

 UNIVERSITY OF WYOMING

FOCUS

COLLEGE OF BUSINESS



JUNE 2010

Editor, Shalee Turner

UW College of Business
Dept. 3275, 1000 E. University Ave.
Laramie, WY 82071
(307) 766-4194

If you would like to subscribe, unsubscribe or update
your email address, please email cobfocus@uwyo.edu.

**Do you want more information about
the college? Click on the links below.**

College of Business

Past Issues of FOCUS

Give Online

MESSAGE FROM THE DEAN

With another academic year completed, faculty are busy teaching summer classes and preparing for the fall, staff are keeping the college running smoothly as usual, and most students are getting a much needed break. The accomplishments of our students, faculty, staff and supporters never cease to amaze me. The 2009-10 school year was productive and busy for all involved in the college and university. Let me offer the following as evidence of those accomplishments.

- The College of Business is an AACSB International accredited institution, an industry standard of excellence which is achieved by fewer than 15% of business schools worldwide.
- Our students were, once again, among the most accomplished in the nation, with the senior class

“Faculty and staff are moving into our new state-of-the-art facility and we can't wait to teach classes and welcome students this fall.”

ranking in the 95th percentile in a standardized exit exam benchmarking business schools.

- Recently, the college welcomed Marty Saffer as the Director of the newly revamped on-campus MBA program. Marty can't wait to begin working with the MBA students later this summer.
- Pat and Nancy Higgins are naming a tiered classroom in the new College of Business building. The Higgins Family Classroom will seat approximately 70 students and will feature a number of technological advancements, including high-definition projection and webcasting capabilities.
- Mary Garland and the Ellbogen Foundation Board worked with the College of Business to create an endowment that will provide student prize money for the college's \$10K Entrepreneurship Competition in perpetuity.
- Dr. Jose Rosa, a Professor in Marketing and Sustainable Business Practices was selected for the Fulbright Scholars Program and is currently finishing up his research work at Universidad de los Andes in Bogota, Columbia.
- Dr. Ed Barbier, the John S. Bugas Professor in Economics, was featured prominently in a Time article that assessed the importance



Dean Brent Hathaway

of putting real economic value on components of nature to help protect the environment and promote biodiversity.

- Faculty and staff are moving into our new state-of-the-art facility and we can't wait to teach classes and welcome students this fall.

As you can see, this year has been an incredible year for the college in many areas. We are looking forward and striving towards a remarkable 2010-11 school year as well and welcome your help in any way possible.

Thank you again for all you do. Please stay connected whenever possible through campus visits or on our website at: <http://business.uwyo.edu>.

A SEMESTER IN DC

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 explore and participate in real-world business applications.

When it comes to exploring and getting real-world hands on experience, senior accounting major Luke Frye is not letting any opportunity pass him by. Luke has spent his spring semester in



the Washington, DC office of Sen. John Barrasso (R) as an intern. The college was thrilled to catch up with Luke and hear about this exciting time in his college career.

Tell us a little about your internship?

I have been able to experience many things that few people have the chance to. It has been great to have direct contact with the Senator and his staff. I was a press intern, so I reported to the communications director and press secretary. A big part of my duties included updating and maintaining a contact list for reporters and news writers. This was exciting because I would find a reporter's name and contact information and then see a story written about the Senator by that very reporter. In addition, I was able to give tours of the Capitol, answer phones, and gather senators' signatures for various joint letters or statements.

What made you decide to complete an internship?

I went to DC with Close-Up and Boys Nation in 2006. I knew that it was a place I wanted to get to know better. There is so much excitement



and energy here; so much is going at all times. I was born and raised in Wyoming, and I wanted to see what city life was like. I wouldn't trade the experience for anything, but am eager to get back to Wyoming!

What have you learned while being a part of the real world?

I have learned that it doesn't matter what your background is. If you want to do something, hard work and commitment can never be underestimated.

How did your classes at UW help prepare you for the work you are doing now?

My marketing, management, and information management classes offered specific

skills that I was able to apply in the office setting. I think more than anything, learning how to work hard and be dedicated is more important than a particular class. My studies at UW have given me plenty of practice with that.

What has been your most memorable experience while in DC?

There are too many to count! I have met or seen so many people who I'd only ever seen on TV. Seeing Bill Gates, Bill Clinton, Jack Hannah, John McCain, John Kerry, and I even met Mike Rowe after church just north of Baltimore. DC is a place of endless opportunity, and you never know who or what you might find around the next corner.

FOCUS ON SERVICE

The College would like to recognize and thank two great men who have walked the halls of the College of Business for almost 80 years combined leaving behind a legacy of work and wisdom.



DR. JOHN H. JACKSON

Dr. John H. Jackson is a Professor of Management at the University of Wyoming. Born in Alaska, he received his B.B.A. and M.B.A. from Texas Tech University. He then worked in the telecommunications industry in human resources management for several years. After leaving industry, he completed doctoral studies at the University of Colorado and received a Ph.D. in Management and Organization. He started an academic career at UW in 1973.

During his academic career, John coauthored what has become the best selling university HR text in the world, *Human Resource Management*, now in its 13th edition. He has authored seven other college texts and over 50 articles and papers, including those appear-

ing in *Academy of Management Review*, *Journal of Management*, *Human Resources Management*, and *Human Relations*. He consulted with a variety of organizations on HR and management development matters. During the past several years, Dr. Jackson has served as an expert witness in HR-related cases.

At the University of Wyoming he has served as Department Head in the Department of Management and Marketing for a total of 14 years. John has received the top teaching award at the University of Wyoming (the Lifetime Ellbogen Award) and was one of the first to work with two-way interactive television for MBA students in the state. In addition, he designed and taught for a decade one of the first classes in the nation on Business, Environment, and Natural Resources. Dr. Jackson has served on the Wyoming Business Council Board of Directors and currently is on the Wyoming Workforce Development Council.

Upon retirement, John is planning to: return to his research on the efficacy and limits of rules as management controls, continue researching and writing two of his textbooks, expand efforts with a successful herd of high altitude replacement heifers, hunt big horn sheep (if he can draw a license), and enjoy grandkids and the western United States and Canada with his wife of 41 years, Linda.



DR. CURTIS CRAMER

Dr. Curtis Cramer is the Associate Dean at the University of Wyoming. Dr. Cramer received his B.S. and Ph.D. from the University of Maryland and has worked and served in the academic world since 1963.

During his academic career, Dr. Cramer has served in the following positions:

- Associate Dean
- Director of Undergraduate Studies, Department of Economics & Finance
- Visiting Faculty, Executive Gas Managers Institute, University of Colorado
- Director, Public Utility Research & Training Institute, University of Wyoming

- Director, Graduate Regulatory Economics Program, University of Wyoming
- Chairman, Economics Department, University of Wyoming
- Professor, Economics & Finance, University of Wyoming
- Associate Professor, Economics, University of Wyoming
- Assistant Professor, Economics, University of Wyoming
- Industrial Economics, U.S. Federal Power Commission, Office of Economics, Washington D.C.;
- Assistant Professor, Economics, University of Houston.

Dr. Cramer is the author of *Pipeline Transportation in Wyoming*, monograph prepared for the U.S. Department of Transportation and *Marginal Cost Pricing in the Natural Gas Industry*, monograph for American Telephone and Telegraph Company. In addition Dr. Cramer has had numerous Refereed Journal Articles, chapters in books, proceedings, and manuscripts.

Throughout his career Dr. Cramer has served as President, Transportation and Public Utilities Group, American Economic Association and member of the executive board; Co-Editor - *PURTI Research Summaries*; Managing Editor, *The American Economist*; Research Ad-

visory Committee, National Regulatory Research Institute, Ohio State University; Visiting Faculty, Executive Gas Managers Institute, University of Colorado; and Board of Directors, Public Utilities Center, New Mexico State University. Curt also received an Ellbogen. In addition, Dr. Cramer has received numerous teaching honors and awards including Distinguished Teaching Award, Top Prof Award, and Outstanding Educator of America Award.

Upon retirement, Dr. Cramer is planning to garden and instruct at the Fort Collins Senior Center

A FRESH FACE AND A FRESH START FOR THE MBA PROGRAM

This fall the MBA program will be experiencing a multitude of changes including an updated program and a new face at the helm. The College of Business is thrilled to welcome and introduce Marty Saffer as the new Director of the MBA Program.

The program Marty will oversee will encompass an innovative curriculum, high integration of theory and practice, and significant emphasis on teamwork and leadership skills resulted from a year of research and development by some of the College of Business' best professors. The program's key characteristics have



Marty Saffer

been vetted with industry leaders and experts at other universities, and it is highly competitive with some of the best programs in the world. In addition, the COB is committed to maintaining the pro-

gram's effectiveness through continued innovation, ensuring students and graduates of outstanding professional management education.

Most recently, Marty served as the Associate Dean, Graduate Programs in the College of Business and Economics at Lehigh University in Pennsylvania. Prior to this position, he served as the Senior Development Officer in Corporate and Foundation Relations and Liaison to the College of Business & Economics at Lehigh.

Marty joined Lehigh after 30 years of corporate experience, primarily with Ford Motor

Company, holding a variety of senior level strategic, business development, and operational positions. Marty's responsibilities at Ford incorporated extensive international experience, which included being based in England for four years. He was the founder of Auction My Ride, LLC, an online and auction service of used vehicles and equipment.

Marty has led several student consulting projects at Lehigh and has taught Marketing Management at Oakland University in Michigan. He received his Bachelor of Science in Finance and MBA from Lehigh University.

FOCUS ON STUDENTS

The UW division of Beta Alpha Psi, the accounting, finance, and information systems honor society took second place at the Beta Alpha Psi Rocky Mountain Regional meeting competition in Fort Collins, CO.

The Regional Meeting is an opportunity for each chapter in the region to come together to exchange ideas about chapter operations, network with other chapters and professionals, and obtain officer and leadership training. The conference also allows chapters to compete in a Best Practices competition. Participating chapters present projects relating to a number of best practices' topics, and the winning project is selected to be presented at the National Meeting in August. The Best Practices topic they chose was "Service Learning: Using Your Skills to Help a Local Organization"

"For our project we decided to help our local Habitat for Humanity set up QuickBooks in order to eliminate the overlap in recording done by the affiliate and their accountant" Over a five month



Yennie working on the project.

period of time, students helped Habitat for Humanity set up QuickBooks, combined the two systems of recording transactions, and helped prepare monthly bank reconciliations. The chapter will continue preparing the monthly bank reconciliations as well as begin helping other organizations who can benefit from these types of services. Currently, they are working with Acres Student Farm to begin a similar project.

Not only did this project serve as an opportunity for service, but also allowed these students to take what they have learned in the classroom and put it to work in a real world situation.

"This experience showed me the challenges that come up every day when working with clients in this profession. I learned a lot and am grateful for the opportunity to not only learn from this experience but also help an amazing organization." *—Mellissa McCarthy, President 2010 – 2011*

"Helping Habitat for Humanity was a great experience, and I look forward to helping them in the future. Beta Alpha Psi members learned how to operate as a team and I think we all were able to take something away from the project that will help us in our professional careers as well" *—Jeff Yennie*

"The Habitat for Humanity project was a great learning experience for me. I enjoyed helping the organization and gained a lot of real-world experience along the way. This project gave every member of Beta Alpha Psi a chance to contribute. I look forward to the oppor-



Beta Alpha Psi team at regionals (left to right): Mellissa McCarthy, James Martineau, Jeff Yennie, Alex Hebbert.

tunity to build on what we have done with Habitat for Humanity by helping ACRES Student Farm in the future." *—Jen Love*

"We were given a set of problems and were challenged to apply our knowledge as a team to come up with a solution. Working with these issues in the context of a real life situation, with an actual organization within our own community, really brought the concepts learned in the classroom home. It was great experience, and will be an ongoing benefit to current and future members."

—Brook Arnold

Not only did this project serve as an opportunity for service, but also allowed these students to take what they have learned in the classroom and put it to work in a real world situation.

COLLEGE OF BUSINESS DEVELOPMENT UPDATE

Private support for the College of Business has increased dramatically over the past few years. To that end, new gifts and commitments over the last three years, including matching dollars from the state, have accounted for about \$23 million in endowments since July 2007.

Support for the college has also been wide-ranging. In addition to the state of Wyoming's \$54 million commitment for a new College of Business building, 30 donors have each committed \$25,000 or more to Wyoming's business school, with many of the gifts qualifying for matching dollars from the state. These commitments range from \$25,000 to \$5 million.

To build on these successes, the college has prioritized the following set of development activities for the upcoming fiscal year which starts July 1st:

NAMING RIGHTS WITHIN THE NEW FACILITY

The college's naming rights campaign features a variety of naming opportunities within the new building. Opportu-

nities range from \$51,000 to \$2.5 million. This campaign will provide funding for a number of important initiatives in the college.

EXCELLENCE FUNDS

Excellence funds at the college or departmental level can be created with a commitment of at least \$50,000. Excellence funds are among the most highly valued and strategically useful private investments and have been identified by the University Trustees as an institutional priority. These funds provide a steady stream of funding that enables the college to respond quickly to emerging opportunities and to pursue core initiatives. Excellence funds allow the college's leadership team to invest in programs where the need is greatest and the potential for success is highest.

STUDENT SUPPORT

Many donors choose to support students through scholarships and graduate fellowships. While Hathaway Scholarships provide financial support to graduates of Wyoming high schools, privately funded scholarships are

also valuable and can be used to supplement existing financial aid packages that often fall short of students' needs. The College of Business seeks broad support to attract and retain the very best students and to provide outstanding educational experience both in and out of the classroom. Student support can range from a minimum of \$5,000 for expendable support to a minimum of \$25,000 to create an endowment.

The College of Business seeks broad support to attract and retain the very best students and to provide outstanding educational experience both in and out of the classroom.

FACULTY

In addition to building fully endowed chairs in specific priority areas such as entrepreneurship, the college welcomes private funds that enhance the environment for teaching and research. It is often difficult to compete with other universities that seek out (and pay top dollar to recruit) the very best faculty from a small pool of qualified candidates. Private funds can help in this regard at both the recruitment and retention stage. Opportunities include the following: Visiting professorships and faculty exchanges, faculty travel, summer research support, and/or faculty awards.

PROGRAM-SPECIFIC SUPPORT

There are numerous opportunities to match donors' interests with the college's priorities. Examples of programs that rely on private support include the \$10K Entrepreneurship Competition, a university-wide business plan competition designed to encourage students to develop their business ideas into new ventures.



MOVING IN!

STAY TUNED FOR UPDATES AND INFORMATION ON TOURS



SEEN AND HEARD AROUND THE COLLEGE OF BUSINESS

Dr. Ed Barbier, the John S. Bugas Professor of Economics in the Department of Economics and Finance, was featured prominently in a Time article in March. The article assessed the importance of putting real economic value on components of nature to help protect the environment and promote biodiversity. Barbier was also in a March issue of *Science News*, the journal of the American Academy of the Advancement of Science featured in the cover story, "Losing Life's Variety." In addition, in April Barbier wrote an opinion piece that appeared in *Nature* magazine on-line.

Members of Mortar Board, the senior honor society at the University of Wyoming, recognized UW staff members during the recent "Tip of the Cap" ceremony. The program honored those who offered "exceptional contributions to the University of Wyoming and inspiration of students."

Selection as a member of Mortar Board is one of the highest honors that a UW senior can achieve. Mortar Board recognizes students who have excelled in and out of the classroom, based on scholarship, leadership and service. Mortar Board members participate in many projects and activities throughout the year, both on campus and in the Laramie community.

The Cap and Gown Chapter of Mortar Board students, listed with the College of Business staff members selected for "Tip of the Cap" are:

Danielle Ireland -- Joan Downham, College of Business Marketing Department.

Bailey Loghry, Rhonda Baccari, College of Business Advising.

Mellissa McCarthy -- Ema Shenefelt, College of Business Accounting Office Associate.

Ben McKay -- Kathy Olson, College of Business Dean's Office.

Each year at their annual meeting, Adolfson & Peterson Construction (A&P), awards an internal "George Adolfson Award" for the top project completed for that year. The A&P company executives believed that the University of Wyoming College of Business building qualified the A&P crew who has worked on the project to receive the award due to the complexity and aesthetics of the building.

Robert Sprague, Associate Professor of Business Law, is the principal author of the second edition of the just-published *Legal Guide for Small Business*. The *Guide*, published through the American Bar Association, assists entrepreneurs in understanding their legal rights and responsibilities in starting and running a small business.

At the 59th Annual College of Business Recognition Dinner the following faculty and staff were recognized:

Staff Awards: Laura Ruby—Junior Staff Award

Karen Rhodine—Senior Staff Award

Faculty Awards: Hilla Skiba—Junior Teaching Award

Larry Weatherford and Stu Webster—Senior Teaching Awards

Bob Sprague—Junior Research Award

Eric Arnould and Jose Rosa—Senior Research Awards

Linda Kidwell—Service Award

Distinguished Alum: Ann Nelson and Russ Mortenson

Bedont Award: Richard Van Horne, Economics/Finance student

Four individuals were selected to receive Outstanding Service Awards presented by the UW Division of Student Affairs. The annual awards are presented to individuals who have "exceeded the call of duty and who have excelled in demonstrating initiative, innovations, and creativeness; reliability, responsibility, and dependability; quality and quantity of work performed; relationship building with students, fellow staff, and others; and a positive can-do attitude in the workplace."

Among the recipients was Amanda Pohja, Outdoor Program graduate assistant and MBA student, Outstanding Student Contributor award.

On March 2nd, The UW Financial Management Association hosted Kendrik de Koning, the president and founder of BBW Capital Advisors. Mr. de Koning spoke about a summer internship with his firm in Denver as well as other topics including an overview of banks' capital structures, equity and bond markets.

Dr. Jose Rosa, Professor of Marketing & Sustainable Business Practices won an Academy of Marketing Science Outstanding Marketing Teacher Award. Rosa joined a select group of professors being recognized for his outstanding performance in the classroom.

College of Business senior and member of the UW Nordic ski team Daniel Lewis of Jackson, WY helped his team wrap up its second consecutive Division II United States Collegiate Ski and Snowboard Association National Championship and placed seventh in the overall individual point's standings.

2009-2010 \$10K COMPETITION

The Wyoming \$10K Entrepreneurship Competition at the University of Wyoming continues to encourage students in the UW community to act on their talents, ideas, and energy to produce tomorrow's leading businesses. The \$10K Competition awards \$10,000 in cash to an outstanding team of student entrepreneurs who submit a business plan for a new venture showing significant business potential. The competition encourages teams to act on their dreams and build plans for their own companies and fortunes through a network of students, mentors, investors, and potential partners. Students from all colleges at UW at the undergraduate and graduate levels are welcome to enter the competition. Multi-disciplinary teams that combine members from many disciplines are encouraged, as these teams bring together the variety of skills required for a successful venture.

Here is a glance at the winning teams and their innovative ideas:



Eric Gjording of Boost Audio demonstrates his portable audio system.

FIRST PLACE: BOOST AUDIO

Boost Audio Sound Systems engineers the finest in high quality, portable, self contained sound systems. Our sound and sound systems are second to none with superior components and an incredible warranty and customer support to match. Our system combines the quality, durability, and self-containment of a car stereo and integrates those with the portability and ruggedness of a heavy duty, roller suitcase. Our system is guaranteed to be the life of

the party, whether you are traveling to a cheer/dance competition, practicing in or outdoors, throwing a BBQ in the park, a bonfire in the woods, tailgating before the big game, or getting your team fired up, our system will be there. We offer the very best in components and cases that are durable, good looking, and will provide superior performance in any situation.

Erik Gjording is a senior in Business Administration and graduated in May of 2010.



Eric Gjording won first place with his business plan for Boost Audio.



Kassi Bauman of BigStar Livestock Images displays her work.



Kassi Bauman with mentor Greg Jordan.

SECOND PLACE, BEST PRESENTATION, AND MOST CREATIVE BUSINESS PLAN: BIGSTAR LIVESTOCK IMAGES

BigStar Livestock Images, LLC was established in 2008 as a livestock imaging service that will provide still and video images as well as design services for cattle producers looking for innovative ways to market purebred cattle using cutting edge technologies. BigStar was envisioned by Kassi Bauman, a senior in animal science and honors, and already has built a small clientele in Wyoming and the surrounding region with plans to expand to serve cattle producers nationwide. Kassi grew up on a six-generation purebred Charolais ranch and has exhibited cattle at local and national shows. Com-

binning her love for photography and knowledge about marketing cattle inspired her to create this unique imaging business.

THIRD PLACE: BALLISTIC MOTION ATHLETICS

Ballistic Motion Athletics is a unique sports performance company offering slow motion video, 3D biomechanical analysis, and customized strength and skill training. Our methods are research based and aimed at reducing the risk of injury and improving performance for athletes of all ages and abilities.

Owner/Sports Performance Specialist- Brian Sinner has a B.S. in Kinesiology and Health promotion from the University of Wyoming and is working on his Master's Degree at the United States Sports Academy with a specialization in the biomechanics of baseball pitching. He is originally from Yoder, WY.

RUNNER UP: WEATHERIZATION SOFTWARE

Weatherization Software Solutions is a software company designing tools to aid professional contractors in improving the energy efficiency of existing homes. The company hopes to make the process of assessing the energy



Brian Sinner of Ballistic Motion Athletics.



Jeff Fife of Weatherization Software Solutions.

needs of a residence quicker and easier while decreasing necessary technological investments, through the use of web-based software.

Jeff Fife is a senior in Women and Gender Studies and Accounting from Riverton, Wyoming. Jeff keeps a busy life, volunteering to help the University Debate Team, while working full-time as an internal accountant for a local nonprofit, and participating in the University Honors' Program and the Institute of Management Accountants. Before switching majors into business and the liberal arts, Jeff was a computer engineering and math major.

JUDGES

Scott Binning is the owner of WyBinCo, Inc, a venture capital and private equity company working with small businesses in Wyoming.

Even Brande is President and CEO at Handel Information Technologies. He has served on the board of the Laramie Economic Development Corporation in the past and is a graduate of UW.

Jill Kline is a Wyoming Small Business Development Center (WSBDC) Regional Direc-



The 2010 10K judges: Even Brande, Jill Kline, Scott Binning, and Jerad Stack (left to right).

tor. The WSBDC provides business related one-on-one counseling, training programs, and many resources for small businesses or entrepreneurs.

Jerad Stack is CEO of Fire-hole Technologies Inc, which is a graduate of the Wyoming Technology Business Center. He's a fifth generation Wyo-

mingite, and has BS and MA degrees in Mechanical Engineering from UW.

Congratulations to all winners and participants.

| PRIZES | | SPECIAL PRIZES | |
|-----------------|------------|------------------------|------------|
| 1st Place: | \$10,000 | Business Concept: | |
| Progress Bonus: | \$2,500 | Best Business Concept: | \$1000 |
| 2nd Place: | \$5,000 | Semi-Finalists: | \$200 each |
| 3rd Place: | \$2,500 | Most Creative Plan: | \$1,000 |
| Runners Up: | \$500 each | Best Presentation: | \$1,000 |

SPONSORS:

Carl and Marcia Lee

Woodson Family Foundation



FOCUS ON DISTINGUISHED ALUMNI

RUSS MORTENSON

Laramie native G. Russell (“Russ”) Mortenson is a 1971 UW College of Business alumnus (B.S., business administration, with Honors).

During his UW career, Russ was active in many student organizations and honoraries. He was elected president of Iron Skull, the junior class honorary; served as an Associated Students of UW business manager and student representative to the Faculty Senate; was a leader in local chapters of Alpha Kappa Psi (business fraternity), Omicron Delta Kappa (leadership honorary), Beta Gamma Sigma (business honorary), Phi Kappa Phi (academic honorary), the Arnold Air Society (Air Force ROTC honorary) and as a senior served as student wing commander of the AFROTC detachment.

Upon graduation from the College of Business, Russ was commissioned a 2nd Lieutenant in the U.S. Air Force, earned his M.S. in finance with Honors at Colorado State University in 1972 and, after separation from the Air Force after

In honor of his parents, in 2006 Russ and Beth established the Bud & Bing Mortenson Entrepreneurship Endowment to provide scholarship assistance to outstanding students in the UW College of Business.



G. Russell Mortenson with Dean Brent Hathaway.

four years of military service and having risen to the rank of captain, Russ continued his formal education by earning his Juris Doctor degree *cum laude* from Harvard Law School in 1978.

After graduation from Harvard Law, Russ moved to Dallas, Texas, where he has resided for the past 32 years. He began his business career as a young lawyer with a start-up law firm in Dallas that had just been retained as the outside counsel for Electronic Data Systems Corporation (EDS) and its founder & chairman, H. Ross Perot.

After five years of legal and extra-legal “adventures” with Mr. Perot and EDS, Russ felt the pull to become an entrepre-

neur in order to take better advantage of his business education from UW and the positive business environment in Texas. He and another Dallas business legend, Morton H. Meyersen, together founded a private investment partnership that over the next several years invested in many sectors, including oil & gas, commercial real estate, telecommunications, technology and retail.

In 1987 Russ became president of Amtech Corporation, a technology spin-out from Los Alamos National Laboratory. Amtech completed a successful IPO in 1989 and, over the next decade and under Russ’ leadership as CEO, grew from zero to \$150 million in annual revenue with sales in over 30 countries.

After Amtech's acquisition in 1998, Russ began applying his time and talent to a number of start-up companies in various high-tech fields, including telecom and software, and led his investors to successful exits. During his career as an entrepreneur, Russ and his teams have directly or indirectly raised more than \$200 million in equity or quasi-equity capital for early-stage companies and joint ventures with many large companies over the years, including Mitsubishi, General Electric, Motorola, Ericsson, Alcatel and others.

Currently Russ serves as Executive Chairman of three nanotechnology semiconductor companies with headquarters in Sweden – QuNano, GLO and Sol Voltaics – that are focusing on the latest breakthroughs in materials science at the nanoscale – 1-billionth of a meter -- as applied to advanced electronics and optoelectronics.

He and his wife, Beth, live in the Dallas metro area. They have three children, Jay, an attorney in Los Angeles and a graduate from the School of Law at the University of Texas in Austin; Justin, a computer engineer in Texas and a graduate from Texas A&M University; and Chase, a medical technician living in St. Petersburg, Florida. In honor of his parents, in 2006 Russ and Beth established the Bud & Bing Mortenson Entrepreneurship Endowment to provide scholarship assistance to outstanding students in the UW College of Business.

ANN NELSON

Ann Nelson is the Wyoming Regional President for American National Bank. In this role she oversees the operations, lending and management of eight banks within the state of WY. She has a total of \$400M under management within her region. She joined American National Bank in 1997 as Senior Vice President in Lending at the Laramie, WY location. In 2001 she moved into the role of Executive Vice President/ Senior Lender there, further expanding her role in 2005 as she became the Market President. In early 2006, she assumed her role as the Regional Senior Credit Officer and Executive Vice President of the Wyoming region, advancing to Regional President in August 2009

Prior to joining American National Bank, Ann began her bank career as a Management Trainee and later worked as a Commercial Loan Officer in vari-

ous locations throughout Wyoming and Colorado for First Wyoming Bancorp and Keycorp. She is a graduate of the Colorado School of Banking at Boulder. She was invited back to teach BankSim for an additional nine years for the banking school. During her tenure there she was elected to the school's Board of Trustees as the Faculty Liaison for a year term.

She also holds two bachelor degrees, in Accounting and in Business, from the University of WY. (May 1986, August 1986)

Ann continues to devote her time to many deserving organizations in each community she lives in. She is the Treasurer and a board member for Cheyenne Meals on Wheels Foundation and has been a member of Rotary since 1990, holding various officer and committee roles throughout the years. She is also a 2009 Leadership Cheyenne graduate.



Ann Nelson with Dean Brent Hathaway.