem by providing its customers with a product, a blade wear measurement system, that will consist of inexpensive sacrificial sensor elements to measure the amount of sacrificial wear on a snow plow blade on a real-time basis.

United Plastics
United Plastics is a web-based marketplace which facilitates the redistribution of plastics. This marketplace will establish values for unused and reusable plastic composites. The purpose of this venture is to unite a traditionally fragmented market which is controlled by regional brokers. As a sales and marketing company, United Plastics core competency is managing strategic partnerships which is demonstrated by its alignment with IDES “the plastics Web”. This and other partnerships create a number of profit centers which make United Plastics not only viable, but sustainable as well.

The $10K Competition is sponsored by Carl and Marcia Lee, the Woodson Family Foundation, First Interstate BancSystem Foundation, Venture West and the Wyoming Technology Business Center. For more information on the competition visit www.uwyo.edu/$10K or contact Rachel Stevens at 766-3124 or rstevens@uwyo.edu
For some students the decision to go to college is the easy one, it’s what to do upon graduation that’s hard. This is why participating in an internship can be an invaluable experience allowing students to experience and participate in real world business applications.

Steve Farkas, internship program director said, “The internship program creates a win-win opportunity whereby companies are able to engage our UW business students to positively affect their organizations and, in turn, the students receive practical, working knowledge of the industries they have chosen to pursue for their careers. Our internship program initiates a pipeline of talent to prospective employers.”

Brianne Bossard, a senior management major from Casper, realized that she was graduating in May and was still not sure what she wanted to do. She decided to take advantage of an internship with Mountain West Farm Bureau Insurance to gain real world experience and further decide what she would like to do upon graduation.

“An internship with MWFBI seemed to be a good fit for me and would most be like the type of job I might have in the future,” Bossard said.

Through her internship with MWFBI, Bossard has been given the opportunity to work in several different departments on a variety of projects. “The project that I am currently working on is creating a webpage with our customer service survey on it for our clients to complete. In addition, I have helped to create a new employee orientation for all the new employees at MWFBI. These are only a couple examples of projects I have had the opportunity to work on and before my internship is over, I will have the opportunity to participate in projects with additional departments.”

“My internship has provided me with a great learning experience already,” says Bossard. “I have had the opportunity to see how a company works and how they share their values with their employees. I have also had the opportunity to realize the types of jobs I would most like to do in the future.”

“I am grateful for the opportunity I have had to do an internship and think that students should participate in one, if they have the opportunity,” Bossard said. “If they don’t know what they want to do or what direction they want to go, an internship is a great experience to find out. It is also very beneficial if you do know where you want to take your career, because you are gaining experience in that area or field.”

Interested companies wishing to sponsor an intern need to complete and return an employer application and provide a company brochure, description of the organization’s activities, and a detailed job description.

For more information and an application, call the UW College of Business at (307) 766-2363 or visit the internship web site at http://business.uwyo.edu/internships.
FOCUS ON COB ADVISORY COUNCIL

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

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

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

Donald J. Kany

Don Kany has been an active member on the College of Business Advisory Council since 1985 and currently serves as Chairman of the Council. He works tirelessly on behalf of the College of Business. Don is always supportive of ideas and strategies designed to improve the College of Business and brings his business expertise and concern for students to every discussion. Don is truly an enthusiastic volunteer whose actions make the College of Business a better place.

Don earned his B.S. in Business Administration in 1969 and his MBA in 1975, both at the University of Wyoming. He was recognized by the College of Business in 1976 as a Distinguished Alumnus and was the 2005 recipient of the College of Business Distinguished Service Award.

A lifetime member of the UW Alumni Association, Don was the founding Chairman of the UW National Ambassadors, a program supported by the University of Wyoming and designed to enhance visibility and outreach efforts to UW alumni and friends across the nation.

Don spent his first 25 years in banking, holding senior positions with First Interstate Bancorporation. He is currently an investment advisor and President of his family company KARKCO, LLC. Don has also served his community as past president of the Denver Botanic Gardens Board of Trustees and as a long-time supporter of Colorado UpLIFT, an organization that helps urban, at-risk youth. He is also a member of the Denver Rotary Club and a mentor in their High School Youth Scholarship Program.

Together, Don and his wife Susan have shared a strong commitment to the University of Wyoming. Susan is an active volunteer on the University Libraries Development Board. They have two grown children, Michele and Thomas and two granddaughters.

Peter M. Johnson

Peter M. Johnson, a native of Lovell, Wyoming, is President of Sinclair Oil Corporation, headquartered in Salt Lake City, Utah. Sinclair is a privately held, fully integrated oil company, with operations throughout the Rocky Mountains and mid-continent areas.

Mr. Johnson, who joined Sinclair in 1979, became president in 1996, having held several legal and management positions within Sinclair. Mr. Johnson previously worked for Husky Oil Company in Denver, Colorado and Washington, D.C.

Mr. Johnson holds a B.S. degree in Finance from the University of Wyoming, and a J.D. degree from the University of Denver School of Law. He has been admitted to both the Colorado and Utah State Bar Associations.

Mr. Johnson's wife, Paula Green Johnson, a UW graduate, is a "professional volunteer" giving back to the community through service to numerous charitable organizations including serving on the Board of the University of Wyoming Foundation, the United Way, the YWCA, the American Red Cross, and innumerable other good causes. Their son, Prescott, is currently pursuing his MBA at the Wharton School at the University of Pennsylvania.
2010, HERE WE COME!

As the building process progresses, we wanted to give our readers an update on the status of the new College of Business.

Renovations on the Existing Building:
- Third floor – 95% done with drywall, 85% with tape and finish, 95% with door frames, 95% with ceiling framing
- Second floor – 90% done with drywall, 5% with tape and finish, 95% with door frames,
- First floor – 70% done with drywall, 95% fire sprinkler rough in, 90% with interior framing
- Lower level – 10% done with drywall, 50% with rough in mechanical and electrical
- West side windows are 50% installed, east side windows 5%.
- Exterior stonework is 95% complete.

The New Building:
- 95% of the foundational support beams are in place.
- 50% of the lower level slab has been poured.
- The auditorium steps will be poured soon and steel started flying mid-February.

Doing our Part for the Environment:
- Nearly 1200 tons of material (asphalt, concrete, metal and stone) have been recycled and thus diverted from our landfill.

Target Completion Date: May 13th, 2010
Despite the downward turn in the national economy, the naming rights effort in the new College of Business building is going well. The following table outlines the facilities that have been named, as well as the spaces that have been reserved for consideration.

The prices highlighted in gold reflect a 15% discount and are currently available to donors. Additionally, donors have up to five years to fund a commitment. Please note that payments may be front or rear loaded, or they may be spread equally over the five-year period.

As of the date of this publication, matching dollars from the state of Wyoming are still available.

If you have any questions regarding the opportunities outlined below, please contact Kent Noble at 307-766-3043, or knoble@uwyo.edu.

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</table>
The department of Economics and Finance hosted the first CL Burton Workshop honoring Tom Crocker on November 21, 2008, at the Vee Bar Guest Ranch in Centennial, WY. Six prominent economists from across the United States were invited to present their research while discussing how Tom’s work had influenced their thinking.

**NEW SCHOLARSHIPS, AWARDS, AND ENDOWMENTS**

**Jack and Eileen Routson Scholarship**
This annual scholarship was established by Jack and Eileen Routson of Laramie, Wyoming in 2009. Awards are made to full-time junior and senior students who are majoring in the Management and Marketing Department as well as MBA students. The award recipients must be demonstrating a desire to improve.

**C. E. “Bud” and Lucille M. Webster Accounting Scholarship Endowment**
The Webster family established this endowment in 2009. Awards are made to an outstanding male and an outstanding female accounting major.

**Wells Fargo Bank of Wyoming Scholarship**
With the acquisition of United Bancorporation of Wyoming, Wells Fargo Bank is continuing with this annual scholarship. The award is made to a full-time student in the College of Business who is majoring in finance/banking.

**Harold D. Flater Memorial Scholarship Endowment**
Jacqueline J. Bath of Laramie, Wyoming established this endowment in memory of her father in 2009. Awards are made to full-time accounting students.