

# PORTFOLIO

FALL 2013



## Doing Business in China Global Seminar:

Leeds students go abroad to  
learn business success factors

Leeds Global Initiatives program immerses  
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Mentoring opportunities promote student success. **Pg 20**

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# PORTFOLIO FALL 2013

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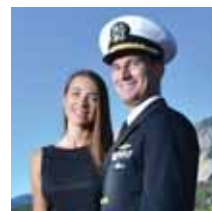
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You can now access the current edition of *Portfolio* online with Zmags, featuring next-generation, page-turn technology. Your online reading experience is very similar to reading a magazine, but enriched with engaging content such as video. The look and feel of the content is preserved, and the intuitive navigation ensures ease of use. We hope that however you choose to read *Portfolio*, in hard copy or online, you find the experience informative, engaging and thought provoking. To access *Portfolio* magazine online, please go to [leeds.colorado.edu/portfolio](http://leeds.colorado.edu/portfolio).



## The Dean's Perspective



Here in Boulder we are indeed “flooding” with change. Just after classes started, Mother Nature did indeed bring a rush of water to Colorado. Reports suggest that in the span of about a week, Boulder received what it normally receives in a typical year—*much of that coming down in just one day*. Thank you for the numerous messages of concern you’ve shared and the groundswell of support so many of you have provided.

We are drying out well, although pockets of our students, faculty and staff were heavily affected financially. If you would like to financially support our recovery, please visit [CUFund.org/disaster](http://CUFund.org/disaster).

Yet as we start the 2013–14 school year, Leeds is flooding with change on so many fronts—part of its dedication to defining Leeds for the future by pursuing the strategic vision we published in April 2012.

In the pages that follow, I hope you are inspired by the new approach and dedication we have to transforming Leeds into one of our nation’s great business schools.

At Leeds, our emphasis on the “Whole Student” enables students to discover and optimize their full potential. Experiential learning opportunities are a critical element in our approach, both inside and outside of the classroom setting. This issue of *Portfolio* highlights the Global Initiatives at Leeds which are taking experiential learning to new heights—including the Andes, the Great Wall of China, and the skyscrapers of Hong Kong.

These transformational experiences not only provide students with firsthand knowledge of different markets, cultures and geopolitical systems, but also instill a global mindset that they bring with them back to Leeds. Professor Manuel Laguna, in his role as the director of the Global Initiatives program at Leeds, is leading our efforts to create first-year experiences, seminars and internships that all take students outside of the U.S. (p. 14).

The first set of these new initiatives was launched in the spring and took our students to three different continents. In March, the Leeds Scholars traveled to Argentina as part of a Global Experience course on emerging markets. This issue’s profile of William Zimmerman (p. 8), an outstanding sophomore majoring in accounting and finance, highlights the importance of this experience both to William personally and to the leadership development program offered by the Leeds Scholars.

While the Leeds Scholars were in South America, 26 Leeds freshmen set out for Costa Rica to gain direct experience with sustainable agricultural practices by improving the productivity of a small coffee plantation (p. 14). These students transformed the village they visited, and the experience transformed them as well.

In May, the boundaries were stretched even further as Professor Tracy Jennings led students enrolled in her Doing Business in China course on a two-week trip to Beijing and Shanghai (p. 16). These students engaged with high-level executives to observe firsthand the differences between business practices at home and those in Chinese markets.

The success of these programs is inspiring our faculty to develop new global experiences, and in 2014 the Leeds reach will expand to India, South Africa, the Netherlands and Spain. These Global Initiatives are an important element of the “Whole Student” experience we are building at Leeds. My commitment to globalization is deep, too—in fact, in May 2014, my wife Nancy and I will lead a group of Leeds undergraduates to Indonesia.

Yes, we are indeed flooding forth with a new energy here in Boulder and abroad. Thanks for your support—shoulder to shoulder we will indeed.... fight, fight, fight.

## ONE-STOP LOCATION OF STUDENT SERVICES PROVIDES SEAMLESS EXPERIENCE

The Leeds School has taken a new approach to integrating student services by co-locating all support functions into a single location. The goal is to provide seamless service and a coordinated academic experience in a welcoming environment.

Enhancing student services is part of the Leeds School's strategic vision launched in 2012 to create what is being called the Whole Student Experience.

"The co-location of our student support services allows us to drive student excellence and achievement and to do so in ways unlike almost any business school in the country" says **Leeds School Dean David Ikenberry**.

Now located on the ground floor on the south side of the Koelbel Building, the first door on the left is for undergraduate services, including business minor, advising, Leeds Scholars program, professional and peer mentoring, international student support, career exploration and internship support. Services for graduate students in the MBA program are across the hall on the right.

Prior to the move, the various components of student services had been in separate locations, even in different

buildings. Relocation took place during the summer and did not require extensive remodeling. The offices occupy the space where the school's six centers had been housed. The centers are now on the third floor near the dean's suite.

"All student resources were pulled together to make them more accessible to students," says **Al Smith, associate dean for undergraduate affairs**, "and also to integrate services with each other to create synergy. It shows we put students first."

The new student services area is arranged so that counselors can exchange information in a way that is less compartmentalized and more interactive in order to offer top-quality assistance to students.

"When you think about the holistic development of the student, it's not just about their experience in the classroom; it's how we support the student outside the classroom as well," says Smith. "This is a landmark place where the ideal experience for student services is one-stop shopping in a welcoming environment."

All student resources at Leeds are now in one convenient location on the first floor, making them more accessible to students—an example of the school's new dedication to the Whole Student Experience.



## ROBERTO CACCIA TO LEAD BURRIDGE CENTER FOR FINANCE

There are changes afoot at the Burridge Center at the Leeds School. A name change, new director, change of location and numerous other developments have taken place this past summer.

**Roberto Caccia, a senior finance instructor** at Leeds, has been appointed director of the center, which has been renamed the **Burridge Center for Finance**.

"Connecting students to the business world is certainly one of the missions of the Burridge Center," says Caccia, who had been serving as interim director since April and faculty director since July. "We want to make sure the school provides the knowledge and the tools for our students to graduate as financial professionals prepared to add value in the world of work."

Launched in 1997 by a gift from CU-Boulder alumnus Richard Burridge Sr., a successful money manager, the center was originally named the Richard M. Burridge Center for Securities Analysis and Valuation.

The new name of the center reflects the broader scope of activities of the finance division at the school. In its new location in the dean's suite on the third floor of the Koelbel Building, the Burridge Center supports the educational and research objectives of the finance division; develops and supports programs, resources and events that enhance the student experience, and fosters interaction among professional investment managers, financial service professionals, finance scholars and the public.

With the help of donors, the school now has a Bloomberg Lab with 12 computer terminals, enabling students to learn on the same computer system used by finance professionals. Students will be able to monitor and analyze real-time financial market data and conduct research on companies and financial information, preparing them for their finance careers.

One vehicle for encouraging interaction among students, faculty and the financial community is the annual Burridge Center Conference.

For the past few years the conference has been held in Denver, but on Oct. 25 Caccia is bringing it back to campus and shifting its focus.

"I want to make the conference something even more useful to the students," says Caccia.

"Practitioners will come here and tell their stories. Students will give talks about the portfolio selection techniques they have learned."

During the fall semester, a select group of some 20 students once again traveled to New York City to visit several Wall Street firms such as Morgan Stanley, Goldman



Sachs and Bank of America. The goal is to show students the different kinds of finance jobs available, says Caccia. Trips to other financial centers also are being planned, including Chicago, San Francisco and Denver.

Caccia plans to offer more programs outside the classroom and the financial lab, including training for the Certified Financial Analyst professional credential program, as well as sponsoring more students in trading competitions such as the Chicago Mercantile Exchange Challenge.

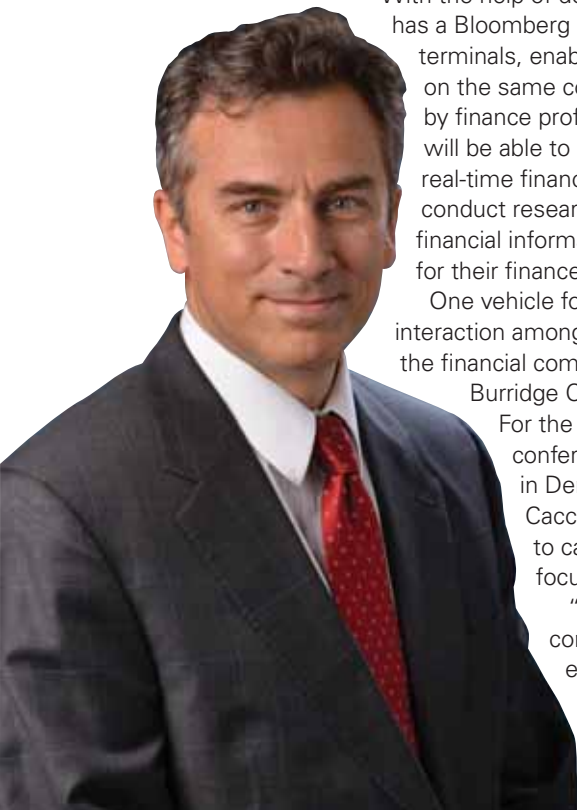
The center will create an advisory board to help support programs, line up speakers for classes, serve as mentors, facilitate internships and jobs, and provide additional funding support.

"The Burridge Center provides an umbrella for all these activities both in the classroom and outside of class, bringing students and practitioners in close contact," says Caccia.

Prior to joining Leeds, Caccia worked at the New York office of Goldman Sachs, where he spent 12 years as a strategist (focusing on commodity and credit derivatives) and then two years as global head of the counterparty risk management team for the trading areas of the firm. Before that, Caccia spent two years at McKinsey & Co Italy as a business analyst where he consulted for clients in the energy and banking sectors. He received an MBA in financial engineering from the MIT Sloan School of Management, and a Doctorate in Electrical Engineering from the University of Rome.

At Leeds, Caccia has taught classes in investment and portfolio management, investment banking, and derivatives, and he will continue teaching select courses for the finance division.

"If there's anything we can do to help our students be successful and well-prepared for their careers, I'll do it," says Caccia.



## REGIONAL ECONOMIC MODEL WILL AID STATE POLICY MAKERS

A partnership of public and private organizations has announced a collaboration to provide Colorado lawmakers, policymakers and business leaders greater insight into the economic impact of public policy decisions that face the state and surrounding regions.

The partnership will use an econometric model developed by Regional Economic Models Inc., or REMI, for the multiyear project.

Conducted by the Business Research Division at the Leeds School, the dynamic econometric modeling will be overseen by an oversight committee with representatives of the Leeds School, the Common Sense Policy Roundtable, the Denver South Economic Development Partnership, and the Metro Denver Economic Development Corporation.

"We are excited to enter this partnership bringing REMI's capability to Colorado," says **Rich Wobbekind, executive director of CU-Boulder's Business Research Division and senior associate dean for academic programs** at the Leeds School. "REMI will allow us to provide unbiased third-party research to state and local government, residents, businesses and other key constituencies about the economic impacts related to policy decisions and economic events in Colorado."

The REMI model is unique in that it provides in-depth analysis of the impacts public policy has on the economy. The REMI model has the ability to analyze complex economic questions by considering thousands of variables in response to policy changes, as opposed to traditional econometric models that take only input/output into account.

"The REMI model will aid Colorado decision makers in debating and weighing the impacts of the largest public policy decisions facing our state," says Tom Clark, CEO of the Metro Denver Economic Development Corporation. "REMI will allow us to weigh the full impacts of legislation, ballot initiatives and other projects on Colorado's economy. It will be a valuable tool for our state."

The REMI Oversight Board will put this new tool to use by first analyzing the impact of Initiative 22, which is expected to be on the ballot in November 2013. Initiative 22 would ask voters to increase the income tax rate for taxable income of \$75,000 or less from 4.63 percent to 5 percent. Earnings above \$75,000 would be taxed at 5 percent up to the first \$75,000 and 5.9 percent for income above that. The first report from the REMI model analyzing the impact of this pending ballot measure was expected to be released in August.

*Save the date!*

**F O R T Y - N I N T H   A N N U A L**

**2014**

**COLORADO BUSINESS ECONOMIC  
OUTLOOK FORUM**

**December 9, 2013 ■ 1–6 p.m.**

**Denver Marriott City Center, 1701 California Street**

*Sponsored by Leeds School of Business, University of Colorado Boulder*

*leeds.colorado.edu/brd*

## LEEDS RANKS IN TOP 10 FOR SUSTAINABILITY

**B**loomberg *Businessweek* has ranked the Leeds School among its Top 10 Undergraduate Business Schools for Sustainability.

Leeds was ranked sixth out of 124 undergraduate business schools for sustainability by undergraduate business students from the class of 2013.

As part of the 2013 Best Undergraduate B-Schools ranking survey, *Bloomberg Businessweek* asked students about the full range of their business school experience, from getting in to getting a job. A section of the survey singled out specialty areas of the business programs, including sustainability offerings.

“The Leeds School of Business has a long-standing commitment to sustainable business practices that stretches back over a quarter century,” says **David Payne, a faculty member at Leeds’ Center for Education on Social Responsibility (CESR)**. “The Leeds School believes that environmental stewardship and social responsibility are consistent with running a profitable business. Indeed, a central theme of the undergraduate core is that enormous opportunities exist to ‘do well by doing good’ in environmental, social and ethical terms, all while maintaining and enhancing economic sustainability.”

Payne pointed out that the Leeds School itself is housed in a LEED-certified green building and the campus around the school provides a rich and

stimulating environment for students interested in sustainability. At the university level, CU-Boulder’s funded environmental research ranks third among the nation’s universities.

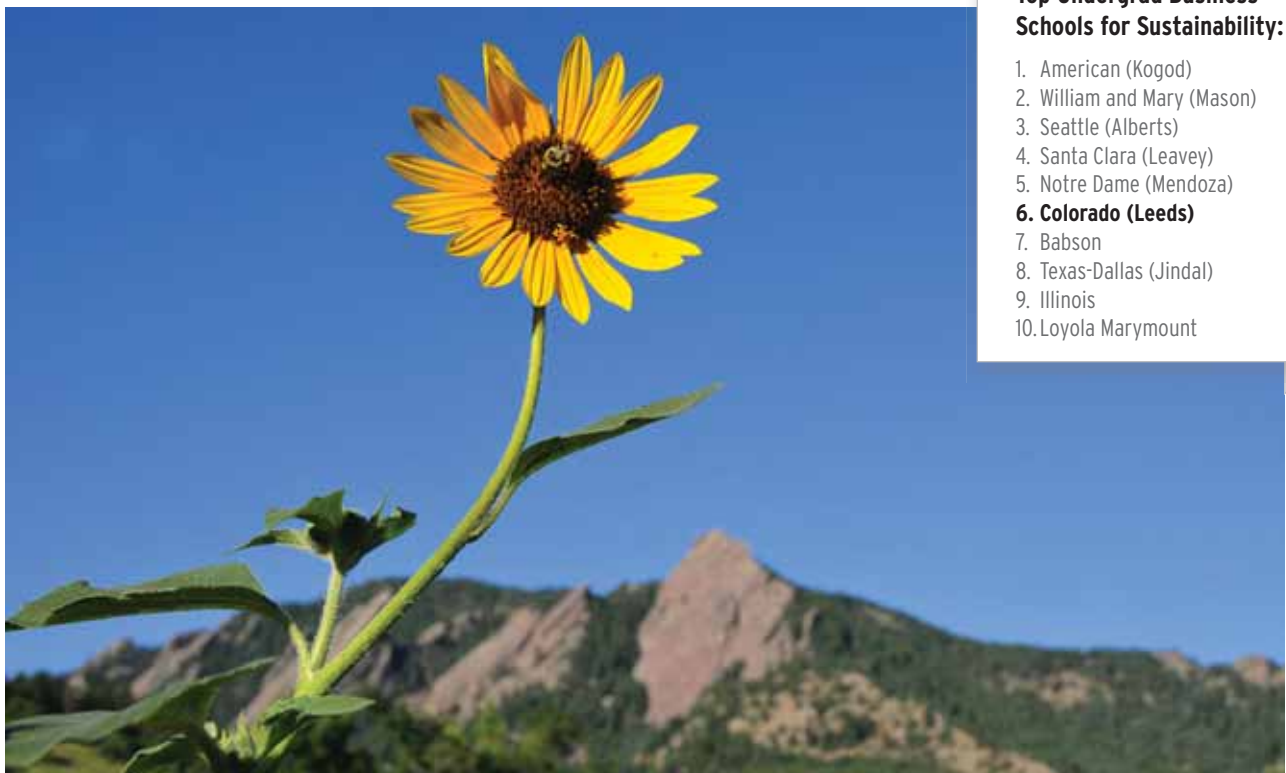
“The term ‘sustainability’ is not limited to environmental issues,” says **Kevin McMahon, CESR instructor**. “Business sustainability is about companies managing their financial, social and environmental obligations and opportunities in order to have minimal negative impact on the local or global environment, community, society or economy. Businesses should strive to meet the triple bottom line, sometimes referred to as profits, people and planet.”

Sustainability has been a long-standing commitment and a collaborative effort at the Leeds School, combining the efforts of six key programs and centers of excellence. Students are taught best practices that foster business sustainability. It is taught in a variety of courses, from energy and real estate to finance and marketing, as well as undergraduate courses offered by CESR.

“Leeds offers a complete ‘sustainable business package’ for our students,” says Payne, “and we are pleased to be recognized as a top performer in the *Bloomberg Businessweek* rankings.”

### Top Undergrad Business Schools for Sustainability:

1. American (Kogod)
2. William and Mary (Mason)
3. Seattle (Alberts)
4. Santa Clara (Leavey)
5. Notre Dame (Mendoza)
- 6. Colorado (Leeds)**
7. Babson
8. Texas-Dallas (Jindal)
9. Illinois
10. Loyola Marymount



# Leeds Scholars Program Leads Students to Enroll

HONORS STUDENTS EXCEL IN BUSINESS SCHOOL

**W**illiam Zimmerman ('16 accounting and finance) met all of the qualifications that it takes to be considered a Leeds Scholar. In high school he demonstrated academic excellence through his GPA and test scores, involvement in positions of leadership and service throughout his school and community, a passion for business, and character.

After hearing about the Leeds Scholars Program at a luncheon with the dean, he applied and says he was fortunate enough to be accepted. He did not yet know all that was in store for him.

During his freshman year as a Leeds Scholar, Zimmerman helped organize TEDxCU (see pg. 10 for story on TEDxCU), rounded up several guest speakers for various Leeds events, built relationships with like-minded students,

with opportunities and relationships I wouldn't have been able to develop and that I know will benefit me for a lifetime."

**Tiffany Anderson, director of the Leeds Scholars Program**, says the program was developed in the 2012–13 academic year and is designed to attract top students to apply and remain in the business school. It is a selective honors and leadership development opportunity for undergraduate Leeds students.

Additionally, Leeds Scholars participate in co-curricular enrichment programming that advances students' global and social awareness, cultivates innovative thinking, and affords them the experience to become top business, academic and community leaders. Through this program, scholars collaborate with other high-performing students and professionals to solve problems inside and outside of the classroom.

orients them to the business school and introduces them to opportunities for development and critical business skills. Second semester, students take a Global Experience course followed by a group trip abroad to apply what they learned.

"This past year we took a class on emerging markets in South America and then traveled to Argentina to apply the knowledge we learned in class," Zimmerman says.

During sophomore and junior year, scholars are required to participate in Mastermind Intensives, which are one- to three-day seminars delivered by experts in fields such as project management,

"Being a Leeds Scholar has dramatically affected my college experience in a positive way."

William Zimmerman  
( '16 accounting and finance)

interacted closely with faculty, joined business-related clubs, and traveled to Argentina as part of a 2-credit Global Experience course that gives students an introduction to international business and also prepares them for their group global experience.

"Being a Leeds Scholar has dramatically affected my college experience in a positive way," Zimmerman says. "It has provided me

"We are trying to expose our students to opportunities and experiences that are unique, and push them to develop and apply their business leadership skills," Anderson says.

Students can enter the program as an incoming freshman or rising sophomore. As freshmen, scholars participate in programming that







Dean Ikenberry and some of the Leeds Scholars enjoy a casual social activity.

communication, business planning and research, and group problem solving. They must also participate in a Leeds Leadership Outreach Project—a group project with the intention of either bettering the business school or serving as a community partner between Leeds and another organization.

Senior year promises a yearlong business project to put into practice all the skills acquired in their previous three years.

Each Leeds Scholar participating fully in the program receives a \$1,000 base scholarship each year. Additionally, students will have the ability to apply for Opportunity Funding up to \$4,000 in their time with the program. This funding can be used toward additional

enrichment experiences such as a group international trip, an individually designed international project, taking an unpaid internship, or other opportunities that might not otherwise be available to scholars.

**Jillian McGlinchey, a CU-Boulder admission counselor and director of Talented Scholar Recruitment,** says the Leeds Scholars Program has stirred up excitement among prospective students.

“The Office of Admissions works each year to recruit top students from Colorado and across the country. Programs like the Leeds Scholars Program are what attract these top students to CU-Boulder. Many students are seeking not only a

university with strong majors, activities, and reputation, but they are also seeking universities that can engage them in enrichment, international experience, and networking opportunities. I think the Leeds Scholars Program does just this.”



# TEDxCU Connects Community

STUDENT ORGANIZERS MAKE IT HAPPEN

**C**ory Finney ('12 finance) and Fletcher Richman ('14 electrical and computer engineering) admire the entrepreneurial community that exists in Boulder. Finney, a recent graduate, and Richman, a junior, wanted to bring this entrepreneurial community to CU grounds.

Inspired by a TEDxBoulder event both attended in September 2012, they thought a TEDxCU event would be a great cross-community event to engage students and community members to share ideas and experiences.

"I saw it as an awesome entrepreneurial activity that could help boost a community sense on campus," says Finney. "I have always enjoyed TED talks and thought it would be fun to organize my own TEDx event."

In order to get TEDxCU running, Finney and Richman appointed themselves co-organizers and managers of the event, which took place April 19, 2013. They recruited **Jamie Finney ('15 marketing)**, **Kevin Zell ('16 finance and information management)**, **Danny Tran ('14 computer science, business and economics)** and **Will Zimmerman ('16 accounting and finance)** to help out.

"[It took] lots of approvals," says Finney. "We had to get approval from TEDx to use their license; approval from the school to use the CU name; approval and funding from different clubs; approval from different campus organizations. It was a lot of planning and reaching out to new people and making new connections."

Richman adds that they did a fair amount of fundraising and working with the Student Organizations Finance Office (SOFO) to set up contracts for lighting, filming, and other aspects of the event.

Finney and Richman were also responsible for recruiting speakers, which is what TEDx is synonymous with. While several speakers heard about the event and applied directly, the two had to personally reach out to others. In total, they recruited eight speakers.

"We weren't necessarily looking for famous people," says Richman. "Our best speakers were just ordinary folks who we happened to connect with that had an amazing story they wanted to tell."

**Paige Claassen ('12 marketing)** was one such speaker. Claassen is spending the next year visiting a new country each month, where she will climb and raise money for a different nonprofit.

Although she admits to being terrified of speaking in front of an audience, she says that fear was a motivating factor that pushed her to accept the offer.

"I knew that speaking at a TED event would be a huge mental challenge to overcome, and I liked the idea of pushing outside of my comfort zone," Claassen says. "TED is such a fabulous way to spread ideas, I couldn't pass up the opportunity to be a part of such an incredible event."

Her talk was called "Falling is Not Failing," and it used climbing to demonstrate that

mistakes should not be viewed as failures but as opportunities for learning and improvement.

"Before the event, I was quite nervous," Claassen says. "But my talk began with asking the audience to close their eyes and imagine a big fall off a cliff. I closed my eyes as well, and jumped in."

Claassen enjoyed being surrounded by other talented speakers and friends. She commends the idea of TEDx and the organizers of TEDxCU for bringing it to the Boulder campus.

"A university campus is such an important place to host events like TEDx, because not only do eager young students attend, but other community members see the campus as a way to continue their informal education," says Claassen. "I believe it's really important to constantly learn, no matter what stage of life we're in, and if a university opens its doors to events such as this, that enables the entire community to stay connected with fresh ideas. We're all working together to learn, grow, and progress, and these events stimulate future ideas—who knows where they could take us!"

Two volunteers, Krista DeSmith ('14 electrical engineering) and Christian Nitu ('11 marketing) help check in guests at the event.



“I believe it’s really important to constantly learn, no matter what stage of life we’re in, and if a university opens its doors to events such as this, that enables the entire community to stay connected with fresh ideas.”

Paige Claassen ('12 marketing)  
*pictured below*

**Left** Angela Thieman Dino, on the faculty of the Presidents Leadership Class and the Department of Anthropology at CU-Boulder, gives a talk at TEDxCU.  
**Right** Paige Claassen ('12 marketing) speaking at TEDxCU.  
**Middle** Some of the TEDxCU volunteers: Nolan Smith, Jasjit Mangat, Grayson Tamberi and Michael Arney.  
**Bottom** Bob Bunting, an instructor with the Cross-Campus Entrepreneurship Certificate for Non-Business Students at Leeds and CEO of BobStocks.com, gives a talk on predicting the stock market through patterns similar to weather patterns.



# Conferences Showcase Leeds Faculty and Students

Hosting conferences is one of many activities at Leeds that supports the school's focus on forging connections with business and society. Conferences celebrate the best and latest academic research, spark innovation and the vigorous pursuit of ideas, and enhance the school's profile while providing a forum for discussion of current and emerging research. Conferences showcase the work of the Leeds School faculty who are thought leaders in their areas of expertise and enable them to tap into powerful networks with professional and academic experts around the world.

In addition, conferences provide learning and networking opportunities for students and help increase their visibility to potential employers. In this arena, as in many others, the Leeds School is leading the way.

## Boulder Summer Conference on Consumer Financial Decision Making

### Conference facilitators:



**Donnie Lichtenstein**, professor and chair of the Division of Marketing

**John Lynch**, the Ted Anderson Professor of Free Enterprise and the director of the Center for Research on Consumer Financial Decision Making

This conference features cutting edge research on consumer financial decision making by scholars across diverse fields—economics, psychology, sociology, anthropology, marketing, finance and consumer sciences. Results of such research are of interest to academic social scientists and to public policy makers, consumer advocacy

organizations and business people in financial services who want to understand what really drives consumer financial behavior.

### Notable guest speakers:

- President of the American Economic Association
- Former chief economist at the U.S. Department of Housing and Urban Development and the Securities and Exchange Commission

"The goal is to create a vibrant field of research with the very top people in the world, which has led to extremely rich conversations," says Lynch.

### For more information:

consumerfinance@colorado.edu | john.g.lynch@colorado.edu  
leeds.colorado.edu/consumerdecisions

## Crowdfunding Conference

### Conference facilitators:



**Sharon Matusik**, research director for the Deming Center for Entrepreneurship and associate professor of strategy and entrepreneurship

**Bret Fund**, faculty director, Deming Center Venture Fund and assistant professor of strategy and entrepreneurship

Crowdfunding is a burgeoning phenomenon that has become a major force in shaping the options available to individuals wanting to fund their ideas, endeavors and business. The inaugural conference held in 2013 brought together experts from around the world and scholars from across disciplines such as law, finance, management, economics, marketing and entrepreneurship to discuss current work as well as shape the research agenda on crowdfunding.

### Notable guest speakers:

- David Hsu, Wharton School, University of Pennsylvania
- John Mullins, London Business School
- Steven Bradord, securities law expert and law professor at University of Nebraska
- Stuart Rudick Mindful Investors

"Crowdfunding will likely have a fundamental impact on entrepreneurial finance and the entrepreneurial ecosystem," says Matusik. "The goal of the conference was to get together scholars from different fields and key practice experts to really talk about the important issues and how we can design a research agenda going forward that is practically relevant, but also academically rigorous."

### For more information:

sharon.matusik@colorado.edu | crowdfundingconference.org

## Conscious Capitalism Conference

### Conference facilitators:



**Nan Stout**, *conference organizer, CESR instructor*  
**Anneli Spielman**, *conference coordinator, CESR program coordinator*

The Center for Education on Social Responsibility (CESR) at Leeds hosts the Conscious Capitalism Conference, which gathers business students from universities across the region and attendees from the wider business and nonprofit communities to discuss how talented leaders are using business to serve social needs. The goal of the conference is to challenge and inspire tomorrow's business leaders to fuse business fundamentals with their values.

### Notable guest speakers:

- Ralph Sorenson, board member of Whole Foods Market
- Mo Siegel, founder of Celestial Seasonings
- Tyler Hartung, CFO/COO, co-founder, Unreasonable Institute
- Mark Albion, co-founder of More Than Money Careers

"The conference benefits The Leeds School of Business by engaging the community to spread the school's mission of values-based education," says Kevin McMahon, CESR instructor.

### For more information:

[nan.stout@colorado.edu](mailto:nan.stout@colorado.edu)  
[cesr.colorado.edu/cesrs-conscious-capitalism-conference](http://cesr.colorado.edu/cesrs-conscious-capitalism-conference)

## Behavioral Decision Research in Management Conference

### Conference facilitator:



**Peter McGraw**, *associate professor of marketing and psychology*

Some of the world's top behavioral researchers came to campus when the biennial Behavioral Decision Research in Management Conference was held in 2012 to share their thought-provoking work on topics ranging from spending, saving and debt to investing, social influence and motivation. The conference has previously been held at other top-flight universities, including Cambridge, Notre Dame, Cornell, UCLA, Yale and Carnegie Mellon.

### Notable guest speakers:

- Bob Hannum, an authority in the theory of gambling, casino mathematics and the business of commercial gaming
- Frank Partnoy, author of *Wait: The Art and Science of Delay*, one of the world's leading experts on market regulation

"We jumped at the chance to host the conference," says McGraw. "It gave us a chance to showcase our faculty and the kinds of work they're involved in, and it was a great recruiting tool."

### For more information:

[peter.mcgraw@colorado.edu](mailto:peter.mcgraw@colorado.edu) | [bdrm.colorado.edu](http://bdrm.colorado.edu)

## Accounting Research Conference

### Conference facilitator:



**Al Jagolinzer**, *associate professor of accounting and EKS&H faculty fellow*

This annual conference has developed into one of the premier forums for innovative research that focuses on the important role of accounting in the efficient functioning of capital markets and in the management of business enterprises. In the hypercompetitive job market for accounting research faculty, the conference serves as a recruiting tool for the Leeds School. It also highlights the work of Leeds doctoral students and provides them with visibility to potential employers.

### Notable guest speakers:

- Numerous prominent university accounting researchers from top research schools such as Wharton, Stanford, MIT, Harvard, Chicago and Berkeley

"The conference allows us to gain tremendous visibility, develop new research networks and cultivate co-author relationships with some of the top faculty in research accounting," says Jagolinzer. "We've had a subset of the most prominent accounting researchers in the world come here, which materially increases our ability to learn from sharing ideas."

### For more information:

[jagolinzer@colorado.edu](mailto:jagolinzer@colorado.edu) | [acctgresearchconf.colorado.edu](http://acctgresearchconf.colorado.edu)

## The Burrigge Center for Finance Conference

### Conference facilitator:



**Roberto Caccia**, *director of the Burrigge Center for Finance*

In the Burrigge Center spirit of connecting the university and the students to the practitioner's world, the focus is shifting toward bringing practitioners on campus to share their collective experience with other practitioners, faculty and students in the university setting.

### Notable guest speakers:

- Alberto Gallo, head of RBS credit research, on the situation in Europe
- Massimo Cutuli, head of Goldman's Americas cleared products risk management, on cleared derivatives and the reduction of systemic risk

- Tom Howard, emeritus professor at the University of Denver and CEO of Athena Investments, on behavioral finance
- Phil Verleger, served as an economist under two presidents, oil expert, very close to the creation of the oil futures market and a passionate expert in market price discovery
- Jim Moore, founder and managing partner of J. Moore Partners, investor, Wall Street analyst, advisor to software companies

"I also plan to include short select student presentations on school projects in finance, an opportunity for the students to get exposure to the business world," says Caccia.

### For more information:

[roberto.caccia@colorado.edu](mailto:roberto.caccia@colorado.edu)  
[burriggecenter.colorado.edu/burrigge\\_conference\\_2013.html](http://burriggecenter.colorado.edu/burrigge_conference_2013.html)



# Global Initiatives in Action

LEEDS STUDENTS GOING ABROAD AND BEYOND

Leeds prides itself on graduating well-rounded students who are prepared to face the ever-expanding business world. Leeds faculty understands that in order for this to occur, students must be well versed in business abroad. To tackle the issue of immersing the Leeds curriculum into international waters in a unique, all-encompassing way, **Professor Manuel Laguna** stepped forward as the director of Leeds Global Initiatives.

Global Initiatives is spearheading four major programs: first-year global experiences, global seminars, global internships and study abroad.

The first-year global experience is a spring course designed for freshmen to study a particular set of industries culminating in an eight-day international trip related to their studies. Upcoming spring trips include Argentina, Costa Rica, Chile, Cuba, France, Germany, Italy, Spain and the United Kingdom/Ireland. The first of these experiences was in Costa Rica in spring 2013 and inspired Leeds faculty to create more first-year global experience opportunities.

Global seminars revisit similar themes of the first-year experience but are tailored to upperclassmen. Doing Business in China, a seminar from spring 2013 that introduced students to the ways of Chinese business, is a new Leeds' global seminar.

Leeds Global Initiatives also strives to make the study abroad process easier for interested business students—not only for Leeds students going abroad but for international students studying at Leeds as well.

Laguna says, "We're trying to lower the barriers students find whether they be academic, such as registering for relevant courses while abroad, or financial."

In addition to the international trips, Leeds Global Initiatives is designed to incorporate more lessons in international business into the everyday Leeds curriculum.

"Ideally, a student at Leeds won't go a day without hearing something about international business," Laguna says. "The

current curriculum is about 14 percent international. We would like to see that increase."

Laguna explains that the push for a global learning experience is important because it is an essential aspect of business and will give students a head start in their careers.

"There's almost no business that will be self-contained in one country," Laguna says. "Businesses operate in a multicultural setting no matter where they are located."

Student **Elizabeth Nietupski ('15 finance)** agrees. Nietupski is a mentor in B3, Leeds' Residential Academic Program, and attended the spring 2013 Costa Rica trip. She was so inspired by her time abroad that she now works with Laguna to help promote the Global Initiatives programs among students.

"I liked the experiential learning offered, and I wanted to see the program grow," Nietupski says.

She explained that the classroom portion of the course covered topics central to international business in general, such as cultural competency and leadership, and then focused more specifically on Costa Rica and its coffee industry.

Once in Costa Rica, the 26 Leeds students stayed with local families in a small village and then set out to improve the village's coffee plantation. The team also visited a larger Costa Rican coffee plantation to observe their business tactics.

"We saw their communication style and organization," Nietupski says.

"These are the types of things you learn while abroad—the little things that make a big difference. They don't have Wi-Fi; they don't have emails. They wrote everything down on a big white board that workers checked at the beginning of each day."

Nietupski says after observing the small village's coffee-making process, the students devised a business plan to build more coffee drying beds to speed up production.

"We built all these extra drying beds which would have taken them months, but with our help, only took a couple days."

One of Nietupski's favorite aspects of the trip was the community service carried out by the students.

"In addition to all of our business endeavors, we built the coffee drying beds, made the village a compost area, and helped with other community service projects the village needed. It just felt good."

"Businesses operate in a multicultural setting no matter where they are located."

Manuel Laguna  
Professor and Director of Leeds'  
Global Initiatives Program



To make global initiatives such as the Costa Rica trip and the additional travels abroad offered in spring 2014 possible, Laguna says that support from alumni is necessary. The students benefit when touring, speaking and networking with companies abroad, so if you can help a Leeds student make this international connection, please contact Manuel Laguna at [laguna@colorado.edu](mailto:laguna@colorado.edu).





# Doing Business in China a Success

GLOBAL SEMINAR HELD ABROAD IN VITAL BUSINESS MARKET

**A**dam Israel ('13 finance) first heard about the Leeds course *Doing Business in China* when **Tracy Jennings, a senior instructor in the Management and Entrepreneurship Division**, pitched it to Israel's Chinese history class. Being a finance major and Chinese minor, Israel felt the program sounded like a perfect fit for his academic pursuits. He enrolled and embarked on a program that would allow him to sit in on meetings with multinational companies in China and visit the must-see tourist sites in his free time.

After chatting with high-level executives at distinguished companies such as IBM, Shell Oil, and FedEx, climbing the Great Wall, eating fried scorpions, and observing firsthand the ins and outs of business in one of the most prominent economies of the 21st century, Israel says he absolutely recommends *Doing Business in China* to any Leeds student.

"The trip far and away exceeded my expectations," he says.

*Doing Business in China* originated in fall 2012 when a call for global seminars—specifically a spring 2013 seminar—prompted Jennings and a slew of Leeds faculty to spring into action.

**Professor and Director of Global Initiatives Manuel Laguna** says that China was an obvious choice for a global seminar because of its prominence in the business world, and he knew of Jennings' interest in China since she has previously lived and taught there.

A condensed course focused on the critical success factors for doing business in China was born. The course was split into two parts: Boulder-based classroom preparation followed by a 14-day trip to Beijing and Shanghai.

Because the course had to be designed and filled so quickly, Jennings says nothing would have been possible without the help of the Leeds Board of Alumni and Friends, Leeds staff and faculty, donors, alumni, the CU Office of International Education, the travel organization China Travel and Tour, and participating corporations.

"Everybody in Leeds got together to make this thing happen. It was a joint effort—a family effort," Jennings says.

Laguna feels that the speed with which everything fell into place speaks for the success of the program and global seminars.

"I was very surprised that we were able to meet so many executives, and even more surprised at how open these meetings were."

Adam Israel  
( '13 finance)

"It shows that there's interest from the students," he says. "We need to create opportunities for them. That's my job."

Students and staff deeming the China trip a success means another one is in the works for the spring 2014 semester.

Once the program came to be and 17 students were recruited, four lectures and one orientation were held in late spring semester.

**Erica Boand ('15 operations management)**, who attended the trip, says that the four preparation classes included a mixture of lecture, textbook work, and guest speakers, which focused on acclimating to the Chinese culture.

"We learned how to properly shake hands, exchange business cards, and just be respectful of the Chinese culture," Boand says. "It helped us mentally prepare."

On May 14, it came time to apply the mental preparation. Seventeen students and Professor Jennings headed to China.

A large part of the trip consisted of a project Jennings had assigned students to work on before and during the trip abroad. The students were assigned companies that had failed in China during the early 2000s and proceeded to write papers explaining why.

Israel and his group wrote about eBay's struggles in China.

"In eBay's case," says Israel, "the main reason for its failure was that it applied its global business model to China while its competitors focused on the unique aspects of the Chinese market and went out of their

way to accommodate these preferences. In the end, eBay exited China."

Once in China, students conducted on-the-street research to help solidify what works and what doesn't for doing business in China. They also utilized their meetings with corporations to discuss and ask questions about business practices that they could use in their projects. Once all their research was collected, their job was to come up with a solution that could have saved this business. They then presented their findings to their group.

Boand says the project was well thought out as it combined applying the knowledge they gathered from the Boulder-based



**Thank you to the donors who helped us launch our Global Initiatives this year:**

Ellen Balaguer and Mark Chase  
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course and their firsthand experiences while in China.

Says Jennings, "It was some of the best work I've seen from students. The presentations they gave of their results were truly outstanding."

One of the things that made the program successful was the quality of the organizations visited. Students went to Tsinghua University—"the MIT of China," as Jennings says—plus IBM, Ogilvy & Mather, one of the top investment banks in China, and a handful of other impressive corporations.

"I was very impressed by the quality and variety of companies that we visited . . . at the business meetings in particular," Israel says. "I was very surprised that we were able to meet so many executives, and even more surprised at how open these meetings were. We were able to ask any question we wanted and received very in-depth responses."

Students had time to take advantage of some recreational activities, as well. Boand enjoyed shopping the Pearl Market in Beijing where bartering was a must, and Israel says some of his most unforgettable moments included sampling the exotic cuisine like fried starfish, beetles, and scorpions; and traversing through the Forbidden City in Beijing.

Programs like Doing Business in China and other global seminars are important to Leeds for many reasons, as Israel points out. He says it's necessary for Leeds students to realize and understand how business is conducted on a global scale.

"When a student graduates from Leeds, they will inevitably face business decisions that involve international parties, and it will be advantageous if they have had previous exposure to how business is conducted between domestic and foreign enterprises. Additionally, these programs keep Leeds competitive by differentiating its curriculum from other universities," he says.

**Top Left** Doing Business in China class at the Forbidden City, Beijing

**Top Right** Ye Bao ('16 management) and Justin McMillan ('14 management) at the Great Wall

**Middle** Doing Business in China class visiting Greg Chu, managing director, China International Capital Corporation, Beijing, China

**Bottom** Entering the Temple of Heaven





# Business World

PROVIDING FIRST-YEAR STUDENTS WITH GLOBAL EXPERIENCE OPPORTUNITY

The First Year Global Experience is a semester-long seminar at the Leeds School that provides first-year undergraduates with an opportunity to apply their classroom learning on a 10-day study-and-service trip outside the United States.

The global experience course includes topics on international business, cultural competency, leadership and teamwork, as well as an in-depth perspective about the countries to be visited. During the trip, students meet government officials and business leaders to learn about a particular business or industry, such as sustainable coffee and tourism industries in Costa Rica and the fashion industry in Milan, Italy.

Last spring, 50 students went on the seminar's first two trips—to Costa Rica



Leeds RAP students traveled to Costa Rica last year to learn about coffee production and marketing.

“Only a handful of universities offer an international program for first-year students.”

Students meet once a week during the spring semester to learn about global business issues and a particular region of the world, while earning two credit hours toward graduation. They then have the opportunity to experience a global environment by traveling during spring break or in early May to the country they studied.

This year's destinations are Argentina, Costa Rica, Cuba, Chile, France, Germany, Italy, Spain and the United Kingdom/Ireland.

“Only a handful of universities offer an international program for first-year students,” says **Manuel Laguna, director of Global Initiatives and the Media One Professor of Management Sciences** at Leeds.

The Leeds School's global initiatives seek to prepare students to perform at a high level in a world of global businesses and diverse cultures. By preparing students for careers in an interrelated and complex world, the school's globalization efforts also enhance the student experience with a stronger connection between theory and practice.

Manuel Laguna  
Director of Leeds' Global Initiatives Program

and Argentina. About 200 students are expected to travel to this year's nine designated countries. Some trips include immersive home stays with local families. Included in the hands-on experiential learning is a community service activity.

“The school has an overarching theme of social responsibility in business,” says Laguna, “and this seminar is a good place to start communicating that idea to students.”

The seminar's goals are to enhance students' knowledge and understanding of international business, develop an appreciation of cultural differences and expose them to foreign business practices.

Leeds School alumni have opportunities to support the First Year Global Experience efforts by sponsoring student scholarships and by arranging for business contacts in the targeted countries to meet with the students.

“The seminar is part of the school's plan for students to have a global mindset, be ready for the world when they graduate and to think beyond the boundaries of the United States,” says Laguna.



First-year global students will have the opportunity to travel to Milan this year.



2012 Leeds Scholars Connor Smith ('16), Michael Arney ('16 management) and Logan Coffman ('16) tour the Ball Aerocan Plant in Buenos Aires, Argentina.



# Leeds Global Initiatives

WE SEEK AN INTEGRATED, SYNERGISTIC APPROACH TO GLOBALIZATION IN WHICH GLOBAL EXPERIENCES REINFORCE CLASSROOM LEARNING.

*Leeds students at the International Finance Seminar in London*

## First-Year Global Experience

The program consists of a course delivered during the spring semester and culminating in a 10-day trip. The course includes topics on international business, cultural competency, leadership and teamwork; it also includes an in-depth perspective about the country or region visited.

## Global Seminars

A global seminar is a 3-to-5 week course taught by a Leeds faculty member in a location outside of the United States where the business topics being covered can be directly observed and experienced. Seminars for the 2013-14 academic year will take students to London, Bangalore, Beijing, Cape Town, Hong Kong, Maastricht, Shanghai and Valencia.

## Global Internships

Business Programs must balance theory and practice in order to produce graduates who are not only proficient in the language of business, but who also have hands-on experience in their areas of emphasis. The Leeds School offers for-credit internships in several cities in Europe, Latin America, China, Australia and New Zealand.

## Semester Study Abroad

Leeds collaborates with CU-Boulder's Study Abroad Office to offer a wide range of opportunities. Through careful planning, students are able to study abroad without delaying graduation. Our study abroad partnerships cover the entire world and allow students to learn valuable business skills, such as cultural competence and leadership.



**FUNDING GLOBAL EXPERIENCES** The Leeds School is committed to supporting students interested in a global and experiential education. Our goal is to build strong programming and curricula by securing critical operational funding and to remove financial barriers that prevent eligible, motivated students from participating in global programs by securing support through travel awards and scholarships.

To help support our Global Initiatives please visit [CUFund.org/LeedsGlobal](http://CUFund.org/LeedsGlobal)  
Learn more about Global Initiatives at Leeds [Leeds.Colorado.edu/Global](http://Leeds.Colorado.edu/Global)

# Leeds Mentoring Office

EXPERIENCE. PERSPECTIVE. CONNECTIONS.

The Leeds Mentoring Office promotes student success by partnering student leaders, alumni, business leaders and corporate partners with current students—providing hands-on learning, professional development, leadership opportunities and community connections—paving the path from college to career.



CoLab: Essentials of Innovation and Collaboration

Embarking on a college career is a leap. Helping to facilitate the transition to independence, CoLab introduces students to key business concepts while working with their classmates and the extended Leeds family in a full-day outdoor experience. Six hundred first-year students, 88 student leaders, 25 Leeds staff, 16 corporate representatives and 15 Leeds faculty members participated in the 2014 program. By encouraging early engagement, collaboration and teamwork, CoLab participants are exposed to the Leeds School's vast network of mentors, student leaders and corporate partners. CoLab provides a warm welcome to the University of Colorado, Leeds, and the business community, and an exciting glimpse into the possibilities of the next four years.

"I learned that being in the business world requires more than just knowing the basic facts. It takes team work and patience and it is also very important to know your own skills and weaknesses in order to be successful."

Leeds First-Year Student



P2P Mentoring (Peer2Peer Mentoring)

The Leeds School Peer2Peer program offers 1:1 mentoring for first-year undergraduate students. Launched in 2008, P2P connects new Leeds students with trained student mentors who help guide them on transitional, social and academic issues. Through workshops, trainings, social functions and additional support during the first year, P2P mentors and participants build a solid foundation and sense of belonging within the academic community at Leeds. In 2013, P2P launched a new initiative, pairing every first-year international student with a mentor who has received special training in intercultural competencies.

"My mentor has been incredibly accessible and encouraging. He has gone out of his way to help put me in the right position and develop my path at Leeds and CU. He has helped me network and get to know the school better."

Leeds First-Year Student



**Young Alumni Mentors Program (YAM)**

The Young Alumni Mentors program partners sophomores with recent Leeds graduates who provide individual and highly focused support in major and career exploration, academic preparation, and professional skills development. Career assessments, job shadowing, personal growth plans, and collaboration with corporate partners and recruiters help prepare sophomores for the next steps in their academic and professional journeys. The YAMs program is piloting in fall 2013 with 54 mentors and 66 sophomore students.

“Going into the internship search process is all new to me and I’m looking forward to having the guidance of an experienced Leeds alumnus along the way”

*Kelly Clemmons ('16 operations management)*



**PMP for MBAs**

“Even though I’m involved in many things at Leeds, this program has been the most valuable program by far. My mentor and I have built a strong relationship, and she has been extremely inspirational and influential.”

*Denelle Numis (MBA '13)*



**PMP (Professional Mentorship Program)**

Preparing business leaders. That’s what the Professional Mentorship Program is all about. Qualified undergraduates and MBAs are carefully partnered with business professionals nationally and abroad—introducing students to the industry leaders and change makers they hope to become. This unique program has grown from 135 students and mentors in 2009 to over 1,200 today. Students are matched with executives and experienced business professionals who align by industry, geographic location, or functional area. Mentors serve as coaches, role models and advisors to Leeds students, providing opportunities to develop and practice critical professional skills and gain exposure to their impressive business networks.

“As I get ready to start my career... I wouldn’t have as much confidence and drive as I do today if it wasn’t for my involvement in the PMP. This program and my involvement in it and with my mentor made me really excited for the future—and made me embrace the things I’m interested in and the things that make me different.”

*Emily Booth ('13 accounting)*

# Couple Studies Together for MBAs

A NAVY LIEUTENANT AND AN ARTIST ENTREPRENEUR SHOW GRADUATE DEGREE'S VERSATILITY

**S**tudying for an MBA at the Leeds School is a family affair for **Grant Wanier (MBA '14)** and **Jasmine Blanchard (MBA '14)**.

Not only are Wanier and Blanchard classmates in their second year of the MBA program, they also are husband and wife.

An MBA is one of the most versatile graduate degrees when it comes to the range of ways it can be applied. Like a microcosm, this couple reflects the diversity of motivations for pursuing an MBA.

A lieutenant in the U.S. Navy, Wanier has been assigned to the CU-Boulder Naval ROTC unit since 2012 as an assistant professor to teach classes in naval engineering and naval weapons.

"We decided that getting an MBA would be good for both of our careers," says Wanier. "In the Navy, if you don't have a graduate degree, it makes you less competitive for advancement. The opportunity was too good to pass up."

Blanchard, a civilian (or, as Wanier jokes, "military by marriage"), is an artist and plans to apply the skills she's learning in the MBA program toward developing her startup art business.

"The knowledge I'm getting from marketing and entrepreneurship classes is really helping me understand what it takes to run a small business, because that isn't easy to do," says Blanchard. "Lots of people are talented and passionate about their art, but if they don't have business knowledge, they get stuck with a business that doesn't go anywhere."

Wanier, who has a bachelor's degree in systems engineering from the U.S. Naval Academy, would like to work on the business side of an engineering firm after he gets out of the Navy. He will teach naval ROTC classes at CU-Boulder for another

year before returning to sea duty aboard a submarine.

Commissioned into the Navy in 2006, Wanier has served aboard an Ohio Class Ballistic Missile submarine as the electrical assistant and assistant operations officer, and as the anti-submarine warfare officer and submarine liaison officer for Destroyer Squadron Two. He draws on the skills and knowledge he has learned in the Navy for the classes he teaches.

"I want to work for a company where I can bridge the gap between engineering and business," says Wanier. "Having an MBA opens up another window of opportunity for creating a new career after I leave the Navy."

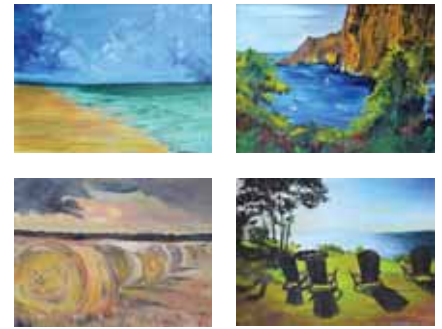
Blanchard graduated from Northern Arizona University with a degree in anthropology. In addition to painting commissioned work that ranges from wall art to painting on live models for creative photo shoots to murals, she also is a writer who has worked for nonprofits writing grants and reports.

The couple met in Berkeley, Calif., when Wanier was on leave, and have been married for two years. They have learned that studying together has advantages.

"As an artist and a writer my learning style is more qualitative, while Grant is quantitative," says Blanchard. "Grant is brilliant with math and science. When I struggle with something math-related, he can help me understand it in a way that makes more sense. If he needs help writing something, I can guide him through it. Our strengths complement each other."

They credit the extensive private sector experience and outstanding research of Leeds faculty, as well as the small classes, with making their educational experience a positive one.

"There are great faculty members who bring the latest knowledge and practical business applications into the classroom," says Wanier. "The small class sizes give you the feeling of a personal connection to everybody. You certainly wouldn't get that at some universities that have hundreds of students in a class."



## LEARNING THE BUSINESS OF ART Jasmine Blanchard is turning her passion into a profession

Jasmine Blanchard's passion for painting started at an early age. Her first painting was a Father's Day gift to her dad—an abstract of a lake surrounded by yellow flowers. The painting still hangs on his wall and serves as a testament to her desire to create meaningful work, which is one of the fundamental reasons for launching her art business.

"To me, the business of art is to create something that someone can value and hold close to their hearts," says Blanchard. "It is about reaching a part of someone that is unique, reflective and a piece of them that maybe they did not know existed."

In 2012, she launched Jasmine Rochelle Fine Arts, a business focused on creating original oil and acrylic paintings. While she keeps a large stock of artwork that is always for sale, her biggest draw is her ability to create custom pieces.

Part of her overall marketing strategy is to engage with an audience through a Facebook page, blog and YouTube posts with time-lapse videos of her actually painting.

Because of the Leeds MBA program, Blanchard now has a better understanding of what it means to be an entrepreneur. The skills she has learned in finance, market research, strategy and the practical application of decision modeling are helping her lay the groundwork for a successful venture.

"The art world has so many talented, inspiring people," says Blanchard. "I am getting my MBA because I want to be one of those talented, inspiring people, but I want to do it in a way that guarantees my success while allowing me to enjoy my passion."

“We decided that getting an MBA would be good for both of our careers.”

Grant Wanier  
MBA '14



One of the most integral and adored teams to perform at CU-Boulder's home football games doesn't wear football uniforms or helmets, but instead dons jeans and cowboy hats. The Ralphie Handler team kicks off games in grand style with an exhilarating 250-yard sprint around Folsom Field.

Ralphie and the varsity student-athletes lead the Buffs football team onto the field to the excited cheers of fans.

**Max Demby ('16 accounting)** and **Blake Gouin ('15 finance)** have both been Ralphie Handlers since their sophomore years. They agree that running with Ralphie is an experience of a lifetime.

"On game day, the time leading up to the run is completely electric," says Demby. "It's the most exciting and amazing thing I've ever experienced."

"It's an awesome experience," agrees Gouin, "one of the best things that's ever happened to me. Game day is the biggest adrenaline rush I've ever had. When we come out and everyone in the stadium starts chanting, 'Ralphie, Ralphie,' I get goose bumps. The university loves Ralphie!"

The Leeds School is well represented by Ralphie Handlers. This year's team of 15 Ralphie Handlers includes five undergraduates at the Leeds School. Last spring, six handlers were Leeds graduating seniors.

Prior to each run, five handlers are selected to run with Ralphie and lead the football team onto the field. It's their responsibility to guide the 1,200-pound buffalo and to ensure that the run is completed as safely as possible. To a small degree, they can manage her speed, although acceleration isn't a problem. Each run lasts less than a minute and reaches speeds upwards of 25 miles an hour. Last season, ESPN reported that Ralphie and her handlers covered a 40-yard distance in under four seconds. In comparison, Tennessee Titans running back Chris Johnson recently set an NFL record for the fastest ever 40-yard dash with an official time of 4.28 seconds.

Keeping up with Ralphie requires her handlers to exhibit speed, strength and eagle-eye awareness. During the football season, the team works out five days a week—two days at the Dal Ward Athletic Center sprinting and lifting weights and three days practicing with Ralphie.

It takes more than just top-notch fitness to be a handler, though. Tryouts are held each year and include physical trials, interviews, a written essay and interaction with the team.

"We have a huge role in how the university is perceived," says Gouin, whose brother, mother and father are all Leeds alumni.

"I went to CU football games during my freshman year," says Demby. "Watching Ralphie run was the most incredible thing I'd ever seen. I'd played sports in high school and I deeply missed being part of a team when I came to CU. To me, being a Ralphie Handler is a unique way to be on a team and serve as an ambassador for the university."

## Ralphie Handlers run with tradition





"Game day is the biggest adrenaline rush I've ever had. When we come out and everyone in the stadium starts chanting, 'Ralphie, Ralphie,' I get goose bumps."

Blake Gouin  
(15 finance)



Keeping up with Ralphie as she runs onto Folsom Field requires Ralphie's Handlers Max Demby (pictured at left holding the flag), Blake Gouin and their teammates to be fit and fast on their feet. During the football season the team works out five days a week—two days lifting weights and three days practicing their runs with Ralphie.

## CONNOR WOOD IS LEADING ON AND OFF THE FOOTBALL FIELD

As the starting quarterback for the Buffs, **Connor Wood ('15 finance)** knows how to lead a team on the field. And as a finance major at the Leeds School, he is learning leadership skills he can utilize throughout his life and career.

Wood, who transferred to CU-Boulder from the University of Texas two years ago, had his pick of a number of other universities he could attend. He says what brought him to CU were the Leeds School's rigorous academics and top quality reputation, and of course, the chance to play football for CU.

"The Leeds School was the tipping point for me," says Wood. "I thought that going to business school here would be better for me than anywhere else. And I'm super excited for the opportunity to be a quarterback at a Division I Pac-12 school. It's quite an honor."

Because faith is such a big part of his life, not long after he arrived on campus the fourth-year junior started a Bible study for members of the football team. And he is directing an effort to restart the Fellowship of Christian Athletes chapter that has been inactive at CU-Boulder.

Wood grew up in a home where Christian values were taught and lived. Born in the heartland in Wichita, Kansas, he moved with his family to Houston, Texas, in 2001.



Wood is drawing on his faith to guide his efforts to lead the Buffs football program out of a bleak period of seven consecutive losing seasons.

"I fully believe that one of the main reasons I'm on this earth," says Wood, "is to spread the love of Jesus Christ through my actions on and off the field."

Wood's goal after graduating is to play for the NFL; however, if that goal changes, he would like to work for an oil and gas corporation. He is familiar with that type of business having lived in Houston, a hub for the oil and gas industry, and because his father's company, Landmark Resources, conducts oil and gas exploration in western Kansas.

At this point though, the future is wide open for Wood, who says, "There are a lot of ifs between now and graduation."

There is one thing he is sure of and that is to live his life as a role model on and off the football field. "It's my dream to be the kind of person and leader that people look at and say, 'I want to be like him,'" he says.



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- High value on understanding diversity and inclusion
- Active engagement with pre-college outreach, undergraduate whole student development, alumni and professional networks
- Sense of belonging in an academic neighborhood that provides academic support, peer mentoring, professional networking and developing student leaders in the Diverse Scholars Program
- Strong partnerships with local, national and international business entities

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# Cultivating Seeds of Community Development

LEARNING IN THE FOOD MOVEMENT PROJECT PROMOTES LOCAL FOOD PRODUCTION AND URBAN SUSTAINABILITY

*Story courtesy of Continuing Education.*

The landscape of Denver's Westwood neighborhood is changing. Squash, tomatoes, chiles, spinach, and melons are sprouting up in backyards. Family members are tending to their gardens and harvesting their own fresh food. And community members are working side-by-side to help transform their neighborhood from its designation as a "food desert"—the United States Department of Agriculture's term to classify densely populated, low-income areas that lack easy access to healthy food—to a model of urban sustainability.

The shift is the result of the coordinated efforts of community organizations, and the local nonprofit Re:Vision International and its focus on community-led projects in Westwood.

As part of the project Learning in the Food Movement, researchers and graduate students from CU-Boulder are collaborating with these community groups around two goals: first, to study how food systems in food-insecure neighborhoods fulfill community needs; and second, to help increase local residents' opportunities to leverage educational resources.

Developing Denver's food system is a complex issue involving many stakeholders, so the project is necessarily interdisciplinary. Learning in the Food Movement was co-created by Susan Jurow and Kevin O'Connor, both professors in the CU-Boulder School of Education, and also involves Bernard Amadei from the College of Engineering and Applied Science and **Richard Wobbekind** from the Leeds School of Business. The project is funded by a CU-

Boulder Outreach Award, WISE (Women Investing in the School of Education), and the Denver Seeds Initiative.

"We are interested in food politics and community organization," O'Connor says. "At the same time, we want to rethink learning as more than just the acquisition of standardized forms of knowledge. Traditional kinds of thinking have too often led to the reproduction of the status quo. We want instead to pay attention to people who are working to organize alternative futures and their part in those alternative futures.

"Re:Vision's work offered a perfect opportunity to bring these different interests together."

The project hinges on Re:Vision co-founders Eric Kornacki and Joseph Teipel's use of a *promotora* model, which they developed to initiate backyard gardening to enhance Westwood's food system. The model relies on neighborhood residents, called *promotoras*, who act as liaisons between their community social networks and organizations that promote community change. Together, Westwood families and



promotoras design gardens that flourish in small, often non-ideal spaces. They transport compost to backyards, set up automated watering systems, and teach residents to weed vigilantly.

"The promotoras are the lynchpin. They are the community leaders. They are the experts for what their community needs," says Jurow. "Our goal is to understand what community members value instead of pushing initiatives that we think are useful."

Initial studies revealed the promotoras' desires to learn how to become better community organizers, so CU-Boulder researchers are conducting train-the-trainer-style workshops. Working closely with Re:Vision, Leeds School business students helped develop an economically viable food distribution plan and engineering students assisted in the creation of potentially useful sustainability products, such as a low-cost solar heating panel that is currently being tested at the Re:Vision office.

"This project is a great opportunity to look at how people influence community development," Jurow says. "The promotoras could be doing a lot of other things, but they are doing this because they care about their neighbors. As a result, they are bringing so many more healthy vegetables into their community."

What began with just seven families in 2009 has grown to 200 backyard-garden participants. As Re:Vision's efforts and other initiatives continue to blossom, Learning in the Food Movement documents how researchers and community organizers are learning with and from one another and in the process are producing new futures for the Westwood neighborhood.

"This project is not just about food," Jurow says. "We see it as a way to challenge researchers to think about learning differently."

**Below:** School of Education Professors Kevin O'Connor, left, and Susan Jurow, right, sample and inspect the early pickings from Blanca Ruiz's backyard garden in Denver's Westwood neighborhood with guidance from lead promotora Patty Gardo, center.



**Below left to right:** Local gardener Blanca Ruiz, Professor Susan Jurow, doctoral student Leah Teeters, doctoral student Molly Shea, promotora Cristobal Rodriguez, lead promotora Patty Grado, doctoral student Sam Severance, and Professor Kevin O'Connor.



"This project is not just about food... we see it as a way to challenge researchers to think about learning differently."

Susan Jurow  
Professor, School of Education



## SCHOOL NEWS

### LEEDS ACCREDITATION RENEWED

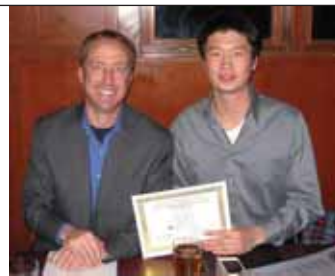


The Association to Advance Collegiate Schools of Business (AACSB) International has renewed Leeds' accreditation. Founded in 1916, AACSB International is the longest serving global accrediting body for business schools that offer undergraduate, master's, and doctoral degrees in business and accounting. The accreditation follows a process of

rigorous internal review, evaluation and adjustment that takes several years to complete. Through the renewal, Leeds maintains its ranks among only 671 other business schools in 44 countries and territories that maintain AACSB accreditation.

### ENTREPRENEURSHIP CERTIFICATE PROGRAM ENROLLMENT SURGES

The Cross Campus Entrepreneurship Certificate program is seeing record enrollment. 2012 enrollment was up more than 200 percent from 2011. Leeds students have been raving about the program. "CCE has been the most valuable part of my education," says **Kevin Lee, 2012 CCE graduate**. **Marcos Martinez** says, "I was going to drop out of school. I wasn't engaged in my art history major. Then I found CCE, got engaged, and it was the best experience in my college career."



### HELPING DISADVANTAGED ENTREPRENEURS IN SOUTH AFRICA

The Entrepreneurship & Empowerment in South Africa Global Seminar had another great year. Leeds students, along with students across campus, helped 16 disadvantaged entrepreneurs in the townships of South Africa.



### TRACY JENNINGS RECEIVES TEACHING EXCELLENCE AWARD

**Tracy Jennings, senior instructor in management and entrepreneurship**, was honored at the Leeds Recognition Ceremony in May with the 2013 Joseph L. Frasca Teaching Excellence Award. The award was established by the Falkenberg family to honor **Dr. Joseph Frasca, professor emeritus**, who inspired the donor's intellectual development and had a lifelong impact on his life. The award is intended to recognize teaching that goes beyond "textbook teaching" and strives to inspire students to engage their minds, particularly to see the world around them. More than 250 students nominated 54 great faculty members at the Leeds School.



### RECORD ATTENDANCE AT COLAB EVENT

CoLab: Essentials of Collaboration and Innovation 2013 was held August 24, 2013, on the Norlin Quad. This year we had a 91 percent attendance rate among our first-year students (595) and the support of a record number of corporate representatives (15), Leeds student leaders (88), and Leeds faculty and staff (35). CoLab '13 was a fun-filled day of team building, outdoor challenges, and insights into communication styles.



## SIX UNDERGRADS WIN INTERNATIONAL REAL ESTATE CASE COMPETITION

This spring six Leeds undergrads, **Carly Beetham, Erin Everett, Kyle Kite, Jack Krowl, Sam Makings** and **Tom Shabinsky**, won the USC International Real Estate Case Competition. Victory was no small feat as CU competed against some of the very best schools and real estate programs from around the country and world including Singapore University, University of Wisconsin, University of Texas, Villanova, University of San Diego, New York University, Ohio State University and USC. All six team members are part of the undergraduate Real Estate Certificate program through the CU Real Estate Center.



## ERICK MUELLER NAMED FACULTY DIRECTOR

**Erick Mueller** has been named the faculty director of student experience for the Deming Center of Entrepreneurship. **Remy Arteaga** joins the Deming team as the new director of community engagement.



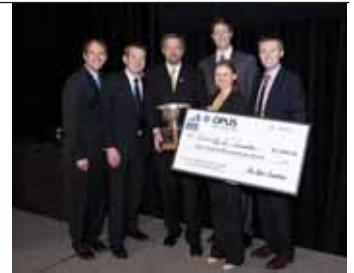
## YOUNG ALUMNI MENTORING PROGRAM LAUNCHES

The Young Alumni Mentoring program is launching this fall. This program will connect 80 sophomore students to 45 recently graduated alumni for a yearlong professional development program.

## MBA CLASS WINS ANNUAL ROCKY MOUNTAIN REAL ESTATE CHALLENGE

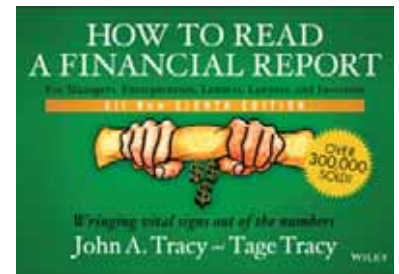
The graduating MBA class at the CU Real Estate Center made it two in a row over rival DU in the 11th annual Rocky Mountain Real Estate Challenge, sponsored by NAIOP-Colorado, the commercial real estate industry association in Denver. Each year, NAIOP identifies an actual Front Range real estate project, secures sponsors, and presents the second-year MBA classes at both CU and DU with a project case study as the core curriculum for the final capstone class of their academic careers. This year, for the first time since the competition's inception, the designated project was a city-owned site in the Civic Center area of downtown Boulder. Members of the Boulder staff and area experts were well represented on the judging panel, complemented by professionals from the Denver area as well. In the end, the judges felt that the strong

vision and multi-faceted project proposed by the CU team (Tatonka Development) was a more compelling proposal, one that addressed a number of the city's challenges and desires, while creating a vibrant destination for Boulder residents and visitors alike. This year's win pulled CU closer to evening up the series, which now stands at DU – 6, CU – 5. All involved are looking forward to next year's project, which will be announced by NAIOP late in the fall.



## JOHN FISCHER RECOGNIZED FOR DEDICATED SERVICE

**Dean David Ikenberry** presented a gift to **John Fischer**, outgoing chair of the Leeds Board of Alumni & Friends, during the board's spring meeting on April 19. Fischer was recognized by fellow board members for dedicated service during his two-year term as chair. **Dave Steiner**, partner in the audit service area of EKS&H, has assumed the Leeds Board leadership role. A Leeds alumnus, Steiner has been an active board member since 2007.



## UNDERGRAD BUSINESS PROGRAM RANKS HIGH



*U.S. News & World Report* ranked the Leeds School's undergraduate business program 23rd among public universities and 38th overall.

## JOHN TRACY RELEASES 8TH EDITION OF HOW TO READ A FINANCIAL REPORT

In early 2014, **John A. Tracy, professor emeritus of accounting**, will release the eighth edition of his successful trade book *How To Read A Financial Report* (Publisher: John Wiley & Sons). The book has been in print for over 33 years and has sold more than 300,000 copies to date. The eighth edition is co-authored by John's son, **Tage Tracy ('85)**. John and Tage have co-authored other books as well, including *Cash Flow For Dummies*. Additionally, John is the author of *Accounting For Dummies*, now in its fifth edition.

## PROFESSIONAL MENTORSHIP PROGRAM GEARS UP FOR ACADEMIC YEAR

As a new academic year kicks off, the Professional Mentorship Program (PMP) looks forward to connecting over 600 undergraduate and MBA students with mentors, while building upon last year's outstanding program satisfaction ratings. Since its inception in 2009, the PMP has grown almost tenfold, with mentors currently representing over 400 companies, in 27 states, across eight countries. In spring 2013 the PMP merged with the CoLab First Year Experience, Peer2Peer (P2P), and Young Alumni Mentors (YAMs) Programs to form the Leeds Mentoring Office, creating an integrated hub for mentoring experiences spanning all four years. To find out more or apply to be a mentor, go to [leedsmentoring.colorado.edu](http://leedsmentoring.colorado.edu) or contact us at [leedsmentoring@colorado.edu](mailto:leedsmentoring@colorado.edu).



## CLASS NOTES



### Steven W. Carlson, DDS ('92 Finance)

**Job:** General dentist, Colorado Springs

**Favorite class at the business school:** Business Finance 2. I believe it was here that fanned the flame of my entrepreneurial nature.

**Favorite business school professor:** Mark Kreuger. He was unique and could bring out the best in each of us.

**Favorite hangout at CU:** Potters ... they had 10-cent chicken wings bathed in "Death Sauce."

**I wish I could tell my younger self:** Take bigger risks earlier!

**I'm most looking forward to:** Watching my kids grow up and achieve.

**By the way . . .** My greatest accomplishments are my family: my wife of 14 years, my 12-year-old daughter and my 8-year-old son. They are truly the joy of my life and make the everyday extraordinary.

### Brandon J. Matloff ('07 Accounting)

**Job:** Wealth management advisor at Northwestern Mutual, Los Angeles

**Favorite class at the business school:** I can't choose a favorite. Each class gave me tools that I use in my business practice today.

**Favorite business school professor:** Prof. Raymond Macfee

**Favorite hangout at CU:** St. Julien Piano Lounge

**I wish I could tell my younger self:** To be more involved on campus and to enjoy my time there. It goes by too fast.

**I'm most looking forward to:** My life ahead. I have an established business and good family around me. I will be a new father this year, which brings both excitement and anxiety. There is nothing more important to me than family and I have them to look forward to.

**By the way . . .** I'm proud to be a new father, to have reached forum and become one of the top producers in my field, and I completed the Arizona Iron Man in 2012.



### Julie (Giefer) Thomas ('85 Finance)

**Job:** President and CEO, ValueSelling Associates, Inc., Rancho Santa Fe, Calif.

**Favorite business school professor:** Professor Lymberopoulos

**Favorite hangout at CU:** Tulagis



### Joe H. Pettus ('70 Management and Civil Engineering, double major)

**Job:** Senior VP—Fuel & Energy Operations (Annual revenues \$5 Billion), Safeway Inc., San Francisco Bay area

**Favorite class at the business school:** Business Administration 450

**Favorite business school professor:** Prof. Buskirk

**Favorite hangout at CU:** The Sink, of course

**I wish I could tell my younger self:** Don't worry.... your education, and experiences, at CU-Boulder have prepared you well.

**I'm most looking forward to:** Every new day!

**By the way . . .** Have been invited to be a guest speaker on renewable energy at the 2014 World Future Energy Summit in January in Abu Dhabi (U.A.E.). Will work in a plug for 'Dear Old CU'!



Photo: Archives, University of Colorado Boulder, June 1965





### **Megan Young ('02 Marketing)**

**Job:** General manager—brand strategy at DISH, Denver, CO

**Favorite class at the business school:** Advertising with Dr. Campbell

**Favorite business school professor:** MacFee

**By the way . . .** I recently moved back to Colorado after working in marketing for P&G for 10 years in Cincinnati. Am happy to be back in Colorado with the sunshine and mountains!



### **Keith Sholes ('93 Accounting)**

**Job:** Director of product strategy for Oracle, Denver

**Favorite class at the business school:** Business Law

**Favorite business school professor:** Dr. Tom Buchman. I had Dr. Buchman for Intro to Accounting, which ended up driving a lot of the direction in my career.

**Favorite hangout at CU:** The Dark Horse

**By the way . . .** I am currently acting as an undergraduate mentor in the Leeds Mentorship program. It is a great program that keeps me connected to CU and provides the ability to help tomorrow's leaders navigate through the sometimes tricky process of going from student to professional.



### **Dave Ryan ('02 MBA Entrepreneurship)**

**Job:** CEO of Big Brothers Big Sisters of Colorado, Denver

**Favorite class at the business school:** Business Plan—also one of the toughest. Our company and product was called "Giraffe Rack," and it was a bike rack accessory that lowered the tray from a roof-mounted rack over the side of the vehicle to make getting the bike to the roof much easier. We took a close 2nd in the competition to a Biopharma concept, but we had tons of fun and learned a lot. It was a great experience.

**Favorite business school professor:** Frank Moyes—still there I think! A great teacher who brought real-world experience to the classroom.

**I wish I could tell my younger self:** Pay attention in Organizational Behavior—most everything in senior business management and leadership is from that class.

**I'm most looking forward to:** A trip to Mount Rushmore later this month with my wife Christy and two boys, Jack (10) and Will (8). It is a great time to be a dad.

**By the way . . .** Very excited to be joining the Leeds Board of Alumni and Friends. I'm looking forward to staying involved.



### **Warren Ng ('05 Marketing w/Entrepreneurship Certificate)**

**Job:** Co-founder/COO, Napkin Labs, Boulder

**Favorite class at the business school:** Any and all of the entrepreneurship classes where theory and experiential learning both had a place in the classroom.

**Favorite hangout at CU:** Rooftop patio at the UMC (is it still there?!)—best kept secret

**I wish I could tell my younger self:** To make time for a study abroad. The cultural experience, people you meet, adventures you will have will be life changing.

**I'm most looking forward to:** The day I get to marry fellow CU/Leeds School of Business grad Megan Gillespie ('08, marketing with real estate certificate).

## CLASS NOTES, continued



### Michael J. Kehoe ('92 MBA Accounting)

**Job:** VP-Finance for PCL Construction, Denver

**Favorite class at the business school:** Tax Accounting

**Favorite business school professor:** Betty Jackson

**Favorite hangout at CU:** West End

**I wish I could tell my younger self:** Slow down and be sure to smell the roses along the way.

**I'm most looking forward to:** Bouncing grandkids on my knee.



### Rob Silber ('84 Marketing)

**Job:** I have been an attorney for 22 years and have maintained my own law practice in Northern New Jersey (Englewood) for the past 17 years.

**Favorite class at the business school:** Marketing

**Favorite business school professor:** Catora

**Favorite hangout at CU:** Folsom Field. The Buffs, The Rolling Stones, and The Who. It does not get any better than that.

**My advice for recent graduates:** Find ways to differentiate yourself from other job candidates by displaying a tremendous work ethic as well as an ability to problem solve.

**By the way . . .** I have been married to Karen for 23 years and have two daughters (a 2013 graduate from the Fashion Institute of Technology, NYC, now working at Burgdorf Goodman, and a sophomore at Brandeis University). I have been very involved in a variety of community activities in the town where I grew up and currently live (Tenafly, NJ) serving as past president for the town and travel soccer, swim cub, and serving of various town committees. I am thrilled to have reconnected with some wonderful friends from CU in the past few years. In the fall of 2011 we had approximately 40 Delta Sigma Pi (Business Fraternity) from the classes of 1983–1986 attend a reunion in Boulder and also establish the Melissa Brown Memorial Scholarship. This past fall, we also attended another CU game in Boulder and we hope to continue this annual fall event.



### Dean Clough ('85 Business)

**Job:** Founder and owner of Casa Integration, a home technology integration firm, San Francisco

**Favorite class at the business school:** Business Law

**Favorite business school professor:** David Monarchi—tough but fair

**Favorite hangout at CU:** Hmm—at CU itself, it was the law library for studying, Chautauqua Park for fun

**First job after college:** At a start-up that failed after a few years, Sportnet

**My advice for recent graduates:** Your brain is an incredibly powerful thing. Simply stated, if you decide—REALLY decide, and by that we mean truly believe it—that you want to accomplish something, you CAN and WILL do it. Your life is what your mind makes of it. Positive actions, both big and small, come back in many, many ways—but so do negative actions.

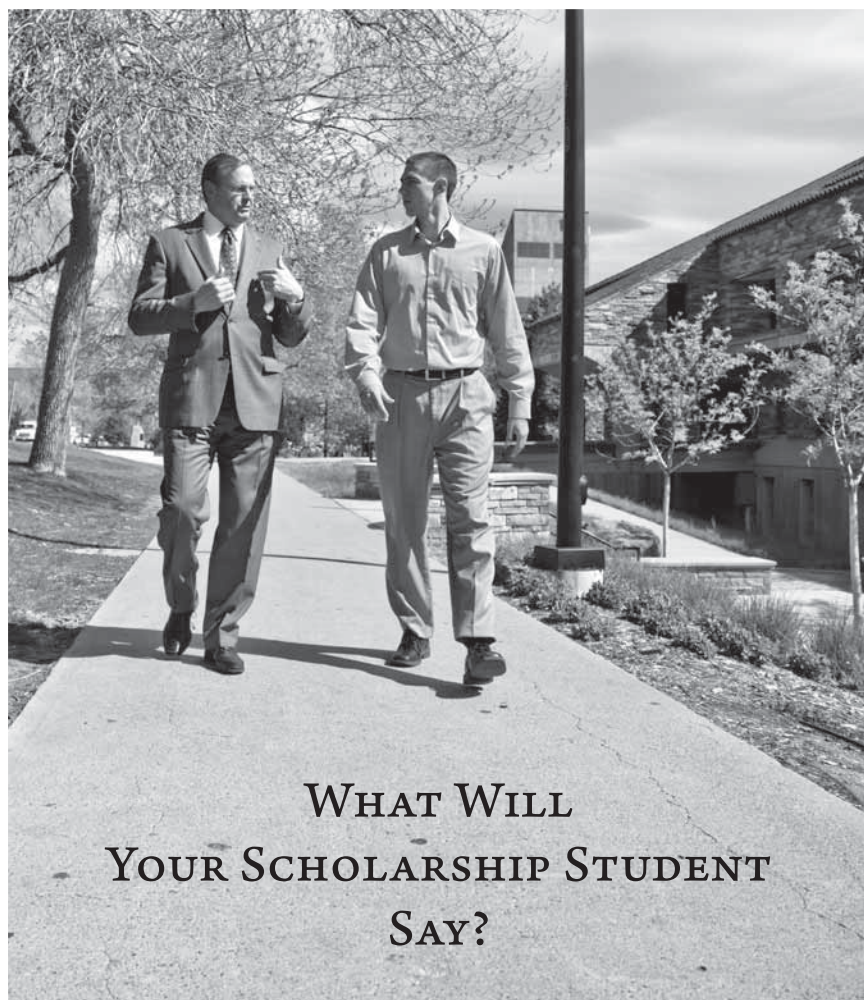
**By the way . . .** Life is great and has turned out better than I could have hoped. I own my own very successful business that I started from scratch, I have a wonderful wife of 22 years, and we live in San Francisco—what's not to like?



*"I want to thank you for your generosity and kind spirit in funding this scholarship, which has provided support and encouragement for both my family and me."*

*"It is nice to see that alumni, like yourself, are still heavily involved in the community and still care about the school enough to help future generations find success."*

*"I am so thankful and proud to be the recipient of this distinguished award."*



WHAT WILL  
YOUR SCHOLARSHIP STUDENT  
SAY?

*"Due to your generous support, I am the first in my family to receive higher education."*

IN ACADEMIC YEAR 2012–2013, generous alumni and friends of the Leeds School were able to provide scholarship and fellowship support to over 200 students. Scholarships and fellowships help us recruit and retain high-achieving students from all backgrounds, allowing them to pursue the top-quality business education that Leeds and CU-Boulder have to offer. On behalf of all of the students, and the whole Leeds community, thank you. ★ **To renew your support**, or to become a donor to business scholarships, please visit [www.cufund.org/leeds](http://www.cufund.org/leeds) or call 303-492-1258.



*"I hope that someday I will be able to contribute as you so generously have, to future pursuits of graduate education."*

# THANK YOU

## LEEDS SCHOOL OF BUSINESS RECOGNIZES OUR 2012-2013 CORPORATE INVESTORS

We thank the following companies for their generous support and ongoing commitment to the Leeds School of Business at the University of Colorado Boulder. These investors provide Leeds with the resources necessary to serve students as one of our nation's preeminent business schools. Through a culture centered on integrity and excellence, we remain grateful to the partners that enable us to educate principled, innovative leaders who drive value.



*Greg Garland, chairman and CEO of Phillips 66, a leading corporate partner at Leeds, provides students the opportunity to speak with a Fortune 4 CEO on campus in April 2013.*

**FOR MORE INFORMATION** about corporate partnership opportunities, please contact Trisha McKean, Director, Corporate and Foundation Relations at 303-492-5179.



### ANGEL INVESTORS



# Our deepest thanks to those who invest in the Leeds mission.

## PRINCIPAL INVESTORS



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The Bascom Group  
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Trep Cafe  
tw telecom  
WhiteWave Foods

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FirstBank  
First Range Management  
Guaranty Bank & Trust Company  
The Hain Celestial Group, Inc.  
Holmes Foundation, Inc.  
IBM Corporation  
The Kentwood Company  
Kiewit Building Group  
McDonald's Corporation  
McWhinney Enterprises  
Merrill Lynch & Co. Foundation, Inc.  
Mutual of Omaha Bank  
National Collegiate Inventors & Innovators Alliance  
The Nichols Partnership, Inc.  
Noble Energy, Inc.  
OneButton  
OPNAD Fund  
The Pape Group, Inc.  
The PrivateBank  
Prologis, Inc.  
Richard and Andrea Burr ridge Charitable Fund  
Rocky Mountain Innovation Initiative  
Saunders Construction, Inc.  
Schwab Charitable Fund  
ServiceSource  
Sundrop Fuels  
Target  
ZeaChem, Inc.

## In Memoriam

Benjamin B. Heinze ('50 management)  
Carolyn Marie Isbell ('58 business education)  
Dale Edward Dumaw (MBA '00)  
Donald J. Best ('53 accounting)  
Donald W. Harder ('42 marketing)  
G. Peter Biagiotti ('67 accounting)  
Gary Kevin Smith ('81 finance)  
James Neil Ahonen ('77 real estate)  
James S. Love USAF (Ret.) ('67 management)  
Joan Hobbs ('49 marketing)  
John Robert Milligan ('74 accounting)  
John T. Fordyce ('64 marketing)  
Martha Jeanne Reichardt ('39 marketing)  
Norbert Loring Martin ('59 management)  
Norman Wendell Johnson (MBA '72)  
Patricia J. Byrne ('52 accounting)  
Ralph James Harlow, Sr. ('61 management)  
Richard C. Bialkowski (MBA '69)  
Robert W. LaShell ('61 accounting)  
Thomas F. Nicholls ('65 accounting)  
Walter John Stefanish ('57 management)  
Weldon Stoll ('41 accounting)  
Willard J. Moore, Jr. ('57 marketing)  
William W. Clark, Jr. ('50 finance)  
Albert C. Gunning ('38 management)  
Albert Farnham Clark Jr. ('52 management, engineering)  
Allan Paul London ('71 accounting)  
Allen F. Chapman ('51 finance)  
Anthony J. Schroyer ('68 management, MS '70)  
Barbara L. Hennrich ('47 finance)  
Bertram B. Beneville ('64 marketing)  
Betha A. Wade ('46 finance, MS '51)  
Bruce E. Bashford ('51 management)  
Bruce Robert Bynum ('88 tourism & recreation)  
C. Olin Sundberg ('59 business education, MBE '68)  
Carol Lovett Taylor ('51 business)  
Cecil Turner ('64 marketing)  
Chad Michael Goering ('96 accounting)  
Charles Thomas Closson ('66 marketing)  
Charles W. Koontz, USAF (Ret.) (MS '65)  
Christopher Michael Walter ('00 economics, MBA '08)  
Clayton Elmer Dahl ('69 business)  
David A. Ward ('84 finance)  
David G. Wood ('53 finance)  
David John Reed ('83 Molecular cellular and developmental biology, MBA '85)  
David Norton Ochs ('73 marketing)  
Dawn Osoff Andrews ('80 marketing)  
Dean Smith ('51 management)  
Dennis Alan Curry (MS '59)  
Donald L. Carleno ('56 management)  
Donald R. Mueller ('48 management)  
Donald R. Sivers ('57 management, engineering)  
Donald T. Garlington ('69 real estate)  
Donald W. Lindberg ('50 management)  
Dow Skipman Foster ('73 summer business management)  
Eula Dessieux Clark ('42 business)  
Frank D. Gordon ('51 accounting)  
Fred M. Mullen ('58 business)  
G. Lee Thompson ('57 marketing)  
Gary J. Greenstreet ('55 business)  
Grant H. Willson ('43 management)  
Harold G. Drummond ('50 marketing)  
Harold H. Reichert ('47 business)  
Harry H. VanDiver ('57 marketing)  
Harvey M. Hilvitz ('55 management)  
Herbert J. Beson ('43 marketing)  
Hovey G. Reed, PhD ('58 management, PHD '63)  
Howard O. Shipley ('51 accounting)  
Jack L. Balch ('48 business)  
Jacob Arthur Dutcher ('64 accounting)  
James Gerard Bekkala ('85 psychology, MBA '92)  
James R. Gilger, CPA ('57 accounting)  
James Thomas Harvill, Jr., USA (Ret.) (MBA '91)  
Jane Ellis Weston ('44 business)  
Jarad James Spackman ('95 finance)  
Jeffrey Robert Campbell ('92 marketing)  
Jerry W. Bates, Lt., U.S.N.R., Ret. ('47 business)  
John Chris Molls ('61 management)  
John E. Kochenburger ('55 business)  
John E. Moreland ('43 accounting)  
John Francis Burchill ('69 management)  
Joseph Leigh Thomas ('64 marketing)  
Joyce Jeannine Neville, PhD ('67 accounting, PHD '73)  
Julie Margaret Van Sciver (MS '05, MBA '11)  
June Lois Scofield ('64 business education)  
Kyle Alan Dragosh ('89 marketing)  
Larry Gene Macarthur ('70 marketing)  
Leland S. Johnson ('45 business)  
Lester C. Stephens ('54 management)  
Mamie Chase Sisson ('47 accounting)  
Margaret Anne Berger ('70 business, MBA '83)  
Marian Evans Cook ('54 accounting)  
Marlon E. Somberg ('54 marketing)  
Marshall Dean Karon (MBA '67)  
Marvin D. Hankins ('60 business)  
Marvin L. Coon ('52 accounting)  
Melba Scheele Bissell ('46 business)  
Michael M. McKinstry ('69 marketing, JD '73)  
Miriam Sims (MBA '76)  
Moss M. Kishiyama ('57 business)  
Nathan Carlos Gauna ('11 management)  
Nicholas Louis Stone ('66 management)  
Pamela A. Heckenkamp ('72 marketing)  
Paul A. Crowder ('59 management)  
Phillip Ernest Anselmo ('78 accounting)  
Quinton E. German, Sr. ('54 marketing)  
Remigio Pete Reyes ('52 accounting)  
Richard A. Bassler ('53 finance)  
Robert D. Helms ('55 business)  
Robert F. Harding (MS '51)  
Robert J. Shore ('49 marketing)  
Robert Louis Schiesel (MBA '63)  
Robert W. Balderston ('49 business)  
Roger Horst Ulbrich ('64 finance)  
Rowe Rudolph, Jr. ('43 accounting)  
Stanley L. Hookman (MS '62)  
Stephen C. Strasser ('73 international financial management)  
Theodore K. Canfield ('53 accounting)  
Theodore Speakman ('48 accounting)  
Thomas E. Swift ('47 finance)  
Thomas Lorraine Stever ('66 accounting)  
Timothy Edward Leaveck ('86 accounting)  
Vernon A. McIntyre ('40 management)  
Vernon R. Bryant ('40 accounting)  
Virginia Stenzel Phillips ('41 business)  
Walter F. Horning, Jr. ('53 finance)  
Wayne Richard Apple (MBA '73)  
William A. Brenker ('54 marketing, JD '66)  
William A. Gaunt ('54 management)  
William Edward Reid Jr. ('73 international financial management)  
William Eugene Newell ('54 management)  
Zenetta Young Gregory ('44 business)

# Wanted: Great Alumni of the Leeds School of Business

## Nine Easy Things You Can Do Right Now To Make Leeds An Even Better Business School



**Update your mailing address.** We don't send a lot of mail. We promise. But an updated mailing address ensures that you'll continue to receive the school magazine, *Portfolio*, and that you'll receive invitations when we are hosting events in your area.



**Update your email address.** Did you know that we have email addresses for only 60 percent of our alumni? The majority of our news and event announcements come via email – make sure you are in the loop.



**Hire our students.** What's better than having a fellow Buff in the office? Our fantastic students are always in need of internship and full-time employment opportunities. If your company has a need, our Career Connections office would love to hear from you.



**Come to an event.** We have alumni events around the country, and we'd love for you to join us and connect with other Leeds Buffs in your area. [leeds.colorado.edu/events](http://leeds.colorado.edu/events)



**Host an event.** Events are easy to do when we've got a great place to have them. Let us know if you've got a venue that you are interested in sharing with other Leeds Buffs.



**Connect with us on social media.** For the most up-to-date news and events on campus and beyond, find us on Facebook, Twitter, and LinkedIn.

Facebook: [facebook.com/LeedsCUBoulder](https://www.facebook.com/LeedsCUBoulder)

Twitter: [@LeedsBiz](https://twitter.com/LeedsBiz)

LinkedIn: [University of Colorado, Leeds School of Business, BuffAlums](https://www.linkedin.com/company/University%20of%20Colorado%2C%20Leeds%20School%20of%20Business%2C%20BuffAlums)



**Be a mentor.** The Professional Mentorship Program is a great way to connect with the school and directly benefit a current student. We have over 550 alumni and 600 students participating in the program. It's an incredible network, and we'd love your help.



**Submit a Class Note.** Have you recently been promoted? Started a new job? Gotten married? Had a baby? Taken a trip? Retired? We'd love to share your news and photos in our next *Portfolio* magazine.



**Make a gift.** We need alumni support as we continuously strive to become a better business school. It's not about the amount you give, it's about the number of alumni who give to their alma mater. Alumni participation, at any level, is our primary goal. [www.cufund.org/leeds](http://www.cufund.org/leeds)



For more information email [BizAlum@colorado.edu](mailto:BizAlum@colorado.edu) or  
call 303-735-5384. We look forward to hearing from you!

# PORTFOLIO

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October  
**2013**  April  
**2014**

## OCTOBER

- 1** CU-Boulder Alumni Career Check-Up
- 3** Undergraduate Professional Mentorship Program Kick-off for Students and Mentors
- 5** Leeds Alumni Pregame and CU vs. Oregon Football Game
- 16** MBA Programs Information Session
- 25** Burrigge Center for Finance Annual Conference
- 26** Leeds Homecoming Pregame and CU vs. Arizona Football Game

## NOVEMBER

- 13** MBA Programs Information Session
- 16** Leeds Alumni Pregame and CU vs. Cal Football Game

## DECEMBER

- 9** Colorado Business Economic Outlook Forum
- 11** MBA Programs Information Session
- TBD** Leeds Breakfast Club
- 20** Winter Commencement

## JANUARY

- 13** First Day of Spring Semester Classes

## FEBRUARY

- 12** Leeds Career Fair
- TBD** MBA Professional Mentorship Program Kick-off for Students and Mentors

## MARCH

- TBD** Leeds Breakfast Club

## APRIL

- 4** Deming Center Women's Council presents the 2014 WILD Summit
- 24** Undergraduate Professional Mentorship Program Spring Celebration