

# FOCUS

SUMMER 2012



UNIVERSITY OF WYOMING  
COLLEGE OF BUSINESS

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## MESSAGE FROM THE DEAN

Wyoming is such a remarkable state, especially when you consider the size of its population. No surprise here, Wyoming is still the least populated state in the country—a little more than 10% smaller than #49 Vermont and a full 20% smaller than #48 North Dakota. Feeling insignificant? Well, you shouldn't.

What Wyoming lacks in inhabitants, it more than makes up for in impact. Over the years, Wyoming's leaders have played significant roles in the arenas of politics, athletics, the arts, and industry. In fact, I doubt there's a state with a higher percentage of "impact players" than Wyoming.

With so much talent among so few people, we have decided it's time to recognize Wyoming's outstanding achievers and achievements in the field of business. To that end, it gives me great pleasure to announce the launching of a Hall of Fame for Wyoming's business leaders.

Nominees for the Wyoming Business Hall of Fame (WBHoF) may be Wyomingites by birth or by choice, have attended the University of



Wyoming, and/or have business interests within Wyoming. Equal consideration will be given to any nominee that fulfills one or more of these requirements.

Nominations can be made for an individual, family, or entity. Recipients of this honor may be living or the award may be given posthumously. All living inductees shall be at least 60 years of age at the time of their selection, and a maximum of two deceased recipients will

be recognized in any given year.

To be considered as a Hall of Fame inductee, an individual's record of business achievement must demonstrate distinction in the following general categories: business excellence, entrepreneurial spirit, courageous thinking and action, inspiring leadership, community impact, enduring accomplishments, and business ethics.

Nominees are expected to have made a significant impact as a business leader. The preponderance of weight will be given to such accomplishments as starting and building a business

and/or leading an established business to significantly greater achievements.

WBHoF nominations will originate from the seven regions served by the Wyoming Business Council.

- East Central Region - Counties: Converse, Natrona, Niobrara
- Northeast Region - Counties: Campbell, Crook, Johnson, Sheridan, Weston
- Northwest Region - Counties: Big Horn, Hot Springs, Park, Washakie
- South Central Region - Counties: Carbon, Sweetwater
- Southeast Region - Counties: Albany, Goshen, Laramie, Platte
- Southwest Region - Counties: Lincoln, Sublette, Uinta
- West Central Region - Counties: Fremont, Teton

The regional effort will be spearheaded by area Chambers of Commerce, the Wyoming Business Council regional representative, the Wyoming Business Report, and community colleges within the region.

Regional finalists will be considered by the WBHoF selection committee. The selection process will focus on a thorough evaluation of the business leader's career and achievement record.

As appropriate, WBHoF inductees will be honored in the following categories:



- Pioneer Award (Prior to 1945) – An award recognizing Wyoming's earliest contributors to business excellence.
- Historic Award (1945 to 1985) – An award recognizing the contributions of the post-World War II generation that established the economic base on which our state, country, and world continues to grow and prosper.
- Contemporary Award (1986-Present) – An award recognizing the most recent contributions of business excellence in Wyoming and beyond.

Inductees will be recognized in some fashion in the new UW College of Business building.

The recognition celebration will happen in conjunction with the Wyoming Business Alliance fall event in either Cheyenne or Casper. The first event is planned for fall of 2013.

The WBHoF will induct members every other year. In the off years, the organization will sponsor events in conjunction with the UW College of Business. The off-year events will be held in Laramie and will spotlight entrepreneurship, business ethics, and Wyoming business success stories.

In closing, we are proud of Wyoming's business community and look forward to ushering in a new era of recognition for those that have achieved at the highest levels. After all, it is this legacy that will help inspire the next generation of entrepreneurs and industry leaders within the state.

“What Wyoming lacks in inhabitants, it more than makes up for in impact. I doubt there's a state with a higher percentage of “impact players” than Wyoming.

# FOCUS ON DEVELOPMENT

## ROBERT JOHN '80 FINANCE, '81 MBA SPONSORED THE SUCCESSFUL UW MBA TABLET PILOT PROGRAM

The iPad and other tablets are gaining popularity with corporations and companies across the U.S. and around the globe. Business uses for tablets include board meeting books, meeting note taking and organization, highlighting and note taking on PDF documents, reading of business books and technical manuals, and access to legal documents and accounting statements. It also provides a sustainable means of doing business by reducing environmental waste (paper usage, binders, copying), improving economic impact (cost of paper documents, personal time) and recognized social responsibility (reduced waste of space).

To prepare the Full Time MBA students for today's challenging and highly-competitive global business environment, an MBA Tablet Pilot Program was launched with a generous gift from Robert John, '80 Finance, '81 MBA in the Spring 2012 semester. All students re-

ceived an iPad and access to an MBA shared data/document source. Students ordered e-textbooks (when available) and accessed case studies, articles, and other course materials electronically. Students met regularly with the MBA Director, Martin Saffer, to develop and monitor a "tablet code of conduct" to develop and enhance uses and benefits, and attainment of pilot objectives.

The MBA Tablet Pilot Program obtained efficiencies and productivity gains which unequivocally exceeded original expectations. A few of the highlights include:

- Students saved an average of over \$400 by purchasing e-text books. In addition, the use of e-books decreased the burden of hauling books to each class. Students utilized highlighting and note taking functions in e-book readers, and the e-book search function saved time in finding and referencing material.

- The MBA shared document source (Dropbox) allowed students to easily access class files of any type instantly, which has not only saved students from using a large amount of printing and paper, but it also organized documents and made them easy to access. The students used apps to highlight and annotate any given document, which aided in learning and retention.
- Students were able to take notes during class, which eliminated the need for a laptop or pen/paper notes (and notebooks). The notes could be organized for easy reference. In addition, apps to audio record lectures for future reference were also available.

The UW MBA Class of 2012 wrote to Robert, "The tablet computers we each received because of your gift have already resulted in a significant improvement to our overall education experience. Textbooks downloaded and read on the tablets save us considerable money, and communication between the administration, faculty and students has been greatly streamlined. Now, less time is spent sifting through emails and paper, and more time is spent focused in the classroom."



“The tablet computers we each received because of your gift have already resulted in a significant improvement to our overall education experience.

– UW MBA Class of 2012

“Robert John didn’t just make a gift to the MBA program, he made a long-term investment,” said Martin Saffer, MBA Director. “The use of tablets will become an integral part of classroom technology for this MBA program due to the success of this pilot. As we dedicate ourselves to delivering world-class education to our students, contributions like Robert John’s are vital.”

Robert John was extremely pleased to be involved in the MBA Tablet Pilot Program. “I am grateful for my UW MBA and I am very happy to give back to the MBA program.”



*Robert John*

# FOCUS ON STUDENTS

## UW COLLEGE OF BUSINESS STUDENTS MEET WITH WARREN AND JIMMY BUFFETT

Imagine sitting with billionaire Warren Buffett at a restaurant, listening to him talk business over root beer floats while Jimmy Buffett of “Margaritaville” fame gives an impromptu show at the same table.

That was the setting for 19 University of Wyoming College of Business finance students who attended a nearly five-hour session Friday, April 13, in Omaha, Nebraska, with Warren Buffett, widely regarded as one of the world’s most successful investors.

The UW students, along with other invited students from around the country, met in Buffett’s office of Berkshire Hathaway in Omaha, where he is the company’s primary shareholder, chairman and CEO.

Buffett hosts hundreds of students each year for lunch and tours of Berkshire’s Nebraska Furniture Mart and Borsheims Jewelry. The highlight, the students say, is an extended question-and-answer session with Buffett, whose goal is to inspire future business leaders.

“My personal reaction was being star struck on a level I have never been. It’s not just meeting a billionaire, but a specific breed of billionaire-- the philanthropic type,” says Michael Merryman, a UW master’s degree candidate in finance from Gillette. “His sense of morality



*University of Wyoming College of Business students, from left, Eric Becker from Gillette, and Katie Cusack, from Mandan, N.D., chat with billionaire Warren Buffett. To the right is Toni Schumacher from Buffalo. UW students last week met in Omaha, Neb., with Buffett, widely regarded as one of the world’s most successful investors. (Photo by Hilla Skiba)*

in business was highly appealing to the way I think.”

Jeremiah Decker, a finance senior from Newcastle, notes Buffett’s “incredible knowledge, and his recall is amazing.”

“The Q&A session lasted two and half hours, and I don’t think I looked at the clock the en-

tire time,” Decker adds. “He is very optimistic, but rational about investing. His general outlook and philosophy about investing are probably what I enjoyed hearing him talk about the most.”

Besides the UW contingent, other participants were from the Massachusetts Institute of Tech-

nology (MIT), the University of Chicago, the University of Tennessee and the University of Pennsylvania's Wharton School, plus students from Peru and members of Smart Women Securities, a group for undergraduate women with chapters at colleges in the Northeast.

Hilla Skiba, UW Department of Economics and Finance assistant professor, arranged the trip for UW students, but because the Buffett program is so popular among colleges, her students were on a four-year waiting list. Skiba attended the same session when she was a graduate student at the University of Kansas.

Each of the UW students submitted at least one question, voted for the ones they liked best and ranked them accordingly. All participating schools were allowed to pose three questions to Buffett.

Merryman had a vested interest in his particular question -- pertaining to coal and the railway system -- that was selected by UW students. Merryman's father works for BNSF Railway -- the same company recently purchased by Buffett. BNSF is a major coal transporter in the Powder River Basin. Merryman asked Buffett what he thought would be the future of America's energy needs.

Buffett's answer was not exactly what Merryman was expecting, but enlightening. His main message was that the purchase of BNSF was "not a bet on coal," Merryman says. Buffett says that he meant to get involved in the



More photos: [www.uwyo.edu/business/news/photo-gallery/buffett.html](http://www.uwyo.edu/business/news/photo-gallery/buffett.html)

railway industry for a long time and for reasons not related necessarily to energy.

“He stressed how remarkably cost effective it is to transport large-weight freight by using locomotives,” Merryman says. “He also predicted that the amount of coal per train will decline over time, while exporting of our coal may increase due to the cleanliness associated with coal here versus coal in China, for instance. All in all, it’s a very strong argument for purchasing BNSF.”

Toni Schumacher, a senior in finance from Buffalo who will graduate this summer, posed the second question to Buffett. She asked, “Looking into the future, what do you see as one of the biggest obstacles America faces, and how does that affect you as an investor?”

Schumacher said she was expecting Buffett to take the question in the direction of debt or the price of crude oil; however, he took a different route.

“He stated that although unfortunate events may happen that cause temporary setbacks, such as the 2008 housing bubble and Europe’s current debt crisis, in the future we are going to be better off than we are now,” Schumacher says. “He commented how the standard of living has surged in the past decade, and that it will only continue to increase. He is all about the long run and not worrying about temporary ups and downs.”

Decker’s question was the third selected by his classmates. He asked Buffett: “You’ve advocated increasing taxes on capital gains. How

““ I couldn’t wipe the smile off my face the entire lunch. He gave such great advice both at the question-and-answer session and at lunch. This experience is something I will cherish forever.

– Kaitlin Inschausepe

do you think a higher tax rate might change investors’ behavior, if at all?”

“Regardless of the tax rate, he’s never come across anyone who didn’t come to work because his taxes were too high. He said, if anything, people may work harder to earn more after taxes,” Decker says. “He spent about five minutes answering the question and, all in all, I was satisfied with his answer.”

Kaitlin Inschausepe, a finance junior from Sheridan, was impressed with Buffett’s presentation, but was even more impressed that the “Oracle of Omaha” sat with the UW group at one of his favorite restaurants, Piccolo Pete’s.

“I couldn’t wipe the smile off my face the entire lunch. He gave such great advice both at the question-and-answer session and at lunch. This experience is something I will cherish forever,” Inschausepe says.

Buffett mentioned investors need realistic expectations, Inschausepe adds.

“I think sometimes investors have this idea that they are going to hit the jackpot, so to speak, and make it big overnight,” she says. “Yes, you can be very successful from investing, but it takes time. I think it’s important that investors have realistic expectations, as Mr. Buffett said.”

At the luncheon a “reserved” sign was posted across from Buffett and in between Schumacher and Inschausepe. Buffett excused himself from the UW table to address the entire luncheon crowd, announcing, “This has all been a setup. I am not the real Buffett.”

To the surprise of the crowd, in walked Jimmy Buffett, a close personal friend of the other Buffett.

With guitar in hand, Jimmy Buffett went to the end of the UW students’ table, put one foot up on a chair and broke into “Smart Woman (In a Real Short Skirt)” followed by “Margaritaville,” the song that made him famous.

“During lunch, we heard a few stories from their friendship, and learned that out of curiosity, they’ve checked through DNA tests to see if they were related -- they’re not,” Schumacher says.

“It was so awesome to have Jimmy Buffett playing two feet in front of us and, on top of that, to sit right next to him and right across from Warren Buffett at lunch,” Inschausepe says. “By far, one of the best experiences in my life.”

And, by the way, the billionaire Buffett picked up the students’ luncheon tab.

# FOCUS ON ALUMNI

University of Wyoming College of Business graduate Clayton Hartman received a B.S. in accounting in 1979. Currently Clayton resides in Fort Collins, CO where he serves as Senior Vice President of Investments at UBS Financial.

Clayton has made a dedicated effort to stay connected to the University that gave him his start. Whether working with the College of Business, the UW Foundation, or cheering on the Cowboys and Cowgirls, Clayton is no stranger on campus. The Focus was grateful for the opportunity to catch up with Clayton and learn all that has transpired for him since leaving the Cowboy state.

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

Thanks to the UW Career Services department, I was able to set up an interview with alumni Hank Wilson, manager of Burroughs Corporation's Casper branch, after my senior year. Landing a position with him, I sold computers primarily to banking and oil service companies.

Two years later in 1980, I stepped into my dream career in the investment industry with E.F. Hutton. I've had the great fortune to continue this career for more than 31 years, the first 27 of which were spent with E.F. Hutton followed by numerous mergers, concluding with Citigroup Institutional Investment Advisors.



*Clayton Hartman*

Four years ago I moved my financial advisory practice to UBS Financial Services Inc., where I continue as an institutional investment advisor and private wealth manager for affluent individuals. Working in the investment field has enabled me to not only develop an understanding of various industries through working with many different clients, but has also allowed me to travel across the country and around the world in pursuit of my passion for investing.

Outside of my role as a financial advisor, I'm involved in Colorado's oil and gas drilling in-

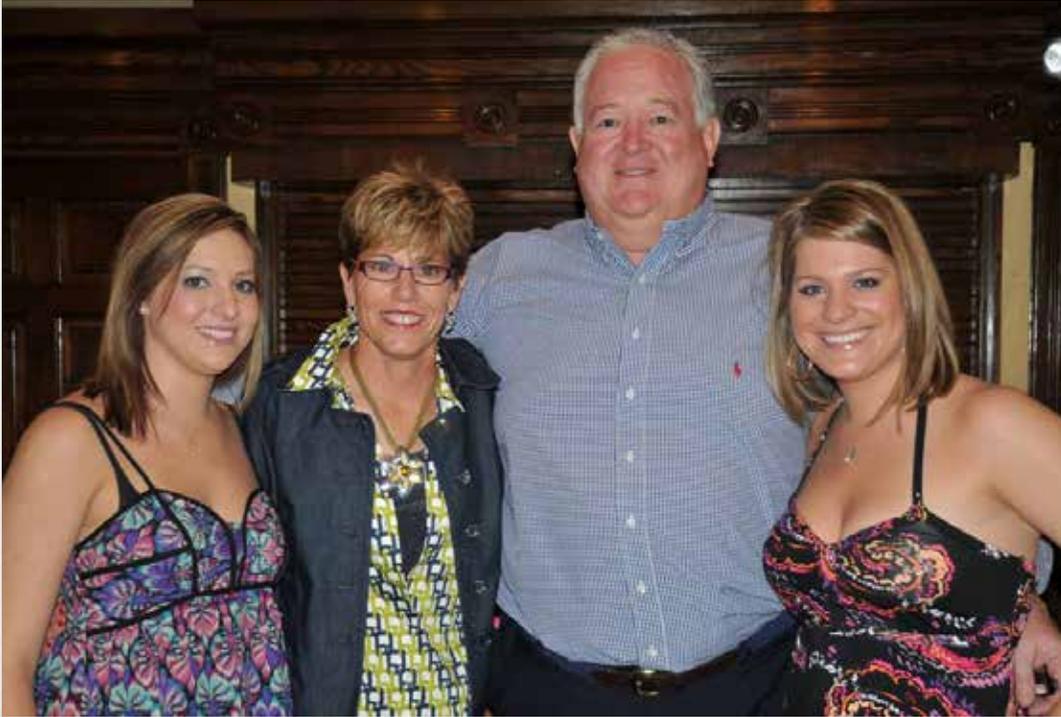
dustry, and also devote time to real estate development primarily with golf course development and a current resort project in Mexico's Riviera Maya. Additionally, I currently own several Mexican fast food restaurant franchises and serve on the franchisor Board of Directors of the founding company that manages the 400-plus franchises.

## ***2. How has being a UW College of Business graduate helped you throughout your career?***

The College of Business was integral to my overall success in both my career and personal ventures. The finance and accounting curriculum provided the necessary foundation, but just as important were the social and professional skills I honed during my four years which enabled me to forge strong connections to business professionals old and young across a variety of industries. My UW experience taught me that no one gets anywhere alone—it's always a team effort. I'm grateful for the education I received while there and the continued support I've continued to receive for over three decades.

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

What stands out most for me was being part of campus Greek life as a member of Sigma Nu fraternity. From sports to scholastics, I forged priceless, long-term friendships that continue



to this day. We actually started the “tree push” tradition, something every Sigma Nu who is reading this will know.

As a sports fan, I’ll never forget the most exciting football game I’ve ever attended—when Wyo beat ASU to go to the Holiday Bowl in 1976. More than just an amazing game, a precious memory that will forever tie me to the university.

Finally, my Phi Epsilon Phi honor society membership was not only a great stepping stone for my career, it also proved that a small-

town boy from Glenrock could compete on the global stage. You could say it gave me the confidence to pursue and ultimately achieve the success I enjoy today.

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

My first piece of advice to current business students is this—focus on academics as much as you do in your social pursuits, and vice versa. This 50/50 proposition includes getting to know your professors individually because they can greatly help you beyond the class-

room, but don’t forget to develop your social skills and have fun along the way.

Also, know that a college degree is not the end game – the end game is monetizing your degree with a career that you love. My wife calls all my business activities “my hobbies” because I love them so much. That’s how you should approach your business career. Do what you love to do, not what you have to do, and success will follow.

Finally, don’t be a clock-watcher. I’m often quoted as saying, “It’s better to be the person who runs out of time to accomplish your day’s tasks rather than the one who watches the clock waiting to leave.” Be passionate about what you do and each day you’ll find yourself running out of time.

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

From being born and raised in Wyoming to receiving my education at UW, I can truly say that’s where my roots are and always will be. While my work has taken me away from the state of Wyoming, I’ve always felt attached to the school that provided the start of a wonderful career and a great life for me and my family.

A great joy in my life is to give back to the university, which I do by serving on the Foundation Board of Directors and continuing to be one of the voices cheering, very loudly, at Cowboy and Cowgirl athletic events.

# \$30K ENTREPRENEURSHIP COMPETITION



## UW STUDENT-LED TEAM CAPTURES TOP HONORS IN \$30K ENTREPRENEURSHIP COMPETITION

A business plan that targets the emerging algal biomass industry was judged the top proposal in the John P. Ellbogen \$30K Entrepreneurship Competition at the University of Wyoming College of Business .

Levi Lowder, a molecular biology doctoral candidate from Durango, Colo., and his PlanktOMICS team won \$12,500 and one year of free rent to further develop the company at the Wyoming Technology Business Center (WTBC).

The WTBC offers a technology business incubator and an outreach program focused on early-stage, high-growth companies. The 30,000-square-foot facility, which opened in 2006, offers laboratory, office and shared-conference room space for client companies as well as a state-of-the-art data center.

Lowder, team leader and head bioengineer,



says PlanktOMICS seeks to be an innovative leader in providing biotechnological services and products for an emerging algal biomass industry. The company provides advanced phenotype analysis and screening services, custom algal vector design and construction, algal transformation and gene-expression analysis.

His partners are Stephen Herbert, algal phenotyping specialist and senior adviser; Jacob Miller, laboratory service and business specialist; and staff consultant Min-Hyung Ryu, a genetic engineering and molecular biology consultant and a molecular biology doctoral candidate.

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.

Second place in the latest competition went to Vertikle Enterprises. The company has developed a project that investigates a novel separation technique to safely purify specific proteins for people affected by blood disease. "The proposed technique will have a profound effect on the future pharmaceutical industry, setting a new standard for human safety," the developers say.

Team leader is Walter Wilson, a physics senior from Cheyenne. Also developing the company are Sharlee Mahoney, chemical engineering; Qihang Sun, a chemical engineering doctoral candidate; Zhuoyan Sun, an environmen-

tal separation techniques doctoral candidate; Douglas Wilson, a clinical practitioner from Cheyenne; Brendan Bryant, a recent UW political science graduate; and team adviser and consultant David Thayer, a UW Department of Physics and Astronomy lecturer.

The group will share \$5,000 and one year of free rent in the WTBC to further develop the company.

7200 Ft. Productions, offering online video marketing services to business clients, placed third in the competition. Team members are Emily Robinson, a marketing major with minors in psychology and sustainable business practices; and Daniel Adams, a management major with minors in entrepreneurship and finance. Both are seniors from Cheyenne.

The 7200 team won \$2,500 and an additional \$1,000 for the most creative business plan.

Hot Power Yoga had the best presentation. The company offers a fitness-based form of yoga in a high-temperature studio. Team members are sister and brother Mallory and Cheyenne Wortham of Lyman. Mallory graduated from UW in 2008 with a finance degree and minor in accounting, and also received her MBA in 2009. Cheyenne is a senior studying marketing and economics.

They also received \$1,000 for their presentation.

For more information about the competition, visit the website at <http://www.uwyo.edu/business/ellbogen-30k/> or contact Rachel Stevens in the College of Business Management and Marketing Department, at (307) 766-3124 or e-mail [rstevens@uwyo.edu](mailto:rstevens@uwyo.edu).

PUMA STEEL OF CHEYENNE



ALTITUDE CHOPHOUSE & BREWERY



## UW BUSINESS STUDENTS PARTICIPATE IN BBB TORCH AWARDS

Business students at the University of Wyoming were instrumental in getting two Wyoming businesses nominated - and selected - for the prestigious Better Business Bureau Torch Awards for Business Ethics, presented April 24 in Loveland, Colo.

Alpha Kappa Psi Honor Society members Naomi Duprey, Kit Bartke, Pelar Conaway and Kaitlyn Davis prepared the nomination for BBB Torch Award winner Altitude Chophouse & Brewery in Laramie, while Kasey Watson,

Blake Donoho, Kylie Haag and Kat Halsey prepared one for Puma Steel of Cheyenne.

WY students, along with business students from Colorado State University and the University of Northern Colorado, prepared entries on behalf of nominees, evaluating the ways in which the businesses promote the six TRUST! principles of Ethical Enterprising. These six principles are:

- Transformation at the Top
- Reinforce and Build

- Unite the Team
- Steer Performance
- Treasure People
- Enthusiastically Give Back!

“Our partnership with WY’s College of Business provides students with experience in meeting and learning from owners and managers of ethical businesses in our area,” said Carrie Rossman, director of the BBB Foundation, which presents the annual Torch Awards for Business Ethics.

# 2012 COLLEGE OF BUSINESS RECOGNITION DINNER

Once again students, faculty, staff, donors, alumni, and friends of the College of Business gathered at the College's annual recognition dinner to celebrate the year. Congratulations to the 2012 award recipients for their dedication and hard work.

## **BEDONT OUTSTANDING GRADUATE STUDENT AWARD:**

Laura Harrison (MBA student)

## **FACULTY AWARDS:**

**Junior Teaching:** Charlie Stevens, Ron Pedersen

**Senior Teaching:** Sherrill Shaffer

**Junior Research:** Hilla Skiba

**Senior Research:** David Finnoff

**Sparky Turner "Raise the Bar"**

**Service Award:** Sasha Skiba

## **STAFF AWARDS:**

**Outstanding Junior Staff Award:**

Jeremy Aycock

**Outstanding Senior Staff Award:**

Emma Shenefelt

## **Distinguished Alumnus • 2011-2012**

### **DAVID L. TRUE**

Dave learned the "business end" of a spinning chain on oil and gas drilling rig floors as well as being a foreman on one of seven ranches, before working his way to being joint partner/owner and senior management member of the family owned True companies headquartered in Casper, Wyoming. The True companies include True Oil, True Drilling, Eighty-Eight Oil, Black Hills Trucking, Belle Fourche and Bridger pipelines, Toolpushers Supply and True Ranches. Dave is also chairman of the board for their community bank, Hilltop National Bank.

In addition to the family businesses, Dave has been extensively active in local, state and national organizations providing leadership in International Association of Drilling Contractors, Petroleum Association of Wyoming, Independent Petroleum Association of America, United Way of Natrona County, National Cattlemen's Beef Association, Casper Area Economic Development Alliance, Casper Petroleum Club, Wyoming Stock Growers Association, the Republican Party, Rotary Foundation and the Bureau of Land Management's Public Lands Council.

He attended Purdue University and ultimately graduated cum laude in 1973 with a B.S. in Business Administration from the University of Wyoming. Dave has been very fortunate to be married to Melanie Jackman, his high school sweetheart. Melanie and Dave have 4 children and 5 grandchildren. They are very proud to call Casper, Wyoming their home.



## Distinguished Alumnus • 2011-2012

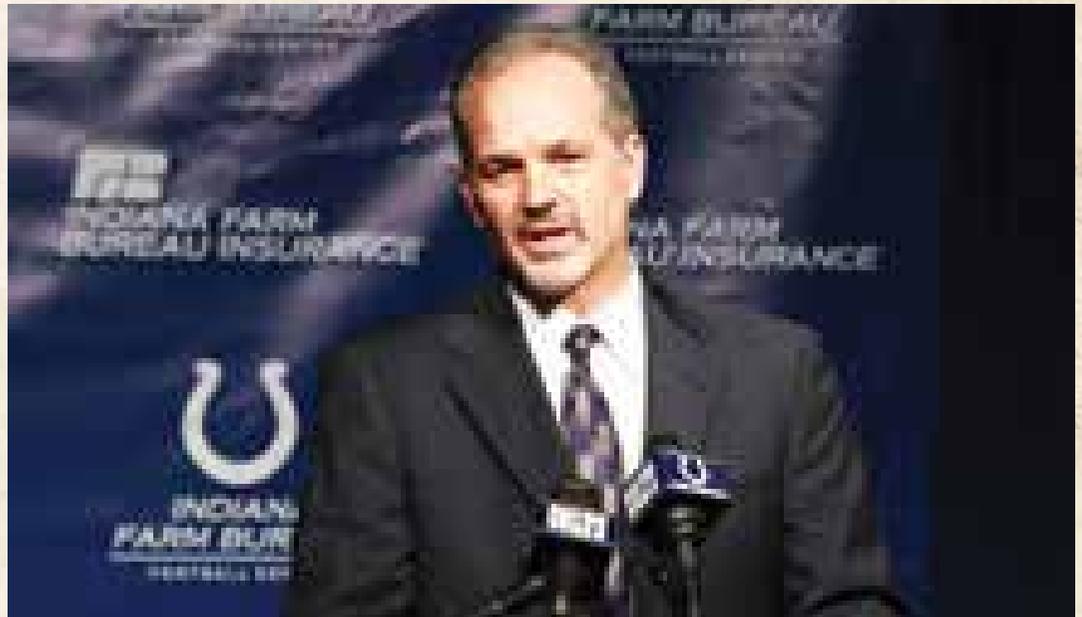
### CHUCK PAGANO

Chuck Pagano, enters his first season with the Indianapolis Colts and his 11th in the NFL after being named head coach on January 25, 2012.

Chuck's coaching career began as a graduate assistant at the University of Southern California from 1984 to 1985 before a parallel move to the University of Miami in 1986. He was outside linebackers coach at Boise State from 1987 to 1988, and then coached the defensive backs at East Carolina and UNLV in 1989 and 1990, respectively. By 1991, Chuck had been promoted to defensive coordinator for UNLV but returned to East Carolina to coach defensive backs and outside linebackers a year later.

Chuck's NFL career began in 2001 when he became the secondary coach for the Cleveland Browns. That year, his secondary accounted for 28 of the Browns' NFL-high 33 interceptions. In 2003, he helped the Browns tie a franchise record for the fewest passing touchdowns allowed with 13.

After leaving Cleveland in 2004, Chuck spent two seasons as the defensive backs coach of the Oakland Raiders. In 2006, the Raiders' pass defensive allowed just 151 yards per game and total defense just 285. This ranked



*Photo courtesy of the Indianapolis Colts*

the Raiders first and third in the league, respectively.

Most recently, Chuck spent four seasons with the Baltimore Ravens. He was the Ravens secondary coach for three seasons (2008-10) before taking the reins as defensive coordinator. In his four seasons in Baltimore, Chuck's defenses allowed the second-fewest points per game (16.3) and the second-fewest net yards (292.3) in the NFL. The Ravens also ranked third in the NFL in scoring defense during that span.

Collegiately, he was a four-year letterman and two-year starter at strong safety for the University of Wyoming and graduated from the College of Business with a degree in marketing in 1984.

His brother, John, is the Chargers' defensive coordinator and former defensive assistant for the Colts from 1998-2001. Chuck and his wife, Tina, have three daughters: Tara, Taylor and Tori.

# HONOR ROLL OF DONORS

The Honor Roll recognizes the generous alumni and friends who support the College of Business through financial contributions. Those donors who have given \$100 or more between January 1, 2011 and December 31, 2011 are listed below.

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# SEEN AND HEARD AROUND THE COLLEGE OF BUSINESS

- The College is very proud of the Management & Marketing Department PhD students. First year students Richard Vann and Bret Leary, for example, were accepted from among scores of applicants to the Summer School on Theories in Environmental and Economic Psychology (STEEP) hosted by Aarhus University (Denmark).

At the same time, second year student Mya Pronchinske was accepted from an equally contested field to the Seminar on The Consuming Body and Markets sponsored by the University of Texas—Pan American.

Both events are designed to engage the best and brightest doctoral students in psychology and marketing with thought leaders in their respective fields of inquiry. Jose Rosa, Professor of Marketing & Sustainable Business Practices commented, “Our students being chosen to participate is an honor for them and for our program.”



Recent COB alumni Dan Adams and Westin Grabow are featured in UW Success Profiles. [Click here](#) to read their stories.



College of Business Professor Larry Weatherford was one of two faculty members to be awarded the University of Wyoming President’s Faculty Stewardship Award. The UW President’s Stewardship Award recognizes the leadership of a University of Wyoming faculty member who has excelled in relationship building and stewardship of alumni and donors through receipt of private gifts; engagement of former students in the activities of UW; and the commitment to strong external relationships for the betterment of the university. To read more [click here](#).

Megan Degenfelder, who graduated in May with dual degrees in political science and economics, is the co-recipient of the Rosemarie Martha Spitaleri Award as the University of Wyoming’s outstanding graduating woman.

The award, established in 1964, recognizes Degenfelder for exhibiting the finest leadership, academic integrity and citizenship qualities. She shares the award with Michaela Uhling of Saratoga. Sean Moran of Milford, Ohio, received the Tobin Award, honoring the outstanding graduating man. Degenfelder is a Mortar Board chapter member and is the outgoing Associated Students of UW (ASUW) president. She has been involved with ASUW since her freshman year and will graduate with a 3.5 GPA.

One of her lasting legacies as ASUW president is helping to secure funding from the State Legislature -- and student fees -- for a \$27 million improvement project to Half Acre Gym



The 2012 list of “20 of Wyoming’s most impressive and inspiring young people” identified by the Star-Tribune includes several COB alumni. Follow the links below to read more about each one:



CHAD CRAIG



MATT GRANT



CASSANDRA  
HOFFMAN



BRYAN PEDERSON

The European Association of Environmental and Resource Economics (EAERE) has presented its “best paper of the year award” to University of Wyoming economists.

The award is for research by UW Economics Professors Dave Finnoff and Jason Shogren, and former graduate student Travis Warziniack, who is now with the U.S. Forest Service in Fort Collins, Colo. It recognizes exemplary research published during 2011 in the Environmental and Resource Economics (ERE) journal. The research is based on Warziniack’s dissertation on the bioeconomics of invasive species.

The selection committee’s citation reads, “A superb paper uniting a diversity of insights drawn from multiple disciplines to show how economics can address a major environmental issue in a sophisticated manner.”

The journal’s chief editor, Ian J. Bateman, describes the work as “a superb achievement that is a reflection of the excellent quality of your contribution to both ERE and the wider literature.”

The award will be formally announced in June during the EAERE annual conference in Prague, Czech Republic.

University Disability Support Services (UDSS) presented its “Going the Extra Mile” award to University of Wyoming faculty, staff and departments.

Individuals are recognized for “demonstrating qualities of knowledge, sensitivity and helpfulness in assisting students with disabilities at the University of Wyoming,” says Brynn Elliot, UDSS communication access services coordinator.

Four of the eleven 2012 recipients came from the College of Business.

- **Anton Kim**, graduate assistant, Economics and Finance.
- **Richard McGinity**, Bill Daniels Chair of Business Ethics, Department of Management and Marketing.
- **Hilla Skiba**, assistant professor, Economics and Finance.
- **Charlie Stevens**, assistant professor, Management and Marketing.

## ACCREDITATION

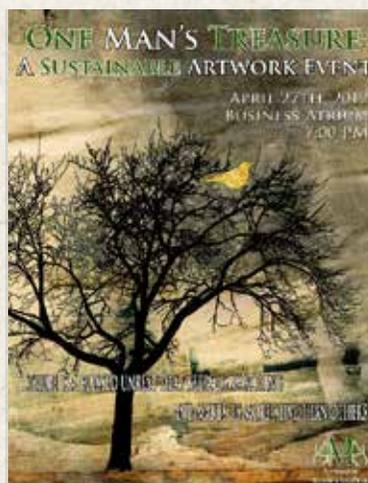
The University of Wyoming’s College of Business is one of only 482 business schools in North America (out of more than 1,300 business schools) accredited by AACSB International. AACSB International’s accreditation assures quality and promotes excellence and continuous improvement in undergraduate and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



For the second consecutive year, COB marketing professors and students in the PhD Program in Marketing participated in the Robert Mittelstaedt Doctoral Symposium. The Symposium features doctoral students from some of the best programs in the US as presenters and discussants, and serves as a forum where students receive feedback on their research ideas and mentoring from experienced academicians. Participation in the Mittelstaedt Symposium is by invitation only, and an honor for the programs involved.

At the March 2012 Symposium gathering, Mya Pronschinske, a second year student, presented insights from her ethnographic research into beauty pageants, and Bret Leary, a first year student, served as a discussant on a paper studying conflict resolution in franchising. In addition, six UW marketing professors attended: Stacey Baker, Kent Drummond, John Mittelstaedt, Stephanie Oneto, Terri Rittenburg, and José Antonio Rosa.

In March the College of Business, in collaboration with the School of Energy Resources, hosted its first Sustainable Management Seminar: Strategies and Tools for Energy and Extractive Industries. The seminar featured managerially-focused presentations on topics such as strategies for sustainable enterprises and building moral courage for ethical and sustainable management, and energy-industry focused presentations on the challenges and opportunities facing electric utilities and the global economics of low-carbon initiatives. Attending the seminar were high level executives and managers from energy producing and managing companies in the oil, natural gas, coal, and uranium producing sectors, electric and natural gas distribution sectors, and government regulators. UW professors in Law, Economics, Management, and Marketing also attended.



In April The American Marketing Association presented One Man's Treasure: A Sustainable Artwork Event. **Click here** for more information and photos of the event.

<http://www.uwyo.edu/sustainable/building-community/sustainable-art.html>

# FOCUS ON STUDENT ATHLETES

The Wyoming Cowgirl tennis team finished this season with a 14-9 overall record and 5-2 in Mountain West Conference play. The 14 wins ties for the most wins in school history which was set the previous two seasons. It also marks the first in the programs history they've had back to back to back winning seasons.

Five members of the Cowgirl Tennis team are College of Business majors. These student athletes have traveled from all over the world to make Laramie home and work toward success both as students and as athletes. The College is proud of their hard work and dedication in representing their countries, the University, and the College of Business.



**ALMA ESPINOSA**  
Year: Sophomore  
Hometown: Panama City, Panama  
Major: Double major in marketing and finance



**SILVIYA ZHELYAZKOVA**  
Year: Sophomore  
Hometown: Plovdiv, Bulgaria  
Major: Economics



**ALEXANDRA KOVACS**  
Year: Senior  
Hometown: Esztergom, Hungary  
Major: Finance



*Pictured from left to right: Silviya Zhelyazkova, Alma Espinosa, Alexandra Kovacs, Sasa Nemcova, Simona Synkova*



**SASA NEMCOVA**  
Year: Senior  
Hometown: Bratislava, Slovakia  
Major: B.S. International Studies 2012. Beginning in the fall Sasa will pursue her master's in finance at the University of Wyoming



**SIMONA SYNKOVA**  
Year: Senior  
Hometown: Bratislava, Slovakia  
Major: Finance

## UW MBA STUDENTS PARTICIPATE IN PRESTIGIOUS INTERNATIONAL BUSINESS, SOCIETY CASE COMPETITION

In April eight University of Wyoming MBA Program students participated in a case study competition that required innovative thinking centered on corporate profitability and environmental, social and ethical issues.

The UW College of Business was among 25 leading business schools selected for the Aspen Institute's 2012 Business and Society International MBA Case Competition. Students had one weekend to analyze a new case study -- developed by the Yale School of Management -- and to give deep thought to the potentially positive role that business can play in society.

Representing UW were Anna Chopping, from Thermopolis; Robin Crosby, Portsmouth, R.I.; Zach Parrie and Matt Steidtmann, both from Laramie; Elesif Smith, Jackson; Chris Stearns, Casper; Josi Wambach, Holyoke, Colo.; and Chris Weiland, Cheyenne.

"This preeminent case competition inspires students at 25 forward-thinking MBA programs to tackle real-life business challenges that broach serious societal issues," says Nancy McGaw, Aspen Institute's Center for Business Education director. "Each year, we are encouraged by the creativity and intellectual rigor that this next generation of business leadership brings to today's most pressing problems."

Martin Saffer, MBA director, says it is quite an accomplishment for UW students to be selected for the competition.

"We were proud to be competing with some of the best MBA programs in the world," he says. "The Aspen Institute and the University of Wyoming MBA program are aligned in our focus on sustainability and global business practices."

Among the competing MBA programs were Duquesne University, Lamar University, Temple University, Texas Christian University, University of Denver, University of Notre Dame and Villanova University. Business administration programs from Australia, Canada, Finland, France, Spain and Venezuela also participated.



# FOCUS ON FACULTY

## UW'S SHOGREN JOINS INTERNATIONAL ROYAL PANEL ON SUSTAINABILITY

Jay Shogren and all the other king's men and women, or more specifically, the King's Professors, combined their expertise to take aim at global sustainability.

Shogren, chair of the University of Wyoming Department of Economics and Finance, is among 14 international scientists who have served as Royal Guest Professors of Sweden's King Carl Gustaf XVI. All were invited and accepted the King's invitation to take part in the Royal Professors' Symposium on Global Sustainability, in March at the Royal Palace in Stockholm, Sweden.

The prestigious professorship appointment, created in 1996 to honor the king's 50th birthday, was established to promote education and research in environmental protection, says

Shogren, who served his professorship during 2007-2008. He says the Royal Guest Professorship has become an important way to promote high-quality research in both the social and scientific aspects of the environmental sciences.

The only economist in the group, Shogren discussed the interaction of the environment and economics, and what it will mean over the next decade.

"People affect nature; nature affects people. In thinking about climate risks, for instance, we need to understand better how mitigation and adaptation choices are interlinked; how our choices affect the climate risks; and costs of protecting humans and natural systems," Shogren writes. "By explicitly identifying and examining feedback loops between these systems,

we can make good policy better by supplying more environmental protection at less cost."

The conference showcased what Sweden has done in its leadership role in promoting environmental awareness, says Shogren, UW's Stroock Professor of Natural Resource Conservation and Management.



"This marks a waterline, showing how scientists from around the globe are approaching complex environmental challenges from many different angles," he says. "We shared a 'what do we know, what do we need to know' perspective in assessing where we need to go in the future in terms of developing and raising gross domestic products around the world without damaging the environment."

Shogren has published many articles on the cost and benefits on how to control climate change. He was among the elite group of scientists on the Intergovernmental Panel on Climate Change that shared the 2007 Nobel Peace Prize with former Vice President Al Gore. Professor Gabor Vali, now retired from the UW Department of Atmospheric Science, also was a member of the panel.





## CODE OF THE WEST

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

*Derived from the book Cowboy Ethics, by James Owen*

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

*What's your code?*



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 Yes, UW is named in my will.  
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