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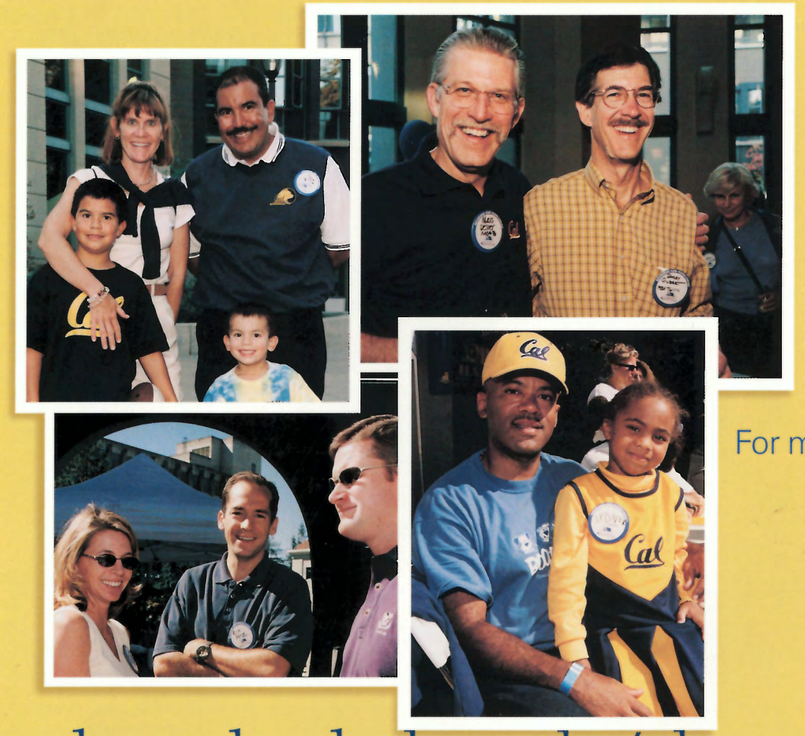
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Spring/Summer 2002

Janet Yellen on Lessons from the 1990s Boom

CalBusiness

Haas School of Business • University of California, Berkeley

Haas Welcomes its New Dean
Tom Campbell

Stanford Law Professor and Former
US Representative to Become 13th Dean
of the Haas School of Business

"It is our responsibility to ensure the availability of public education at Cal for future generations" – STEPHEN ETTER





Coaching undergraduate students is just one of the many ways in which Stephen Etter, BS 83, MBA 89, gives back to his alma mater. After receiving two business degrees at Berkeley, Etter, pictured above as a student with Professor Fran Van Loo and classmate Bret Lawson in 1983, enjoys coming back to campus to teach finance and to coach students, such as undergraduate case competition team members (pictured with Stephen on the right) Jennifer Yee, Chantel Bain, Chris Zobrist, Tara Kramlich, and Derek Swafford.

The University of California had a major impact on my life. I received a valuable education thanks to faculty, staff, and classmates at Cal. This education has had a direct impact on my career and personal life by presenting opportunities that otherwise might never have been available to me.

Public education is the foundation of our society and economy. Private support of public education is so important today in the State of California – only one-third of Cal's operating budget comes from public funds.

Please join me in providing the necessary two-thirds of private support that runs Cal by making your gift to the Annual Fund today. In addition, the donation of your time on campus can also enhance the educational experience of students. Didn't Cal have an impact on your life?

STEPHEN W. ETTER, BS 83, MBA 89
Partner, Greyrock Capital Group
Chair, Haas Development Council
etter@haas.berkeley.edu

HAAS SCHOOL OF BUSINESS
ANNUAL FUND

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CalBusiness

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Spring/Summer 2002

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Stanford Law School professor and former congressman Tom Campbell was announced as the Haas School's new dean. Campbell will start on August 19, 2002.

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An excerpt from Yellen and Blinder's book, *The Fabulous Decade*, which examines the economic boom of the 90s.

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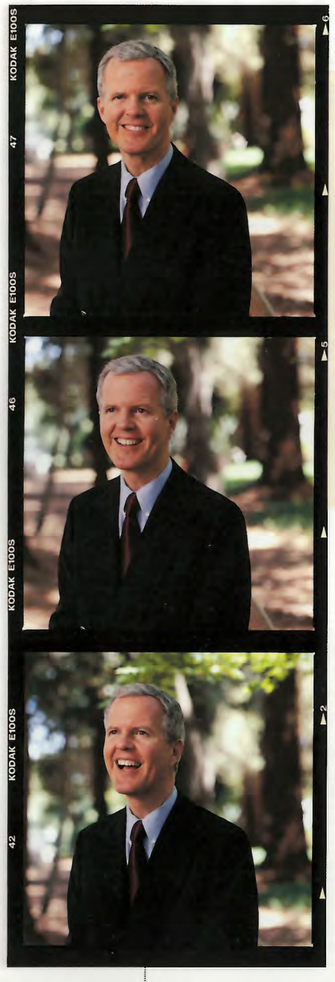
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Former Congressman Tom Campbell Named Dean of the Haas School

Former congressman and Stanford law professor Tom Campbell will take the reins as the Haas School's thirteenth dean, UC Berkeley Chancellor Robert M. Berdahl announced on May 8. Campbell will start on August 19 in time for the new school year.

Campbell, 49, will fill the vacancy left by Laura D'Andrea Tyson, who left Haas in December to become dean of the London Business School. Professor Benjamin E. Hermalin, who has been serving as interim dean since January, will stay on until Campbell's arrival.

"Tom Campbell fits the Haas School's mission perfectly, in the breadth of his experience and in his perspective. He is a legal scholar who holds a Ph.D. in economics, is extraordinarily knowledgeable about business issues, is dedicated to public service and is an educator of considerable achievement," said Berdahl.



Tom Campbell Facts

- Stanford Law School Professor (since 1983)
- Principal Subjects: antitrust, economic analysis of legal issues, international law
- Five-term US Representative for Silicon Valley
- Former California State Senator
- JD, Harvard Law School
- Ph.D. in economics, University of Chicago

Campbell has been a law professor at Stanford University since 1983. His main areas of research and teaching include antitrust, public policy, international law, and international business.

An icon in local politics, he was elected five times to represent the Silicon Valley area of California in the US House of Representatives, serving from 1989 to 1993 and again from 1995 to 2001. During these periods he was appointed to the Judiciary, Banking and Financial Institutions, Joint Economic, Small Business, Science and Technology, and the International Relations Committees. Among his legislative achievements were his authorship of the 1998 Food Bank Relief Act and the 2000 Peace Corps Reauthorization Act.

Campbell also was elected as a California state senator in 1993 and served on the Senate's Judiciary, Criminal Justice, Education, Budget, Revenue and Taxation, and Housing Committees. During his two-year term, he earned ratings by the Sacramento-based *California Journal* as the most ethical state senator, the best overall senator, and the state senate's best problem-solver.

"The chance to be dean at such a prestigious business school is a tremendous honor and opportunity," said Campbell. "That it is at a public university enables me to combine both public service and education: the two career paths my life has followed. My wife already is in the Berkeley family, so this makes it unanimous."

Stanford Law School Dean Kathleen M. Sullivan said, "Tom Campbell is a brilliant choice to lead the Haas School of Business. He will bring to the job a rare combination of keen intellect, great energy, broad policy experience, and impeccable integrity and fairness. We will miss him greatly as a colleague at Stanford Law School, but Stanford's loss is Berkeley's great gain."

A native of Chicago, Campbell earned his bachelor's and master's degrees in economics at the University of Chicago, and a law degree from Harvard in 1976. He returned to the University of Chicago, earning a Ph.D. in economics there in 1980. His dissertation was the first quantitative measurement of discrimination against women in federal civil service employment.

Campbell started his legal career as a clerk to US Court of Appeals Judge George E. MacKinnon in 1976-77, and to US Supreme Court Justice Byron White from 1977 to 1978. He practiced law at Winston & Strawn in Chicago until 1980, when he became a White House fellow in the Office of the Chief of Staff. He then served as executive assistant to the US Deputy Attorney General and became the youngest person ever to be appointed director of the Bureau of Competition in the Federal Trade Commission. He served there from 1981 to 1983, when he joined the faculty of Stanford Law School. During his years in office, he continued on the Stanford faculty, teaching at least one course every year.

He is married to Susanne Campbell, who works at the UC Berkeley-based Institute of Management, Innovation, & Organization, which is housed at the Haas School of Business. As executive director of the UC Berkeley-St. Petersburg University School of Management Program, she has served as the liaison between the management institute and St. Petersburg University since 1993. UC Berkeley and Haas faculty were instrumental in helping to launch St. Petersburg's School of Management in 1993.

As dean of the Haas School, Tom Campbell will be leading a school that annually enrolls more than 1,600 students in its undergraduate and graduate academic programs, as well as hundreds of senior managers in a series of non-degree executive development programs. The school has approximately 30,000 alumni worldwide. Its programs benefit significantly from UC Berkeley's practice of interdisciplinary research and teaching and the school's strong connections to Silicon Valley.

"Tom Campbell is a world-class leader, intellectually curious, a fantastic fundraiser and an outstanding communicator," said Arun Sarin, MBA 78, and CEO of KKR Telecom in San Francisco, who served on the dean's search committee. "With his business, legal and political experience, representing the people of California and of Silicon Valley, in particular, he brings something unique to the business school."

Deans of the Haas School of Business

1898-1916	Carl Copping Plehn
1916-1920	Henry Rand Hatfield
1920-1927	Stuart Daggett
1928-1937	Henry Francis Grady
1934-1936	E.T. Grether, acting dean
1937-1941	Robert Calkins
1941-1961	E.T. Grether
1961-1966	John W. Cowee
1966-1976	Richard Holton
1976-1982	Earl F. Cheit
1982-1990	Raymond Miles
1990-1991	Earl F. Cheit, acting dean
1991-1998	William A. Hasler
1998-2001	Laura D'Andrea Tyson
Spring 2002	Benjamin E. Hermalin, interim dean
August 2002	Thomas J. Campbell

Campus Applauds New Haas Dean

"Tom Campbell's academic credentials, expertise in public service, experience in fund raising, and connections to the business world will be valuable assets for Haas to face the challenges in remaining a top business school and to further improve."

Tulin Erdem
Interim Associate Dean for Academic Affairs and Associate Professor of Marketing
Haas School of Business

"Tom Campbell's leadership is both visionary and practical. He understands that the ethics of American business are being challenged, and he rightly believes that the best place to respond to that challenge is in the education of tomorrow's business leaders. He is well-equipped to bring the Haas School to new levels of excellence."

Herma Hill Kay
Barbara Nachtrieb Armstrong Professor of Law, UC Berkeley (Boalt Hall)
Member, Search Committee for Dean of the Haas School

"Given Campbell's business connections and governmental experience, he understands the important real world issues that a business school must address. The importance of high technology in today's economy makes his connections in Silicon Valley invaluable."

Brett Trueman,
Donald and Ruth Seiler Professor of Public Accounting and chair of the Accounting group
Haas School of Business

"Tom is a fantastic motivator. He has the passion, leadership skills, energy and ability to do what will be necessary to take this school to the top. It's a perfect match."

Arun Sarin, MBA 78
CEO of KKR-Telecom
Member, Search Committee for Dean of the Haas School

"With Haas being one of the leading b-schools in entrepreneurship, Campbell will be a tremendous asset given his experience as a representative of Silicon Valley."

Toby Anderson, BS 2002
President, Haas Business Student Association 2001-02
Haas Undergraduate Program

"Tom Campbell embodies all of the qualities necessary to establish and maintain Haas as one of the preeminent business schools in the global economy. Tom has a proven track record in both education and politics. Coupled with his competencies in business, law, and fund raising, I am confident that he will succeed in perpetuating and improving the excellent reputation Haas has in the global business community."

Ken Bruce, MBA 2003
President, Evening & Weekend MBA Association
Haas Evening & Weekend MBA Program

New Graphic Identities Unveiled for School, Programs

The Haas School of Business has a new graphic identity. After many years, the school recently adopted an official logotype and has begun to apply the new graphic brand to a wide range of marketing communications. The new look is shown on this page, and a non-adhesive window sticker of it is bound into this magazine.

The Haas School's new logotype is joined by a new graphic identity for its MBA programs – now grouped under the umbrella brand name of The Berkeley MBA – as well as a separate graphic identity for the new Berkeley Columbia Executive MBA Program (see illustrations). The introduction of these graphic brand elements is one of a series of marketing steps being taken to create a more coherent and compelling brand identity for the Haas School and its growing number of management education programs.

The new graphic elements place a renewed emphasis on the UC Berkeley name in order to leverage the university's powerful brand, which is known and respected around the world. The Berkeley brand is also central to the Haas School's identity, as well as being one of its clear points of differentiation from competing business schools. The school's strategy is to optimize use of the UC Berkeley brand to open doors for the Haas name and to help it grow in public awareness.

"Although we may be 'Cal' locally, the name that is known and admired globally is 'Berkeley'," said Interim Dean Benjamin E. Hermalin. "The Haas name ties us to the best in business leadership – financial success combined with a strong ethic of corporate responsibility and social conscience."

In addition to harnessing the power of the UC Berkeley identity, the new Berkeley MBA brand describes a key fact: The graduates of all four MBA programs at the Haas School – full time, Evening, Weekend, and Berkeley Columbia Executive MBA – will all receive the identical UC Berkeley MBA degree upon successful completion of their studies. The marketing of "The Berkeley MBA" underscores to prospective students that they will receive the same value and quality MBA education, regardless of the program they choose.

The genesis for the graphic design changes is a brand identity study of the Haas School conducted by Prophet Brand Consulting, a firm started by Berkeley MBA alumni. Prophet co-founder Scott Galloway, MBA 92, provided the effort pro bono for the school. The firm uses the branding methodology and insights of David Aaker, Haas marketing professor emeritus, who is now vice chairman of Prophet. Jane Hambleton of the firm of Cuttriss & Hambleton in Berkeley designed both the Haas and The Berkeley MBA wordmarks. The New Orleans design firm Zehno designed the Berkeley-Columbia logo.

The official name of the school remains the Walter A. Haas School of Business – or the shorthand version, Haas School. "The Prophet study noted that the Haas family's reputation for leadership in business, philanthropy, and community service resonates perfectly with this business school's community mindedness and its long identification with corporate responsibility issues, and UC Berkeley's official mission of public service," said Richard Kurovsky, the school's executive director of marketing and communications.

The Haas School has introduced new graphic brands for the school and some of its academic programs.

University of California
Berkeley
Haas School of Business

Berkeley Columbia
EXECUTIVE **EMBA** PROGRAM

TheBerkeleyMBA

Examining Enron: Haas Joins the Debate

Enron is not the example of what American businesses do, it is the exception," said Adjunct Professor Clarence Houghton at the April 2, 2002, conference titled "The Enron Debacle: What Happened and What's Next?" organized by the Center for Financial Reporting & Management. Houghton, a former partner of Deloitte Haskins + Sels, was one of five panelists to speak at the event. The center's executive director Brett Trueman, who organized the event, reviewed the stock option plans that led to overzealous business practices geared to short-term gains at the expense of long-term company health at Enron. Bara Dharan, professor at Rice University, explained the balance sheet and reporting irregularities of Enron that should have raised red flags for accountants. John Menke of Menke & Associates talked about ways to protect individual and institutional investors, while Houghton and Helen Munter of Deloitte & Touche discussed possible solutions to avoid similar debacles in the future.

SBC Foundation Funds Distance-Learning Technology

A $900,000 gift from the SBC Foundation, which was announced on April 26, will provide the technology for state-of-the-art distance-learning capabilities at the Haas School. The SBC gift provides Haas with a fully equipped distance-learning classroom, allowing the school to leverage its faculty and expertise, extend its educational outreach, and strengthen corporate relationships.

"At SBC Pacific Bell, we believe that improving education and strengthening the economic vitality of our communities is crucial," said Lora Watts, president of external affairs at SBC Pacific Bell. "We are very proud to be able to provide this technology grant to the Haas School."

The new distance-learning classroom will allow Haas to offer business education to students within the UC System, as well as executive education to business professionals in California and around the world. Through its Center for Executive Development, the school is planning to expand its lifelong educational opportunities to business professionals and to its 30,000 alumni worldwide.

"A state-of-the-art distance-learning classroom offers tremendous opportunities to reach a wider audience for our programs," said Benjamin E. Hermalin, interim dean. "Being part of one of the greatest universities in the world, the Haas School will soon have the bandwidth to explore new prospects in sharing its resources in management research and education thanks to the SBC Foundation's generous gift."

Another potential use of this classroom is the expansion of the Young Entrepreneurs at Haas (YEAH) program, which teaches business, economics, and entrepreneurship, and offers college preparation skills to underserved middle school and high school students in the San Francisco Bay Area.

SBC and the Haas School have a long-standing partnership. For many years, SBC and its affiliates have helped support telecommunications research at the business school and have provided student scholarships and job opportunities to its students.

Lora Watts, president of external affairs at SBC Pacific Bell, spoke on the importance of educational outreach and strengthening communities at a press conference at Haas announcing SBC's gift to the school.



Gift to Create Classroom for Distance-Learning

Cal parent Dong Koo Kim and BP Industries have pledged $715,000 to the Haas School of Business to create a distance-learning classroom for Haas students.

Kim, whose sons, Joon Kim and Richard Kim, received their business degrees from Cal in 1994 and 1998 respectively, has been a generous donor to the Haas School since 1997. During the Campaign for the New Century Kim made several major gifts to the Haas building campaign, including a naming gift for the Dong Koo Kim Faculty Conference Room.

Kim's latest commitment will help the Haas School build a distance-learning classroom for use primarily by students in the Executive MBA program and the Center for Executive Development. It will be located on the fourth floor of the Student Services Building and will be a tiered classroom equipped with the most up-to-date teaching and learning aids. Distance-learning facilities, such as this classroom, are seen as the way for schools such as the Haas School to provide instruction to distant classes and share faculty talent with other institutions. The school views this new facility as a showcase classroom for students and faculty. Current construction plans for the new classroom will have it completed in the fall of 2002.

Dong Koo Kim was educated in his hometown of Seoul, Korea. Before coming to the United States, Kim was already a very successful entrepreneur specializing in international trade of general consumer goods. With his expertise and experience in consumer products, Kim founded BP Industries, Inc., soon after he came to California.

Kim says his ultimate goal is to improve human life through higher education. He believes that students who pursue higher education have proven to be assets to society. Kim and BP Industries, Inc., have worked closely with UC Berkeley on ways that he can assist the university in its mission. Kim characterized his gifts to UC Berkeley as "an investment in society where returns can be broadly maximized." He believes that the lives of many students have been bettered or changed immensely, directly and indirectly, by attending UC Berkeley. Over the years, Kim has made various gifts to charities and colleges, and he plans to continue to make "investments" of this kind in UC Berkeley and other institutions in the coming years.



Haas supporter Dong Koo Kim

Kim believes that UC Berkeley is the kind of institution that will help him realize his goals of improving human life. He is especially pleased that UC Berkeley continues its efforts "to prepare students – generation after generation – for the tasks of today and the challenges of tomorrow."

Expanded Competition Draws More Social Ventures

Business plans for low-cost energy, alternative packing materials, and urban charter schools came out on top this year at the Third Annual National Social Venture Competition.

The competition, a joint venture between Haas, Columbia Business School, and the Goldman Sachs Foundation, awarded prizes totaling $100,000 to teams presenting business plans that are profitable, financially sustainable, and that demonstrate a quantifiable social return on investment.

Nobel Laureate in economics Daniel McFadden, professor in UC Berkeley's Department of Economics, supported the concepts on which the competition is based in his keynote speech at the final awards ceremony. "I approve of what this social venture competition is trying to accomplish," McFadden said, "that it is a hard-headed approach to social and environmental concerns that respects the bottom line. It does not depend on the kindness of others, and it recognizes that more can be accomplished by joining social and environmental concerns with private enterprise than by casting business as the necessary enemy of social concerns."

The Regale Corporation (UC Berkeley) won in the Best Blended Value Business category for their idea to design and manufacture technologically advanced and environmentally friendly molded products as alternatives to plastics and foams (pictured below). Wilson TurboPower (MIT) seized the Grand Prize in the High Growth category by demonstrating profitability within five years for its plan to produce next-generation micro-turbines. Columbia's plan for the Bronx Charter School for the Arts also proved to be a winner in the Medium Growth category, indicative of a longer path to profitability with significant social impact.

The contest was judged by a mix of venture philanthropists, social venture investors, angel investors, venture capitalists, and social venture entrepreneurs. This year, the competition attracted 77 business plan submissions from 31 business schools across the United States, a 140% increase from last year. For more on the competition, visit http://www.socialvc.net.

Social Venture Competition winner Regale (left to right: Greg Gale, Gerrit Van Roekel and Karl Gee) displays the environmentally friendly packaging they developed.



Optics Startup Wins UC B-Plan Contest

The technology to correct vision problems and cure eye diseases garnered the $50,000 grand prize of the fourth annual UC Berkeley Business Plan Competition.

Adaptic's technology promises significant improvements in optical applications, including pharmaceuticals that prevent blindness, LASIK surgery, custom contact lenses, and early detection of eye diseases.



Adaptic won both the UCB and MBA Jungle competitions. Team members Michael Helmbrecht, a researcher at the College of Engineering's Berkeley Sensor & Actuator Center, and Matthew Campbell, a second-year MBA student at Haas, are pictured here with Jerome Engel, executive director of the Lester Center for Entrepreneurship & Innovation (far left), and Richard Newton, dean of engineering (team member Dr. Nathan Doble, a postdoctoral researcher from the University of Rochester, NY, is not pictured).

The company has developed low-cost deformable micro-mirrors for adaptive optics that allow eye doctors at least three times the image resolution of current technologies.

"UC Berkeley's competition enabled us to take what was a raw idea six months ago and through its workshops and mentor programs develop it into a very viable business opportunity," said Matthew Campbell, second-year MBA student and co-founder of Adaptic. Adaptic also won the $25,000 first prize at the 2002 MBA Jungle Competition in New York.

The UC competition is led by MBA students at the Haas School of Business and co-sponsored by the College of Engineering. Each team must have at least one member who is a UC Berkeley student or graduate. Since the competition began, participating teams have raised more than $120 million in venture funding. The first-year winner, Timbre Technologies, was sold in February 2001 to Tokyo Semiconductor for $138 million.

The $25,000 second prize went to ChipSi Inc., a fabless semiconductor company that plans to design, develop, and market silicon solutions for the datacom and telecom markets. With its Control Processor, ChipSi plans to address what its founders consider to be a serious Internet bottleneck in the making. Three of ChipSi's four team members are Haas MBAs of the Class of 2001.

E-Mask, an all-student team from the business and engineering schools, took home two prizes – the $10,000 cash prize and the $5,000 People's Choice Award, based on a vote by the audience selected at the final event.

E-Mask provides digital, programmable lithography for integrated circuit manufacturing that eliminates the need for costly masks. The technology also makes it feasible to manufacture customized chips.

For more information, visit http://bplan.berkeley.edu.

First Class of Financial Engineers Graduates

The Master's in Financial Engineering Program at the Haas School of Business celebrated a milestone on March 16 with the graduation of its first class of students. Nobel Laureate Robert C. Merton gave the commencement address to the 46 graduating MFE students.

Merton articulated the importance of the growing field of financial engineering near the conclusion of his commencement speech, "Going out as you are into this century with emerging markets developing, the developed markets, such as Japan and EMU, where all the institutions have to be redone, with all the technology and the learning curve in the practicing community and what you've been taught about the development of the finance science, these are clearly going to be very exciting and opportunistic times," said Merton to the graduating financial engineers. "I promise you as you commence that if you stay in this field you will never be bored and you will never run out of problems."

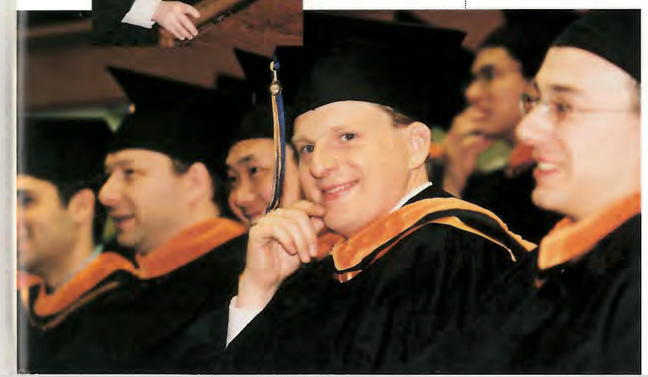
The one-year Haas School MFE program, launched in 2001, prepares its graduates for a growing niche of quantitative finance careers. Its leading-edge curriculum balances the latest financial theory with practical applications of financial modeling concepts.

The 46 graduating students represented 19 countries. 18% of the class already possessed a Ph.D. when admitted and 25% held a master's degree in another field.

A new class of 60 MFE students began their studies in April, 2002.



Nobel Laureate Robert C. Merton (left) speaks to a rapt audience at the first commencement of masters in financial engineering.



Students Shine at Case Tourneys

A team of Haas undergraduates won first prize at the **Andersen National Business Consulting Challenge Competition** in St. Charles, Illinois this spring. The annual Consulting Challenge begins at the regional level with 144 teams from fifteen leading universities. The winning team received a $5,000 cash prize and a $20,000 scholarship for the Haas undergraduate program. The team members were Michael Mashintchian, Tara Kramlich, Patrick Stodel, Sandy Lee, and Hadi Tan.

Haas MBA students placed third at the 12th annual **Babcock MBA Marketing Case Competition**. The competition, held in late January at Wake Forest University's Babcock Graduate School of Management, gave students from eight leading business schools 36 hours to come up with a marketing plan for GlaxoSmithKleine HIV/AIDS drugs in South Africa. UC Berkeley's team consisted of Jay Badenhope, Kerry Barthold, Jason Daniel, Alice Eagleson, Nancy Iverson, Eric Meyerson, and Jason Saculles.

GlaxoSmithKleine representatives were eager to implement many of the ideas that resulted from the competition. Haas team member Eric Meyerson noted, "The client told us they were extremely impressed with our ideas and that we should 'watch the news' to see what they use." Harvard took the first place prize, while UT Austin placed second.



Undergraduates Michael Mashintchian, Tara Kramlich, Patrick Stodel, Sandy Lee, and Hadi Tan bask in the glory of victory, beating 144 teams in the Andersen National Business Consulting Challenge.

Blum Joins UC Regents

Governor Gray Davis appointed Richard (Dick) Blum, MBA 59, to the UC Board of Regents in March. The Regents is the 26-member board, that governs the UC system.

Blum was the recipient of the Alumnus of the Year award in 1994, and continues to be a Haas School Advisory Board member. As the chairman of Blum Capital Partners, L.P. and co-chairman of Newbridge Capital, LLC, Blum and his companies manage nearly $5 billion for investment in companies in the US, Asia, and Latin America.

Two New Faculty Apply Psychology to Business

Professors Barbara Mellers and Philip Tetlock joined Haas this spring, bringing their shared experience in applying psychology to business issues to the school. While this married couple work in similar fields, they've each developed their own unique perspective to the world of business.

Forecasting fascinates Haas School **Prof. Philip Tetlock.** How people make predictions and why they stand by them, even when reality proves them wrong, is his current area of focus. He has spent years examining the work of forecasters, measuring both their confidence in their forecasts and how they self-correct those forecasts when they are wrong.

Tetlock, who recently joined the Organizational Behavior and Industrial Relations group at Haas, returned to UC Berkeley after six years at Ohio State University. He brings with him a wealth of knowledge from other university areas of study that he has called home. He was a professor of psychology and political science, before moving over to the business school.

"I always focused on the applied end of psychology, the macro issues that link individuals to larger organizational structures," says Tetlock. "My work has a good deal of relevance to people who make business decisions."

Tetlock is currently working on a book on political, economic, and social forecasting using 15 years of data that he has been eliciting from experts in both political and financial arenas. Over that time, he has been tracking "who gets what right" and how confident the experts are in their forecasts at the time they are made.

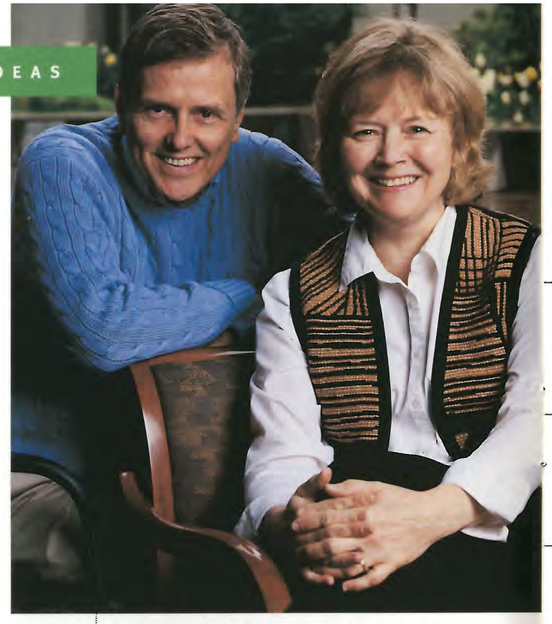
"Experts have a tendency towards over confidence," says Tetlock. "There is a very tricky balancing act here: many organizations want can-do enthusiasm but they need to recognize that an unfortunate by-product of that enthusiasm can be rigidity and tunnel vision."

He also examines what happens when experts are wrong and how willing they are to change their minds. "People come up with lots of justifications for holding on to their beliefs when the unexpected occurs. But they are quick to claim credit for their predictive successes."

One focus of his current work is on developing methods of identifying people who are skillful at updating their own beliefs. He also develops training exercises that assist people in becoming more constructively self-critical of their own thought processes. "Self-correction is a skill that can be cultivated."

Next year, Tetlock will teach the undergraduate organizational behavior class and a Ph.D. seminar. In the long term, he plans to develop an MBA elective on common errors and biases in human reasoning and on competing models of how to set up organizations to correct those errors.

Prior to joining Haas, Tetlock was the Harold E. Burtt Professor of Psychology & Political Science at Ohio State University. Tetlock holds a Ph.D. in psychology from Yale University, an MA in psychology from the University of British Columbia, and a BA from the University of British Columbia.



New Haas School faculty members Professors Philip Tetlock and Barbara Mellers apply their expertise in psychology to business problems.

In Haas **Prof. Barbara Mellers'** work on decision-making, she endeavors to go beyond people's stated reasons, to find out what factors influence why and how people make choices. She brings over 20 years of experience in the study of individual decision-making, judgment, and choice to her research at Haas. "I am interested in how people make judgments and decisions – their strengths, their weaknesses, and how they can do better," says Mellers.

Mellers' focus on psychological models of decision-making, the effects of emotions on judgment and choice, and perceptions of fairness has led to work that can be applied to different areas of business. Because of this, at Haas she joined both the Marketing group and the Organizational Behavior and Industrial Relations group.

Mellers' work in marketing focuses on understanding and predicting consumer choice. "Consumers make many of their choices based on anticipated emotions about future experiences," says Mellers. To examine consumer choice she has found that modeling the process helps make it understandable. "I have tried to develop mathematical representations of simple processes that can be tested in both natural and experimental studies."

The very act of observation and modeling can also become a factor in these studies. Mellers' research has investigated "nuisance" factors in conducting her studies. These include: "context effects" – how the surroundings affect the subject's response and "response model effects" – how the questions being asked in the study can affect the responses to the questions.

In organizational culture she finds emotions play a leading role as well. "In organizations, the success or failure of a business depends on the ability of leaders to communicate emotional goals, create emotional climates, and manage emotional conflicts," says Mellers. She is developing psychological models of fairness and people's perceptions of fairness.

Mellers' return to the faculty of UC Berkeley comes after a six-year stint at Ohio State University. She was previously in the UC Berkeley psychology department for 14 years. Mellers holds a Ph.D. and a MA in psychology from the University of Illinois, Champaign-Urbana, and a BA in psychology from UC Berkeley.

Mellers is a consulting editor for the Journal of Experimental Psychology: Learning, Memory, and Cognition; Psychological Review; Psychological Bulletin; and the Journal of Behavioral Decision Making. She is also on the publications board for the Judgment and Decision Making Society.

At Haas Mellers is teaching a freshman seminar on judgment and decision making and an undergraduate introduction to marketing course.

Learning from the Boom:

Five Lessons From the 90s

An excerpt from the new book, *The Fabulous Decade: Macroeconomic Lessons from the 1990s,* by Haas professor Janet Yellen (below) and Princeton professor Alan Blinder on the economic boom of the 1990s.



Straight from two policy-makers who were there, *The Fabulous Decade* is an insider's view of the key economic policies that shaped most of the 1990s. Their book provides the necessary historical framework for examining this period of unprecedented economic growth and learning from it.

The Fabulous Decade began around 1992 or 1993 under a set of propitious circumstances: the process of restoring fiscal probity was in train thanks to the 1990 budget agreement, monetary policy was pressing firmly on the gas pedal, many American industries had been profoundly restructured, and the economy was growing nicely. Fortunately, US policymakers, led by Bill Clinton and Alan Greenspan, were wise enough to capitalize on this opportunity by continuing the fiscal consolidation and by maintaining extremely loose monetary policy until early 1994. Operating in tandem, this combination of promised fiscal tightening and loose money not only gave GDP a boost but also shifted its composition strongly toward investment.

Once the economy had built up enough forward momentum, the Federal Reserve expertly removed its foot from the accelerator and applied it to the brake – but lightly enough to achieve the proverbial soft landing in 1995. This successful bit of fine-tuning marked a departure from historical norms: most previous episodes of monetary tightening had ushered in recessions. While undoubtedly skillful, the Fed was also lucky that no major shock came along in 1994-95 to spoil its attempted soft landing. Folk wisdom holds that "I'd rather be lucky than good." The Fed was both.

Starting in 1995-96, the US economy was blessed by a series of favorable supply shocks that no one could have anticipated. Foremost among these was the acceleration of productivity – the arrival of the much-heralded New Economy. By conventional definitions, labor productivity stems from two sources: technological advance and capital deepening. Both were in overdrive in the late 1990s. Part of the capital deepening can be attributed to the change in the policy mix – after all, higher investment was the basic goal of the tight budget/easy money mix. But the boom in information technology probably contributed much more to both total factor productivity growth and capital deepening (by lowering the cost of capital). It also undoubtedly helped power the soaring stock market, which rose to heights in 1999-2000 that proved to be unwarranted.

However, the technology spurt was not the only favorable supply shock. The costs of fringe benefits, especially health insurance, decelerated sharply in 1994 and 1995, moderating wage settlements and perhaps shifting the Phillips curve. The dollar soared from 1995 to 1998, driving down import prices. Oil prices declined steadily throughout 1997 and 1998. And, on top of all this good news, data revisions raised the real growth rate and reduced the measured inflation rate, making appearances even better than reality – which was good enough.

Favorable supply shocks like these allow a nation to enjoy some combination of lower inflation and faster real growth. Importantly, the Federal Reserve – whether by design or by accident – took a good deal of the largesse in the form of faster growth and lower unemployment. This it did mainly by forbearance, rather than by easing monetary policy. In fact, the Federal Open Market Committee (FOMC) held the funds rate virtually constant from January 1996 until September 1998.

Many of these positive developments – especially the faster growth and the booming stock market – also contributed to the remarkable turnaround in the federal budget position: from a unified deficit of $164 billion in fiscal 1995 to a surplus of $236 billion by fiscal 2000.

Five Lessons for Policymakers

Perhaps the most obvious lesson from this period is that it is smart to be president of the United States or chairman of the Federal Reserve Board when large, favorable supply shocks come along. But that is not a very useful piece of advice. What other lessons can future policymakers glean from the Fabulous Decade? We would like to call attention, somewhat tentatively, to five.

Lesson 1 is the well-known point about the monetary-fiscal policy mix that we have made several times: tight government budgets and (relatively) easy monetary policy can create a pro-investment macroeconomic climate by holding down real interest rates. The resulting high rates of investment should then push up productivity and real wages. Economists have been preaching this gospel for decades. And it all seemed to work out according to Hoyle (actually, quite a bit better) in the United States in the 1990s, when the 1980s mix of tax cuts and tight money was finally and decisively reversed.

But did the policy mix really drive the investment boom of the 1990s? Our two macroeconometric models are doubtful. One major reason is a channel that textbook presentations often leave out: while lower interest rates stimulate investment spending, they also boost stock market values – which in turn spur consumption (via the wealth effect) more than investment. (This is only partially offset by the fact that higher stock prices lower the cost of capital to firms.) Specifically, when we simulated the effects of tighter budgets – balanced by easier money to hold the time path of unemployment constant – most of the rise in government saving was cancelled out by lower personal saving, leaving the investment share of GDP up only slightly. The main impetus to investment, it appears, came from the surge in productivity. The underlying reality, however, is probably messier than the models recognize. For example, while faster productivity growth undoubtedly spurs both more investment and faster GDP growth, just as the models say, a rapidly growing, high-investment economy probably also speeds up (embodied) technical progress. Why else did the explosion in information technology – which was, after all, a world-wide phenomenon—yield such rich productivity dividends in the United States, but not in Europe or Japan?

> *"Indeed, we nominate Greenspan as the greatest fine-tuner in history ... Successful fine-tuning requires a blend of luck and skill that may well be rare."*
>
> *-The Fabulous Decade*

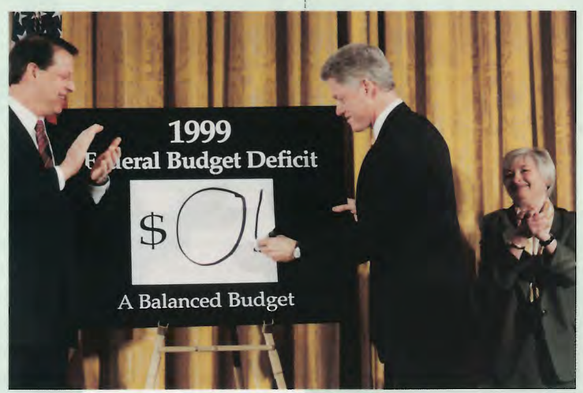
Lesson 2 is related: what we normally think of as "contractionary" fiscal policy need not harm economic growth. One reason is implicit in what we just said: expansionary monetary policy can offset any demand-reducing effects of budget cuts and tax hikes. But the 1993 budget agreement appears to have done more than that; it seems actually to have spurred the growth of aggregate demand even with no easing of monetary policy. The bond market, it appears, did the work for the Fed, as declining expected future deficits pulled down current long-term interest rates.

But "need not" is not synonymous with "will not." We argued earlier that a particularly fortuitous set of circumstances, market psychology, and design features of the budget agreement combined to ignite the 1993 bond market rally. We would not bet that this constellation can be replicated regularly, and hence we would not bet that all (nor even most) fiscal contractions will be expansionary. Still, under the right circumstances, the trick can be pulled off. And it appears to have been done in 1993.

Lesson 3 is also one that we advance rather tentatively. In considering the experience of the 1990s, we are impressed by the fact that well-designed fiscal policy rules can effectively constrain spending – and apparently did so in the United States. The Budget Enforcement Act of 1990, with its spending caps and PAYGO (pay-as-you-go) procedures, is the most important

example in this history. When it replaced the ill-conceived Gramm-Rudman-Hollings rules, things started to fall into place. Nonetheless, it must be admitted that even well-designed rules can outlive their usefulness.

Having briefly extolled (good) rules, we hasten to add that the Fabulous Decade seems also to have resurrected an idea that most economists thought had died in the 1970s. Our **Lesson 4** is that it now appears that fine-tuning is at least possible. If not, we would like to know what Alan Greenspan has been up to since 1992. Indeed, we nominate Greenspan as the greatest fine-tuner in history. Once again, however, a caution is in order: to declare that something is possible is not to assert that it can be done easily or regularly. Successful fine-tuning requires a blend of skill and luck that may well be rare. (We would also argue, perhaps controversially, that greater transparency helps make fine tuning work. Since 1996, the markets have developed a better and better understanding of what the Fed was up to. In consequence, it was often said that long-term interest rates were "doing the Fed's work for it.") Alan Greenspan has had both, in abundance; others have had neither. And some people feel that even Greenspan's luck may have run out in the Fed's 1999-2000 tightening cycle, which went too far, according to some critics.



Yellen appeared with President Bill Clinton and Vice President Al Gore at the 1999 press conference to announce the elimination of the budget deficit.

Furthermore, nothing in the history of the 1990s makes us at all optimistic about the feasibility of fiscal fine-tuning – the sort of thing that Walter Heller (1966) preached and tried to practice back in the 1960s. At least in the United States, the federal budget-making process looks extremely cumbersome, highly politicized, and not terribly responsive to economic logic. It is not for naught that Congress has shackled itself with rules. Among economists, there is an evolving tacit consensus that demand management should be left to monetary policy while fiscal policy is used as a long-run allocative tool – although the Bush administration is fighting this consensus at present as it tries to sell a large income tax cut on stabilization-policy grounds. (This is slightly odd, since the Bush tax proposal long predates the economic slowdown and was not designed to alleviate it. For example, the amount of tax cutting in fiscal years 2001 and 2002 is small.) Without elevating this principle to the status of a commandment, for we must allow for exceptions, we agree that monetary, not fiscal, policy should carry most of the stabilization burden – at least in countries that have independent and capable central banks.

And that leads us to **Lesson 5**: to achieve good macroeconomic outcomes, the central bank should have sensible objectives that include aversion to both inflation and unemployment. During the Fabulous Decade, the Greenspan Fed revealed itself to be much enamored of economic growth – much more so than, say, the old Bundesbank or the current European Central Bank, with its mandate to pursue price stability only. It is true that the favorable supply shocks of the later 1990s cut the FOMC a lot of slack: even though they allowed aggregate demand to soar, inflation fell. But think about what the Fed did both before and after the good luck period (1996-98). By the fall of 1995, Greenspan had already been chairman of the Fed for eight years, and during that time the inflation rate had been beaten down from about 4 percent to about 3 percent. Does that suggest a single-minded devotion to the goal of price stability? And after core inflation bottomed out at just below 2 percent at the end of 1999, it crept up more than 0.5 percentage point (as of this writing) without any noticeable effort by the Fed to push it back down. (The Fed has been pretty clear that the 1999-2000 tightening cycle was intended to slow the growth rate of aggregate demand to that of aggregate supply, thereby capping inflation – not bringing inflation back to 2 percent.) Headline inflation has roughly doubled, largely because of rising energy prices, and the Fed has essentially swallowed this increase with barely a whimper.

The Federal Reserve's attitudes toward inflation and unemployment – and especially the way it "split" the gains offered by the supply shocks – go a long way, we believe, toward explaining why the Fabulous Decade was so fabulous.



Janet Yellen, the Eugene E. and Catherine M. Trefethen Professor of Business Administration at the Haas School of Business, was a member of the Federal Reserve Board from 1994 to 1997 and then served as chair of the Council of Economic Advisors at the end of the second Clinton administration. Alan Blinder, professor of economics at Princeton University, served on the Council of Economic Advisors in the first Clinton Administration and then as vice chairman of the Board of Governors of the Federal Reserve system from 1994 to early 1996.

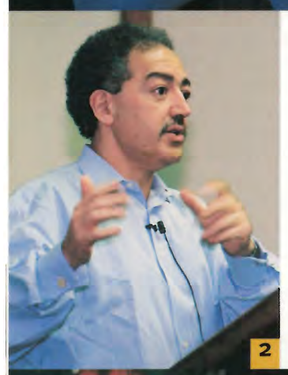
Reprinted with permission from Alan Blinder and Janet Yellen, "The Fabulous Decade: Macroeconomic Lessons from the 1990s" (New York: The Century Foundation Press, 2001).



1A



1B



2

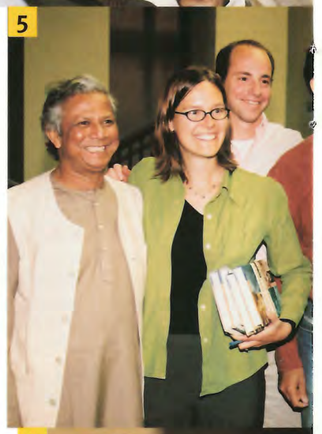
Connected at Haas

ASIA BUSINESS, NEW ECONOMY FOCUS OF CONFERENCES

1A. The theme for this year's Asia Business Conference was "Emerging from Troubled Waters: Turning Crisis into Opportunity." John S. Wadsworth, Jr., advisory director, Morgan Stanley and honorary chairman, Morgan Stanley Asia, took part in the Clausen Business Leader Exchange, a new feature for the conference, which brought together business leaders to discuss issues in Asia. **1B. The sold-out Asia business conference featured a product fair** with the latest electronic gadgets including: Honda's ASIMO (Advanced Step-In Innovative Mobility) humanoid robot; the Civic Hybrid by Honda, which boasts ultra-high fuel economy of 29.5 km/L; and Entertainment Robot America's AIBO, an artificially intelligent entertainment robot designed to coexist with humans. **2. Eric Benhamou, the chairman of the board of 3Com Corporation and Palm, Inc.,** spoke at Haas on Friday, March 15, as part of the Business Faculty Research Dialogue. He discussed the many impacts of information technology on business, stressing that it has "fundamentally changed the way we think about productivity enhancements." **3A. The Haas School's New Economy Forum** brought together business leaders from the technology, venture capital, and financial worlds, distinguished academics, and high-ranking federal policy makers to discuss trends and policy challenges in the new economy. This year William J. Perry (right), former Secretary of the United States Department of Defense, was the keynote speaker. Perry is pictured here with John Chambers, CEO and president of Cisco Systems. **3B.** Pictured from left to right are **John Zysman, professor of political science at UC Berkeley** and co-director of the Berkeley Roundtable on the International Economy; Edward Whitacre, chairman and CEO of SBC Communications; David Lockwood, president and CEO of Intertrust; and Regis McKenna, chairman of the McKenna Group; who were among the distinguished guests at the 2002 New Economy Forum in Silicon Valley. **4. Stan Shih, chairman, CEO, and co-founder of the Acer Group,** Asia's premier PC maker and one of the world's top ten manufacturers, came to Haas on March 11 to address issues of entrepreneurship and innovation in Asia. Shih was the first speaker in the Chang-Lin Tien Distinguished Fellow Lecture Series, which was founded to honor the former chancellor of UC Berkeley. **5. Muhammad Yunus, creator of the microcredit movement and founder of the Grameen Bank,** spoke at Haas on April 19. Haas' International Business Development program has worked with Grameen Bank, a $2.5 billion micro-lending enterprise in Bangladesh, for the last five years. **6. Edward Penhoet, a leader in the San Francisco Bay Area's biotech industry** and dean of the UC Berkeley School of Public Health, won the Lester Center for Entrepreneurship & Innovation's 2002 Lifetime Achievement Award this spring. Penhoet received the award from Chancellor Robert Berdahl and Jerome Engel, executive director of the Lester Center.



6



5



4



3A



3B

News From Your Classmates

Alumni Notes

Undergraduate

1940

William C. Roberts, BS, moved to Spokane, Wash., after serving in the US Marines during World War II. He was a salesman for Pabco, then entered the investment field. He retired from Kidder Peabody. Meanwhile, he stayed in the Marine Reserve and retired as a colonel. He writes, "I married a wonderful girl in Spokane. We've been married over 50 years. Our children and grandchildren are here, and we are enjoying a pleasant retirement. While I've been removed from Berkeley for a goodly number of years, it is still a thrill to see the progress made. From the early '60s on, the university has moved from the diploma returning era to one in which we can proudly voice our affiliation."

1943

Christine Gillis, BS, has spent 40 years in the securities field. She served as vice president at EF Hutton for 17 years and vice president of investments at Dean Witter. She became a registered member of the New York Stock Exchange in February 1963, the NASD in February 1963, and is also a member of the Bombay Stock Exchange (BSE), The Securities and Futures Authority (SFA) and the Securities Investor Protection Corporation (SiPC). She was the founder and president of Women Stockbrokers Inc., the first professional group for women stockbrokers. Currently she is part-owner and financial consultant at Brookstreet Securities Corporation. She has twin daughters and four grandchildren.

REUNION 1947 REUNION

Ray Johnson, BS, 1947, see MBA 1948 notes.

1948

Ivan Houston, BS, served on the board of directors of Pacific Bell, Pacific Telesis, Kaiser Aluminum and Chemical Corporation, and 1st Interstate Bank of California. He was a member of the California Chamber of Commerce and retired last year as chairman of the board of directors of Golden State Mutual Life Insurance headquartered in Los Angeles. He served as chief executive of that company, the largest African American insurance company in the West, from 1970 to 1990. Now he is chairman of the board of Golden State Minority Foundation, a nonprofit corporation that provides scholarships and grants to disadvantaged students. He is also completing nine years as a member of the Los Angeles Human Relations Commission and has served three years as president of the commission. During his long career, he served as a member of the Board of both the University of California Berkeley School of Business (the Haas School), the UCLA School of Management (the Anderson School), and the University of California Alumni Association. He earned a freshman track letter in 1942 and a varsity track letter in 1946 and 1947 after returning from Italy, where he served as a combat infantryman with the 92nd (Buffalo) Infantry Division.

1951

Hugh Gordon, BS, has spent 29 years in New Zealand after 20 years of ranching in the San Joaquin Valley. Having enjoyed a varied career in farming, real estate, and retail, he now serves as a volunteer business mentor. He writes, "Retirement at 75 is not an option, so I have taken on a national franchise doing outsource credit control for small- to medium-sized businesses, which I operate from home. My wife does part-time nursing at the Nelson Hospital. We have nine children between us, five grandchildren, and one great-grandchild. We live at Ruby Bay in a super spot on the beach front of Tasman Bay, 35 kilometers from Nelson, at the north end of the South Island. Because we have nothing to do (ha!), we also have a bed and breakfast accommodation – beach-front and self-contained. Special rates to Haas grads! Hello to old Cal friends wherever you are."

1954

Bob Wolff, BS, of Walnut Creek, Calif., is retired from his insurance management job, and spends his time enjoying his nine grandchildren and renting out his lovely Kihei, Maui, condo for $70 a night.

1955

Patricia Boynton Bissell, BS, recently retired and sold her CPA practice. She plans to travel to Southern California and take a late-summer cruise from London to Athens. Sadly, her husband of 45 years died in January from leukemia.

1956

Ronald "Bud" Figel, BS, retired and is living in Denver, Colo., with his wife, Mimi. They have a second home in Breckenridge and enjoy traveling, volunteering, and marketing commercial real estate. They have four grown sons.

1961

After a long and rewarding career as an insurance executive and chairman of Bolton & Company Insurance Brokers, **William Bolton, BS,** announced his retirement, effective at the end of this year. Along with his brother Jim, he built one of the largest independently owned insurance brokerages in the United States. He served as president of the Agent's Association of California and later was elected president of Assurex International, a partnership of the largest independently owned insurance brokerages in the United States. In 1999, he won the prestigious Ramsden-Sullivan Award for his lifelong contribution to the insurance industry. He serves on two insurance company boards of directors. He and his wife, Linda, plan to split their retirement time between La Canada, Calif., and Hayden Lake, Idaho.

Stephen Pace, BS, continues in forced "early" retirement due to a criminal attack in the San Francisco financial district in December 1991 that caused a serious head injury and brain damage. He writes, "By the grace of God, I survived and am fortunate to be able to live a constructive life of volunteer work. Most recently volunteered for the Civil Grand Jury of San Mateo County, which should utilize my previous experience as the manager of corporate internal auditing of Bechtel Corporation." He also served as the "Executive in Residence" for the College of San Mateo Business Department. He enjoys travel, photography, and church work and writes," I am truly blessed with a good wife, Margo Roberts and two grown children, but no grandchildren. Must have forgotten to teach them about that."

1963

Alan Morris, BS, of San Mateo, Calif., writes, "Life is good for the Morris family. Our three children are married, and two have children of their own. Danice and I love being grandparents almost as much as being parents. I'm still working full time as a partner in Harb, Levy & Weiland, LLP, a San Francisco and San Mateo CPA firm."

Steven Okamoto, BS, of Foster City, Calif., writes, "I have just retired from active selling in the insurance industry after 38 years. I have taken my skills to a new endeavor as a planned giving officer with the American Cancer Society. My territory includes Silicon Valley, the Monterey Peninsula, and the state of Hawaii. If you've put the American Cancer Society in your wills or trusts, would you please let me know?"

1965

Frederick Wilmar, BS, see MBA 68 notes.

1966

Philip Nicholson, BS, see MBA 1968 notes.

REUNION 1967 REUNION

Ron Duckhorn, BA (economics), see MBA 1971 notes.

1972

Glenn Carlson, BS, of Las Vegas, Nev., writes, "Thirty years after graduation I find myself an airline pilot with eight years to go. The time off, a big plus in my career, has allowed me to own a publishing company and write three books. If it interests you, look up www.watoshpublishing.com and check it out. I was also an ostrich rancher for seven years, a goat rancher for four months, and a cattle rancher (one steer). I taught my 19-year-old son to fly. I own a flying boat (amphibian) and travel to unique "splash-ins" around the country. I still play the

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at www.haas.berkeley.edu/alumni
to sign up for a Haas forwarding e-mail address,
to update your mailing address,
and other contact information.

UP CLOSE

An Absolut Leader: Haas Alum Takes the Helm at Absolut Vodka



Bengt Baron, BS 85, MBA 88, President, The Absolut Company, Stockholm, Sweden

Bengt Baron, BS 85, MBA 88, is enjoying a warm spring this year in Stockholm and looking forward to celebrating the the midsummer holiday by the shore with family. Since the fall, he has been working hard to learn all he can about the company that he now leads, Absolut Vodka. "Absolut has been such an amazing success story since 1979," says Baron, who was named president last December. "Now, I am trying to draw out the essence of the business and learn its history, while at the same time figure out how we can take it forward."

Baron made his path from UC Berkeley to Absolut by way of a few well known brands and, like many others, trying his hand at the Internet. After graduation he joined McKinsey & Co. Three years later he left consulting and worked for a series of consumer product companies; Coca-Cola Co.'s Stockholm operation, AB Frionor (a Norwegian frozen seafood company), and Kodak (in the Nordic region and the Baltics). "My Berkeley MBA gave me a solid foundation to take on business challenges of various sizes and shapes," says Baron. "Even though education cannot always give the answer, it can provide a methodology to approach the issue."

In November of 1999 he heard the siren song of the Internet and joined StepStone AS, an Internet-based job posting board. "The way that I figure it, I am probably too old to ever fully understand the Internet, but I am too young to be able to ignore it for the rest of my life," says Baron. As director of the Nordic Region, Baron helped the company grow from serving 4 countries to having a pan-European presence and a successful IPO. The company is still going strong, and it was only the lure of Absolut that convinced Baron to leave StepStone.

The number 2 vodka worldwide, Absolut is available in 125 countries, but all of the vodka is manufactured in one factory in southern Sweden. Absolut has a large market share in Sweden, but the sheer size of the market in the US makes the US its primary market. "I'd been doing quite a bit with marketing and sales for brands and consumer goods," says Baron. "There are not too many international Swedish brands and I have spent a lot of time in the US, which is Absolut's strongest market. So it was a combination that I couldn't turn down."

During his time in the US, Baron made his mark at Cal and in the Olympic Games. He won two Olympic medals, a gold and a bronze, swimming for the Swedish team in the 1980 (Moscow) and 1984 (Los Angeles) games. His wife Agneta, BS 85, also earned an Olympic silver medal. At this point, daughters Cecilia (10) and Linda (7) are both avid swimmers. "They are playing around with a lot of things right now, they need to find something they can enjoy," says Baron. "Hopefully its not swimming so there won't be so much pressure on them."

Baron looks fondly back on his time at Cal, although his first night in the states was a bit hair-raising. "It was a Friday night and we figured we would go out and do some shopping for the next morning's breakfast," says Baron. "You know how you feel after being awake for 30 hours of travel? We came out of our apartment and instead of taking the left turn we should have, we took the right turn. We walked straight into People's Park. That was a culture shock. But then the next morning we woke up and saw blue sky and looked over the bay towards the golden gate and thought — eh not too bad."

Now that he heads a vodka company, he does offer one bit of advice on which flavor to choose, "I am a citron guy. Try citron and tonic. It's excellent."

violin and practice TKD (Korean Karate) to stay reasonably in shape. Retirement is always on my mind, and I have so far been blessed with an interesting life. I wish there was some way that I could get in touch with my Erwin Hall mates. Thank you Cal for a great beginning."

1974

Edward Bell, BS, see MBA 1983 notes.

Karen (Lee) Chin, BS, and her husband, Gene Chin, are pleased to announce the arrival of their fourth child, who was adopted from China. Kasey (6) became a new sister to Justin (15), Rebecca (13), and Gavin (8) on November 14, 2001. Karen is the executive director of finance at Venture Law Group in Menlo Park, Calif. Even though she has been there almost five years, she is still not used to being so close to Stanford!

1978

Barry Epstein, BS, was recently elected to the Management Committee of Fitzgerald, Abbott & Beardsley (FAB), California's oldest full-service law firm (established in 1883). He also continues to chair the firm's Environment, Natural Resource & Energy practice group. He writes, "The Julia Morgan School for Girls, the East Bay's first all-girls middle school, which I helped to found several years ago, will have its first graduating class of eighth graders in June – my daughter among them. The school has been phenomenally successful."

Greg Overholtzer, BA, see MBA 1981 notes.

1979

Ray Karno, BS, moved back to the Bay Area from Los Angeles just before the 1989 earthquake. He writes, "Coincidence? Perhaps. For the past three years, I've been a sales consultant for Administaff, a Fortune 500 company that provides complete employee administration and HR services to small- and medium-size businesses. Since 1996, I've been living in a wonderful old home in Montclair (Oakland Hills), and I've been able to enjoy many of the events held at Haas. Never married and no kids. I'm still searching with all my might; at least I managed to find the world's greatest dog!"

1980

Aziz Khatri, BS, of Alameda, Calif., sold his flourishing copying and printing business in 2000. After a long break, he has decided to partner with Brian Hardy at Resource Decision Systems International. Along with database consulting, RDSI has developed a line of desktop and online software products. Aziz has taken the challenge of taking RDSI to the next level of success. Aziz can be reached at aziz@rdsinternational.com, website: www.rdsinternational.com. His wife, Pinky Khatri, has finished her second degree in architecture and is looking forward to working with low-income housing projects. Daughter, Soni will be going to Northwestern University to study journalism, and my son, Samir, is a freshman at Alameda High.



Aziz Khatri, BS 80

1981

Charles "Chuck" Rashall, BS, of Hillsborough, Calif., has been semi-retired since 2000, having spent 20 years working in senior marketing, consulting, and sales roles. He last served as chief marketing officer for AltaVista. Prior to that, he was chief brand strategist/partner at CKS (USWeb/CKS) and executive director at Landor Associates. Prior to Landor, Charles earned a dual MBA/MS International Studies/Chinese at the Lauder Institute, a joint program with the University of Pennsylvania and The Wharton School. Before grad school, he worked in sales and marketing management at NCR. Charles recently attended cooking school in Paris and enjoys entertaining at home with his girlfriend, Taissa. He also plays drums and is an avid swimmer, biker, skier, and sports enthusiast. He also consults on branding, marketing, and Internet issues and lectures to companies and university classes through his firm, BrandAdvisors.

REUNION 1982 REUNION

Jeff Davine, BS, of Los Angeles writes, "I've been married for 11 years, and we have two children, Emily (7) and Matthew (15 months). I graduated from law school at UCLA in 1985. After spending almost four years at the IRS as a special assistant US attorney, I joined my current firm, Mitchell Silberberg & Knupp LLP, where I am a partner practicing in the tax department. I really miss the Bay Area and especially Berkeley."

Sharon Gerber, BS, of Sacramento adopted her daughter Rebekah (now 8) on February 16, 2001. Sharon, a vice president for Wells Fargo, is the bank's community development manager for Northern California.

Anthony Reid, BS, of Kirkwood, Calif., writes, "After graduation I spent the winter skiing in North Lake Tahoe at Squaw Valley and Alpine Meadows. Little did I know that my five months of fun would lead to a lifestyle-based career. After returning to the Bay Area, I spent 2 1/2 years at Deloitte, Haskins, and Sells with winter weekends spent commuting to Squaw where I was on the Ski Patrol. One night in early 1985, I was at a party where I met the president of Squaw Valley who casually indicated that the company was looking for someone for its accounting department. A few months later I launched what has now been a successful 17-year career in the ski business as the assistant controller for Squaw Valley Ski Corporation. A year later I was promoted to controller and eventually director of finance. In 1997 after 12 years at Squaw, I was recruited away to my current position of senior vice president and chief financial officer of Kirkwood Mountain Resort, where I'm actively involved in all aspects of the resort's operation and development. Commuting on weekends has come full circle as I now spend most weekends heading west to race bicycles or to go to various Home Depot-type stores to pick out materials for the house I'm building here in Kirkwood."

1983

Wendye Robbins, BS, of San Carlos, Calif., writes, "I completed medical school at the Medical College of Pennsylvania in 1990, followed by a residency in anesthesiology and a fellowship in pain management at the Johns Hopkins University Hospital in 1995. From 1995 to 2000, I was an assistant professor of anesthesiology at UCSF. I founded a life sciences company in 1998, NeurogesX, dedicated to the development of therapeutics for the treatment of sensory fiber signaling disorders. NeurogesX recently completed Series B fund raising, has three drugs in clinical trials, and a team of 22 and growing. I am also happily married and a mother of three wonderful children. I volunteer at my children's schools. I am boarded in anesthesiology with 'Added Qualifications in Pain.'"

1984

Edmund Fong, BS, of Sunnyvale, Calif., writes, "After 10-plus years working for large companies like Lockheed, GTE, and Seven Up in various MIS, financial, and administrative positions, I decided to join a dot-com, Mobilink Telecom Inc. of Santa Clara, in November 1999 after my Cunningham Hall roommate (BS physics) asked me again to join. I rejected his 1997 invitation by commenting, 'I think I have heard of a company that does what you describe the startup is trying to do – it's called Motorola.' I am about to leave for my first vacation in about three years for Death Valley to be out of cell phone range. As the operations facility supervisor, I get calls from the locations I help set up in Irvine, Calif., and Middletown, N.J., from six vice presidents, and an alarm company in the middle of the night. I am pleased to report that my dot-com makes a real product, and my stock options will soon be in the money. In my personal life, I am divorced from the current fitness manager of the Newark campus of Sun Microsystems. I completed the UCB Extension certificate in project management a few years ago and need the final course for the UCSC Extension certificate in network management. On March 25, I will use one of my favorite charities, the American Cancer Society, to acknowledge the female employees in our headquarters location with daffodils. My email address is edfong@alumni.haas.org."

Doug Galen, BA (economics), see MBA 1988 notes.

John Miller, BS, is CFO of the largest East Bay commercial insurance broker. He has a great time on and off job, with two children and a house in the country in Pleasanton, Calif.

1985

Maggie (Hurt) Baker, BS, of San Francisco writes, "I am currently a partner at Ernst & Young LLP in San Francisco and have four wonderful men in my life: my husband, Joe (1984), and my sons: Timothy, Matthew, and Christopher. I have been very active in recruiting at Cal over the years and continue to be an avid Bear Backer!"

Pamela (Worsnop) Gleeson, BS, writes, "I am currently a product director for an ophthalmic pharmaceutical company in Napa. My husband is in the wine business (hence the Napa location), and we have two sons, a 3-year old and a 7-month old. Life is hectic but great!"

Doug Schuler, BS, of Houston, Texas, helped to found Fundación Castillo, a Spanish language school in Costa Rica. The school offers immersion courses in Spanish and conducts community outreach projects. He writes, "If you want to improve your Spanish – and visit beautiful Costa Rica – check them out on the web: www.fundacioncastillo.org."

1986

Mark Freed, BS, is a manager in the finance group's tax department at Intel Corporation in Santa Clara, Calif. He is responsible for transfer pricing and two consulting teams. Mark is pursuing a Masters of Tax from Golden Gate University, which will complement his MBA from Michigan. He has been with Intel for 10 years, and he and his wife and their two children live in Menlo Park. Each holiday season, he helps collect gifts from his department and delivers them to the Children's Shelter of Santa Clara.

Dori King (Dori Ann Barry), BS, of Santa Monica, Calif., writes, "I left Nike human resources last year to teach elementary school in South Central Los Angeles. I love teaching. My husband, Maurice, and I have been married 15 years and have lived in the Bay Area, Los Angeles, Ohio, and Oregon. We have two boys, Brennan (12) and Patrick (7).

REUNION 1987 REUNION

Tracey (Hoskinson) Lewis, BS, of San Jose, Calif., writes, "I've been working at Cisco Systems for 3 1/2 years now as a senior marketing manager for Service Provider Solutions. I've been happily married for seven years to my husband, Dave, and we have two darling daughters. Cassie will be 4 in June, and Michaela will be 1 in April. We spend our free time with family and traveling to fun locations like Mendocino, Half Moon Bay, Monterey, and Lyon, France!"

1988

Rob Baron, BS, writes, "I'm currently working on the corporate derivatives desk at Salomon Smith Barney in San Francisco and living in the Oakland Hills with my wife, Michelle, and 2-year-old daughter, Rebecca. We're also expecting a boy in June!"

Scott Davis, BS, see MBA 2001 notes.

1989

Rich Pearson, BS, see MBA 98 notes.

Jojilyn (Gonong) Siegel, BS, of Issaquah, Wash., writes, "My husband, Mark, and I finally made the decision that I would retire from the work force and take on the huge challenge of being a stay-at-home mom. I worked for Costco Wholesale in the financial reporting department for 11 1/2 years and as of February 1, 2002, I now 'work' for my two children, Matthew (5) and Emma (3). So far, my new job has been extremely rewarding and definitely worth the 'pay.'"

Marci (Bratman) Zaroff, BS, lives in Boca Raton, Fla., where she founded and runs Under the Canopy, a national mail order company of Eco-fashion® for women, men, and children. She has two children, Jade (4) and Mason (7).

1990

Althea Kippes, BS, of San Francisco practices employment law and is an adjunct professor at Golden Gate University School of Law. She teaches a seminar entitled, "Animal Law."

Jacqueline "Jackie" Deschaine O'Brien, BS, was recently married and moved to Pleasant Hill, Calif.



James Finnen, BS 91, his wife, Elsa and newborn baby

1991

James Finnen, BS, of Austin, Texas, and his wife, Elsa, had their first baby. Alexa Marie Finnen was born March 19. She weighed in at almost 6 pounds and was 19 inches long. Both she and her mother are doing fine. James earned his MBA from the University of Texas in 1996 and is a market manager for IBM, with responsibility for worldwide developer relations.

REUNION 1992 REUNION

Karen (Pearson) Dailey, BS, has been working for Adobe Systems for seven years and is a business development manager for education sales. She was

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married in 1996 to Steven Dailey, and they have two sons, Alex (4) and Lucas (16 months). She has been playing both women's and co-ed soccer in the Silicon Valley Soccer League in Palo Alto for six years. She and her family will soon leave Pleasanton and move to Granite Bay, Calif.

Aaron Martinez (Ernest Aaron Martinez), BS, is a certified financial planner with his own practice in Beverly Hills, Calif. He specializes in helping professors and staff at USC with financial planning and tax preparation.

Rick Schultz, BS, of Belmont, Calif., runs a software product marketing group at Sun Microsystems, with responsibility for driving the Sun ONE strategy across the company. He's been in the software business for seven years, after developing his technical skills in Boalt Hall's IT department from 1993 to 1995 and then getting his start at Oracle. He and his wife, Lara, live in Belmont and are proud parents of Jacob Benjamin Schultz (21 months). A lifetime hoops fanatic, Rick also volunteers as a youth basketball coach at the local YMCA.

1993

Juan Barrera, BS, writes, "I am an assistant vice president for Foothill Capital Corporation in Santa Monica, Calif. I work in the syndicated finance division and oversee a $500 million portfolio of middle-market commercial loans. Life is good in Southern Cal!"

1995

Adrian Chua, BS, and fellow Haas alum, Ronald Mahabir (BS 96), co-founded Round Hill Capital Partners (www.roundhillcap.com), a boutique real estate fund management firm based in Tokyo, in 2001. Round Hill has raised and invested its first fund, and is currently raising its second fund to continue its opportunistic investments into the small- to mid-cap segment of the Japanese real estate market.

John Harkavy, BS, of Philadelphia, Penn., spent about 2 1/2 years with Coopers & Lybrand before moving on to an internal consulting role with Mervyn's. He began his MBA at Wharton in 2000 and will graduate with majors in finance and strategy.

Evan Kyono, BS, of San Francisco is a manager in Enterprise Risk Services at Deloitte & Touche.

1996

Mark Lazar, BS, was named CFO of VersaTel Telecom International NV in Amsterdam. Previously, he was vice president for corporate finance and investor relations. After graduation from Haas, he went to work for Lehman Brothers in New York. He returned briefly to the San Francisco area for a stint with private equity investment company Gryphon Investments before joining VersaTel.

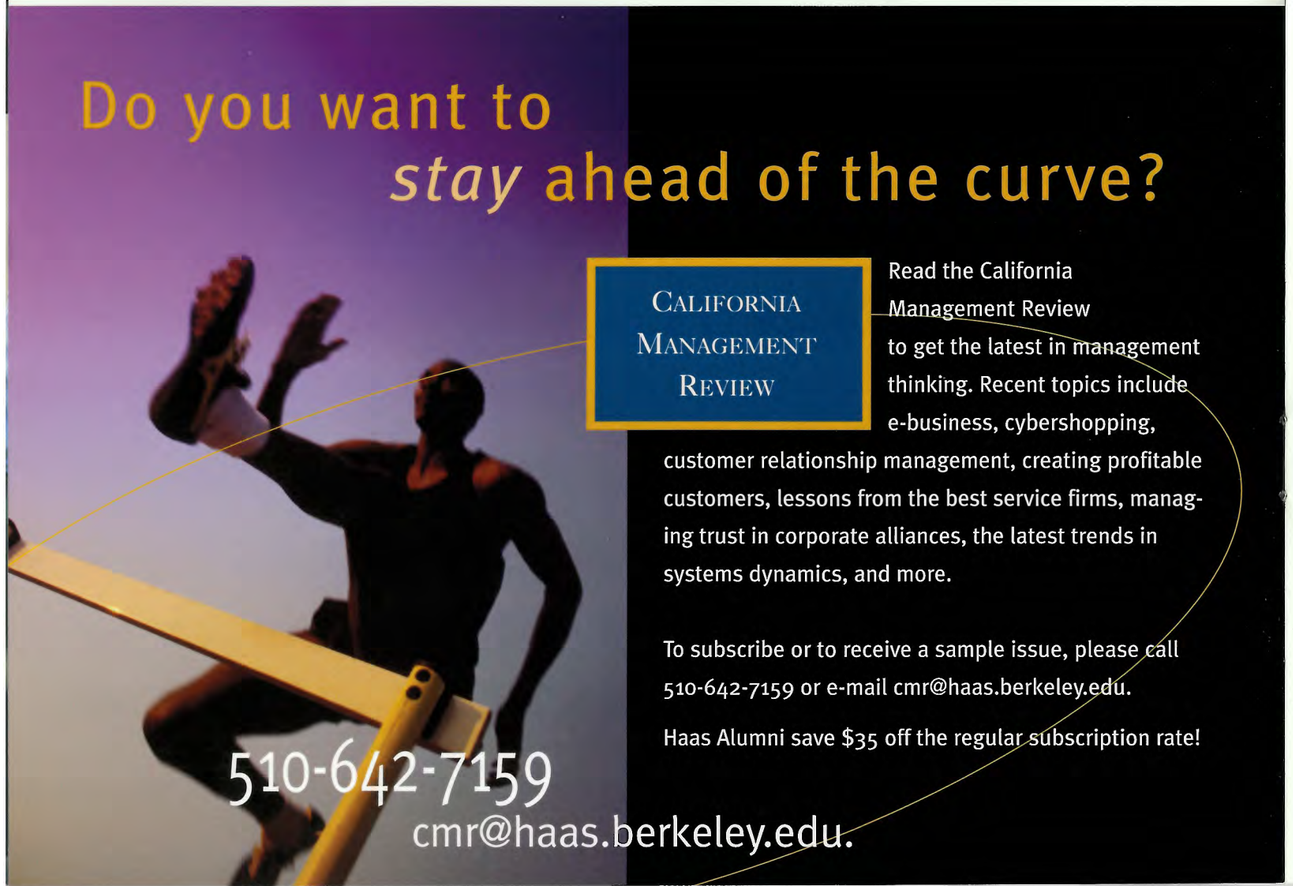
Carrie Lo, BS, of San Francisco writes, "In April, I participated in a one-month exchange program to Argentina sponsored by Rotary International. I visited Cordoba and surrounding towns in the Las Pampas area. Because of my investment banking and entrepreneurial background, I had the opportunity to meet with local financiers, entrepreneurs, and policymakers to examine the challenges faced by the private equity market."

Cindy Wong, BS, completed the Leadership Development Program at Pacific Bell/SBC Communications Inc. and took an extended leave of absence to attend the Wharton School at the University of Pennsylvania. She is expected to graduate with her MBA in May 2003.

REUNION 1997 REUNION

Jinnhua Su, BS, writes, "After graduation, I was a Peace Corps volunteer working in small business development (Nicaragua 97-99). Currently, I am a first-year law student at the University of Minnesota in Minneapolis. I will be studying and working in Hong Kong this summer. jinnhua@yahoo.com"

Elaine Wong, BS, of Burlingame, Calif., writes, "I'm getting married on June 22 and will thereafter be Elaine Jun!"



1998

Jerry Lin, BS, of Houston, TX, writes that he co-founded, Innerwerks a multimedia application development, system integration, and networking in 1996. He went on to found ColoWATCH, a global managed service provider, where he still serves as CEO, in December 1999. "I am currently living between Houston and San Francisco. I travel to Asia roughly 8 times a year on business. I am engaged to my dear Lisa, with two babies. Yoshi in SF (a 4-year-old, 115 pound Samoyed), and Nikki in Houston (an 11-month-old Rottweiler that can pull 115 pounds). I am also helping out as much as I can with Tzu-Chi (http://www.tzuchi.com.tw/english/Default.htm) and charity organizations."

Jerome Sierra, BS, of Los Altos, Calif, writes, "I am a new dad with a 1-year-old son. Christopher started walking one month ago. We are teaching him French, Chinese, and of course English. Professionally, after five years in high-tech product marketing, I started a new career as a mortgage consultant." Email: jeromesierra@lycos.com

1999

Alice Chiao, BS, of Chicago is in the Northwestern MD program.

Stephen Dodson, BS, works for the venture capital group at Advent International, a global investment firm, in Palo Alto, Calif. He focuses on making software investments. "Go Bears!"

Elaine Kan, BS, of Zurich writes, "Gruezi from Switzerland! Spring is in the air, and it is simply wonderful here! After 1 1/2 years with Swiss Re in New York, I am now working with fixed-income investments in Zurich. Plan to be back in New York by September. Hope to hear from some long lost pals: ekangaroo@alumni.haas.org"

Pranav Popat, BS, of Los Angeles writes, "I am still at Dresdner Kleinwort Wasserstein, almost finished with my third year as an analyst in the gaming mergers and acquisitions group. In February, I went to Mumbai, India for the weddings of two close cousins. Pictures are at www.pranavpopat.com"

Randy Ramelb, BS, of Los Angeles is a Marshall School of Business candidate for the MBA class of 2003.

Karen Yu, BS, writes, "Hi alumni! I've left the business world and am on track to receive a Masters in education and a teaching credential to teach secondary school mathematics this June! (Don't ask from where; you don't want to know.) I'd love for you to swing by wherever I'm teaching this coming school year if you get a chance (most likely a high school in San Francisco). Drop me a line at Karen_Yu@alumni.haas.org"

2000

Claudia Cazares, BS, started working for the County of Fresno, Community Development Division in September 2000. She was promoted to analyst II and hopes to enter a management position within the next year. Daughter, Magdalena, is 4, and she welcomed a baby boy, Jesus, on March 21. She and her husband, Jesus, celebrated their 5-year wedding anniversary Jan. 17.

2001

Jerome Fogel, BS, writes, "I am finishing my first year at NYU Law, which has been a challenging and exciting experience. New York has provided a fresh, if not tumultuous, environment. Feel free to contact me if you are interested in learning more about the law school experience."

Cynthia Hwang, BS, is a staff consultant in the Value Solutions group at Andersen in Los Angeles.

David Wallerich, BS, manages technical projects in the Wells Fargo Corporate HR Systems group in San Francisco. He recently moved to a home at Jack London Square in Oakland.

2002

Jane Yoo, BS, writes, "I'm writing this note while in Barcelona, Spain, for a five-week spring break – just one of the many highlights of studying abroad. I'm studying at the University of Warwick in England for my senior year. I definitely didn't think many schools could be as stressful as Berkeley, but I was wrong. English universities have up to 80 percent of overall grades based on the final, and essay-writing is an essential skill here. I've never worked two weeks straight, day and night, writing essays at Berkeley. But it's great being an international student and meeting individuals from all around the world. I have friends from all over Britain, Germany, Sri Lanka, etc. I've been part of the Americas Committee for one of England's largest student-run events, One World Week. I've also been a community action volunteer at the local homeless shelter and have learned how to fence. I will be graduating this summer and actively recruiting by this fall. Wish me luck!"

MBA

MBA 1948

Ray Johnson, MBA, of Bell, Calif., writes, "After my MBA at Berkeley, I obtained a teaching credential at UCLA and then started teaching accounting at Los Angeles Harbor College. After seven years of full-time teaching, I became a college administrator serving as dean of instruction at LA Pierce College for eight years, then vice chancellor of educational planning at the district headquarters of the Los Angeles Community College District. I retired in 1977 as director of college relations and community services. I served as a councilman for the City of Bell for 21 years, as mayor four times, and retired from elective office in 2001. In 1980, I became interested in computer programming and started a business that year providing utility billing services for the mobile home park industry. I terminated this business in 2000 so I could devote more time to family affairs (four children and nine grandchildren). The knowledge acquired at Cal helped in all the activities listed above, and operating a successful business for 20 years enabled me to apply these skills in the practical world."

1965

Allen Lauer, MBA, was recently elected chairman of the board for Varian Inc. Lauer joined Varian in 1965 and held numerous management positions, including executive vice president of its instruments business, corporate vice president of manufacturing, and general manager of two of its business units. He also serves as the current CEO of Varian.



Allen Lauer, MBA 65

REUNION 1967 REUNION

After a university teaching stint and working as a manager at Kodak Philippines Ltd., **Marietta (Picache) Martinez, MBA,** is helping to manage her 55-year-old family business, one of the oldest printing and publishing companies in the Philippines, now on its second generation management. She lives in Pasig City, Manila.



Ron Duckhorn, MBA 71, with Oski

1968

Philip Nicholson, MBA, of Boise, Idaho, writes, "I earned my Ph.D. in 1972 from the University of Washington, taught at Boise State University in business administration, then worked for Hewlett-Packard for several years. I then took a writing timeout and published my first book, Steel Rails and Territorial Tales (Limberlost Press of Boise). It is aimed at western history buffs and railroad enthusiasts, timely for the upcoming Lewis & Clark celebration. I am a project coordinator for the Idaho Division of Public Works. This has been my office for about nine years."

Frederick Wilmar, BS 65, MBA, of Hong Kong was appointed managing director for Hong Kong and Greater China by Drake Beam Morin, an outplacement consulting and career transition services firm.

1971

Ron Duckhorn, MBA, writes, "Our company, the Blue & Gold Fleet (bet you like those colors!) here in San Francisco is working on many environmental/sustainability projects and experiencing a renewed interest in ferry service. I am enjoying the feel of

UP CLOSE

New Intel President Emphasizes Personal Goals of Growth, Integrity, and Making a Positive Difference

Paul Otellini, MBA 74, was named president and chief operating officer of Intel Corp. earlier this year – a convincing indicator of major-league career success and professional distinction. But Otellini has his own personal definition of achievement, one that reveals something of his character.

"Never stop growing. Never compromise on integrity. Make a positive difference," he said in a recent interview.

In fact, Otellini's career path also demonstrates what he considers important in life. His promotion came after a remarkably successful 28 years spent entirely at Intel — atypical for Silicon Valley executives these days, whose resumes are often filled with the names of multiple firms.

"I stayed (at Intel) because I never ceased to learn, or to have a new opportunity to grow," he said. "We went from startup to the largest semiconductor manufacturer in the world while I was working here. It's a pretty hard to beat that in any other place."



Paul Otellini, MBA 74, president and COO, Intel Corporation.

In his new role, Otellini is responsible for overseeing Intel's internal operations, focusing on the development and delivery of new products and technologies, and the efficiency and productivity of the company's business. He now serves in a two-person executive office along with Craig Barrett, who has been Intel's CEO and president since 1998. Media reports have speculated that Otellini is in line to be tapped as Intel's next CEO.

His advice to others who are seeking a career in technology is also telling about his professional priorities: "Be passionate about the products. We are not selling or inventing new kinds of derivative financing – these are tangible products that can change the world."

Haas School alumni had the opportunity to hear Otellini speak at the school's Business Forecast Luncheon in San Francisco on June 14.

As the first non-technical executive the company has chosen as its leader, Otellini rose through the Intel ranks via sales and marketing. Prior to being named to his new position, he was executive vice president and general manager for the Intel Architecture Group, responsible for the company's microprocessor and chipset business. He has also served as executive VP of sales and marketing, where he focused on extending Intel's global presence into emerging markets and making Intel a leader in the use of e-Commerce.

In 1989, he served as an assistant to Andrews S. Grove, then president and now chairman of Intel. Later he took on responsibility for the company's Microprocessor Products Group in 1990 as general manager, leading the introduction of the Intel Pentium processor.

A native San Franciscan, Otellini earned his BA in economics at the University of San Francisco in 1972 before deciding to pursue an MBA at UC Berkeley's business school. "I wanted to go to either law school or business school," he said. "After I graduated from USF, I worked for a law firm in San Francisco for a summer. That convinced me that business school was the way to go for me!"

Working full-time while he was in the MBA Program, he recalls the difficult commute across the Bay Bridge and the DEC PDP-10 the students had for computing – "what a beast." Otellini fondly remembers one of his teachers, Louis Lundberg, who had just retired as Chairman of the Bank of America. "He demonstrated that ethics and integrity could be an integral part of a businessman's character," he said.

Otellini says his MBA education helped him in two ways. "One was the initial 'foot in the door' – remember that in 1974, when I graduated, there was a recession in the US," he says. "The degree helped me get a great starting job. Second, you learn a very thorough analytical methodology at UC Berkeley. We did not have many cases in those days, and instead relied heavily on quantitative analysis and problem solving."

These days, when he has the opportunity to pursue leisure activities, Otellini said he likes to "ski, boat, grow grapes, and curl up with a history book."

Finally, asked to reflect on the attributes of a successful corporate leader, he underscores a few of the most important ones: "I think one must possess relevant competence in one's industry and firm. And the ability to manage well is a pre-requisite for leadership." He adds that "at least in a high tech company one needs to be close to one's products and customers.

"The ability to admit one is wrong and learn is critical," he continues. "And most of all, one must listen to customers, to employees, to markets. The biggest sin is to stay heads down when the world is changing."

managing a small company after years with the Kaiser companies (7) and Crowley Maritime (18). My three kids (two are Cal grads) are all in their 20s and well on their own career paths in teaching and Internet services. I spend as much time as is available on tourism-related boards and associations as well as tutoring underprivileged children in the Marin City school system. So, life is good and I owe much of that to my experience at Cal. Go Bears!"

1973

Bill Perttula, MBA, of Piedmont, Calif., writes, "I finished a three-year term as chair of the marketing department at San Francisco State University in 2001, where I have been for 26 years. In March 2002, I made my fifth annual trip to the University of Paris, southeast of Paris to teach a week of marketing. This year the subject was e-commerce marketing. I combine a few hours of televideo conferencing with the students and a week of in-class contact."

Terry Robinson, MBA is serving full-time as president and CEO of North Bay Bancorp, the holding company for the Vintage Bank in Napa and Solano Bank in Vacaville. He previously served as president and CEO of both North Bay and the Vintage Bank. North Bay Bankcorp is in the process of constructing executive offices near Airport Road in the Gateway Business Park south of Napa. The location will also house the fifth office of the Vintage Bank.

1974

Philip Bradley, MBA, of Boise, Idaho, writes, "I am a co-founder and CFO of ProClarity, a leading provider of business marketing intelligence software and services. 2001 was a very challenging year for the software industry, but ProClarity managed to more than double its revenues between 2000 and 2001."

1976

After commuting for 18 months to Hong Kong, **Stoddard Vandersteel, MBA,** is now focusing on opportunities in the United States and Europe. His company, InterWork, an information technology advisory business, celebrated its 10th anniversary. Stoddard continues his avid interest assisting business managers in creative and profitable uses of technology, when not climbing various peaks around the world. Dorothy, Mariel (15) and Captain, the Airedale, continue to enjoy the sunny climes of Marin. Mariel is advancing towards championships levels of Irish step dancing and is an accomplished Celtic fiddler.

1978

Christine Gray-Smith (Chris Hunt), MBA, relocated to San Diego in June 2001 to join Triad Therapeutics, a private biotech company, as its CFO. Chris, who had spent his entire career in the Bay Area, is working hard, but still trying to find the time to try out the local golf courses.

Jeffrey Jaques, attended, relocated to Reno, Nev., in December 2001 to join Intuit. Previously, he was with S&W Fine Foods in San Mateo for 6 years, Hewlett-Packard in Palo Alto for 14 years, and with Honeywell in Phoenix for 3 years.

1979

Stefanie Lenway, MBA, see 1982 Ph.D. notes.

1981

Greg Overholtzer, MBA, writes, "We had another 'close call' the night of the New Mexico basketball game. Suzy started into labor at about 6 p.m., but we decided to go to the 8 p.m. game anyway (surprised?). By the time we got to the game, the contractions were only about six to nine minutes apart. During the exciting Cal comeback in the second half they were only five minutes apart. We had our whole section sweating for more reasons than one! The labor stopped at about midnight just after we got home. But it all started up again at 2 a.m. and got real serious by 4 a.m. We waited until noon to go to the hospital with contractions coming in regular painful intervals of three minutes. At 3:45 p.m. on Nov. 29 at John Muir Hospital in Walnut Creek, Kyle Mathew was born. Kyle is 7 pounds and 20 inches. He has red hair and looks just like Luke! Mom and baby are doing great."

REUNION 1982 REUNION

Paul Hennessey, MBA, is executive vice president of marketing, research and development for BayGroup International, a consulting and management training firm headquartered in the Bay Area. He says, "We work with major corporations to improve profitability by helping their people negotiate better agreements with customers, suppliers, and each other. I've used what I learned about organization behavior and marketing in the MBA program every day at work, both to make our company more effective and to help our clients." Paul lives with his wife, Susan, and his two children in Piedmont, Calif.



Paul Hennessy, MBA 82

Pradeep Mohan, MBA, of Santa Cruz, Calif., writes, "I am on my third startup – SunKila.com. This one will shake up the world with an Intelligent Visual Stethoscope. All of us aging baby boomers are going to need hi-tech medical tools. I turned 50, got divorced, and went broke, all in one month. Who said life gets dull with time? Besides, aren't you sick of always hearing of the big success stories? My kids Janika (14) and Sunjay (8) love the endless summer of Santa Cruz."

John Mulcahy, MBA, is consulting at Wells Fargo Bank. He is a member of the Society of Security Analysts of San Francisco and is a Chartered Financial Analyst.

Peter Nielsen, MBA, writes, "After 16 years at Fair, Isaac in San Rafael in a variety of project, product, and line-management positions, including five years in the international division, I recently made the move to WebWare Corporation in Sausalito. WebWare is a privately-held firm that specializes in brand resource management software. My position there is vice president of product development. If you're ever in the area and have a craving for fresh seafood by the bay, look me up! The photo is from a recent getaway to Sedona, Ariz."

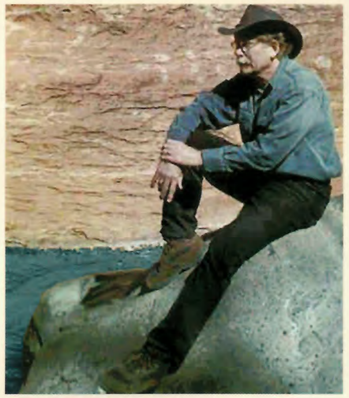
Barbara Ross, MBA, of Albany, Calif., writes, "After 20 years with Wells Fargo Bank, I'll be pounding the pavement starting June 2002. The department I manage is moving to Des Moines following Wells' merger with Norwest. My career has led me through credit and fraud risk scoring and strategy management systems into more general systems management focused on pricing and promotions. I still live in my starter house with my son, and I enjoy the recreational amenities of the Bay Area – windsurfing, snowboarding, and biking. See you out there!"

1983

Edward Bell, MBA, is married to Laurie, whom he met while attending the MBA program. He writes, "We have a 16-year-old son, David, who is a junior at the International High School in San Francisco. Hope he has not inherited my tendency to procrastinate. I have owned and managed Edward Bell Associates, an executive search and contract placement firm, since 1985.

John Bernard, MBA is in the affordable housing business, acquiring apartment projects around California for KDF Communities. He is married with a daughter (12) and lives in Newport Beach, Calif.

Robert Feldman, MBA, of Mountain View, Calif., writes, "I run a small consulting group, called Corona Consulting that provides management services to health care organizations. I've been doing this for about 10 years and have been fortunate to be deeply involved with some great projects and some spectacular disasters. Presently I'm helping to develop some cancer programs in the Central Valley and working with primary health centers located in public schools. My wife, Dana, left her marketing job at Adobe to be at home with our two boys, Max (9) and Sam (5). She's getting pretty tough and is accomplished at carpooling and snacks. I ride bicycles a lot to stay sane, and it almost works."



Peter Nielsen, MBA 82 in Arizona

Reid Linney, MBA, of Alamo, Calif., writes, "My oldest son is now a junior at Cal. I think he's having more fun than I did. He's vice president of Sigma Alpha Epsilon fraternity. I've been a member of the Development Council for a few years now, helping Haas raise money for its Annual Fund. It provides the dean with discretionary funding for special initiatives. I encourage you to give back a little something to the business school. I'll even help make the arrangements. E-mail me at reid.linney@amd.com. Go Bears!"

Judy Vandenberg, MBA, is a docent at the Asian Art Museum.

1984

Cecilia Doty, MBA, writes, "I am happily situated in San Diego with my husband of eight years. I continue to focus on real estate finance in Southern California and am currently the regional director for RBC Builder Finance, a national lender (owned by the Royal Bank of Canada) that targets construction loans for homebuilders only. I miss my buddies from Cal, and hope they are all doing well."

1985

Drew Ellison, MBA, of Everett, Wash., writes, "My wife, Becky, and I have three great kids who are growing up fast. We all love skiing, reading, and praising the Lord. School and church activities keep us really busy. A few years back I bought out my boss and became a small- (but growing-) business owner. Kasil of Fish Company is a leading manufacturer and seller in the gift-boxed smoked salmon industry. I came here from Fortune 500 land and this is a lot more fun!"

After 13 years working in finance, marketing, and communications at Hewlett-Packard and one year as communications director at the Packard Foundation, **Jennifer Kane, MBA,** is working part time as a communications and public relations consultant in Palo Alto, Calif. In addition to paid work, Jennifer and her husband, Bernie Trilling, keep busy creating stimulating learning environments for their 8-year-old daughter and 2 1/2-year old son. Jennifer is also proud to count herself among the Fossils, a group of Haas MBA Alumnae who have been gathering for almost 20 years to share their lives, laughs, and support. Other members of the Fossils are: **Ellen Powell (MBA 85); Janet Briggs (MBA 85); Dana McComber Flynn (MBA 86); Mick Wets (MBA 85); Michelle Zippel Steinhart (MBA 85); Marilee Hansen (MBA, JD 85); Joan Peterson (MBA 84);** and **Kem Courtenay (MBA 85).**

Mauri Schwartz, MBA, recently launched Career Insiders in San Francisco (www.careerinsiders.com), a firm that provides corporate outplacement and career advancement services. Prior to this new venture, Mauri established and managed recruiting departments for startup firms as a consulting director of recruitment after having spent ten years as an IT recruiter/account manager. Previously she enjoyed a successful high-tech career with such companies as IBM, McKesson-HBOC, US Leasing, and Wang. Mauri writes, "I'm counting on what I

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learned at Haas to help me make Career Insiders a success!"

Andrew Westbom, MBA, of San Rafael, Calif., was a manager of software development at Morgan Stanley. He is a volunteer backpack leader with the Sierra Club Bay Chapter Backpack Section and a board member of the North Bay Country Dance Society.

1986

Charlotte Ito, MBA, joined the San Francisco law firm of Howard, Rice, Nemerovski, Canady, Falk & Rabkin as director. Charlotte is a member of the firm's Tax Strategies and Planning Group. She specializes in domestic and international estate and business succession planning for high net-worth individuals, venture capitalists, and owners of privately held companies.

Peter Reiling, MBA, writes, "Last week I saw the convergence of the activities of two Haas MBA alumni, myself and **Patrick Gyimah Awuah (MBA 99)** in Elmina, Ghana, West Africa. I was launching The Africa Leadership Initiative (ALI), a joint venture between TechnoServe, the organization he leads (see www.technoserve.org), The Aspen Institute (see www.aspeninstitute.org) and The Databank Foundation (Ghana). The purpose of ALI is to address Africa's crisis of leadership by creating successive classes of young, high-achieving, community-spirited leaders in each of four African countries in 2002. Patrick was chosen to be one of 20 members of the Inaugural Class of ALI Fellows in Ghana for his ground-breaking efforts to launch the first non-religious private sector university in his home country."

REUNION 1987 REUNION

Dan Aguilar, MBA, writes, "I am senior vice president of Silicon Valley Bank's Premium Wineries Group in Santa Rosa, providing financing and banking services for wineries and vineyards in the ultra-premium and luxury segments of the domestic market. My team is responsible for all portfolio management and business development in Sonoma, Mendocino, and the California Central Coast. My wife, Joan Cathcart, and I live in Sebastopol and just had our first child, Hanna Ariel, in December 2001. Classmates who know my son, Daniel (born June 1987, the month after our graduation!), may be interested to know that he is now a freshman at Berkeley High School. Time flies!"

Roya Shahrokh, MBA, is teaching management and marketing classes in the School of Business and Community Science at Mars Hill College, a beautiful, small private college located in the Blue Ridge Mountains of Western North Carolina. He serves on the Madison County Nonprofits Steering Committee of the Community Foundation. He writes, "Would like to do some consulting work over the summer (hint). Am building a small home in the mountains. Still just me and Rascal enjoying the quiet life."

1988

Doug Galen, MBA, writes, "I am having a great time at eBay running three business lines – real estate, travel, and new business (new areas that eBay expands into). Prior to eBay I was lucky enough to be the third employee of E-LOAN and enjoyed the ride of raising money, building the business, taking the company public, and making it a one of the few profitable Internet companies. Suzy and I have been married for nine years, have a wonderful 2-year-old daughter, and live in Menlo Park, Calif."

Norbert Doerr, MBA, and the whole family (Vanessa, Kristina, Constantin, and his wife, Ilona) will relocate to Johannesburg, South Africa, as of May 1, where Norbert will join the leadership group of McKinsey's South African office.

1989

The Seattle Alums of Haas Class of 89 send greetings and request you stop doing rain dances for them, in this very wet and gray year. **Joyce Robertson** has just joined the University of Washington as director of development/corporate relations for the School of Pharmacy. She left San Diego for Seattle 3 years ago where in her real life she crossed the border into Mexico for tacos and work every day. Now she crosses the other border into Canada for green trees and holidays. Soon she and **Jean Edelhertz** re-connected and found they live 3 miles apart. Jean... the software company guru by day and linguist of French, Greek, Spanish, Dutch, and probably other languages in real life, lives with husband Ted, a real Greek, in a cool craftsman home. Then there is **Rory Dees,** the firefighter by day (works a full 3, that is three days per week), and land baron/developer who in his real life lives with Alice and kids on some huge lot that Rory can build houses on. Rounding off the group of 4 Haas 89 Seattlites is **Stockton Rush,** the entrepreneurial tinkerer/deal maker who works in the wonderful, old charming Norton Building downtown by day and flies planes and raises a family in his real life. Come visit and join the "recent visitor list" which includes: **Dave Bolich, Anne Curran, Sheri Simmons, Dave Smith, Linda Carlton, Joanne Chou and Julie Gabel.** If you come on that 1 blue sky day predicted for the year – you'll never leave.

1990

Michael Bloch, MBA, of Mill Valley, Calif., and Haas 1990 MBA's **Gary Frings and Greg Herrera,** plus Harvard MBA John Peterson, are delighted with the enthusiastic reception to their venture Merador, a consulting firm specializing in business intelligence solutions. Merador provides senior executives with real-time visibility into their key performance indicators. For more information on Merador, please visit www.merador.com. On the personal side, Gary and his wife, Sara, are the proud parents of recent arrival, Gavin, who joined his older brother, Austin, in their new home perched among the clouds in the Berkeley Hills.

Greg and **Andrea Marcone Herrera** (also MBA 90) live in San Mateo and have learned to play zone defense with their three sons: Max, Jack, and Michael. Michael Bloch is still skiing every chance he gets and excited about Merador's winter sabbatical program.

Sharon Cacas, BS 85, MBA, of Saratoga, Calif., writes, "Happy Spring, Haas Alumni! I've been working in Silicon Valley since graduation. I've been living all those case studies we had read during school! I took the meteoric ride with 3Com after graduation – what an experience. It has spoiled me – I had so much fun there. Every single job since then has not measured up at all in terms of people, culture, and most importantly – fun. Three startups later, I decided to work for a more mature company. I work only to support my lifestyle versus my ambitions to reach a specific corporate rank. Plenty of time to do that later. In the mean time, we squeeze a lot of family R&R time. Jesse and I will be married 14 years in July. We have three boys – Alex (9), Nicholas (6), and Jason (1). We have a lot of fun and have been able to balance work and home life quite well. I'm currently at a semiconductor company (IDT) working in its e-business department, primarily focused on designing and developing Web applications. The flexibility of this type of position allows me to participate at school events, to work from home when necessary, and even bug out early on a Friday and catch a matinee. (But don't tell my boss that!) I've always enjoyed reading the Cal Business updates on the Class of 90 so I've finally decided to contribute. Hope this blurb finds everyone in good health. God bless and keep smiling!"

Dori (Vibbard) Ives, MBA, reports that her philanthropy and marketing consulting firm is flourishing in its eleventh year. She designs corporate philanthropy programs for Fortune 100 companies and e-marketing strategies for nonprofit organizations. Married to a mad scientist, Adain Harrison, in 1999, they are busy raising their three kids, (4, 5, and 8) in the San Carlos hills. Dori sends her greetings and reminisces about being able to sleep in during those MBA days.
dorives@aol.com

Bill Iwata, MBA, of Green Brook, N.J., writes, "Lucent was caught in the telecom downturn, and we did a lot of capital raising. Major actions included the $4.1 billion IPO of a subsidiary, two convertibles totaling $3.6 billion, and $6.5 billion of bank lines making the past year frantic and exhilarating. On the family side, our two daughters (9) and (11) are just great kids. Fortunately they take after my wife."

Midori Katsumata, MBA, of Tokyo writes, "It has been almost five years since I moved from a Japanese bank to a US company (General Electric). Time flies! Currently I head up risk management of GE Edison Life Insurance, a Japanese arm of GE's insurance business. I have a diverse group of six professionals (Japanese, Singaporean, African American, and Indian) reporting to me. Coaching and energizing them is a major part of my job these days. I have a feeling that this team will keep my job interesting."

1991

Bruce Kirton, MBA, of Atlanta, Ga., is focusing on the development of media and entertainment vehicles targeting the urban markets. He recently moved back into the city to avoid traffic.

Kelly Klute, MBA, of Concord, Calif., is president of a company that does business opportunities and transfers, valuations, and consulting. He writes, "My family is doing great and staying very active as usual."

Punita Pandey, MBA, founder of netCustomer, writes, "I have been working in close partnership with PeopleSoft in enhancing PeopleSoft's global support. NetCustomer's enterprise support services have brought efficiency in PeopleSoft's expanding product support needs and improved customer satisfaction ratings. Look out for a success story and press release about this partnership soon at www.netcustomer.com."

Atul Sharan, MBA, of Cupertino, Calif., who has been with Numerical Technologies Inc., for 3 1/2 years, is now in charge of all business operations worldwide as senior vice president of worldwide sales and marketing. The company had a successful IPO in April 2000 (Nasdaq: NMTC).

REUNION 1992 REUNION

Bridgitte Backman (Backman-Bocken), exchange student, of Mossel Bay, South Africa, writes, "I am working in the petrochemical sector as commercial equity manager responsible for SME development throughout the whole value chain. Upon my return to South Africa in 1993, I joined the Development Bank of Southern Africa working in development finance. I later joined South African Breweries as corporate affairs manager responsible for corporate marketing, corporate positioning and image, media relations, corporate social investment, and public relations. I was seconded to the Independent Electoral Commission as chief director of communication and information services, and was responsible for the following units: marketing, media relations, internal communication, advertising, call center, press secretariat, and external communication. I serve on the board of a nonprofit organization involved in enterprise development and job creation called the Triple Trust organization. I got married in 1997 and have a 2-year-old daughter, Abigail Iris. Please stay in touch and contact me by e-mail: bbackman@ananzi.co.za"

Don't forget to visit the online community
at www.haas.berkeley.edu/alumni
to sign up for a Haas forwarding e-mail address,
to update your mailing address,
and other contact information.

Jim Demartini, MBA, reports that his wife, Dorota Wasyluk-Demartini, gave birth to their first son, Victor, on November 19, 2001. "He is growing fast and bringing both of us lots of joy."



Victor Demartini born Nov. 2001

Zenda Kuo, MBA, writes, "Back in Hong Kong but married now. Still in the power business but not generating much activity these days."

Dora (Ke) Nathanson, MBA, married Dan Nathanson in October 2000 in San Mateo, Calif. Dora continues to consult in the financial services and e-commerce industries. She and Dan live in Millbrae, Calif.

Marshall Platt, MBA, is a marketing consultant helping nonprofits and businesses reach their target customers through audience research and marketing planning. He lives in Berkeley with his wife, Elana, daughters, Anya and Yael, and son, Ariel, whom 92 classmates may remember as a toddler pushed around in a stroller in Barrows Hall. He writes, "That toddler is now entering middle school! Time flies."

Virginia Rocha, MBA, an architect in San Francisco, is the new business development manager of the Digital Imaging Studio, Dahlin Group. DIS offers computer animation and modeling services for architecture, facilities, and master-planning uses.

1993

Michelle Buckles, MBA, of San Francisco recently joined Ivy Asset Management, a $5.5 billion fund of hedge funds. He works in the New York-based firm's new San Francisco office as a vice president of institutional client development.

Kalman Deutsch, MBA, and his wife, Sharon, have become part-time filmmakers in San Francisco. With the assistance of several actor-wannabe friends, they produced a six-minute mockumentary titled "Behind the Startup: IceVan.com." Loosely styled after VH1's Behind the Music, the short tells of the meteoric rise and fall of a dot-com that offered one-hour ice delivery, tongs, buckets, and other accessories. The film was named an official selection of Sundance's online film festival, and was screened this last January at Robert Redford's Park City event. You can view it online at http://www.tvvillage.com/icevan."



Frank Rockwood, MBA 93

Frank Rockwood, MBA, writes, "My wife (Susan Anderson Rockwood, Haas 89) and I enjoyed our experience at Haas so much that we have settled in Berkeley. We have two beautiful young daughters, Sarah and Mary, that keep us busy and happy. Susan and I started Vectiv Corporation in 1999 when my employer at the time, Transamerica Corporation, was sold to Aegon. We raised $20 million to build the leading store lifecycle management solution that enables leading retailers to better align their store network with their customer base. The company offers software, data, hosting, implementation, and advisory services. In light of our strong affinity for Berkeley, Vectiv is based in Berkeley off the Fourth Street shopping district and currently employs 25 people. Our current customers are Apple Computer, Dollar Tree Stores, and Quizno's."



Yoichi Shiraishi, MBA 93

Yoichi Shiraishi, MBA, of New York writes, "On Sept. 11, I was walking at the foot of WTC, from which my apartment is one block away. My family survived. It was the most

shocking scene I have ever seen. On the career side, I am providing strategy and mergers-and-acquisition advice to Japanese companies doing business in the United States."

Jorge Spichiger, MBA, became the senior head trader for the Spanish bank BBVA in Chile in April. Previously, he held senior trading, sales, and corporate bank positions at Citibank and Bank of America in Chile and Mexico. He has been married since 1995 and has two daughters (4) and (3).

1994

Barbara Burger, MBA, of Benicia, Calif., writes, "After a three-year stint in Houston, where the highlight was definitely meeting and marrying my husband (a native Californian down there on a job assignment), we moved back to the Bay Area with Chevron (now ChevronTexaco). As a result of the merger, I'm working in San Ramon as a vice president in global lubricants. I still try to get in a lot of cycling but swap out my bicycle for running shoes when I'm traveling."

Frédéric Charles, MBA, of Paris writes, "I'm joining Acemis Group, a business consulting firm based in Paris and Luxembourg, as senior manager with responsibility of developing operations in Chinese high-tech parks (business incubators)."



Dave Grannan, MBA 94

Dave Grannan, MBA, stepped aside as president and CEO of Geoworks Corporation (NASDAQ:GWRX), a provider of software design and engineering services to the mobile and handheld device industry, and has been named chairman of the board of directors. He will continue to play a role in directing strategy at Geoworks. Grannan plans on taking some time off to spend with his family before looking for his next opportunity running a high-tech company. He lives in Moraga, Calif., with his wife, Kristen, and children, Zachary (9) and Cydney (7).

Barbara Keszegh, exchange student, writes, "Since April 2000 I have been brand manager, ice cream, responsible for Magnum, Solero, and Cornetto."

Alan Lambert, MBA, writes, "I married Karen Kelleher, whom I had been dating for more than three years, in September. We are living in San Francisco, and I am working as senior director of product marketing at Extensity Inc. in Emeryville, Calif."

1995

Rick Caccia, MBA, and Courtney Caccia of Redwood City, Calif., celebrated their two-year wedding anniversary in March. Rick works at KnowNow Corporation, a software startup in Mountain View.

Charlene Grant, MBA, of San Rafael, Calif., writes, "I've finally taken all my accumulated knowledge after 11-plus years in technology, management, and strategy consulting and co-founded "Bit Economics" (http://www.BitEconomics. com). We're a software product and advisory services group, whose primary focus is on value-based management and the economics of information. We specialize in applying the principles behind modern portfolio theory to the significant investments companies make in their own initiatives and projects. We're very excited about this opportunity, and we believe it addresses a critical need all of us have seen in nearly every organization. Check us out and feel free to contact us."

John Occhipinti, MBA, of Redwood City, Calif., is managing director of Woodside Fund and serves on the board of directors of Intalio. Intalio is an e-business infrastructure software vendor developing the first standards-based business process management system, and USBuild, an Internet-based scheduling and procurement software for production home building. Prior to Woodside Fund, he spent more than four years with Netscape Communications. Initially, as director of sales, together with his team, the company's revenues grew to more than $250 million, helping launch Netscape through its initial public offering. Later, as director of electronic software distribution and strategic channel sales, he was responsible for e- business operations and online enterprise e-commerce sales. In that capacity he worked closely with hundreds of early-stage entrepreneurs helping build scalable e-commerce and content applications for the Web. In addition, he helped Fortune 500 clients utilize Internet technologies to re-engineer corporate value chains spanning front office and back office operations. Prior to Netscape, John was at Oracle Corporation selling and marketing large-scale enterprise database technologies and was the No. 1 performing manager during his tenure there. He enjoys tennis, skiing, golf, and spending time with his family.



Rick Caccia, MBA 95, and his wife, Courtney



John Occhipinti, MBA 95

Tanya Shadoan, MBA, of Wilmington, Del., writes, "My husband, Andy Ferguson, and I welcomed the arrival of our second daughter, Olivia Madeleine, on Feb. 2. Our older daughter, Zoe Alexa, just turned 2. I am still at Citibank, where I have been since graduation from Haas. Over the past seven years, I have enjoyed working in various functions



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(marketing, operations, and customer service) and geographies (Las Vegas, New York, Toronto, Wilmington). All the moving around has made it feel like I've had many different jobs, yet at the same time I've been able to reap the benefits of continuous employment with the same company. I plan to return to work in June or July (exact job and location still TBD), and my husband will stay home with the girls. We'd ultimately like to return to the Bay Area, so if anyone would like to share any contacts in financial services, please e-mail me at tanya@shadoan.net!"

Katy (Santen) Sharon, MBA, and husband, Deke, find themselves pretty busy these days with 2-year-old, Cap, as well as each running their own businesses. Katy started Springboard Partners two years ago, right before Cap was born, with a business partner she met while working at Gap Inc. in organization development. Springboard Partners helps individuals and teams in organizations work together more effectively, be more innovative, and successfully manage change. Katy loves her role as trainer, coach, and consultant, and the flexibility has allowed her to continue to travel to exotic locations with Deke as he tours the world with his a cappella group, The House Jacks.

Susanne Strobl, exchange student, is vice president of Morgan Stanley Europe. She is responsible for marketing Morgan Stanley's private wealth management business in Germany (www.morganstanley.de). She will marry Shaheen Chishti in Austria in October. Both will continue to live and work in London.

Ross Van Woert, MBA, of Snohomish, Wash., writes, "Time flies. May 2002 will be my second anniversary as director of consulting services for Dovel Group, which specializes in strategic marketing for advanced technology companies (www.dovel.com). In other news, Tracy is now a full-time investigator for the Snohomish County Medical Examiner's Office (and, no, it isn't just like 'CSI')."

Ken Walker, MBA, of San Francisco started Green Maids (greenmaids.com), a home and office cleaning business, with his wife, Maria. Green Maids specializes in using non-toxic, biodegradable cleaning supplies and serves San Francisco and San Mateo County. With no venture capital, Green Maids is being financed by his day job at Charles Schwab & Co. He is happily raising daughters, Kira and Brenda, and coaching wrestling, soccer, and softball.

1996

Mark Beckford, MBA, writes, "I'm still at Intel Corporation, running a marketing department at Intel's Folsom, Calif. campus. I love the job, especially the frequent opportunities to travel internationally. Monica and I are expecting our third child, and we're hoping it's a girl to balance the two hyper boys we have! Drop us a note at mmbeckford@yahoo.com."



Mark Beckford, MBA 96, and his family

Brent Blasnek, MBA, of San Mateo, Calif., writes, "I have taken a new job as director of network management for the international logistics department of Gap Inc. in San Francisco. Had a chance to travel to Hong Kong this month and catch up with classmate Ross O'Brien. Tried to meet Alan Seigrist as well, but he was in South Korea. Also, will participate in upcoming wedding for classmate Paul Westberg in Iowa this July."

David Cowan, MBA, moved back to the United States in 1997 from Toyko, where he was general manager of Psion PLC Japan and established the Japanese subsidiary of the UK-based PDA manufacturer. He returned with his family, Keiko, Natalie (9), and Joe (5). Upon his return to Santa Clara, Calif., he joined **Henri Uehara (MBA 96)** at Cell Computing, a startup subsidiary of PFU Ltd., a Japanese joint venture between Matsushita (Panasonic) and Fujitsu Limited. In May 2000, when Henri decided to leave Cell, David took over as president. He writes, "The past two years have been a wonderful challenge during which time I have employed many of the lessons learned at Haas. Indeed, the most exciting aspect of my job is providing input into every aspect of the organization – from sales, to marketing, operations, engineering,

Alumni in the News

Rodrigo Rato, MBA 74, was mentioned in the Wall Street Journal on April 22 in an article titled "O'Neill Takes a Firm Stance On Trade Gap in G-7 Meetings." Rato is the European Union's economics chief as well as Spain's finance minister.



Scott Adams, MBA 86 and creator of Dilbert, was featured in the Oakland Tribune on April 9 in an article titled "Hungry to Grow." Adams, co-owner of Stacey's Café in downtown Pleasanton, has just announced the opening of a second restaurant in Dublin.

Robert Lutz, BS 61, MBA 62, was featured in Business Week on April 8 in the cover story "Can GM Save an Icon?" Lutz is chairman of North American operations for General Motors.

Karen Goore, MBA 99, was featured in the March/April 2002 issue of the MBA Jungle in an article titled "Plum Positions in the Nonprofit Sector: Good Work." Goore is the director of business enterprises at Community Vocational Enterprises, a San Francisco venture that gives job training and support services to people with psychiatric disabilities.

Ann Rubin, MBA 90, was featured in the Contra Costa Times on March 27. Rubin began an organization called Afghans for Afghans, which enlists knitters and crocheters from across the country to make afghans blankets to send to relief organizations in Afghanistan.

Pete Johnson, co-director of MBA admissions, and **Hans Grande, MBA 02,** were both quoted in the Wall Street Journal on March 27 in an article titled, "Changing Classes: The Entrepreneurial Spirit Hasn't Died on Business School Campuses."

Elizabeth Cain, BS 80, was announced as the new CFO of the San Francisco Chronicle in an article in the chronicle's March 23 edition.

Michaela K. Rodeno, MBA 80 and CEO of St. Supery Winery, was quoted in The Wall Street Journal Europe on March 20 in an article titled "Managers & Managing: Sipping a Beaujolais in the Classroom." Rodeno said that she has a bias toward hiring MBAs for middle-management jobs in the wine industry because she has one herself.

Nate Kraft, MBA 02, wrote an article for BusinessWeek online on March 14 titled "MBA Journal: Year Two." Kraft talked about his experiences as a student at the Haas School of Business.

Submit alumni notes online at
http://haas.berkeley.edu/alumninotes

finance, and human resource management – to improve our day-to-day operations, enhance our efficiencies, motivate our managers and staff, and continue to define, communicate, and reinforce our values-based culture. The other enjoyable challenge is our ongoing effort to influence our Japanese parent through education on the North American and European markets we serve, best practices from the United States that can improve our Japanese operations, and strategic thinking and planning that will strengthen our position in the global market. To that end, as of April 1, our company will be called PFU Systems, Inc., which will enable us to strengthen our brand globally as we continue our marketing efforts in North America and we expand into Europe and China this spring. In the meantime, I look forward to reestablishing contact with friends from Haas and would love to hear your ideas and advice on managing growth and expanding into international markets!"

Damien Dirringer, MBA, writes, "Enjoying life with my partner in beautiful Paris. Working as an alliance manager at Cisco Europe. Published book on customer relationship management two years ago, redesigning apartment on Paris roofs, traveling as usual (Egypt next week). Paris is always on your way somewhere around the globe, so stop by and say hi!"

Olivier Girard, MBA, of São Paulo, Brazil, writes, "I'm still working at McKinsey with my good friends Paulo (MBA 96) and Hazem (MBA 95). Over this past year, we have been successful in convincing several of our colleagues to apply to Haas. I'm sure they will enjoy it as much as I did. Although I travel a lot, I have never gotten the opportunity to come back to the Bay Area. I miss it. If one of you come to Brazil, don't forget to give us a call."

Jonathan Harris, MBA, writes, "Alyssa and I had our second child, Brian. He was born November 9. Big sister, Carly (2), is helping Mom and Dad adjust to the bigger family. Also, after 12 years of living in San Francisco, we are moving to the 'burbs' – to Orinda!"

Annie Miu Hayward, MBA, of Mountain View, Calif., writes, "After a year of sabbatical in sunny San Diego, I have returned to the Bay Area where I belong. I have recently become the director of operations at Hyperion, a $500 million global company specializing in business analytics and financial reporting software."

Alex Ip, MBA, is a managing partner at Intellectual Capital Associates, a practice focused on research, strategy, and capitalization services. He lives in San Mateo with his wife, two boys, and a collie.

Paul Rice, MBA, writes, "I got the Ashoka fellowship for social entrepreneurship last year for my 'innovative, business-based approach to third world poverty.' I was invited to attend the World Economic Forum in New York in January and spoke on Fair Trade at three sessions there. Last November I was honored as one of 40 Outstanding Social Entrepreneurs for 2001, selected from around the world by the Geneva-based Klaus Schwab Foundation for Social Entrepreneurship. Klaus Schwab in the founder and President of the World Economic Forum. TransFair is growing by leaps and bounds. The Specialty Coffee Association recently announced that Fair Trade is now the fastest growing niche in the $18.5 billion coffee industry. Since I launched TransFair 3 years ago, we've developed partnerships with 120 US coffee companies (including market leaders Starbucks, Safeway, and Sara Lee), launched Fair Trade coffee into 10,000 retail outlets nationwide, certified over 13 million pounds of Fair Trade coffee, and generated over $9 million in additional income for family farmers around the world. We launched Fair Trade tea last year and are preparing to launch Fair Trade chocolate this summer. Actor Martin Sheen, star of the popular TV show "West Wing," has agreed to be our spokesperson. We just shot a 30-second PSA for television with Martin, as well as a print ad, which are both in post-production. The PSA will air next month. I flew down to LA for the shoot and got to hang out with Martin, who's a very cool guy. Paul Newman just called last week to confirm that he will also do TV and print ad promotions for Fair Trade starting next fall. I'm coaching Little League baseball again this spring and loving it!"

Alan Seigrist, MBA, writes, "I'm pleased to announce that I will be getting married in September to Barbara Vasilisinova in Kocise, Slovakia! I met Barbara while we were both working for investment companies in Manila, Philippines, in 1998. We are both now based in Hong Kong."

Mike Smith, MBA and wife Karen are the proud parents of a jumping, bouncing, and ever-active baby boy, Cade Miller Smith, born Jauary 27, 2002. He writes, "Cade is our first; we are now three behind the Fergusons." Mike is at Chiron in Emeryville working in corporate development.

Tony Talarico, MBA, works for PWC Consulting based in San Francisco. He just completed a three-year engagement in Portland, Ore., and has moved on to a new project in Los Angeles. In Portland, Tony developed a deep affinity for the Oregon Symphony, and he plans to get involved with the LA Philharmonic at the Hollywood Bowl this summer.

David Weinrot, MBA, of Los Angeles writes, "My wife, Dana, and I are expected twin boys in June! In the fall of 2001, a friend and I helped raise almost $75,000 for A Community of Angels, a civic organization supporting the arts, by selling artist-created angels on eBay. After a great deal of job hopping during the mania-driven dot-com boom, I have a found a home at BizRate.com and am having the time of my life! I keep in touch with **Dan Fishlow, Steve Markowitz, David Cain, Mark Breitbard,** and a handful of other former MBA comrades!"

REUNION 1997 REUNION

Damien Dallemagne, MBA, writes, "I am still global supply chain manager for UCB Pharma, a mid-sized Belgian-based pharma company. The company is in the midst of completing a three-year complete reengineering of its internal product demand and supply processes. My wife, Anne-Pascale, is expecting a third baby boy for mid-August.

Renee Gallegos, MBA, of Denver, Colo., writes, "Just two months after graduation, **Johan Smet** (also MBA 97) and I got engaged and were married in September 1998. We immediately set up our new home in Brussels, Belgium, with Johan working for Bain & Company and me working first for Belgacom and then FreeMarkets in its European headquarters. With the news of our first child, we decided to move back to the United States and transferred with our jobs to settle in Mountain View, Calif., just in time to welcome Graciela Magdalena Maria Smet on November 16, 2000. Becoming parents changed our priorities a bit, and we decided to move closer to family in Colorado the following year, making our second major move in less than a year. We've now set up our "permanent" home in a 104 year-old house in central Denver and are loving it. Johan used his networking skills to re-connect with Haas and Bain contacts in the area and eventually found his calling as a senior strategy and financial analyst for Space Imaging just outside of Denver. He's loving the new, more-relaxed lifestyle that gives him every other Friday off to spend with Graciela or in the Colorado outdoors trying out a new snowboarding spot or nice trail. As for myself, after spending an extended period getting us settled into the new home and concentrating on Graciela, I've now returned to the workforce as a project manager for The Uptown Partnership, a small Denver nonprofit focused on affordable housing development. I'm working a flexible schedule to allow me to spend more time with Graciela and am also getting more involved in the community, most recently joining the board of directors of a large public radio station in the area. Along with **Laura Johnson** and **John Dick**, as well as **Paul Hoff**, we're setting up our own little chapter of Haas MBA 97ers in Denver. We'd love to see more of our classmates as you travel through the area. You're always welcome to visit and we promise we won't be moving again anytime soon."



Annual Nonprofit and Public Management Program Student–Alumni Dinner

Gwyneth Galbraith, MBA 02, and the current Nonprofit and Public Management president, chats with alumni at the dinner (above).

Sterling Speirn, MBA 86, (right) president and CEO, Peninsula Community Foundation, delivered the keynote speech.



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Wens Gerdyman, MBA, joined Escalate, Inc. in Redwood Shores, Calif., as senior product manager, helping to bring to market a new supply chain management software targeting retailers and their vendors. He writes, "I am excited about returning to the Bay Area and being close to Haas. My pediatrician wife, Angeline, would be grateful for Bay Area job leads – send them to angelinemd@earthlink.net."

Paul Hoff, MBA, writes, "My wife, our 1-year-old daughter, and I relocated to Denver, Colo., from the Bay Area. This also marked a change in jobs from a marketing position with Portal Software, a struggling dot-com, to a family business where I am doing portfolio management and natural resources development. The learning curve of these new responsibilities and industries has been stimulating, but luckily the basic business concepts hold true. I would love to catch up if you are in the Denver area: paulhoff@alumni.haas.org."

1998

Victor Adint, MBA, writes, "The startup experience was a wild ride: work hard for paper, one minute in the clouds, the next, slammed down against the pavement, get up, and do it again. It was a wonderful experience full of pain, rapture, and more pain. I recommend everyone do it at least once. I am now working for Analysis Team as director of business development. Compensation is an odd notion; however, I am adjusting quickly. My wife, Laura, is doing well, and we enjoy living in San Jose. It's great to be back in California!"

Stacy Baines, MBA, writes, "I moved back to New York last year and somehow still work in the Private Bank at JPMorgan. I made an internal switch, however, to focus on private equity and hedge-fund investments for private clients. Otherwise, all is well. New York City continues to be a great place to be."

Janice Berman, MBA, of Oakland, Calif., writes, "I have a beautiful daughter, Laurel Jeannette Nelson, born May 31, 2001."

Doug Clark, MBA, writes, "It was great seeing several of you here in Salt Lake during the Olympics. I recently was named president and COO of NxLight, a software company I helped start here last fall. Our software allows you to sign legally enforceable docs online – no need for an ink signature for enforceability. We have revenues from tech and insurance companies and are closing on our seed round."

Maryam Ghazi-Majidi, MBA, of Mill Valley, Calif., writes, "This past year has been a time of change for all. Though change is difficult to accept, especially when it affects the very foundation of our existence, it is necessary for the long-term improvement of life. The few stable aspects of my life have been my marriage and my job, though both have been stable with much effort. Yes, I am still with PricewaterhouseCoopers after all of these years. As with all industries, we too are feeling the backlash of Enronitis; regardless, with the current economy, our business restructuring practice is busier than ever. Unfortunately, my work and travel schedule is more conducive to gaining travel points than spending time with family and friends."

Robert Kulewicz, MBA, of Munich, Germany, was promoted to director of regional channel management at Siemens Information and Communications Mobile (ICM). In his new role, Robert and his team will oversee sales operations for the Americas, Eastern Europe, Portugal, and Spain. He writes, "Because the mobile industry in Europe is two years ahead of the United States, I have been able to witness first-hand the incredible potential that a converged network offers. Using our pilot projects in Europe as a guide, we are focusing on enabling our network-operator cus-







HAN Celebration in Silicon Valley

Current Haas students and alumni gathered for an evening of networking and fun in February at the Third Annual Haas Alumni Network Celebration in Silicon Valley. Presenters Steve Herrick, BS 60, of Continental Capital Corporation, Kim Fisher, MBA 94, of the Women's Technology Cluster, and Benay Lisa Todzo, MBA 95, are pictured at left with Tenny Frost, and Marcy Porus-Gottlieb, MBA 95, co-directors of Alumni Relations.

Undergraduates at the event also networked with alumni, pictured at lower left are: Chantel Bain, Sara Araghi, Aida Vaziri, David Galich, Linda Trinh, and Kinman Tong (middle).

Evening MBA students also came out for the event. Pictured Chris D'Couto, Colm Lysaght, Charlotte Kwon, and Bharath Rangarajan.

tomers to maximize their multi-billion dollar investments in next-generation telecommunication licenses. Within the next two years, we will start to see an explosion of services, including video-conferencing, electronic wallet, and multimedia messaging, available in many countries via a mobile phone or PDA. Working for a company with operations in more than 120 countries offers an incredible opportunity to see how the mobile-services industry is evolving on a global scale." Robert and his wife, Cameron, have lived in Munich since 2000.



Robert Kulewicz, MBA 98

Chie Maeda, MBA, writes, "I am currently in Tokyo, working on the wireless/mobile projects. As a founder, I am also heavily involved in the 'WomenMBA' NPO activity, encouraging and providing support to Japanese women to acquire an MBA. Hope more Japanese women have opportunities to learn what I've learned from Haas!"

Maureen McCracken, MBA, writes, "After a year of travel and moving from California, Reed and I have been enjoying our dream life in Waterbury, Vt., for the last year. Reed's teaching high school and I'm still trying to figure out how to put my marketing background to good use – without the 60-hour work week! But I'm not in that much of a hurry right now since we're expecting our first child May 1. That should keep me busy for a while! We would love to hear from friends and classmates: maureen_mccracken@hotmail.com"

Rich Pearson, BS 89, MBA, and his wife, Jamie, of Menlo Park, Calif., announce the birth of their son, Max, born April 7. He writes, "If Max is anything like his sister, he will be parroting "Go Bears" by age 1."

Kevin Schwartz, MBA, writes, "My wife and I recently moved back to the Bay Area and bought a home in the Oakland Hills, where we're enjoying the Redwood forest and trails. I am still working with PRTM management consulting, was recently promoted to principal, and am now based out of the San Francisco office (though I'm usually on the road). Best wishes to all."

Ann Scott, MBA, of San Francisco is working at Genentech as product manager for a Phase I/II product indicated for the treatment of age-related macular degeneration, the leading cause of blindness in Caucasians over 50 in the United States. She plans to wed Greg Wadsworth Oct. 26.

Miguel Tam, MBA, of Redwood Shores, Calif., writes, "We recently had our second child, Jackson Nicholas, this January and are spending most of our free time feeding and changing diapers again. Wendy is taking an extended leave from teaching to take care of both Sofia and Jackson, and I'm still working at Agile Software in San Jose as a senior product manager."

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1999

Jeffery Baum, MBA, writes, "After leaving PRTM in June and spending a few months doing the early-stage investigation for my own startup business effort, I returned to Arizona for six months to visit family, conduct software development for my first product, and help my brother-in-law get his new company up and running. I am just about to return to the Bay Area to launch a software development/licensing company. I plan to be there at least through August, at which time I will make longer-term company location plans. One additional note here: I just had my first sighting of a zipRealty agency car buzzing around Scottsdale, Ariz., today. I stopped the agent in the car to ask how long zipRealty has been in the Phoenix market and told her how I remember when **Scott Kucirek** and **Juan Mini (both MBA 99)** were just writing their first business plan for zipRealty. She seemed really impressed, so I guess Scott and Juan must be thought of as pretty 'big cheeses' among the staff. I'm looking forward to seeing the Bay Area MBA 99s and others soon."

James Cook, MBA, of Malibu Calif., is COO/director of operations at The Painted Turtle. He writes, "We plan to open our facility for children with chronic illnesses during the summer of 2003."

Rosalyn (Gelaszus) Gregg, MBA, writes, "Mike and I have been back in San Francisco for over a year and a half now. We had a baby girl, Sydney, on February 17. Arriving six weeks early, she weighed 4 pounds and 12 ounces. She stayed in the hospital an extra two weeks so they could monitor her breathing and eating, but she's home now and doing great. (Mike and I are still recovering from the sleep deprivation.) I'm presently on maternity leave from Merrill Research, a marketing research firm, where I was working with Rain Rider (formerly Anderson)."

Hilary Holmquest, MBA, of Menlo Park, Calif., writes, "This past year has been a great one for our family. We had another daughter, Isabella Grace, arrive on May 30, 2001. She is such fun, and Sofia really enjoys being a big sister. After the longest possible leave I could take, I returned to eBay as a product manager. I still enjoy my job, but eBay has turned into a big company since I originally joined. Sofia loves kindergarten, but I still can't believe she has gotten so old. Ivan is still at Covad, where he is a director of marketing.

Ronald Rossetti Jr., MBA, writes, "Big news is that I am getting married to Elizabeth Kelly in Vermont this June. Also, I moved out to Boston and was employee No. 1 at a boutique investment bank focusing on private placements and mergers and acquisition advisory in the technology sector (BlueLake Partners). If any of the entrepreneurs out there needs any help, give me a ring – we do get out to the left coast."

Abby Jo Sigal, MBA, writes, "Hey folks, Matt, Josh, and I are now happily back in New York City! I am working at the Enterprise Social Investment Corporation funding affordable housing, Matt is doing his-tech-thing-that-I-never-quite-understand at Sony Music, and Josh has taken up the guitar and crayons. Hope to see you in New York!"

Terra Terwilliger, MBA, is a consultant in the Palo Alto office of McKinsey & Company. She joined McKinsey in early 2000 after a brief stint in product management at an Internet startup company.

Sabina Yoon, MBA, and Chris Moore, MBA 99, were married September 15, 2001, in San Francisco surrounded by family and friends. In the same month, with mixed emotions, they gave up city living and found a new home in Piedmont, Calif. Chris works in the mobile Internet division of Vodafone Communications and travels often to Australia and New Zealand. Sabina works as a strategy consultant for PwC Consulting. When they're not busy working, they do some work around the house or catch up with friends from Haas.

2000

Achim Dunnwald, MBA, writes, "Although I live in Cologne, Germany, and love it there, I travel a lot, both for professional and personal reasons. For McKinsey, I am currently staffed on a project in Berlin. And this month (March), I went on a vacation in Spain that culminated with the big fiesta in Valancia, where I met **William Coffey, Roberto Matus,** and **Viktor Mattousch (all MBA 2000),** along with **Tere Fernandez**, who was on exchange at Haas in 2000."

Kirk Edwards, MBA, and his wife Sheba welcomed their first child, a girl, Roshni Valaria Edwards, on November 13, 2001. She was a healthy 8 pounds 1 ounce. The family lives in Los Angeles.

Laurie Feldstein, MBA is a marketing manager at Avon in New York.

Nathan McLemore, MBA, is director of business development for Healinx Corporation, an Emeryville, Calif.-based Internet company offering a platform to facilitate online patient-physician communication. Nathan develops partnerships with health plans and large employers to offer online patient-physician communication as a covered health benefit. He lives in Oakland with his wife, Stephanie McLemore.

Mei Mei, MBA, writes, "Haas babies are coming to the world! And Haas babies are playing together! **Amy Dickerson** and I, both MBA 00 in Silicon Valley, proudly announce the arrival of their angel daughters in 2001. See attached photo for my daughter, ShuYao Jade Zhang, born on 11/28/2001 (8 lbs 6 ozs, 20.5 inches), happily playing with Amy's daughter, Floreana Elizabeth, born on 09/14/2001 (7 lbs 12 ozs, 20.25 inches). Both Amy and I agree that becoming a mom is just one of the best experiences ever! I will join Oracle Corporation at the end of April after spending 1.5 years with Nortel Networks, and Amy has been with Hewlett Packard since graduation. Our babies say hi to all classmates!"



Mei Mei, MBA 00, and Amy Dickerson, MBA 00

Peter Marchetti, MBA, of San Francisco reports that he is happily working through a tough market within Goldman Sachs' Private Wealth Management Group.

Deepak Shankar, MBA, of Sunnyvale, Calif., recently joined MemCall, a fabless semiconductor company, as vice president of business development. His role is to open a US office and to build a worldwide sales and marketing team.

Michael Slaymaker, MBA, of San Francisco and wife, Amy, have a son, Samuel Michael, born Nov. 8, 2001. Contact him at mslaymaker@att.net

2001

Eric Cutter, MBA, of Berkeley, is working as an independent consultant in water and energy resources. Projects include modeling for San Joaquin River Restoration Program, economic analysis of water transfers, rate design, and analysis of energy and air emissions permit trading for evidence of market power. With more time to spend at home after graduation, he and his wife, Kathleen, are expecting their first child in June.

Scott Davis, BS 88, MBA of Antioch, Calif., writes, "New baby boy! After three girls, now comes the boy, Scott R. Davis Jr. How original, hey?"

Alyssa Farber, MBA, writes, "Hi all. Just a note to let everyone know that I am now living in Seattle where I work as the development director for two nonprofits that serve low-income and homeless individuals, Low Income Housing Institute and Boomtown Cafe. It's definitely a big change in lifestyle from the halls of Haas, but I am enjoying the experience. Of course, I miss the California sunshine."

Guido Goyeneche, MBA, writes, "Tuesday, January 22, at 2:49 a.m. our son Milan Goyeneche was born. He is 22.5 inches long and weights almost 8.4 pounds. Mom and baby are fine. I find no words to describe our happiness but definitively want to share our joy with all of you! Best, Maya, Milan, and Guido."

Ted Omachi, MBA, of San Diego, writes, "My wife, Urmimala, and I are looking forward to moving back to the Bay Area in June. We'll both be starting residencies in internal medicine at UCSF. That will be three grueling years but certainly an invaluable experience. It took all of my persuasive skills to convince them of the utility of my MBA, but apparently they liked my story. Send me a message at omachi@alumni.haas.org."

Lisa Schaffer, MBA, of Mountain View, Calif., and her husband, Greg, had a beautiful baby girl, Brooke, on November 19. Brooke split her time between Cal and UCLA attire during March Madness, but Mom is definitely rooting for her to be a Golden Bear later in life. Lisa has taken a break from her business development consulting to raise Brooke. Plans to return to the workforce are still up in the air, but doubtful until the weather turns cold and rainy.

Brisen Vannice, MBA, and Scott Brady got engaged on March 16, 2002. They are planning for a Bay Area wedding in the summer of 2003. Scott is an incoming MBA student in the class of 2004, and Brisen is the development director for the Community School of Music and Arts in Mountain View, Calif. "Go Bears!"



Brisen Vannice, MBA 01

Jorge Viera, MBA, of Caracas, Venezuela, writes, "I recently took a job that was not in my immediate career plans. I joined one of Caracas municipalities as managing director with direct responsibility for a $100 million budget. This job is particularly interesting in light of the current turmoil in the country's political scene. I certainly hope the Haas education will contribute to better serve the citizens of Caracas."

Todd Wehmann, MBA, of Alameda, Calif., writes, "My girlfriend, Bonnie, and I completed an exciting cross-country bicycle trip from Oregon to Boston last summer. Having survived this, we thought we'd give marriage a try. After starting a job at Clorox in September, I convinced Bonnie to marry me, and wedding plans are now well underway. We also bought a house in Alameda and are settling in for a very exciting year ahead."

Peggy Wu, MBA, writes, "After traveling to South America solo and visiting loved ones for four months, I started working as a product marketing manager at Barra, a global financial risk management software company based in Berkeley. I enjoy the job, the business travel, and work environment very much, plus the bonus of working with a fellow Haas alumnus, Raj Manghani, everyday. Another great perk is my five-minute walking commute to work! Email me at wu_peggy@yahoo.com and let's get together!"

2002

Ronald Scharf, MBA, of Heidelberg, Germany, writes, "After almost seven years in the United States, my family and I have finally decided to move back to Germany. Starting April 1, my new business coordinates will be: Dr. Ronald F Scharf, Dipl.-Ing., MBA Head, Research and Development / Business Development2o/10 PERFECT VISION GmbH Waldhofer Str. 100 D - 69123 Heidelberg GermanyTel. +49-6221-75933-41 Fax: +49-6221-75933-38 scharf@2010pv.com www.2010pv.com"

Marcelo Vasquez, MBA, of San Mateo, Calif., writes, "We have a new member in the Vasquez family. Martin Ignacio was born March 25 at Alta Bates in Berkeley, joining his brother, Benjamin, on his adventures in the United States."

Fall 2002
Haas Student-Alumni Tailgate Parties

Drop by the Haas School courtyard before the following home football games for a chance to connect with Haas alumni and students.

8/31 Baylor
9/28 Washington State
11/16 Arizona

Two hours prior to these games, the MBAA is sponsoring a keg of beer and snacks for all Haas alumni and students of legal drinking age. No RSVP required, simply bring a current business card with you in exchange for a cup. GO BEARS!!

Ph.D.

1972

James "Bill" Gotcher, Ph.D., of Hayward, Calif., writes, "I have retired after university teaching for 30 years. I continue to coordinate and teach Extension seminars. I am enjoying my retirement and keeping very busy. I have part-interest in two airplanes to fly, a motor home to drive, a motor scooter to ride, and two cars (one is a Mercedes Benz 380 SL sports car). Therefore I travel quite a lot. I would like to hear from fellow Ph.D. students particularly during 1967-1971."

REUNION 1982 REUNION

Stefanie Lenway, Ph.D., of Minneapolis, Minn., recently finished a book on the emergence of the global flat-panel display industry. The co-authored book with Tom Murtha and Jeffrey Hart is called "Managing New Industry Creation: Global Knowledge Formation and Entrepreneurship in High Technology" and was published by Stanford University Press. Stefanie is now chair of the Department of Strategic Management and Organization at the Carlson School of Management at the University of Minnesota and plans to continue to do research on global management in high-technology industries.

Executive Development

Stephen Frost, Executive Development, of Melbourne, Australia, writes, "Since late 1999, I have been CEO of CRM eXpress (www.crmexpress.com), a 24x7 Web-based customer self-service and support software vendor based out of Melbourne, Australia. About eight months ago we expanded our presence to include Sydney, Australia. I would like to discuss partnering opportunities within the US market, so please e-mail me at stephen.frost@crmexpress.com if interested."

Serkan Guelener, Executive Development, just started a new job at Siemens Business Services in Istanbul, Turkey, as a business development projects manager.



Roland Schneider, Executive Development

Roland Schneider, Executive Development, of Hedingen, Switzerland, is married with two children. He is a Swiss citizen. In 2001 he received his Master of Business Engineering from the University of St Gallen and UC Berkeley. He is currently with Schindler Management Ltd as the area controller for Eastern Europe.

Shih-Chieh Su, Executive Development, of Hsin-Chu, Taiwan, writes, "I am in the field of semiconductors. The business is coming back this year. I hope everyone will have a good year."

2001

Krishnaraj (Krishna) Menon, Executive Development, of Doha, Qatar, writes, "I have just taken over an adventure travel business in the Middle East. The days are spent sand dune bashing, cruising the islands, or watching pearl divers. Leisure travel to the Middle East is on the rise as well. It feels good to be part of a growth industry these days. If any of the alumni want to see the Middle East in an entirely different light, let me know. It's the only place sunnier than California. Cheers."

Raymond David Caughron, MBA 73, Dies Atop Mt. Makalu



R.D. Caughron takes a break on the hike back to Kathmandu after climbing Kangchenjunga, which is 28,169 feet tall, the world's third highest mountain, in May of 2001.

Raymond David (R.D.) Caughron, MBA 73, died last month atop Nepal's Mount Makalu, the fifth tallest mountain in the world. Caughron, who was 58, was part of a Polish expedition to climb Makalu, which is 27,766 feet high.

Caughron's 12-member team, led by Piotr Pustelnik of Poland, had set off in late March and planned to reach the top of Makalu in early May. On April 24, bad weather and heavy snowfall apparently forced Caughron to camp alone at high elevation. He froze to death in a hole he had carved in the ice for shelter. Climbers found his body on April 26 and buried him there at 23,330 feet.

In a recent alumni note to CalBusiness, Caughron said that he had gone on five 8,000-meter peak expeditions, including Gasherbrum II and Nanga Parbat in Pakistan, K-2 in China, and Dhaulagiri and Kangchenjunga in Nepal. He wrote, "All have been great adventures, and perhaps more are to come."

Caughron was an expert in the field of energy conservation. He worked as a consultant, helping PG&E advise private companies about how to conserve energy.

Born in San Luis Obispo on May 6, 1943, Caughron was raised in Manhattan, Kan. He graduated from Kansas State University with a mechanical engineering degree. He received his MBA from Berkeley in 1973. In 1976, he married Susan Henke. The couple had a daughter and divorced in 1986.

Caughron is survived by a 20-year-old daughter, Heather Caughron, of Berkeley, and two brothers, Samuel Caughron, of Charlottesville, Va. and Michael Caughron of Kansas City, Mo.

A group of Caughron's friends has created a committee to hold a memorial service and other activities. For more information please visit, http://www.supertopo.com/rd/.

IN MEMORIAM

Bernard P. Smith, BS 26
William P. Borgfeldt, BS 29
Raymond J. Bacigalupi, BS 30
Edwin C. Garwood, BS 31
Luise Crosby, BS 32
Robert Shirly Hagar, BS 32
Elizabeth Holmstrup, BA 33
James K. McManigal, BS 34
C. Russell Johnson, BS 35
John F. Doane, BS 40
Ralph B. Dewey, BS 43, MBA 47
Ward A. Madeira, BS 43
Robert M. McNary, BS 43
A. J. McAdams, BS 46
Forrest J. Mehrten, BS 47
Robert T. Gordon, BS 48
Thomas H. Rothwell, BS 48
Donald W. Anderson, BS 49
Ray D. Johnson, BS 49
Wilbur F. McPherson, BS 50
George Kuwahara, BS 51
J. Monroe Sullivan, MBA 51
Wesley F. Hall, BS 52
Don R. McLaren, BS 52
Tin Sun Tong, BS 52
Philip J. Davis, BS 54
Kenneth W. Ness, BS 55
Harry Weinberg, BS, 57
William Fife MacDuff, BS 58
Grove N. Thomas, BS 60
Fred Otto Koehn, BS 69, MBA 77
Salvatore Anthony Mennuti, MBA 71
David Peelle Rath, MBA 71
Rufe Soule, MBA 72
John Gwynne Hutchings, MBA 73

FRIENDS OF HAAS

Lloyd E. Burcham
Roberta L. Federighi
Harold Gudnason
John & Joan Holman
Edmund Watti Littlefield
George T. Martinson
Everett Waddingham
Alfred S. Wilsey



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- E-mail Lists – discussion groups
- E-mail Forwarding – new options include
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