





UNIVERSITY OF WYOMING COLLEGE OF BUSINESS

### **FOCUS**

Fall 2010

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#### College Leadership

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Owen Phillips, Associate Dean

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The colleges 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: http://business.uwyo.edu.

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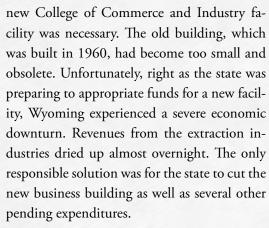
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### PATIENCE IS A VIRTUE

Sometimes things are so rewarding and worthwhile that you don't mind waiting for them. Then again, a quarter of a century is a long time to delay your gratification. However, that's exactly what happened with the new College of Business building. It was during the mid 1980's when the Wyoming State Legislature and UW's senior administration decided a



"We were all so disappointed back in 1986 when we didn't receive funding for a new facility," said Carolyn Foster, Coordinator for the college's business affairs. "However, nearly 25 years later, I can assure you it was well worth the wait."



The ribbon-cutting ceremony for the new facility took place September 16th in the college's spectacular multi-story atrium in front of several hundred College of Business friends and supporters. At long last, a world-class business education facility was a reality in Wyoming.

"A project of this magnitude doesn't just happen," said College of Business Dean Brent

Hathaway. "This latest attempt to secure a new building started in 2005 with critical support from some of Wyoming's most effective leaders. Now, nearly five and a half years later, we finally have a facility that more accurately reflects the accomplishments of our faculty, staff, and students."

Dean Hathaway acted as the master of ceremonies for the dedication ceremony, while Governor Dave Freudenthal, Wyoming State Senator Grant Larson, UW President Tom Buchanan, UW Trustees Jim Neiman and Chuck Brown, College of Business Advisory Council Chair Peter Johnson, and ASUW President Cameron Nazminia shared their sentiments regarding the process, the pride, and the promise of the new building.



"The students who are the future business leaders of this state and nation walk in and out of these doors every day," said Nazminia. "This building is more than a place where students simply go to class, it has become a central location for business students to connect and achieve bigger and better ideas."

Now that the College of Business ribbon cutting ceremony is over and the building is fully functioning, the real work begins...delivering on the potential of this remarkable facility. Part of the plan includes securing naming partners for some of the key facilities within the building. Already, approximately one-third of the inventory has been committed. Funds generated from this effort are being used to enhance a number of the college's educational initiatives, improve student experiences, and recruit and retain faculty. After all, what happens inside the building will be the real measure of success.

The College of Business is also using this occasion to launch a new PhD program in Market-

ing with an emphasis on Sustainable Business Practices. Similarly, the college has completely retooled its MBA program to include the key characteristics recommended by both industry and academic experts. This restructuring has resulted in a curriculum that is highly competitive with some of the best programs in the world.

What the faculty is saying about the new College of Business building:

"The new building is more than bricks and mortar as it provides a new context for the college. If you watch students in the atrium and study rooms you can see that increased interaction is occurring with both faculty and other students. Further, I have seen more

interaction among faculty members from different departments--- another positive result. The building looks like a professional school should look, but the positive functional consequences are a major bonus." Dr. John Jackson, Emeritus Professor

"Our new COB building is amazing. The building offers economics and finance students many new opportunities--they can learn firsthand about stock trading in the market trading room, they can design and participate in cutting edge research in the experimental laboratory, and they can move to the web business world using the state of the art audio/video room. Plus the LEED (Leadership in Energy and

Environmental Design) energy saving design of the building matches up with our department's emphasis on environmental and natural resource economics and finance. It is a great fit." Dr. Jason Shogren, Economics and Finance Department Chair and Stroock Professor of Natural Resource Conservation and Management

"This building is a wonderful combination of sophistication and utility that was well-designed to fit with the architecture of the university. It is a state-of-the-art resource for delivering a first-class business education experience that is likely to attract students, faculty, and employers for many years to come." Dr. Kenton Walker, Accounting Department Chair and Professor of Accounting

"The five and a half years I spent spearheading this project for the dean of the college have been among the most rewarding of my career. The end result is a student-centered facility that offers unique business education opportunities, including a networked trading

room for managing investments, a practice facility where students can hone their job interview skills, multimedia and behavioral labs, and a fully furnished boardroom where students will experience board meetings conducted by regional firms." Dr. Larry Weatherford, Management and Marketing Department Chair and Scarlett Chair in Business Administration.















### MASTER OF BUSINESS ADMINISTRATION

This fall the College of Business launched a retooled on-campus, full-time MBA program. The program is based on an innovative curriculum, high integration of theory and practice, and significant emphasis on sustainability, globalization, ethics, and entrepreneurship. Students will develop their business communications, negotiations, team work, and leadership skills.

The 16-month program began with a one-week NOLS wilderness program in which students came together as a team with opportunities to test themselves as leaders and followers in varying outdoor challenges.

In addition to studying in the classroom, students will be spending time meeting with visiting executives and companies, as well as developing networking and other business skills. During summer 2011, teams of MBA students will be working with regional companies on key strategic initiatives. The program concludes in the fall 2011 with a capstone course and elective courses. The full time MBA pro-

At UW the array of MBA programs are designed and delivered in formats convenient and affordable to students of all ages and business experience.



gram is positioned to prepare tomorrow's business leaders with the skills they will need to navigate an ever-changing business landscape.

The Executive MBA program continues to draw students from the United States and around the world. This program is offered exclusively online for busy professionals looking to increase their understanding of business, or seeking to advance in their field. The program is based on the premise that students come into the program with experience managing

people and processes in a professional setting. This 30-credit hour MBA program is designed to be completed in two years by taking two classes per semester.

At UW the array of MBA programs are designed and delivered in formats convenient and affordable to students of all ages and business experience. Both programs are continually assessed to insure the content is relevant with world class instruction.





Left to right, back row: Dan Jones, Brent Bright, Corey Peacock, Cassie Marshall, Andrew Beyeler, Jeff Yennie, Laura Krayneski. Front row: Travis Foshag, Jeremy Wilkey, Brooke Arnold, Jenna Whipple, Kristina Watson, Mattie Lapaseotes, Penne Ainsworth

The Department of Accounting offers both bachelor's and master's degrees that expose students to the diverse and rewarding career fields in accounting in the 21st century. Accounting courses combine theoretical knowledge with real-world skills and a high standard of professional ethics.

Accounting students today are in high demand in Wyoming, the region, the nation, and the world. Accounting is a people profession, so accountants need excellent communication skills as well as analytical skills and financial knowledge. It's not about number crunching; accounting is about decision making and advice giving. Today's accountant must navigate the regulatory environment as it relates to financial statements, taxation, and auditing. He or she must understand global issues as those relate to client matters and above all else, a University of Wyoming accounting graduate should act with ethics and integrity at all times.

Towards these ends, our Beta Alpha Psi chapter (accounting honorary) this past year "adopted" our local Habitat for Humanity. The students in Beta Alpha Psi helped Habitat with its bank reconciliations, developed a more functional chart of accounts, and prepared a database for its donor list. They plan to "adopt" more non-profit companies in the future.

The annual Practitioners' Day sponsored by the Wyoming Society of CPAs and hosted by Beta Alpha Psi took place this fall. Prac-

# Department Chair, Kenton Walker Professor of Accounting

For more information on the Accounting Department, visit http://business.uwyo.edu/ACCT

Accounting students today are in high demand in Wyoming, the region, the nation, and the world.

titioners' Day enables accounting students to interact with Wyoming accountants from different career fields and is always well attended—last year we had a record number of students attend and and this year we did even better.

In addition, students in the Institute of Management Accountants (IMA) Student Chapter hosted a regional, professional meeting on campus this fall featuring the IMA National President, and UW Alumni, Sandy Richtermeyer. This conference enabled regional CPAs and CMAs (certified management accountants) to earn continuing professional education credits and provided students an excellent opportunity to network with and learn from practicing professionals.



Economics & Finance majors acquire general business skills that are useful for a variety of careers, including law, insurance, management, and marketing.

Economics & Finance gives our students the tools to make a difference in private business and public policy. We teach our students a logical method of thinking they can use throughout their lives that will shape how they view the world's affairs. Our internationally known professors bring dynamic ideas and perspectives into the classroom, stimulating and encouraging discussion among our students. Economics & Finance majors acquire general business skills that are useful for a variety of careers, including law, insurance, management, and marketing. Starting

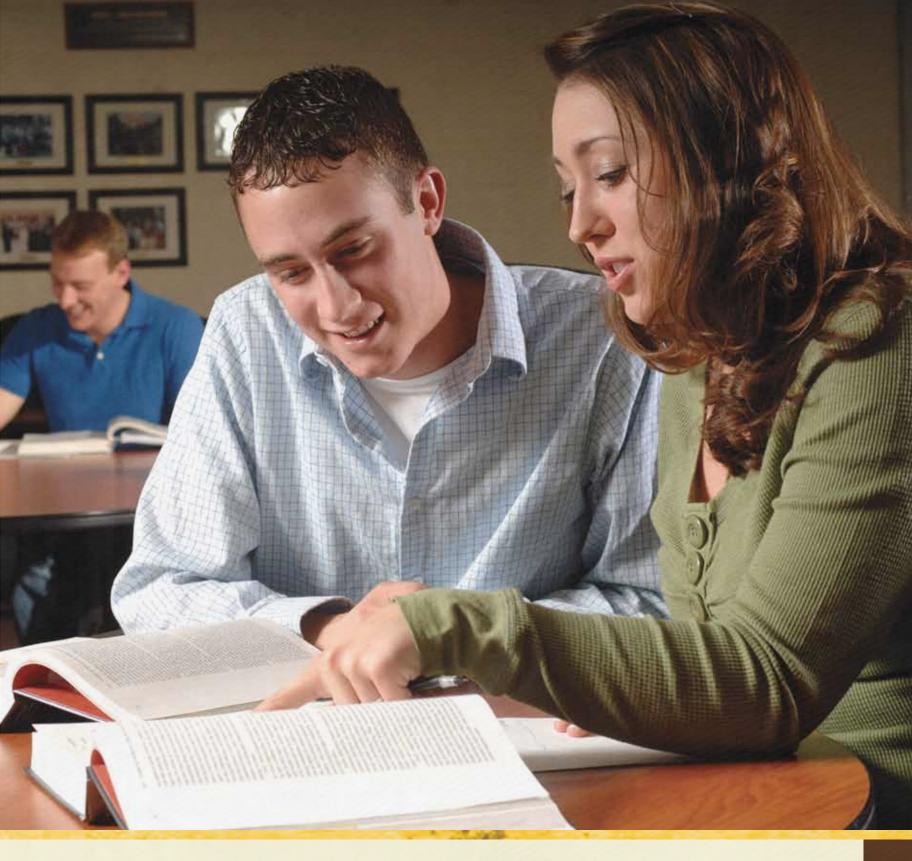
salaries of economics and finance majors traditionally have ranked high among all starting salaries and are more than equal to those of other business majors. The degree gives our students a top five salary immediately and in the long-term with a 2009 starting median salary of \$50,000 and mid-career median salary of \$101,000.

Degrees offered include bachelors and masters of science degrees in economics and finance, and a Ph.D. in economics. The Department focuses on environmental and resource economics, energy economics, industrial organization, financial economics, and international trade and development.

Wyoming's Department of Economics & Finance is internationally known and ranked as one of the most productive research faculties on a per capita basis based on research quality and output.

- Ranked 3rd in environmental and resource economics among American Ph.D. programs.
- Ranked 10<sup>th</sup> in the United States and 12<sup>th</sup> in the world in environmental and resource economics.
- Ranked in the top 50 in the world (42<sup>nd</sup>) in industrial organization.
- Ranked in the top 50 (43<sup>rd</sup>) among American Ph.D. programs in industrial organization.







The Department of Management and ur Marketing prepares future leaders to be effective in the competitive, dynamic environment of business with a special emphasis on Action Action 1.

sustainability, international business, entrepre-

neurship, and business ethics.

The Department of Management and Marketing offers bachelor's degrees that provide you with the tools you'll need to successfully understand our ever-changing business world. You can focus on a broad understanding of business with a bachelor's degree in Business Administration. Management is a profession found in both business and government, and a solid preparation to manage both people and things is available with a degree in Management. A Marketing major combines many different skills in demand for creating, communicating, and distributing value to the customer.

The 2010-2011 school year brings change to the department as it welcomes two new faculty in the Strategy area: Charles Stevens from The Ohio State University, and Jason Myrowitz from Arizona State University. In addition, the leadership in the department changed as Dr. Larry Weatherford took the reins from Dr. John Jackson, who is retired after 37 years at UW.

Department Chair, Larry Weatherford – Scarlett Chair of Business, Professor of Decision Science

For more information on the Department of Management and Marketing, visit http://business.uwyo.edu/MGTMKT

The Department of Management and Marketing prepares future leaders to be effective in the competitive, dynamic environment of business.

The department continues to hold the \$10K Entrepreneurship Competition (the \$10K). The \$10K Competition is designed to encourage students in the UW community to act on their talents, ideas, and energy to produce tomorrow's leading businesses. Erik Gjording won first place in the 2010 Competition with his business, Boost Audio, which produces high quality portable stereo systems.

In addition, students once again participated in the Mountain States Better Business Bureau Torch Award for Marketplace Ethics nominating companies that they believe had exemplary management practices, high standards in customer relations, honesty, and integrity in marketing and advertising. This year's award went to accounting firm McGee, Hearne & Paiz of Cheyenne, WY.





# COLLEGE OF BUSINESS ADVISORY COUNCIL



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

**Vice Chair: Ron McCue** – President, Silver Star Telephone, Freedom, WY

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

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

**Leslie Ball** – Former President and CEO, Corral West Ranch and Work Wear, Cheyenne, WY

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

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

**Penney Carruth** – Broker Associate, Mason & Morse Real Estate, Aspen, CO

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

The Honorable 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, CPA's, P.C., Laramie, WY

### 2010-2011

**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

**Sherrod W. France** (B.S. 1971, business administration) – President, Bank of Commerce, Rawlins, 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) – Phoenix, AZ

**Gregg E. Jackson** (B.S. 1962, business administration) – President, Laramie Investment Company, Inc., Laramie, WY

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

**Donald J. Kany** (B.S. 1969, business administration; MBA 1975) – Investment Advisor and President, 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) – Wyoming State Auditor, Cheyenne, WY

**G. Russell Mortenson** (B.S. 1971, business administration) – Executive Chairman, QuNano AB, Lund, Sweden

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

James Porter (B.S. 1970, accounting) – CPA and Retired President, Porter, Muirhead, Cornia & Howard, Casper, WY 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

Ralph R. Whitney, Jr. – Chairman and CEO, Hammond, Kennedy, Whitney & Company, Inc., Wheatland, WY and New York, NY

Jim Willms – President & CEO, Unicover Corporation, Cheyenne, WY

Al Wolfe (B.A. 1958, psychology) – Retired President, U.S. Division, DDB Needham Worldwide (advertising), Sedona, AZ and Centennial, WY

**Helen Wolfe** – Owner/President, Helen Wolfe, PhD (marketing consulting firm), Sedona, AZ and Centennial, WY

Ex Officio Student Members

**Chelsea Feaver** – Senior, Management, Jackson, WY

**Mattie Lapaseotes** – Masters of Accounting student, Harrisburg, NE

Michael Reimer – MBA student, Newcastle, WY

Charles Schmidt – Senior, Economics, Laramie, WY

# MAKING A DIFFERENCE, LEAVING A LEGACY

The College of Business' naming rights campaign for its new state-of-the-art facility is progressing nicely. The goal is to generate financial support for the college and its programs by securing naming partners for some of the key facilities within the building (i.e. the trading room, atrium, classrooms, auditorium, the behavior and multi-media labs, etc.)

This \$54+ million construction project opened its doors to students this fall.

### Frequently asked questions regarding the college's naming rights campaign:

# Q: Can a facility in the new building be named using a planned gift?

A: Yes, in addition to any potential revenue and/or tax benefits derived from a planned gift, a donor may also name a facility in the new building through this type of giving vehicle.

# Q: How much does it cost to name a facility?

A: Naming opportunities start at \$51,000 and range to seven figures. Commitments can also be fulfilled over a multi-year term.

### Q: Do these gifts qualify for a tax deduction?

A: Yes, all gifts are made to the UW Foundation which is a 501(c)(3) organization.

### Q: How will the College of Business use the funds?

A: All gifts will be used to enhance a number of the college's educational initiatives, improve student learning experiences, and for faculty recruitment and retention.

# Q: If I name a facility, will I ever have an opportunity to use it?

A: Yes, annual use of the facility is possible for a company or family gathering (e.g. a board meeting, catered lunch, pre-game event, recruitment opportunity, etc.)

# Q: How will my gift be acknowledged in the new building?

A: A naming display will appear outside each facility. Additionally, donors will have the opportunity to customize a display inside their facility, including pictures, a donor's quote, a company's mission statement, etc.

# Q: What type of naming opportunities remain?

A: The following summary outlines the status of our naming rights campaign. If you have any questions, or would like additional information, please contact Anne Saffer, asaffer@uwyo.edu, 307-766-4364.

Level Lower Ground	Name of Space  Multimedia Lab  Flat Classroom 1  Flat Classroom 2  Flat Classroom 3  Tiered Classroom 4  Flat Classroom 5  Experimental Behavior Lab  Auditorium  Student Lounge  Study Room 1  Study Room 2  Trading Room  Computer Teaching Lab  Flat Classroom 1  Flat Classroom 2  Tiered Classroom 1  Tiered Classroom 2  Tiered Classroom 3  Tiered Classroom 3	Sq Footage           1149           SOLD           917           RESERVED           SOLD           1020           SOLD           2358           SOLD           1320           SOLD           189           907           927           RESERVED           896           1890	Price \$255,000.00 \$170,000.00 \$170,000.00 \$170,000.00 \$340,000.00 \$212,500.00 \$170,000.00 \$510,000.00 \$55,000.00 \$51,000.00 \$1,000,000.00 \$340,000.00 \$255,000.00 \$255,000.00 \$255,000.00
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Ground Ground	Atrium	SOLD	\$5,000,000.00
Ground Ground	Study Room 1	204	\$51,000.00
Ground	Study Room 2	SOLD	\$51,000.00
	Study Room 3	SOLD	\$51,000.00
Ground	Study Room 4	RESERVED	\$51,000.00
	Interview Room	SOLD	\$30,000.00
Second	Flat Classroom 1	902	\$170,000.00
Second	Flat Classroom 2	928	\$212,500.00
Second	Flat Classroom 3	924	\$212,500.00
Second	Flat Classroom 4	898	\$212,500.00
Second	Seminar Room 1	473	\$85,000.00
Second	Seminar Room 2	475	\$85,000.00
Second	Seminar Room 3	SOLD	\$60,000.00
Second	Conference Room 1	SOLD	\$51,000.00
Second	Conference Room 2	SOLD	\$51,000.00
Second	Faculty Lounge	1323	\$212,500.00
Third	Dean's Position & Office	324	NA
Third	Dean's Conference Room	433	\$425,000.00
Third	Board Room	1100	\$850,000.00
Third	Conference Room 1	SOLD	\$51,000.00
Third	Conference Room 2	SOLD	\$51,000.00
Third	Study Room 1	328	\$63,750.00
West	Academic Advising	2490	\$425,000.00
West	Online Office	1015	\$212,500.00
West	Computer Lab	1083	\$212,500.00
West	MBA Suite	SOLD	\$1,000,000.00
West	Internship Office	882	\$212,500.00
West	Career Center	SOLD	\$1,000,000.00



# COLLEGE OF BUSINESS WALL OF

#### \$1,000,000 or More

Solomon D. & Corine Trujillo

Clara Raab Toppan

The Family of H.A. "Dave" True, Jr.

The Daniels Fund

Peter M. Johnson & Paula Green Johnson

Patricia R. & John A. Guthrie, Jr.

The McMurry Foundation

Maggie & Dick Scarlett

#### \$500,000 - \$999,999

John S. Bugas

Joseph C. & Katherine A. Drew

Patrick & Kathi Rile

Lynn & Foster Friess

Frank & Barbara Mendicino in Memory of Flory & Helen Mendicino

Thomas F. & Marta Stroock

#### \$250,000 - \$499,999

John C. & Esther L. Clay

Mr. & Mrs. Michael H. Guetz

Margaret B. & Sam Kelly, Jr.

John P. Ellbogen Foundation

Ms. Mary B. Ledbetter in Memory of Clifford Moody

#### \$100,000 - \$249,999

Roy & Gertrude Chamberlain

Wilma P. Soss

Joe & Arlene Watt

Albert M. Fishburn

Paul Stock Foundation

James E. & Genevieve E. Mortensen

C.L. & Sandy Burton

Clay Unger

B. Carl & Marcia Lee

Joe & Arlene Watt Foundation

Wyoming Bankers' Association

Tom & Sybil Roach

First Interstate BancSystem

Union Pacific

Mr. & Mrs. Robert W. Noffsinger, III

Joe Scott

Mr. Robert Ross Miller & Mrs. Frances A. Miller

Mrs. Mary Lou Atkins in Memory of Mr. L.C. Atkins

### \$50,000 - \$99,999

Paul & Judy L. Lowham

Bruce H. & Deanna B. Lien

Mr. & Mrs. Donald W. Jewett

Bonnie & George Nugent in Memory of their Son Patrick Nugent

Professor Curtis Cramer

First National Bank & Trust of Powell, Cody & Lovell

Ken & Leah Griffin

Mr. & Mrs. Cal S. Taggart

Thomas W. & Dianne P. Honig

Dr. Harold H. Gardner & Marilyn S. Fiske

Dr. Thomas D. Crocker & Dr. Judith A. Powell

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