



# FOCUS

COLLEGE OF BUSINESS

UNIVERSITY OF WYOMING

**FOCUS Print Edition**

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*FOCUS is distributed electronically four times per year by the College of Business Development Office. This special print edition has been prepared to update alumni, friends, parents, faculty, students, and staff of the University of Wyoming College of Business. FOCUS welcomes correspondence.*

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OUR IMPACT CONTINUES TO HIT CLOSE TO HOME, AND HAVE A GLOBAL REACH



# Message from the Dean

Each year at this time I like to take a few moments to reflect on the wonderful accomplishments of our faculty, staff, students, and supporters over the past 12 months. Without question, this was a landmark year for the College of Business. Outstanding achievements by our students, world-class teaching and research from our faculty members, record levels of private giving, and a new state-of-the-art building are clear indications that something special is happening at Wyoming's business school. While our college may sit in the heart of the west, here is further evidence that our impact continues to hit both close to home, and have a global reach.

- 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 ranking in the 95th percentile in a standardized exit exam that has become the nationwide benchmark for business schools.
- Dr. Ed Barbier, the John S. Bugas Professor of Economics at UW, had three papers published in *Science* magazine this past year (a remarkable feat). Barbier also presented "Ecological Scarcity: The Global Economic Challenge for the 21st Century" as the featured speaker for the 2008 President's Speaker Series.

- This summer, the College of Business broke ground on a new \$54+ million facility that will transform business education in Wyoming. The building, a combination of 53,000 square feet of renovated space and 112,000 square feet of new construction, will open its doors in the fall of 2010.
- UW economics professor Jason Shogren was recently recognized as part of an elite group of scientists sharing the 2007 Nobel Peace Prize for their work on climate change.
- The college hosted a series of outstanding speakers and panels this year, including sessions on banking, entrepreneurship, and business ethics. More of these forums are scheduled for the upcoming year.
- Jose Antonio Rosa, professor; and Melea Press, assistant professor; have joined Eric Arnould, Distinguished Professor of Marketing and Sustainable Business Practices, and are teaching a variety of marketing and sustainable business practices-related courses to graduate and undergraduate students.
- A recent publication ranked the college's Ph.D. program in Resource and Environmental Economics as the third best in the country.
- This spring the Daniels Fund committed \$3,000,000 to the College of Business to endow the college's ethics chair in perpetuity. This commitment was matched by the state resulting in a \$6,000,000 endowment.

- The college received a \$5,000,000 commitment from the McMurry Foundation to establish an excellence fund for the college. This gift is also being matched by the state for a total of \$10,000,000.
- The Wyoming Cowgirl Basketball team, featuring three starters from the College of Business, appeared in the NCAA tournament and was nationally ranked (reaching as high as 15th) for the first time in the program's history.

As you can see, the 2007-08 academic year was remarkable on a number of fronts. Rest assured that we are striving to make 2008-09 just as significant and welcome your help in any way possible.

In closing, I invite you to turn your "focus" and enjoy a brief visit with us through the pages of this annual report as we have highlighted the work, accomplishments, and contributions of our faculty, staff, students, alumni, and friends over the past year. I hope you enjoy the new design and format as our intent is to make this annual publication a little more "user friendly."

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



# Leading Business Education: UW College of Business

- Accredited by AACSB International since 1954. Fewer than 15 percent of business schools worldwide have earned this accreditation.



## **Bachelor's Degrees**

- ♦ Accounting
- ♦ Business administration
- ♦ Business economics
- ♦ Economics
- ♦ Finance
- ♦ Management
- ♦ Marketing

## **Graduate Degrees**

- ♦ MBA (on-campus and executive online)
- ♦ M.S. accounting
- ♦ M.S. finance
- ♦ M.S. financial economics
- ♦ M.S. and Ph.D. economics

## **Student Organizations**

- ♦ Alpha Kappa Psi
- ♦ American Marketing Association
- ♦ Beta Alpha Psi
- ♦ Beta Gamma Sigma
- ♦ Financial Management Association
- ♦ Institute of Management Accountants
- ♦ MBA Council





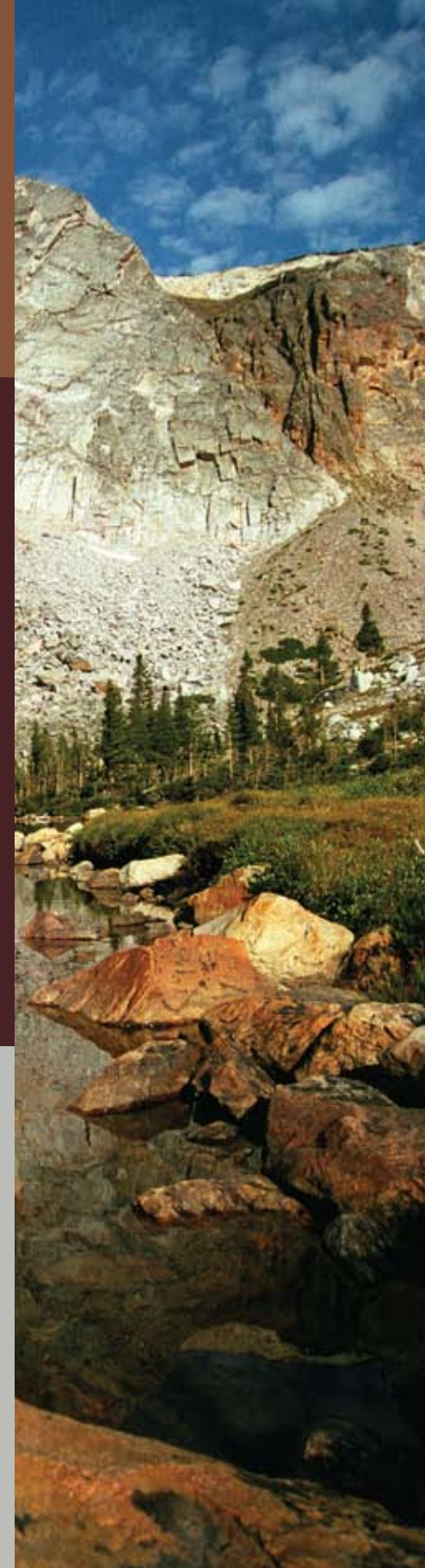
A panel of past and present UW College of Business students shared with students their experiences with the internship program at the first annual internship mixer. All speakers stressed the importance of internships and the invaluable experiences they had as an intern.



College of Business student Pritesh Patel presented Senator Mike Enzi with a gift thanking him for his visit to campus. The event was Sponsored by the Student Wyoming Education Association, Beta Alpha Psi and the Institute of Management Accountants, in conjunction with the UW College of Education and College of Business.

### Cost of Attendance

- ◆ Princeton Review has named UW one of the nation's "best value" undergraduate institutions for its "outstanding academics, generous financial aid packages, and relatively low costs."
- ◆ Wyoming undergraduates: tuition & fees, \$3,621; estimated cost of attendance, \$15,620 per year
- ◆ Nonresident undergraduates: tuition & fees, \$11,031; estimated cost of attendance, \$23,300 per year
- ◆ Online executive MBA: two year program, \$17,700
- ◆ The College of Business will award \$465,000 in privately funded scholarships for the 2008-09 school year.



### Students

- ◆ 1,070 (business majors (undergraduate and graduate)
- ◆ Senior class scored in top 5 percent nationwide on Major Field Achievement Test in Business

### Online Programs

- ◆ B.S. in business administration
- ◆ Executive MBA

### Faculty

- ◆ 44 full-time tenure-track faculty and 18 academic professionals
- ◆ Six distinguished professors:
  - ▶ Eric Arnould, Distinguished Professor of Marketing and Sustainable Business Practices
  - ▶ Edward Barbier, John S. Bugas Professor of Economics
  - ▶ Charles Mason, True Chair of Energy Economics
  - ▶ Dick McGinity, Bill Daniels Chair of Business Ethics
  - ▶ Sherrill Shaffer, John A. Guthrie Distinguished Professor of Banking and Financial Services
  - ▶ Jason Shogren, Stroock Distinguished Professor of Natural Resource Conservation and Management





## The Future of Business Education IS Today

The Ground Breaking Ceremony on July 9, 2008 marked more than the beginning of a new building for the College of Business; it marked the beginning of many new opportunities for students, faculty, donors, the community, state, and region.

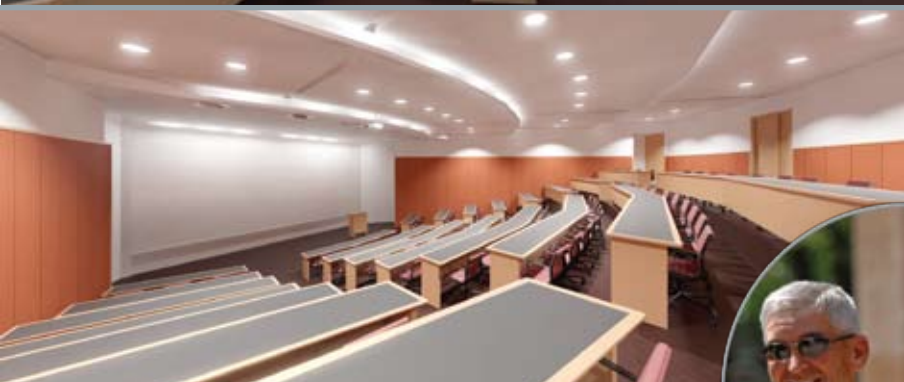
The project includes a complete renovation to the existing 53,000 square-foot building built in 1960 that the college had desperately outgrown, and an addition of 112,000 square feet adjacent to the existing building.

The design provides a modern facility that will include rich opportunities not just for the students and teachers, but for the community and state. Some of the features the building will offer are state-of-the-art classrooms, the Johnson Career Center, a trading room, a behavior lab for student experiments, tiered case classrooms, a multimedia lab, student success support offices, and faculty and graduate student offices.

The project has been designed to meet a silver LEED (Leadership in Energy and Environmental Design) certification. In addition, the facility completion will help the college retain its accreditation with the AACSB International, an industry standard of excellence which is achieved by fewer than 15 percent of all business schools in the world.

The business programs that will take place in the new College of Business will emphasize the power of strong connections between academics and the business community. The new business facility will be conducive to imparting leadership, teamwork, communication, ethics, and technical and analytical skills. The time has come, indeed it is long overdue, to modernize business education in Wyoming. Wyoming's future business leaders deserve this opportunity. For more information, contact College of Business Dean Brent Hathaway at (307) 766-4194.





Governor Dave Freudenthal



Mick McMurry and President Tom Buchanan



College of Business Dean Brent Hathaway

Mick McMurry





Dave Johnson



Sherrod France



Mike Matthews



Dick Scarlett



Kevin Rochlitz

# Leadership for the 21st Century

The college was honored to benefit from the real-world expertise of many local and regional business professionals over the past year.

The speakers addressed topics ranging from economic development and business ethics to employee recruitment, entrepreneurship, and new technologies. Each of these sessions was valuable for the students and the community at large. The college was honored to have such outstanding individuals take time to contribute their knowledge and expertise to the university and surrounding community.

Here is a glance at the individuals and panels that visited the college throughout this year:

## **Kevin Rochlitz:**

Vice president, national sales and partnerships for the Baltimore Ravens

## **The Banking Panel:**

Sherrod France, president, Bank of Commerce, Rawlins; John Hay, president, Rock Springs National Bank; Lyle Knight, president and CEO of the First Interstate BancSystem, Billings, Mont.; Mike Matthews, president, Wells Fargo Bank, Jackson; Dick Scarlett, chairman of Wells Fargo Wyoming, Jackson; Don Sturm, chairman of Sturm Financial Group, Denver; and Dave Johnson, executive director of the Wyoming Bankers Association, Cheyenne.

## **The Daniels Fund Ethics Panel:**

Linda Childears, Daniels Fund president and CEO, Denver; David Emery, Black Hills Corporation chairman, president and CEO, Rapid City, S.D.; Mike Ceballos, Qwest Communications International Wyoming president, Cheyenne; Robert Jensen, Wyoming Business Council CEO, Cheyenne; Peter Johnson, Sinclair Oil president, Salt Lake City, Utah; and Al Wolfe, U.S. Division,



"We are very pleased to have hosted these distinguished executives. The panels and individuals addressed a wide range of topics and having them visit our college was truly valuable for our students and the community at large."

*Brent Hathaway,  
College of Business Dean*

DDB Needham Worldwide retired president,  
Centennial, Wyo., and Sedona, Ariz.

**The Daniels Fund  
Entrepreneurship panel:**

Les Ball, Corral West Ranch and Work Wear former president and CEO, Cheyenne; Roy Cohee, C&Y Transportation Company owner and Wyoming House Speaker, Casper; Ron McCue, Silver Star Telephone president and COO, Star Valley; Carl Lee, Go Manage CEO and business coach, Fort, Collins, Colo.; V. Frank Mendicino, Access Venture managing director, Westminster, Colo.; and Jim Willms, Unicover Corporation president and CEO, Cheyenne.

**Kevin Schaff:**

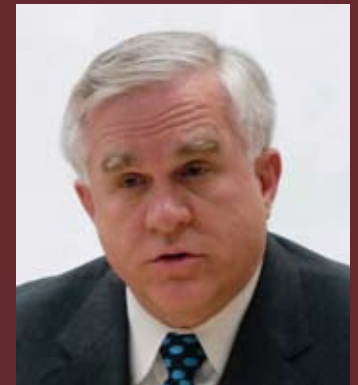
Founder and CEO of Thought Equity Motion,  
Denver, Colo.



Kevin Schaff



Lyle Knight



Peter Johnson



Don Sturm



John Hay



# Naming opportunities within the new College of

Thanks to outstanding support from UW and state officials, the College of Business doesn't need to secure funding to build a new state-of-the-art facility. Instead, the state's \$54+ million commitment allows the college to utilize fundraising vehicles, such as naming opportunities, to **build educational programs, not a building**. This is fairly unusual in the world of academia, as most states do not have the resources to take on such a building project. Typically, a college would be expected to raise at least 50% of the construction costs, if not more.

Providing the College of Business with this type of resource will help make a good business school even better. After all, what happens inside the building will be the real measure of our success.

## What makes a College of Business naming rights gift attractive?

- Opportunities to assist students and faculty, as well as businesses in Wyoming
- Association with a new state-of-the-art facility
- Matching funds from the state doubles the impact of a donor's gift
- Charitable tax contribution to a 501(c)(3) organization

- Legacy opportunity for a business, individual and/or family
- Naming display outside the classroom or other facility
- Opportunity to display a company's mission statement (or a donor's quote) inside the classroom/facility
- Annual use of the room for company or family gathering (e.g. a board meeting, catered lunch, recruitment opportunities, etc.)
- Association with UW's first LEED-certified (Leadership in Energy & Environmental Design) project

The chart on the next page outlines the various naming opportunities associated with the new building, including the naming of the college. Please note the last column reflects the discounted price for early commitments to this campaign. Additionally, it should be noted that charitable remainder trust commitments may also be used to secure naming rights in the new facility. If you would like further information regarding this project, please contact Kent Noble at (307) 766-3043.

Thank you. We hope to see you on campus real soon.





# Business

| Room #                  | Space                     | Net Square Footage | Market              | 15% Discount for '08 Agreement |
|-------------------------|---------------------------|--------------------|---------------------|--------------------------------|
| The College of Business |                           |                    | \$30,000,000.00     | NA                             |
| <b>Lower level</b>      |                           |                    |                     |                                |
| 007                     | Multimedia Lab            | 1149               | \$300,000.00        | \$255,000.00                   |
| 008                     | Flat Classroom 1          | 923                | \$200,000.00        | \$170,000.00                   |
| 009                     | Flat Classroom 2          | 917                | \$200,000.00        | \$170,000.00                   |
| 010                     | Flat Classroom 3          | 887                | \$200,000.00        | \$170,000.00                   |
| 021                     | Tiered Classroom          | 1877               | \$400,000.00        | \$340,000.00                   |
| 023                     | Flat Classroom 4          | 1020               | \$250,000.00        | \$212,500.00                   |
| 024                     | Flat Classroom 5          | 990                | \$250,000.00        | \$212,500.00                   |
| 026                     | Experimental Behavior Lab | 2358               | \$600,000.00        | \$510,000.00                   |
| 057                     | Auditorium                | 3694               | \$1,000,000.00      | \$850,000.00                   |
| 001                     | Student Lounge            | 1320               | \$300,000.00        | \$255,000.00                   |
| 022                     | Study Room 1              | 191                | \$ 60,000.00        | \$51,000.00                    |
| 025                     | Study Room 2              | 189                | \$ 60,000.00        | \$51,000.00                    |
| <b>Ground level</b>     |                           |                    |                     |                                |
| 108                     | Trading Room              | 907                | \$1,250,000.00      | \$1,062,500.00                 |
| 109                     | Computer Teaching Lab     | 927                | \$400,000.00        | \$340,000.00                   |
| 110                     | Flat Classroom 1          | 930                | \$300,000.00        | \$255,000.00                   |
| 111                     | Flat Classroom 2          | 896                | \$300,000.00        | \$255,000.00                   |
| 121                     | Tiered Classroom 1        | 1890               | \$500,000.00        | \$425,000.00                   |
| 123                     | Tiered Classroom 2        | 1849               | \$500,000.00        | \$425,000.00                   |
| 127                     | Tiered Classroom 3        | 1846               | \$500,000.00        | \$425,000.00                   |
| 129                     | Tiered Classroom 4        | 1891               | \$500,000.00        | \$425,000.00                   |
|                         | Atrium                    | <b>SOLD</b>        |                     | \$5,000,000.00                 |
| L101                    | Lobby                     | 1096               | (Naming of college) |                                |
| 120                     | Study Room 1              | 204                | \$ 60,000.00        | \$51,000.00                    |
| 124                     | Study Room 2              | <b>SOLD</b>        |                     | \$51,000.00                    |
| 126                     | Study Room 3              | <b>SOLD</b>        |                     | \$51,000.00                    |
| 130                     | Study Room 4              | 204                | \$ 60,000.00        | \$51,000.00                    |
| 101                     | Kitchen                   | 218                | \$ 60,000.00        | \$51,000.00                    |
| <b>Second level</b>     |                           |                    |                     |                                |
| 208                     | Flat Classroom 1          | 902                | \$200,000.00        | \$170,000.00                   |
| 209                     | Flat Classroom 2          | 928                | \$250,000.00        | \$212,500.00                   |
| 210                     | Flat Classroom 3          | 924                | \$250,000.00        | \$212,500.00                   |
| 211                     | Flat Classroom 4          | 898                | \$250,000.00        | \$212,500.00                   |
| 221                     | Seminar Room 1            | 473                | \$100,000.00        | \$85,000.00                    |
| 222                     | Seminar Room 2            | <b>SOLD</b>        |                     | \$85,000.00                    |
| 231                     | Seminar Room 3            | 162                | \$ 60,000.00        | \$51,000.00                    |
| 230                     | Conference Room 1         | 291                | \$ 60,000.00        | \$51,000.00                    |
| 238                     | Conference Room 2         | 291                | \$ 60,000.00        | \$51,000.00                    |
| 301                     | Faculty Lounge            | 1323               | \$250,000.00        | \$212,500.00                   |
| <b>Third level</b>      |                           |                    |                     |                                |
| 311                     | Dean's Position & Office  | 324                | \$2,500,000.00      | NA                             |
| 309                     | Dean's Conference Room    | 433                | \$500,000.00        | \$425,000.00                   |
| 307                     | Board Room                | 1100               | \$1,000,000.00      | \$850,000.00                   |
| 330                     | Conference Room 1         | 289                | \$ 60,000.00        | \$51,000.00                    |
| 344                     | Conference Room 2         | 291                | \$ 60,000.00        | \$51,000.00                    |
| 357                     | Study Room 1              | 328                | \$ 75,000.00        | \$63,750.00                    |
| <b>West Building</b>    |                           |                    |                     |                                |
|                         | Academic Advising         | 2490               | \$500,000.00        | \$425,000.00                   |
|                         | Online Office             | 1015               | \$250,000.00        | \$212,500.00                   |
|                         | Computer Lab              | 1083               | \$250,000.00        | \$212,500.00                   |
|                         | MBA Suite                 | <b>SOLD</b>        |                     | \$1,000,000.00                 |
|                         | Internship Office         | 882                | \$250,000.00        | \$212,500.00                   |
|                         | Career Center             | <b>SOLD</b>        |                     | \$1,000,000.00                 |



## Department of Accounting

Accounting is hot! It is one of the fastest growing career fields and it is projected to grow 10 to 20 percent in the next several years. Bright, articulate people are needed to major in accounting; yet, research indicates that many young people make up their minds about accounting based on incorrect stereotypes long before they get to college. Accounting is not about number crunching and desk work. Accountants have financial knowledge and analytical skills needed by every company. The Department of Accounting offers both bachelor's and master's degrees that expose students to the diverse and stimulating world of accounting in the 21st century. Accounting courses combine real-world skills with theoretical knowledge and promote a high standard of professional ethics. Today's accounting students are in high demand in Wyoming, the region, the nation, and throughout the world.

Gone are the days of pocket protectors. Gone are the days of green eye shades. Gone are the days of 10-key calculators. And good riddance! Today's accountants are financial advisors and they use laptops. So, the Department of Accounting has volunteered to pilot the laptop initiative for the University of Wyoming.

The purpose of this pilot study is to determine how learning is enhanced by having students use laptops in the classroom. Each student enrolled in ACCT 3610 (Accounting Information Systems I) will be required to bring a laptop to class. But, the Department did not want this project to become a financial burden for the students, so each student will receive a Clara Toppan Scholarship up to the amount of the specified computer available from UW Information Technology to offset the price. Students may purchase the computer from UW or buy from another vendor. Feel free to stop in for further information.



**Penne Ainsworth**

Professor, chairperson of the Department of Accounting and associate dean for students of the College of Business (307) 766-3807.



- Ranked 3rd in environmental and resource economics among American Ph.D. programs (*Southern Economic Journal* April 2008)
- Ranked 10th in the United States and 12th in the world in environmental and resource economics (EconPhD.net)
- Ranked in top 50 in the world (42nd) in industrial organization (EconPhD.net)
- Ranked in the top 50 (43rd) among American Ph.D. programs in industrial organization (*Southern Economic Journal*, April 2008)



## Department of Economics and Finance

With the disciplines of economics and finance together in one department, our professors work jointly in research and teaching to develop a strong educational environment. Our internationally known professors bring wide and sometimes disparate views and ideas to the classroom, stimulating and encouraging discussion and thought among our students. Degrees offered in the Department of Economics and Finance include bachelors and masters of science degrees in economics and/or finance,

and a Ph.D. in economics. Specialized areas of research concentration include environmental and resource economics, energy economics, industrial organization, financial economics and international trade and development.

Wyoming's economics and finance department is internationally known and ranked as one of the most productive research faculties in the discipline on a per capita basis based upon research quality and output.



### Department Chair, Robert Godby

Associate Professor of economics and chairman of the Department of Economics and Finance  
(307) 766-2175.

# Department of Management and Marketing

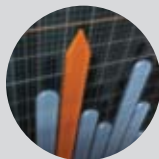
The Department of Management and Marketing prepares future leaders to be effective in the breakneck environment of globalization, competition, and technology with its unexpected challenges and opportunities. To achieve this goal, our cornerstone degrees of business administration, management, and marketing must be as nimble as the businesses we study--alert to signs of change, and responsive to employer needs.

Real world meets classroom each year when College of Business Ethics students nominate worthy state businesses for the Better Business Bureau Torch Awards for Business Ethics.

Sierra Trading Post, was the Wyoming recipient of the 2008 BBB Torch Awards for Business Ethics. The company was nominated by Chris Gutierrez, business administration senior from Cheyenne; Michael Lucas, finance graduate from Laramie; Nicole Michel, business administration senior from Laramie; and A.J. Steen, business administration senior from Riverton.



Michael Lucas, Chris Gutierrez, Robert Koehler, Sierra Trading Post Director of Human Resources and Customer Service and Nicole Michel (A.J. Steen not pictured)



## John Jackson

Professor of management and chairman of the Department of Management and Marketing (307) 766-3124.



A pair of Green River brothers' plan to construct ecofriendly and energy-efficient homes won them \$10,000 from a University of Wyoming competition to start up their own company Green Homes and Construction.

Joe and Jared Killpack, both business administration sophomores, created the top plan in the UW College of Business' annual \$10K Entrepreneurship Competition. The event, open to all UW students, encourages them to act on their talents, ideas and energy to produce tomorrow's businesses.

## Other \$10K Winners:

**Second Place:** OxiSense Marine, developed by MBA students Luke Schneider, Powell, and Weston Welch, Evanston.

**Third Place and Most Creative Business Plan:** Proof Foundry, developed by Josef Pohl, a doctoral student in computer science from Clive, Iowa

**Fourth Place and Best Presentation:** Epic Video, developed by Michael Lucas, a Gillette business administration senior with a minor in marketing.





# Learn Here – Lead on the Job

## *UW Executive MBA Program*

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**UW** Executive MBA student Bernard Bareis takes a few minutes out of his busy schedule to answer the age old question: Why an MBA? More importantly, why the UW Executive MBA program?

### **1. With over 28 years of administrative experience in technology companies, what value do you expect your UW MBA degree to add to your professional repertoire?**

My experience has encompassed areas including hardware and software engineering, product development, operations, business development, and executive management. While the experience gained and knowledge that I have acquired about business during the course of my career is extensive, applying an MBA to my existing credentials adds an increased level of credibility. Credibility is an important factor when addressing investors, analysts, shareholders, and entire organizations.

### **2. With one year of the Executive MBA program under your belt, what is the most valuable aspect you perceive in terms of applicability to your current profession/career?**

An MBA degree can represent new horizons and possibilities for many people. I began the program with a specific goal in mind and that was to enhance my existing business

knowledge base as well as my potential market value as a business leader. I believe that the MBA program at the University of Wyoming will enable me to accomplish my goal.

### **3. Being from Texas, how did you learn about the Executive MBA program offered at the University of Wyoming?**

I began research on MBA programs quite some time prior to actually making a decision on which program to attend. With an active family, a more than full-time executive career, and fairly random travel requirements, finding time to fit in an MBA degree plan was very challenging. I found many options in MBA programs from numerous prestigious academic institutions, but there were none locally that would fit into my schedule and additionally allow for extensive travel.

I was really becoming frustrated in my search for a quality MBA program that would be viable for me, when my wife suggested that I check the online MBA program offered by the University of Wyoming. I checked on the program and was very positively surprised at how well organized the online MBA program at the University of Wyoming was. All of the information needed was available on the Web site regarding prerequisites and classes. Everything was easy to get to and was well presented. I made a few phone calls to the College of Business to learn more and confirmed that indeed I could take the

entire set of classes online from anywhere in the world as long as I had Internet access. No trips to campus were necessary and exam timing was usually flexible. I had finally found an MBA program with the proper accreditation that would fit into my schedule.

### **4. As an Executive MBA student, you have the opportunity to interact with classmates from across the country, and even the world. Has this interaction brought networking opportunities for you that will benefit you personally or professionally?**

Alumni of the University of Wyoming encompass notable graduates including current Vice President Dick Cheney, the well-known attorney and author Gerry Spence, numerous business executives, NBA players, and some fifty NFL players among many others. While you never know exactly who your classmates will be when you get started at a particular institution, with such a high caliber of alumni, there is certainly a strong potential of encountering excellent networking opportunities. Networking opportunities exist not only with MBA classmates, but also with the well established and recognized faculty of the University of Wyoming. The interaction with classmates and instructors alike has provided a great potential for networking opportunities, both now and in the future.

# Profiles of Excellence —



## Distinguished Alumnus Rita Meyer

Rita was elected in November 2006 to serve as Wyoming's 19th State Auditor. She is a graduate of the University of Wyoming with degrees in education and accounting. She also holds an MBA in International Business from Regis University in Denver, Colorado, and a Master's Degree in National Resource Strategy from National Defense University in Washington, D.C.

Rita has served her state and the nation for over 22 years as an enlisted Airman and

officer in the Wyoming Air National Guard. In addition, Rita has served on the University of Wyoming Board of Trustees, as a member of Senator Malcolm Wallop's Service Academy Nomination Committee and as an Admissions Liaison Officer to the United States Air Force Academy and the Reserve Officers' Training Corps.

Rita is married to Dr. Charles Meyer, a retired dentist and native of Rawlins and is currently serving on COBAC.



# 2008 Distinguished Alumnus

## Distinguished Alumnus Chuck Brown

Chuck graduated from Torrington High School in 1953, and after a year of college at the University of Wyoming, he decided to take care of his military obligation and also take advantage of the G. I. Bill to help pay for his college education. After returning home, he continued his education at Eastern Wyoming College, (then Goshen County Community College) in Torrington, graduating in 1958. He then returned to the University of Wyoming and graduated with a degree in Business Administration in 1962. While there,

he met Katie Kugland, and they were married on July 23, 1961 in Cheyenne.

Shortly after graduation, Chuck and Katie moved to Wheatland, which has been their home for 45 years.

In the fall of 1968, Brown could no longer keep his entrepreneurial spirit in check, and he launched out on his own when he purchased a small feed store and acquired some short-line equipment franchises. From modest beginnings, the C. H. Brown Co.

grew over the next three decades into a major retailer of agricultural equipment, animal feedstuffs, farm supplies, and vehicles, serving Wyoming and neighboring states.

In the early 1990's, the retail operations were sold, and in 1995, the family initiated a new venture. Today, the C.H. Brown Co. is a nationally recognized firm in the equipment finance business.

Chuck is actively involved with a number of community, state and national organizations.



# College of Business Wall of Donors

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

The McMurry Foundation  
Clara Raab Toppan  
The Daniels Fund  
Peter M. Johnson and Paula Green Johnson  
Solomon D. and Corine Trujillo  
The Family of H.A. "Dave" True, Jr.

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

Patricia R. & John A. Guthrie, Jr.  
Mr. & Mrs. W. Richard Scarlett III  
Joseph C. & Katherine A. Drew  
Thomas F. & Marta Stroock  
John S. Bugas  
Lynn and Foster Friess  
Frank & Barbara Mendicino in Memory of Flory & Helen Mendicino  
Patrick & Kathi Rile

## **\$100,000 - \$499,999**

John C. & Esther L. Clay  
Anthony G. and Barbara F. Andrikopoulos Scholarship Fund  
Margaret B. & Sam Kelly, Jr.  
Joe H. & Arlene Watt  
Roy & Gertrude Chamberlain  
Wyoming Bankers' Association  
Wilma P. Soss  
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# Sustainable Business Practices

The era of *sustainable business practices* is upon us and UW's College of Business plans to be a leader in this field for the state and region.

For those of you that are new to the concept, sustainable business practices take into account the interdependence of economic vitality, the environment, and social well being. In short, sustainable business success is all about balancing the *three P's...people, planet, and profit*.

Spearheading this endeavor for the college of business are professors Eric Arnould, Jose Rosa and Melea Press. Part of their mission is to facilitate the complete integration of socially responsible business practices into the college's curriculum with the objective of preparing the next generation of business leaders.

Initially, the concept of sustainability, and the college's commitment to it, will be on full display with the \$54+ million renovation and expansion of the facility. The new building, which broke ground on July 9, 2008, will achieve at least a LEED (Leadership in Energy and Environmental Design) silver certification from the US Green Building Council, and gold certification is still a possibility. The new College of Business will also be the first LEED-certified building on campus.

By constructing a building that displays the benefits of sustainable design and construction techniques, the college is clearly conveying its intention to "walk the talk" when it comes to practical examples of economic, environmental, and social responsibility.



The college's primary vehicle for communicating with alumni and friends is through *FOCUS*, our quarterly electronic newsletter. To subscribe, send an e-mail to [cobfocus@uwyo.edu](mailto:cobfocus@uwyo.edu), or link to *FOCUS* through the college's home page: <http://business.uwyo.edu>.

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