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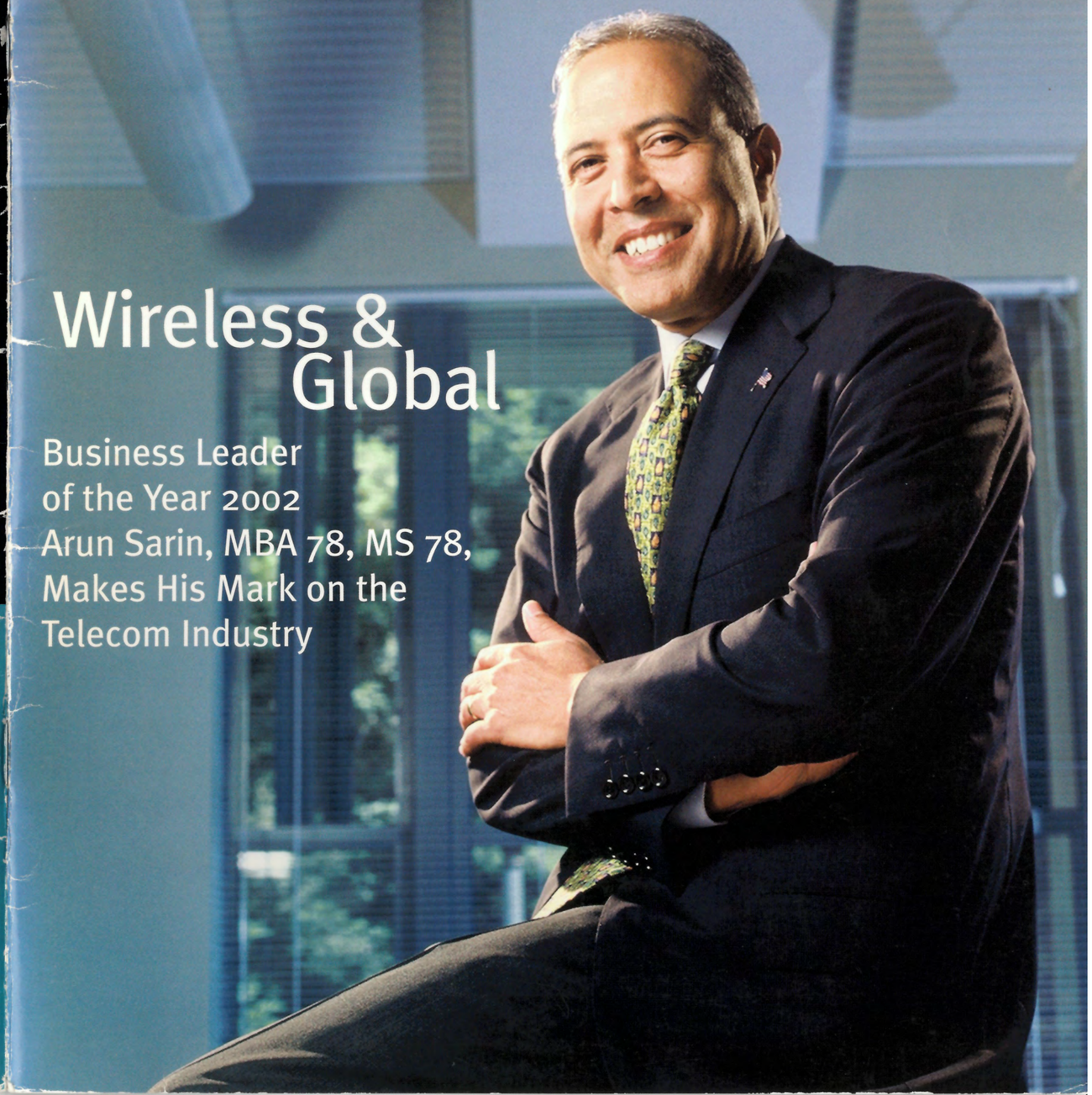
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WINTER 2003

CORPORATE RESPONSIBILITY A TOP PRIORITY AT HAAS SCHOOL

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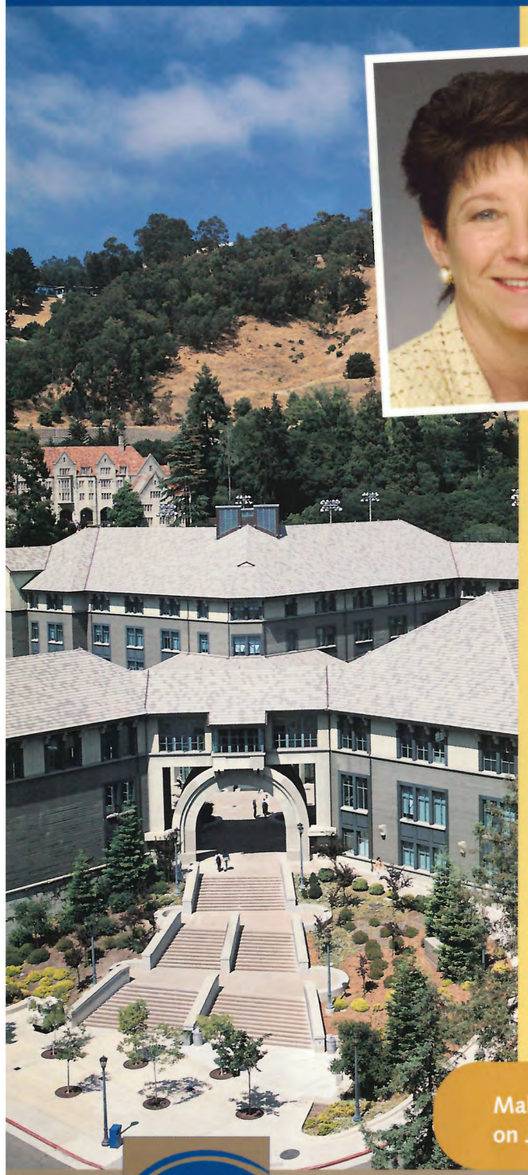
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Wireless & Global

Business Leader of the Year 2002 Arun Sarin, MBA 78, MS 78, Makes His Mark on the Telecom Industry

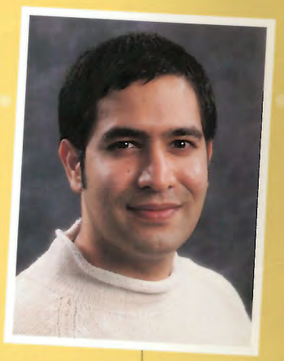
"Cal and Haas made a great impact on our lives. Please join us in making a gift to the Haas Annual Fund to maintain the excellence of our school." — KATI MILLER AND NEIL DOSHI



I know how many doors my MBA degree has opened for me throughout my career. When people see the Berkeley MBA they think of integrity, academic excellence, and broad perspective. I have had people tell me that my degree was a key consideration in job interviews and promotions. But most of all Haas has been a continued source of community for me, through my association with fellow alums, students, and faculty. I also take great pleasure in giving back as a Development Council volunteer and student mentor.

Kathryn "Kati" Miller, BA 1974, MBA 1982
Vice President, Human Resources
Calpine
San Jose, CA

Kati celebrated her 20th reunion from the Haas School last year.



My education at Cal and Haas went well beyond my textbooks and professors. My classes at Haas were quite valuable in teaching me teamwork, networking, and business communication – all necessary to succeed in the workplace. I participated in the many cultural events held on and off campus, and I learned to embrace diversity by interacting with people of various backgrounds and Cal gave me the opportunity to be a more well-rounded individual.

Neil Doshi, BS 1997
Associate, Wireless Equity Research
WR Hambrecht & Company
San Francisco, CA

Neil celebrated his 5th reunion from the Haas School last year.

Make your contribution by the close of the Annual Fund Campaign on June 30, 2003.

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WINTER 2003

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University of California
Berkeley
Haas School of Business

Corporate Responsibility a Top Priority for Haas School

Because of the widening ethics scandals that have rocked corporate America over the past year, the Haas School of Business is launching a major expansion of its already significant activities in the area of corporate social responsibility and business ethics. Dean Tom Campbell said the effort would be a top priority for the nation's oldest public business school.

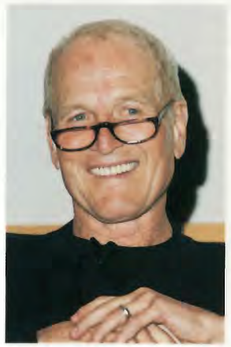
"The country and the world are demanding to know if recent lapses in business ethics are symptomatic of a system-wide failure," said Campbell. "Our great universities and business schools must play a major role in answering this question and in leading the effort to discover ways to correct the problems."

The newly enhanced effort, called the Socially Responsible Business Leadership Initiative (SRBLI), is being supported by gifts from actor/philanthropist Paul Newman and Haas School alumnus Michael Homer, with other major gifts to be announced. The new director of SRBLI is Kellie McElhaney, who was hired from the University of Michigan Business School where she was a faculty member and the managing director of the Corporate Environmental Management Program.



Kellie McElhaney, one of the nation's leading experts in corporate social responsibility, will be teaching courses in this field starting in spring 2003.

McElhaney, who is one of the nation's leading thinkers and practitioners in corporate social responsibility, also holds the John C. Whitehead Fellowship in Corporate Responsibility. This new fellowship was funded by a gift from Newman in honor of John Whitehead, formerly the co-chairman of Goldman, Sachs & Co. and the US deputy secretary of state, and a leading force in corporate social responsibility.



Paul Newman, who inaugurated the school's Lecture Series in Philanthropy in 2000, recently endowed a chair in corporate social responsibility.

SRBLI will coordinate the Haas School's teaching, research, and public service activities in the areas of corporate social responsibility, ethics, social entrepreneurship, philanthropy, and environmental management.

"The Haas School's long tradition of exploring the impact of business on society provides tremendous credibility and momentum to this new initiative," Campbell added.

Among the planned and ongoing activities for SRBLI are:

- Planned visits by Haas students to correctional facilities to allow them to learn how white-collar criminals fell short and impress upon the students the consequences of doing so;
- A new, required MBA course, "Global Business Citizenship," begun this fall;
- Innovative elective courses, including a new student-initiated MBA course in Socially Responsible Leadership and a hands-on course, taught by McElhaney, combining winning business practices with corporate social responsibility;
- An expanded lecture series in ethics that will feature speakers such as Enron whistle-blower Sherron Watkins;
- The National Social Venture Competition, the first national business plan competition of its type to reward businesses that generate both financial return on investment and social return on investment;
- A new SRBLI Advisory Board, made up of practitioners and corporate social responsibility leaders in the business world.



Michael Homer, BS 81, made the initial gift to fund the Socially Responsible Business Leadership Initiative.

The Haas School's commitment to exploring the relationship of business and society began at the founding the school in 1898, with a course examining the ethical issues of commerce. In the late 1950s, Dean Emeritus Earl F. Cheit laid a scholarly foundation for the study of the impact of business on society through his research and teaching, and by organizing the first national symposium on this subject, which was held at UC Berkeley.

The initial gift to fund the SRBLI came from alumnus Michael Homer, BS 81. Homer is the chairman of Kontiki, a California software company formerly known as Zodiak, and invests in young companies in Silicon Valley, including Loudcloud, Tellme Networks, Palm, and TiVo.

Newman has a long trackrecord in philanthropy. His business – Newman's Own, Inc. – has given away more than $100 million in profits from his famous line of widely distributed food products.

McElhaney previously taught at Michigan's Business School. She earned her Ph.D. in higher education (with a business cognate) at the University of Michigan and an MA in organizational behavior at Ohio University in Athens.

Undergraduate Named Rhodes Scholar

Business and engineering senior Ankur Luthra has won a 2003 Rhodes Scholarship.

Luthra is the 21st Rhodes Scholar from UC Berkeley. The Rhodes Scholarship Trust announced 32 US winners in December from among 981 applicants from 341 colleges and universities nationwide. Scholars receive two to three years of study at the University of Oxford in England.



Ankur Luthra, the 21st Rhodes Scholar from UC Berkeley, looks forward to studying at the University of Oxford in England.

"Ankur Luthra's classmates, professors, and friends at the Haas School of Business are cheering at the news of this great achievement," said Dean Tom Campbell. "His record of academic excellence, integrity, leadership, and commitment to public service will serve as a continuing inspiration to the entire Haas School community."

Luthra said he intends to pursue a master's degree in computer science while at Oxford. "In the long term, I want to work on assistive robotics and technology that solves societal problems," said Luthra. "My parents – my inspiration – are very selfless, and they instilled those values in me. I've been very fortunate in my life, so it's important for me to give back to society."

While at Berkeley, Luthra founded the nonprofit organization Computer Literacy 4 Kids in 2001 to help underprivileged youth receive computers, software, and training. "I believe it is important to make a difference where you can," said Luthra. "It's great to have a global impact, but you can't forget about problems close to home."

The Rhodes Scholarship was created in 1902 through the will of Cecil Rhodes, a British philanthropist. It is the oldest international study award available to American students. The US scholars will join a group of international scholars from 18 other jurisdictions around the world.

Baby Boom Drives Growth of Undergraduate Program

The Haas Undergraduate Program is expanding to meet a new wave of incoming students planning to enroll in UC Berkeley in the coming years. The student increase will add an additional 150 students to the two-year, upper division business program by 2004-2005.

The Haas Undergraduate Program has historically been one of the hardest majors on campus for students to gain admission. While the undergraduate business program generally draws the best and the brightest applicants among UC Berkeley's juniors and the region's transfer students, the program has had room to enroll only 275 of the 1300 applicants. The expansion will allow more of these qualified applicants to gain admission to the Haas program.

The expansion will increase the number of Haas School alumni, thereby strengthening the alumni network. It will also secure more funding to hire additional Haas faculty, as the university allocates state funding based on student enrollment. "We're pleased that campus has given the Haas School the resources to expand the undergraduate program both in terms of eventually accepting and enrolling an additional 150 students and in terms of allowing more access to business courses by non-business majors," said Andy Shogan, associate dean for instruction.

The expanded Haas Undergraduate Program will fully use the summer session, requiring all admits to attend six weeks of pre-program summer school. The new July start date will help to accommodate the increased class size and is designed to integrate Cal students with their transfer student counterparts as they enter the fall program. Classes will be scheduled only two days a week, so students will be able to work part-time, take additional summer classes, or explore the area.

Haas will also eliminate the spring admission cycle and phase out the business minor to make way for more business majors.

From the Dean

Dear Haas Alumni and Friends,



My first few months as dean at the Haas School have been especially delightful because I have been able to get to know so many of you. I have learned so much about this extraordinary school through our talented students, our exceptional staff, our world-class faculty, and our tremendously accomplished alumni and loyal friends. If you and I have not had the opportunity to meet so far, perhaps we will be able to do so during one of the many alumni and other school events in which I will be participating over the coming months. Events are planned at the school, elsewhere in California, in various cities across the country, and in Europe. (Please check the Haas School's online web calendar for upcoming events at www.haas.berkeley.edu)

In all my encounters with the Haas community, I have felt the tremendous sense of pride in our school. Morale is high, and everyone is genuinely enthusiastic in wanting to make Haas even better. This is an auspicious base from which to launch Haas into the very top ranks of business schools. This is our goal; not so much to achieve rankings for their own sake, as to bring world and national attention to the substance of what we do at Haas.

In future issues of CalBusiness, I will use this column to report on my plans for Haas, as well as to celebrate the successes of the school and its people. I plan on regularly asking the Haas community – including alumni and friends – for help and advice. In the meantime, please feel free to contact me with your ideas and suggestions for Haas.

Thanks to all of you for welcoming me so warmly into the Haas School family. It is a joy for me to be part of it.

With kind regards,
Tom Campbell
Bank America Dean

New Core Curriculum Stresses Flexibility

First-year MBA students at the Haas School are experiencing a completely redesigned and up-to-date core curriculum that offers greater flexibility and freedom to customize their studies this fall.

The new MBA core curriculum will now make up about 40% of a typical student's course of study, while the old required courses used to take up 57% of the program.

The newly condensed core courses, which are required of all first-year Berkeley MBA students, teach management fundamentals – from accounting to a course called "Global Business Citizenship," which includes business ethics, environmental management, and corporate social responsibility. Because of the streamlining of the required courses, first-year MBA students may also now select at least two elective courses from among dozens of choices in the spring semester of their first year.

The redesigned core curriculum, which was planned over the past 18 months, is the first total overhaul of the required portion of the MBA program in nearly a decade. The new core was based on extensive study and in-depth discussions by Haas School faculty, staff, and MBA students, and considered the best practices of ten other top business schools as benchmarks.

"Not only do these changes represent a major improvement to the Haas School's MBA curriculum, they were successfully achieved because of the extensive participation of students and faculty at every step of the way," said Andy Shogan, associate dean for instruction at the Haas School.

The new curriculum is anchored by 11 required core courses that provide the analytical tools and essential knowledge to lead effectively. Students will now take all of these core courses in the first year, including finance, financial accounting, operations, microeconomics, macroeconomics in the global economy, strategy, organizational behavior, data and decisions, leadership speech, marketing, and global business citizenship.

The two semesters of the first year are divided into mini-semesters, with all but two of the core courses meeting for four hours per week over seven weeks. Students take only a limited number of core courses at a time, so they can intensively study their subjects.

The second semester of the first year includes four required courses, including the mandatory course in global business citizenship. In addition, students now will take at least two elective courses in the second semester of their first year. Elective courses now comprise 60% of the new Berkeley MBA curriculum, meaning that students begin to customize their own course of study very early in the program.

Two days of the fall semester will be devoted to an intensive career-planning program, consisting of a dynamic set of activities designed to prepare Berkeley MBA students for the job search. The required courses are now structured to teach the most essential management subjects in the fall semester, enabling students to do their best in interviews for their summer internships.

Faculty members who are also among the best teachers at the Haas School will teach the new required courses. Core faculty members meet weekly to discuss issues that arise in each course and to coordinate their syllabi.

Haas, Darden, Michigan Share Virtual Classroom

MBA students at three of the world's leading graduate schools of business, the Haas School of Business, the University of Michigan Business School, and the Darden School at the University of Virginia once again share a virtual classroom this year.

Each school is offering one course to students at all three institutions using full-motion video and Internet technology.

Building on the business model of strategic alliances that bring together companies with complementary strengths, each school offers cutting-edge course material in a specific area of expertise to students from all three schools. Class preparation materials and research are distributed over the Internet, and students communicate during class with each other and with faculty via videoconference and Internet chat rooms.

"These joint courses may be a window into the future of management education," said Andrew Shogan, associate dean of instruction at the Haas School, "a future in which schools regularly team or co-brand to offer their best courses to students and executives who are located at multiple sites around the world and who need and want such training now."

Emulating everyday reality in the global business environment, the Darden School's Associate Professor Jeanne Liedtka is introducing students to the world of consulting in the first of this new series of courses this fall. Just as teams at consulting firms collaborate across functions and geographic boundaries, cross-functional teams of two students from each of the three schools are working and communicating via videoconferencing and the Internet. Each team is expected to complete one consulting proposal during the course.

In spring 2003, Haas Assistant Professor Terry Odean will offer a course in behavioral finance. As a Haas School 1997 Ph.D. graduate, Odean started making national news when he proved that investors make decisions based on their feelings about a stock rather than any sort of rational thought process. This spring, his students will study common biases and aids in people's decision-making process and their relevance for today's managers. A substantial portion of the course will be devoted to how systematic departures from rationality affect financial markets and the welfare of investors.

The University of Michigan will determine which course it will offer to the three partner schools next fall.

This is the second time that the three business schools have partnered to share their teaching resources and to make them available to the MBA students at all three schools. In 2000 all three schools offered courses covering different aspects of e-business. Darden led cases in e-business innovations, Haas taught a course on financial issues in the Internet sector, and Michigan offered a course on strategically applying Internet technologies.



Darden professor Jeanne Liedtka taught one of the early sessions of her consulting class for MBA students at Haas, Darden, and Michigan from the Berkeley campus.

Incoming MBA Class Highest Achieving Ever

The full-time MBA class of 2004 is the highest achieving class in Haas School history, according to statistics released in August. This is on top of another distinction for this year's class: the MBA Program received more applications this year than ever before.

The average GMAT score of the incoming MBA class is 703 (out of a total 800), the first time the average has exceeded 700. The average undergraduate grade point average (GPA) for the new students is 3.55 (for US students).

The full-time MBA program received a record 4,473 applications this year – a 37% increase over last year. The program accepted 497 applicants, and enrolled 241 students – creating an ultra competitive 11% acceptance rate.

Key Full-Time MBA Class of 2004 Statistics

Average age:	28 years
Average of post-undergraduate work experience:	5.1 years
Women:	30%
Ethnic minority students:	22%
International students:	34%
Average salary being left behind:	$77,174

The Entering Class Includes:

2	Fulbright Scholars
1	Muskie Fellow
1	Ron Brown Scholarship Recipient
2	Ford Fellowship recipients
4	Chevron Scholarship recipients
11	Consortium for Graduate Study in Management Fellows
38	Haas Merit Scholars

The class of 2004 represents over 140 undergraduate institutions, including Princeton, Stanford, UCLA, MIT, Harvard, Duke, and Cal.

The class is geographically diverse, with students coming from all over the United States and representing 36 countries, including Bulgaria, Italy, France, China, Chile, Trinidad and Tobago, Pakistan, Ukraine, New Zealand, Canada, and Nigeria.

Pete Johnson, co-director of full-time admissions notes that while all of the incoming students are exceptional, certain student stories stand out. "One student was on MIT Business Plan Competition's winning team as a third year undergraduate," he said. "Another student was selected as one of 20 top future CEOs in Brazil," he continued, "while another was selected as one of Venezuela's 100 best managers." One entering student was featured in a New York Times Magazine article entitled, "The Venture Capitalist in My Bedroom."

The reason for the high achieving class: "The more applications we receive, and the stronger the applicant pool, the more highly selective we are able to be," said Co-Director of Full-Time Admissions Jeff Pihakis.

Alumni Network Sponsors Job Search Lunches

This past spring, the Haas Alumni Network (HAN) instituted San Francisco-based lunchtime brown bag networking sessions for alumni in all stages of their job search. The sessions are geared towards alumni who are currently unemployed or searching for the next great opportunity.

The monthly sessions, which cater to a small focused group of alumni, host a professional career coach and allow participants to share job leads, set realistic goals, brainstorm search strategies, and share other pertinent job-search information. They also serve as a catalyst for alumni to meet and work together on their own between sessions. The downtown San Francisco location makes it convenient for currently employed alumni to attend as well.

"Participating and networking in this structured setting strengthens the job-seeker's sense of control in what can feel like a very out-of-control experience," said Marcy Porus-Gottlieb, co-director of Alumni Relations. "We've established this program, and other programs and events like it, to allow our alumni to draw strength, experience, and opportunities from each other in the area of career development."

HAN hopes to offer similar opportunities in other Haas alumni communities in various parts of the Bay Area and around the country, based on the success of this pilot effort. To date, HAN's South Bay chapter led by Dan Rosler, MBA 98, has been holding informal networking sessions for alumni over the past year that organizers have deemed "highly successful."

For more information regarding the Haas Alumni Network and its career services, please visit http://haas.berkeley.edu/alumni/.

Financial Engineering Boasts Top Students

The second class of sixty new students started their studies on April 1, 2002, in the Master's in Financial Engineering (MFE) Program. The MFE program prepares candidates with superior analytical skills for a growing niche of quantitative finance careers.

The class of 2003 is represented by an international group of highly educated scientists and professionals. 92% of the class is multilingual. While 20% of the class already holds a Ph.D. or are Ph.D. candidates, 45% hold a master's degree in another field. Top professions include finance (28%), engineering (13%), consulting/management services (17%), and research and development (19%). Almost 20% of the class performed in the top percentile of the Graduate Management Admission Test (GMAT).

Master's in Financial Engineering – Profile of Spring 2002 Entering Class

Enrolled Students	60
Countries Represented	16
Undergraduate Institutions Represented	52
Average Undergraduate GPA	3.52
Graduate Institutions Represented	37
Quantitative Score in Percentiles	
99	19%
Language Proficiency	
Multilingual	92%
Previous Degrees	
Ph.D.	8%
Ph.D. Candidates	12%
Masters	45%

Upon completion of the one-year MFE program, students go into investment banking, corporate strategic planning, risk management, portfolio management, and securities trading. Led by world-renowned faculty from the Haas School, UCLA's Anderson School, and UC Irvine's School of Management, students learn to employ theoretical finance and computer modeling skills to make pricing, hedging, trading and portfolio management decisions. Courses and projects emphasize the practical applications of these skills.

For more information on MFE, visit the web site at http://www.haas.berkeley.edu/MFE.

Berkeley Executive Program Grows International Appeal

The Berkeley Executive Program (BEP), the flagship program of the Haas School's Center for Executive Development and one of the longest running executive programs in the United States, has succeeded in preparing senior executives from around the world for the strategic management challenges of an increasingly global and technology-oriented business environment for nearly five decades.

This fall's BEP program enjoyed even greater international participation than ever, especially from China, Japan, and Europe. The program addressed both the key issues and the latest strategic thinking for advanced business management.

"The Berkeley Executive Program offers a great opportunity for companies to groom their management talent in global management issues," said Paul Stames, assistant dean for executive learning. "Our participants' exposure to business executives from some of the most dynamic international markets not only is a great networking opportunity, but also offers a opportunity to learn to work with peers from very different cultures."

BEP kicks off its 20-day program with a one-day Learning Journey, removing participants from the everyday world of their careers and exposing them to the latest in research and powerful ideas and businesses emanating from the UC Berkeley campus.

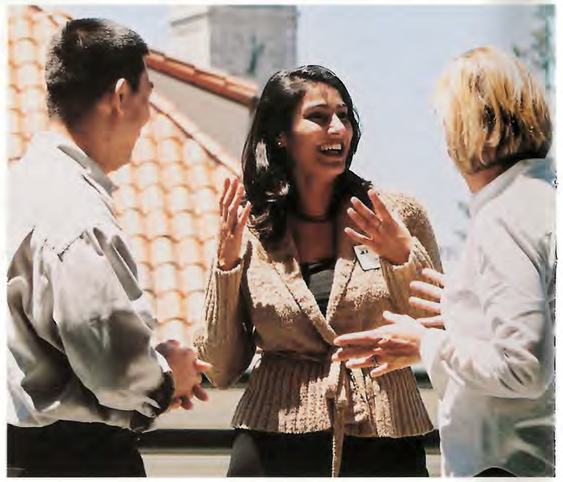
Past BEP participants have toured the Advanced Light Source lab at the Lawrence Berkeley Lab and the Cybercut research lab at the Department of Mechanical Engineering, which focuses on getting leading-edge products to market faster. They have visited UC Berkeley spin-off Nanomix, a nanotechnology company, and the Siemens Technology incubator. Lectures by Dr. Edward Penhoet, co-founder of Chiron and former dean of the School of Public Health, and Professor Donald Glaser, Nobel Laureate in Physics, offered interaction with some of UC Berkeley's most innovative thinkers.

BEP is offered twice a year, in three-day modules over a six-month period between January and June, and as a one-month block in September/October. For more information about BEP, please visit http://execdev.haas.berkeley.edu/index.asp.

Berkeley-Columbia EMBA Enrolls Stellar First Class

June marked the much-anticipated launch of the Berkeley-Columbia Executive MBA Program at the Haas School, where sixty-two highly achieving executives made up this program's first class, a joint venture between the Haas School of Business and the Columbia Business School.

The executives who have enrolled in the program represent 60 companies with a class average of over 12 years of work experience. Approximately 35% of the incoming class come from high-tech companies, with consulting firms and finance companies making up another 17% and 15%, respectively. The students are geographically diverse coming from Vancouver, Washington, Oregon, Arizona, Utah, Nevada, New Jersey, New York, and California. Women account for over one quarter of the class, and half of the class is comprised of minority students.



Jackie Singh (center), a member of the Berkeley-Columbia Executive MBA program's inaugural class, networks with other program students from across the country. She simultaneously works as a chief financial officer at Sand Hill Capital, Menlo Park, Calif.

The 19-month program is geared towards executives with ten to fifteen years of mid- to upper-level management experience. Students attend twenty-five extended weekends – four at Berkeley to every one at Columbia. Half of the courses are taught by Berkeley faculty, the other half by Columbia faculty. Jennifer Chatman, the Harold Furst Professor of Management Philosophy and Values; Andy Rose, the Bernard T. Rocca Jr. Professor of International Trade; Russ Winer, the J. Gary Shansby Professor of Marketing Strategy; Visiting Associate Professor Suneel Udpa; and Andrew Shogan, associate dean for instruction, made up Haas' summer and fall teaching contingent.



Executive Director Robert Gleeson at the first EMBA orientation.

The first class of BC EMBA students will graduate in December 2003.

St. Petersburg's B-School Expands, Honors Teece

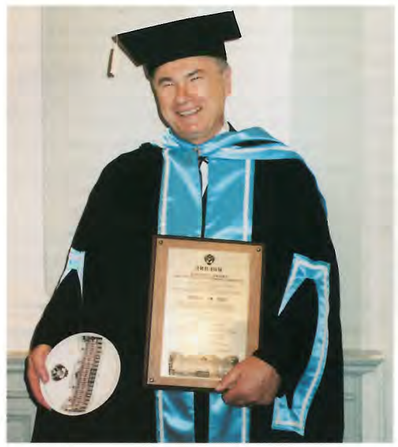
St. Petersburg University's School of Management (SOM) celebrated a major milestone on July 1, 2002, with the grand opening of its new facilities. The festivities included the conferral of an honorary degree to professor David Teece, director of the UC Berkeley's Institute of Management, Innovation & Organization (IMIO) and Mitsubishi Bank Professor of International Business and Finance at Haas. He has played a leadership role in the founding of SOM, the first business school at a major Russian university.

The relationship between UC Berkeley and St. Petersburg University (then known as Leningrad State University) started as an exchange program in 1987, with Teece serving as a key advocate. Since then, approximately 45 Berkeley faculty have taught at SOM, visited, or advised its faculty on course content, research, publications, or administrative matters.

Since its founding in 1993, SOM has grown from 35 students to over 1,000 in 2002. The school offers doctorate, graduate, and undergraduate programs as well as specialized courses. It attracts students from all over Russia, and international students from Europe, the US, Mongolia, China, and Syria.

The SOM's new home is a pair of connected late-18th century palaces not far from the central university campus. The two buildings, which were donated to SOM by the city of St. Petersburg in 1996, were renovated with nearly $4 million raised by its board, including two $1 million gifts from Arthur B. Schultz, a retired Norwegian-American businessman whose foundation has supported other projects to encourage the development of modern business practices in Russia, and from Hungarian-born investor George Soros, IMIO, with Susanne Campbell, its executive director of the St. Petersburg Project, and John Pepper, chairman of SOM's board, were instrumental in raising these funds.

Professor David Teece accepted an honorary degree for his fifteen years of involvement and advocacy for St. Petersburg University's School of Management in Russia.



In addition to Teece, the other UC Berkeley faculty person to receive an honorary degree was Haas professor Oliver Williamson in 1997.

Public Can Now Research Asian Immigration on Web

A new web site designed by the Haas School and the Institute of Business & Economics Research (IBER) facilitates the search of records on early Asian immigrants who entered the San Francisco and Honolulu ports in the 19th and early 20th centuries.

Several million people passed through the immigration stations in San Francisco and Honolulu between 1882 and 1955. Asian Americans were often subject to extensive investigation, and many of these investigations are documented in nearly 250,000 Immigration and Naturalization Service case records maintained at the National Archives and Records Administration (NARA) in San Bruno, California.

The Early Arrivals Records Search (EARS) database – available on the Web at http://groups.haasberkeley.edu/ iber/case-files – was created from data compiled by the Pacific Region of NARA. The database documents whether or not a file exists on a certain name, and if so, what the file number is. It also contains the port of departure and arrival, the vessel name, and the date of arrival for many of the immigrants. Although interested parties will still need to visit the NARA office in San Bruno to see the file, they can save a step by checking the web site first.

A typical case file may contain a person's biographical data and family history and may hold certificates of identity and residency, correspondence, and coaching materials used by "paper sons," immigrants who gained entry to the United States by posing as sons of already-admitted immigrants. It may also contain official immigration documentation and verbatim transcripts of INS interrogations.

The research on early Asian immigration by Robert Barde, academic coordinator at the IBER, inspired this new Web-accessible database.

Instructions on how to use the database and information about NARA's San Bruno office are available on the EARS web site.

Earl F. Cheit Completes Oral History Transcript

Dean Emeritus Earl F. (Budd) Cheit celebrated the completion of his oral history, which chronicles his devotion to higher education during his exemplary 40-year career at the University of California.

An economist and lawyer by training, Cheit joined UC Berkeley in 1957. He served as dean of the business school twice – in 1976-82 and 1990-91 – and played a leading role in building the school's new facilities and naming them after Walter A. Haas Sr., BS 10. Both the school's classroom wing and the award for excellence in teaching are named in his honor. He was presented with teaching awards by his business school students in 1986 and by the university's Academic Senate in 1989.

On campus, he served as a faculty spokesperson during the Free Speech Movement of 1964, and was appointed executive vice chancellor of the campus by Chancellor Roger Heyns from 1965 to 1969. He served as acting vice president of the University of California system from 1981 to 1982.

A bound copy of the oral history, titled "Professor, Vice Chancellor, Dean, Vice President, Athletic Director, Advisor, Trustee, University of California, 1957 to 2002," can be ordered from the Regional Oral History Office at 510-642-7395 or at roho@library.berkeley.edu.



Earl F. Cheit, pictured with his interviewer Germaine LaBerge at the celebration of his oral history transcript, has devoted his career to the University of California.

Staff News

Brooks Heads Center for Financial Reporting

Rada Brooks, who has served as an accounting lecturer at the Haas School since 1997, has been named the executive director of the Center for Financial Reporting and Management. A certified public accountant with an MBA from the London Business School, Brooks has taught accounting courses since 1992 at various universities, including the International University of Japan and Loyola University of Chicago.



Rada Brooks is the new executive director of the Center for Financial Reporting and Management.

Brooks started her accounting career with Deloitte and Touche in San Francisco and then held financial management positions with Wells Fargo Bank and Citicorp. "Rada's extensive experience in public accounting, combined with strong communications and organizational skills, make her ideally suited to head the center," says Professor Brett Trueman, the center's faculty director. "I'm confident that we will continue to prosper and grow under her leadership."

With the accounting profession recently coming under scrutiny as a result of corporate scandals involving companies such as Enron and WorldCom, Brooks joins the center at an exciting time. "I think the next few years in accounting will be especially challenging, but also a tremendous opportunity to make a difference in the profession," she said.

At home, Brooks' focus is her husband, Kent, and her children, Michael (13) and Elizabeth (10). She enjoys skiing, swimming, and the ballet, but, above all, travel is her passion. "I've been fortunate to be an expatriate in London and Tokyo over the years," she said.

Two Staff Recognized for Excellence in Management

Two of Haas' finest staff members, **Teresa Costantinidis,** assistant dean for budget and personnel, and **Abby Scott,** director of career services, received Excellence in Management Awards from the Berkeley Staff Assembly on May 23, 2002. Their reporting staff nominated the two staff members. The theme for this year's awards was "Leadership in Challenging Times."

Scott's staff nominated her for bringing together three department constituencies (career advisors, account managers, and operations staff) into a cohesive team; creating an environment that motivates team members to be productive and innovative; and delegating leadership amongst the staff.

Costantinidis was praised in her nomination for demonstrating even-handedness; great goodwill; a cheerful demeanor; an adherence to very high standards of performance; proactively supporting staff development; and being a consummate professional – smart, knowledgeable, capable, efficient, effective, and caring.

Faculty News

Oliver Williamson, the Edgar F. Kaiser Professor of Business Administration, was recently bestowed three significant honors. He was named an Honorary Editor of the Journal of Economic Behavior and Organization (his biography appears in the April 2002 issue).

On June 10, the current president of the Academy of International Business, Donald Lessard, advised Williamson that he is also the sixth person to be elected as an Eminent Scholar of the Fellows of the Academy of International Business. Coincidentally on June 10, Williamson was one of three speakers at the 20th year celebration of the 1982 Merger Guidelines at the Department of Justice in Washington DC, presenting a paper entitled, "The Merger Guidelines of the US Department of Justice – In Perspective." The audience included current and former officials and members of the Antitrust Division of the US Department of Justice and of the Federal Trade Commission, as well as members of the Washington DC antitrust bar.

Professor Emeritus **James M. Carman,** along with co-author Luis V. Dominguez of Florida Atlantic University, was awarded the Charles C. Slater Memorial Prize in June for the article, "Organizational Transformations in Transition Economies: Hypotheses." The paper was recognized for making the most significant contribution to the field, published within the last two volumes of the Journal of Macromarketing. This is the second time Professor Carman has received this award. The first time was in 1997, for an article co-authored with Professor Emeritus Robert G. Harris entitled, "Public Regulation of Marketing Activities."

Winning Pitch Delivers $5M in Funding for Startup

Despite a sputtering national economy, a persuasive 30-second "elevator pitch" can still find multi-million dollar venture capital funding for the right startup business, as one Haas School alumnus discovered here recently.

Gerry Pesavento, MBA 89, hoped for the opportunity to make a pitch for his new company, Teknovus, last March at the UC Berkeley Entrepreneurs' Forum, a program offered monthly by the school's Lester Center for Entrepreneurship & Innovation. On that particular night, Pesavento's "number" was up.

The "numbers" refers to what Jerome Engel, Lester Center executive director, affectionately calls the few selected guests who get to make a very brief plea for financing or other kinds of help at the beginning of each Entrepreneurs' Forum. After Pesavento was picked to be a number and made his pitch, he was approached by venture capitalist Matt Sandler of Partech International in San Francisco. Three months later, Teknovus closed a $5 million deal led by Partech and US Venture Partners.

"Being part of the Lester Center's entrepreneurial network has made all the difference," said Pesavento. "The Entrepreneurs' Forum directly led to the financing of our new venture."

Teknovus is not Pesavento's first success. Previously, the founding CEO of Alloptic, which won second prize at the inaugural 1999 UC Berkeley Business Plan Competition, Pesavento lead Alloptic to $50 million in funding.

Engel Wins Price-Babson Entrepreneurship Award

Jerome Engel, executive director of the Lester Center for Entrepreneurship & Innovation, was honored with the 2002 Edwin M. and Gloria W. Appel Prize by the Price-Babson College Fellows Program. The prize recognizes Engel for bringing "entrepreneurial vitality to academe in the true spirit of the Price-Babson College Fellows Program."

Engel has been teaching entrepreneurship at Haas since 1991, where he founded the Berkeley Entrepreneurs' Forum and oversees the school's many entrepreneurial student activities, including the UC Berkeley Business Plan Competition and the National Social Venture Competition. In addition to being an entrepreneur – he founded AllBusiness.com, which sold in 2000 to NBCi – he teaches entrepreneurship to educators across the US. He is also the faculty director of Lifelong Learning for Entrepreneurship Education Professionals (LLEEP).

The very first funding for the Haas School's entrepreneurship center came from a grant from the Price Institute to fund Price fellowships, back in the mid-1980s. The late Gloria Appel was Engel's mentor for many years.

New Faculty Books

How New is the New Employment Contract? Evidence from North American Pay Practices



David I. Levine, associate professor in the Economic Analysis and Policy Group and Organizational Behavior Group, Dale Belman, Gary Charness, Erica L Groshen, and K.C. O'Shaughnessy
Upjohn Institute 2002
$40 hardcover
$22 paperback

International Handbook of Organizational Culture and Climate



Jennifer Chatman, Harold Furst Professor of Management Philosophy and Values in the Organizational Behavior and Industrial Relations Group, S. Cartwright, C. Cooper, C. Earley, T. Cummings, N. Holden, P. Sparrow & W. Starbuck (eds.)
John Wiley & Sons 2001
$145 hardcover

Analysis for Marketing Planning, 5th ed.



Russell Winer, J. Gary Shansby Professor of Marketing Strategy and Chair of the Marketing Group, Donald R. Lehmann
Irwin/McGraw-Hill 2002
$54.00

Product Management, 3rd ed.



Russell Winer, J. Gary Shansby Professor of Marketing Strategy and Chair of the Marketing Group, Donald R. Lehmann
Irwin/McGraw-Hill 2002
$138.50

Stellar New Faculty Bolster Haas Teaching and Research

Six new faculty have joined the Haas School for the 2002-2003 academic year. CalBusiness is featuring three of the six professors in this issue; three will be featured in the spring 2003 issue.

Pino G. Audia

After six years at the London Business School, Audia joins the Haas School as an assistant professor in the Organizational Behavior and Industrial Relations group. The southern Italian is teaching the organizational behavior core course in the full-time MBA program this fall. "The first term is a great time to teach MBA students as they start their studies and have so much energy and enthusiasm," he said.

One of Audia's main research interests is to explain what he calls the "paradox of success", a frequent pattern in which successful firms fail to adapt their strategies to obvious environmental changes. It is these companies' persistence with outdated strategies that lay the foundation for their future decline. A recent example he gives is Intel. When PCs were the dominant piece of consumer technology, Intel was on top. But when handheld devices and mobile phones started to make significant strides, Intel did not realize that it was time to produce microprocessors suitable for those devices. Intel allowed other companies like Broadcom and Texas Instruments to become dominant in those areas.

"You would expect that when the environment changes, successful companies would have all of the resources – the smartest people in the industry – and that they would see the change and adapt," he notes.

Audia has found that top executives are often the cause of company failures. "Success affects the way executives make decisions," he says. "It makes them overconfident, rigid in their beliefs, and reluctant to listen to people with differing views."

The question arises as to what companies need to do to avoid these failures and remain successful when the environment changes. Audia's research so far shows that the suggestion most often offered by academics – changing the CEO – is not a real solution because new chief executives do not have sufficient power to introduce change in successful organizations. A better alternative, he suggests, is to implement a strong board and train executives to make better use of the talent available inside the organization. He notes that more studies are needed and anticipates more insights from his current research in progress.

Audia received his Ph.D. at the University of Maryland after getting his MBA at Bocconi University in Milan, Italy. His work has been published in a variety of journals, including the *Academy of Management Journal, Advances in Strategic Management,* the *American Journal of Sociology,* and the *Journal of Applied Psychology.*

Audia is looking forward to exploring the Bay Area. "Cycling is my primary thing," he said, "but I also like skiing, so I'm looking forward to the first snowfall, and Lake Tahoe."

Thomas Davidoff

Thomas Davidoff recently moved from Cambridge, Massachussetts, to Berkeley to join the Haas School's Real Estate group. The newly minted assistant professor researches the timely issue of how individual investors manage risk in their real estate and financial investments.

"Recently the popular press has been full of examples of investors putting all of their eggs in one basket," says Davidoff, citing the example of Enron employees whose future incomes were entirely dependent on the firm's performance. "For most households, however, the amount of wealth held in stocks is very small compared to that held in the form of housing."

He found that individuals whose incomes tend to move more closely with local housing prices should find housing to be a less attractive investment than people whose incomes tend not to remain stable. "If income moves with housing prices," explains Davidoff, "then housing is negative insurance."

For example, a New York investment banker typically is rich in the same times when New York housing prices are high (booms), and a little less rich when housing prices are lower (busts). So, buying housing creates an asset that has relatively big pay-offs (capital gains) when wealth is the least useful and relatively small payoffs when wealth is the most needed.

Using data on workers in a wide range of industries in different metropolitan areas, Davidoff found that households are buying roughly the equivalent of one more, or one less, bedroom depending on whether their income correlates more or less strongly with local housing prices than the average household. "Evidently," Davidoff concludes, "some households do recognize that it is not a good idea to put all of their eggs in one basket."

Looking into alternative investments, Davidoff has found that "annuities are a good way of making sure you will have enough to live on, even if you live to a very old age." Annuities are assets that pay out more because they convert back to the issuer if the investor dies. Davidoff hopes that his work on annuities will lead to the development of new types of annuity products. His research also suggests that new ways of marketing annuities could broaden their appeal.

Davidoff spent his undergraduate years at Harvard University, and went on to get his Masters in Public Affairs in Urban and Regional Planning at Princeton University. He recently completed his Ph.D. in Economics and Urban Studies and Planning at the Massachusetts Institute of Technology. He worked for three years at Forest City Ratner Companies, a real estate development company, as a project manager in his hometown of Brooklyn, New York.

Davidoff says there were many reasons for coming to Berkeley, "The faculty here have so much depth. There's also a serious real estate center, and the great UC Berkeley economics department and Business School were a real draw."

This fall, Davidoff is teaching two MBA microeconomics courses and will organize the Ph.D. real estate seminar. He says teaching the microeconomics courses will be fascinating because, "I think it will be likely that the MBA students, having real world experience, will come to me with ideas, some which will be half-baked, and some will be really interesting."



Assistant Professors Pino Audia, Laura Kray, and Thomas Davidoff (left to right) are the first three of the Haas School's six new faculty to be profiled in CalBusiness.

Outside of work, he plans to start exploring California's abundant campgrounds. "My wife and I love to hang out outdoors," he says, "so we'll do a lot of running and hiking." He also like to play some internet speed chess from time to time.

Laura J. Kray

Assistant Professor Laura J. Kray came to the Haas School's Organizational Behavior and Industrial Relations group by way of the University of Arizona's Eller School, where she taught for three years, and the Kellogg Graduate School of Management at Northwestern University prior to that. Trained in psychology, Kray studies how people's cognitive orientations, or mindsets, affect their performance and decision-making ability.

In a series of experiments, Kray found that a stereotype can negatively affect the performance of people who profess not to believe the validity of that stereotype. For example, in a negotiation study women performed more poorly than men after they were told that the exercise was highly indicative of their inherent negotiating ability. In contrast, Kray observed no gender differences when the negotiators believed the exercise merely served as a learning tool and was not indicative of ability.

More surprisingly, when Kray told women that negotiating requires skills that stereotypes ascribed to men and that explicitly linked gender to performance, women tended to set higher goals for themselves and ended up outperforming the men.

"In this world of political correctness, stereotypes are often brushed under the table, but they do affect people's performance, even if they don't subscribe to them. As soon as we make the stereotypes explicit, however, people tend to rise above them," says Kray. "It shows how important it is to talk about the stereotypes that exist."

Kray and her co-author, Adam Galinsky, assistant professor at the Kellogg School, recently received a National Science Foundation grant to investigate ways to improve decision accuracy.

Kray and Galinsky based one experiment on the space shuttle Challenger accident, which was caused by the failure of o-rings due to the cold weather. In their scenario, students had to decide whether or not to go ahead with a car race during cold weather. They found that subjects who were primed prior to making their decision to think in terms of counterfactuals – imagining various possible outcomes and asking "what if" – were three times as likely to decide correctly not to proceed with the race than those who were not primed.

"When people are exposed to counterfactual thoughts that remind them that there are multiple possible worlds, it carries over and allows them to process information more systematically and to ask more critical questions in a subsequent task," says Kray.

Working on her research in the fall, Kray begins her teaching in January with a section of the bargaining and negotiations class for the MBA program. She'll also start a new class in the spring about groups and teamwork, a class she said she is "importing from Arizona."

She earned her BA in Organizational Studies from the University of Michigan, Ann Arbor, and her Ph.D. in Social Psychology from the University of Washington, Seattle.

The self-described "foodie" loves restaurants, hiking, photography, and seeing live music in her spare time. "Mostly," she says, "I love just hanging out with my two cats and my husband in our backyard."

Laura Kray, also joining the OBIR group, attributes her decision to come to Berkeley to a better fit career-wise, and the fact that "Berkeley has an excellent reputation for scholarship, in addition to being a really fun place."

Upcoming in CalBusiness Spring/Summer 2003

PROFILES OF:

Teck-Hua Ho
William Halford Jr. Family Professor of Marketing

John Morgan
Associate Professor of Economic Analysis and Policy

Jose Camoes Silva
Assistant Professor of Marketing

Do Well and Do Good?

Vogel Challenges Perceptions of Corporate Greed or Virtue

The Wall Street Journal published this article by David Vogel, the George Quist Professor of Business Ethics, on August 20, 2002. Vogel is the editor of the California Management Review and hosts the Haas School's annual Rudolph Peterson Lecture in Business Ethics.

In recent years, business ethics has become a central part of many corporate strategies. Ben & Jerry's made its name focusing on environmental responsibility; Nike learned the hard way the price of perceived injustices at overseas factories. And Shell Oil faced a public-relations nightmare a few years back when Greenpeace activists launched a high-profile protest against oil dumping in the North Sea.

Corporate responsibility, which has been gaining ground since the 1970s, has gone global. More than 300 firms world-wide have signed onto the United Nations Global Compact, pledging good global citizenship in the areas of human rights, labor standards, and environmental protection.

Addressing social concerns, then, has become part of many business plans. Fifty-four socially responsible mutual funds have been created in the US and scores more in Canada, Europe, and Japan. Based on the premise that companies that "do good" will "do well," approximately $1.5 trillion dollars worldwide is now invested according to social or ethical criteria.

So how does all this corporate responsibility relate to the parade of abuses, creative accounting, and outright fraud we've seen of late? While they've been saving the earth, many managers have been systematically abusing the trust of their shareholders, and in some cases their employees as well. Portraits of enlightened managers have given way to depictions of managerial greed.

Companies like Alcoa, 3M, Dupont, and Dow Chemical have substantially lowered their production costs by reducing their emissions and solid wastes. But those who claimed that corporations were at last becoming socially responsible mistakenly assumed that managers were only under pressure to behave better. Equally significant changes in the business environment have encouraged many firms to behave worse.

As executive speeches and academic writings on business ethics never tire of repeating, there is evidence that corporate responsibility "pays." But managing earnings also "pays." It can lower the cost of capital, facilitate acquisitions, and increase executive compensation. In short, like corporate responsibility, corporate irresponsibility has paid, especially for certain executives.

> *"Firms are rarely as virtuous or corrupt as the media portrays them. Our challenge is to restructure incentives to make it in the self-interest of more firms to behave more responsibly more of the time."*

Over the last decade, many managers have discovered the financial rewards of maintaining good relations with both environmental groups and Wall Street analysts. Consider, for example, three of the firms whose accounting practices have come under public scrutiny.

Enron was long regarded as an exemplary corporate citizen. The firm and its senior executives were generous supporters of community institutions in Houston, and it captured international attention by building a power plant in India without resorting to bribing government officials. Enron also lobbied the Bush administration in favor of an international agreement to address global warming – in the expectation that it would then be able to create a market for carbon trading – and the company pleased many environmentalists with its investments in alternative energy.



Ethics professor David Vogel's article on business ethics and corporate responsibility recently was published in the *Wall Street Journal*.

Merck, the drug company recently criticized for misreporting some revenues, received a prestigious award in 1991 from the Business Enterprise Trust, for its decision to develop and distribute Mectizan, a drug effective against river blindness which threatens 85 million of the world's poorest people. Since 1987, Merck has been producing and distributing this drug free to all international aid programs at an annual cost of more than $100 million. In Fortune's annual survey of corporate reputations, Merck has consistently received high marks for "corporate responsibility."

Xerox recently paid a $10 million fine to settle a civil suit filed by the Securities and Exchange Commission accusing it of misstating profits by nearly $3 billion over four years. Yet Xerox has also been a recognized international leader in enviro-management, pioneering a program that recycled its copy cartridges as well as the copier itself.

And of course, in the 80s, Arthur Andersen provided substantial funds to promote the teaching of ethics in business schools throughout the US.

Firms are rarely as virtuous or corrupt as the media portrays them. Our challenge is to restructure incentives to make it in the self-interest of more firms to behave more responsibly more of the time. "Doing well by doing good" should apply to earnings reports too. But while we continue our efforts to discourage and penalize "infectious greed" we now have a different perspective on the meaning of corporate responsibility.

Fraud is Not New

Hermalin Discusses Origins of Corporate Dishonesty in Light of Recent Scandals

Benjamin Hermalin, Willis H. Booth Professor of Banking and Finance, spoke with Bonnie Azab Powell of UC Berkeley's Public Affairs Office about executive compensation and the relationship of board structure to financial performance. The following is an excerpt of their interview.

Can you trace this current rash of corporate wrongdoing to any particular catalyst?

There have been considerable changes in corporate governance in the last 20 years. Even before the Internet boom of the 1990s, academics encouraged tying executive compensation more closely to performance, in the form of direct stock grants or stock options.

Whenever you change incentives, if the new incentives increase the temptation to behave badly, initially you'll find a rise in bad behavior. Does that mean there is a general rise in crookedness? Well, no. We've always had bad apples. Not that long ago there was the S&L debacle. Pick any period of time and you'll find other spikes of bad behavior.

Most of these executives are claiming that rather than being crooked, they just "didn't know." Could that be true?

It's a tradeoff. You can admit guilt and go to jail, or you can say you didn't know what was going on and basically claim incompetence.

There have been instances in business when terrible things have happened to firms and the people at the top really didn't know, like the Barings Bank disaster, where an underling did something wrong, disguised it, and brought the whole bank down. That doesn't mean the bank wasn't culpable – it should have had better oversight and controls – but the management didn't do anything criminal.

However, when we're talking about the heads of Enron or WorldCom, I think they're not being honest.

Has the Securities and Exchange Commission in fact done an adequate job policing these companies?

Economists like me tend to have a lot of faith in the markets. We know, however, markets can break down when you have informational asymmetries, meaning people trading don't have the same information. And that's a huge problem in the stock market. Without regulation, you can easily find yourself trading against people who are much better informed than you – like insiders at the firm – and then you're certain to lose. If you want to have a well-functioning capital market, you have to make sure that someone is out there as a referee. It's a game that can't self-regulate.



Professor Benjamin Hermalin, who served as the interim dean in spring 2002, has conducted extensive research on issues of corporate governance.

Should executives be forbidden from selling their shares until they retire?

That really interferes with freedom of contract. It would also have unintended consequences in the sense that it would likely make managers risk averse, which may not be what shareholders want. Also, if they are denied that form of compensation, they'll demand other kinds: we'd see them getting more cash, more bonuses tied to performance, and these would incur their own problems.

Is there any way to salvage stock options as acceptable management incentives?

Boards of directors have to ask themselves: Are we being responsible in granting these options? In many cases they might say we've misused them. Perhaps one way of restoring confidence is to make them seem less like a giveaway.

We also need much more prompt disclosure of all transactions involving options and executive sale and acquisition of stock. Take the "form four," which executives are supposed to fill out and submit when they trade stock in the company. You can do it electronically, which is very quick, or you can fill it out on paper and it takes weeks to process. We have the heads of the world's greatest tech companies filling it out on paper, not because they can't be bothered to fill it out electronically, but because they want to have that delay. That has to go.

What effect would the stock exchanges' requiring that company boards be headed by an independent chairperson, not its CEO, have on fraud?

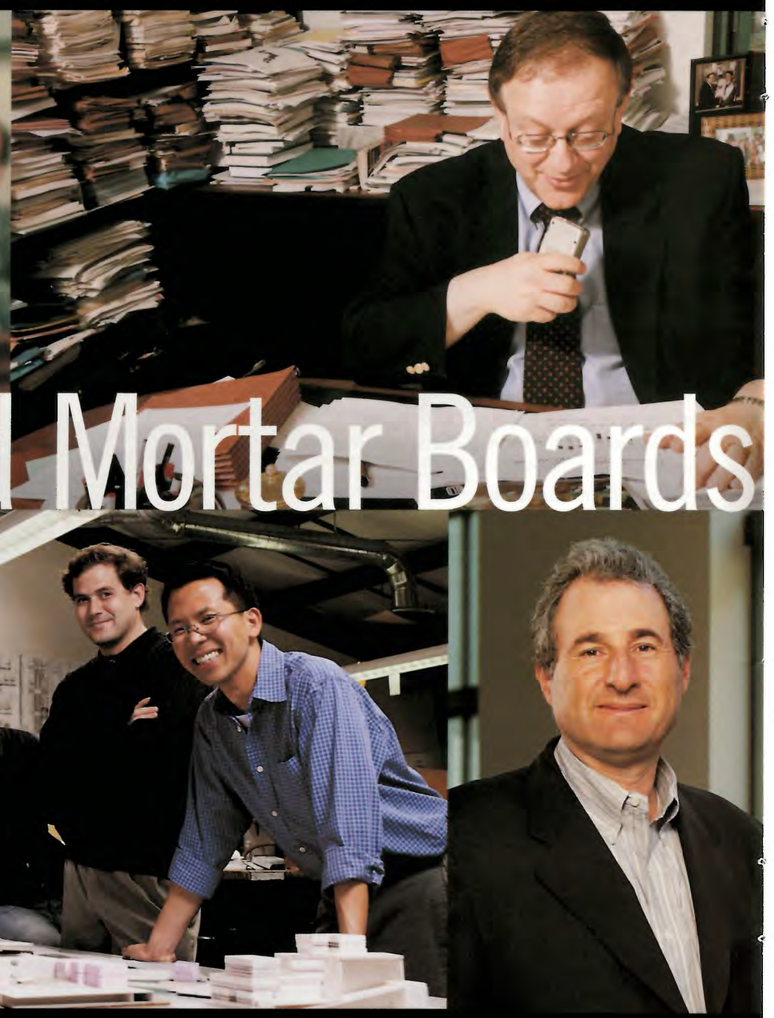
Generally most studies that look at how the board is structured have had a difficult time finding any relationship between the board and the firm's performance. Usually the board's structure matters in extraordinary circumstances, like when you need to fire a CEO or deal with an acquisition, but not in the day to day.

However, there's a real trend toward having more outside representation. That doesn't always mean the board is more independent. For instance, say Company A puts the CEO of company B on its board, and Company B puts Company A's executive on its board. They're not going to be terribly independent.

One of the reasons we should be suspicious of all these exogenous fixes to the board is that if they're so grand, why haven't people done them already? Some of my work tries to come up with reasons why individual boards would evolve in ways that are less than optimal. But remember, we've been complaining about boards for 200 years. Go back to Adam Smith and *The Wealth of Nations* and there's a line about how boards of directors can't be trusted.

Haas Real Estate Program Blends Industry and Academe





Bricks and Mortar Boards

FROM TOP LEFT CLOCKWISE: **Professor Nancy Wallace** solicited cases from industry for the Real Estate Strategy Class. • **Professor Bob Edelstein** does extensive research into domestic and international real estate cycles • **The members of the team for the Bank of America Low Income Housing Challenge 2002** proudly presents their winning development plan (from the left): JC Wallace, MBA 03; Krisztina Tokes, Master's of City Planning; Wade Vorley, Master's of Architecture; Sean Charpentier, Master's of City Planning; Steven Shum, Master's of City Planning; and Steve Wolmark, MBA 03 (not pictured). • **Professor Kenneth Rosen**, chairman of the Fisher Center for Real Estate and Urban Economics, is well known for his annual real estate and economic forecasts.

What are the three most important factors for success in real estate?

If you were thinking of the cliché answer "location, ..." you wouldn't be wrong. But you would also be right if you guessed "Haas, Haas, Haas."

The reason is that the Haas School of Business is home to one of the top ranked real estate programs in the nation. The US News & World Report ranked the Haas School's real estate program second in the nation in its latest ranking of such programs in September 2000. And the program's impact in three key areas – teaching, research, and outreach to the real estate industry – has been marked by a consistent string of successes and accomplishments. The program has evolved and grown markedly over the past two decades to become a leader in the field, as well as a top producer of talent for the industry. A few examples:

- A team of six Berkeley MBA students won first place at the inaugural national Real Estate Finance Challenge last fall at the University of Texas, Austin, sponsored by Goldman Sachs, JP Morgan Chase, Merrill Lynch, Bear Stearns, and Wells Fargo. The competition attracted 12 teams from the nation's leading business schools for the preliminary round, including Berkeley, Harvard, Stanford, Wharton, Kellogg, Cornell, UCLA, Michigan, Chicago, NYU, Columbia, and UT Austin. The Berkeley team won out against Harvard and UT Austin teams in the final round, taking home the $5,000 cash prize.

  This win is the latest in a string of victories by students in the Haas School's real estate program. Previous successful competitions included the NAIOP Real Estate Development Challenge and the Bank of America Low Income Housing Competition.

- Every fall, Professor Kenneth Rosen presents his annual real estate and economic forecast, widely considered definitive among real estate professionals around the nation, at an annual symposium held at the Pebble Beach resort on the California coast. Invited guests frequently include not only the center's advisory board members but also thought leaders and figures of the state. Political leaders Governor Gray Davis, former Governor Pete Wilson, Oakland Mayor Jerry Brown, San Francisco Mayor Willie Brown, and former national security adviser Sandy Berger have joined industry luminaries from Morgan Stanley, CB Richard Ellis, Bank of America Securities, and Goldman Sachs and Co.

- Cutting-edge research by real estate faculty sheds light on a wide range of current business and economic issues. For example, a recent study by Professor Dwight Jaffee found that the collapse of the terrorist insurance market and the subsequent turmoil in the real estate and airline industries after the events of September 11 were the result of insurance firms' aversion to covering large-scale catastrophes. "Temporary government intervention would help revive the terrorist insurance market after an event as extreme as the Sept. 11 attacks," says Jaffee, "and help stabilize affected industries."

  Closer to home, the work of Professors Jaffee and Kenneth Rosen and a group of staff economists, has contributed significantly to our understanding of theeffectsof the dot-com boom and bust on California's economy.

> "Real estate is one of the industries that possess enduring wealth."
>
> **Kenneth Rosen,**
> Chair, Fisher Center for Real Estate and Urban Economics

The Haas School Real Estate program has risen so quickly in prominence because it is so well-rounded and active. In addition to teaching real estate at the undergraduate, MBA, and Ph.D. levels, the program encourages students' open access to faculty and industry leaders and places a strong emphasis on research into both theoretical and practical aspects of the real estate industry.

"You have to ask, what should a real estate program do?" says Real Estate Development Professor Robert Edelstein, who came to Berkeley in the mid 80s from a position at University of Pennsylvania's Wharton School. "You need good programs at the undergraduate, MBA, and Ph.D. levels, outreach, scholar development, and research. We do each of those at the frontier. We may be the only institution that does all of these things simultaneously."

Working Towards a Common Goal

"Real estate is one of the industries that possess enduring wealth," says Kenneth Rosen, California State Professor of Real Estate and Urban Economics. "It is involved in every aspect of our lives – in the form of housing, office buildings, public buildings, and even rooms on college campuses." At Haas, the all encompassing issues in the field of real estate are addressed by the academic Real Estate program in tandem with the Fisher Center for Real Estate and Urban Economics, a highly respected research and industry outreach center.

Together the Fisher Center and the Real Estate program have become a leading wellspring of strategic thinking about where the industry is going. The Fisher Center is one of the major university research centers in the US for studies of real estate markets, financial institutions, and urban and regional economic topics. "The center links the program to all aspects of real estate, from the money that funds it to the regulations that control it," says Cynthia Kroll, senior regional economist for the Fisher Center.

The Fisher Center is chaired by Rosen, who was recruited in the late 70s from his post as a professor at Princeton. Rosen was inspired by the approach of the joint MIT/Harvard program, which funded a similar research center exclusively funded by private donors. He decided to re-establish the center in 1979 and fund it in the same manner, since state funds were sparse at that time. Rosen convinced 15 companies to be part of an advisory board and contribute each year toward the center – that number has since grown to about 100 companies on the board, all of whom are luminaries from the public and private sectors, including policy makers, industry leaders, and academics.

Next to the faculty, says Jaffee, Willis Booth Professor of Banking, Finance, and Real Estate, the most critical asset of the



Members of the real estate faculty: Dwight Jaffee, Nancy Wallace, John Quigley, and Bob Edelstein

program is the Fisher Center "which provides access to real estate professionals in the industry, and provides financial support for our research activities."

In 1995, Don Fisher, BS 50, founder and chairman of the Gap, provided significant funds to the real estate center, and it was subsequently named in his honor. Fisher's interest in the center stems from his belief that his work in real estate before starting the Gap, played a role in the success of the company.

Current members of the board include Douglas Abbey*, MCP 79 (City & Regional Planning); Gerson Bakar*, BS 48; Jon Reynolds, BS 56, MBA 59, CEO of Reynolds & Brown, a commercial real estate firm; Lynn Sedway*, MBA 76; and Warren Spieker*, BS 66 (*see sidebar).

Board members attend annual conferences held at Carmel's Pebble Beach resort that focus on issues facing the economy and the real estate industry. The event presents leading-edge research and thought-provoking keynote speeches by the likes of ex-CIA chief Jim Woolsey and real estate legend Sam Zell. "This lets business people know that Berkeley is really plugged in to what they are thinking about," says Rosen.

"The board is made up of 100 of who's who in real estate. They hire people, which helps our students, which helps us get good students," says Edelstein. "The program and the center create relationships that are synergistic and amplify relationships in the future."

Bringing Reality to the Classroom

Bringing the realities of the profession into the classroom is one of the key objectives of the real estate program, be it at the undergraduate, MBA, or doctoral level. Haas professors and seasoned professionals combine their respective areas of expertise to teach a balance of theory and practice in courses ranging from housing and urban policy to financing and investment analysis.

The Fisher Center's industry relationships were put to good use this past year when the Real Estate program created a new Real Estate Strategy course based on the case method.

Advisory board members and industry partners were asked to help develop a set of Haas School cases. Says Professor Nancy Wallace, chair of the Real Estate faculty, "I asked them to provide us with a best deal or worst deal or a really interesting deal and let us bring that into the classroom."

Wallace worked with board member Victor Coleman, president and COO of Arden Realty Inc., a real estate investment trust, on a case on "green building" – the movement to build corporate buildings where more environmentally friendly design goes hand-in-hand with future cost savings. Another case for the class focused on a mezzanine finance deal and was written up by advisory board member Diane Olmstead, executive vice president of IStar Financial.

"Cases are powerful," says Wallace. "The goal is to get students actively thinking on their feet with their peers. The cases are current projects with real relevance ...they run the gamut of the real estate industry."

"The wonderful thing about real estate is that it is an outdoor sport," says Adjunct Professor **Stephen Chamberlin** (below), who, as owner of two development companies, brings a practitioner's perspective to the real estate program.



Research: Theory and Practice

Research, one of the ultimate priorities for the program and the center, is conducted by the faculty and Fisher Center economists. While the real estate faculty focus on more theoretical, mathematical modeling, the economists of the Fisher Center study the activity in real estate markets and urban economies.

Each faculty member's area of focus is unique. Rosen, who has been widely quoted in the press for his forecasts on the commercial and residential real estate markets in California, creates models that are seen as some of the more accurate predictors of the markets. Wallace works on housing price indices and real option models as well as mortgage pricing, pre-payment contracting, and prepayment models. The US Department of Housing and Urban Development commissioned Jaffee to study the privatization of government-sponsored mortgage enterprises Fannie Mae and Freddie Mac. Jaffee has also done extensive research on earthquake and catastrophe insurance. Edelstein focuses on international real estate markets and how they interact and react to changes in the world economy; US real estate cycles; and optimal strategies for REITs (the real estate equivalent of mutual funds). New faculty member, Assistant Professor David Davidoff, examines how individual investors manage risk in their real estate and financial investments.

In addition, Wallace, Edelstein, and Quigley are all working on different aspects of the problem of creating reliable real estate indices for economic modeling. "Real estate assets are incredibly important to households around the world and lead to all kinds of effects that we don't understand well because we haven't monitored them," says Wallace. "Alan Greenspan is concerned about the fact that policy decisions are made and we don't have monitoring mechanisms, so the National Bureau of Economic Research created new initiatives to encourage academic study into models for measuring the real estate markets." In addition to their work domestically on this issue, all three are working on developing housing price indices around the globe – Edelstein in Asia, Quigley in Sweden, and Wallace in France.

Going Head-to-Head on Real World Issues

For a select group of real estate students, another chance to work on real-world problems comes from the four competitions in the real estate program: the National Association of Industrial and Office Properties (NAIOP) Real Estate Development Challenge; the Bank of America Low-Income Housing Challenge; the Securities Case Competition; and the National Real Estate Challenge at UT Austin. "These competitions focus student energies on something very concrete, and highlight what the program can accomplish for them, integrating what they have learned and contacts they have made with industry," says Wallace. Haas teams won the NAIOP, the BofA, and the UT Austin challenges this year.

The NAIOP Challenge, which was founded by Adjunct Professor Stephen Chamberlin, a real estate developer in San Francisco and Philadelphia, Penn., is a development competition with Stanford University that assigns teams of five students to a site that has problems, e.g. toxic waste or a history of failed developments. Thus far Berkeley has won seven times, Stanford five.

Sponsored by Bank of America, the Low-Income Housing Challenge is a competition among several west coast graduate schools in which interdisciplinary teams create a low-income housing proposal. The winning 2002 Berkeley team exemplified the collaborative nature of the competition, including students from business, planning, and architecture.

In the Securities Case Competition, sponsored by Merrill Lynch, six schools (Berkeley, MIT, Wharton, Columbia University, Carnegie Mellon, and the University of Chicago) compete in the area of fixed income pricing. The teams are given just five hours to come up with a securitization proposal for a client problem. "It's a real pressure cooker of activity and it uses a lot of their skills," says Wallace. Haas School teams have placed in the top three in the past three competitions.

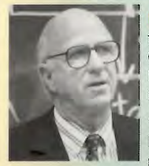
The student-run Berkeley Real Estate Club offers additional opportunities for students to develop real-world skills and contacts in the field. In addition to helping form the student teams for competitions, the club organizes firm nights, alumni mixers, speakers, volunteer days with Habitat for Humanity, and site visits to developments like San Francisco's new Ferry Building at Pier 1 or San Jose's multi-family community at Museum Park.

"With a 100 dues paying members, BREC is the most active student club on campus on campus," says Laura Billings, the club's president in 2002. "And the faculty certainly welcomes the students' enthusiasm. Says Rosen, "We need the next generation of great people to take over and build on what we've done."

CONTRIBUTING WRITERS: SARAH BENSON AND DAISY Z. DAILEY

Fisher Center for Real Estate and Urban Economics

Industry Leaders' Participation Enriches Center Activities



DONALD FISHER, BS 50, founder and chairman of the Gap, worked in real estate before starting the Gap, and he believes the success of the Gap is partly based on his real estate knowledge and the use of information technology.

"I am proud to have my name associated with the Fisher Center for Real Estate. It's the best department in the world."



WARREN "NED" SPIEKER, BS 66, is managing partner at Spieker Partners and former chairman of Spieker Properties, Inc., one of the first firms to realize the potential of converting to real estate investment trust in the early 90s.

"The Fisher Center has always been one of the most respected regional as well as national real estate authorities in the country. I have always had a high regard for their information and their membership."



GERSON BAKAR, BS 48, is chairman of Gerson Bakar & Associates, a major real estate building firm in San Francisco that developed San Francisco's Levi Plaza, the 101 Lombard Apartments, Northpoint Shopping Center, Carmel Plaza, and Ghirardelli Square.

"I am pleased to be a part of the Fisher Center. I personally find it a treasure trove of information."



DOUGLAS ABBEY, MCP 79 (CITY & REGIONAL PLANNING), is chairman of AMB Capital Partners, a national real estate investment firm specializing in industrial properties.

"The Fisher Center has a real impact on the world around us. For example, the Fisher Center provided the entrepreneurial boost enabling a group of volunteers at the Urban Land Institute to create a curriculum for teaching real estate and land use decision-making to high schools students, which is now being rolled out nationally."



LYNN SEDWAY, MBA 76, is president of Sedway Group, a CB Richard Ellis Company, that offers consulting services in the area of urban and real estate economics to public and private sector, corporate, institutional, and nonprofit clients.

"My MBA certainly launched my career, but my ongoing association with Haas and the Fisher Center helps me stay current with, and even contribute to, today's thought leadership in my field."

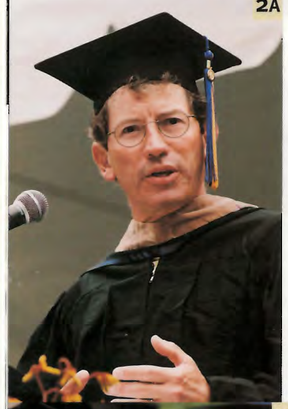
TOM SULLIVAN, MBA 89, is managing partner of Wilson Meany Sullivan, a mixed-use investment and development firm based in San Francisco. The company's developments include the San Francisco headquarters of the Gap, the Foundry Square project in San Francisco, San Rafael Corporate Center in Marin County, Seaport Plaza in Redwood City, Parkside Towers in Foster City, and the San Francisco Ferry Building renovation.

"Attending the annual Fisher Center Board meetings in Pebble Beach gives me a chance to meet with top professionals in my field in a relaxed setting. The caliber of speakers is consistently outstanding, and the opportunity to spend time with this group of people is valuable."

Connected at Haas

TOP CEOS ADDRESSED HAAS SCHOOL COMMUNITY IN 2002


1A


2A


2B


3A

1A. Intel's President and COO Paul Otellini, MBA 74, gave the keynote speech, "Computing and Communications: Driving Convergence," at the Business Forecast Luncheon in June. **2A. Commencement speaker Tom Siebel, chairman and CEO of Siebel Systems,** addressed the 275 undergraduate, 252 full-time MBA, 114 Evening & Weekend MBA, and 9 doctoral new alumni of the Class of 2002. **2B. Kumar "BK" Balakrishnan, MBA 02,** celebrated commencement on May 26 with his daughter, Sarika, after dedicating two years to student life, including being co-chair of the UC Berkeley Business Plan Competition. **3A. Gordon L. Stitt, MBA 82, president, CEO,** and co-founder of Extreme Networks, gave the keynote speech, "Starting Up Global: The Surprising Advantages of Rapid Globalization," at the 2002 Faculty Alumni Colloquium on May 4. **4A. Shannon Graham (left), MBA 03,** talked with **Laura Scher (right), CEO** of Working Assets, whose keynote on August 23 concluded the week-long full-time MBA orientation activities. **5A. Incoming undergraduate student Fresas Flores** learned about the opportunities and responsibilities of a Haas School student at this fall's undergraduate student orientation. **5B. Steve Etter, BS 83, MBA 89,** was recognized by the Haas Undergraduate Program at its orientation for his continued hard work and enthusiastic support for the undergraduate students and alumni. **6A. Haas School Dean Tom Campbell (left) and David Aaker (right),** Haas professor emeritus of marketing, welcomed **Hirotaka Takeuchi, MBA 71, Ph.D. 77,** dean of the Hitotsubashi University's Graduate School of International Corporate Strategy, to this fall's Aaker lecture on September 16. Takeuchi spoke about "The Essence of Strategy: Where East Meets West." **7A. Will Rosenzweig, faculty advisor of the National Social Venture Competition,** and **Stephanie Bell-Rose, president of The Goldman-Sachs Foundation,** hosted the sold-out National Social Venture Symposium in Berkeley on September 3.


7A


6A


5B


5A


4A

Alumni Notes

Undergraduate

1932

Irene Alice Shake Ritchey, BS, passed away on September 9, 2000. Born on May 10, 1910 in Payette, Idaho, Irene moved to California to attend UC Berkeley. She was assistant editor and advertising editor for the Daily Californian and was a college rep at I. Magnin in San Francisco. She graduated cum laude with a BS degree in business. From 1936-1937 she was the assistant personnel Manager for I. Magnin and she worked for the California State Relief Association from 1938 to 1939. For most of her professional career, Irene was a teacher. She taught Latin and English at Merced Union High School from 1953 to 1973. She was a member of the American Association of University Women (AAUW) since 1938. She is preceded in death by her husband of 53 years, George Swan Ritchey, BS 32, whom she married on August 23, 1937.


Irene Alice Shake Ritchey, BS 32

Irene is survived by her son, Robert James Ritchey, BS 65, of Merced, CA and her daughter, Robiny Ritchey Case of Chesterfield, MO, BA 67. Survivors also include her grandchildren: Rebecca Ann Elspeth Ritchey Schoonover and husband Michael Schoonover, MBA 02, of Arlington, VA; Scott James Ritchey of Monterey, CA; Kindra Holmsley of St. Charles, MO; Brian Case of San Francisco, CA; and three great-grandchildren.

1938

Written by **Lynne Levesque, MBA 77.**

David T. Barry, BS, and I met at a Haas alumni meeting in Boston in 1997. Dave has become my personal role model in addition to being my mentor, client, and friend. As a newly launched independent consultant, I was intrigued by his life as a consultant. He had started his company in 1961, and like many other management consultants, he told me that "after I was fired from my last job, I decided I could be my own boss better than most of my previous bosses." Over the years, his company, Management Growth Institute, has evolved and is currently offering innovative Profit Enhancement Group (PEG) programs (It's still doing this!) for business owners who can't justify or afford a management consultant on their own. The PEG sessions have been highlights for me, as they bring together ten small business owners or CEOs in the same industry who are non-competitors.

Dave attended high school in South Pasadena and progressed to UC Berkeley as a transfer student after two years at Pasadena Junior College. He was 20 years old when he graduated and has jokingly "been lying about his age ever since."

His varied interests and odd jobs at the beginning always make for good stories. In college, he was stroke in the fourth boat in crew at the time Gregory Peck stroked the JV boat. He sold meat off of a refrigerated truck in Los Angeles and worked for a tool supply company. In 1941, he married Dorothy Hardin, who had been Queen of the Portland Rose Festival, and joined the Navy as an ensign soon after. He served as the gunnery officer on merchant ships in the Pacific and later as a gunnery officer on a destroyer escort in the Atlantic chasing German submarines. His ship was credited with a kill, and he had the pleasure some 40 years later of meeting the skipper of the submarine they had sunk.

After World War II, Dave sold paintbrushes in Northern California for a subsidiary of Bristol Myers. Upon his promotion to a sales management position, he moved his family to New Jersey. Kathi, the oldest child, was born before the war was over; Mike came along before they moved East; and Patrick was born in New Jersey.

I've met all the children and they are a rare family. They're smart, they're talented and they're fun to be with – just like Dave! Kathi is the oldest and is now the president of Dave's company. Mike, the middle child, went to Princeton and Stanford Business School and writes, paints and consults. Dave's youngest son Patrick got a bachelors degree from Amherst and headed for Hollywood for a career in writing, which has been diverted from film to business books.

About a year after Dave and Dorothy started the business, Dave said he wanted to take Dorothy to the Caribbean but didn't have any money. She suggested he run a seminar for family businesses there to pay for their way. Dave got the Small Business Association of New England to sponsor the program, beginning in 1964. In 2001, they conducted their 96th seminar involving travel in Antigua. These programs have been held all over the world, and several participating families have seen three generations attend.

I've asked Dave his secrets for such a rich, rewarding, and energetic life. At PEG meetings, for example, which run well into the late hours, he's in top form while the members, who are 30 to 40 years his junior are fading. Dave told me, "I read a book years ago titled *How Never to be Tired* by Marie Benyon Ray. It pointed out that people who have energy have it because they use it. The more they use, the more they have. I bought the concept and it has worked for me." I also know that his strong relationships with family, friends, and clients, his deep faith, his commitment to staying active, and to meaningful work have also contributed heavily to Dave's success, joy, and good health.

1941

Irvin Sternberg, BS, writes that "After almost five years in the Army Air Corps (as a pilot), 42 years in the Bay Area, and 11 years in Tucson, I am back in my home town of Fort Smith, Arkansas. I have two great volunteer jobs. One is operating a restored 1926 trolley that ran in Fort Smith until the streetcars were replaced by busses in 1933. The other is showing people around and giving them the history of 'Miss Laura's,' the only former brothel in the National Register of Historic Places. I keep up with two old friends from our days at I-House, Larry Steinberg in Los Angeles and John Mier in Kansas City. My wife and I visited John and Dot (from Mills) and had a great time with them."

1950

Robert Willett, BS, practiced law in Sacramento, Calif. for more than forty years, concentrating on land development. He now writes that he is retired, but is still active teaching at the American River College and the Northern California School of Law. "Go Bears!" he adds.

1954

Merlin "Bud" Henry Jr., BS, completed a rewarding and interesting year as a member of the 19-person Orange County Grand Jury. He enjoyed attending two recent Cal activities in Los Angeles: the annual spring dinner featuring the athletic director, new football coach, and the men's and women's basketball coaches; and the Incentive Awards Pre-Collegiate Academy for Southern California. "Go Bears!"

Winton Mather, BS, see MBA 55 notes.

1955

Patti Boynton Bissell, BS, writes, "I still have fond memories of my years at Cal. I retired last fall from my private CPA practice and sold it to three CPA's who worked for me. Unfortunately, my husband of almost 45 years died of Leukemia in late January. I have four cats and two dogs to keep me company and soon will have a niece coming from California to live with me in my large house in Potomac, Md."

1956

William Sisk, BS, (MBA from Pepperdine University) writes, "It seems like just yesterday that I graduated, and now I'm semi-retired and enjoying the good life in Carmel. My Berkeley education helped me enjoy challenging career opportunities with the Corps of Engineers (served in the military during the Korean War), Shell Chemical Corp. (moved 11 times in 13 years), and AXA Advisors. Currently I have my own insurance and financial services brokerage firm. I married Rachel Chapin, class of '52 (deceased). I remarried a wonderful woman who is a graduate of Washington University in St. Louis. My children hold degrees and

credentials from UC Berkeley, Stanford, Harvard, Cal Poly Pomona, and Naval Post-Graduate School. Thus far my grandchildren will be attending Stanford, St. Mary's, Loyola Marymont, and Monterey Peninsula College. My favorite hobby has been sailing. I



William Stenquist, BS 74, with his daughter.

sold the yacht "dream" a few years ago, and it is true what they say: The two happiest days of one's life are the day you buy a boat and the day you sell it. We continue to enjoy the social life of the Corinthian Yacht Club in Tiburon and the Still Water Yacht Club in Pebble Beach. This fall we plan to enjoy the changing of the leaves in New England and catch a Broadway musical in Manhattan. Oh yes, we have two dogs, Bear and Sadie. Go Bears!"

1973

Edward Bell, BS, MBA, see MBA 1983 notes.

Marc Nehamkin, BS, MBA, see MBA 1974 notes.

1974

William Stenquist, BS, of Alamo,Calif., owns and operates William A. Stenquist & Associates, a boutique mortgage and real estate brokerage firm serving Cal alumni and their families throughout California on a personal and confidential basis. Bill has sold and financed over $300 million in California residential real estate. He has coached his daughter's Odyssey of the Mind team, an international organization that fosters creative and productive thinking in children through team-building competitions, for the last few years, and he and his daughter enjoy spending a great deal of time on the island of Kauai. "Aloha to all!"

1975

Susan Leonard (Kanter), BS, MBA, see MBA 76 notes.

1976

Douglas Avery, BS, of Fremont, Calif., writes, "After 25 years at HP/Agilent, I've encountered the mid-life crisis point. So rather than buy a Porsche or take a mistress, I've bought a restaurant. The Niles Grill and Ale House is a neighborhood pub and grill – good food and friendly service (www.NilesGrill.com). I continue at Agilent on a half-time basis, having survived two rounds of workforce reduction. I'm currently doing long-term planning for internal telecom and network services."

1977

Jay Seiden, BS, of Fountain Valley, Calif., is a CPA working in Orange County. He is married and has two sons, a 19-year-old community college sophomore and a 15-year-old high school sophomore. He has been a volunteer in local AYSO, Little League, and with the high school band and is now vice president of the band booster board.

1978

Mark Ellis, BS, was in commercial real estate for 18 years with Ellis & Lane Inc., based in Laguna Hills, Calif. His company was sold in 1996 to Glenborough Realty Trust in San Francisco. He is now an assistant pastor in Laguna Beach, and writes for ASSIST News Service. He and his wife and two boys live in Dana Point. He may be reached at marsalis@fea.net.

1979

Michael Kinane, BS, MBA, see MBA 82 notes.

Keith Richmond, BS, writes, "After working for 16 years in Japan's markets, I have moved to Hawaii to enjoy life, spend more time with my family, and ponder a hedge-fund business. In Japan, I worked as a derivatives trader starting with interest rate swaps at Citibank. Later, I supervised a group of salesmen offering tailored structured products using derivatives across all product lines. I worked five years with BNP-Paribas and most recently with Lehman Brothers before leaving Japan. Clients were Japanese financial institutions and corporations. I became fluent in Japanese and am encouraging our 10- and 8-year-olds to do the same. They started Japanese day care at under one year of age and after studying it daily in Japan are continuing their language studies on Saturdays at a Japanese government sponsored school in Honolulu."

1981

Rebecca Bogart, BS, reports that she is grateful for her business training as she continues to pursue a career as a self-employed classical pianist and teacher. She recently performed a solo recital at Old First Church in San Francisco and Gershwin's *Rhapsody in Blue* with the Contra Costa Chamber Orchestra. She released her first solo piano CD in July 2001, *American Retrospective*. Available at Amazon.com, it includes works written from 1850 to 1943 by American composers, including Beach, Griffes, Joplin, Gershwin, and Copland. Lyn Bronson of California Music Teacher hailed the performance as "zany and infectious... technique to burn... more enjoyable than the barnstorming of the recent Van Cliburn finalists." She is also part of a chamber group, the Pacific Piano Trio, which was recently commissioned by the Gualala Arts Association to perform two recital programs and a school program for students grades four to eight tracing the history of American chamber music. The Independent Coast Observer praised their concerts as "spreading the magic and power of American classical music... alternating fire and lyricism... passion and brilliance... superbly performed." Ms. Bogart lives and teaches piano in Richmond, Calif. Her new Web site is at www.rebeccabogart.com.

Richard Stanaro, BS, writes, "My life after Cal has been rich, and I owe a debt of gratitude to Cal and the Haas School. It prepared me well in many ways for my career, and I still have a cadre of dear friends from Cal. After a stint in public accounting with a small San Francisco firm, I spent the next 10 years progressing from accounting and finance management within banking to operations management, starting with a number of years at Bank of America's World Banking Group and then on to what is now Union Bank of California, where I was vice president of international operations in San Francisco. During this time I managed both financial and operational accounting and financial reporting, wholesale banking operations such as money transfer and foreign exchange processing, and telecommunications (including during the last major earthquake in San Francisco!). As part of this, I participated heavily in major systems planning and conversions and operational audits of the business. I left this life to finally pursue an international MBA at Georgetown University that I completed in 1993. This took me into the strange and wonderful world of international financial institutions, starting with the Overseas Private Investment Corp. in Washington DC – a US government corporation that invests in emerging markets to promote US business and contribute to development of the country. I progressed there to senior investment officer after managing and closing several large project financings in power, telecommunications, and some in small business ventures. It was fascinating work and took me to Latin America and Eastern Europe. From there, I left for London in 1997 to join The European Bank of Reconstruction and Development – a multilateral investment bank that invests in Eastern Europe and the former Soviet countries to transition these economies to Western market economies. My work at EBRD is exclusively in the power (electricity) sector and combines the full range of equity to senior debt products and a formal public policy development function with these governments. My travels take me from Estonia to the Republic of Georgia. Living in the UK as it considers its relationship within the EU, and looking at the same question from the accession countries (Poland, Czech Republic, Hungary, et.al.) is fascinating for an American, as is working amidst Germans, French, Italians, Spaniards, etc. I'm very thankful that the US is doing well in the 2002 World Cup! It has also been a treat for us to be here during the Queen's Golden Jubilee (50 years of reign). I have a wonderful family: my wife of thirteen years is a Stanford grad – this is hard for a die hard blue and gold guy. She saw the error of her ways and was granted an MBA from Haas in 1991, two daughters, 10 and 8, and a two year old son.

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- update your profile
- become an active career networker

1982

Ken Rogers, BS, is chairman and COO of Recognos Inc., a developer of distributed software applications, Web applications, and e-commerce solutions using the latest technologies and offshore resources. Daughter, Miriam, is one, son, Kendal, is five, and wife, Madelineis, is a fashion industry consultant. The family lives in San Rafael, Calif.

Kevin Shields, BS, MBA, JD, see MBA 85 notes.

1983

For the last 15 years, **Steven Addis, BS,** has been CEO of Addis, a brand strategy and design firm in Berkeley. Addis creates and transforms brands for clients, such as Pepsi, Intel, 24 Hour Fitness, Dole, Lego, PotteryBarnKids.com, and Blue Shield. Steven also serves on the boards of IFILM and The Berkeley Art Museum/Pacific Film Archive. He lives in Piedmont, Calif., with his wife, Joanne, and their two children, Sabina and Cameron.

Steven Cardoza, BS, MBA, see MBA 87 notes.

1984

Jeffrey Johnsen, BS, MBA, see MBA 94 notes.

Therese Louie, BS, an associate professor at the University of Washington Business School in Seattle, was quoted in the Washington Post on February 3 in an article titled, "When Celebrity Endorsers Go Bad." Her article, *"I Knew We Would Win": Hindsight Bias for Favorable and Unfavorable Team Decision Outcomes*, was reprinted in June in the book, Readings in Social Psychology: General, Classic, and Contemporary Selections.

1985

Brian Burns, BS, MBA, see MBA 93 notes.

Lawrence Pon, BS, writes, "We are pleased to announce the birth of our son, Andrew, on May 17, 2002. His big sister, Sydney (3) is really enjoying her little brother. Their dad keeps busy away from home with his tax and financial planning practice in Redwood Shores, Calif. Of course Andrew looks cute in his Cal Bears sleeper."

Eric Scriven, BS, MBA, see MBA 93 notes.

1987

Charles Kreling, BS, of Walnut Creek, Calif, is a self-employed MIS consultant and acting CFO/CIO for TriWireless Communications. He is also a staff officer in the US Coast Guard Auxiliary, where he teaches public boating safety classes, and he serves as a special deputy in the San Francisco Sheriff's Air Squadron providing volunteer aviation support to the San Francisco Sheriff's Department. He is married to Lisa Crossett and has a dog named Max.



Charles Kreling, BS 87, with wife, Lisa Crossett.

Robert Saman, BS, writes, "My family and I just recently moved from Virginia to Southern California to be nearer to relatives and warm weather. Natalie loves it, and my son, Cameron (3), is enjoying making new friends. I continue to build my corporate law practice with Preston Gates & Ellis in Irvine (Bill Gates Sr.'s law firm). I am having a great time helping emerging growth companies achieve their financing and legal needs."

Jonathan Wu, BS, of Alameda, Calif., is chairman and co-founder of BASE Consulting Group, a leading business intelligence and data warehousing professional services firm. He has extensive experience designing, developing, and implementing reporting solutions. He initiated and contributed to the development of the Business Intelligence and Data Warehousing

REUNIONS 2002

UP CLOSE

Playtex CEO an Intrapreneur at Heart



Michael R. Gallagher
BS 67, MBA 68
CEO
Playtex Products Inc.
Westport, CT
Member
Haas School Advisory Board

Mike Gallagher knows the ins and outs of household products better than the most scrupulous housewife. That's because he's had a major hand in creating, packaging, and marketing them for more than 30 years.

Gallagher has been an executive with some of the biggies in the food, laundry, and personal care industry: Procter and Gamble, Clorox, Reckitt and Colman and L&F Products. Since 1994, he's been the CEO of Playtex. "What I enjoy most about this work is the creative side," he says. "I love turning ideas into legitimate projects, working with advertising to create campaigns to inform consumers about their benefits, and developing exciting packaging that tells your story."

And Gallagher is clearly good at what he does. At Playtex, he has fully restructured the company, augmenting R&D spending and making significant acquisitions. The result? "We're now No. 1 and No. 2 in businesses that represent 95 percent of our revenues," Gallagher says proudly – businesses that include infant feeding and diaper disposal systems, infant toys, children's bubble bath, and hand and face wipes, among a long list of others.

Being a father of three (now young adult) children has certainly helped him to get under the skin of his consumers. But Gallagher has also brought a host of other talents to the table that have contributed to his success. "To lead well, you've got to be excited by what you're doing," he says. "You need to learn to give credit and dole out criticism constructively. You've got to be tough in the day-to-day battles in the marketplace, but understanding with the people in your organization."

The training he received at the business school, he says, also gave him an advantage. "The diversity of thinking I was exposed to was a great eye-opener as to what life was like outside the academic environment," he says. "And the school's entrepreneurial emphasis instilled in me the capacity to become an intrapraneur in the more structured businesses in which I've worked."

Outside of the office, Gallagher is a devoted family man. "Being able to go to bed at night knowing I've done everything I can do for my family's happiness has always been very important to me," he says. He's also an avid golfer. "Golf is almost like an Eastern religion – it forces you to be relaxed and focused at the same time," he reflects. "It teaches you interesting lessons that can be translated to all areas of life – like how to handle frustration or how to focus more on competing against your own skills than competing against others. And it all takes place in a beautiful environment. You can't beat that."

UP CLOSE

REUNIONS 2002

Haas Education and Network Create Winning Business for Wu



Jonathan Wu
BS 87
Chairman and Co-founder
BASE Consulting Group, Inc.
President, Haas Alumni Network
Oakland, CA

When Jonathan Wu co-founded BASE Consulting Group in 1994, he and his two colleagues set up a virtual office – with just cell phones and email addresses. They worked 70-hour weeks from home or from client locations. Each wore several hats, handling everything from payroll to marketing and sales.

Wu, who lives in Alameda with his wife, Heather, and two children, Sam (5), and Maggie (2), apparently knew exactly how to steer a company to success. "As many as 90% of start-ups fail within their first year," he notes. "But if you can stay the course, until you have five or more employees, the failure rate drops to one-fifth."

"We definitely went to dinner when we hit our fifth employee!" he recalls of those early hectic days. "It was extremely exciting." BASE, which provides business intelligence and data warehousing consulting and education, now has a roster of ninety employees. It has household name clients such as Pfizer, Genentech, Sun Microsystems, M&M Mars, Sony Computer Electronics, and Visa.

It was while Wu was working as an accountant, then as manager at PricewaterhouseCoopers that he recognized a business opportunity. "I took a look at what the clients were struggling with – it was all related to data and data retention to make sound decisions," he reflects. He attributes his connections from Haas as instrumental and invaluable to his business' development. Appointed for a one-year term as president of the Haas Alumni Network, Wu has hired several graduates for top positions, and BASE also initiated a relationship with one of its major customers, Cisco Systems, through alum Sandy Hopkins, MBA 86.

For the last two years running, BASE has also been recognized as one of Inc. Magazine's 500 fastest-growing private companies. "We expect to make the list again this year," adds Wu matter-of-factly. The company – based in Oakland and with regional offices, in Los Angeles, Denver, and Boston – has several strategic alliances, including one with Oracle Corp and the UC Berkeley Extension.

A true Cal faithful, Wu helped develop the Certificate Program in Business Intelligence and Data Warehousing at the UC Berkeley Extension. He lectures too as a way of giving back: "I just love lending my knowledge and expertise to help students out." Even in his personal life, he has an unusually deep connection to Cal. His wife is a UC Berkeley alum, as is his father.

Wu was named president of the Haas Alumni Network in 2002, and made it his priority to encourage fellow alumni to give back to the school by donating their time or making a gift.

Undergraduate

Certificate Program at the University of California, Berkeley Extension, where he is also a lecturer. In addition to teaching, Jonathan is the business intelligence online columnist for DMReview.com. He has presented at conferences throughout the country including DCI's Enterprise Analytics and Data Warehousing, the International Information Quality at MIT, Business Objects International User, DAMA, Data Warehousing Institute Annual Leadership, and Oracle Applications User Group conferences. Prior to BASE, he was an advisory business services manager at PricewaterhouseCoopers and a senior accountant at Ernst & Young. Currently, Jonathan serves as president of the board for the Haas School of Business Alumni Network.

1989

Elaine Fitch, BS, recently joined the law firm of Kalijarvi, Chuzi & Newman in Washington, DC, where she specializes in all aspects of employment law representing both management and employees. She loves DC so much that in January, she and her partner, Ron Connelly, bought a beautiful 1911 brick row house in the Columbia Heights neighborhood in the District. They live approximately two miles directly North of the White House.

Jay Shah (Sanjay), BS, of Oakland, writes, "I've just been appointed to the City of Oakland Business Tax Board of Review and am looking forward to it. Since 1994, I've been president of the California



Jay Shah, BS 89, serves on the City of Oakland Business Tax Board of Review.

Accounting Center, after an enjoyable run with one of the Big Five accounting firms. I won't mention the name, but let's say it's not one of the Big Four. CAC works with companies that outsource their accounting, from startups to old-timers. We're very happy with the interns we get from Cal."

1990

Jill Godsey (Darcangelo), BS, MBA, see MBA 96 notes.

Althea Kippes, BS, of San Francisco writes, "I have just joined the board of Hopalong Animal Rescue (www.hopalong.org), thanks to the recommendation of **Bill Vederman, MBA 93,** and president of the HAN East Bay Chapter. Hopalong is a nonprofit animal rescue organization that fosters and places animals that would otherwise be euthanized. I have also recently been appointed Northern California state coordinator for Trial Lawyers For Public Justice (www.tlpj.org), a national public interest law firm dedicated to advancing the public good. Former Attorney General Janet Reno was present at the TLPJ event in Miami on February 9."



Althea Kippes, BS 90, with former Attorney General Janet Reno at a law event.

1992

Aaron Martinez, BS, of Beverly Hills, Calif., writes, "I recently joined National Planning Corp. as an OSJ manager. I am working as a certified financial planner and managing assets in excess of $150 million dollars with over 3,000 clients spread around the United States. I also supervise a group of financial planners, each of whom maintains an individual practice."

1994

James Cooney, BS, and his wife Bridget recently celebrated the birth of their son Aidan on June 13, 2002. He was born at 9:44 A.M., weighed 7 lbs. 8 ozs., and was 20 inches.

Lawrence (Larry) Fox, BS, of Richmond, Calif, writes, "My wife, Heather, and I are happy to announce the birth of our son, Michael. He was born on February 20 at 10:20 p.m. He was 7 pounds, 7 ounces and 21 inches long. He is growing more every day. Who knows, before long he may be calling Cal his alma mater. Go Bears!"

Anthony Whelan, BS, worked for Microsoft for five years and then for an Internet startup, Go2Net. He just recently got married and is starting to look again for employment.

Eric Wold, BS, writes, "After 1-1/2 years as director of corporate finance for privately-held NightFire Software in Oakland (where I completed the company's Series D round of financing and debt restructuring), I have recently rejoined the sell-side as vice president for RTX Securities in San Francisco. RTX Securities is a newly-formed boutique investment bank targeting the micro- to small-cap niche that has been all but abandoned with the numerous acquisitions of investment banks over the past few years. At RTX Securities I am returning to my analytical roots and focusing my attention on the branded consumer sector, especially restaurants and interactive gaming."

1995

William Gardner, BS, writes, "I have recently gone into private legal practice in Albany, Calif., advising businesses throughout the East Bay on issues related to formation, taxation, and estate planning. My golf game has deteriorated precipitously as a result of this new endeavor and the hectic schedule of my two sons: Justin (5) and Jake (1)." http://www.gardnerlawyer.com.

1996

David Chu, BS, will attend the Johnson School of Management at Cornell University in the fall.

Jenny Huang, BS, is working at the Consulate General of Japan in San Francisco as a public relations coordinator.

Cindy Wong, BS, moved to Philadelphia last year to attend the Wharton School at the University of Pennsylvania. She expects to receive her MBA in marketing and finance in May 2003.

1997

Goro Araki, BS, transferred to KPMG's Forensics and Litigation Service after 4 1/2 years in tax. He purchased a home in Concord, Calif., and got married in May, 2001.

Fred Mok, BS, of San Jose, Calif., writes, "After graduation, I went to work for IBM as a business analyst in SAP. Five years have flown by. Judy and I lead a young-adult Bible study with our church. Judy has been home with Caleb since he was born last November. We still don't know what we want to do with our careers, but God has blessed us richly thus far."

Mag Wangsuwana, BS, has a new job as a senior analyst and audit with Andersen Consulting in Austin, Texas.

1998

Bart Sikora, BS, of San Francisco is a portfolio manager of international equities at Barclays Global Investors and Level III candidate in the CFA program. He hopes to start applying to some graduate business schools in the next couple of years. He is married to Giana, a 1999 Cal grad. "Go Bears!"

1999

Christian Carr, BS, of Belmont, Calif., writes, "I am currently working as manager of business development for a Los Altos company that develops software and hardware solutions that interface with medical imaging devices such as CT and MRI scanners. The really exciting news is that Robin and I are expecting our first child in October of this year! We hope all is well at Haas and that life after Cal has been good to the class of '99."

Pranav Popat, BS, of Los Angeles is an associate at Dresdner Kleinwort Wasserstein's Gaming and Leisure practice in Century City.

2000

Akiva Balfour, BS, of Chicago trades index options for Susquehanna International Group on the Chicago Board Options Exchange.

Hiromi Dyson, BS, of Emeryville, Calif., writes, "After working for Arthur Andersen in Tokyo for a year, I came back to the Bay Area. I am working as a financial analyst for Sumitomo Mitsui Banking Corp., in the International Corporate Banking Department. I enjoy what I do, but I am also planning to step up, and hoping to go to graduate school next year."

William Edmonson, BS, is attending NYU Law School this fall after having worked in Technology Investment Banking at Credit Suisse First Boston in Palo Alto. After leaving CSFB, he travelled throughout North America, visiting Mexico, 32 US states, and three Canadian provinces.

Ron Saxena, BS, writes, "I have changed jobs and now work in the venture capital industry. I work for Kline Hawkes & Co. (KHC) in Los Angeles. KHC is a $300 million fund that invests in business services, communications, storage, enterprise software, and other IT-focused companies. Check it out at www.klinehawkes.com. I am really enjoying the new job, the better hours, and the great weather down here in Los Angeles."

James Wedewer, BS, writes, "I'm working as a Realtor in Las Vegas along with my brother for the past two years. Business is booming in boomtown. My life is also great as by the time you're reading this, I'll be recently married as of August 24! I would always like to hear from my Haas friends anytime, and am ready to do lunch or a midnight snack here in Vegas. Just say the word! You can e-mail me at james@21vegas.com."

2001

Alex Kaplenko, BS, writes, "Dear fellow bears: By the time you read this, hopefully my special assignment at Chevron Hawaii Refinery is extended until July 2003 (if not, I'll be back in San Ramon in October). Chevron Texaco's FDP program gives me a fantastic opportunity to learn about many segments of corporate finance and the petroleum industry. But best of all, I get to do it in sunny (partially cloudy) Hawaii. So if any of you will be anywhere near Honolulu, make sure to stop by – I'll be the one doing NPV calculation on my surfboard. Aloha and go Bears! (akaplenko@alumni.haas.org, 925-997-5324) P.S. Steve Etter, thanks for the sunglasses case. It comes in handy when I need to get away from all that financial analysis stuff you taught us in BA134 (or is it 131 now?). Thank you!"

Sara Kim, BS, has met several new and old alums at Los Angeles Haas alumni events. She is doing well working for a small management consulting firm in Los Angeles.

Bandana Kohli, BS, writes, "I'm working at PricewaterhouseCoopers in San Francisco, about to start my second year. It's amazing how time flies – I can't believe I graduated from Haas over a year ago!"

Annabelle Louie, BS, of San Francisco, a paralegal, plans to attend law school in 2003.

Shou Ying Wu, BS, of Pleasanton, Calif., is working in loan refinance and will attend Stanford Law School in the fall.

MBA

MBA 1955

Winton (Wint) Mather, MBA, of Orinda, Calif., writes, "After two years in the Air Force, I joined IBM and had a 32-year career in several countries, then retired to Orinda. I do volunteer work with the Small Business Administration's Service Corps of Retired Executives and consult with the U.S. Department of Commerce over requirements for China. I work with various aspects of the Haas community and do fund-raising for UC Berkeley."

MBA 1968

Arnfin Haavik, MBA, of Oslo, Norway, is working part-time as controller for a small software company (www.geoknowledge.com) specializing in decision support software for petroleum exploration, particularly in the early phases. He is also into property development in his hometown of Haugesund on the west coast of Norway. He enjoys playing the piano in a small swing jazz band.

Richard (Dick) Rands, BS, of San Francisco writes, "After finishing at Cal, I joined Hewlett-Packard Co. and spent 19 years with HP with assignments in Singapore, Malaysia, France, and England. In 1989, I left to co-found a Silicon Valley startup. I am president and CEO of Computers for Marketing Corp., a San Francisco software company that provides survey and statistical analysis systems for the marketing research industry."

MBA 1970

Bernard Friedrich, MBA, writes in that he is presently the president of Franexco, Inc. in Westlake Village, Calif. His family is doing well; his wife Elizabeth is a UC Berkeley alum (BA 1969); his middle daughter, Elizabeth, graduated from UC Santa Barbara in 1999; and his youngest daughter, Amy, is a junior at UCSB.

John Rosicky, MBA, is retired and living in San Diego. He spent most of his career as vice president and controller of National Steel Corp. in Pittsburgh, Penn. He does lots of volunteer work at the Monarch

SUBMIT ALUMNI NOTES ONLINE AT
www.haas.berkeley.edu/alumninotes

UP CLOSE

REUNIONS 2002

From Biz Ed to Journalism: Award-Winning Anchor Thrives on Local News



Diane Dwyer
BS 87
News Reporter, KNTV
San Jose/San Francisco

As a television reporter, Dwyer covers everything from fires and murders to the economy and the Middle East. It's not the business career that Diane Dwyer envisioned while studying finance, cost accounting, and statistics at the Haas School, but she's happy to have landed where she has.

"I loved statistics and numbers and now I write for a living," says Dwyer, who comes from a business-oriented family; her father is an accountant and her two brothers, Tom, BS 75, and John, BS 80, graduated from the Haas School. Dwyer was the weekend anchor and an Emmy-winning reporter at KTVU's ***Ten O'Clock News***, Channel 2 in Oakland, for twelve years and now anchors the weekend news for KNTV, the NBC affiliate in San Jose (NBC11).

While working briefly in corporate investment banking in New York and San Francisco after graduation, Diane realized that was not what she wanted, "I didn't feel I was doing anything tangible," she says. So she interned at a TV station in Palm Springs, California. It was a match, and she has been in broadcasting ever since.

Her business education, she says, has been invaluable. As a journalist, she must analyze and condense information quickly. "Haas also taught me discipline at a pretty early age," says Dwyer wryly. "If nothing else, you had to be motivated and dedicated to get the grades to get into the school." Crucial guidance, she cites, came from Ruth Nice, the late assistant director and director of admissions of the Haas Undergraduate Program, and other administrators within the Haas School.

"One of my most striking memories as an undergraduate at the Haas School was the typical college nightmare," remembers Diane Dwyer. "I slept through my alarm on exam day and when I woke up, realized I had missed half of my exam. I rushed into a cab, got to class, and finished the test in time," she smiles. She later found out that she had gotten an A.

She currently lives in Orinda with her husband Tim Sharp, a Stanford grad – a "mixed marriage" as she puts it – with their three-year-old daughter and two-year-old son. At the Big Game, between Cal and Stanford, her family's divided loyalties have taken a diplomatic and innovative twist. Dwyer bought Cal and Stanford sweatshirts for the children, cut them in half and sewed them together to read "Calford" and "Stanifornia." Many people asked where they got the outfits, and Dwyer says she could use her Haas skills in yet another way – to start a small business!

School for homeless children and also loves to run and sail. He says classmate visitors are always welcome.

1972

Jacob Kandathil, MBA, of Monte Sereno, Calif., writes, "I just spent four months in Mumbai, India, as a visiting professor in the School on Management at Indian Institute of Technology (IIT) Bombay. I taught a course on product planning and marketing to the MBA students, published an article in Economic Times on career opportunities in the call-center industry, and organized a leadership forum for CEOs of Indian call centers. I also developed an action plan to gear up for providing a wide variety of outsourced customer relationship management services to US companies, and I gave a talk on Web services as an emerging opportunity at the 100 Percent Digital Kerala Conference in Trivandrum. My wife, Cora, joined me in Mumbai in April and kept herself very busy by holding six cooking demos in Asian cooking as part of the pre-launch PR activities for a new Far East restaurant opening near IIT in mid-July. She was featured in an article in the New Woman magazine as a connoisseur. On our way back to the US we went to Poland to visit our son, Suresh, who just finished his first year in the MD Program at the Medical University of Silesia."

1973

Benson Quan, MBA, of El Cerrito, Calif., writes, "My son, Geoffrey, an undergrad at Haas, again participated on the Haas-sponsored ImagiCal team that represented UC Berkeley in the 2002 National Student Advertising Competition, this year as a speaker. The team won the regional in Reno and advanced to the Miami finals with high hopes. Unfortunately, it was not as successful as last year, when it placed 6th. This year the team placed 11th. Despite the disappointment, this set-back has only served to motivate the ImagiCal team, with Geoffrey as the newly-elected president, to improve in 2003. Go Bears!"

1974

Marc Nehamkin, MBA, of Morgan Hill, Calif., has spent 25 years in high-tech involved with licensing, technology transfer, and consulting. He is past chairman of Northern California Venture Capital Association and serves on the boards of public and private companies. He is married with a son, Michael (2 1/2) and daughter, Marissa (5).

1975

Nancy Yudelson Lewellen, MBA, graduated from Santa Clara University Law School in May 2000 and is a real estate and business attorney practicing in San Francisco. Her youngest daughter, Heather, will be looking at Cal as a possible college as she starts her senior year of high school. Contact Nancy at nancylewellen@yahoo.com.

1976

Susan Leonard (Kanter), MBA, of Los Angeles is a tax partner at PricewaterhouseCoopers LLP in Los Angeles, specializing in financial services. She is married to David Leonard, a law professor at Loyola Law School, and has two sons, 18 and 12.

Yuk-Shee Chan, MBA, Ph.D., see Ph.D. 82 notes.

Donald Smith, MBA, Ph.D., see Ph.D. 81 notes.

1977

Lynne Levesque, MBA, see **David T. Barry, BS 38**

Hidefumi Yamagami, MBA, writes, "I continued my activity as chief economist and general manager, research, of the Office Bank of Tokyo-Mitsubishi in Tokyo for nearly four years up to July 2002. When you need to get some deep understanding of the Japanese economy and industry, I am happy to assist you. You can contact me at my office phone 03-3240-1111."

1978

Mike Simkin, MBA, writes, "After 17 years in the telecommunications business (PacTel Corp., AirTouch, Primeco, SBA) I have retired (at least temporarily) to a home along the ocean in Newport Beach where I grew up. Prior to that, I had lived in Denver, Boca Raton, East Bay, and Dallas as I pursued my career. I look forward to pursuing some of my hobbies like classical guitar and languages. I'm also looking into some entrepreneurial business opportunities in real estate, telecom, and maybe even restaurants."

Teresa K. Chan, the daughter of **Baldwin Chan, MBA,** of San Francisco received her MBA in June from Kellogg Graduate School of Management at Northwestern University. She is also an old blue (class of 1993).

David Haynes, MBA, joined FTVentures in San Francisco as its administrative partner. FTVentures invests in companies that develop technologies useful for the financial services industry, primarily in mid-to-late-stage companies. It was the first venture capital firm in the United States to focus on this area and now has over $600 million under management. Its limited partners include many of the largest financial institutions in the world. www.FTVentures.com

1980

Christopher Mings, MBA, and Susan Mings, MBA, moved to Memphis, Tennessee, where Chris is the general manager for the new retail food business at ACH Food Companies, Inc.

Michaela Rodeno, MBA, of Napa, Calif., writes that in addition to her position as CEO of St. Supery Vineyards & Winery and her work as a director of Silicon Valley Bank and chairman of The Meritage Society, she and her country lawyer husband, Gregory, also make some wine of their own. Villa Ragazzi, named after the now-adolescent son and daughter who used to help, is the label for their 100% Sangiovese. Grown on the family vineyard in Napa Valley, the wine has excellent body and acidity, and definitely shows the character of the grape. Annual production remains low at 200 cases a year, much of it consumed by friends and family. If you want to be included, e-mail vragazzi@aol.com, and she will send you more information.

1981

Greg Overholtzer, MBA, of Danville, Calif., writes, "It was great seeing many of our 1981 classmates at at our fall reunion last year. We had about 60 attend the dinner after the football game and 35 or so show up for a family picnic at the Haas Clubhouse on Sunday morning. Many others had originally planned to attend, but had to cancel due to travel issues immediately after Sept. 11. The polymer company I work for in Berkeley (PTG) hired our first Haas summer intern this year, Amy Cheng. Amy graduates in December with her BS and has done an excellent job of helping us out in purchasing as well as accounting. I met Amy while interviewing Haas students for the annual $1,500 scholarship awards granted by FEI, an organization of financial executives of which I am on the board."

1982

Kan Ishii, MBA, of Tokyo writes, "I am now the head of the Treasury of the Development Bank of Japan and responsible for bond issuance, derivative transactions, and other capital market activities of the bank. Much of my private time is devoted to taking care of the Haas alumni club of Tokyo and its website, http://www5b.biglobe.ne.jp/~haas/. I often travel to London, New York, and Singapore. My wife, Yumiko, is physically fittest of the family because of her tennis devotion. Our only son, Hirokazu, is now 19 and studying law.

Marshall Leisten, MBA, of San Francisco, writes, "I am managing the top strategic technology partners for Entrust, an Internet security firm based in Dallas. My responsibility is unique in that I get to combine sales, marketing, business development, and general management expertise to build, nurture, and grow relationships between Entrust and companies like IBM, Microsoft, and a few others. In my spare time, I have been enjoying a variety of different activities. As I write this note, I am preparing for a nine-day bike ride from Pigeons Forge, Tenn., to Washington, DC., via the Blue Ridge Mountains and the Shenandoah Valley, a part of the country I have never been to and look forward to experiencing."

Robert Farnsworth, MBA, president and CEO of Sonnet Technologies, was named the "Outstanding Private Company Executive" by the Orange County Council of AeA (formerly the American Electronics Association). The AeA gives special recognition each year to technology companies and acknowledges outstanding leadership by Orange County high-technology executives.



Robert Farnsworth, MBA 82, is the president and CEO of Sonnet Technologies.

Despite the economic downturn, Sonnet Technologies continues to contribute to the local community: to the Paris Opera Ballet's summer 2001 performances at the Orange Country Performing Arts Center and to the San Francisco Ballet. Sonnet and Farnsworth also support initiatives and scholarships at the University of California, Irvine, via the UCI Chief Executive Roundtable.

Alumni in the News

William F. "Rick" Cronk, BS 65, was featured in the San Francisco Chronicle on July 28 in an article titled, ***Scooping the Competition.*** Cronk is president of Dreyer's Grand Ice Cream Inc., which announced a deal to allow food-giant Nestle SA to gain majority control of the company.

The New Yorker featured **James Hong, MBA 99,** on July 8 in an article titled, ***The talk of the town: The hot or not guys.*** The www.hotornot.com website, created by Hong and partner Jim Young, also earned these two entrepreneurs a place in Entertainment Weekly's "It List" issue and promotional party.

Michael Milken, BS 68, appeared in the July 29 issue of The Australian in an article titled, ***Bad boys are back in business,*** about Milken's new business venture, LeapFrog Enterprises. Milken also appeared in the Washington Post on July 28 on the same subject.

Intel President and COO **Paul S. Otellini, MBA 74,** was featured in the November 4 issue of Business Week magazine in the article, "No Nerd at Intel's Top? Heresy!"

Internet World published an interview with **Roger Siboni, BS 76,** president and CEO of E.piphany, about his company's success and growth.

The Daily Deal referred to **Warren "Ned" Spieker, BS 66,** as the "West Coast real estate czar" on July 31 in an article titled, ***California dreamin'.*** Spieker is the founder, former chairman, and CEO of Spieker Properties Inc., a real estate investment trust based in Menlo Park.

The Contra Costa Times featured **Rob Schroder, BS 75,** on July 24 in an article about his candidacy for Mayor of Martinez.

Doug Galen, BS 84, MBA 88, vice president of eBay, was quoted in a PC Magazine article on June 1 titled, ***Up, Up, and Away With eBay.***

Michael Yang, MBA 95, was featured in The Daily Deal on June 13 in an article about NetGeo Inc. Yang is co founder and CEO of NetGeo.

Emilio Guemez, MBA 98, hosted an online chat session on July 30 for the Mexican newspaper, ***El Universal.*** Guemez, who is currently director of eBusiness for Banca Serfin, the third largest bank in Mexico, spoke on the issue of online banking.

Richard Blum, BA 58, MBA 59, founder and chairman of Blum Capital Partners LP, was profiled in the August issue of Bloomberg Markets magazine in an article titled, ***Zen and the Art of Stock Picking.***

Dana Krelle, MBA 83, was featured in The Jerusalem Post on September 11 in the article, ***The Business Scene.*** Krelle has been appointed vice president of marketing for Mellanox Technologies, Ltd., a company that makes chips for high-end servers and devices based on the InfiniBand standard.

Burch LaPrade, MBA 99, co-founder and CEO of Brightroom, an event-photography business in Emeryville, Calif. that combines digital photography and the Internet, was featured in the September 23 issue of Newsweek Magazine, in an article titled, ***Be Your Own Master.***

Upcoming Events

• • •

Asia Business Conference

SATURDAY, MARCH 1, 2003

All-day

Haas School of Business

http://www.haas-abc.org

Business Forecast Luncheon

TUESDAY, APRIL 9, 2003

San Francisco

For more information, contact the alumni office at 510-642-7790

Faculty Alumni Colloquium

SATURDAY, MAY 10, 2003

Haas School of Business

For more information, contact the alumni office at 510-642-7790

Sonnet maintained profitability in 2001, while many others in the computer industry suffered. With market share exceeding 90% in its core business, Sonnet introduced a new line of ultra-portable computer storage devices and entered two other new product categories. The company received its second consecutive recognition in Deloitte and Touche's annual Fast 50 awards as one of the fastest growing technology companies in Orange and San Diego counties over the past 5 years. Sonnet also made Deloitte and Touche's national Fast 500 list, and appeared on Inc. Magazine's Inc. 500 profile of the nation's fastest growing private companies.

Michael Kinane, MBA, writes, "I am married to Patricia M.Y. Wong, UC Berkeley Women's Studies (BA) and Library & Information Studies (MLIS) graduate. We have two beautiful children, Michael Jr. (7) and Sarah Rose (3). We live in the Fruitvale district of Oakland where I am an attorney in private practice, repre-



Michael Kinane, MBA 82, with Sarah Rose (3) and Michael Jr. (7) in Oakland, Calif.

senting consumers and injured people in civil rights, consumer rights, employment rights, and personal injury cases, as well as representing numerous small business clients in business and real estate matters. Pat is the deputy director of the Stockton/San Joaquin County library system. We look forward to Michael Jr. and Sarah following their parents to UC Berkeley in the future."

1983

Edward Bell, MBA, is married with a 17-year-old son who will be applying to the UC system next year. For the last 19 years, he has owned and managed Edward Bell Associates, an executive search and contract placement firm, in San Francisco.

John Bernard, MBA, of Laguna Beach, Calif., is happily working in the affordable housing business in California, and is married with one child. His wife is German, and they spend a lot of time in Europe and would eventually like to live there part-time.

Rev. Enrico (Rico) Hernandez, MBA, has been named interim director of cemeteries for the Roman Catholic Diocese of San Jose and assistant chief financial officer for the Diocese. Father Rico just completed a chaplaincy and teaching assignment at Archbishop Mitty High School in San Jose.

Frederic Klaske, MBA, of Castro Valley, Calif., is president and CEO of Sky Power Systems (www.skypowersystems.com), a leading photovoltaic (PV) solar electric systems provider for residential and small commercial customers. The company offers free site evaluation and free follow-up financial analysis of whether solar electricity can save a family or small business money and fix electric costs for the next 30 years. It is offering a 5 percent pre-California Energy Commission (CEC) rebate discount (worth at least $1,000) to all Haas School of Business alumni through the end of 2002 off any residential PV solar electric system of 2kW or larger.

George McLaughlin, MBA, is working for Hagen, Streiff, Newton & Oshiro in Walnut Creek, a national accounting firm. He frequently testifies regarding economic damages in civil litigation cases. His two children, Grace and Alexander, are at St. Paul's in Oakland and wife, Andrea, is proprietor of Photolab, a black-and-white photo lab serving professional photographers in West Berkeley.

Carol Upton (Applebaum), MBA, writes, "After almost 20 years in the US, we made the move back home to Australia in 2000 in time for the Olympics." She writes, "After business school, I stayed around the Palo Alto/Mountain View area working with a number of small- to medium-sized medical device and diagnostic companies launching their new products. Often this meant setting up a marketing and sales function first, then launching the company and products into the market. Back in Oz, I leverage my U.S contacts to help some incredibly innovative Aussie companies access the U.S. and other world markets. Please e-mail me if you would like to keep in touch: cupton@netpro.net.au. We miss the US, but we are not that far away – there was even a Haas alumni meeting here in Sydney in May courtesy of Lynn Odland (Deloitte Touche) who hosted, and Dimity Hodge (Energy Australia) who organized it. Thank you!"

After assignments in the US and Foreign Commercial Service in Taipei, Taiwan, and Beijing, China, **William Zarit, MBA,** has been posted to the US Embassy in Kuala Lumpur, Malaysia, where he is the commercial counselor.

1984

Ellen Cooper (Brown), MBA, of Bellevue, Wash., writes, "My husband, Bill, and I continue to enjoy the beauty of the Pacific Northwest, and wish we could go hiking in the mountains more often. My position as senior risk manager at Microsoft continues to be challenging and yes, still rewarding. To keep my work-life balance, I've revivified an interest in art, taking a painting class and setting up a home studio where I can catch a couple of hours on the weekends. Bill is making the transition to private practice as a psychotherapist."

1985

Patrick Gravitt, MBA, is director of real estate for Qualcomm Inc. in San Diego since 1995. His job includes opening new offices around the world, and he has traveled to China, Russia, India, Israel, Europe, Japan, Korea, Brazil, Thailand, and other countries. Prior to Qualcomm, he worked for a couple of real estate developers. He has been married to Sandra since 1986, and they have 12-year-old twins, Steven and Melinda.

Patricia A. Schaub, MBA, is vice president of external affairs for Allegheny Energy. She joined the company with 21 years of experience in the energy industry, having most recently served as vice president of governmental and regulatory affairs for Entergy Wholesale Operations in Houston, Texas. Prior to that, she was director and senior lobbyist of federal governmental affairs for Entergy Services Inc. in Washington DC. Ms. Schaub began her career with Pacific Gas and Electric, serving as its director of federal governmental relations and holding various positions in the rates, finance, and regulatory relations areas.

Mauri Schwartz, MBA, is principal owner of Career Insiders, a career consulting firm based in San Francisco that focuses on the needs of the job seeker. Key services include resume writing, job search strategy, employment research, and interview coaching. She invites all alumni to check out the company's web site at www.careerinsiders.com.

Kevin Shields, MBA, writes, "Splitting time between the surf in Manhattan Beach, the slopes in Sun Valley, Idaho, and water sports in Clearlake, Calif., is making it difficult to focus on my real estate investment activities. Somehow, however, I have managed to accumulate a 5 million square-foot portfolio and will add another million feet this year! Life is good, and my two girls, Alexandra (9) and Kennedy (7), really enjoy the surf, ski, and water-ski combination. I would love to hear from my long-lost classmates!"

Robert Smentkowski, MBA, of Westminster, Calif., joined Metropolitan West Asset Management, a fixed-income investment advisor in Los Angeles, as the CBO product manager in May. ("What's a CBO?" he writes. "It's a Collateralized Bond Obligation, of course.")

Andrew Westbom, MBA, of San Rafael, Calif., recently started a consulting business called Ridgecrest Marketing, with the tagline, "A Path to the Top." The firm features a team of experienced professionals. Web: www.ridge-crest.net

1986

Ann Goldfarb (Schnaper), MBA, writes, "We have just moved back East to Great Falls, Va., and love it. Ann does some part-time healthcare management consulting work, but her main job is Mom to son Daniel. Husband Larry Goldfarb (MEng '86) is a principal at Engineering Consulting Services."

Alex Hiam, MBA, writes, "My more recent news includes opening an office for my business (which does corporate training) in San Francisco, and publishing a new book, *Making Horses Drink* (Entrepreneur Press, June 2002). Also, a more technical treatment of my work is coming out from AMACOM this fall under the title, *Motivational Management*. I'm in the Bay Area more often than not (otherwise in Amherst, Mass., where we publish and distribute all our training and assessment materials). I'd be interested in hearing from others working on employee and organizational performance. (SF: 415-831-1305)"

Peter Reiling, MBA, of Fairfield, Conn., writes, In March, Berkeley MBA **Patrick Gyimah Awuah (MBA 99)** and I met in Cape Coast, Ghana, to mark the launch of the Africa Leadership Initiative. A joint venture between the organization I lead, TechnoServe (www.technoserve.org), and The Aspen Institute, the initiative is meant to foster an emerging generation of high-achieving, values-driven business, government, and nonprofit leaders across the continent. Patrick is a member of the inaugural class of 21 Africa Leadership Fellows in Ghana, recognized for his efforts to launch Ashesi University, Ghana's first private institution for higher learning."

1987

Steven Cardoza, MBA, is a partner in the Orange County office of Sheppard, Mullin, Richter & Hampton LLP, where he has practiced law since 1987. He recently was elected to the firm's seven-member management committee. He and his wife, **Adele (Kenyon) Cardoza (MBA, J.D. 1987),** live in Lake Forest, Calif., with their two children, Katie (11) and Matt (9).

1988

Having recently joined GO2 Systems Inc. as their president and COO, **Keven Baxter, MBA,** has been keeping busy. In addition to his new position with GO2, which powers online directories for location-based businesses, he has also founded SportsGift Inc., a charity which brings sports to disadvantaged communities.

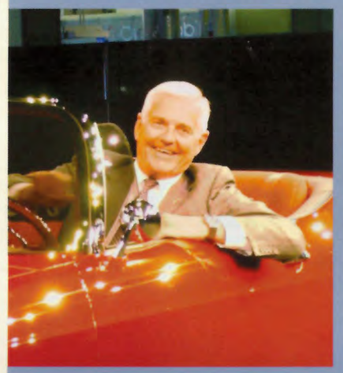
Robin Rappaport, MBA, of Topanga, Calif., writes, **"Eddie (BA 1988)** and I just celebrated our 10-year anniversary and we have two precious little boys, Jeremy (5) and Corey (3). I'm still happy working with municipal bonds, and about seven years ago, I

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GM Chairman Continues to Transform US Auto Industry



Robert Lutz
BS 61, MBA 62
Chairman, North America, and Vice Chairman, Product Development
General Motors, Detroit, MI

Bob Lutz is a classic car guy – he has built his career taking risks and making hot automotive design a priority. Now at GM after a short attempt at retirement, he is continuing to shake things up. As the chairman of GM North America, vice chairman for product development, and the man behind Chrysler's PT Cruiser and Dodge Viper, Lutz now hopes to revitalize GM's product line by aggressively pushing a new design vision, and by changing how decisions are made within the company. Consumers will be able to see first examples of his work at the 2003 auto shows.

Born in Zurich, Switzerland, Lutz became a US citizen in 1943. He first came to the Haas School after receiving his bachelor's degree in production science from UC Berkeley in 1961 and initially chose Berkeley because of the value, reputation, and location near the Marine Reserve Air Base (NAS Alameda), as he had already distinguished himself as a fighter pilot and officer with the US Marine Corps. His best memory of the Berkeley MBA program is "Hard work, great professors, and having a quantitative orientation."

After Haas he went to Europe to work for General Motors, BMW, and Ford, eventually returning to the US. Lutz is best known for his work at Chrysler, where he helped revitalize the company with hot-selling cars and trucks that were unique and fun. His 12 years at the company are chronicled in his 1998 book, *Guts: The Seven Laws of Business that Made Chrysler the World's Hottest Car Company.*

Lutz' unconventional seven laws of business are:

- The customer isn't always right
- The primary purpose of business is not to make money
- When everybody else is doing it, don't!
- Too much quality can ruin you
- Financial controls are bad
- Disruptive people are an asset
- Teamwork isn't always good

Lutz acknowledges that his Berkeley MBA helped him succeed in his career. "My studies provided the rigor and knowledge I needed to complement drive and creativity," he said. "The courses I took in Sociology and Psychology were key to consumer understanding in the auto market."

In addition to his passion for cars, and granting press interviews, which he has been doing a lot of lately, Lutz is also dedicated to his wife, kids, education, and sports. When he is not at home or at work, one might find him flying military jets. He still flies a privately owned McDonnell-Douglas MD-500E jet helicopter and an ex-Soviet Air Force L-39 "Albatross" jet aircraft.

UP CLOSE

REUNIONS

Marketing Professor Teaches Students to Do the Right Thing



Johny K. Johansson
MBA, 1967, Ph.D., 1972
McCrane/Shaker Professor of International Business and Marketing McDonough School of Business, Georgetown University

For Swedish-born Johny Johansson, coming to the School of Business in 1964 straight from the Stockholm School of Economics was nothing short of a revelation. "The idea that professors were human beings and could be approached outside the classroom was completely new and very refreshing to me," he says laughingly.

So when he was offered funding to continue at the School for his Ph.D., Johansson decided to extend his stay. "I became interested in serving as a professor myself because I saw that the job could be quite exciting," he says. "I'd get to work with bright people, take on the issues of the day, and really do something in the world."

For Johansson, now a professor of international business and marketing at Georgetown, those issues include grappling with the queasy ethics that can sometimes characterize the marketing field. Still true to the idealistic spirit of the '60s that he found so inspiring as an undergraduate at Cal, Johansson endeavors to teach his students to do the right thing.

"I really believe that the basic contribution of marketing is a positive one," he says. "It's a way of communicating to people about goods and services that will improve their lives. But I'm unhappy about the overt manipulation that some marketers don't hesitate to engage in. I teach my students that it's very important that they become sensitive and responsible professionals. My advice to them is don't oversell, overpromise, or hurt people. Don't manipulate. And most of all, make sure you believe in what you're doing."

Johansson's research has taken him to Japan, where, in 1979, he reunited with Berkeley fellow student Ikujiro Nonaka (PhD 72). The duo eventually ended up co-authoring *The Japanese Way of Marketing* together. The intrepid Nonaka also came to serve an even more pivotal role in Johansson's life: he helped broker the transcontinental marriage between Johansson and his Japanese fiancé, Tamiko. "Nonaka was literally a go-between, smoothing things with Tamiko's initially reluctant parents and helping to make sure everything was done according to according to Japanese tradition," Johansson says with obvious delight.

After graduating from Cal, Johansson landed one of the few faculty positions in marketing at the time (at the University of Illinois), and since then has taught at New York University and the University of Washington, where he has served as a full professor. "I realize that my Berkeley education taught me to focus not just on the topical matters of the day, but on the bigger picture," he says. "That's enabled me to have a sense of foresight about developments in the field of business and has prepared me professionally for the long haul."

Johansson and Tamiko, who is a former concert pianist, have two daughters, Anna, 18, who just started as an undergraduate at Georgetown this fall, and Sonja, 16. "One of my favorite hobbies is fishing with both of them," says Johansson, who also loves playing squash.

MBA

switched from the sell-side to the buy-side. I currently head up the municipal bond research effort at Payden & Rygel, an investment management company in LA. After a successful writing career, Eddie switched gears and just completed his first year in UCLA's MBA program. I still horseback-ride every weekend, and I travel to Ireland annually for riding retreats. I would be so happy to hear from my Cal friends. rrappaport@payden-rygel.com"

Satinder Rekhi (Rekhi Singh), BS, MBA, see 1998 Executive Development notes.

Frank Yien, MBA, of San Francisco was promoted to chief operating officer of Aptimus Inc. (Nasdaq:APTM), a leading online direct marketing company based in San Francisco and Seattle.

1989

Steven Terusaki, MBA, of Albany, Calif., writes, "Since February 2000, I have been COO and partner of Philip Williams & Associates Ltd. (PWA), a leading consulting firm of environmental hydrologists (www.pwa-ltd.com). The company and the position provide a unique blend that combines my environmental design background and the business skills that were developed at Haas. I have also been a volunteer in Albany School District's efforts to address the current budget shortfall with the goal to restore important programs for our public schools. I have a lovely wife, Kathy, of 19 years and two sons (17) and (10) who keep us extremely busy."

Maria Vickroy-Peralta, MBA, writes, "Last year I rejoined Amsterdam-based ABN AMRO Bank, working in the San Francisco office as senior vice president and head of technology lending in the United States. I am also pursuing graduate work in theology at the Dominican School of Philosophy and Theology in Berkeley."

1990

Klaus Hammer, MBA, of Zurich, Switzerland, writes, "Wow, what a difference two years make! My once boring job as CEO of Signity AG, a global leader in natural and created gems (a niche business), has suddenly become sexy. Luckily Signity is blessed with rather stable profits even in this difficult time. Two years ago, like so many others, I thought I was completely out of the loop for not being with technology. On the private side, we have moved to a wonderful new house near the shore of Lake Zurich. My wife, Kerstin, and I have two kids, Tim (5 1/2) and Svenja (11 months), and we enjoy summer and Swiss lifestyle a lot. The one thing that we are regretting very much is that most friends are living dispersed all over the globe, and we see and hear from them too little. Hence, please make contact under hellokk@attglobal.net or stop by in person when you pass by Zurich."

Shunsa Hayashi, MBA, writes, "After moving in and out of Japan for years, I joined a private equity firm called Antfactory Japan as CFO last November. I am currently working on a cinema complex operating company for the IPO process. It is such a luxurious thing to work for a growth company in Japan. My family, Mika, Hikotaka (10) and Akiyo (6), are all well. We recently moved into a new apartment in West Tokyo."

Takuo Nishikawa, MBA, writes, "I engage in asset management business at Nikko. I am responsible for expanding the sub-advisory business, while strengthening the functions of the gate keeper and multi-products manager. My wife, Etsuko, is involved in the private tutoring business for school kids. Our boy, Tecchan, is the center of family and enjoying the elementary school life."

1991

Yeou Mei Chen, MBA, writes, "I have relocated several times after I graduated from Cal. It has been a wonderful experience to live in many exciting places and travel around the world. Now, my husband and I have finally settled down in the San Diego area, and I just became a US citizen. I continue working in the marketing function in the pharmaceutical/biotech industry, and I absolutely enjoy the challenges associated with my job. Email: LTMEI@yahoo.com"

Frederik Kristensen, MBA, MPH, of Oslo, Norway, writes, "After eight years in different positions within Merck & Co. in Scandinavia, I have recently started up my own business in health-care consulting, partly with the aim of freeing up time for innovation and entrepreneurship. A great bonus of 'self-government' is the possibility to practice as a doctor again one day a week, and for more flexible planning around my wife's and our four kids' schedules."

Derrick Mar, MBA, writes, "I have been working at TIBCO Finance Technology for a number of years, with the current position as head of development for a couple of key financial trading systems. We are wholly owned by Reuters. Since the beginning of the year, we were completely integrated into Reuters, and it has recently been announced that our particular location, Palo Alto, Calif., will be shut down by the end of this year. I am looking forward to joining a technology startup after my venture at TIBCO/Reuters. Last year, I got married to a beautiful and supportive wife, Korianne Mar. We now live in our new home in Cupertino."

Punita Pandey, MBA, writes, "We continue to make cautious progress through these uncertain times. NetCustomer, a company I founded in 1999, provides advanced technical support and specialized business process outsourcing to leading enterprises using a global delivery model. Our customer implementations include PeopleSoft, Dell, Acer, Sony, and IBM. We are looking for seasoned business development and sales professionals. Please contact me at punita@netcustomer.com. www.netcustomer.com."

1992

Dirk Hofer, MBA, of Singapore, writes, "I have taken a new role within SAP Asia this year, leading SAP's Customer Engagement Lifecycle-Value Selling Initiative to accelerate SAP's transformation into a value-focused solution provider. I am guiding a cross-functional team of VSI Champions in each of our 10 Asian SAP country organizations with a focus on building our organization's value-delivery performance across the region. In addition, I head our regional Customer Value Improvement Initiative and SAP's global roll-out of our Customer Engagement Model in Asia. Even after six years it is still exciting to live in Asia. The photo was taken during a recent trip to Cambodia!"



Dirk Hofer, MBA 92, recently made a trip to Cambodia.

Ryan Johnson, MBA, writes, "Living happily with wife, Jade Moy, in San Francisco. Became the proud father of Madeleine Grace born on January 22, 2002."

Arden Koontz, MBA, of San Francisco writes, "My wife, Teddy, and I are enjoying family life with our son, Caden, born in September 2000. I have worked in the software business at Macromedia and in venture capital for most of the years since graduation. I am now considering making a transition to teaching high school (preferably in a project-oriented setting related to journalism and/or business). If anyone knows of opportunities in that area, please let me know. In addition to work and family, I am nurturing a growing interest in wood-related projects and gardening."

Tim Leach, MBA, of San Francisco writes, "The Leach clan has been back in the Bay Area for three years having spent four years in Portland, Ore., (president & chief investment officer, Qualivest Capital Management) and 1 1/2 years in Chicago (CEO/president & CIO, ABN AMRO Asset Management (USA)). I came back to Wells Fargo (where I was during my years at Haas) and am executive vice president and chief investment officer for Private Client Services Group. The family is good. Eldest daughter, Ali, is a senior at Pomona College. Son, Peter, is a senior in high school and Katie, born during Haas, is an eighth grader. Terry is well and has gotten into politics in addition to writing and law! Love to hear from anyone from Evening '92."

Elizabeth Lindgren (Maly), MBA, writes from Bermuda, "2002 has been an exciting and memorable year for us! On New Year's Eve, we relocated to Bermuda for my husband, Stan, to pursue an opportunity with Trout Trading Management Company, an offshore hedge fund. On May 6, we welcomed our first child, John McDonough Lindgren ("Jack"). I was delighted to exchange the challenges of the corporate world for the joys of full-time motherhood! We are thoroughly enjoying our new role as parents and this charming little island we now call home."



Elizabeth M. Lindgren, MBA 92, with newborn John "Jack" McDonough Lindgren in Bermuda.

Lydia Oppenheim (Vitlacil), MBA, writes, "I have enjoyed a variety of positions in finance at Teleflora headquarters in Los Angeles, and am now the director of financial services. I have two children, Calvin (4) and Dean (1) and am married to my then-fiance, Charles."

Alberto Pagan-Matos, MBA, writes, "I have two boys that keep me going hard. And with the unfortunate stock market collapse, my plans for early retirement have been postponed indefinitely. It could be worse though. I've been happily married for eleven years with my wife, Maria Aviles. Our boys names are Diego (2.5 years) and Emilio (4 months). We always welcome calls while alums are in New York (212-799-4692)."

Judy Riffle, MBA, and **Brad Wiblin (MCP 94)** live in San Diego with their feisty and fun 3-year-old daughter, Roxanne. Judy is director of finance for AVID Center, a college-prep educational nonprofit. AVID is in 1,000 public middle and high schools in California, has programs in 20 other states, and was honored to be featured on "60 Minutes II" earlier this year. Brad directs the Southern California office for Bridge Housing, a San Francisco-based affordable housing builder. The Wiblin family is currently keeping busy with front-yard renovations and fencing in preparation for getting a dog. Roxanne's latest project was a one-girl scissors party where she cut all of her hair off! Judy writes, "Last February we took an awesome vacation with Cal classmates and stayed as guests of **Steve and Susan Chamberlin (Haas adjunct professor and MBA 87,** respectively!) on Kaneohe Bay in windward Oahu. The friendships created at Haas and the planning school are lifelong benefits of our years at Berkeley."

Nancy Starr, MBA, of San Francisco writes, "Comfortably resettled in the Bay Area after five years in Moscow, I am enjoying my career in the financial services sector. As a financial advisor with Merrill Lynch, I work with individuals to design and implement financial strategies to achieve their goals. I specialize in working with expatriots all over the world. Our daughter Emily works in Tokyo; our daughter Anne is a senior at University of Michigan, majoring in Near Eastern studies. My husband, **Dan Kreps (MBA 1979),** works for American Express Bank in New York."

Eleni Tsakopoulos-Kounalakis, MBA, is president of AKT Development Corp., Sacramento's largest land development company. She is married with two sons, Neo Kounalakis, and newborn Eon Kounalakis (b. July 25, 2002).

Yael Zheng, MBA, and **Wynn White, MBA,** are enjoying their one-year-old son, Weston. Occasionally, they also enjoy their respective jobs at BEA and Sun Microsystems, where they run marketing groups. Yael recently completed her one-year stint with the president of the company, giving her the opportunity to attend the World Economic Forum, the Superbowl, and the Olympics, "a tough job someone had to take." Wynn signed up with BEA recently after nine years with Oracle. They are "once again seeking to time the real estate market just right, ensuring they buy at the high and sell at the low, having just closed on a new home."

1993

Matt Abelson, MBA, writes, "I recently joined Juniper Networks as professional services product manager. I'm based in Herndon, Va., but enjoy frequent trips back to headquarters in the Bay Area."

Dave Aguero, MBA, writes, "I am currently the VP of New Business

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The Student Project Listings are an online resource where alumni and companies can post project advertisements for Haas School students. The mutually beneficial listings allow students to apply their learning to real-world situations, and alumni can post projects for which they need young talent with business savvy. Individually or in groups, the MBA and undergraduate business students are happy to volunteer their classroom knowledge and skills in the business and nonprofit communities.

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MBA

Development at Transamerica Finance Corporation in San Francisco. We provide structured debt financing to middle-market companies located in the Western U.S." He is living in Marin County with his wife Mandy and two sons, Dixon (3.5 yrs.) and Alex (1.5 yrs.). He can be contacted via e-mail at dave.aguero@transamerica.com

Brian Burns, MBA, writes, "I am currently with Asia Pacific Ventures, where I specialize in business development consulting for US IT firms entering Asia. I have spent most of my career since undergrad in Asia, including Japan, Hong Kong, Vietnam, and others, and now live in San Francisco. I have an 8-year-old son named Shohei."

Pierre Charles, MBA, writes, "We are now getting settled in Geneva after 18 months here in Switzerland, after a tour that took us to Germany, Spain, and back to Germany, since we left Berkeley. We are also getting settled as a family: our daughter, Hanna, was born in 1996; Gaston, our first son in 1998, and our Benjamin Leon closed the row in 2001. Trea switched jobs this year from Dresdner Bank in Frankfurt to HR consultancy Selectus in Geneva. We have started gardening at our house. No plans yet for future moves, and Geneva is still a good place to be. Check our family Web page for details: http://members/aol.com/tijmens/ (Pierre works for Procter & Gamble.)"

Rollan Kim, MBA, writes, "Back in California doing strategy and M&A work for Borland. Lot of fun, and very satisfying work, but sometimes miss the Wall Street money. Three kids: Cairo (6), Cooper (2 1/2), and Kylie (10 weeks). Finally bought our first home... so I'm broke but happy. Wife, Marie, is a dermatologist in San Francisco. We actually made July's *O, The Oprah Magazine*, a bit about romance on adventure."

Raymond Lin, MBA/MA, see **Mei-Hsia Tan, MBA 98.**

Gary Riding, MBA, recently became president of the Central Texas Region for Verizon Wireless. As region president, Riding has overall responsibility for retail, indirect and business sales, marketing, finance and operations. Previously, Riding worked for Pacific Bell and he joined Pac Tel/AirTouch Cellular as director of customer service strategies and systems in 1993. Before joining the Verizon Wireless organization, he worked at AirTouch Paging, last serving as general manager of the company's Atlanta market. Riding is a native of San Francisco, and earned a bachelor's degree in English from Brigham Young University. He and his wife, Melissa, have five children and have lived in Highland Village, Texas, since 1996.



Gary Riding, MBA 93, is the president of Verizon's Central Texas region.

Francesco Rockwood, MBA, "Susan (Anderson) Rockwood, MBA 89, and I are enjoying our two daughters, Sarah Jane (4) and Mary (3), immensely. Through them, I am discovering the joys of sisterhood. I wish I had half of their energy. The enterprise software company Susan and I started in 1999 is still making forward progress in a very tough industry environment. Vectiv Corp. recently deployed its store lifecycle management solution with Dollar Tree Stores and Quizno's Subs. Vectiv enables these companies to more effectively utilize their bricks-and-mortar store network, which, fortunately, is still relevant in the post-dot-com revolution world. We are looking forward to an improved technology environment. One of the best aspects of starting our own company is we could both work and live where we want – Berkeley. If you are in the area, please stop by. Directions are on our web site: www.vectiv.com."

Eric Scriven, MBA, has accepted the position of vice president of US Bancorp Piper Jaffray's Public Finance Group. He will be based out of the firm's San Francisco office. Eric will continue his practice working with public, private, and nonprofit organizations to fund public infrastructure and other public-private partnership-oriented projects. He can be reached at 415.984.3652.

1994

Art Altman, MBA, manages research and development in energy derivatives and risk management for the Electric Power Research Institute (EPRI) in Palo Alto, Calif.

After four startup company posts since graduation from Haas in 1994, **Jeffrey Johnsen, MBA,** of Woodside Calif., is on hiatus to write a business plan and start a natural therapeutics products biotechnology company.

Vern Shure, MBA, and his wife Ann Trueheart enjoyed a vacation in Ireland and Scotland in the spring of 2002. Vern recently started a new job as Pricing Program Manager with antivirus software maker Trend Micro in Cupertino, California.

Woosung Cho, MBA, worked for Softbank Asia Infrastructure Fund, a private equity fund focusing on IT business in Asia/Pacific area. He recently had his first child, a boy, Hyun Joon.

Stephen Miller, MBA, writes, "Here's a picture of Isabella Grace Miller, who will be 1 on September 6, 2002. She is the daughter of Stephen G. and Lori Miller."



Isabella Grace Miller turned 1 on September 6, 2002.

1995

Michaela Ballek (Schmieder), MBA, of Munich, Germany, and her husband, Brian, are proud to announce the birth of their first baby in October 2001, Collin Alexander. After a family leave, Michaela returned to work in spring 2002. She is still with McKinsey & Company, now working part-time on various internal high-tech practice management-related projects.

Charles Coustan, MBA, writes, "After two years in Washington DC, I recently moved to Chicago to start a real estate investment and development company. It's been nice being away from earthquakes and energy crises, but I miss California!"

Laura Flores, MBA, married Scott Mahler (U Michigan 79) in Panama. Haas friends who attended the week-long celebration included: **JoAnn (MBA 92)** and **Ray Dunaway, Nap Hosang (MBA 95), Hazem Galal (MBA 95),** and **Arno Hesse (MBA 95).** Laura has moved back to Washington DC, where she can be reached at lflores@alumni.haas.org.

Terry Goode, MBA, and wife, Latondra, of Richmond, Calif., are expecting their first child in November. In addition, Terry recently left Standard & Poor's Credit Market Services and is now a principal senior credit analyst at Wells Capital Management.

Thierry Guny, MBA, of Boynton Beach, Fla., writes, "I am married with Farah and have a lovely little boy named Gabriel soon to be one year old. I am currently working at Celerant Consulting, a fast-growing company focused on hands-on, results-focused implementation, a rarity in the consulting business! We have been living in the sunshine state since 1997 and are enjoying it, despite the initial shock after leaving the Bay Area. Cheers."

Palmer Jackson, MBA, writes, "My wife, Susan (UC Berkeley, BA 88), and I are happy to report the birth of Kenneth Bryce Jackson on Dec. 19, 2001. Bryce is now 8 months old and, fortunately, sleeping through the night. For the past 3 1/2 years I have been working with a successful (as in profitable) Internet telecommunications company in Santa Barbara. Given the current Internet and telecom environments, we are feeling very fortunate. I would love to hear from any Haas alumni who are working in the Internet/telecom space. Email me at palmer.jackson@callwave.com."

Christopher (Chris) Lee, MBA, writes, "I am very fortunate to be working in the San Francisco office of Merrill Lynch. My department is responsible for structuring derivative transactions for clients located on the West Coast and in Asia. Clare and I are proud parents of two children: Christopher Jr. (5) and Elianne (2).

Jenna Marshall-Hano, MBA, of San Francisco writes, "Gave birth to Kaya Maeve Hano on April 6, a feisty, magical girl with her father's dark hair and her mother's willful nature."

Chris McClain, MBA, of Baltimore, Md., writes, "Carolyn and I are happy to announce the birth of our first child, AliceAnne (Ally) McClain."

Mauricio Prieto, MBA, writes, "My wife, Susan, and I had our first daughter, Sofía. She was born in Barcelona on April 23, 2002. As you can see from the picture, she likes Spanish food a lot."

Since 2000, **Katy Sharon (Santen), MBA,** of San Francisco has been running her own consulting company, Springboard Partners, specializing in team performance, change management, creativity and

REUNIONS 2002

UP CLOSE

NYU Professor Enjoys the Problem-Solving of Accounting



Professor James Ohlson
MBA, 1968, Ph.D. 1972
Stern Professor of Business, Leonard N. Stern School of Business, New York University

Swedish-born Jim Ohlson loves playing the numbers. No, he's not a Lotto man. He's someone who relishes teaching students how firms can best dig into the reams of financial figures their computers spit out yearly, monthly, daily, and make sense of it all.

"What's rewarding to me about my field is coming up with sophisticated methods to help analysts sort out the very messy questions regarding accounting and equity evaluation that can seem impossible to solve," says Ohlson, who has enjoyed the kind of smooth career progression from assistant professor to tenured chair that some people only dream about. He's taught accounting at Stanford, the University of British Columbia, and Columbia Business School, has served as the L.H. Penny Professor of Accounting at Cal, and is now holds the Leonard N. Stern chair at NYU.

Ohlson became fascinated with the intricacies of accounting and econometrics as a student at Berkeley's School of Business in the mid-1960s, and early in his studies decided to stay on to earn his Ph.D. "Financial accounting simply seemed to me to be critical to everything in an economy," he explains. "I was also impressed with Berkeley's distinguished faculty in this area, which included people such as Maurice Moonitz, John Wheeler, and Nils Hakansson. Given his strong bent for research, going on to pursue an academic career seemed natural. "I never thought about doing anything else," he says.

Ohlson has risen to prominence in his field and has written a number of influential papers concerning accounting data as it relates to equity valuation. The recent Enron and WorldCom debacles have offered him an opportunity to think even more penetratingly about the role and responsibilities of the accounting field in the world economy. "In my opinion, these situations weren't as much a question of corruption as they were a failure on the part of analysts to put enough effort into looking at their numbers carefully," he says of the recent scandals. "The writing was clear that the companies were overvalued and that there had been financial problems for quite some time. No one should have been surprised."

Ohlson keeps up with many of his Berkeley professors, including Hakansson and Mark Rubinstein, as well as his Swedish compatriot Johny Johansson, MBA 67, Ph.D. 72, a professor of international business and marketing at Georgetown. Having had his finger on the pulse of academe for the past three decades, Ohlson notes that business education has changed significantly over the years – and not always for the better. "Today's curricula are of necessity more focused on direct practical utility than the kind of education I received, which was far more intellectually stimulating and challenging. We didn't even have calculators way back then," he notes nostalgically, "but we learned how to read, and that has stood me very well."

UP CLOSE

REUNIONS 2002

MBA Alum Reaches New Heights at the American Himalayan Foundation



Erica Stone
MBA 87
President
American Himalayan Foundation
Berkeley, CA

Erica Stone was a chef at the world-renowned Chez Panisse restaurant in Berkeley and had worked in documentary film. She had a bachelor's degree in sociology from UC Berkeley and a third-degree black belt in Tae Kwon Do. But that wasn't enough. She wanted a professional career in the nonprofit sector – and she knew that to succeed, she would need the right skills.

Canadian-born Stone, who now lives in Berkeley with two giant dogs, a cat and her brother, applied to MBA programs. In her mid 30s at the time, Stone was accepted at the Harvard, Berkeley, and Stanford business schools.

She chose Berkeley, because of its reputation in nonprofit management. "If you want to effect change in the world you need to have a degree that people respect," says Stone, now president of the nonprofit American Himalayan Foundation (AHF). One of her most vivid memories of Haas, she says, is the excitement of signing up for David Aaker's popular course on marketing. After his classes, late at night in cafes, she and other students would intently discuss ways of selling ice cream: "He talked about the world in a way that really opened up the mind."

After she received her MBA, she worked as a consultant for two years, helping women write business plans for start-ups. Haas alum and advisory board member Richard (Dick) Blum (BS 58, MBA 59) found Stone when he founded AHF in 1991. The foundation, based in San Francisco, provides education, health services, and cultural and environmental preservation in the Himalayas, one of the world's poorest places. It employs 11 people in total, at its head office and in Katmandu.

Richard Blum says it is Stone who has built AHF into a major player. "Erica has combined compassion with drive, foresight and good business skills. When she joined 10 years ago, we were involved in very few projects, and now the foundation has over 10,000 donors and projects throughout the Himalayas – Tibet and Nepal. If this were a Haas School course, she'd get a A+++," he says.

The always-modest Stone, however, stresses that it is her Haas degree that gives her an edge in the non-profit world. "It gives you the concept of the margin," says Stone, 51. "You understand money. You're comfortable talking about it and raising it."

She has also become used to mingling with the famous. The foundation's directors include, in addition to Blum, the renowned climber Sir Edmund Hillary, former Vice President Walter Mondale, actress Sharon Stone – "We're not related, but I love to tell people she's my little sister!" – and Jon Krakauer, who wrote the best-seller "Into Thin Air," about a disastrous Everest expedition, which was later turned into a 1997 movie. Stone concludes: "I have a job that I love and I wouldn't have it if I didn't have this MBA."

MBA

innovation, and providing customized training and educational programs to clients across diverse industries. Her 2-year-old, Cap, helps keep her sane and loving life. Katy and her husband, Deke, an a cappella musician and Disney musical director, have enjoyed international travel this year and lots of Mickey Mouse.



Mauricio Prieto, MBA 95, with baby Sofia in Barcelona.

Ken Walker, MBA, is about to complete his seventh year at Charles Schwab & Co. He writes, "Still happy there, but opened a side business in January with my wife, Maria. Our company, Green Maids (greenmaids.com), offers home and office cleaning services in San Francisco and the Peninsula using earth and people-safe cleaning supplies. Daughter Kira just completed third grade and daughter Brenda will enter kindergarten in September. Living happily in great little community of Brisbane, Calif."

1996

Brian Best, MBA, of San Carlos, Calif., writes, "This has been a good year both at home and at work. Ilissa gave birth to our son, Jeffrey, in June, and everyone is doing well as we again adjust to a life without sleep. This spring I was promoted to partner at Western Technology Investment and will continue working on venture lending transactions for high-tech startups."

Kevin Brown, MBA 96, see **Jenny Redo, MBA 97**.

Jill Godsey (Darcangelo), MBA, of Oakland, Calif., is leading the call-center traffic-management department at Charles Schwab. She and her husband spend much of their free time with their son, Parker (2). They are expecting another son in October. Jill and Tom continue to go to Cal football games, so they'll see you at Memorial Stadium!

Annie Miu Hayward, MBA, of Mountain View, Calif., writes, "After an 8-month hiatus in San Diego freelancing and surf-watching, I am back in the Bay Area working at an awesome new job. May be training for a Moab mountain bike race in October. Hope you are all doing well!"

Eiichi Kobayashi, MBA, of Yokkaichi Mie, Japan, writes, "Hope all of you are doing well. I am working at JSR Corp. as a manager of Semiconductor Material Lab, developing innovative materials for the semiconductor industry, and responsible for several joint development programs with chip makers in the U.S., Europe, and Korea either as a technical coordinator or as a steering committee member and visiting those regions fairy frequently. My wife, Chiharu, enjoys family life with 9-year-old son, Katsuto, and 5-year-old daughter, Moe. Should you have a chance to come to central Japan, please let me know."

Chang Soo Lee, MBA, of Seoul, Korea, writes, "Still no kids. Overwhelmed by Korean national soccer team's dream come true in the 2002 World Cup. Blood-drained by investment banking at Salomon Smith Barney. Reshaping myself through religious (Catholic) and volunteer (child-care) activities."

Nina and Andre Marquis, MBA, of Boston are proud to announce the arrival of Camille Anaïs Marquis at 4:27 p.m. on April 8, 2002. He writes, "You may enjoy the highlights at www.matoke.com. Be well."

Matt Owens, MBA, of Orinda, Calif., writes, "Jill and I started our family late last year with the arrival of our twin boys, Andrew and Ryan. Raising twins can be a bit overwhelming at times, but we couldn't be happier! I continue to lead product development at Silicon Energy, an Alameda-based software company."

David Weinrot, MBA, of Los Angeles writes, "My wife and I had twin boys on June 12, 2002. They are adorable, and hopefully they'll end up at Cal Berkeley one day."

1997

David Cain, MBA, writes, "I'm still living in Berkeley (I can't seem to get out of this place!). My kids, Gabriel and Isabel, are doing well and getting up there at the ripe old age of 5. When I'm off from parenting I'm typically found at my executive search firm (www.pacfirm.com) trying to navigate through these difficult economic times. We've been fortunate enough to achieve a Top 5 rating the past three years by the San Francisco Business Times' listing of retained search firms. Things are moving along. Most importantly, I'm learning how to play guitar. C'mon people – make sure to fill out your alumni notes! Enquiring minds want to know. Hope all is well."

Jerry Chen, MBA, was married to Yun Ong in August 2001. The couple honeymooned in Tuscany and Rome and is living in Belmont, Calif. Jerry is working at NVIDIA since 2000, managing workstation graphics hardware for CAD engineers and movie special effects.

Monica Coffey (Larkins), MBA, and her husband, John, had their first child, Sierra Alexis, on June 19, 2002. Monica is an attorney practicing in the Dallas office of Andrews & Kurth L.L.P.

Eta Davis (Nahapetian), MBA, writes, "I am the director of business process improvements at the Office of Building Code Services in Fairfax County, Virginia. The job has been a great challenge — a mix of intense listening, true 'reinventing government,' and just plain trying to talk people into doing things they don't want to do. My husband, Jeff, and I live in the DC suburbs with our mischievous and adorable 2-year-old daughter, Ani."

Kim DiGiulio, MBA, writes, "I spent the last year and a half living in Amsterdam working for a startup with several other Berkeley alumni. As is typical these days, the company had a short life, and I was fortunate to experience Europe without the pressures of work or a schedule for a period of time. But without an EU work permit, I had to turn my sights back to the US. I recently joined EarthLink in Atlanta in its business development organization."

Segolene Finet, MBA, writes, "Family slightly depressed by a never-ending, rainy Parisian spring. Daughter, Emilie, is now bilingual. She says cookie and pickles (favorite foods) in both languages and lots of other words too. We did a house exchange in Inverness, Calif., the first three weeks of August. Anyone interested in contacting me can e-mail: segolene_finet@peoplesoft.com."

Ioannis "John" Galanakis, MBA, of Athens, Greece, writes, "Hello to all my Haas classmates. I miss you a lot. However, I will be coming to the Bay Area this coming fall! I am still trying to develop large-scale retail and leisure shopping parks in Greece and the rest of Southern Europe. If a Greek destination is in your plans for this or next vacation period, feel free to give me a ring. Take care."

James Gray, MBA, is the director of integration for Aspen Technology, a worldwide supplier of manufacturing and supply-chain optimization solutions for the process industries. He writes, "Over the last two years, I have managed and led the design and deployment of the information technology that currently enables the world's largest chemical supply chain at BP Chemicals. This assignment has included significant time consulting at BP's corporate offices in Chicago and London. My family and I reside in Woodinville, Wash."

Jin Chyung Keudel (Jin Chyung), MBA, of Solingen, Germany, writes, "Matthias and I are proud to announce the birth of our son, Philip Youngho Keudel. Philip was born on April 29 weighing 9 1/2 pounds and measuring 21.7 inches. Matthias took a new position with a subsidiary of Bertelsmann in January, which took us to the Düsseldorf area."

Arun Mirchandani, MBA, writes, "Career-wise, after a six-year stint at a startup called Polycom, I decided to take my first entrepreneurial plunge and started VoQual in November 2000. Just at the right time when the Telecom VC's were abandoning ship! Struggled for a year to raise seed round for the company, which was to provide carrier class IP-based conferencing equipment, I took up a consulting opportunity at a wireless-LAN startup called Vocera in Cupertino. I have since joined the team as a director of engineering on a full-time basis working on an exciting voice communication device for the health-care and retail markets. Sonu and I celebrated our 10th wedding anniversary last August with a vacation in the Andalucia region of South Spain."

Jenny Redo, MBA, and **Kevin Brown, MBA 96,** gave birth to their second daughter, Alexa Parker Brown, on July 7, 2002 at 18:18. She weighed 9 lbs 4 oz and "big sister Mckenna couldn't be happier."

Scott Rothenberg, MBA, of San Jose, Calif., writes, "First baby! Emily Bistre Rothenberg was born at home to Scott and **Celia (Bistre) Rothenberg, MBA (1997 Exchange from ITAM)** on May 31, 2002 – 6 pounds, 12 ounces worth of joy to her proud parents!"

1998

Gonzalo Arguello, MBA, writes, "I'm in Buenos Aires, living in a crisis that Professors R. Lyons and A. Rose had predicted more than four years ago, while I was still in Berkeley. I'm doing business development for Workjoy (www.workjoy.com), a new software company that is expanding globally. At the same time, I'm working as executive director for a nonprofit organization that is creating a national network of citizens who are fostering changes to improve the way we do politics in Argentina (www.ciudadanosporelcambio.org). In English it means "citizens for change," because we are going to change this country, for good, believe me. If you happen to come to Buenos Aires, feel free to contact me: arguello@alumni.haas.org"

Stacy Baines, MBA, writes, "I reside in New York and continue to work for J.P. Morgan where I am a vice president in the Private Bank specializing in private equity and hedge funds. No exciting family news yet to report."

David Garff, MBA, of Pleasant Hill, Calif., writes, "Greetings to all. The past year has been interesting, to say the least. Jenny gave birth to our triplets – Ava, Cole, and Travis – June 4, 2001. Jaren (5) and Seth (3) are vying for as much attention as possible. We have been extremely blessed as all the kids have been very healthy and happy. On top of it all, it turns out that my wife is a saint! Despite the fact that my commute to Salomon Smith Barney in Walnut Creek amounts to five minutes one way, I still have a home office setup. And I thought I was busy when we were in school! Hope everything is going well for you all."

Dan Geiger, MBA, of San Francisco, Calif., is the executive director of eGrants.org, a member of the Tides Family of Organizations. eGrants provides technology services, training, and support to help nonprofit organizations raise money and communicate with their stakeholders online. eGrants has helped to raise $4.3 million since its launch in late 1999 and serves more than 800 organizations. Dan is also the vice-chair of OpNet, the digital divide organization he founded and of which he was formerly the CEO.

Jose "Joe" Godinho, MBA, of Sunnyvale, Calif., is working for Intel's Strategic Planning Group on the next-generation microprocessor and platform definition and business strategy for 2004-06. He reports that it is interesting and keeps him challenged.

Ellen Grosshans, MBA, of Berkeley writes, "I'm happy to report my departure from the world of brand consulting in December 2001, taking three months off to travel through South America with my fiancé, Patrick. Upon our return, we launched our own public relations agency, which is located right here in the East Bay. Our next big project is getting married over Labor Day weekend!"

Hyuk-Jun Kwon, MBA, of Kuala Lumpur, Malaysia, is managing director of Samsung Malaysia SDN BHD and Waris Gigih Technology & Engineering SDN BHD since March 2000.

Meet the New Dean

Dean Tom Campbell is eager to meet members of the Haas Alumni Network. Mark your calendar now for on the following upcoming events:

March 11, 2003
DANVILLE
evening
Crow Canyon Coyntry Club

March 20, 2003
SAN DIEGO
6:30 p.m.
La Jolla Beach & Tennis Club

March 25, 2003
SACRAMENTO
11:30 a.m. - 1:30 p.m.
The Sutter Club

MBA

Tom Lee, MBA, has been in San Ramon, Calif., for the past two years with his family. His wife, Tammy, continues as CEO of the Lee household. Son Nikko (3-1/2) is attending preschool. Daughter Sam (1-1/2) is growing up way too fast. Tom is senior director of product management at ADP (Automatic Data Processing) in San Ramon. He can be reached at ih8msft@yahoo.com

Tone Nakstad, MBA, is still in Oslo, Norway, working for Cap Gemini Ernst & Young.

Andy Peay, MBA, of San Francisco writes, "Peay Vineyards will release our first wines this fall and next spring. Tiny amounts from our first vintage but more to come in the future. Thanks to all the alums who picked the viognier grapes for this release. If you ever want to receive a newsletter/mailing form from Peay Vineyards in the future (2003), feel free to email me at andy@peayvineyards.com. And, though I have no nuptial, childbirth, or advanced degree news to share, I am enjoying life in the Bay Area to its fullest. Hope to run into more of you."

Ann Scott, MBA, of San Francisco writes, "I started at Genentech in January as the product manager for a new therapy to treat blindness caused by macular degeneration. I am getting married in October to Greg Wadsworth."

Daniel Silver, MBA, writes, "Yes, I'm still in Berkeley, and heading up marketing and product development for Lyris, a small (and profitable!) software company where I've been working for the past 2-1/2 years. **Steven Brown, MBA 98,** is also here at Lyris. We're based in downtown Berkeley, so drop by for lunch!"

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Register for it through the alumni website.

haasalum.berkeley.edu

Mary Silverstein, MBA, of Oakland, Calif., writes, "After many years of hard work, our winning affordable housing project proposal, from the 1997 Bank of America Low-Income Housing Challenge, will soon commence building in San Francisco. That real estate project, soon to be known as the Broadway Family Apartments, combined with the motivating encouragement from our classmate, Jonathan Weinstein, inspired my recent career change to a new role with the Housing Division of the City of East Palo Alto, where I will continue to facilitate and promote the development of affordable housing. Special thanks to **Tony Cardoza and Jonathan Weinstein (both MBA '98)** for your role in this life-altering change."

Mei-Hsia Tan, MBA, and **Raymond Lin, MBA/MA 93,** had their wedding at Woodside, California in September, 2001. Her Haas classmates, **Chie Maeda, MBA 98; Shee-Yee Wu, MBA 98; Lilly Yip, MBA 98;** and **Eng Young, MBA 01,** were part of the wedding party. Ray and Mei-Hsia live in Belmont, Calif.

Irene Tanner, MBA and Rob (MBA 00), welcome a new baby girl, Annika Kali, born April 5. While Rob didn't end up making it back to the States from Beijing, China, for the birth, he was able to hear her being born on the telephone on the way to the airport! Rob continues to work for Siemens, and Irene will soon resume work for China eCapital on a part-time basis."

Pablo Valencia, MBA, of Madrid, Spain, provides this update about himself and other Spanish Alumni from the class of '98: **Patricia López-Weigel, Pablo Aixela, and Mario Alvarez**. "Patricia joined Cisco, in a new step within her successful corporate career. In this effort, she drives a shiny corporate BMW through the streets of Madrid and recently bought a new house with great corporate views over the city (which she enjoys from her corporate hot tub, not to lose all she learned in the Bay). Pablo A. is now an entrepreneur fostering international trade between Spain and Central America and the Caribbean. His first target: Cuba! The beautiful island now enjoys a better supply of wine and alcoholic drinks thanks to him. He has managed to gather his two passions around his venture: alcohol and Cuba. Good for him. These days, Mario has found another passion beyond soccer – his family. Pia and Mario had a baby in May, Mario Jr. (named to continue the ancestry). Mario Jr. has started early as a soccer fan, wearing the National jersey while watching the Spanish games during the World Cup ("as it has to be," according to Mario). During his spare time, Mario has managed to convince his partners at Mercer Management Consulting to promote him. Pablo V. is missing his school days. He recently founded with two other partners a venture capital firm in Spain, Adara Venture Partners, to be operative in the next six months (if they can convince enough investors). These days, he is filling his time running, swimming, and sailing around with other alumni '98. This year it's Sicily again. Come and join us next year. Abrazos a todos desde España."

Scott Westlake, MBA, of San Jose, Calif., is still at Cisco Systems and recently left the Corporate Business Development Group for Worldwide Enterprise Marketing. As a senior manager of enterprise marketing, he is focusing on new solutions for enterprise customers. He and his wife, Shanon, are busy raising their daughters, Alexandra (4) and Sheridan (2).

Kevin Yen, MBA, is doing product management of the targeted marketing system for AOL in Mountain View, Calif. He writes, "Sucking a bit less at golf – looking to break 90 this summer. Let's play a round. Email me at yen2k@yahoo.com"

Nancy Zhang, MBA, of Castro Valley, Calif., writes, "As a career consultant, life seems to me full of various projects. Right now my most important project is a little toddler called Andrei. He is 17 months now and seems always to be bringing to his parents rocks to be cleaned, torn books to be repaired, broken CD boxes to be replaced, and, for some unknown reason, incredible joy despite all of his mischief. On the job front, after taking a three-month leave-of-absence from my previous company called Front Line, I have decided to join Pharsight, a company that provides software and consulting services to pharmaceutical and biotech companies. For some reason I think that the projects at my new job will be easier to manage than Andrei is. Maybe that explains why I never really considered giving up my day job."

1999

Joao Adao, MBA, writes, "I have been in the midst of the European broadband Internet access mayhem for a year now, based in Amsterdam, and completely in love with my daughter, Luna, born April 17."



Baby Luna Adao was born on April 17, 2002.

Sanjay Agarwal, MBA, now lives in beautiful Rio de Janeiro, Brazil, and is working for i2 Technologies. He is responsible for business development in South America. Sanjay would love to hear from any Haas MBAs who are living in Brazil or happen to visit.

Michael Barcellos, MBA, of Albany, Calif., writes, "In November of 2000 I accepted the position of global marketing director for Bayer Diagnostics in Emeryville, Calif. Last November, my wife, Lisa, and I welcomed our second child, Matthew, into the world. Life is crazy with two careers and a 4-1/2-year-old and 7-month-old. Never a dull moment."

Jeffery Baum, MBA, writes, "In April, I launched a company called PROXI Management Decisions. We are developing enterprise-quality management decision-making tools for key decisions within operating companies that produce physical products (as opposed to business services firms). These decisions are both ubiquitous and recurring in most high-tech product companies. For example, new product project valuation, selection, and portfolio optimization, transfer pricing, and "make vs. buy" outsourcing decisions are the decision themes of our first three products. Lots of financial and economic modeling combined with 14 years of practical operations and management consulting experience form the basis of these tools. I'm working with my software development team out of the Berkeley Business Incubator (basement of Bancroft Hotel), while living in Emeryville. I've been fairly active with the Haas Alumni Network Central Board, especially since I'm now working within walking distance of the Haas campus every day. Should anybody want to stop by for a visit or meet next door at Cafe Strada for a coffee, just drop me an email anytime."

Susannah Carrier, MBA, is still in London at Credit Suisse First Boston, although she has moved out of VC coverage for the technology group and into M&A business development for private equity/LBO firms. She is enjoying work, leisure travel, and seeing friends from Haas.

Richard (Rich) Chen, MBA, writes, "OptoMail, the Tokyo-based company I founded with **Jim Moliski, MBA 1999,** was acquired in February by Septeni (JASDAQ: 4293), a Japanese provider of direct marketing solutions. I have since moved back to Oakland, and finally living happily together with my wife, Lucy, who finished her MBA program at NYU (Stern). We're both looking forward to getting back in touch with everyone at home!"

Amy Clifford, MBA, writes, "I got married on June 1, 2002, and am now Amy Clifford Jones. Married life couldn't be better! We are living in San Anselmo, and I'm still working at Charles Schwab. Aside from the crummy market, life is great."

James Cook, MBA, of Malibu, Calif., writes, "My wife, Wendy, gave birth to our first child, Christopher James (CJ) Cook. You can see his picture on the web: http://community.webshots.com/user/wendyandjamescook. I am still working for the nonprofit The Painted Turtle, as the COO/director of development."

Gina Han, MBA, of Sunnyvale, Calif., writes, "I'm working at a nonprofit startup called Science Buddies (www.sciencebuddies.org). We run an online, peer mentoring program for middle and high school science students. If anyone is interested in volunteering as an "advisor" for the fall 2002 program, let me know or visit our Web site for more information. It's a fun way to give back to the Bay Area community that doesn't take a lot of time. Would love to see some alums involved! I can be reached at: gina_han@alumni.haas.org"

James Hong, MBA, of Mountain View, Calif., writes, "Life has been interesting, HOTorNOT.com continues to grow, and has led to some interesting things. I was invited to Entertainment Weekly's IT list party in June, and New Yorker Magazine wrote a piece about my visit, which was neat. I'm also still working on XMethods, a Web services company. Looking forward to visiting Ireland soon to attend **Stephanie McGinn's (MBA 99)** wedding!"

William (Scott) Kucirek, MBA, of Richmond, Calif., writes, "Since graduating in 1999, I have been hard at work with zipRealty, the real estate brokerage I started with fellow classmate Juan Mini. We are growing and have nearly 300 agents working in 15 metros across the nation. If you ever want to stop by and have lunch, just drop me a line. Our headquarters are in Emeryville and close to many good eating spots. My wife, Mirjana Kelava, has taken the last two years off from her work as a psychologist to stay at home and take care of our two daughters, Natalie (7) and Juliet (2). She enjoys spending her days raising them and plans to go back to work part-time next year. My daughters are the joy of my life and enjoy singing, soccer, playgrounds, A's Baseball, and Cal Football. We wish everyone a wonderful and rewarding 2002. Go Bears!"

Beth Murphy, MBA, writes, "I've left Clorox to join Intuit as a marketing manager on the Quicken brand. My very first job change since graduation three years ago! I'm living in the sunny Potrero Hill neighborhood of San Francisco."

Yvonne Murray, MBA, of Cupertino, Calif., is a group program manager at Adobe Systems. She is responsible for Adobe's popular vector graphics product, Adobe Illustrator, as well as several internal technologies that are shared across several Adobe applications. When she's not at work, her four teenagers keep her very busy. This summer, the whole family hopes to get certified for scuba diving in Australia.

Sonnia Park-Dionisio (Sonnia Park), MBA, of London, writes, "After being a full-time mother for seven months, I'm now returning to the work force as a content manager for the mobile Internet division of T-Mobile, one of the four incumbent network operators in the UK. Peter is still working at Merrill Lynch, and Katrina has just turned one year old. If you ever make it to London, please give us a ring! +44 207 935 0358; sopark@alumni.haas.org"

Ronald Rossetti Jr., MBA, of Boston was recently married to Elizabeth Kelly. They were pleased that Matt Fry and Caitlin were able to attend.

Robert (R.J.) Schembs, MBA, of Redwood City, Calif., writes, "Lots of changes in the last few months. Miwako and I were married (finally) April 20 in the Bay Area, and then took a very long honeymoon, including Tahiti, New Zealand, New Orleans, and Turkey. With so much time to think about priorities and life in general, after returning from the honeymoon, I decided to leave Siebel, so I've been unemployed since early June. I've used the time off so far to see family and friends, and am just now starting to think about what comes next. Please feel free to email me all those leads for fascinating and highly lucrative jobs (ha ha!) at schembs@alumni.haas.org. Hope that everyone is doing well, and that I have the chance to reconnect with fellow 99ers in the coming weeks and months. Warmest regards."

Allen Schoonmaker, MBA, recently got engaged to his girlfriend, Jennifer, and looks forward to their wedding in the summer of 2003. Jennifer and Allen now live together in their home in Santa Clara, Calif. Allen continues to work at Cisco Systems as a product manager on Cisco's Internet switch products.

Tanya Steinhofer (Shaw), MBA, writes, "Eric and I continue to live on the slopes of Mt. Tam in Mill Valley with our two cats. I work in Berkeley for Ken Rosen's real estate securities firm, Lend Lease Rosen, as an equity research analyst following REIT stocks. I work with two other Haas MBAs, **Greg Prophet, Evening MBA 1999,** and **Michael Torres, MBA 1986.** After almost three years of absolute and relative outperformance, REIT stocks have finally gained visibility with the broader investing public and I no longer have to tell people what a REIT is (no, it's not a mutual fund for real estate, though we manage one of those!). I sit on the board of the San Francisco chapter of the Haas Alumni Network, so if you're interested in getting involved or sharing ideas, please drop me a line (tshaw_mba99@alumni.haas.org)."

Victor Szczerba, MBA, writes, "Big news to report: McKinsey Warsaw announces an important Merger: Szczerba-Nadarynska wedding! Although I have since left McKinsey, and run sales for Utopy in San Francisco, we did return to Krakow, along with a few fellow alums. You can always find us at victor@szczerba.com"

Manuel Vera Arcetti, MBA, is working for J&J in the Gynecare division as European business manager since 1999. The divisional European headquarters are based in Rome, Italy. He writes, "Europe is a very interesting place to be, combining traditions with innovation in your professional and personal activities. Looking forward to meeting friends from Berkeley around Europe."

Jennifer Weiss (Kern), MBA, writes, "I just moved into a new house in Napa. I was worried that I would miss the city, but getting used to being in the Wine Country has been pretty easy to take. Anyone who wants a Wine Country weekend, please take advantage of one of our spare bedrooms. Just wanted to congratulate some classmates on the new additions to their families – **Whitney Wheeless, Jocelyn Scheibe, James Cook, David Cole, Tom Fischer,** etc....and of course **Rosalyn Gregg** who has my all-time favorite baby – Baby Sydney! As for Jason and me expanding our family – we just adopted a dog from the Humane Society!"

Vinie Zhang, MBA, writes, "After almost three years working at Asiatech Ventures in Palo Alto, I have recently moved to Hitachi's corporate VC group located in



Victor Szczerba, MBA 99, brought together Haas alumni from the MBA classes of 99 to 02 for his wedding in Krakow, Poland.

[HAN-INDIA]

Alumni with Ties to India Form Special HAN Interest Group

Haas alumni with ties to India are invited to participate in the newly formed HAN-India Special Interest Group. HAN-India focuses on building networks and creating a dynamic community for Haas alumni of Indian origin or with interests in that region. The group has established an email alias for all interested subscribers (go to Haas@Cal at http://haas.berkeley.edu/alumni/ and click on Email Lists - Groups.) For more information or to get involved, contact Somesh Dash, BS 01, at **somesh_d@hotmail.com.**

Santa Clara. Other than the usual IT sector deals, now I am also looking at life science and new material sectors. Would love to have deal referrals or syndication offers from my alumni."

2000

Koji Abe, MBA, of Tokyo, Japan, writes, "I am going to get married this year."

Diane Bisgeier, MBA, of San Francisco writes, "After joining Charles Schwab's Management Associate Program with Haas classmates Lynn Marie Auzenne, Aida Soto and Jeanne Washington two years ago, Diane is currently enjoying her role working for another Haas alum, **Olga Milosavljevic, MBA 1999,** on desktop software for Schwab's advice services. Diane has also managed to find reasons to return to Haas, such as speaking in Professor Peter Wilton's strategic market planning course and participating on an alumni panel on behalf of the Career Center. While she misses Berkeley, Haight Street is serving as a more than adequate replacement for Telegraph Avenue."

Amy Dickerson, MBA, is moving with 10-month old daughter, Floreana, to Galapagos Islands, Ecuador, to get married and live with Floreana's father, Walter Cordova, and Floreana's new half-siblings Marvi (13) and Daphne (6). New address posted on alumni site: Amy Dickerson Cordova, Pto. Ayora, Santa Cruz, Galapagos, Ecuador or amyedickerson@yahoo.com. She writes, "Let me know if you're coming this way!"

Laurie Feldstein, MBA, writes, "I recently moved to Los Angeles to take a marketing position at Neutrogena, a division of Johnson & Johnson. I love being back on the West Coast! Love the job, the new place, and having a great time with my fiancé, Jason. We are very busy with the move and planning the wedding, which will be September 1 in New York."

Stephan Menzel, MBA, writes, "Greetings from Guetersloh, Germany; Would love to share two major changes in life. First and foremost, I got married to my beautiful wife, Leona, June 22, 2002. We had a great wedding ceremony in my new hometown near Frankfurt. We also want to thank fellow 2000 MBAs for their appearance, mainly the "original" German MBAssy – **Achim Dünnwald** (still with McK), **Dirk Freise** and **Thorsten Rehling** (The Handy.de guys), and



Stephan Menzel, MBA 00, with his new bride, Leona, outside of Frankfurt, Germany.

Patrick Meininger (our VC) and special thanks to **Raman Gupta** (still London-based CapGemconsultant). Was great to see you guys, and was glad to see you all improved your partying and drinking skills. Secondly, in order to adjust my professional life with my demanding private life, I switched my cubicle at Goldman with an office at Bertelsmann, the Media House (...remember Napster!). In the Corporate Development Department, I joined **Christian Cramer (MBA 99)**. Hope to see you all at the reunion 2005, with kids?"

Kim Nguyen, MBA, of San Mateo, Calif., writes, "After almost two years at the McKenna Group, I decided to leave consulting and join MadWaves, a music technology startup. We are getting ready to launch our first commercial product, the MadPlayer. My learning curve consists of chasing radio DJs, doing a cross-country promotion tour with four college student rap artists, and getting to know the Hip-Hop and Rap scene in urban America."

John Orta, MBA, is director of business development for E-Loan, an internet company offering consumer loans in Dublin, Calif. On July 1, 2002, John and his wife, Gigi, welcomed their second child, Lily Virginia Orta. The entire Orta clan – parents, two kids, and two dogs – lives in Piedmont, Calif.

Bryan Rodrigues, MBA, writes, "Anna and I are still living in Oakland, although we've moved from our Piedmont apartment to a small house in lower Rockridge to make room for our 8-month-old twins (one boy, one girl, born Nov. 1). We're still working through the difficulties of dealing with twin infants (sleep deprivation being only one of many...) although hopefully, by the time this prints, we'll be back from the brink. Anyone out there with newborn twins, feel free to contact us for advice or comfort."

Atsushi Sakahara, MBA, writes, "I am back in Tokyo last summer from Silicon Valley. I am running an IT company (Java application for mobile phones), and low-tech company (importing softserve machine and ingredient) at the same time with my American friend. I still work on a feature-length screenplay, which I started rewriting after Cannes 2001. I met a Japanese lady last summer, and I was married to her this spring. Life gets busier and busier."

Robert Tanner, MBA, of Beijing, China, and **Irene Tanner, MBA 1998,** proudly announce the birth of their baby daughter, Annika Kali Tanner, on April 5, 2002.

2001

Joseph Alioto, MBA, writes, "I am very much enjoying working as an attorney in San Francisco, prosecuting anti-trust offenses on behalf of small companies that have been run out of their markets by their larger competitors."

Eric Cutter, MBA, of Berkeley writes, "I am working for my own consulting firm, 100th Meridian, on water and energy resource management.



Whitney Hischier, MBA 01, with her two bridesmaids, Tori Martens, MBA 01, and Emily Miller, MBA 01.

Projects include San Joaquin River reservoir re-operation, water transfers pricing and transaction database for Cadiz, Inc., potential manipulation by electric generators in air emissions credit trading markets for the California Attorney General. On June 22, 2002, my wife, Kathleen Hiatt Cutter, gave birth to Anya Marie Cutter at a healthy 9 pounds, 5 ounces. She's great fun, and it seems our life will be centered around eating, sleeping, and pooping for a while."

Nicolas Franchet, MBA, writes, "My wife, Sara, and I had a little boy, Julien, on April 9, 2002. Since graduation, I have been working for Mars & Co, a strategy consulting firm, in its San Francisco office."

Whitney Hischier, MBA, of San Francisco writes, "Simon Morris and I had our wedding on June 8 in Napa Valley. Two of my bridesmaids included fellow Haas classmates (and Charlie's Angels!) **Tori Martens** and **Emily Miller**. Simon and I climbed Mt. Kilimanjaro for our honeymoon and had a champagne toast at 18,500 feet!"

Thera Kalmijn, MBA, of Oakland, Calif., was promoted to director at Deloitte & Touche. Thera continues to manage operations for Northern California and Hawaii and also leads and participates in many national initiatives at D&T, including communications, learning and education, and service-satisfaction initiatives.

Khai Leong, MBA, of El Cerrito, Calif., is vacationing in Singapore and will soon return to the Bay area to head up the US subsidiary of a consulting and investment firm that focuses on helping manufacturers set up in China and Southeast Asia. His daughter will turn two in August.

Ipang Lin, of Beijing, China, writes, "Fellow Hass-mates, I'm still working at the wireless gaming company I dropped out of Haas for two years ago. Have met many of you who came by Beijing on business or leisure trips. Would be very happy to see many more of you. Give a call if you come to this part of the world. China is pretty cool!"

Raj Manghani, MBA, of Emeryville, Calif., writes, "My amazing wife, Ruja, gave birth to a baby boy named Om (Sanskrit word that means one with the universe) weighing 8 pounds, 3 ounces and 21 inches tall on April 17, 2002 at 10:31 p.m. We are enjoying every moment with Om and are extremely grateful for the greatest gift that any parent can ask for – a happy, healthy child. Please hold a seat for Om in the Haas Class of 2030! On a professional front, I completed a year with Barra as a product manager. As Haas recruiting captain for Barra, I am looking forward to recruiting season this fall."



Raj Manghani, MBA 01, with wife, Ruja, and baby, Om, in Emeryville, Calif.

Christine Mar, MBA, recently became engaged to Marc Ciriani.

Jon Metzler, of San Francisco writes, "Finally finished that MBA/MA-Asian Studies degree in December of 2001, in the midst of a coordinated global recession. After postponing the inevitable for two months by traveling through East Asia (one of the drawbacks of finishing in December – chilly travel weather), finally put on my job-search cap and started project work for a number of Japanese clients. Currently I'm on a full-time contract at Prophet Brand Strategy, doing strategy and logistics for its Tokyo office launch."

2002

Paul Dyson, MBA, moved to San Francisco in July 2002 and started his job in June at Standard & Poor's. His new e-mail is pdyson@alumni.haas.org. Paul heads up the social event team for the class of 2002. He writes, "Look for some cool events in the San Francisco area. Check the class website often at: http://groups.haas.berkeley.edu/alumni/class/mba02/index.htm Keep in touch!"

Rony Hsu, MBA, writes, "I just graduated from Haas and moved to New York looking for a career opportunity. I am interested in a position of data analysis or data mining application."

William (Bill) Shaw, MBA, writes, "My wife and I have both moved to Shanghai, where I have taken a position as vice president of Lowe Enterprises Community Development. Most of my time will be focused on managing and developing an expatriate housing development and sourcing new business opportunities for Lower Asia. If you happen to be in the area, be sure to give us a call!"

Ph.D.

1981

Donald Smith, MBA, writes, "I am now the faculty director of the MBA Program at the Boston University School of Management, where I have been for the past 20 years. My current research is on interest rate risk management using futures, options, and swaps and the implications of FAS 133, the new accounting standard for derivatives."

1982

Yuk-Shee Chan, MBA, writes, "Having served as the founding dean of the business school at the Hong Kong University of Science and Technology (HKUST) for seven years, I was appointed the vice president for academic affairs of the university in 2001."

Executive Development

1998

Satinder Rekhi (Rekhi Singh), is president and CEO of R Systems in El Dorado Hills, Calif. The company has been named to the Sacramento Business Journal's Fastest Growing Companies list four times and to Inc. Magazines "Inc. 500" list three times. Intel Capital, the investment



Rekhi Singh, Exec. Dev. 98, is president and CEO of R Systems in El Dorado Hills, California.

arm of Intel Corp., and GE Capital made equity investments in R Systems in 2001 and 2002, respectively. R Systems employs more than 650 IT professionals worldwide. Residing in the Sacramento area for over 10 years, Mr.Singh is an active participant in both the Sikh and greater community at large. He contributes to the Leukemia Society, March of Dimes, and Guru Gobind Sikh Foundation. The Guru Gobind Sikh Foundation, founded by Mr. Singh, awards academic college scholarships to deserving Sikh students. Also, the foundation provides immediate short-term financial assistance to Sikh families in distress (regardless of any consideration of one's place of origin). The Leukemia Society nominated Mr. Singh as "Man of the Year" in 1998.

2000

Magín Guardiola, Madrid / Spain, Iberkaba, S.A. is the spanish subsidiary of the Kaba Group, which took over Ilco Unican business from the US, a specialist in security installations and hardware as high security locks, security system integration, security doors for passenger work flow, employee relationship management solutions, enterprise data collection terminals and communication software application.

James Seay, of Danville, Calif., writes, "Things in the tech sector are as wild as ever! I am really looking forward to 2003. While work is very busy I remain committed to my other interests in the community. I am an active board member with Junior Achievement, National Multiple Sclerosis Society, Silicon Valley Manufacturing Group, and the East Bay Leadership Foundation. The Bay Area is rich in opportunities to grow and expand professional and personal goals. My wonderful wife and two children are doing very well. Life is good."

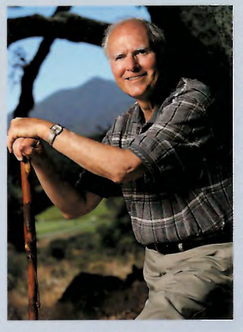
IN MEMORIAM

Edgar L. Buttner, BS 21
Joel W. Geddes, BS 30
Henry Sanguinetti, BS 30
Chester W. Horstmann, BS 32
Irene Alice Shake Ritchey, BS 32
Milton D. Eisele, BA 33
Thelma E. Vettel, BS 34
Alden L. Stock, BS 36
Margery M. Creed, BA 37
George R. Johnson, BA 37, LLB 40
Ernest N. Stephens, BS 37
John L. Bradley, BS 31, JD 38
Emmett Lucey, BS 39
Karl E. Zapf, BS 41
Warren T. Isaacs, BS 42
L. Jack Block, BA 44
Myron Du Bain, BA 46
James E. Anderson, BS 47
Lester M. Friedman, BS 47
Shirley T. Field, BS 48
Samuel J. Riklin, BS 48
James Basmajian, MBA 52
Earl W. Hansen, BS 53
Kenneth L. Coston, BS 57, MPH 59
Donald W. Hackett, BS 58
Robert N. Danforth, MA 60
Robert Victor Calvert, MBA 61
Christopher H. Carlson, BA 65, MBA 67

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Ruth A. Nice
Dan A. Sheldon
Mrs. Paul L. Wattis

Richard Clarke (1930-2002)



Richard Clarke, BA 52, JD 55 (1930-2002)

Richard "Dick" Clarke, BA 52, JD 55, died December 14 at Marin General Hospital from complications of Lou Gehrig's Disease.

Clarke, who lived in San Rafael, headed Pacific Gas and Electric Co. from 1986 to 1995 and continued to serve as a member on the boards of both Pacific Gas and Electric Co. and PG&E Corp. until last year. As chairman and CEO, he established the utility as a recognized leader in the energy industry, and he forwarded the causes of environmental stewardship and energy conservation.

In 1991, President Bush appointed Clarke to the President's Council on Environmental Quality. Two years later, Clarke joined the President's Council on Sustainable Development.

A native of San Francisco, Clarke earned a degree in political science from the University of California, Berkeley. He received a law degree from the Boalt School of Law at in 1955 and joined PG&E as an attorney.

At Cal, Clarke served on the advisory board of the Haas School and the board of Boalt Hall School of Law. He was also a trustee of the UCB Foundation. Clarke also co-chaired the UC Outreach Task Force in 1997, which proposed a set of new strategies to help increase the number of minority and low-income students qualified to attend the university in the post-affirmative action era. Through his role on the Outreach Task Force, Dick Clarke played a key role in advocating for business-based UC outreach programs, and was instrumental helping to forge the partnership between Young Entrepreneurs at Haas and UC's Statewide MESA outreach program. He was named Business Leader of the Year by Haas in 1997.

Clarke is survived by his wife of 47 years, Mary Dell of San Rafael, daughters Suzanne Clarke of Oakland and Nancy Stephen of Laytonsville, Md., son Douglas Clarke of Hollister, and five grandchildren.

Myron Du Bain (1923-2002)



Myron Du Bain, BA 46 (1923-2002)

Myron Du Bain, BA 46 in humanities, Haas School Advisory Board member, and good friend to the Haas School, passed away on July 18, 2002, of cancer at the age of 79.

Born in Cleveland, Du Bain moved to San Francisco when he was only two weeks old. During World War II, he commanded a rescue boat in the South Pacific and later went to work as a $50-a-week file clerk at the Fireman's Fund Insurance Company.

Du Bain systematically worked his way up in the Fireman's Fund organization. After his file clerk job, he became an underwriter. He then moved up to manager, and progressed to assistant vice president. In 1974 he was named president and CEO of the $3 billion-a-year insurance giant. In 1975, he was named chairman of the board.

After retiring from the Fireman's Fund in 1983, Du Bain became president and CEO of Amfac, a conglomerate that produces sugar, owns resorts, hotels, and retail clothing stores, and distributes everything from electrical supplies to walnuts. He later became chairman of SRI International, formerly known as the Stanford Research Institute, an independent, nonprofit research institute that conducts research and development for government agencies, commercial businesses, and nonprofit foundations.

Du Bain served on numerous corporate boards, including the Haas School's Advisory Board (from 1989), American Express, Wells Fargo, Transamerica, PG&E, and Chronicle Publishing Co. From 1989 to 1996, he served as chairman of the James Irvine Foundation.

Du Bain is survived by his wife, Alice of Kentfield, and his two children — Donald Du Bain of San Francisco, and Cynthia Klinedinst of Rancho Santa Fe, Calif.



Ruth Nice (1928-2002)

Ruth A. Nice (1928-2002)

Ruth Nice was a widely admired colleague whose salutary influence on the school extended far beyond her formal role of undergraduate admission director. Students adored her. From application to graduation, she was there for them. She counseled students who were interested in applying to the school; she encouraged business school students shaken by the rigor of their course work; she came to parties celebrating their successes; and she organized the procession and awarding of certificates to the graduates at commencement.

In my view, she was also widely admired because she coached us all, students, staff, and faculty alike. She did so in the "tough love" manner often ascribed to successful sports coaches. She was not sentimental. Her natural approach to everyone combined realism with moral firmness, leavened with a judicious amount of affection, even tenderness.

Ruth became director of admissions at a time when the undergraduate business major had become one of the most popular on campus, attracting large numbers of outstanding students. But because of tight campus limits on enrollment, many qualified applicants and their parents were keenly disappointed by decisions she had to make. Yet in all the years that we worked closely together, no one, to my knowledge, ever charged her with unfair or unfeeling treatment in the admissions process.

Ruth gave the school 21 memorable years. She is survived by her husband of 55 years, six children, and 11 grandchildren. We all share their loss.

– Remembered by
Earl F. Cheit, Dean Emeritus

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