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Michael Madigan, MBA 01
Siebel Systems

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On Campus

Haas School F eels Some Effects of California Budget Deficit

School will not benefit much if at all from the increase—most of which will be absorbed by the university system and Berkeley campuses. “For Haas and its students, the unhappy news of a 2003-04 fee increase is compounded by the federal government’s disappointment that the school’s budget will not increase significantly, and will, in fact, be reduced overall,” said Andy Shogun, associate dean for finance.

 Fees at the Haas School vary widely because some of its programs are self-supporting—that is, they receive no state funds, such as the Evening & Weekend MBA Program—while others are state supported, such as the Full-time MBA Program and the Undergraduate program. The student fees for a state-supported degree program do not cover the program’s full costs. The difference is covered by funds raised externally by the dean. Many of the services that are considered essential in any top ranked MBA programs—such as the Haas School’s comprehensive career services—are supported by externally raised funds. Haas works hard to find financing for these services, while competitor schools cover them directly from their market rate tuition.

One of Dean Campbell’s key objectives is to increase annual giving from alumni, friends, and corporations to match the giving levels achieved by private businesses. “As state support of our school continues to diminish, we will have an even greater need to call upon our loyal alumni, donors, and friends,” he said. “With their financial assistance, we can ensure that the Haas School continues to provide the necessary services to the students and the business community.”

Undergraduate Receives University’s Top Honor

UC Berkeley named Ankur Luthra, a senior who double majored in business administration and electrical engineering and computer science (EECS), the University Medalist for 2003. Each year the University Medal is awarded to the most academically distinguished graduating senior on the Berkeley campus.

Luthra, who maintains a 4.0 grade point average, has worked on game theory models of the Internet and on artificial intelligence projects designed to improve robots’ throwing skills. He is studying the business of nonprofit organizations at the Haas School and UC Berkeley

Three Class of Stellar Financial Engineers Enroll

The Master’s in Financial Engineering Program (MFE) at the Haas School has again recruited a stellar class of 60 new students from around the world, who began the one-year program in April.

The MFE class of 2004 is represented by an international group of highly educated scientists and professionals. Members of the class come from North America, Europe, Asia, Africa, Latin America, and the Middle East. Of the 60 students, 72% are multi-lingual, with 17% speaking three languages in addition to English.

The most impressive professional backgrounds this year include finance (24%), engineering (17%), and research & development (20%). Many of the students already hold advanced degrees; 8% hold a Ph.D. and 30% hold a master’s degree in another field.

The one-year MFE program prepares candidates with superior analytical skills for a growing niche of quantitative finance careers.

For more information on MFE, go to http://www.haas.berkeley.edu/MFE.

Haas Celebrates Commencement

California’s top business school celebrated the commencement address to 707 students and their friends and families at Commencement on May 5. The graduating class of 2003 is made up of 394 undergraduate students, 266 full-time MBA students, 151 Evening & Weekend MBA students, and 56 doctoral candidates. They will join a network of approximately 35,000 Haas School alumni worldwide.

Berkeley MBA student Enfai Chu fled her native China to become one of the So-called Capital Business Plan Challenge in New York last month. Haas campus, which was in the fourth place group, and Tianjin & Blinkey was in the second place group of teams. A combined Berkeley MFE/Master’s in Finance engineering student team won the 6th annual Financial Engineering Competition in New York in April. The Berkeley team included MFE students Allen Cheng, Matt O’Hare, and Nate Anthony, and MBA student Bob Basso. A team of three Haas undergraduate students and one Berkeley economics major won the Western Region finals of the 2002 Merrill Lynch Case Study Competition in December, beating teams from UCLA and Stanford. Haas team members included Allen Chong, Henfen Wang, and David Mew, who brought home the $5,000 prize.
Berkeley MBA Team to Create Jobs in Afghanistan

In a war-torn Afghanistan, one Berkeley MBA student is accomplishing what economic development advisors dream about—building socially responsible economic development opportunities to war-torn Afghanistan. Combining traditional crafts with Western business savvy, Berkeley MBA student Sarah Tashkh, MBA 05, is creating a socially conscious, upscale apparel and accessories company that aims to distribute its wares to the finest boutiques in New York, Paris, London, and Rome.

Tashkh, the new venture, harnesses Afghanite’s ethnic crafts of sewing, embroidery, and leather and metal work in return for equitable compensation. The products are sold worldwide through their website at www.afghanite.com.

2003 National Social Venture Competition Winners
The National Social Venture Competition (NSVC) fosters the creation of businesses that are profitable or financially sustainable and demonstrate quantifiable social or environmental benefits.

Grand Prize for Best Blended Value ($25,000)
Tashkh & Blinkley
Onera designs and manufactures upmarket women’s apparel and accessories for sale in the United States, providing employment opportunities for women in Afghanistan and Pakistan.

Grand Prize for Medium-Growth Business ($25,000)
The Maine Highlands Guild
Considers local artists, craftsmen, and producers of traditional products in a networking organization that provides markets and assistance.

Grand Prize for High-Growth Business ($25,000)
Medicaid
Producers and distributors of a new water treatment chemical, feher, which can potentially treat contaminated water for twice the time more effectively at a much lower cost than current methods. (University of Maine)

Outstanding Social Return on Investment Analysis ($5,000)
Onera
Implement hybrid renewable energy mini-grid systems and builds micro-enterprise capacity in rural farming communities, University of Michigan

Weight Losing Technology Wins B’nai B’rith Plan Competition
A new weight-loss technology being developed by Gastric Retention Technologies (GRT) won the $50,000 grand prize in the fifth annual UC Berkeley Business Plan Competition in April.

The firm’s novel approach to weight-loss programs may soon allow physicians to curb their patients’ food intake and desire for food. Patients would swallow a pill containing a polymer that would expand once it reaches the stomach, thereby reducing the feeling of hunger. The polymer itself would dissolve in a matter of days.

The GRT principals are Dan Barnett, an MD and an MBA graduate from Duke University, and Nate Beyr, a Ph.D. student in Bioengineering at UC Berkeley. The second prize of $10,000 went to Vive Lab, Vive Lab’s technology drives the first viable desktop video-conference system, allowing up to 20 students and teachers to see and hear each other simultaneously.

Berkeley MBA students David Gesler and Robert Lee helped founding CEO Milton Chen, a Berkeley alumna, with the development.

Medicaid took both the third prize of $5,000 and the People’s Choice Award of $5,000, voted on by the audience at the final event. Medicaid’s GlucoCell battery harnesses the body’s natural energy resource—glucose—to power implantable medical devices. Berkeley MBA students Ken Bai and David Tseng joined investor Kevin Lian to create a company around Lawrence’s GlucoCell.

The business plan competition was founded by Berkeley MBA students. It is hosted by the College of Engineering and the School of Information Management & Systems as well as UC San Francisco.

By the end of June, the US Supreme Court will have advisors regarding affirmative action programs in the nation’s universities. In less than two cases that involve admissions policies at the University of Michigan undergraduate program and its law school. Whichever way the court’s decision, the results will be less admissions policies at the University of California and the Haas School. Our school is subject to Proposition 209, a state law passed by voters in 1996 that ended all preferential treatment based on the basis of race, sex, color, ethnicity, or national origin.

Both the impending court ruling and Prop 209 were featured in recent Business ideas stories on diversity at the nation’s business schools, with a focus on Haas. Whether or not you give the articles, I want to know what you think about this issue. I have also suggested that alumni or students should serve on the Board of Directors to ensure representation of the Haas students and alumni.

First, diversity is an important value at the Haas School, and one that I fully support. I plead to do everything I can to do within UC policy and California state law to ensure that Haas achieves a diverse and excellent student body, faculty, and staff. It is beneficial for our students to learn in a campus community that exposes them to all the elements of diversity that they will face in the working world. We are stronger because of a variety of talents and abilities, of work experiences, of educational and personal life experiences.

And we are enriched by men and women, people of every race and ethnic background, religious affiliations, in an educational and personal life experiences. Every way in which each of us is unique.

This issue has been in the spotlight recently because the school has had to change its association with the Consortium for Graduate Study in Management (CSGM), a network of top MBA programs that often work together to review issues of race and national origin that affect Haas students. As a result of this controversy, the school’s affiliation with CSGM was not in compliance with state law. The Consortium acted to exclude Haas from continued membership before we had an opportunity to explore ways to restructure the relationship. I remain hopeful that something can be worked out.

I have submitted a proposal to CSGM seeking 'associate status' and suggesting ways for Haas to work with the group while still complying with California laws. For example, the Consortium provides scholarships to minority MBA students from its own funds, and from funds provided by business schools that are members of the group. By law, Haas is not permitted to provide its own funds to these scholarships because they are based on race. However, by the way, the several of funds for Consortium scholarships at Haas came from outside the university, there is no legal impediment to those scholarships being administered at Haas. The key is that the source of the funds lie from an entity outside the university. I have also suggested that alumni or students could serve on the Board of Directors to ensure representation of the Haas students and alumni that was formerly had been serving, so long as the representative was not a formal designee of the school.

In addition, I have also launched a major expansion of the Haas School’s scholarships awarded to students who have overcome substantial barriers to achieve the record of accomplishment that entitles them to admission to the Haas School.

Finally, I feel that we need new groups at the school that will help us work through the issues of achieving and welcoming diversity at our schools include a permanent committee to review and make recommendations on all aspects of race as they affect students, including policies on admissions and scholarships, curriculum, mentoring, and the like. The groups will include students, faculty, staff, and alumni.

The groups include a faculty task force to deal with barriers to the hiring of faculty of color and advancement of faculty by the hiring of faculty of color. The current College of Legal Review Committee to review issues of race and national origin that affect Haas students. As a result of this controversy, the school’s affiliation with CSGM was not in compliance with state law. The Consortium acted to exclude Haas from continued membership before we had an opportunity to explore ways to restructure the relationship. I remain hopeful that something can be worked out.

With kind regards,
Tom Campbell
BankAmerica Dean
Faculty Shed Light on California Energy Crisis

Three Finance Profs Inducted in Derivatives Hall of Fame

The current and former Haas faculty members have been inducted into Risk magazine’s “Derivatives Hall of Fame” for their profound contributions to the field of risk management.

Mark Rubinstein, the Paul Stumph Professor of Applied Investment Analysis; Mark Garman, professor emeritus in the Haas Finance Group; and former Haas professor Steve Kohlhagen were among the fifty scholars and practitioners chosen by Risk’s editors and reporters based on the criteria of “innovation and excellence in over-the-counter derivatives and risk management.” Risk magazine celebrated the new inductees in front of 200 derivatives and risk management luminaries at its 15th anniversary celebration on March 5 in New York.

Finance Faculty Rank #1

The Haas School finance faculty placed #1 in a size-adjusted ranking released by the Wall Street Journal on March 25. The ranking is based on the number of publications an institution’s faculty have been featured in refereed finance conferences, according to a recent study by these finance professors. The top five institutions, after adjusting for faculty size, were: UC Berkeley, University of Chicago, Cornell University, Penn State University, and UCLA.

Cole and Hakansson Retire from Fruitful Cal Careers

A professor of business administration and sociology since 1990, Robert Cole lad down two hats when he retired on January 1, 2003. Over the course of three decades, Cole examined the differences between Swedish, Japanese, and US work cultures, business management, and most recently IT practices, first at the University of Michigan, then at Berkeley. He became a leading expert on Japanese work practices and later on quality management, culminating in the book Managing Quality Fairly, published in 1999. Most recently he has worked on developing development practices associated with the open source project, Linux.

Cole served as faculty director of the Management of Technology (MOT) program, a joint program with the Haas School of Business, the College of Engineering, and the School of Information and Management Systems, building up what has come to be the largest graduate interdisciplinary program at UC Berkeley. He will continue as MOT’s faculty director and will advise universities in Japan and elsewhere on establishing similar programs.

Nils Hakansson retired after serving as a finance professor at the business school for more than 35 years. A native Swede, he came to Berkeley in 1969 and, together with Professor David Pyke, is credited with building one of the nation’s top finance faculties. Hakansson is known worldwide in the financial community for his concept of the Superfund index. A radical innovation in security markets, the Superfund would mimic index funds and serve as a financial intermediary similar to an ordinary mutual fund. At Haas, Hakansson chaired the search committee that identified Earl F. Chet as the dean to succeed former dean Richard Holton and later chaired the planning committee for the new Haas School building.

David Downes to Retire

After nearly 30 years at UC Berkeley, David Downes has announced that he will retire from the university in early August. "For over 20 years within the MBA Program, David has provided both leadership and friendship to faculty, staff, students, and alumni," says Andy Shugan, associate dean for Instruction. "David is synonymous with the MBA Program. Measures of an administrator's success include how many personal friends recall him/her when they think of the school and how much the school has improved during his/her tenure. By both measures, David is a great success. We will miss him!"

Downes first joined the Haas community as an assistant professor of accounting and finance in 1974. In 1986 he was appointed director of the Haas School of San Francisco MBA Program and continued as a lecturer in accounting and finance. From 1985 to 1989 he took on the additional duties of director of executive education at Haas. He has held the position of director of the MBA program since 1985.

Downes looks forward to taking his dog hiking in all of the parks in the East Bay Regional Park district.

St. Petersburg’s B-School Celebrates 30th Anniversary

The Haas School’s partner school at St. Petersburg State University, Russia, celebrated its 30th anniversary this January. The festivities drew not only the international press but also high-level government officials and business leaders who have experienced this school’s significant contributions to the Russian economy.

The First Western-style business school in Russia, the School of Management (SOM) has benefited from a partnership with UC Berkeley since its inception in 1993 and is modeled after the Haas School.

SOM has grown to 1,200 students and 60 faculty members during a time when the Russian educational and economic systems were undergoing dramatic changes. Russians have come to welcome not only the concept of a business school, but also that of students having to pay for their education.

"The best reward for all of our hard work with our Russian partners during these past ten years is to see the business sophistication of our SOM graduates," said Suzanne Campbell, program director of the partnership, who spoke at the festivities.

Cronk Chairs Advisory Board

W. Rick Cronk, president of Dreyer’s Grand Ice Cream, of Oakland, California, has been named chairman of the Haas School of Business Advisory Board. Cronk, BS, ’65, succeeded Roger W. Smith, president and CEO of Echophray, Inc.

"Rick Cronk is a great friend of the school who will help us channel the ideas and energy of the business community and his own exceptional performance in that arena, into our efforts to make this superb school even better," said Dean Tom Campbell.

The Haas School Advisory Board is a group of distinguished business leaders who advise the dean on strategy and plans for the school. Cronk has been a member of the advisory board since 1986, and previously served as chairman in the mid-1990s. He was named Business Leader of the Year at the Haas School of Business in 1995.

Faculty News

Oliver Williamson, the Edgar F. Kaiser Professor of Business, was named the sixth Emil Herbst Scholar in the history of the Academy of International Business at the AIB annual meeting on July 5 in Monterey, California. The Academy of International Business (AIB) is the leading association of scholars and specialists in the field of international business. Established in 1959, today the AIB has nearly 5,000 members in 65 different countries around the world.

Drew Iansac, executive director of the Management of Technology Program, gave a talk on the high-tech industry at the United Nations Industrial Development Organization’s International Conference in Sharm el-Sheikh, Ghana, in December 2002. The UNIDO conference examined the creation of industrial clusters for sustainable development on a global scale.


BusinessWeek

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O N C A M P U S

6 SUMMER 2003 C A L I B E R L E Y

C A L I B E R L E Y C O U N T R Y
New Faculty Bring Fresh Ideas in Marketing, Pricing, and Decision-Making to Haas

Six new faculty joined the Haas School in the 2002-2003 school year. Three of them, Primo Ausilia, Laura Kray, and Thomas Lawfield, were featured in the previous issue of CalBusiness. In this issue, we feature Teck Ho, John Morgan, and Jose Silva.

Ho on Chinese Philosophy for Western Business

Trained in decision sciences, marketing, and finance, Professor Teck Ho borrows from the timeless principles of Chinese philosophy and the systems and patterns in game theory to illustrate how today's managers can gain from the strategic analysis of their own and their competitor's situations.

He joined the Haas School last fall as the William Haldoff Jr. Family Chair in Marketing. His research focuses on strategic decision-making, retail management, and new product development. As Sun Tzu wrote in The Art of War 2,500 years ago, "One who knows the enemy and knows himself will not be endangered in a hundred engagements." Taking the art of war to the battles of business, Ho promises that people who can forecast what others will do can always beat the competition.

"To the Chinese, knowledge is the ability to trace out or unravel a strategic situation," says the native Singaporean, whose work examines the application of game theory to competitive strategy. Using a series of simple games, Ho teaches managers about the optimal decision-making behavior to improve firms' decision-making ability in competitive situations, such as price setting and market entry. The optimal choice, he says, depends on the individual's best guess of others' reasoning ability and likely action.

The ability to forecast others' behavior can be learned. He has found, in one of Ho's strategy games, he offers a $20 prize to the individual who can pick the person between 1 and 100 that is closest to the average number picked by the group and then multiplied by 0.7. Ho selects groups to comprise individuals with a similar strategic IQ (based on profession and level of education), such as a group of CEOs or a group of Ph.D. students. Ho has found that the levels of reasoning vary across profession, educational levels, and culture. This and similar strategic games allow Ho both to collect data on players' behaviors in competitive situations and to teach managers to analyze their own strategic options and those of their competitors.

Ho and fellow Haas professors Barbara Mellers and John Morgan, together with Nobel Laureate George Al aerof the economics department, are planning to set up a behavioral lab that will be used for the systematic analysis of behaviors in competitive situations.

Ho is also interested in improving managerial decision-making in retail and new product development. For example, he studies how supermarkets set price for a new product, determine traffic, and manage shelf space to ultimately lead to more traffic and more purchases. He has developed a model drawing on consumers' previous purchases, price factor information (advertising), and special displays that has served as an effective predictor in the area. The model helps supermarket managers to offer the right assortment at the right price to maximize a store's profits.

John Morgan, Jose Silva, and Teck Ho are new faculty members to join the Haas School in the Fall of 2003.

Morgan Tracks Peculiarities in China's Pricing

Conventional wisdom has it that competition and transparency make possible by the Internet will allow only low-price firms to survive. However, John Morgan, who joined the Haas School last fall as associate professor in Economic Analysis & Policy, has found that price dispersion on the web is driven more by the incentives to systematically manage information gatekeepers than by the forces of perfect competition.

Morgan has followed price dispersion trends in international markets on the Internet since 1998, when he was assistant professor of economics and public policy at Princeton University's Woodrow Wilson School. He has since held a one-year fellowship at the Hoover Institution at Stanford University before arriving at the Haas School this fall.

Morgan has found that comparative shopping websites, such as Shopper.com, have an incentive to encourage price dispersion in order to justify their existence. As a result, the site structures for the vendors who are paying to display their products on these comparative sites encourage price differences in identical products. He also found that price dispersion depends on the "thickness" of the market. "That is, the more sellers in a market, the less dispersion there is, and vice versa."

When Morgan is not studying price dispersion on the Internet, he examines the flow of information in an organization. "In particular, there is an imbalance of information flow among those making the decisions and those with specialized knowledge," says Morgan. "Designing retirement plans for employees is an example. Morgan has found that people have their own agendas or incentives, and Morgan found the most effective advisory committee to consist of two individuals with opposite views and equally limited loyalty to the CEO. The competition between the two creates a greater flow of information."

If there is only one advisor, Morgan has found that a face-to-face interaction, as opposed to a written report, is most beneficial. The input from the decision maker, even if he/she has no additional knowledge to offer the adviser, creates ambiguities that encourage greater information exchange.

In all his research Morgan has found great value in testing economic principles in lab experiments. "Experiments have increasingly become an important tool to evaluate policy suggestions to solve social policy problems, such as the selling of speed bumps through auctions, because economic theories have been imperfect predictors of human behavior," he says. "We don't know when we get it right and when we don't. It behooves theorists to test their theories in lab experiments."

Morgan received his undergraduate degree in economics from the Wharton School at the University of Pennsylvania and his Master's and Ph.D. from Pennsylvania State University.

Silva Studies Science of Decision Making

Assistant Professor Joes Cunha Silva brought his expertise in behavioral economics to the Haas School when he joined the marketing group last fall. Silva's work focuses on integrating psychological phenomena with models of decision-making and strategic behavior. His latest research revolves around how payment methods affect consumption of online content. An extension of that work focuses on the willingness of individuals to make voluntary contributions for content they like.

Silva and his co-author, Dan Ariely, former Haas assistant professor of marketing now at MIT, found that when purchasing content online consumers in many cases perceive the very transaction of making a payment online as a higher cost than the purchase price itself. In the case of small payments, if one were to place a monetary value on this transaction, Silva and Ariely estimated it to be equivalent to a 47% price increase. On the other hand, the use of electronic wallets, or pre-payment, has the opposite effect—people who deposit money in the wallet in advance act as if they received a 30% price discount. This work prompted Ariely and Silva to develop a managerial framework for taking into account psychological phenomena when measuring prices online.

In a separate study, Silva examined how to price content distributed through the web and other interactive media (e.g., compact discs with digital rights-management encryption). Content providers face a dilemma: consumers only know for sure what they would be willing to pay for an article after they have read it. But, at that point they have no incentive to pay for it—the consumption is done and the seller cannot remove it.

Silva has approached the problem of monetizing content in different ways: they can sell access to the consumers to advertisers (known as "selling eyeballs"), they can share revenues from the broad-based provider (used by ISPs in many European countries, where local phone service is metered); they can sell goods that are tied in with the content provided for free ("like this site buy a T-shirt"); or, in the case of well-established sources of information, sell the content.

Silva uses tools from behavioral economics to analyze a fifth alternative: reliance on voluntary payments. Many web sites now sport the "Amazon Honor System" icon for voluntary contributions. Silva's research studies when each of the five approaches described above should be used and makes managerial recommendations based on reputation, market size, and uncertainty.

Underlying all these applications is Silva's award-winning original research on the foundations of behavioral decision-making. His doctoral work at MIT theorized on why people make inconsistent choices.

Starting with the idea that people are always trying to do the best they can with limited mental resources. Silva showed that many inconsistencies in decision-making and choice are the result of people optimizing their decisions over large groups of problems. This results in their not being discerning enough with each individual decision.
Money Doesn’t Buy Happiness, According to Berkeley Study

Does money buy happiness? No. In fact, empirical evidence suggests that simply being motivated by the love of their work can grow increasingly dissatisfied while the more money they make, according to a recent study at Berkeley’s business and psychology departments. The study found, as one may expect, that individuals are motivated by intrinsic values, such as money, promotions, better office or parking spots, and other external rewards, are increasingly happy the more money they make.

More surprising, however, was the inverse relationship between those who were intrinsically motivated and their income. Intrinsically motivated people, or those who receive their satisfaction from doing the work for its own reward, proved to be increasingly dissatisfied with their work and their lives the higher their salaries grew.

"In a capitalist society, people generally believe that all other things being equal—being rich is better. But that is not what we found," said Jennifer Chatman, the Haas School’s Paul J. Converse Distinguished Professor of Management, who collaborated with psychology Ph.D. candidate Ariel Malka on this research. The researchers studied a group of 124 MBA students who completed their degrees between 1987 and 1992 at the Haas School of Business. They determined the students' motivational orientation based on their responses to questions about job, career, personal, and life circumstances. They then conducted a series of follow-up surveys to determine the participants' job satisfaction and subjective wellbeing. In some cases 10-15 years after participants had received their MBAs (and just before the study), the survey findings have important consequences for how managers communicate the value of work and how they reward their employees.

"The important lesson for managers is that they don't want the extrinsic rewards they give employees—raises, better offices, or bonuses—to simply overshadow or undermine the intrinsic rewards that people get for doing the work itself," said Chatman.

External rewards do not necessarily preclude enjoying the intrinsic values of the work, the authors say. But presenting rewards for engaging in an already appealing activity can undermine that intrinsic motivation. As a result, individuals may misattribute their motivation and start to believe that they are extrinsically motivated because they work in or chose a higher paying job. The conclusion to managers is to make sure that their employees are fully aware of the intrinsic merits of their work, and that they don't fall into the trap of misattributing their eagerness to do the work to some external reward for that work.

"Individuals have a fundamental psychological need to feel as though their actions are freely chosen," Malka and Chatman add. "In other words, we all need to feel that we are not just doing the work for the money, and that intrinsically motivated individuals need to feel this even more so."

The study also does not prove that higher salaries are the cause of the unhappiness of intrinsically motivated individuals. Instead, this individuals may trade off the content of the work for better pay, leading them into a situation where they become unhappy because the work is unsatisfying. In other words, higher income might be an indication that a person neglected their own values in choosing a job.

New Faculty Books

New Haas Investors Strengthens Ties to School

The Haas School recently created a new program that allows companies and foundations to invest in the future of business education and build ties to the school by giving to the Haas Investors Program.

Membership begins at the $10,000 level, and funds are applied to the school’s most immediate priorities. These often lie in the areas of faculty recruitment and retention, research, curriculum development, and student services. The money received through the program helps to hire the best business minds to manage the program. "The relationship they create with the school is mutually beneficial," says Jeff Rhode, who manages the program.

Member organizations in the Haas Investors Program enjoy benefits that include increased visibility, personalized services, and streamlined opportunities for recruiting. "Investors find that affiliating with one of the most distinguished schools of business in the country helps them to maintain their own high profile on many fronts," says Jeff Rhode, who manages the program.

Not all employees are happier the more money they make, say Ariel Malka (psychology) and Jennifer Chatman (above).

New Commitments

Undergrads Recognized by Boeing

The Boeing Company has recognized two Haas undergraduates: Katherine Wood, Robert Roll and8an Tong, for their outstanding academic achievements by awarding them the Boeing Undergraduate Scholarships.

Ryan, JD/ MBA 89; Marla Ryan, MBA 88; Ron Saxena, BS 80; and Melissa Wilson, MBA 98.

The new regional councils have also inspired new membership in the Bay Area Development Council. The following alumni joined the Bay Area Council this year: Melissa Daniels, MBA 80; Mark French, MBA 98; Hann Grande, MBA 02; David Hughes, MBA 01; Moira MacMahon Regueiro, BS 97; and Cecilia Pang, BS 80.

Leadership Society Formed

The Haas Annual Fund launched the Haas Leadership Society with a dinner in the Wells Fargo Room hosted by Dean Campbell in October. 2002. New alumni and friends attended this special evening that recognized annual fund donors of $1,000 and higher and the members of the Haas Development Council.

Creating Lifelong Connections

The Alumni Relations office and the Haas Annual Fund teamed up this spring with seniors, second-year full-time MBA students and third-year Evening MBA students to promote a Haas Lifelong Connections, or Haas LCL. The program includes a website (http://www.haas.berkeley.edu/alumni/lc/index.html), teams of Lifelong Connections class leaders and a fall/winter campaign during the last few weeks of spring classes. Haas LCL informs graduating students of the value of staying connected to the school by becoming active alumni post-graduation and the impact their involvement with the school can have on current alumni and future generations of students.
Returning the Gift of Education—

The student-staff ratio is far better than at Ghana's state universities, he notes, where sometimes students have to stand outside a packed lecture hall and listen. "At Ashesi, the lecturers are able to pay attention to our needs."

The Class of 2006—forty-four men and women, selected from more than 200 appli-
cants—enrolled this February.

For Dodzi Ankru, a freshman who had
lived for 10 years in Singapore and
Vancouver, Ashesi solved the dilemma of
how to get a competitive degree in computer
science in her home country. She says that in
some courses in Ghana, students graduate in
computer science without ever having hooked
up a computer.

In contrast Ashesi is wired. There is a computer laboratory,
and terminals for student research and online access. "We have
constant Internet access, and we are able to e-mail anyone
from anywhere on the campus," says Ankru.

Ashesi currently employs 20 people full-time in the
Ghanaian capital Accra and at its nonprofit parent, Ashesi
Foundation in Seattle. On its academic advisory board are 36
experts, including 15 professors from Haas who help with the
business curriculum, teaching methodology, and faculty training.

Even before Ankru enrolled at Haas, he had decided to
create Ashesi. His epiphany came when he and his American
wife, Rebecca, had their first child eight years ago, a son
Nanayaw. They were settled in Seattle at the time.

"That made me reevaluare my commitment to Africa," recalls
Ankru, who is returning to Ghana this summer with his
family, which now includes a daughter, Elia. He knew that his
children’s future would be entwined with Ghana. The fast-
developing country has a dire need for education, the most
accomplished students have typically left to study overseas,
sometimes never to return.

Ankru had graduated at Haas because he realized that a
notch business education would help his enterprise become
successful and self-sustaining. Now 36 and president of Ashesi
University, he still recalls the enthusiasm when he arrived at
Haas. "Every time I told someone about my idea, they said
"That is a dream! You were already an entrepreneur, and so you

The students: Patrick Asmah and Nina Martin, both MBA '09, founded Ashesi University. Top photo: By Yaw Nortey (centered left), a visiting economics professor from New York University, teaches an undergraduate microeconomics course at Ashesi University.

By Ros Davidson

f there is anything you can do, or dream you can, begin it.
Boldness has genius, power, and magic in it. Begin it now.

These words, from the German writer Goethe, have a special meaning at
the Haas School; they are the inspiration behind the name of Ashesi University
in Ghana. And Ashesi, which means "beginning" in Akan, one of Ghana’s
native languages, is one of the most intriguing start-ups by recent MBA graduates.

A groundbreaking university with a purpose so lofty as Goethe’s ideals, Ashesi is a private university offering undergraduate degrees in business and
computer science that has its business beginnings as a student project at
Haas—in the course work of two MBA men, Patrick Asmah, a native
Ghanian, and Nina Martin.

Five years later, Ashesi is well on track to meet its not-to-modest goal of train-
ing Ghana’s future business leaders. In March 2002 Ashesi started teaching classes
as the country’s first private non-denominational university.

The first class of students will graduate in 2005. They will also have a foundation in lib-
eral arts—Asmah is a graduate of Swarthmore—and an emphasis on social responsibility.

"Ashesi is a dream come true," says sophomore Abraham Namgoma, who says
he may start a business when he graduates. "It is an affordable world-class education
right here in Ghana."
“Smart, Ambitious, and Determined

Haas Undergraduates Mean Business

Haas undergraduate business senior Michelle Wald is pretty calm for a 21-year-old who was just offered a dream job an hour ago at McKinsey & Co. as a business analyst. After all, a McKinsey consulting job is about as prestigious as being called up to the major leagues for a pitching star. The news hasn’t seemed to sink in yet for the laid-back senior from Sunnyvale, Calif., a varsity basketball and field hockey player who starts her new job this fall. “I’m in awe of you,” says Tara Kramlich, a fellow Haas senior. McKinsey, which advises big corporations on how to better run their businesses, is “everyone’s first choice,” confides Kramlich, who’s headed to her own plum job at Prudential Capital Group as a corporate finance investment analyst and offers sincere congratulations to Wald.

In many ways, that’s the spirit of the Haas School, as convivial as it is competitive. The undergraduate program at the Haas School has become even more successful over the years, consistently producing a bumper crop of diverse, highly successful graduates, and it is now poised to expand this year to accommodate the ever-increasing demand for the program.

It’s also a program where the student body is outstanding, but as diverse as California itself. At Haas, students are likely to share classes with an Olympic swimmer, a Hispanic teenager who first in his family to go to college, or the daughter of a working class single mom who’s studying on a full scholarship.

“We want our students to learn about the history of Southeast Asia and read Moby Dick.”
—Andrew Shogan, associate dean for instruction

school represent the best of high school graduates and transfer students from California and beyond.”

Indeed, the undergraduate business program, founded 105 years ago, has never been stronger. It consistently ranks in the top four undergraduate business programs in US News & World Report. Its graduates move on to work at many of the nation’s top corporations such as Goldman Sachs, McKinsey & Co., Deloitte & Touche, Wells Fargo, Gap, and Cisco Systems. A survey of the Class of 2001 found that 94 percent of the class is working full-time, a percentage far higher than at all other undergraduate programs on the UC Berkeley campus. Most took jobs as analysts or consultants at salaries that averaged about $54,000. A string of better known Haas undergraduate alumni include Gap founder Don Fisher, BS ’59; retired Bank of America President and CEO Robert Dogu Peterson, BS ’25; former US Treasury Secretary Michael Blumenthal, BS ’51; Dreyer’s Ice Cream President Rick Crook, BS ’65; and current US Congressman Doug Ose, BS ’77, (R-CA).

Alumni who have reaped the rewards from their education are increasingly answering the call to give back to the school. About two thirds of the money required to run the Haas School is now provided by private donations, a huge leap from when Stephen Fitter was a student during the early 1980s and the state provided two thirds of the funding. “The challenge going forward is for us to continue to support public education priority,” Fitter maintains.

Through Haas is the second oldest business school in the country, many credit the school for moving quickly to embrace change and, as a result, the school has built a curriculum for the 21st century. While other business schools mandate a heavy dose of business courses for their undergraduate majors—diving deep into areas such as marketing and finance with time for little else—Haas now seeks to cultivate a well-rounded student who excels in both business courses and classes in other campus programs.

“We want our students to learn about the history of Southeast Asia and read Moby Dick,” said Andrew Shogan, associate dean of instruction at Haas. Dan Himmelstein, BS ’85, executive director of the program, calls the strategy “a general management approach to the major. You can’t take 15 courses in just one discipline,” he said. “We’re trying to create future CEOs and leaders.”

One set of changes to the curriculum began in the 90s when the school responded particularly well to a general criticism of business education from business leaders and members of the media—their claim was that most undergraduate business schools failed

Tara Kramlich, BS 03, 23, loves German, which is her second language. She wanted to continue studying German along with business. So she enrolled at Haas and takes advantage of Berkeley’s language program, taught by Kramlich, who holds a Bachelor of Arts degree in English from the University of California, Davis, and a Master of Arts degree in German from the University of California, Berkeley. She is a member of the alumni scholarship club and is a student mentor to west Oakland middle school students. She’s moving on to a job as a corporate investment analyst at Prudential Capital after graduation.
Program at a Glance

The Haas undergraduate program, a highly competitive, tw...
Connected at Haas

THE HAAS COMMUNITY CONNECTED AROUND THOUGHTFUL TOPICS IN 2002/03

1. ERRON WHISTLEBLOWER SHERREON WATKINS spoke at the Rudolph Peterson Ethics Lecture on January 30. Watkins, a former Enron vice president, warned top company officials about the firm’s accounting irregularities before its collapse. 2. WAIT PAVLO SHARED WITH HAAS SCHOOL STUDENTS how he went from getting an MBA to serving time for white collar crimes when he spoke at the Dean’s Lecture Series on April 16. In 2003, Pavlo pleaded guilty to wire fraud and money laundering while employed at MG and was convicted to serve 2 years in federal prison. 3. AT THE ALUMNI CELEBRATION AT THE MERLO CIRCUS CIRCUS Gigi GLAFKIDES, BS ’82, AN ALUMNI COUNCIL MEMBER, spoke to Wanda Cheung and Steffany Yee, both MBAs ’04, about opportunities in the specialty tea and coffee industry. 4. JOE DONNER, PARTNER IN KLEINER, PERTHUR, CAULFIELD AND BYERS, was among the leading thinkers from business, academia, and public policy who participated in the Haas School’s third annual New Economy Forum in Silicon Valley to discuss issues and opportunities facing the economy. 5. KIM KLEIN, PUBLISHER OF THE GRASSROOTS FUNDRAISING JOURNAL, gave the keynote address at the fifth annual Nonprofit & Public Management Student-Alumni Dinner at Haas on February 6. She is pictured with Kellee McBrayer, executive director of the Center for Responsible Business, and event organizers from the Nonprofit & Public Management Club Pattie Low, Braden Penfold, and Christina Connell, all MBAs ’03 who built it. 6. CONGRESSMAN JAMES GREENWOOD (R-PA) gave the keynote address at the 15th Annual Conference on Financial Reporting, which focused on the future of corporate governance. 7. KEVIN BROWN, MBA ’96, CO-FOUNDER AND FORMER DIRECTOR OF MARKETING AT ENTOMI, was one of two Fellows in Entrepreneurship who shared their business acumen with student entrepreneurs at Haas this spring. The Lester Center for Entrepreneurship & Innovation selected Brown and Jim Horrath (not pictured), founder of Preview Travel, for their prominent entrepreneurial accomplishments and longstanding ties to the Haas School. 8. DON FISHER, BS ’50, FORMER CHAIRMAN AND CEO OF GAP, hosted a special alumni event on corporate governance at the new Gap headquarters in San Francisco. He is pictured here with Art Genser, founder and chairman of Genser Architecture, Design, & Planning, and John Junek, MBA ’92, director of Major Gifts at Haas. 9. EDMOND J. ARNOLD, BS ’84, PROFESSOR EMERITUS AND FORMER DEAN RAY MILES; AND DEAN TOM CAMPBELL, TAKE A BREAK AT THE INAUGURAL HAASA OPEN, a fund raising golf tournament to support the school.

1949

James C. McFarland, BS, is president of Investment Advisory Services Inc. in Portland, Oregon, a company he founded in 1969 after serving as senior vice president of Merrill Lynch in Portland and past director and vice president of the Waverley Country Club. He and his wife, Barbara, who recently left a successful career at Hewlett-Packard to teach eighth-grade math, have two children and three grandchildren. They recently moved to Carmel, where he grew up, and is a proud member of Rotary International. Their daughter, Michelle, is in her third year at UCSF Medical School and son, Brian, is manager of capital budgeting for Intel.

1954

Hugh Gordon, BS, is continuing to enjoy retirement at Ruby Bay in the south island of New Zealand, where he has lived for 5 years. He writes, “We are enjoying living by the sea. If any alumni want to have a look, see our Web site at www.summary-fish.co.nz. It's just as good as it looks. Greetings to all old classmates.”

1955

Roger W. Gilbert, BS, is CEO of Specialty Co., an insurance company and property firm. He and his wife of 42 years have two sons, one daughter, and seven grandchildren. He served as president of Bermuda Insurance Co., which insures college students.

1956

Marlan Cumpston Venatana, BS, has served in various leadership roles for 30 years in the field of international law, specializing in national park facilities and historic properties, hotels, golf course clubs, and corporate facilities. She raised four children and started Venatana Design Associates in San Jose and Santa Clara. She has 13 grandchildren.

1965

Dr. Ross White, BS (MS, Cornell University, 1967) is a Certified Public Accountant and has served as a financial consultant to small-business owners for the last 10 years. Prior to that, he spent 20 years as CFO of small companies and corporate controller of a $250 million San Jose software company. He and his wife, Barbara, who recently left a successful career at Hewlett-Packard to teach eighth-grade math, have two children and three grandchildren. They recently moved to Carmel, where he grew up, and is a proud member of Rotary International. Their daughter, Michelle, is in her third year at UCSF Medical School and son, Brian, is manager of capital budgeting for Intel.

1967

After working in the accounting sector and their commercial real estate industry, Victor (Tendell) Van Lee, BS, entered the entered industry 12 years ago and has since gained a national reputation as a career coach and resume writer. Meanwhile, she also raised two children as a single mother. Daniele, an attorney at the Screen Actors Guild, and Ethan, who most recently has worked as an actor. Victor has given presentations on career development and is a speaker at a variety of conventions and universities, and last year she chaired the International Career Development Conference. Her resume is featured in 15 nationally published books, and she works with clients all over the world through her Web site, www.CuttingEdgeResume.com, and www.CareerGrowth.com. She also enjoys providing her expertise through community outreach efforts and recently conducted interview workshops with female inmates in Chincalou, Calif.

1969

Herman, MBA, and Irene Bachech, BS, see MBA 1168 notes.

1968

Peter Mekis, BS, recently moved with his wife, Linda, from San Francisco to Scotts Valley, CA. He writes, “Living among the grapes, riding hills, and Bill’s new population of Cal graduates. No more Muni buses at 3 a.m. Continuing my BBO Goldmines, LLP business travels as the director of alliance relationships, west of the Mississippi. Daughter Jordi, a UC Berkeley graduate and attorney in San Francisco, just purchased a four-bedroom home in San Carlos. During 2003, daughter Kim Mcklar, a UC Davis graduate, delivered my first grandchild, Julia. Nothing better than being a grandfather! Thanks wonder- ful, and here’s wishing her towards Cal...it’s tough because she lives among the cardinals in Menlo Park! Continuing my responsibilities on the Haas Development Council and encouraging everyone to support Haas.”

1972

Lawrence (Lampherm) Bogen, BS, writes, “After getting divorced in 1999, I moved to Dallas with a job change. I am now back at my old accounting firm of PriceWaterhouseCoopers and recently engaged. My fiancé is an alumnus of night-school classes, and we’re excited about our new lives. Dallas isn’t the Bay Area, but it has a peaceful side. I met my other friends in the Haas Business Alumni group and think of them often. My job responsibilities bring me back to San Francisco regularly, so I can at least get my periodic fix of the Bay Area.”

1974

After graduating from the State Comptroller’s Office in San Francisco. He writes, “After working as an assistant executive, audited and underwrote, I was recently promoted to the position of legal collections analyst. My wife, Clairene, is a gradu- ate of UCSF’s School of Nursing, and is a nursing supervisor in the radiology department at UCSF. We have two children, Justin, a junior at Lowell High, and Dana, a freshman at Lincoln High, both in San Francisco. Our family has also been active at the First Christian Baptist for many years.”

1979

Christine A. Lee, BS, has recently joined forces with Brokia. Marketing Service to better assist her clients in financial services, real estate, and banking. Her son, James, a sophomore at Beverly Hills High School, is a member of the cross-country team and plays lead trumpet in the school band. Son Johnathan, an eighth-grader at Horace Mann School in Beverly Hills, plays the clarinet and trom- bone in the school band and enjoys film-making. He was the Beverly Hills All-Star National Youth Soccer goalie and played at the national tournament in Hawaii.

1976

Doug Ewbank, BS, writes, “Not such a cheerful update this time around. Since my last entry in CallBusiness, my restaurant business has failed and I’ve been ‘retested’ from Alligator on April 2003. On the positive side I can look back on my second career in the IT business. Tim Meadows, BS, see MBA 977 notes.

1996

Linda J. Scherman, BS, earned a law degree from Loyola School Law, practiced law, and then pursued a career in real estate. She maintains her attorney’s license and recently started her own brokerage, US Realty in Los Angeles.

ALUMNI NOTES

DONT FORGET TO VISIT THE NEW ONLINE COMMUNITY

www.haasalum.berkeley.edu

• sign up for a Haas e-mail forwarding address
• update your profile
• become an active career networker
Michael K. Marshall, B.S., of Sacramento finished his graduate studies at the University of Chicago in 2002. He is now a new faculty member at CalPERS. He writes, "I specialize in the economics of public policy, with a focus on government interests before the late 19th century, as well as in the history of government in California. He and his wife, the former Jean Wilheit, have three children and eight grandchildren.

1962

Jerome B. Williams, M.B.A., writes, "I retired and moved to the Tuscaloosa County village of Altavista in 1966. My youngest son is now a computer systems engineer and the other two are doing well. I am better for our family, aside from an occasional bump on the nose. I was recently diagnosed with prostate cancer at age 68. Fortunately, I had done all the recommended medical exams and tests since age 50, so my condition is not threatening, all treatment options are open to me, and I am advised that whatever I choose, I should do well. Those who have been kind to me know that none of the options is very desirable. I continue attempting (without much success) to obtain information about LH (luteinizing hormone) and other potential solutions. I am currently on a biological diet. I am happy to be able to live a full life while awaiting new old friends. I live in Tuscaloosa now. I have some friends, some old and some new."

Richard George, M.B.A., writes, "In 1967, I joined an academic professor at Harvard, teaching a course titled "Global Financial Services" in the MBA program. After 29 years with Citibank in a variety of positions, I had accumulated a certain experience that is proving to be popular with my students. They seem to like the personal stories I share with the "learn by doing" approach. I plan to go on sabbatical after 20 years so many years. I live in Truckee, California, and work part-time with a consultant in small business organizations."

1971

Michael Crozet, MBA, is president and CEO of Medical Communication Corporation, a leasing and rental company of electronic test and measurement equipment. Last year the company acquired all of Allegro's 550 fastest growing companies of the past five years.

G. W. Combs, M.B.A., is a CPA in Dallas, Texas, and an expert in reimbursement issues, has served as a court-appointed receiver for a chapter 26 bankruptcy. He has written on many securities law actions for the federal court in eastern district of Texas which is married to the former Andrea Dickson, M.D.

1972

Rich Gottschalk, M.B.A., relocated to Chicago to serve as president of IPM's Food Equipment Group, which includes such companies as Hahn, Cuno, Waukesha, and Tufts. He writes, "I am president of the CMAP Property Owners Association and am an ardent Chicago baseball fan."
Alumni in the News

Hidetaka Hirano, MBA 02, has been singing the praises of the Haas School of Management Japanese magazine Nikkei Business Aspire — from October 2004 until March 2005, Hirano penned a series of his thoughts on his experience getting

up the MBA. The title for the series was "A Full-fledged Struggle for MBA — Master of Being Ambitious!" In the article, Hirano wrote that the program was a "mixture of the Global Peace Initiative, a leadership committee, whose main projects are organizing the Peace Summit in Nairobi, Kenya, in October 2004, and the World Peace Summit Initiative tentatively scheduled in Cambodia in 2005."

At IDEO, innovation is The Business of Design

It’s a typical Saturday, and Kelly, who is an IDEO designer, is in the midst of the design process. She is busy working on a prototype for a new product, and she is determined to make sure it meets all the criteria. Kelly’s team is made up of experts from various fields, and they are all working together to create something innovative.

"The design process is not just about creating something that looks good; it’s about creating something that works," says Kelly. "It’s about solving problems and finding new ways to approach them."

In the past, design has been seen as a luxury, something that only a select few can afford. But Kelly and her team are changing that perception. They believe that design can be used to solve some of the world’s biggest problems, from climate change to poverty.

"Design is about making the world a better place," says Kelly. "It’s about using creativity to solve problems and improve people’s lives."

At IDEO, innovation is not just a buzzword; it’s a way of life. The company’s mission is to "create a world where everyone can do their best work," and they are dedicated to achieving that goal.

"We believe that everyone has the potential to create something amazing," says Kelly. "We just need to give them the tools and opportunities to do so."
Sue (Hoffy!/Avia) Lewis, MBA, recently changed jobs and is now employed as a project manager in the Information Technology Department at Kaiser Permanente. She is working on Kaiser's HIPPA compliance project, which involves a significant amount of work on EDI compliance. Sue is currently in residence in Walnut Creek, Calif., with her husband, Bill (SB98), and their twin boys, Jack and Mark (3½).  

999  
Carlos Kelton, MBA, joined Intel in the United States shortly after graduation in 2001. He is responsible for working with chip design in the Asian and Latin America regions. He has special interest in the software products group, where he has helped direct several large projects in the past. He is also a member of the International Association of Business Communicators. 

Pablo Alboja, MBA, and Gonzalo Aguilera, MBA, write, "If you come and walk the Inca trail, you'll find that all your daily issues in the city are just like one of the small statues compared to all of what you see during this four-day adventure. When you have to make a decision at 2,500 feet of altitude, you first take a long breath.

Pablo Alboja and Gonzalo Aguilera walk the Inca trail.

Jenny B. Redd, MBA, and Kevin Brown (MBA 96) welcomed their second child in June. Their son, Portia Brown, was born June 7, 2002. We congratulate the couple on their new family member.  

Michelle Hsu and her partner, Joe, have been married for five years. They are expecting their first child in July.  

Scott Davis, MBA, writes, "Sasha and I traded a one-bedder dorma left in for a five-bedroom house near a park outside Portland, Ore. Our son, Shalom (1), enjoys the park wherever it's raining."  

Alex Segrest and Barbara Vazconcellos were wed in Sept. 2002. Alex Segrist, MBA, writes, "I married Barbara Vazconcellos in Kloko, Slovakia in September. Family and friends came from all over the world to our wedding, which included 50 days of festivities, traveling, music, arts, dancing, drinking, and traveling in Prague, Krakow, and Budapest! We were married in the largest church in Slovakia, built in the 13th century (and truly beautiful), in a very special ceremony that was given in a combination of Latin, Slovak, and English. Most of the mass was sung, not spoken, as they do all in Eastern Europe. The picture was taken in front of an 18th century Royal Hunting Lodge, where our wedding party stayed and where we had our reception. My company, The Executive Center, is doing all..."  

Markus Gysler, MBA 96  

On January 30, Markus Gysler, MBA, stood on the 9,199-foot summit of Mt. Kilimanjaro in Tanzania, Africa's highest mountain. He sends greetings to the Haas community.

Alban Neppeln welcomed Melanie Helen in July 2002.

Alban Neppeln welcomed Melanie Helen in July 2002.

Pablo Alboja and Gonzalo Aguilera walk the Inca trail.

Amy (Lincu) Capello, MBA, writes, "What a ride 2002 was! I believe I qualify the presidential year of our first child, Caleb. Caleb was the perfect end to our 2½-year adventure traveling the world and visiting friends and family. We've settled down (for now in Palo Alto, Calif., but we try to stay in touch with the rest of you every chance we get)."  

Leslie K. Fisher, MBA, of San Ramon, Calif., writes, "This past year has been about my daughter, my dad, and my dog, and about doing fine. Daddy, on the other hand, is hopelessly wrapped around Melanie's tiny fingers."  

Jeff Marshall, MBA, and Jeanette Gouroff, MBA, write, "We are happy to announce that, on May 2002, and welcomed to the world our son, Benjamin. Ben was born on February 2002, Mom, Dad, and daughter are doing great."

Mel-Reidie Tue, MBA, and Raymond Lin, MBA/M94, were married in Woodside, Calif., in May 2002. Chie Maeda, Shee-Yu Wu, Lilly Yue Chee Ho, MBA, and Sue Yi, MBA, were part of the wedding party. The couple resides in Belmont, Calif.

Sneez Sriwanasat, MBA, writes, "I am and have always been thorough enjoying my life here in Seattle, with our little girl, Melissa. Work keeps me busy and on the road often though as often as the Bay Area is for 10 days. I came back to Microsoft (unofficial) a year and a half ago after a short, eye-opening stint in the valley. My new job is to oversee our global marketing and ecosystem development team in the mobile devices group (symbols/phone apps). If you're in Seattle, give us a shout."  

Julia (Kellie) Vislich, MBA/M94, is president of Gray's Wheels. She writes, "It's many of you know me while at Haas, I divided the time between cycling and studying. After graduation, I pursued my passion for bicycling and began racing. In 2002, I entered my license to compete as a professional athlete. I also left my advertising gig and started my own company serving the bike and related community (www.greenevelos.net). Last September I took a sweet from the racing scene and delivered a healthy little boy, Luke Anthony (Luc).....Using..."  

"Ofo and lead consultant for the firms urban planning arm, Jonathan R. Weinstein, MBA, has helped The Haas alumni chapter with staff since January 2002 as the firm has transitioned from solely fee-for-service consulting to developing property on the firm's own account. Jonathan has made a career commitment to community-based economic development and currently serves as president of the 9th & Streets Business & Arts Coalition, as a board member of the local Main Street initiative to revitalize the traditional commercial corridors in Washington, D.C.'s Shaw and U Street neighbor- hood. Jonathan is planning a New Year's trip to Cuba in conjunction with a series of events focusing on strategies for using heritage tourism as a vector for community eco- nomic development."  

Susannah Carrier, MBA 94, writes, "I'm still living in London and working at Credit Suisse First Boston and marketing after college before deciding to earn an MBA...but e-mail is still around and going strong."  

Quin (pronounced Cue-im) helps Fortune 1000 companies, such as Charles Schwab, Blackbinder, and Travelocity, figure out ways to use e-mail to increase customer loyalty and engage with the company, and to reduce costs. Schwab provided the initial funding to Lambright and co-founder John Funk in late 1999. Quin has helped Schwab develop a range of e-mail services, such as daily delivery of a client's stock portfolio into a designated inbox every afternoon or immediate e-mail notification of a securities rating change.

In starting the company, Lambright accomplished precisely what he intended when she went to business school: "It fulfilled my entrepreneurial aspirations, but I needed to learn more about running a business. I was so marketing oriented—I intended to round out my skill set and gain knowledge of finance and accounting."

Lambright has leaned on her MBA, she said, and notes that Michael Katz's business strategy class has come in especially handy. So has the Bay Area's Haas alumni network. One of her classmates, Michael Stiper, is one of Quin's managing directors. Lambright says she also remains in close contact with at least a half-dozen other classmates, relying on them for research and advice.

To survive in today's business climate, Lambright says, requires "a lot of scoffing, a lot of hard work." Quin's emphasis on basic business fundamentals is helping the company stand out, but Lambright acknowledges that the end of the dot.com boom has made it hard to make money. An essential quality, she says, is a company's ability to be nimble and responsive to the market and, in her field, to be flexible enough to come up with new technology. It's "a highly competitive environment in the inbox," she says. "But we believe we're capable of a lot of growth. There is a gap between what consumers want and what marketers have delivered so far. We plan to be here to ride it out."
IN MEMORIAM

Robert R. Mauser, BS 29
Helen M. Pitts, BA 30
John R. Watson, attended
Paul I. Albright, BS 32
Shelton N. Jackson, BS 32
Dudley A. Cameron, BS 33
Willard F. Caver, BA 33
Leonard M. Levy, BS 33
Dorothy F. Andre, BS 34
Robert K. Leventon, BS 35
Charles W. Blakely, BS 36
Lotty V. Traytaham, BS 36
Robert M. Gleen, BS 36
James Tournemotte, BS 37
Walter E. Hoadley, BA 38
Henry B. Murphy, BS 38
Kenneth E. Sweetser, BS 38
Victor J. Bernhard, BS 39
Olaf H. Hansen, BS 39
John C. Mattick, BS 39
Lucille T. Morris, BS 39
John F. Bask, BS 39
Claudine H. Horton, BS 40
Ralph W. Sauer, BS 40
Yuiko Wada, BS 41
Louis R. Delouche, BS 42
Michael T. Kehlmann, BS 42
Lawrence S. Kurt, BS 42
Thomas B. Shank, BS 42
Harry A. Tonnson, BS 42
Frank G. Wainland, BS 43
Ralph Borden, BS 43
Philip M. Knox, BS 43
Harlan K. Veit, BS 47
Emo C. Berman, BS 48
Paul E. Chapman, BS 48
William C. Difffenbaugh, BS 48
Genevieve W. Herrill, BS 48
John R. Kleepley, MBA 48
George W. Ball, BS 49
Thomas R. Joyce, MBA 49
Dick G. Paterson, BS 49
John Pihlburg, BA 49
John H. Glasscock, BS 50

Thomas G. Handcock, BS 50
Albert W. Hinz, BS 50
Herbert O. Parks, BS 50
John M. Sather, BS 50
George W. Spreen, BS 59
Richard F. Dela, BS 59
Robert A. Ellis, BS 52
Nicholas N. Pfeubrajeay, BS 52
James D. Thatcher, BS 52
Edgar J. Braun, BS 53
Elmo C. Brown, BS 53
Robert W. Hornbeck, BS 53
Philip E. Morrison, BS 53
Jack R. Rumlin, BS 54
Alan W. Fraser, BS 55
Jack N. Grinberg, BS 57
Raydeen E. Mahler, BS 57
Joseph A. Pasture, MBA 58
Gary E. Murchison, BS 60
William E. Ready, BS 61
Howard J. White, BS 61
Maribell Montgomery, BA 62
Bob C. Cobbon, MBA 67
Glenn Wright, BS 69
Gary A. Fong, BS 74
Jacqueline M. Deschaine-O'Brien, BS 70
Alaina L. Wilkins, BS candidate 74

Friends of Haas
Walter H. Annenberg
Gerald F. Brash
Maridith Carey
Lea R. De Andre
Mary M. Gamber
Carol M. Gayner
George V. Herrero
Willis H. Pickton
Leanne Roberts
Ethel M. Robley

Haas succeeds with all of us.
Be a part of it.
Investing in your future shouldn’t stop when you graduate. Play a part in continuing the strong Haas tradition.

Checks made payable to the Haas Annual Fund can be mailed to 530 Student Services Building #1904, Berkeley, CA 94720-1904. To make a gift by credit card, call (510) 642-1234, or make a credit card gift online at www.haas.berkeley.edu/alumni/give. For other information or assistance, please call (510)842-1234. Thank you for your contribution.

Haas School of Business, University of California, Berkeley

Ph.D.
1972
Bill Gotcher, Ph.D., writes, “I have retired from California State University, Hayward. I am still coordinating and teaching in the Extension Supply Management program. I still like to fly and own part interest in a Bonanza. I just returned from Bali where I was white-water rafting. Also, my son and I own a Change 120, and I have an Allegro Motor Home. From my trips you see that I like to travel in my retirement. If you knew me in school, please contact me at gottcher@csuhayward.edu or 510-864-2739.”

Executive Development
2000
Maarten Vinkhuij, Executive Development, writes, “After helping all the successful stories and participating in the Inexensive Education program, our training and started my own company: Medlock Consulting (www.medlock.com). We are successful in business in London and the Pan-European area and actively looking for a small- to medium-sized consulting and project management partner company based in New York or the Boston area. Haas/Berkeley and its community have been a great experience for me. Maybe there is more to come.”

2002
Juan Carlos Fernandez, Executive Development, writes, “Yes, the best for my friends of Haas School. Best wishes to all the professors and staff.”

Obituaries
1942
Walter T. Isaacs, BS
1990
Jacqueline Deschaine, BS, passed away Aug. 5, 2000, at UC Davis Medical Center after a battle with cancer. She had been employed at PG&E for the past seven years. She is survived by her husband, Kevin O’Brien, her parents, and her and Janet Deschaine, and her brothers, John and Jim.

Juan Fernandez